

Appendix 1: Characteristics of the sample (N = 506)

Demographic Profile	Categories	Frequency	Percent (%)
Gender	Male	223	44.1
	Female	283	55.9
Age	18 - 24	187	37.0
	25-34	157	31.0
	35-44	96	19.0
	45-54	56	11.1
	≥55	10	2.0
Marital Status	Single	286	56.5
	Married	184	36.4
	Divorced	24	4.7
	Widowed	12	2.4
Education	High school or below	21	4.2
	Associate degree	91	18
	Bachelor's degree	282	55.7
	Master's degree	75	14.8
	Doctoral degree	37	7.3
Employment Status	Unemployed	18	3.6
	Student	165	32.6
	Part-time job	49	9.7
	Full-time job	188	37.2
	Self-employed	80	15.8
	Retired	6	1.2
Income (CNY)	< 3,000	93	18.4
	3,000- 6,000	134	26.5
	6,001- 9,000	132	26.1
	9,001- 12,000	91	18
	> 12,000	56	11.1
Social media usage duration (year)	< 1 year	25	4.9
	1 - 2 years	30	5.9
	3 - 4 years	64	12.6
	> 4 years	387	76.5
Daily usage duration (hour)	< 1 hour	18	3.6
	1 - 2 hours	82	16.2
	3 - 4 hours	182	36
	5 - 6 hours	109	21.5
	> 6 hours	115	22.7

Appendix 2. Measurement Items

Variables	Measurement Items	
Social Media Influencer Credibility	SMIC 1	The social media influencers sharing green product information are knowledgeable on this topic.
	SMIC 2	The social media influencers sharing green product information are trustworthy.
	SMIC 3	The social media influencers sharing green product information are credible.
	SMIC 4	The social media influencers sharing green product information appear to be experts on this topic.
Green Perceived Risk	GPR1	There is a chance that there will be something wrong with environmental performance of green product.
	GPR2	There is a chance that green product will not work properly with respect to its environmental design.
	GPR3	There is a chance that you would get environmental penalty or loss if you use green product.
	GPR4	There is a chance that using green product will negatively affect the environment.
	GPR5	Using green product would damage your green reputation or image.
Green purchase attitude	ATT1	I believe that green products purchasing by me will help in reducing pollution and also help in improving the environment.
	ATT2	I believe that green products purchasing by me will help in reducing wasteful use of natural resources.
	ATT3	I believe that green products purchasing by me will help in conserving natural resources.
	ATT4	I feel good about myself when I involved in green products purchasing.
Subjective Norms	SN1	Most people who are important to me think I should purchase green products when going for purchasing.
	SN2	Most people who are important to me would want me to purchase green products when going for purchasing.
	SN3	People whose opinions I value would prefer that I purchase green products.
	SN4	My friend's positive opinion influences me to purchase green product.
Perceived Behavioral Control	PBC1	I believe I have the ability to purchase green products.
	PBC2	If it were entirely up to me, I am confident that I will purchase green products.
	PBC3	I see myself as capable of purchasing green products in future.
	PBC4	I have resources, time and willingness to purchase green products.
	PBC5	Green products are generally available in the shops where I usually do my shopping.
	PBC6	There are likely to be plenty of opportunities for me to purchase green products.
	PBC7	I feel that purchasing green products is beyond my control.
Green Purchase Intention	GPI1	I will consider buying green products because they are less polluting in coming times.
	GPI2	I will consider switching to environmental friendly brands for ecological reasons.
	GPI3	I plan to spend more on environmental friendly product rather than conventional product.
	GPI4	I expect to purchase green product in the future because of its positive environmental contribution.
	GPI5	I definitely want to purchase green products in near future.