REVISION NOTE

The Importance of Social influencer-generated Contents for user cognition and Emotional Attachment: An Information Relevance Perspective

[Ref. No. sustainability- 1662179]

This study analyzes the relationship between content generated by social media influencers and followers' emotional attachment and perceived quality of information, as well as their intention to follow/recommend the influencer. With the growing influence of social media marketing, the findings presented in this study are of theoretical and practical significance.

Thank you very much for your kindly comments on our manuscript. There is no doubt that these comments are very valuable and very helpful for revising and improving our manuscript. In what follows, we would like answer the questions you mentioned and give detailed account of the changes made to the original manuscript.

However, as an academic study, there are some points that need to be revised. First, it is necessary to explicitly present the research gap in the extant literature that this study addresses, and to situate the research questions of this study there.

Thank you for your valuable comments. According to your suggestions, we updated the manuscript by elaborating on the research gap and updated the research question accordingly. The followings are our updated results:

"However, the issue of how influencer-generated content should align with consumer requirements has not been thoroughly explored. The role of influencer-generated content in influencer marketing requires further examination. Additionally, there is presently an inadequate amount of information about how influencers and social media users build strong connections in order to develop and maintain influencer popularity.
To address these research gaps, we propose an empirical research model based on information relevance theory and utilizing the underlying constructs identified from previous research to explain the relationship between influencer-generated content and influencer popularity." (page 5 , line 205 - 213)

"As such, the purpose of this study is to investigate the effect of influencer-generated content characteristics on the information quality and consumer emotional attachment based on the concept of information relevance, and consequently to explore the relationship between influencer-

generated content and influencer popularity. This study mainly addresses the following three questions: First, how does influencer-generated content affect the emotional attachment that social media users have to influencers? Second, how do the characteristics of influencer-generated content affect the information quality? Third, what are the effects of the emotional attachment and the information quality on influencers' popularity?" (page 3 , line 108 - 119)

Next, a more detailed description of the survey target is required, including what categories of social media influencers will be described in this survey.

Thank you for pointing this out. According to your suggestions, we checked the categories of social media influencers and assigned the influencer name from the survey results to the appropriate influencer categories. The followings are our updated results and we hope you agree to our revised manuscript:

"Furthermore, we correlated participants' responses to influencer categories to acquire a deeper understanding of the survey results. Influencers can be classified into the following categories: lifestyle, fashion, beauty, sports/fitness, travel, parenting, photography, music, food, gaming, pet, virtual, and real estate [72]. According to the results, influencers in the food (28.6 %), travel (23.5 %), and sport/fitness (22.8 %) categories accounted for a larger percentage. This reflects that the participants place a higher premium on life quality. Additionally, this could be due to the fact that the participants aged 20-29 accounted for a sizable portion of the survey." (page 10, line 486 - 493)

Reference:

72. Ainfluencer：https://blog.ainfluencer.com/types-of-influencers/

It is also necessary to explain why the application of PLS-SEM used in this analysis is appropriate and to report items that are recommended to be reported by PLS-SEM.

We appreciate your introduction to the excellent studies, which are quite valuable to us. According to your suggestion, we rearranged and presented the results of our analysis in this manuscript in response to the request of the article written by Hair et al. (2019).
We added an reason for employing the application of PLS-SEM in the study to the page 11 line 499 - 508 of the manuscript. On the page 11 line 509 – page 16 line 570 of the manuscript, we updated the analytical findings and explanations according to the article written by Hair et al. (2019).

Finally, the discussion should explicitly state what the novel findings of this study are.

Thank you for your significant reminding. According to your suggestion, we revised the discussion to include the findings of this study, theoretical and managerial implications, as well as limitation and future research directions. The modified contents are shown on page17 line 618 – page 20 line 759 of the manuscript.

Below are detailed comments tied to page and line numbers.

% page 1, line 2: Title

The capitalization manner should be consistent.

We checked and corrected the title's capitalization to ensure consistency. The followings are our updated results:

"The Importance of Social Influencer-generated Contents for User Cognition and Emotional Attachment: An Information Relevance Perspective" (page 1, line 2-3)

% page 1, line 25: Abstract

Regarding "This study contributes us...", who is "us"? The pronoun should be explicitly described.

