

## **Appendix**

**Name** -

**Age** - Below 25, 18 to 22, 23 to 25, Above 25

**Gender** - Male, Female

**Current Education** - Bachelor, Master, Doctoral

**Occupation** - Student, Brand Representative, Brand Promoter, Freelancer

**Monthly Spendings** - Below £100, £100 to £250, £250 to £500, Above £500

### **Guidelines for the below questions**

*(1- Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree)*

### **Electronic Word-of-Mouth**

I only embrace new fashion trends when my companions are also interested in them.

Popular brands and products hold great significance in my life.

Typically, I prefer buying from businesses that align with my friends and family's preferences.

I'm always curious to learn about the top-rated items and brands recommended by others.

Purchasing the same products and brands as my peers creates a sense of community and belongingness for me.

When I admire someone, I tend to purchase the same products they use.

I often connect with others by buying the same things and brands they do.

### **Online Customer Confidence**

I trust the accuracy of information available on social networking platforms.

I heavily depend on Facebook for information.

People on social media can be considered reliable sources of information.

Social media possesses the necessary tools and knowledge to meet the requirements of most users.

### **Online Purchase Intention**

My decision-making while shopping improves when I leverage social media.

I'm more inclined to purchase items and services if I use social media.

If the value of a product or service outweighs the cost, I'm willing to invest in it.

If any of my friends endorse a product or service on social media, I'm likely to purchase or use it.