CHAPTER 5 : DATA ANALYSIS AND DISCUSSION

This chapter mentions the data analysis procedure adopted during different phases of the study and brief discussion about the result obtained through various analyses. As stated earlier, two quantitative studies were performed. The primary study (described in Section 5.1 through Section 5.6) comprises the major part of the thesis and empirically tests the hypotheses as well as the conceptual model put forward in Section 3.5. Section 5.3 through Section 5.5 provide the analyses of different antecedents related to online social media marketing separately, before providing detailed analytical procedure for a comprehensive model, whereby the proposed hypotheses are evaluated and implications are discussed. Section 5.7 deals with the corollary study conducted, its analytical process as well as discussion about its practical implications.

5.1 Demographic Details

The demographic details of the respondents are listed in Table 5.1. The mean age of the respondents is 23.67 years with a standard deviation of 5.98 years. 73.3% are male and the rest female, while 55.98% are undergraduate students and 44.1% are post-graduate students. The respondents spend on an average 5.83 hours a day in various online activities. This is in sync with a recent report suggesting that internet has highest penetration among Indian people in this age group and is dominated by male (Boston Consultancy Group & Internet and Mobile Association of India, 2015). Another report found that Indian internet users spend nearly 5 hours online every day and OSM users in India are considerably younger than the global average, with more than half of the user base being below 23 years or less, and more than three quarter of Facebook's users in India are men (Kemp, 2015). Thus, the sample considered for the study is found to be significant in their role as users of OSM and online shopping in India.

Measure	Items	Frequency	Percentage
Age	15-20	147	34.70
	21-25	169	39.90
	26-30	64	15.10
	31 & Above	44	10.40
Gender	Male	311	73.30
	Female	113	26.70
Education	Under-graduate	237	55.98
	Post-graduate	187	44.10

Measure	Items	Frequency	Percentage
Time Spent online in a day	Less than 30 minutes	7	1.70
	30 minutes to less than 1 hour	22	5.20
	1 hour to less than 1.5 hours	30	7.10
	1.5 hours to less than 2 hours	39	9.20
	2 hours to less than 2.5 hours	31	7.30
	2.5 hours to less than 3 hours	47	11.10
	More than 3 hours	248	58.50

Table 5.1: Demographic details

5.2 Descriptive Statistics

Appendix C: Descriptive Statistics and Univariate Normality Assessment (Primary Study) mentions the means and standard deviations of the constructs. All means are more than 50% of the highest possible value and hence show that participants responded positively to the research constructs. The Chronbach alpha values and composite reliability assessment values are mentioned in later parts along with different sets of analyses where they are relevant. Shapiro-Wilk test confirms that the data is not univariate normal.

5.3 Relation between Store Characteristics, Trust and Outcomes

Many researchers believe that the advent of internet commerce has provided a level playing field for large reputed online stores and new upcoming ones (Watson et al., 1998). OSMM has reduced marketing expenditure even further compared to traditional click-based paid internet campaigns and made the same even more precise (Gramigna, 2015). As stated earlier, earning trust of the consumers can play a vital role in determining the success of OSMM.

Among the various sources of trust, characteristics of stores, participating in OSMM activities by maintaining their page on various OSMs, is the one on which online stores have the maximum control. Although design restrictions on pages are placed by OSMs and as a result online stores do not have as much control on the design as they would have on their own website, still consumers may pick up various cues from the OSM profile / page of the store to form a perception of trust (IPOT) about it. Stores may pay particular attention to form favourable perception about their size, reputation, brand image and minimize negative feeling of risk associated with transactions. This has been chosen as the focus area of the first set of study concerning antecedents of trust in OSMM keeping in mind earlier findings on e-Commerce in Ireland, which substantiated that consumers' perception of vendor

trustworthiness is the result of specific factors that are possible for vendors to manage (Connolly & Bannister, 2007). Thus, Store Brand Knowledge, Store Reputation, Perceived Store Size and Perceived Store Risk are analysed as antecedents of trust related to the store (IPOT).

The conceptual model (Figure 5.1) of this analysis depicts that the four store characteristics considered act as antecedents of trust in the online store. This trust on the store (IPOT) may subsequently affect attitude toward the store and intention to pass along e-WOM about the store as well as form intention to purchase from the store.