Thank you for your significant reminding. According to your suggestion we modified the wording to make the sentence's meaning more explicit. The followings are our updated results:

"This study contributes researchers and marketers to advance understanding of influencers' relationship with other social media users and offers management-related recommendations for influencers and marketers." (page 1, line 25)

% page 2, line 82: 1. Introduction

The authors described they will examine the relationship between contents of social media influencers and emotional attachment. However, the research questions are about popularity. The authors should structure the existing issues addressed in this study to make them clearer and connect them to the research questions as appropriate.

Thank you for your significant reminding. According to your suggestion, we updated the expressions of the research purpose and the research questions to make them clearer. Additionally, we expanded on the description of emotional attachment and information quality in the

introduction section to better explain our research purpose and research problems. We hope you agree to our revised manuscript. The followings are our updated results:

“Emotional attachment has been identified as a critical factor in a social media influencer's ability to attract followers and influence [16]. Emotions can enable customers to form an attachment to a person or item [17]. Influencers express their personal views on issues via social media and interact with people who see the content they generate through comments and other ways. This gives users a sense of psychological closeness with influencers and consequently builds emotional connections with influencers [18]. Establishing emotional attachment is conducive to enhancing the persuasiveness of influencers to their followers [19].
Information quality can affect the consumers’ attitudes, information adoption, and behavioral intentions [20]. The content generated by social media influencers who are dubbed leaders has a considerable impact on users' attitudes and behaviors. Due to the inaccuracy, incompleteness, and unreality of low-quality information, it will have a detrimental effect on customers' perceptions and behavioral decisions, and may even result in dangerous conclusions [21]. High-quality information presents complete, true, timely, and effective content as much as possible, which can entirely meet users' needs and has a positive effect on their behavior [22].” (page 2 , line 64 - 79)

“As such, the purpose of this study is to investigate the effect of influencer-generated content characteristics on the information quality and consumer emotional attachment based on the concept of information relevance, and consequently to explore the relationship between influencer-generated content and influencer popularity. This study mainly addresses the following three questions: First, how does influencer-generated content affect the emotional attachment that social media users have to influencers? Second, how do the characteristics of influencer-generated content affect the information quality? Third, what are the effects of the emotional attachment and the information quality on influencers' popularity?” (page 3 , line 108-119)

Reference:
16. Ki, C. W. C.; Cuevas, L. M.; Chong, S. M.; Lim, H. Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. J. Retail. Consum. Serv. 2020, 55, 102133. https://doi.org/10.1016/j.jretconser.2020.102133.
17. Hew, J. J.; Badaruddin, M. N. B. A.; Moorthy, M. K. Crafting a smartphone repurchase decision making process: Do brand attachment and gender matter?. Telemat. Inform. 2017, 34, 34-56. https://doi.org/10.1016/j.tele.2016.12.009.

18. Sánchez-Fernández, R.; Jiménez-Castillo, D. How social media influencers affect behavioural intentions towards recom-mended brands: the role of emotional attachment and information value. J. Mark. Manag. 2021, 37, 1123-1147. https://doi.org/10.1080/0267257X.2020.1866648.
19. Morrison, S.; Crane, F. G. Building the service brand by creating and managing an emotional brand experience. J. Brand Manag. 2007, 14, 410-421. https://doi.org/10.1057/palgrave.bm.2550080.
20. Hussain, S.; Song, X.; Niu, B. Consumers' motivational involvement in eWOM for information adoption: The me-diating role of organizational motives. Front. Psychol. 2020, 3055. https://doi.org/10.3389/fpsyg.2019.03055.
21. Song, S.; Zhang, Y.; Yu, B. Interventions to support consumer evaluation of online health information credibility: A scoping review. Int. J. Med. Inform. 2021, 145, 104321. https://doi.org/10.1016/j.ijmedinf.2020.104321.
22. Jiang, G.; Liu, F.; Liu, W.; Liu, S.; Chen, Y.; Xu, D. Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk. Data Sci. J. 2021, 1, 13-22. https://doi.org/10.1016/j.dsm.2021.02.004.

