**Cover Letter**

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**A brief description of importance of the findings detailed in the paper**

The manuscript entitled, “Antecedents of Microblogging Users’ Purchase Intention Toward Celebrities’ Merchandise: Perspectives of Virtual Community and Fan Economy” developed the underlying mechanism of an emerging marketing genre, key results and findings provided a clear framework of four antecedents based on the conceptual model and indicated that the high intensity of online interaction (OI)led to higher levels of the perception of parasocial relationships (PSR) and the sense of Virtual Community (SOVC). Through a media consumption aspect, the paper also confirms that the strength of OI, PSR and SOVC is critical to identifying the of PI and potential buying behaviours, in regards of digital fan economy in China. Given the rare cross-fertilization between marketing and fandom studies hinder the knowledge development for marketing practitioners and policymakers, we provide useful implications of digital marketing practices for marketers, celebrities and policymakers from marketing psychologies in the context of virtual fandom community, expanding a broader scope of media fandom study across disciplines and cultures.

**Declaration**

The authors confirm that I have read, understand and agreed to the submission guidelines, policies and submission declaration of the journal. The authors confirm that the manuscript is the authors' original work and the manuscript has not received prior publication and is not under consideration for publication elsewhere. The authors confirm that the paper now submitted is not copied or plagiarized version of some other published work.

**Conflict of Interest**

The authors confirm that there are no known conflicts of interest associated with this publication and there has been no significant financial support for this work that could have influenced its outcome.

**Informed Consent**  
This paper confirms that written consent was obtained from all participants prior to the study:

A full information sheet will be attached to the survey link as a PDF and a briefer information sheet will appear on the front of the electronic survey. It contains the consent form, plain language statement and the statement of protect their privacy and confidentiality. Also, the details of security and storage of data. Respondents will have to click that they ‘agree’ to complete the survey and in doing so, their consent will be implied. If they click ‘decline’ then they will be thanked for their time and redirected out of the survey.

**Ethical Approval**  
The paper received the ethical approval of the Faculty of Arts HEAG Human Ethics Advisory Group (University of Melbourne). Ethics ID: 1853416.1

**Contributorship**

Aoyi Yang as a first author (presenting author) who undertaken the research work, also responsible for preparing the manuscript and analysing the data. KyuJin Shim as a corresponding author who provides the intellectual input and designs and approves the protocols to be followed in this study. She is responsible for the manuscript correction, proof reading, whole correspondence during the paper submission, handling the revisions and re-submission of revised manuscripts.

The authors confirm that all authors listed on the title page have contributed significantly to the work, have read the manuscript, attest to the validity and legitimacy of the data and its interpretation, and agree to its submission.