Appendix questionnaire A

Survey questionnaire on the impact of negative online word-of-mouth on consumer attitudes towards lychee products (East)

Hello, I am a student from the School of Economics and Management at South China Agricultural University. I am currently conducting a study on the impact of negative online word-of-mouth on consumer attitudes towards lychee products. I need you to complete the following questionnaire, which will take approximately 3-5 minutes. Please read the question carefully and answer according to the instructions. There is no right or wrong answer to this questionnaire, you only need to answer according to your personal thoughts. Thank you very much for your participation!

Part 1: Your Basic Information

1. What is your gender？（）

   A male B female

2. What is your age？

   A under 16 years old B 16-25 years old C 26-35 years old D 36-45 years old E 46-55 years old F 56-65 years old G 65 years old and above

3. What is your highest education level？

A high school below B high school and technical secondary school C junior college D undergraduate E graduate student

4. What is your profession？

A Enterprise Employee B Student C Individual and Freelancer D Party and Government Organs and Institutions E unemployed/laid off/unemployed F other

5. What is your average monthly disposable funds？ (Including parental support, scholarships, scholarships, and part-time income)

A below 2000 yuan(Inclusive) B 2001-3000 yuan C 3001-4000 yuan D 4001-5000 yuan E 5001-6000 yuan F 6001-7000 yuan G over 7000 yuan

6. How much time have you spent on the internet on average every day recently?

A 0 hours -2 hours B 2 hours+-4 hours C 4 hours+-6 hours D over 6 hours -8 hours E over 8 hours -10 hours F over 10 hours

7. How much time have you spent on average browsing WeChat Moments every day recently?

A 0-10 minutes B over 10 minutes -20 minutes C Over 20 minutes -30 minutes D over 30 minutes -40 minutes E over 40 minutes -50 minutes F over 50 minutes -60 minutes G over 60 minutes7

Please rate each statement based on your actual situation.

("1" represents complete disagreement, "2" represents comparative disagreement, "3" represents average, "4" represents comparative agreement, and "5" represents complete agreement)

8. I tend to trust others unless they give me reasons not to trust them.

1 2 3 4 5

9. I usually believe in someone or something, even if I know very little about it.

1 2 3 4 5

10. I think human nature is usually good and trustworthy.

1 2 3 4 5

11. I think people are generally reliable.

1 2 3 4 5

12. Usually, I am willing to trust product information provided by others.

1 2 3 4 5

13. I am often willing to evaluate a product based on information provided by other consumers.

1 2 3 4 5

14. Litchi is a fruit that I am very concerned about.

1 2 3 4 5

15. Lychee makes my life more enjoyable and enjoyable.

1 2 3 4 5

16. Whenever lychees are listed, my family or I will taste some lychees.

1 2 3 4 5

17. Whenever lychees are on the market, I can always see them sold in the shopping places I often go to.

1 2 3 4 5

18. Whenever lychees are on the market, my family and friends around me will buy and taste them.

1 2 3 4 5

19. I have put in effort to conduct some research on lychees.

1 2 3 4 5

20. I think lychee is a safe and reliable fruit.

1 2 3 4 5

21. I think lychee is a delicious and characteristic fruit.

1 2 3 4 5

22. If I don't eat lychees in the summer, I always feel like I'm missing something.

1 2 3 4 5

23. I really like lychees.

1 2 3 4 5

24. I trust the quality of lychees as a fruit.

1 2 3 4 5

25. I am willing to spend money to purchase lychees.

1 2 3 4 5

26. I am willing to recommend others to purchase lychees.

1 2 3 4 5

27. Have you ever lived in a city where lychees are grown?

A Yes B No

Part 2: Please carefully imagine the following scenario and choose the number you most agree with:

Selection question: (unrelated to the questionnaire question, please make a choice based on your preference), In a space, according to personal preferences, you can choose which position to stand in ( )

A East B South C West D North

E Southeast F Northeast G Southwest H Northwest

(East) Suppose your best friend in the company posts negative comments about lychees on WeChat Moments, such as getting on fire, causing drunk driving, delaying women's periods, and causing children's deaths. You happened to see them while browsing Moments. And at this time, it is the season when lychees are on the market, and the price of lychees is also within your acceptable range.

After reading this Moment, your feeling is:

28. Eating lychees can harm my health.

1 2 3 4 5

29. Buying lychees is simply a waste of money.

1 2 3 4 5

30. My family and friends around me may not approve of my purchase of lychees.

1 2 3 4 5

31. Buying lychees to taste can make me feel uneasy and always worry about what problems I may have when eating them.

1 2 3 4 5

32. I still believe that lychee is a safe and reliable fruit.

1 2 3 4 5

33. I still believe that lychee is a delicious and characteristic fruit.

1 2 3 4 5

34. I still think that if I don't eat lychees in the summer, I always feel like I'm missing

something.

1 2 3 4 5

35. I still really like lychees.

1 2 3 4 5

36. I still trust the quality of lychee, a fruit.

1 2 3 4 5

37. I am still willing to spend money on lychees.

1 2 3 4 5

38. I am still willing to recommend others to purchase lychees.

1 2 3 4 5

This concludes the questionnaire. Thank you for your participation!