% page 2, line 87: 1. Introduction

Authors should also describe what implications are expected from the resolution of the research questions in this study. This will clarify the scope of this research.

Thank you for pointing this out. According to your suggestion, we added our expected implications of addressing the research questions to clarify the scope of this study and round out the paper. We hope you would agree with our revised manuscript. The updated results are displayed below:

"This study provides significant theoretical and practical contributions by exploring the important effect of influencer-generated content in enhancing the relationship between influencers and their followers based on the information relevance theory. On a theoretical level, the conceptual model developed in this study explains that the positive impact of influencer-generated content on consumer cognition and emotion eventually increases the influencer's popularity. This demonstrates the critical role of influencer-generated content in the interaction between influencers and their followers. In practice, the research findings provide insights that can assist influencers in optimizing their content and attracting broader public support, so promoting the sustained development of influencer marketing." (page 3 , line 120 - 129)

% page 2, line 88: 2. Theoretical background

Although the authors have described extant literature in detail, authors should not directly link them to the viewpoints addressed in this study, but should first clarify the issues of extant literature, and then structure how this study will address those issues.

Thank you for your valuable counsel. According to your suggestion, we updated the structure of the paper. We added literature review section and the explanations of research gaps. The updated contents are presented on the manuscript from page3 , line 132 to page 5, line 213.

% page 3, line 98: 2. Theoretical background

Regarding "...the foundation to form Influencer marketing", capitalization manner should be consistent.

Thank you for pointing this out. We checked and corrected the word's capitalization to ensure consistency. The followings are our updated results:

"Influencers' relationship with others is the foundation to form influencer marketing" (page 3, line 142)

% page 5, line 242: 3. Research model and hypotheses

Regarding "Perceived novelty is positively impacts consumers' emotional attachment...", is the grammar correct? Sentences should be written with accurate grammatical expressions.

Thank you for your significant reminding. According to your suggestion, we corrected the above grammatical errors and made an effort to correct the spelling and grammar errors and polish the whole manuscript. The followings are our updated results:

"Perceived novelty of content positively impacts consumers' emotional attachment to influencers." (page 6, line 270-271)

% page 7, line 338: 4.1 Data Collection

Regarding "...indicating strong", is it correct? Isn't that "weak"?

We checked and corrected the above errors in the manuscript. The updated results are displayed below:

"With the exception of the individuals' demographic variables, all items were assessed using 5-item Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree)." (page 10, line 471-472)

% page 7, line 340: 4.1 Data Collection

The authors wrote that they had the influencer's name described. Although there are many different categories of social media influencers, this study can be used effectively by presenting information on the influencer category that this study is targeting.

Thank you for pointing this out. According to your suggestions, we checked the categories of social media influencers and assigned the influencer name from the survey results to the appropriate influencer categories. The followings are our updated results and we hope you agreed our revised manuscript:

"Furthermore, we correlated participants' responses to influencer categories to acquire a deeper understanding of the survey results. Influencers can be classified into the following categories: lifestyle, fashion, beauty, sports/fitness, travel, parenting, photography, music, food, gaming, pet, virtual, and real estate [72]. According to the results, influencers in the food (28.6 %), travel (23.5 %), and sport/fitness (22.8 %) categories accounted for a larger percentage. This reflects that the participants place a higher premium on life quality. Additionally, this could be due to the fact that the participants aged 20-29 accounted for a sizable portion of the survey." (page 10, line 486 - 493)

Reference:

72. Ainfluencer：https://blog.ainfluencer.com/types-of-influencers/

% page 8, line 356:

Before evaluating the specific measurements, authors should first explain what method of analysis will be applied in this study. The methodology they choose will affect how they evaluate the measurement model. And, of course, they should also explain why the method is best suited for application to the current study.

