



and information usefulness, which was rejected. In conclusion, we provide insights into the antecedents and consequences of purchase intentions in light of YouTube product reviews, contributing knowledge to online consumer behavior to help managers understand consumer behavior through social media and formulate marketing strategies.

➤ Author Declaration

➤ Files 2

— Editorial Comments

Recommendation

Zheng Yan AE 07.04.2022

Major Revision Requested

Message for Author

Dear author(s):

Thank you for the manuscript that you submitted to Human Behavior & Emerging Technologies. Based on the external review enclosed with this letter as well as the editorial review, I write to inform you that your manuscript is invited for careful revisions of the manuscript.

The external review was conducted by a strong and thoughtful scholar in the field. As the reviewer suggests, the manuscript has several major strengths. Both the reviewer and I consider the manuscript has good potentials to make valuable scientific contributions to the existing literature. The reviewer also indicates multiple issues for further improvement. Please consider these comments as carefully as you could, prepare a resubmission cover letter to explicitly address each of the points raised by the reviewer, and revise your manuscript accordingly using the track changes method or colored highlights for easy recognition, and submit the revised manuscript along with the cover letter as soon as you can, preferably within 30 days.

In addition, to build our scientific community, please find, cite, and add a few relevant articles published in Human Behavior & Emerging Technologies to your current references, if possible. Please address this in your resubmission cover letter as well.

Thank you again for submitting your manuscript to Human Behavior & Emerging Technologies. I look forward to receiving your revised manuscript soon.

Sincerely,

Zheng Yan

Editor-in-Chief

Human Behavior & Emerging Technologies