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| Journal Name: | [**Asian Journal of Education and Social Studies**](https://journalajess.com/index.php/AJESS) |
| Manuscript Number: | **Ms\_AJESS\_141868** |
| Title of the Manuscript: | **The Influence Of Celebrity Endorsement Tactics on Customers' Purchase Intention** |
| Type of the Article | **Original Research Article** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | The research paper is important to the scientific community, as it provides a valuable, and localized study on the influence of celebrity endorsement on consumer behavior in the Philippines. By focusing on a specific demographic—students at Davao Oriental State University—the research contributes to the understanding of how cultural and regional factors may impact the effectiveness of marketing tactics. The findings offer insights for both academics and practitioners, helping to fill a gap in the literature by providing empirical evidence from a non-Western context. This makes the study relevant for anyone interested in marketing, and consumer psychology. | Thank you |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title is quite suitable for the manuscript. | Thank you |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | The abstract is comprehensive and well-structured. It clearly states the research purpose, the dimensions studied, the methodology, and the key findings, including the most influential factors. I suggest adding a brief mention of the statistical tools used (e.g., Pearson correlation, regression) to give the reader a more complete picture of the analysis at a glance. | Okay |
| Is the manuscript scientifically, correct? Please write here. | The manuscript appears to be scientifically correct in its approach and methodology, but the full evidence to support all conclusions is currently incomplete. | All evidence is provided in the tables supported by descriptive explanations under it. It clearly reflects the findings and conclusions provided in the manuscript. Thank you. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references are generally sufficient. | Thanks |
| Is the language/English quality of the article suitable for scholarly communications? | The language and English quality of the article are suitable for scholarly communication. The text is clear, well-structured, and uses appropriate academic terminology. | Okay |
| Optional/General comments | This study provides a valuable contribution to the understanding of celebrity endorsement effectiveness, particularly within a specific local context in the Philippines. The methodology is sound, and the findings are well-presented. The manuscript is generally well-written and easy to follow. However, there are a few minor formatting and spacing issues, particularly around the tables and section headings, which should be corrected for professional presentation. the citation style is inconsistent in some places. | We already did the changes. |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* | There are no ethical issues found in this article. |