**Appendix A: Research Questionnaire Items - Construct Measurement Items and Reference Sources**

**Price Discount (DP) Reference:** Chen & Yao (2018)

* I buy things because merchants sell them at discounted prices, not because I need the item
* Because of discounts, I buy more things
* I like to find discount posts from influencers on social commerce websites

**Scarcity (SCA) Reference:** Chen & Yao (2018)

* I worry about limited product quantities
* When I see "sold out," I feel anxious
* I think a limited edition product will attract many people to buy
* I think the current supply of limited products is minimal

**Review Quality (RQ) Reference:**Xu et al. (2020)

* I think the reviews on social commerce websites are complete
* I think the reviews on social commerce websites are accurate
* I think the reviews on social commerce websites are trustworthy
* I think the reviews on social commerce websites are objective

**Observational Learning (OL) Reference:** Xu et al. (2020)

* I can easily observe that many people purchase products introduced by influencers on social commerce websites
* I observe that posts about products introduced by influencers on social commerce websites have high sales volumes
* I observe that many people ask where to buy items displayed by influencers
* I observe that products introduced by influencers are quickly sold out

**Positive Affect (PA) Reference:** Xu et al. (2020)

* When shopping on social commerce websites, I feel excited
* When shopping on social commerce websites, I feel emotionally aroused
* When shopping on social commerce websites, I feel satisfied
* When shopping on social commerce websites, I feel happy

**Social Presence (SP) Reference:** Wang et al. (2021)

* When watching influencer live streams, I have a social feeling
* When watching influencer live streams, I can feel contact with people
* When watching influencer live streams, I can feel the enthusiasm of others
* When watching influencer live streams, I can feel the presence of other viewers
* When watching influencer live streams, I can exchange information with other viewers

**Flow State (FS) Reference:** Ming et al. (2021); Wang et al. (2021)

* When watching live streams, I don't want to take my eyes off the stream
* When watching live streams, I ignore what's happening around me
* When watching live streams, I find it very interesting
* When watching live streams, I feel time passes quickly

**Sense of Belonging (SOB) Reference:** Teo et al. (2003); Lin (2008); Zolkepli & Kamarulzaman (2015)

* I have a strong sense of belonging to social commerce websites
* I like being a member of social commerce websites
* I completely trust other people on social commerce websites

**Entertainment (EN) Reference:** Ki et al. (2020)

* I think the influencers I follow are interesting
* I think the influencers I follow are funny
* I think the influencers I follow are humorous
* When I'm sad, I think the influencers I follow can make me feel happy

**Informativeness (IM) Reference:** Ki et al. (2020)

* I use the content posted by the influencers I follow as an information source
* I find the content posted by the influencers I follow very practical
* I learn from the content posted by the influencers I follow

**Emotional Attachment (EA) Reference:** Aw & Labrecque (2020); Ki et al. (2020)

* If there are stories about the influencers I follow in newspapers or magazines, I will read them
* If the influencers I follow disappeared from my life forever, I would be very sad
* I look forward to watching posts from the influencers I follow on social commerce websites
* When the influencers I follow show me their views on luxury brands, it helps me make my own decisions about the brand
* I have an emotional attachment to the influencers I follow

**Impulse Buying Behavior (IBB) Reference:** Chen & Yao (2018); Xu et al. (2020); Ming et al. (2021)

* When using social commerce websites, I buy things I didn't intend to buy
* When using social commerce websites, I spend more money on products than I expected
* When using social commerce websites, if I see discount prices, I make impulsive purchases
* When using social commerce websites, I am somewhat reckless when buying products
* When using social commerce websites, my current emotions affect my purchase intention
* When using social commerce websites, I often buy products displayed by the influencers I follow, even when I don't need them

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