Table S1. Content Validity Table

Construct	Item content	Theoretical facet	Source
IQ	IQ1. This virtual museum provides detailed and comprehensive information.	Informational completeness	Roca et al. (2006)
	IQ2. This virtual museum provides information that is updated in a timely manner.	Informational timeliness	
	IQ3. This virtual museum provides information that is clear and easy to understand.	Informational clarity	
	IQ4. This virtual museum provides information that meets users' needs.	Informational usefulness	
SQ	SQ1. This virtual museum system is easy for users to navigate and use.	Ease of use / usability	Roca et al. (2006)
	SQ2. This virtual museum system is well-organised and clearly structured.	Interface organisation / structure	
	SQ3. This virtual museum system responds promptly to user requests.	System responsiveness	
PI	PI1. This virtual museum allows users to control the browsing sequence and navigation path.	User control	McMillan et al. (2002)
	PI2. This virtual museum provides features that support autonomous exploration of exhibits and content.	Exploratory interaction	
	PI3. This virtual museum enables browsing based on personal interests rather than passively receiving information.	Personalised interaction	
PA	PA1. The content presented in this virtual museum conveys an authentic historical atmosphere.	Contextual authenticity	Hede et al. (2014)
	PA2. The virtual museum experience is authentic and meaningful.	Experiential authenticity	
	PA3. The exhibits in this virtual museum closely align with the exhibition theme, enhancing the sense of authenticity.	Representational authenticity	
PE	PE1. I feel enjoyment while exploring this virtual museum.	Hedonic enjoyment	Wu and Lai (2022)
	PE2. I experience pleasure during the virtual museum visit.	Affective pleasure	
	PE3. I find the virtual museum engaging while browsing its content.	Interest / engagement	
PCV	PCV1. This virtual museum offers rich insights into the history and culture of Sanxingdui.	Cognitive cultural understanding	Chen et al. (2020)
	PCV2. This virtual museum helps users gain a deeper understanding of Sanxingdui's history and culture.	Depth of cultural learning	
	PCV3. This virtual museum contributes to the preservation and transmission of Sanxingdui culture.	Perceived heritage significance / value	

CI	CI1. I am deeply attached to the culture presented in the virtual museum.	Emotional attachment to culture	Fu et al. (2023)
	CI2. I am proud of the cultural heritage presented in the virtual museum.	Cultural pride	
	CI3. I believe it is important to preserve and transmit the culture presented in the virtual museum.	Normative commitment to preservation	
	CI4. I am willing to spend more time learning about the culture presented in the virtual museum.	Behavioural willingness rooted in identity	
OVI	OVI1. This virtual museum experience sparks my interest in visiting the corresponding physical museum.	Initial visit interest	Huang et al. (2013)
	OVI2. I would like to visit the corresponding physical museum to experience the real exhibition environment.	Desire for on-site experience	
	OVI3. I intend to visit the corresponding physical museum in the near future.	Visit intention (conative component)	