REVISION NOTE

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

[Ref. No. sustainability- 1662179]

The topic is very interesting and I enjoyed while reading the paper. But, I have few questions that should be addressed:

First is that the authors should developed the paper in a way that it is suitable for publication in Sustainability. In current form, the paper is more tilted towards Marketing domain, not towards sustainability.

Thank you for giving us an opportunity to revise the paper. As you said, this is an influencer marketing research and hence falls under the marketing domain. However, it also falls within the category of theoretical research in the social sciences. As far as we are aware, sustainability encourages scholars to publish research of experimental and theoretical in the social sciences. Additionally, we selected the special issue "Brand-Consumer Interaction on Social Media During and Following the COVID-19 Global Pandemic" under the section "Economic and Business Aspects of Sustainability." As a result, we believe our articles align with the sustainability philosophy as influencer marketing is a critical component of social media marketing. And we hope that this article contributes to the sustainable development of influencer marketing.

Second, the paper should need a comprehensive theory and a dedicated section in literature review section.

Thank you for pointing this out. The information relevance theory, proposed by Xu and Chen (2006), is a framework for exploring the characteristics of information based on users' needs. In the context of social media influencer marketing, this study examines how the characteristics of influencer-generated content affect influencer popularity through stimulating users' cognition and emotional attachment based on the information relevance theory. We examined the interestingness, novelty, reliability, and understandability of the content generated by influencers in the study by combining previous research with the research background for this study. Additionally, we adjusted the paper's structure to describe information relevance theory and to discuss related hypotheses. In addition, we added literature reviews section to conduct detailed discussions about related studies. We hope that these will make the paper's composition more logical and to emphasize our theoretical foundation.

The updated contents are presented on the manuscript from page 3, line 132 to page 8, line 355. We hope you agree to our revised manuscript.

Third, the theoretical and managerial implication sections are missing or required comprehensive discussion.

We previously explained the theoretical and managerial implications in the conclusion section. According to your suggestion, we updated the arrangement of the discussion and conclusion. The discussion section has been expanded to incorporate findings, theoretical and managerial implications, as well as limitation and future research directions, which have been divided into subheadings to make them more apparent and the article more logically arranged. Additionally, a concluding remarks section was included to provide a summary of the study. The updated contents are presented on the manuscript from page 17, line 618 to page 20, line 771. We hope you agree to our revised manuscript.