

Table of Contents

Acknowledgements	V
Abstract	VII
Table of Contents	IX
List of Tables.....	XIII
List of Figures	XV
Acronyms and Abbreviations.....	XVII
Chapter 1 – Introduction to the Research	1
General Introduction.....	1
Objectives of the Research	11
Theoretical Importance.....	12
Practical Importance.....	14
Organization of the Thesis	16
Chapter 2 – Review of Literature and Theoretical Background.....	19
The Role of Trust	19
The Concept of Trust.....	23
Overview	23
The Disciplines’ Conceptualizations and Measurement of Trust.....	32
The Philosophers’ Perspective	32
The Personality Psychologists’ Perspective	33
The Sociologists’ Perspective	40
The Social Psychologists’ and Organizational Researchers’ Perspective	48
Economic, Business and Marketing Perspectives	56
Towards an Integrated View of Trust Components.....	68
Components of Trust	68
Trusting Beliefs.....	77
Trusting Attitudes.....	86
Trusting Intentions	87
Risk-taking Behaviour.....	89
Conditions of Trust.....	90
Conclusions	92
Chapter 3 – Conceptualization of the Construct, Research Questions and Hypotheses.....	95
Evidence for Generalized eWOM Trust.....	95
Conceptualizing Trust in eWOM	99
Construct Definition and Domain	99
Construct Composition.....	103
Types of eWOM Trust	104
Dimensions of eWOM Trust	107
	IX

Elements of eWOM Trust	111
eWOM Trust and Similar Concepts	112
eWOM Distrust	112
eWOM Scepticism	114
Credibility.....	115
Attitude towards Reviews in General.....	121
Other Constructs.....	122
Definition summarized	123
Research Questions and Hypotheses.....	124
Construct Identification and Dimensionality.....	125
Validity.....	125
Criterion-Related Validity	126
Nomological Validity: A Social Shopping – Trust Framework	129
eWOM Trust Antecedents.....	134
eWOM Trust Correlates	151
eWOM Trust Consequences.....	152
Reliability and Generalizability.....	153
Measure Application	160
Chapter 4 – Research Methods.....	163
Identification Stage.....	165
Specification of Content Domain, Construct Definition and Dimensionality	165
Generating and Judging Items.....	175
Expert Interviews (Study 1)	177
Consumer Interviews (Study 2).....	178
Reliability Stage	181
Research Instrument.....	183
Sample Description and Data Collection Procedure	184
Validity Stage.....	186
Main Validation Study (Study 4)	187
Research Instrument	187
Questionnaire Pretest.....	201
Sampling Frame and Data Collection.....	201
Return Rate.....	202
Sample Description	202
Supplemental Reliability, Validity and Generalizability Studies (Study 5)	205
Application Stage	205
Chapter 5 – Research Results.....	209
Assessment of Construct Dimensionality and Consistency	209
Results Reliability Stage	210
Exploratory Factor Analysis.....	211

Confirmatory Factor Analysis	218
Results Validity Stage	234
Exploratory Factor Analysis	234
Confirmatory Factor Analysis	236
Results Validity Stage (Modified Model)	245
Model Goodness-of-fit	245
Reliability	246
Convergent Validity	247
Discriminant Validity	249
Implications for Construct's Structure and Content	251
Supplemental Validity Assessments	256
Concurrent Validity	256
Convergent Validity and Discriminant Validity	256
Known-group Validity	266
Predictive and Postdictive Validity	267
Nomological Validity	270
Social Desirability Bias	273
Supplemental Reliability and Generalizability Assessments	274
Test-Retest Reliability	274
Generalizability to different Online Sources	274
Generalizability to individual Customer Reviews	279
Generalizability to different Languages and Cultures	281
Scale Finalization and Development of Norms	287
Scale Application: Segmenting Online Consumers	289
Segmenting Consumers on eWOM/Online Ad Trust	289
Profiling the Segments	290
Chapter 6 – Discussion, Implications and Future Research	299
Summary of Research	299
Conclusions and Discussion of Major Findings	307
The Five Sub-Dimensions of eWOM Trust	308
The Three Elements of eWOM Trust	310
The Characteristics of eWOM Trusters	312
Profiling Recipients of Online Market Communications	313
Contribution and Implications	316
Limitations and Directions of Future Research	320
References	325
Appendices	375

Measuring Electronic Word-of-Mouth Effectiveness
Developing and Applying the eWOM Trust Scale

Weitzl, W.

2017, XVIII, 375 p. 5 illus., Softcover

ISBN: 978-3-658-15888-0