Thank you for your valuable comments. According to your suggestions, we checked the relevant literatures and added content to explain the research method used in the study and the reason for its application. The following amendments have been made to the manuscript:

"We selected PLS-SEM (Partial Least Squares Structural Equation Modeling) to assess the research model and its corresponding hypotheses. PLS-SEM can be used to confirm the construct validity of an instrument and to analyze the structural relationships between constructs; it is also an effective method for analyzing composite-based path models [73, 74]. Not only does PLS-SEM

have a high statistical power for research with small sample sizes, but it is also widely regarded as the preferred tool for studies with the aim for theory development and exploration [74]. Considering the exploratory nature of this study, PLS-SEM is thus more suitable for model estimating in our study. SmartPLS was used as software to perform two-stage data analysis models based on PLS-SEM (i.e., the measure-ment model and structural model)." (page 11, line 499 – 508)

Reference:

73. Gefen, D., Straub, D., Boudreau, M. C. Structural equation modeling and regression: Guidelines for research practice. Com-mun. Assoc. Inf. Syst. 2000, 4. https:// doi.org/10.17705/1CAIS.00407.

74. Hair, J. F.; Risher, J. J.; Sarstedt, M.; Ringle, C. M. When to use and how to report the results of PLS-SEM. Eur. Bus. Rev. 2019, 31, 2-24. https:// doi.org/10.1108/ebr-11-2018-0203.

% page 8, line 356:

In the assessment of the PLS-SEM measurement model, it is first necessary to separate reflective and formative models. Furthermore, for reflective models, please report the HTMT(heterotrait-monotrait) ratio, which is now also recommended.

Please see the references, e.g.:

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2-24. doi:10.1108/ebr-11-2018-0203

Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM): Sage publications.

Thank you for your introduction to these wonderful research articles. According to your suggestion, we rearranged and presented the results of our analysis in this manuscript in response to the request of the article written by Hair et al. (2019).

First, the heterotrait-monotrait (HTMT) ratio of the correlations was used to assess discriminant validity (Table 3). Second, the variance inflation factor (VIF) was added to examine collinearity before examining structural relationships (Table 2). Finally, we included Stone–Geisser's Q^2 values (Q^2) to examine prediction accuracy of the developed structural model (Table 4).

The updated contents are presented on the manuscript from page 11, line 509 to page 16, line 570.

Reference:

74. Hair, J. F.; Risher, J. J.; Sarstedt, M.; Ringle, C. M. When to use and how to report the results of PLS-SEM. Eur. Bus. Rev. 2019, 31, 2-24. https:// doi.org/10.1108/ebr-11-2018-0203.

75. Henseler, J.; Ringle, C. M.; Sarstedt, M. A new criterion for assessing discriminant validity in variance-based structural equation modeling. Acad. Mark. Sci. Rev. 2015, 43, 115-135. https://doi.org/10.1007/s11747-014-0403-8.
76. Geisser, S. A predictive approach to the random effects model. Biometrika 1974, 61, 101-107. https://doi.org/10.1093/biomet/61.1.101.
77. Stone, M. Cross-validatory choice and assessment of statistical predictions. J. R. Stat. Soc. 1974, 36, 111-147. https://doi.org/10.1111/j.2517-6161.1974.tb00994.x.
78. Shmueli, G., Koppius, O. R. Predictive analytics in information systems research. MIS Q. 2011, 553-572. https://doi.org/10.2307/23042796.
79. Hair, J.F.; Hult, G.T.M.; Ringle, C.; Sarstedt, M. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 2016. Sage Publications.

% page 11, line 424:

Significant paths have been found, but R2s are not very high. The difference in the target influencers for the evaluation among the respondents may have influenced the results. Therefore, a more effective use of this study might be made by making comparisons between men and women or by dividing the category of influencers by one more level. Please consider this.

