

## APPENDIX A: PICTURE OF MOBILE PHONE USED IN THE VIGNETTE



**Figure A.1** Picture of mobile phone used in the vignette

## APPENDIX B: MEASUREMENT INSTRUMENTS MANIPULATION CHECK

Scarcity extent (five-point Likert scale ranging from *highly disagree* to *highly agree*).

- 1) The location-based message informs me about something that has a deadline. (cf. Cialdini, 2007)
- 2) The location-based message informs me about something that has a limited period of validity. (cf. Eisend, 2008; Wu et al., 2012)
- 3) The location-based message informs me about something that feels like a last chance. (cf. Griskevicius et al., 2009)
- 4) The location-based message informs me about something that has a limited availability. (cf. Eisend, 2008; Wu et al., 2012)
- 5) The location-based message informs me about something that is exclusive. (cf. Cialdini, 2001) (*Removed after initial item analysis.*)
- 6) The location-based message informs me about something that is scarce. (cf. Koch and Benlian, 2015; Wu et al., 2012) (*Removed after initial item analysis.*)

Social proof extent (five-point Likert scale ranging from *highly disagree* to *highly agree*).

- 1) The location-based message informs me about something that other customers reacted positively to. (cf. Hilverda et al., 2018; Cialdini, 2007)
- 2) The location-based message informs me about something that other customers have already made use of. (cf. Shang et al., 2010)
- 3) The location-based message informs me about something for which evidence is provided by referring to the behavior of others. (cf. Griskevicius et al., 2009)

- 4) The location-based message informs me about something that other customers have also already done. (cf. Kaptein and Eckles, 2012)

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## APPENDIX C: PSYCHOMETRIC RESULTS MANIPULATION CHECK

Table C.1 presents the results of the psychometric testing of the measures that were developed for the manipulation check. The table also shows the relevant recommended threshold values (see e.g., DeVellis, 2012; MacKenzie et al., 2011; Ping, 2004). All factor loadings, AVEs and Cronbach's alphas exceed the recommended values, except for the factor loading of the fourth scarcity extent measure, which approximates the recommended value. Combined, these results provide evidence of the convergent validity of the measures. In addition, all AVEs, Cronbach's alphas and composite reliability values surpass the thresholds and therefore indicate that the measures are reliable.

Construct (number of items)	Factor loadings	AVE	Cronbach's alpha	Composite reliability
Scarcity extent (4)	0.88, 0.84, 0.83, 0.66	0.82	0.93	0.95
Social proof extent (4)	0.91, 0.93, 0.87, 0.91	0.65	0.82	0.88
<i>Recommended value</i>	<i>0.70</i>	<i>0.50</i>	<i>0.70</i>	<i>0.70</i>

**Table C.1** Convergent validity and reliability indicators

The heterotrait-monotrait (HTMT) ratio of correlations between scarcity extent and social proof extent (see Table C.2) is below the threshold value of 0.85 (Henseler et al., 2015), which suggests that the discriminant validity of the measures is established.

	Scarcity extent	Social proof extent
Scarcity extent	1	
Social proof extent	0.66	1

**Table C.2** HTMT-ratio of correlations

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## APPENDIX D: MEASUREMENT INSTRUMENTS FINAL DATA COLLECTION

Informativeness (five-point Likert scale ranging from *highly disagree* to *highly agree*; Xu et al., 2009). Mean (SD) = 3.59 (1.14).

- 1) The location-based message contains up-to-date information.
- 2) The location-based message supplies relevant information.
- 3) The location-based message is a good source of information.
- 4) The location-based message makes information immediately accessible.
- 5) The location-based message is a convenient source of information.

Entertainment (five-point Likert scale ranging from *highly disagree* to *highly agree*; Cyr et al., 2006; Xu et al., 2009). Mean (SD) = 2.94 (1.07).

- 1) The location-based message is enjoyable.
- 2) The location-based message is fun.
- 3) The location-based message is cool.
- 4) The location-based message entertains me.
- 5) The location-based message excites me.

Irritation (five-point Likert scale ranging from *highly disagree* to *highly agree*; Hausman and Siepke, 2009; Xu et al., 2009). Mean (SD) = 2.58 (1.29).

- 1) The location-based message is annoying.
- 2) The location-based message is irritating.
- 3) The location-based message is frustrating.

Message value (five-point Likert scale ranging from *highly disagree* to *highly agree*; Logan et al., 2012; Xu et al., 2009). Mean (SD) = 2.74 (1.19).

- 1) The location-based message is useful to me.
- 2) The location-based message is valuable to me.
- 3) The location-based message is important to me.

Store visit intention (five-point semantic differential scales; Li et al., 2002). Mean (SD) = 3.13 (1.17).

Visiting the store is ...

- 1) A bad idea – a good idea.
- 2) A foolish idea – a wise idea.
- 3) An unpleasant idea – a pleasant idea.
- 4) A negative idea – a positive idea.

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