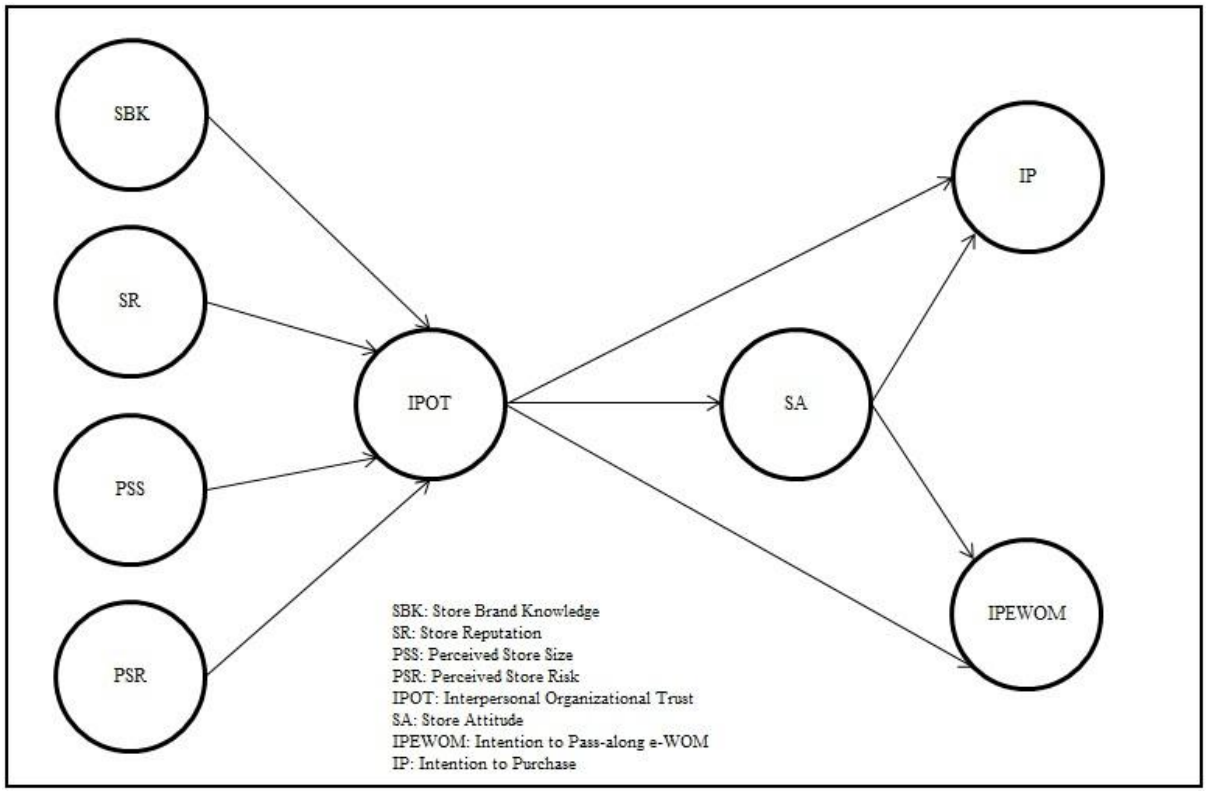

Figure 5.1: Conceptual model

Table 5.2 shows the constructs considered for this study, along with the number of items and type of construct. All constructs were adapted from earlier research work with minor modification to suit the present context. Except for Interpersonal Organizational Trust (IPOT), all other constructs were measured with reflective indicators.

Construct	No. of Items	Construct Type	Adapted from
Store Brand Knowledge (SBK)	6	Reflective	Bart et al. (2005)
Store Reputation (SR)	2	Reflective	Jarvenpaa et al. (2000)

Construct	No. of Items	Construct Type	Adapted from
Perceived Store Size (PSS)	2	Reflective	Jarvenpaa et al. (2000)
Perceived Store Risk (PSR)	3	Reflective	Jarvenpaa et al., (2000)
Interpersonal Organizational Trust (IPOT)	8	Formative	Eastlick & Lotz (2011)
Store Attitude (SA)	2	Reflective	Jarvenpaa et al. (2000)
Intention to Pass-along Electronic Word of Mouth (IPEWOM)	11	Reflective	Chu & Kim (2011)
Intention to Purchase (IP)	4	Reflective	Jarvenpaa et al. (2000)

Table 5.2: Construct measurement development

5.3.1 Evaluation of Reflective Constructs

As can be seen in Table 5.3, IPEWOM02 and SBK04 have been removed following the analytical strategy described earlier. IPEWOM01, IPEWOM03, IP03, SBK01 had outer loading below 0.7. Consequently IPEWOM01, IPEWOM03, IPEWOM11 IP03 and SBK01 had indicator reliability below the expected 0.5 threshold. But they were retained as suggested by Hair et al (2016). It was found earlier that researchers in social sciences often obtain weaker outer loadings in their studies (Hulland, 1999). Rather than automatically removing such indicators, Hair et al (2016) suggested dropping them only if that resulted in composite reliability exceeding 0.7 or AVE exceeding 0.5. This was not the case with the aforementioned indicators and thus they were retained.