Thank you for your valuable comments. According to your suggestions, we divided the data by gender and checked their R^2 values. The following are the results:

Table 1. Female data analysis results

	R^2	R^2Adjusted	Q^2
Emotional Attachment	0.185	0.16	0.103
Information Quality	0.047	0.035	0.017
Intention to recommend the influencer	0.136	0.126	0.097
Continue/Intention to follow the influencer	0.117	0.106	0.074

Table 2. Male data analysis results

	R^2	R^2Adjusted	Q^2
Emotional Attachment	0.27	0.235	0.156
Information Quality	0.131	0.115	0.071
Intention to recommend the influencer	0.193	0.178	0.144
Continue/Intention to follow the influencer	0.162	0.147	0.098

Table 3. The results of the original data

	R^2	R^2Adjusted	Q^2
Emotional Attachment	0.185	0.17	0.108
Information Quality	0.073	0.066	0.038
Intention to recommend the influencer	0.15	0.144	0.113
Continue/Intention to follow the influencer	0.132	0.125	0.087

Based on Tables 1, 2, and 3, the gender-divided data results are comparable to the original result. And according to Hair Jr et al. (2021), the R^2 value ranges from 0 to 1, with higher levels indicating higher levels of predictive accuracy. But it is difficult to provide rules of thumb for acceptable R^2 values as this depends on the model complexity and the research discipline. Whereas R^2 values of 0.20 are considered high in disciplines such as consumer behavior. As a result, we believe that our analysis's results may be validated.

Reference:

Hair Jr, J. F.; Hult, G. T. M.; Ringle, C. M.; Sarstedt, M. A primer on partial least squares structural equation modeling (PLS-SEM). 2021. Sage publications.

% page 11, line 431:

What perspective implication is described in this section? Implication is also described in the next concluding section. The structure of this point should be consistent.

Thank you for pointing this out. According to your suggestion, we updated the structure of article. The discussion section describes the findings, theoretical and managerial implications, as well as limitation and future research directions. Additionally, a concluding remarks section has been added to provide a summary of the study . All of these are intended to aid in the clarification of the article's structure. The updated contents are presented on the manuscript from page 17, line 618 to page 20, line 771.

% page 11, line 431:

In the interpretation of hypothesis testing, the results obtained should not be explained as is, but should be described in such a way that it is clear from what perspective the new findings were obtained.

Thank you for your valuable counsel. According to your suggestion, we revised the discussion to include the findings of this study. The updated results are shown below and we hope you agree with our revised manuscript:

“This study tested a research model based on the concept of information relevance of the relationship between influencer-generated content and influencer popularity. The influencer popularity is quantifiable in terms of the number of influencer followers, and social media users following or recommending an influencer to others are the primary ways for an influencer's follower count to increase [7, 8]. The findings of this study show that influencer-generated content has a considerable effect on influencer popularity, since it affects the information quality and emotional attachment, two factors that motivate people to follow or recommend an influencer to others.

The first important finding is that enhancing users' emotional attachment to influencers can increase users' intention to follow or recommend influencers to others, thereby expanding the visibility and follower size of influencers. The easily accessible nature of social media enables people to follow influencers at any time and from any location, which may help eliminate psychological distance and foster emotional relationships between users and influencers. Influencers can more effectively persuade social media users to respond positively if there is a stronger emotional attachment between social media influencers and users [25]. These results indicate that user emotion has an impact on influencer popularity.

The second important finding is that the quality of influencer-generated content has a considerable effect on users' emotional attachment to an influencer and on their decision to follow or recommend an influencer. Furthermore, information quality is more likely to drive people to follow or recommend an influencer than emotional attachment is. According to previous research, people refer to social media influencers as opinion leaders because they anticipate that the influencer will provide them with important information to assist them in making wise choices. As a result, offering high-quality and valuable information to users is more likely to assist influencers in obtaining user trust and support, as well as developing a stronger emotional attachment with users [80, 81]. These results indicate that social media users expect to obtain beneficial information from influencers and that user cognitions have a major impact on influencer popularity.

Regarding the third crucial finding, previous research explored the attributes of information relevance from a utilitarian perspective [23]. By combining our findings with those from previous research, we found that interestingness should be considered as a component of information relevance in the context of influencer marketing. Also, it is essential to explore other dimensions of information relevance in light of the particularity of social media environment. Additionally, we discovered that while interestingness, novelty, reliability, and understandability all contributed to emotional attachment and information quality in this study, understandability had the greatest effect on emotional attachment and information quality. That could be because people tend to seek out useful information quickly and easy-to-understand information can assist users conserve their

energy and time in today's fastpaced and information-overloaded environment [65]. These findings can assist influencers in generating content." (page 17, line 618 - page 18, 664)

Reference:

7. De Veirman, M.; Cauberghe, V.; Hudders, L. Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. Int. J. Advert. 2017, 36, 798-828. https://doi.org/10.1080/02650487.2017.1348035.

