## Appendix A

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| **Factors** | **Serial Num.** | **Item** | **Reference** |
| Immediate interaction anxiety(II) | II1 | After buying small gifts, it didn't improve my interaction with the streamer, which made me nervous. | Hwang, et al. [82] |
| II2 | After buying small gifts, the real-time interaction between me and the streamer did not meet my expectations. |
| II3 | After buying small gifts, I can't accept the reality that I can't interact with the streamer in real time. |
| Verbal intimacy(VI) | VI1 | Online streamer has confirmed my idea and emotion through conversation. | Sinclair and Dowdy [83] |
| VI2 | Online streamer shares me her internal idea and feeling through conversation. |
| VI3 | Online streamer takes care of me and cares about me through conversation. |
| Virtual physical intimacy(PI) | PI1 | Online streamer’ behavior make me feel like they have touched my body (like kiss, hug etc.) | Wiederman [84] |
| PI2 | Online streamer has shown me they hot body through some actions. |
| PI3 | I have felt sexual cue in some actions. |
| Perceived network size(NS) | NE1 | Many people like watching the online streamer who I usually see. | Chang [63] |
| NE2 | The online streamer I often see owns a lot of audience every time when they are in live streaming channel. |
| NE3 | In my social network, there are many people viewing the same online streamer who I often see. | Pal, Herath, De and Rao [75] |
| Perceivedfinancial risk(FR) | FB1 | High value virtual is not worth spending my money on it. | Kamalul Ariffin, Mohan and Goh [65] |
| FB1 | Purchase high value virtual gift is money-wasting behavior. |
| FB2 | I will not overspend for high value virtual gift. |
| Information Overload(IO) | SIO1 | Online streamer has conveyed so much of various information that I missed the information nearly related to myself | Hwang, Hong, Tai, Chen and Gouldthorp [82] |
| SIO2 | Online streamer has conveyed too much information. |
| SIO3 | I have no idea of the numerous information the online streamer conveys to me | Karr-Wisniewski and Lu [85] |
| Switching intention (SI) | SI1 | After buying small-value virtual gifts, I will try to buy high-value virtual gift for online streamer. | Chang, et al. [86] |
| SI2 | After buying small-value virtual gifts, the possibility I purchase high-value virtual gift for online streamer is high. |
| SI3 | After buying small-value virtual gifts，I plan to buy high-value virtual gift for online streamer. | Tang and Chen [87] |
| Purchase behavior(PB) | PB1 | After buying small virtual gifts, I bought large virtual gifts. | Lin, et al. [88] |
| PB2 | After buying small virtual gifts, I buy large virtual gifts more often. |
| PB3 | After buying small virtual gifts, I am very happy to buy large virtual gifts on the live streaming platforms. |