Table S1: Measurements

Measurements
Social interaction Chiu et al. (2006) [67]
SI1: I maintain close social relationships with some peers in WeChat.
SI2: I spend a lot of time interacting with some peers in WeChat.
SI3: I have frequent communication with some peers in WeChat.
Trust in peers Chang and Chuang (2011) [17]
TR1: Peers in WeChat do not take advantage of others even when an opportunity arises.
TR2: Peers in WeChat always keep promises they make to one another.
TR3: Peers in WeChat would not knowingly do anything to disrupt the conversation.
TR4: Peers in WeChat are truthful in dealing with one another.
Reciprocity Pai and Tsai (2016) [85]
RE1: I know that WeChat peers will help me, so it's only fair to help them.
RE2: I believe that WeChat peers will help me if I need it.
RE3: When I receive help on WeChat, I feel it is only right to give back and help others.
Shared languge Chiu et al. (2006) [67]
SI1: Peers in WeChat use common terms or jargons.
SI2: Peers in WeChat use understandable communication pattern during the discussion.
SI3: Peers in WeChat use understandable narrative forms to post messages.
Purchase intention Liang et al. (2011) [86]
INT1: I will consider the shopping experiences of peers in WeChat when I want to shop.
INT2: I will ask peers in WeChat to provide me with their suggestions before I go shopping.
INT3: I am willing to buy the products recommended by peers in WeChat.