

Questionnaire

In the questionnaire, we first ask the participants to recall their experiences on Beidian and specifically the experiences of being invited to become an agent if there were any. After that, the corresponding questions are shown to agents and followers. Here, * represents for mandatory questions.

Agent Questionnaire (AQ)

AQ1. Please consider your degree of agreement or disagreement with each of the statements below and choose the corresponding numerical answer. The meaning of each number is as follows: [scale] *

- 1 = strong disagreement
- 2 = moderate disagreement
- 3 = slight disagreement
- 4 = neither agreement nor disagreement
- 5 = slight agreement
- 6 = moderate agreement
- 7 = strong agreement
- I often rely on and act upon the device of others.
- I would be the last one to change my mind on a controversial topic in a heated argument.
- Generally, I'd rather give in and go along for the sake of peace than struggle to have my way.
- Basically, my friends are the ones who decide what we do together.
- A charismatic and eloquent speaker can easily influence and change my ideas.
- I am more independent than conforming in my ways.
- If someone is very persuasive, I tend to change my opinion and go along with them.
- I don't give in to others easily.
- I tend to rely on others when I have to make an important decision quickly.
- I prefer to make my own way in life rather than find a group I can follow.

AQ2. Please assess your comfort and ability in following situations and choose the corresponding numerical answer. The meaning of each number is as follows: [scale] *

- 1 = very uncomfortable (I would be unable to handle this situation and I would avoid it if possible)
- 2 = quite uncomfortable (I have a lot of difficulty handling this situation.)
- 3 = neither comfortable nor uncomfortable (I may have some difficulty handle this situation sometimes.)
- 4 = quite comfortable (I would be able to handle this situation fairly well.)
- 5 = very comfortable (I would be able to handle this situation very well.)

- Telling a companion you don't like a certain way he or she has been treating you.
- Saying "no" when a date/acquaintance asks you to do something you don't want to do.
- Turning down a request by a companion that is unreasonable.
- Standing up for your rights when a companion is neglecting you or being inconsiderate.
- Telling a date/acquaintance that he or she is doing something that embarrasses you.
- Confronting your close companion when he or she has broken a promise.
- Telling a companion that he or she has done something that hurts you.
- Telling a date/acquaintance that he or she has done something that made you angry.

AQ3. please recall the time when you decide to accept the invitation to become an agent and choose the corresponding numerical answer to each statement based on your degree of agreement or disagreement. The meaning of each number is as follows: [scale] *

(‘(-)’ represents reverse scoring)

- 1 = strong disagreement
- 2 = moderate disagreement
- 3 = slight disagreement
- 4 = neither agreement nor disagreement
- 5 = slight agreement
- 6 = moderate agreement
- 7 = strong agreement
- Being an agent can give me a good discount when I buy something. (+)
- The cumulative purchase needed for being an agent bothers me. (-)
- I can have a good income by being an agent. (+)
- I am troubled by the time and effort needed to be an agent. (-)

AQ4. What is the relationship between you and the person who invited you to be an agent? [single answer] *

- Relatives.
- Friends.
- Colleagues.
- Acquaintance.
- Strangers.
- Others _____*

AQ5. What's the main reason you accept the invitation of being an agent? [multiple answers] *

- I think it worthwhile to be an agent due to the commission fees and the extra purchase discount offering for agents.

- I trust the people who invite me.
- I find many of my friends have become agents and I want to join them.
- I am embarrassed to refuse the invitation.
- _____ *

AQ6. Can you briefly describe the background context of your acceptance? [fill in the blanks] *

AQ7. Your gender: [single answer] *

- Male
- Female

AQ8. Your age: [single answer] *

- Below 18
- 18 - 25
- 26 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- above 60

AQ9. Your mobile number: [fill in the blanks] *

Follower Questionnaire (FQ)

FQ1. Please access your degree of agreement or disagreement with each of the statements below and choose the corresponding numerical answer. The meaning of each number is as follows: [scale] *

- 1 = strong disagreement
- 2 = moderate disagreement
- 3 = slight disagreement
- 4 = neither agreement nor disagreement
- 5 = slight agreement
- 6 = moderate agreement
- 7 = strong agreement
- I often rely on and act upon the device of others.
- I would be the last one to change my mind on a controversial topic in a heated argument.
- Generally, I'd rather give in and go along for the sake of peace than struggle to have my way.
- Basically, my friends are the ones who decide what we do together.
- A charismatic and eloquent speaker can easily influence and change my ideas.
- I am more independent than conforming in my ways.
- If someone is very persuasive, I tend to change my opinion and go along with them.
- I don't give in to others easily.

- I tend to rely on others when I have to make an important decision quickly.
- I prefer to make my own way in life rather than find a group I can follow.

FQ2. Please assess your comfort and ability in following situations and choose the corresponding numerical answer. The meaning of each number is as follows: [scale] *

- 1 = very uncomfortable (I would be unable to handle this situation and I would avoid it if possible)
- 2 = quite uncomfortable (I have a lot of difficulty handling this situation.)
- 3 = neither comfortable nor uncomfortable (I may have some difficulty handle this situation sometimes.)
- 4 = quite comfortable (I would be able to handle this situation fairly well.)
- 5 = very comfortable (I would be able to handle this situation very well.)
- Telling a companion you don't like a certain way he or she has been treating you.
- Saying "no" when a date/acquaintance asks you to do something you don't want to do.
- Turning down a request by a companion that is unreasonable.
- Standing up for your rights when a companion is neglecting you or being inconsiderate.
- Telling a date/acquaintance that he or she is doing something that embarrasses you.
- Confronting your close companion when he or she has broken a promise.
- Telling a companion that he or she has done something that hurts you.
- Telling a date/acquaintance that he or she has done something that made you angry.

FQ3. Do you agree with the following statement? Please choose the corresponding numerical answer to each statement based on your degree of agreement or disagreement. The meaning of each number is as follows: [single answer] *

('(-)' represents reverse scoring)

- 1 = strong disagreement
- 2 = moderate disagreement
- 3 = slight disagreement
- 4 = neither agreement nor disagreement
- 5 = slight agreement
- 6 = moderate agreement
- 7 = strong agreement
- Being an agent can give me a good discount when I buy something. (+)

- The cumulative purchase needed for being an agent bothers me. (-)
- Being an agent can give me a good income. (+)
- I am troubled by the time and effort needed to be an agent. (-)

FQ4. Have you ever received an invitation to be an agent? [single answer] *

- Yes.
- No.

FQ5. What is the relationship between you and the person who invited you? [single answer, shown Depends on the first choice of question 4] *

- Relatives.
- Friends.
- Colleagues.
- Acquaintance.
- Strangers.
- Others _____ *

FQ6. Can you briefly describe the background context of your rejection? [single answer, shown Depends on the first choice of question 4] *

FQ7. Your gender: [single answer] *

- Male
- Female

FQ8. Your age: [single answer] *

- Below 18
- 18 - 25
- 26 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- above 60

FQ9. Your mobile number: [fill in the blanks] *

_____ *