

Appendix A. Questionnaire items

Construct items	Loadings
Action orientation (AO) (Ball-Rokeach et al., 1984; Chiu & Huang, 2014) AVE = 0.66; CR = 0.88	
The information obtained from Facebook helps me . . .	
AO1 cope with everyday problems.	0.82
AO2 more quickly locate the products/services that interest me.	0.81
AO3 solve my problems.	0.86
AO4 plan activities (e.g. where to go for evening and weekend activities).	0.75
Decision confidence (DC) (Fitzsimons & Lehmann, 2004) AVE = 0.75; CR = 0.92	
With the help of information obtained from Facebook, how would you evaluate your purchase decision?	
DC1 I am confident that I made the right choice.	0.87
DC2 I am certain that I have made the best choice for me.	0.89
DC3 I am positively sure that the decision made is really the best choice for me.	0.88
DC4 I would not select the same product if I had to make the decision again. (R)	0.84
Perceived diagnosticity (PA) (Pavlou & Fygenson, 2006) AVE = 0.83; CR = 0.95	
The information provided by Facebook helps me . . .	
PA1 evaluate the product.	0.91
PA2 become more familiar with the product.	0.91
PA3 understand the performance of the product.	0.92
PA4 carefully evaluate the transactional deal.	0.90
Decision effectiveness (DE) (Song et al., 2007; Hammedi et al., 2013) AVE = 0.75; CR = 0.92	
I believe that searching help for product-related information on Facebook . . .	
DE1 improves the effectiveness of my task (i.e. purchase decision-making).	0.84
DE2 generates productive outcomes.	0.88
DE3 can be counted on to provide more reliable information if I need it.	0.88
DE4 allows me to accomplish more tasks.	0.89
DE5 contributes to overall decision performance.	0.86
Effort conservation (EC) (Song et al., 2007; Jarupathirun & Zahedi, 2007) AVE = 0.75; CR = 0.92	
By seeking help to assess a product or service on Facebook, I believe I . . .	
EC1 can save a great deal of time and attention on this task.	0.89
EC2 can save a great deal of effort in finding product/service-related information.	0.91
EC3 more quickly arrive at the most appropriate recommendation and decision.	0.87
EC4 do not need to invest a lot of effort in finding the information I am looking for.	0.78
Gratification (GT) (McKinney et al., 2002) AVE = 0.70; CR = 0.92	
GT1 Using Facebook can gratify my needs.	0.80
GT2 Using Facebook can fulfill my personal and social goals.	0.72
GT3 I am not gratified by the outcome of using Facebook. (R)	0.89
GT4 My experience of using Facebook is pleasant.	0.89
GT5 Overall, I am gratified by using Facebook.	0.89
Help-seeking logic-Autonomous (HSA) (Geller & Bamberger, 2012) AVE = 0.65; CR = 0.92	
When I need to evaluate a product/service and make my purchase decision,	
HSA1 I generally ask someone with an understanding of the product/service to explain	0.80

	his/her recommendation to me so that I will be better able to manage the decision myself.	
HSA2	I tend to consult with other people and reevaluate the product/service in light of the new information they provide me.	0.80
HSA3	I ask someone who has encountered similar issues how she/he assessed it and try to learn from his/her experience.	0.84
HSA4	I speak with others in order to enhance my ability to handle such a decision.	0.80
HSA5	I seek shopping advice that will allow me to better cope on my own with product/service problems I may encounter after purchasing.	0.83
HSA6	I think the best way to deal with a problem is to receive assistance/advice that enables me to solve it on my own.	0.79

Help-seeking logic-Dependent (HSD) (Geller & Bamberger, 2012) AVE = 0.62; CR = 0.92

When I need to evaluate a product/service and make my purchase decision,

HSD1	I frequently ask for assistance in solving a problem even if I'm able to solve it myself.	0.77
HSD2	I frequently ask someone else for their recommendation.	0.79
HSD3	I prefer to rely on someone who really understands the product/service issue that I encounter rather than try to re-evaluate the product/service on my own.	0.75
HSD4	I prefer to seek the assistance of someone who will make the decision for me before trying to decide on my own whether or not to make the purchase.	0.77
HSD5	I immediately ask someone else who understands my decision issue better so they can solve it for me.	0.83
HSD6	I am happy when I can turn to someone who is able to solve my task-related problems and thus save me the energy needed to deal with them on my own.	0.80
HSD7	I generally prefer to get others to help me complete an evaluation task rather than try to master such a task on my own.	0.81

Interaction orientation (IO) (Chiu & Huang, 2014) AVE = 0.71; CR = 0.91

Using Facebook helps me . . .

