**Appendix: Measurement Items (Adapted from Chen et al., 2018)**

Similarity

1. The sponsored posts appeared on my Instagram feed is similar to me.
2. The sponsored posts appeared on my Instagram feed has a value similar to mine.
3. The sponsored posts appeared on my Instagram feed have experienced similar to mine.

Vicarious Expression

1. By reading and seeing the sponsored posts appeared on my Instagram feed, I can feel what the author is trying to say about the recommended product and their usage experience.
2. By reading and seeing the sponsored posts appeared on my Instagram feed, I can imagine what the author is trying to say about the recommended product and their usage experience.
3. By reading and seeing the sponsored posts appeared on my Instagram feed, I can envision what the author is trying to say about the recommended product and their usage experience.

Aesthetic Appeal

1. The graphics provided by the sponsored posts appeared on my Instagram feed are attractive.
2. The graphics provided by the sponsored posts appeared on my Instagram feed are visually pleasing.
3. The graphics provided by the sponsored posts appeared on my Instagram feed are cheerful.
4. The graphics provided by the sponsored posts appeared on my Instagram feed are interesting.

Affective Trust in Recommender

1. I enjoy reading the captions on the sponsored posts appeared on my Instagram feed.
2. I feel comfortable the captions on the sponsored posts appeared on my Instagram feed.
3. I feel the captions on the sponsored posts appeared on my Instagram feed are sincere.

Cognitive trust in Recommender

1. I think the recommender of the sponsored posts appeared on my Instagram feed is reliable.
2. I think the recommender of the sponsored posts appeared on my Instagram feed is very knowledgeable about their topics.
3. In general, I have the confidence in the recommender of the sponsored posts appeared on my Instagram.

Product Affection

1. I felt enthusiastic about the product recommended on the sponsored posts of my Instagram feed.
2. I felt inspired by the product recommended on the sponsored posts of my Instagram feed.
3. I felt excited about the product recommended on the sponsored posts of my Instagram feed.
4. I felt interested in the product recommended on the sponsored posts of my Instagram feed.

Urge to Buy Impulsively

1. As I read and see the product recommendations on the sponsored posts appeared on my Instagram feed, I had the urge to purchase items other than the addition to my specific shopping goal.
2. As I read and see the product recommendations on the sponsored posts appeared on my Instagram feed, I had the desire to buy items that did not pertain to my specific shopping goal.
3. As I read and see the product recommendations on the sponsored posts appeared on my Instagram feed, I had the inclination to purchase items outside of my specific shopping goal.