

Appendix A1

See [Appendix 1](#).

Appendix 1

Construct items.

Construct	Items	Source
System quality	<ol style="list-style-type: none">1. [BC] has an appropriate style of design for site type2. [BC] has easy navigation to information3. [BC] has fast response and transaction processing4. [BC] keeps personal information secure from exposure5. [BC] has good functionality relevant to site type6. [BC] creates an audio-visual experience	Ahn et al. (2007)
Information quality	<ol style="list-style-type: none">7. [BC] has sufficient contents where I expect to find information8. [BC] provides complete information9. [BC] provides site-specific information10. [BC] provides accurate information11. [BC] provides timely information12. [BC] provides reliable information	Ahn et al. (2007)
Virtual interactivity	<ol style="list-style-type: none">13. [BC] communicates information in an appropriate format14. [BC] has a high degree of activity in informational and interpersonal exchanges15. [BC] has a high Speed of inquiry and response16. [BC] makes Exchanges between host and members	Jang et al. (2008)
Reward	<ol style="list-style-type: none">17. [BC] offers Monetary rewards18. [BC] offers Psychological rewards	Jang et al. (2008)
Customer engagement	<ol style="list-style-type: none">19. [BC] upgrades (downgrades) member privileges20. Using [BC] gets me to think about the brand21. I think about [BC] a lot when I'm using it22. Using [BC] stimulates my interest to learn more about the brand23. I feel very positive when I use [BC]24. Using [BC] makes me happy25. I feel good when I use [BC]26. I'm proud to use [BC]	Hollebeek et al. (2014)
Brand loyalty	<ol style="list-style-type: none">27. I spend a lot of time using [BC], compared to other brand communities28. I say positive things about [BC] to other people29. I recommend [BC] to someone who seeks my advice30. I encourage friends and others to do business with [BC]	Parasuraman et al. (2005)