IO1	discover better ways to communicate with others.	0.86
IO2	think about how to act with others.	0.89
IO3	get ideas about how to approach others in important or difficult situations.	0.88
IO4	find something interesting to say when starting a conversation.	0.74

Mental tangibility (MT) (Laroche et al., 2001) AVE = 0.68; CR = 0.90

With the help of information obtained from Facebook,

MT1	I get a clear idea (image) of what the targeted product/service is.	0.80
MT2	The image of the targeted product/service comes to my mind right away.	0.79
MT3	The targeted product/service is not the sort of item that is easy to picture. (R)	0.86
MT4	The targeted product/service is a difficult item to think about. (R)	0.85

Physical tangibility (PT) (Laroche et al., 2001) AVE = 0.65; CR = 0.88

With the help of information obtained from Facebook,

PT1	I can imagine physically grasping the targeted product/service.	0.87
PT2	The targeted product/service is more physically tangible.	0.86
PT3	The targeted product/service is easier to imagine touching or happening,	0.71

respectively.

PT4 I can understand that the targeted product/service evokes different images. 0.80

Decision satisfaction (DS) (Fitzsimons, 2000; Mosteller et al., 2014) AVE = 0.75; CR = 0.92

With the help of information obtained from Facebook,

DS1 I am satisfied with my experience of deciding which product/service option to choose. 0.87

DS2 I find the process of deciding which product/service to buy interesting. 0.85

DS3 I think the choice selection was good. 0.88

DS4 I think the product/service I chose fits my selection criteria well. 0.86

Self understanding (SU) (Chiu & Huang, 2014; Loges, 1994) AVE = 0.65; CR = 0.88

Using Facebook helps me . . .

SU1 observe how others cope with problems or situations like mine (i.e. see how other people tackle similar problems or situations). 0.76

SU2 gain insight into my own interests. 0.81

SU3 gain insight into my own capacity. 0.83

SU4 gain insight into my own values (e.g. gain insight into why I do some of the things I do). 0.81

Social play (OP) (Ball-Rokeach et al., 1984; Chiu & Huang, 2014) AVE = 0.73; CR = 0.91

Using Facebook . . .

OP1 gives me something to do with my friends. 0.81

OP2 lets me have fun with friends. 0.90

OP3 gives me more topics to discuss with friends afterwards. 0.84

OP4 provides leisure space for me and my friends. 0.86

Social understanding (OU) (Chiu & Huang, 2014; Loges, 1994) AVE = 0.63; CR = 0.87

The information obtained from Facebook . . .

OU1 helps me stay on top of what is happening in the community. 0.84

OU2 helps me discover the purchase experiences of other customers. 0.76

OU3 helps me keep up with world events (i.e. the latest news from the field of human activity around the world). 0.73

OU4 helps me immediately obtain information about big news events (the latest news about products/services). 0.84

Solitary play (SP) (Ball-Rokeach et al., 1984; Chiu & Huang, 2014) AVE = 0.72; CR = 0.91

SP1 Using Facebook enables me to relax. 0.84

SP2 Using Facebook enables me to pass the time, especially when I'm bored. 0.83

SP3 Using Facebook increases my enjoyment. 0.89

SP4 I can amuse myself by using Facebook. 0.83

Specificity (SF) (Laroche et al., 2001) AVE = 0.76; CR = 0.93

With the help of information obtained from Facebook,

SF1 I can easily explain many features associated with the targeted product/service. 0.84

SF2 It is not difficult to give a precise description of the targeted product/service. 0.89

SF3 It is easy to describe many features related to the targeted product/service. 0.90

SF4 I feel that the targeted product/service becomes more specific. 0.85

Continuance intention (CI) (Bhattacharjee, 2001) AVE = 0.94; CR = 0.98

CI1	I intend to continue using Facebook rather than discontinue its use.	0.96
CI2	I intend to increase my use of Facebook in the future.	0.97
CI3	If I could, I would like to continue my use of Facebook.	0.96

References

- Ball-Rokeach, S. J., Rokeach, M., & Grube, J. W. (1984). The great American values test: Influencing behavior and belief through television. New York, NY: The Free Press. doi:10.2307/2578692
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25, 351-370. doi:10.2307/3250921
- Fitzsimons, G. J., & Lehmann, D. R. (2004). Reactance to recommendations: When unsolicited advice yields contrary responses. *Marketing Science*, 23, 82-94. doi:10.1287/mksc.1030.0033
- Hammedi, W., Riel, A. C., & Sasovova, Z. (2013). Improving screening decision making through transactive memory systems: A field study. *Journal of Product Innovation Management*, 30, 316-330.
- McKinney, V., Yoon, K., & Zahedi, F. (2002). The measurement of webcustomer satisfaction: An expectation and disconfirmation approach. *Information System Research*, 13, 296-315
- Mosteller, J., Donthu, N., & Eroglu, S. (2014). The fluent online shopping experience. *Journal of Business Research*, 67, 2486-2493. doi:10.1016/j.jbusres.2014.03.009[