

Figure 1: Typical Online Customer Review (Source: Amazon)



Figure 2: Preliminary Conceptualization of Generalized eWOM Trust

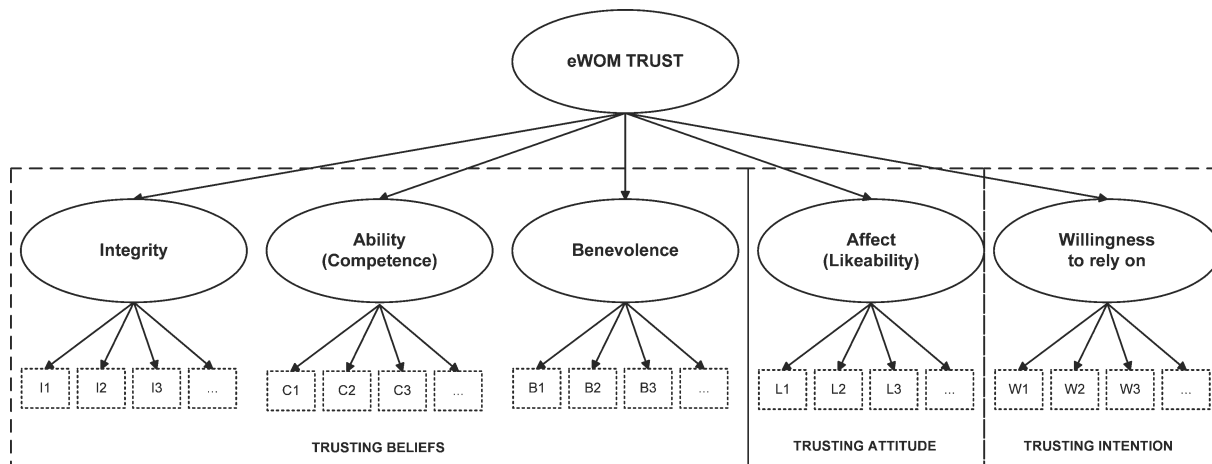


Figure 3: The Nomological Framework

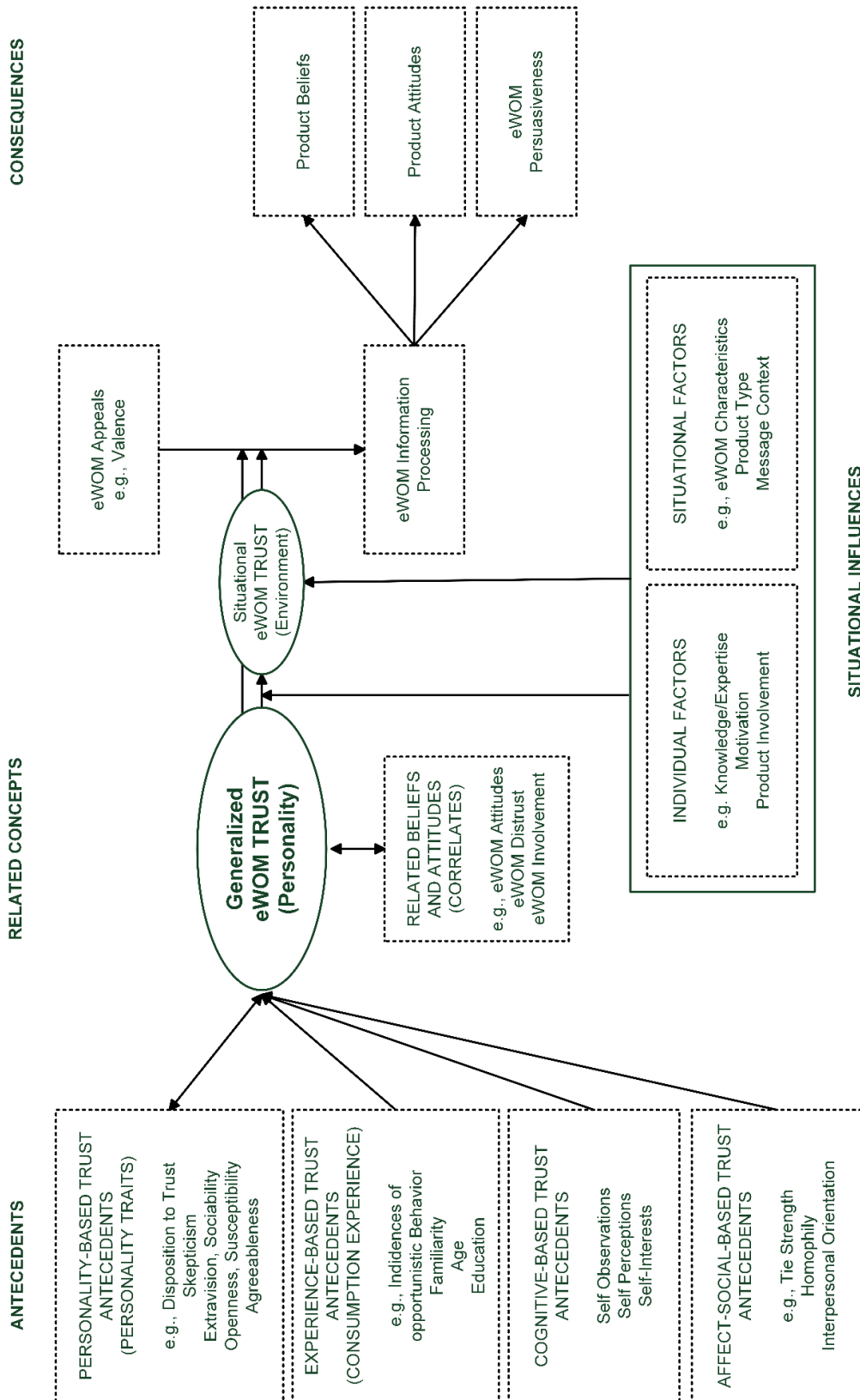