Latent Variable			Convergent Validity			Internal Consistency Reliability		Discriminant Validity
			Loadings	Indicator Reliability	AVE	Composite Reliability	Chronbach's Alpha	
	Expected value		>0.70	>0.50	>0.50	0.60-0.90	0.60-0.90	HTMT confidence interval does not include 1
Intention to Pass-along e-WOM (IPEWOM)	Indicators	IPEWOM01	0.675	0.455	0.569	0.929	0.915	Yes
		IPEWOM03	0.682	0.466				
		IPEWOM04	0.710	0.504				
		IPEWOM05	0.780	0.609				
		IPEWOM06	0.759	0.576				
		IPEWOM07	0.790	0.624				
		IPEWOM08	0.796	0.634				
		IPEWOM09	0.834	0.695				
		IPEWOM10	0.796	0.633				

Latent Variable			Convergent Validity			Internal Consistency Reliability		Discriminant Validity
			Loadings	Indicator Reliability	AVE	Composite Reliability	Chronbach's Alpha	
	Expected value		>0.70	>0.50	>0.50	0.60-0.90	0.60-0.90	HTMT confidence interval does not include 1
		IPEWOM11	0.700	0.490				
Intention to Purchase (IP)	Indicators	IP01	0.888	0.788	0.681	0.894	0.851	Yes
		IP02	0.922	0.851				
		IP03	0.674	0.455				
		IP04	0.793	0.630				
Perceived Store Risk (PSR)	Indicators	PSR01	0.934	0.872	0.866	0.951	0.923	Yes
		PSR02	0.927	0.859				
		PSR03	0.932	0.868				
Perceived Store Size (PSS)	Indicators	PSS01	0.891	0.793	0.818	0.900	0.779	Yes
		PSS02	0.918	0.843				
Store Attitude (SA)	Indicators	SA01	0.924	0.854	0.859	0.924	0.836	Yes
		SA02	0.929	0.864				
Store Brand Knowledge (SBK)	Indicators	SBK01	0.542	0.293	0.515	0.840	0.756	Yes
		SBK02	0.779	0.606				
		SBK03	0.741	0.549				
		SBK05	0.755	0.571				
		SBK06	0.747	0.557				
Store Reputation (SR)	Indicators	SR01	0.854	0.729	0.798	0.888	0.754	Yes
		SR02	0.931	0.867				

Table 5.3: Result summary of reflective measurement model assessment

Composite reliability values of Perceived Store Risk (PSR), Intention to Pass-along e-WOM (IPEWOM) and Store Attitude (SA) were found to be more than the desired threshold of 0.90, but were below or very near to 0.95. Moreover, their Chronbach alpha values were below the 0.95 threshold. Thus, they were also retained, keeping in mind that the true reliability usually lies between Chronbach's alpha (lower bound) and the composite reliability (upper bound). HTMT Criteria, Fornell-Larcker Criteria as well as Cross-loading assessment established discriminant validity of the constructs.

	IPEWOM	IP	PSR	PSS	SA	SBK	SR
IPEWOM	0.754						
IP	0.236	0.825					
PSR	0.157	0.253	0.931				
PSS	0.200	0.218	0.128	0.905			
SA	0.205	0.392	0.207	0.371	0.927		
SBK	0.253	0.311	0.211	0.301	0.370	0.718	

	IPEWOM	IP	PSR	PSS	SA	SBK	SR
SR	0.242	0.333	0.212	0.530	0.518	0.411	0.893

Table 5.4: Discriminant validity assessment (Fornell-Larcker criteria)

Discriminant validity was measured following Fornell-Larcker criteria (Table 5.4) and analyzing the cross-loadings (Table 5.5). Both the analyses proved sufficient discriminant validity for the reflective constructs considered in this study.

