Table S1. A summary table outlining key variables and their relation to hypotheses.

Hypotheses	KV	EDE	Hypothesis content
H1	$M(social_{ct})$	+	consumer social network has a positive impact on OM products' price premium
H2	KD_{ctv}	+	The knowledge diffusion has a significant moderating impact on the consumer social network effect of OM products' price premium.

Note: KV and EDE represent key variables and expected directions of effect, respectively. The plus sign shown in the third column denotes the positive impact of hypotheses.

Table S2. Quantile regression results of the basic model.

Variables	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
M(social)	0.122***	0.253***	0.339***	0.526***	0.752***	0.637***	0.521***	0.493***	0.461***	0.406***
	(0.029)	(0.034)	(0.037)	(0.041)	(0.046)	(0.040)	(0.059)	(0.084)	(0.073)	(0.085)
Constant	1.025***	1.039***	1.095***	1.113***	1.204***	1.269***	1.301***	1.345***	1.329***	1.316***
	(0.046)	(0.039)	(0.048)	(0.041)	(0.033)	(0.023)	(0.024)	(0.031)	(0.026)	(0.047)
Control variables	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Purchase region	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Purchase time	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
R-sq	0.601	0.638	0.645	0.701	0.723	0.745	0.769	0.783	0.792	0.802

Note: Standard errors are given in parentheses. Symbols *, **, and *** denote 10%, 5%, and 1% levels of significance, respectively. Specifically, the first line represents the quantile percentage of regression results.

Table S3. Quantile regression results of the basic model.

Variables	55%	60%	65%	70%	75%	80%	85%	90%	95%	100%
M(social)	0.354***	0.339***	0.302***	0.293***	0.251***	0.268***	0.319***	0.286***	0.485***	0.639***
	(0.021)	(0.030)	(0.024)	(0.038)	(0.040)	(0.031)	(0.050)	(0.081)	(0.097)	(0.083)
Constant	1.326***	1.339***	1.396***	1.415***	1.432***	1.469***	1.537***	1.687***	1.876***	1.982***
	(0.043)	(0.031)	(0.042)	(0.063)	(0.019)	(0.067)	(0.045)	(0.034)	(0.022)	(0.035)
Control variables	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Purchase region	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Purchase time	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
R-sq	0.819	0.830	0.842	0.865	0.879	0.889	0.912	0.933	0.946	0.957

Note: Standard errors are given in parentheses. Symbols *, **, and *** denote 10%, 5%, and 1% levels of significance, respectively. Specifically, the first line represents the quantile percentage of regression results.