Appendix A: Experimental materials for Study 1

Page one (the instructions on page one do not vary across all conditions)

Hello! In this study, we will need you to imagine that you just spend a night at a budget hotel and answer some questions about this hotel. It is very important that you follow the instructions and complete the entire task.

Please click “continue” to view the instructions for the task.

Page two (the instructions on page two do vary across strong brand and weak brand conditions)

Strong brand condition (instructions on page two):

You just come back from city A, and you stayed at a budget hotel when you were there. Overall, you felt that: the hotel was well equipped. The room was spacious, clean and soundproof with a pretty fast WiFi. The service quality was good. The staffs were warm-hearted. The hotel was located in a convenient place. The bus station was about 7 to 8 minutes walk away, having about 5 lines. And the nearest shopping mall was just 300 hundred meters away. The breakfast was not bad either. Overall, it is a satisfactory experience.
Hotel transportation, lobby and room:

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance</th>
<th>Transportation Time &amp; Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Airport of City A</td>
<td>26 Kilometers</td>
<td>40 minutes by taxi, costing about 100 RMB</td>
</tr>
<tr>
<td>Railway Station of City A</td>
<td>3.5 Kilometers</td>
<td>7 minutes by taxi, costing about 15 RMB</td>
</tr>
</tbody>
</table>

Customer ratings from Ctrip.com (full score: 5)

<table>
<thead>
<tr>
<th>Room Quality</th>
<th>Rating</th>
<th>Noise Level</th>
<th>Rating</th>
<th>Overall</th>
<th>Rating</th>
<th>No. of ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>4.9</td>
<td>4.6</td>
<td></td>
<td>4.6</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Service Quality</td>
<td>4.6</td>
<td>4.5</td>
<td></td>
<td></td>
<td>4.5</td>
<td></td>
</tr>
</tbody>
</table>

Please click “continue” when you complete reading these materials
Weak brand conditions (instructions on page two):

You just come back from city A, and you stayed at a budget hotel when you were there. Overall, you felt that: the hotel was inadequately equipped. The room was clean but rather small. The speed of the WiFi was so slow that you could not even log unto your email account. The service quality was disappointing. The staffs were cold and uncaring. And it took them a long time just to cancel the pre-authorization. The hotel was located in a convenient place. The bus station was about 7 to 8 minutes walk away. And the nearest shopping mall was about 300 hundred meters away. The breakfast was ok, but the dining hall was cold so the food cooled pretty fast. Overall, it is an OK experience.

Hotel transportation, lobby and room:

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance</th>
<th>Transportation Time &amp; Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Airport A</td>
<td>26 Kms</td>
<td>40 minutes by taxi, costing about 100 RMB</td>
</tr>
<tr>
<td>Railway Station A</td>
<td>3.5 Kms</td>
<td>7 minutes by taxi, costing about 15 RMB</td>
</tr>
</tbody>
</table>
Customer ratings from Ctrip.com (full score: 5)

<table>
<thead>
<tr>
<th></th>
<th>Rating</th>
<th></th>
<th>Rating</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Cleanliness</td>
<td>3.7</td>
<td>Noise Level</td>
<td>3.3</td>
<td>3.2</td>
</tr>
<tr>
<td>Service Quality</td>
<td>2.8</td>
<td>Infrastructure</td>
<td>3.2</td>
<td>67</td>
</tr>
</tbody>
</table>

Please click “continue” when you complete reading these materials.
Page three (the instructions on page three vary across monetary reward and in-kind reward conditions)

Monetary reward condition (instructions on page three):

This hotel is operating a rewarded referral program now, the staff would like to invite you to participate in this program: for every new customer successfully brought in with your recommendation, you will get RMB 50 in cash as the reward of gratitude.

Please click “continue” to answer some questions regarding your referral likelihood.

In-kind reward condition (instructions on page three):

This hotel is operating a rewarded referral program now, the staff would like to invite you to participate in this program: for every new customer successfully brought in with your recommendation, you will get 2 movie vouchers worth RMB 50 (which can be redeemed at a movie theater nearby) as the reward of gratitude.

Please click “continue” to answer some questions regarding your referral likelihood.

Appendix B: Experimental materials for Study 3
Page one (the instructions on page one do not vary across all conditions)

Hello! This study is in collaboration with an online wine retailer. The retailer is interested in university students’ wine preferences. In this study, we will need you to complete a survey regarding your wine preferences. It is very important that you follow the instructions and complete the entire task.

Please click “continue” to view the instructions for the task.

Page two (the instructions on page two do vary across strong brand and weak brand conditions)

Strong brand condition (instructions on page two):

The wine retailer seeking you opinions is one of the largest and most established online wine retailer in China, with a complete assortment of wines and a large customer base. Their website is well-known and popular among not only wine enthusiasts but also general population.

Please click “continue” to complete the survey.

Weak brand condition (instructions on page two):
The wine retailer seeking your opinions is a small and newly-launched online wine retailer in China, with a complete assortment of wines and an emerging customer base. Their website is not yet well-known and popular among wine enthusiasts and general population.

Please click “continue” to complete the survey.

Page three (the instructions on page three vary across monetary reward and in-kind reward conditions and vary across reward me and reward both conditions)

Monetary reward and reward me condition (instructions on page three):

In order to expand its customer base, the online wine retailer seeking your opinions is operating a referral reward program and would like to invite you to recommend the retailer to others who might be interested in registering as its new members. You would be offered RMB 30 in cash for every new customer you bring in.

Please click “continue” to indicate whether you would like to generate a referral.

In-kind reward and reward both condition (instructions on page three):
In order to expand its customer base, the online wine retailer seeking your opinions is operating a referral reward program and would like to invite you to recommend the retailer to others who might be interested in registering as its new members. You would be offered a wine glass worth RMB 50 for every new customer you bring in. In addition, your referred friends would receive a large discount on their first purchase from this wine retailer.

Please click “continue” to indicate whether you would like to generate a referral.

Appendix C: Experimental materials for Study 4
Hello! We are studying how people react to firms’ promotions. In this study, we will need you to imagine that you just get a recommendation from your friend and answer some questions about this recommendation. It is very important that you follow the instructions and complete the entire task.

Please click “continue” to view the instructions for the task.

Monetary reward and strong brand condition (instructions on page two)

Please imagine that you just received a phone call from a salesperson working for an online wine store. The salesperson told you that a friend of yours had recommended that you join the store’s club and that your friend would be rewarded with RMB 30($5) in cash if you agreed to join the club.

This online wine seller for which this sales person is working is one of the largest and most established online wine retailer in China, with a complete assortment of wines and a large customer base. Their website is well-known and popular among not only wine enthusiasts but also general population.
In-kind reward and weak brand condition (instructions on page two)

Please imagine that you just received a phone call from a salesperson working for an online wine store. The salesperson told you that a friend of yours had recommended that you join the store’s club and that your friend would be rewarded with a wine glass worth RMB 30 ($5) if you agreed to join the club.

The wine retailer seeking you opinions is a small and newly-launched online wine retailer in China, with a complete assortment of wines and an emerging customer base. Their website is not yet well-known and popular among wine enthusiasts and general population.

Please click “continue” to answer come questions.