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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.** | This article provides valuable insights into how customer purchasing intentions are influenced by celebrity endorsement strategies. It offers both academic value and real-world consequences for brand strategy by fusing marketing theory with consumer behavior study. The study adds to the body of literature by elucidating how well endorsement strategies influence customer choices. | Yes |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **YES** | Okay |
| 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. | **YES** | Okay |
| Is the manuscript scientifically, correct? Please write here. | YES | Okay |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | YES | Okay |
| Is the language/English quality of the article suitable for scholarly communications? | YES | Okay |
| Optional/General comments | Needs proper formatting | Done |

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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. |