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APPENDIX

1. Surveys' questions

Likert 5-point Scale

Scale	1	2	3	4	5
Argument	Highly disagree	Disagree	Neutral	Agree	Highly agree

Surveys' questions

(KOLs: Key opinion leaders)

PAR. Parasocial Interaction (Li Xiang, 2015)						
<i>PAR1</i>	Social media platforms tell me what topics KOLs are interested in.	1	2	3	4	5
<i>PAR2</i>	I talk to my friends in real life about famous KOLs on social media.	1	2	3	4	5
<i>PAR3</i>	When some KOLs share their opinions on social media, they seem to understand what I want to know.	1	2	3	4	5

INT. Social Interaction (Wang, 2017 & Chen, 2011)						
<i>INT1</i>	I often read product reviews before deciding to buy.	1	2	3	4	5
<i>INT2</i>	I trust products that have received a lot of positive feedback from previous buyers.	1	2	3	4	5
<i>INT3</i>	I feel more secure when choosing a product after collecting opinions from friends who have used that product.	1	2	3	4	5

CON. Self-control (Sharma, 2010)						
<i>CON1</i>	I have the ability to control my behaviors in most social situations.	1	2	3	4	5
<i>CON2</i>	I can skillfully behave in different social situations.	1	2	3	4	5

<i>CON3</i>	I can quickly change my behavior to suit the current situation.	1	2	3	4	5
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HED. Hedonic consumption (Hausman, 2000)						
<i>HED1</i>	Shopping is a way for me to reward myself.	1	2	3	4	5
<i>HED2</i>	Going shopping frees me from the stresses of everyday life.	1	2	3	4	5
<i>HED3</i>	I often feel very excited after buying the right products.	1	2	3	4	5

URG. Urge to buy impulsively (Li Xiang, 2015)						
<i>URG1</i>	When using social media, I want to buy products that I suddenly see.	1	2	3	4	5
<i>URG2</i>	I had no intention to buy some products until I saw them on social media.	1	2	3	4	5
<i>URG3</i>	When using social media, I usually can't resist the temptation to buy products that I accidentally see.	1	2	3	4	5

2. Structural Regression results

lavaan 0.6-9 ended normally after 53 iterations

Estimator	ML
Optimization method	NLMINB
Number of model parameters	40
Number of observations	272

Model Test User Model:

Test statistic	189.193
Degrees of freedom	80
P-value (Chi-square)	0.000

Model Test Baseline Model:

Test statistic	1722.940
Degrees of freedom	105

P-value	0.000
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User Model versus Baseline Model:

Comparative Fit Index (CFI)	0.933
Tucker-Lewis Index (TLI)	0.911

Loglikelihood and Information Criteria:

Loglikelihood user model (H0)	-4376.164
Loglikelihood unrestricted model (H1)	-4281.567
Akaike (AIC)	8832.328
Bayesian (BIC)	8976.560
Sample-size adjusted Bayesian (BIC)	8849.731

Root Mean Square Error of Approximation:

RMSEA	0.071
90 Percent confidence interval - lower	0.058
90 Percent confidence interval - upper	0.084
P-value RMSEA <= 0.05	0.005

Standardized Root Mean Square Residual:

SRMR	0.067
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Parameter Estimates:

Standard errors	Standard
Information	Expected
Information saturated (h1) model	Structured

Latent Variables:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
PAR =~						
PAR1	1.000				0.351	0.501
PAR2	1.902	0.301	6.309	0.000	0.668	0.669

PAR3	1.534	0.243	6.315	0.000	0.539	0.672
INT =~						
INT1	1.000				0.633	0.801
INT2	0.855	0.079	10.829	0.000	0.542	0.698
INT3	0.968	0.082	11.873	0.000	0.613	0.811
HED =~						
HED1	1.000				0.790	0.880
HED2	1.011	0.069	14.596	0.000	0.798	0.835
HED3	0.633	0.055	11.534	0.000	0.500	0.665
CON =~						
CON1	1.000				0.440	0.592
CON2	1.599	0.165	9.700	0.000	0.703	0.888
CON3	1.494	0.153	9.740	0.000	0.657	0.827
URG =~						
URG1	1.000				0.882	0.846
URG2	0.832	0.073	11.368	0.000	0.734	0.711
URG3	0.928	0.078	11.847	0.000	0.819	0.746

Regressions:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
URG ~						
PAR	1.230	0.287	4.290	0.000	0.490	0.490
INT	-0.319	0.114	-2.797	0.005	-0.229	-0.229
HED	0.370	0.090	4.093	0.000	0.331	0.331
CON	0.211	0.151	1.395	0.163	0.105	0.105

Covariances:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
PAR ~~						
INT	0.093	0.023	4.124	0.000	0.417	0.417
HED	0.115	0.027	4.228	0.000	0.415	0.415
CON	0.065	0.016	4.025	0.000	0.421	0.421
INT ~~						
HED	0.228	0.040	5.637	0.000	0.456	0.456
CON	0.069	0.022	3.204	0.001	0.248	0.248
HED ~~						
CON	0.124	0.028	4.442	0.000	0.357	0.357

Variances:

	Estimate	Std.Err	z-value	P(> z)	Std.lv	Std.all
.PAR1	0.369	0.036	10.155	0.000	0.369	0.749

.PAR2	0.551	0.070	7.887	0.000	0.551	0.552
.PAR3	0.354	0.045	7.833	0.000	0.354	0.549
.INT1	0.224	0.032	6.971	0.000	0.224	0.359
.INT2	0.309	0.033	9.301	0.000	0.309	0.513
.INT3	0.196	0.029	6.674	0.000	0.196	0.343
.HED1	0.181	0.035	5.241	0.000	0.181	0.225
.HED2	0.276	0.040	6.948	0.000	0.276	0.302
.HED3	0.315	0.031	10.276	0.000	0.315	0.558
.CON1	0.358	0.034	10.646	0.000	0.358	0.649
.CON2	0.133	0.033	4.089	0.000	0.133	0.212
.CON3	0.200	0.032	6.283	0.000	0.200	0.317
.URG1	0.309	0.054	5.769	0.000	0.309	0.284
.URG2	0.526	0.057	9.202	0.000	0.526	0.494
.URG3	0.533	0.062	8.557	0.000	0.533	0.443
PAR	0.124	0.033	3.723	0.000	1.000	1.000
INT	0.401	0.056	7.122	0.000	1.000	1.000
HED	0.624	0.074	8.431	0.000	1.000	1.000
CON	0.193	0.039	5.022	0.000	1.000	1.000
.URG	0.435	0.072	6.015	0.000	0.559	0.559