8. Casaló, L. V.; Flavián, C.; Ibáñez-Sánchez, S. Antecedents of consumer intention to follow and recommend an Instagram account. Online Inf. Rev. 2017, 41, 1046-1063. https://doi.org/10.1108/OIR-09-2016-0253.

23. Xu, Y.; Chen, Z. Relevance judgment: What do information users consider beyond topicality?. J AM SOC INF SCI TEC. 2006, 57, 961-973. https://doi.org/10.1002/asi.20361.

25. Ki, C. W. C.; Cuevas, L. M.; Chong, S. M.; Lim, H. Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. J. Retail. Consum. Serv. 2020, 55, 102133. https://doi.org/10.1016/j.jretconser.2020.102133.

65. Liu, Z.; Park, S. What makes a useful online review? Implication for travel product websites. Tour. Manag. 2015, 47, 140-151. https://doi.org/10.1016/j.tourman.2014.09.020.

80. Zhao, Y.; Wang, L.; Tang, H.; Zhang, Y. Electronic word-of-mouth and consumer purchase intentions in social e-commerce. Electron. Commer. Res. Appl. 2020, 41, 100980. https://doi.org/10.1016/j.elerap.2020.100980.

81. Casaló, L. V.; Flavián, C.; Ibáñez-Sánchez, S. Be creative, my friend! Engaging users on Instagram by promoting positive emotions. J. Bus. Res. 2021, 130, 416-425. https://doi.org/10.1016/j.jbusres.2020.02.014.

% page 11, line 442:

I still didn't quite understand the description of "pupularity". Since the outcomes addressed in this study are the following intention and recommendation intention, they may be described directly at the level of such constructs. Please consider this point as well.

The purpose of this study is to determine the effect of influencer-generated content on influencer popularity by examining how it affects social media users' cognition and emotional attachment. Influencer popularity is measured by the number of followers of the influencer. Mega-influencers, macro-influencers, micro-influencers, and nano-influencers are all instances that adhere to this norm. According to De Veirman et al. (2017) and Casaló et al.(2017), the increase in followers is the result of social media users following or recommending influencers to others. As a result,

this study examines influencer popularity using two variables: continuation/intention to follow the influencer and intention to recommend the influencer. We updated the manuscript to make it more comprehensible. The updated results are shown below and we hope you agree with our revised manuscript:

"In conclusion, an influencer's following reflects both their popularity and their influence [1]. This study examines the influencer's popularity by two variables: consumers' intention to follow or continue following the influencer and consumers' intention to recommend the influencer to others. Since the increase in followers is a result of social media users following or recommending influencers to others [7, 8]." (page 4, line 161-165)

Reference:

1. Tafesse, W.; Wood, B. P. Followers' engagement with instagram influencers: The role of influencers' content and engage-ment strategy. J. Retail. Consum. Serv. 2021, 58, 102303. https://doi.org/10.1016/j.jretconser.2020.102303.
7. De Veirman, M.; Cauberghe, V.; Hudders, L. Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. Int. J. Advert. 2017, 36, 798-828. https://doi.org/10.1080/02650487.2017.1348035.
8. Casaló, L. V.; Flavián, C.; Ibáñez-Sánchez, S. Antecedents of consumer intention to follow and recommend an Instagram account. Online Inf. Rev. 2017, 41, 1046-1063. https://doi.org/10.1108/OIR-09-2016-0253.

% page 12, line 466:

Implications are explained in the conclusion, but in some cases this is content that could be included in discussion section. Journal guidelines should be followed, but make sure the structure is consistent.

Thank you for pointing this out. According to your suggestion, we updated the structure of the paper. The discussion section describes the findings, theoretical and managerial implications, as well as limitation and future research directions. Additionally, a concluding remarks section has been added to provide a summary of the study. All of these are intended to aid in the clarification of the article's structure. The updated contents are presented on the manuscript from page 17, line 618 to page 20, line 771.