

Abbreviations

AT:	Attitude toward online purchase
CN:	Cohesiveness
DT:	Disposition to Trust
ELM:	Elaboration Likelihood Model
EN:	Embeddedness
e-WOM:	Electronic Word-of-Mouth
HP:	Homophily
IN:	Intention to Purchase Online
IP:	Intention to Purchase from an online store
IPEWOM:	Intention to Pass-along Electronic Word-of-Mouth
IPIT:	Interpersonal Individual Trust
I POT:	Interpersonal Organizational Trust
IT:	Institutional Trust
ND:	Network Density
OSM:	Online Social Media
OSMM:	Online Social Media Marketing
PSR:	Perceived Store Risk
PSS:	Perceived Store Size
PU:	Perceived usefulness of recommendations
RE:	Perceived reputation of the virtual community of the online social media site
SA:	Store Attitude
SBK:	Store Brand Knowledge
SC:	Social Capital
s-Commerce:	Social Commerce
SNS:	Social Network Site
SR:	Store Reputation
TPB:	Theory of Planned Behaviour
TR:	Trust on the virtual community of the online social media site
TRA:	Theory of Reasoned Action
TS:	Tie Strength
WOM:	Word-of-Mouth