THE INFLUENCE OF INFLUENCER MARKETING AND COUNTRY OF ORIGIN ON PURCHASE INTENTION OF TECHNOLOGY PRODUCTS ON E-COMMERCE PLATFORMS

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APPENDIX

Appendix 1. Questionnaire

	Items	Source
IM1	I will buy a technology product that an influencer has promoted through social media.	Hwang & Zhang (2018)
IM2	I intend to purchase a technology product that an influencer has promoted through social media.	
IM3	I'm interested in purchasing a technology product that an influencer has promoted via social media.	
IM4	In the future, it is likely that I will buy technology products that influencers promote via social media.	
COO1	When buying technology products, country of origin is the first information I consider.	Nguyen, P. V., Le, H. M. P. T., & Tran, K. T. (2019)
COO2	I want to find information about origin so I can choose the best technology product.	
COO3	I research the origin of technology products to determine product quality.	
COO4	When buying an expensive technology product, I always find out which country the product is made in.	
BE1	It makes sense to buy a technology product of a famous brand instead of any other brand, even if the products are similar	Emerson Wagner Mainardes, Atílio Peixoto Soares Júnior & Daniel Modenesi Andrade (2019)
BE2	I prefer to buy a technology product from a famous brand even if another unknown brand has the same features.	
BE3	Although there is no difference between brands, it seems smarter to buy technology products from famous brands.	
BE4	If I like a certain brand of technology, its origin doesn't matter.	
AT1	I feel interested in the idea of buying technology products on e-commerce platform.	Sharma & Kaur (2018)
AT2	I feel satisfied when experiencing online technology shopping services on e-commerce platforms.	
AT3	E-commerce platforms will solve problems that arise during my technology purchases.	
PI1	In a short time, I want to buy technology products on the e-commerce platform.	Mohammad Masukujjaman, Syed Shah Alam, Chamhuri Siwar, Sharina Abdul Halim (2021)
PI2	I plan to buy technology products on e-commerce platforms in the near future.	

| PI3 | I predict that our society will soon buy technology products on e-commerce platform. | |
| PI4 | I am planning to continuously buy technology products on the e-commerce platform. | |

Appendix 2. Impact factor

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
AT -> PI	0.355	0.355	0.059	6.026	0
BE -> AT	0.233	0.233	0.064	3.661	0
COO -> AT	0.262	0.263	0.063	4.131	0
COO -> BE	0.497	0.498	0.05	9.983	0
COO -> PI	0.212	0.212	0.057	3.694	0
IM -> COO	0.282	0.284	0.064	4.422	0
IM -> PI	0.241	0.242	0.058	4.167	0

Appendix 3. Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AT	0.843	0.846	0.905	0.761
BE	0.849	0.865	0.908	0.767
COO	0.869	0.879	0.911	0.718
IM	0.911	0.913	0.938	0.789
PI	0.855	0.856	0.902	0.697

Appendix 4. Outer loading

	AT	BE	COO	IM	PI
AT1	0.872				
AT2	0.876				
AT3	0.869				
BE1		0.884			
BE2		0.842			
BE3		0.899			
COO1			0.806		
COO2			0.89		
COO3			0.872		
COO4			0.819		
IM1				0.890	
IM2				0.883	
IM3				0.899	
IM4				0.882	
PI1					0.809
PI2					0.875
PI3					0.802
PI4					0.851