Figure 4: Overview of the Research Process

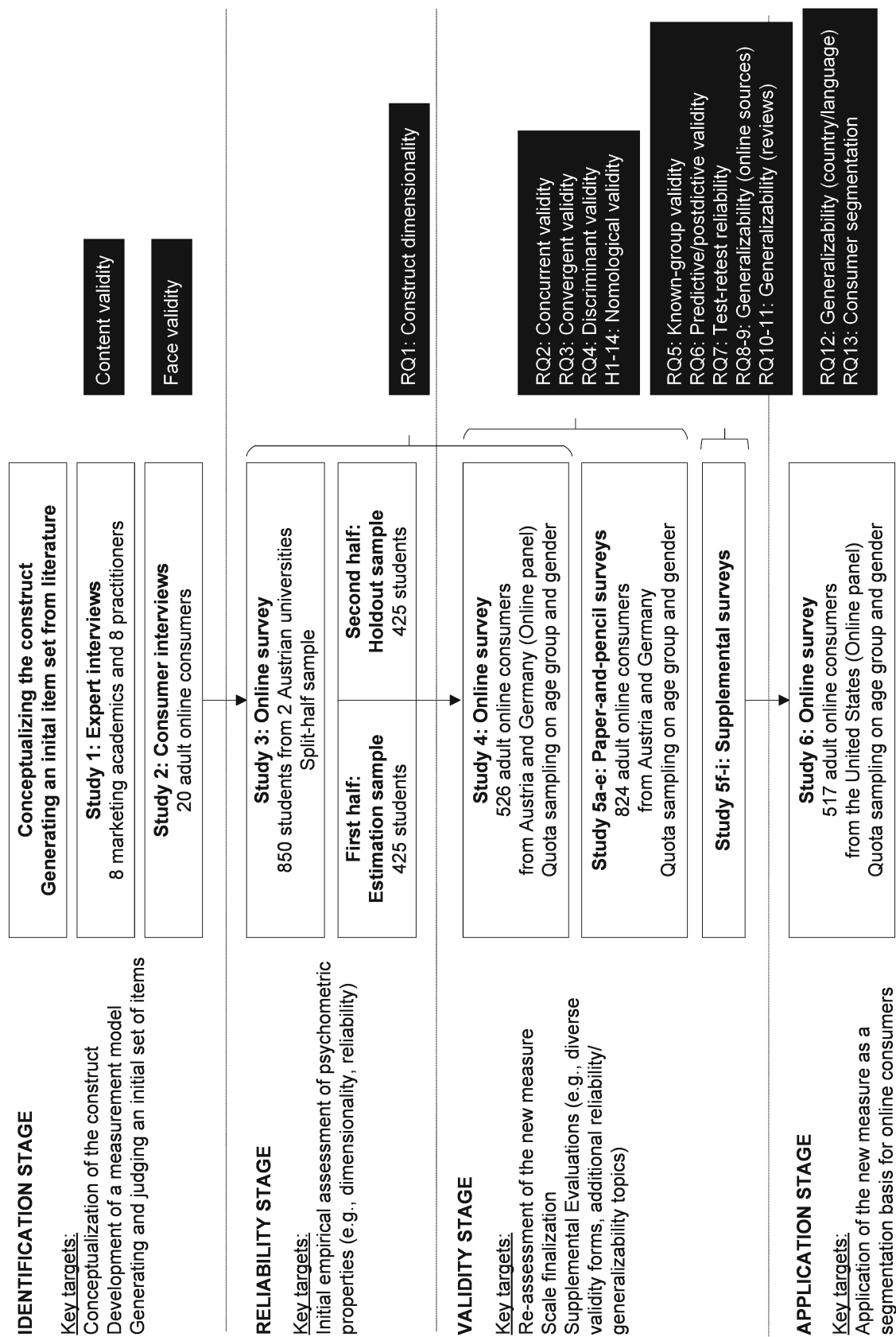
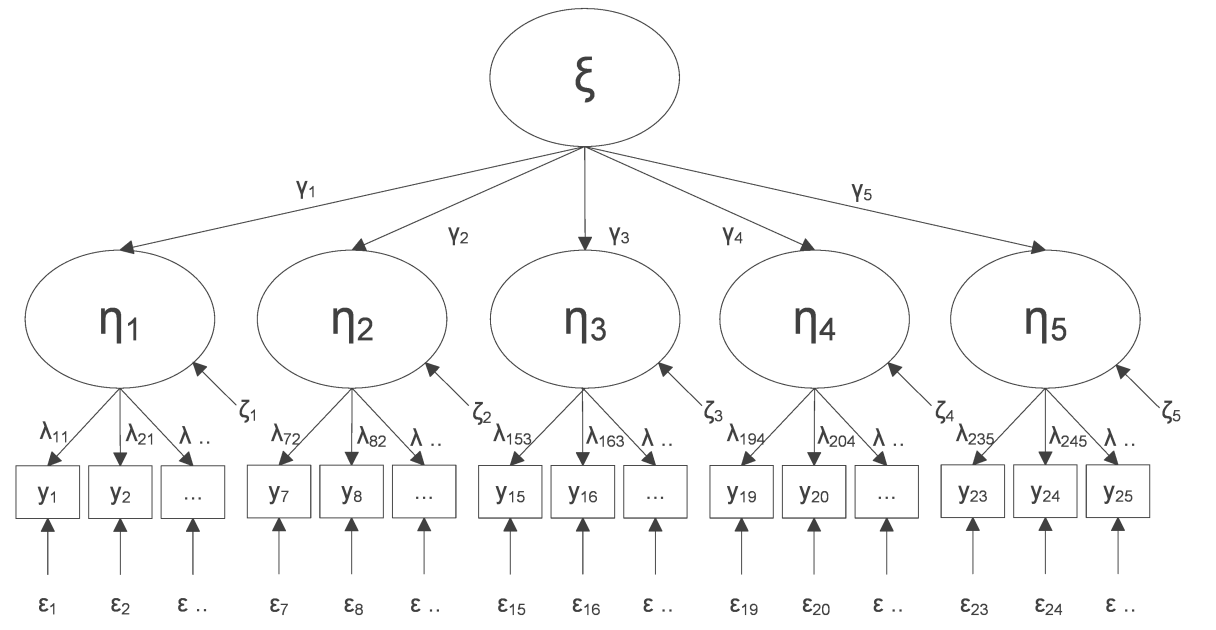


Figure 5: Adopted Measurement Model



Notes: ξ = Second-order construct (eWOM Trust); η = First-order construct (η_1 = Ability; η_2 = Integrity/Honesty; η_3 = Benevolence; η_4 = Willingness to rely; η_5 = Willingness to depend); γ = Observable indicator; ϵ = error term of the observable indicator.

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

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