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| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4517** |
| Title of the Manuscript:  | **Developing and Validating the Measurement Model for Social Media Influencer Attributes Using Confirmatory Factor Analysis** |
| Type of the Article | **Book Chapter** |

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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 *(Please correct the manuscript and highlight that part in the manuscript. 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 author mentioned the** “purpose of this study is to develop and validate the instruments for measuring the social media influencer attribute construct. Each of the respondents for this study must be a female between the ages of 18 and 56 and must have viewed a video on YouTube in which a beauty influencer gave her opinion on a cosmetic product.” Although these constructs are already discussed in the literature but the author may mention they have discussed the most influencial attributes in their study to facilitate the reader.  |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **The title would be** * “Social Media Influencer Attributes influencing consumer behavior”
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| 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. | Please add a line in the start which facilitates why this book chapter was important. In addition I would suggest to delete the statistics and provide the author study reference to decrease the repetition of the same study at different places. Compare and contrast the recent literature to present the vitality of the constructs.  |  |
| **Is the manuscript scientifically, correct? Please write here.**  | Manuscript is scientifically correct but the should follow the book chapter format. Like in the methodology section authors have defined to use the methodologies but they didn’t mention the reason and why that was important. In addition why they collected the data just from females, not males as in most of the regions males are also following the influencers for buying the product. Please improve all these things according to the book chapter format (e.g., statistics etc). The author can discuss their findings, compared with the recent literature, which helps the reader to understand the attributes in the book chapter. Also add how this helps the managers to influence the consumer behavior.  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | **Additional references are required, the study contains the data till 2022, which is approximately three years past data. So, I would suggest to add the recent literature (e.g., 2023-2025)** |  |
| Is the language/English quality of the article suitable for scholarly communications? | The language of the article is suitable but this have the formatting issues. |  |
| Optional/General comments |  |  |

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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)* |  |

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| **Reviewer Details:** |
| Name: | **Muhammad Talha** |
| Department, University & Country | **UCAS, China** |