	IPEWOM	**IP**	**PSR**	**PSS**	**SA**	**SBK**	**SR**
SA01	0.198	0.339	0.177	0.359	0.924	0.346	0.521
SA02	0.181	0.387	0.206	0.329	0.929	0.339	0.442
SBK01	0.116	0.276	0.165	0.239	0.283	0.542	0.313
SBK02	0.214	0.228	0.170	0.240	0.315	0.779	0.333
SBK03	0.207	0.195	0.106	0.225	0.226	0.741	0.277
SBK05	0.176	0.267	0.198	0.199	0.288	0.755	0.312
SBK06	0.181	0.187	0.135	0.205	0.243	0.747	0.271
SR01	0.199	0.286	0.159	0.449	0.378	0.306	0.854
SR02	0.230	0.309	0.213	0.496	0.528	0.414	0.931
PSR01	0.121	0.182	0.934	0.088	0.136	0.137	0.144
PSR02	0.157	0.284	0.927	0.143	0.241	0.197	0.233
PSR03	0.157	0.231	0.932	0.122	0.191	0.246	0.206
PSS01	0.181	0.148	0.098	0.891	0.311	0.261	0.485
PSS02	0.181	0.241	0.132	0.918	0.357	0.282	0.475
IPEWOM01	0.675	0.167	0.164	0.188	0.092	0.111	0.138
IPEWOM03	0.682	0.163	0.058	0.162	0.131	0.179	0.183
IPEWOM04	0.710	0.152	0.135	0.122	0.139	0.144	0.151
IPEWOM05	0.780	0.148	0.082	0.174	0.170	0.193	0.191
IPEWOM06	0.759	0.155	0.108	0.132	0.176	0.177	0.187
IPEWOM07	0.790	0.216	0.122	0.153	0.203	0.241	0.226
IPEWOM08	0.796	0.188	0.125	0.150	0.143	0.212	0.179
IPEWOM09	0.834	0.197	0.114	0.152	0.182	0.256	0.201
IPEWOM10	0.796	0.239	0.140	0.194	0.196	0.237	0.236
IPEWOM11	0.700	0.133	0.135	0.061	0.093	0.134	0.113
IP01	0.254	0.888	0.201	0.198	0.384	0.286	0.333
IP02	0.219	0.922	0.247	0.243	0.419	0.305	0.335
IP03	0.099	0.674	0.183	0.088	0.187	0.189	0.163
IP04	0.160	0.793	0.205	0.141	0.208	0.214	0.203

Table 5.5: Discriminant validity assessment (Cross loading)

5.3.2 Evaluation of Formative Constructs

A global single item measure with generic assessment of Interpersonal Orgnizational Trust was included in the original survey questionnaire to check for convergent validity through redundancy analysis. The respondents were requested to rate their agreement on a scale of 1–

5 (1 indicating strong disagreement and 5 indicating strong agreement) for the statement, "I trust this store to be honest and sincere to its promises." This alternative reflective global construct yielded a path coefficient of 0.854 with the original formative construct. This proves sufficient convergent validity of the formative construct (Chin, 1998b).

Indicator	VIF	Indicator	VIF
IPOT01	2.093	IPOT05	1.824
IPOT02	2.242	IPOT06	2.151
IPOT03	1.185	IPOT07	1.243
IPOT04	1.836	IPOT08	1.858

Table 5.6: Collinearity assessment

The VIF values of the indicators of the only formative construct Interpersonal Organizational Trust were found to be below the threshold of 5 (Table 5.6), thereby nullifying existence of multicollinearity.

Formative Construct	Formative Indicators	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance (p < 0.05)?
Interpersonal Organizational Trust (IPOT)	IPOT01	0.025 (0.544)	0.190	0.849	[-0.234, 0.282]	No
	IPOT02	-0.008 (0.491)	0.070	0.945	[-0.221, 0.204]	No
	IPOT03	0.351 (-0.199)	3.330	0.001	[-0.573, -0.164]	Yes
	IPOT04	0.312 (0.742)	2.526	0.012	[0.078, 0.557]	Yes
	IPOT05	0.294 (0.714)	2.588	0.010	[0.066, 0.497]	Yes
	IPOT06	0.088 (0.665)	0.637	0.524	[-0.185, 0.354]	No
	IPOT07	-0.220 (-0.366)	2.332	0.020	[0.039, 0.405]	Yes
	IPOT08	0.419 (0.812)	4.017	0.000	[0.222, 0.616]	Yes

Table 5.7: Formative measurement assessment

The outer weights of IPOT01, IPOT02 and IPOT06 were not found to be significant through Bias-Corrected Confidence Interval by the Bootstrapping process (Table 5.7). But the outer loadings of IPOT01 and IPOT06 were greater than 0.5. Moreover, the outer loading of IPOT02 is very close to 0.5 and is found to be significant. Thus, all the indicators were retained, following guidelines by Hair et al (2016).

5.3.3 Evaluation of Structural Model

Table 5.8 shows the result of assessment of Collinearity of the Structural Model. All values are below the VIF threshold of 5. This confirms absence of multicollinearity in the model.

	IPEWOM	IP	IPOT
IPOT	1.095	1.095	
PSR			1.068
PSS			1.407
SA	1.095	1.095	
SBK			1.241
SR			1.563

Table 5.8: Collinearity assessment

The R^2 value (Table 5.9) of Intention to Pass-along e-WOM (IPEWOM) is the highest (0.207), followed by that of Intention to Purchase (IP) (0.167) and Interpersonal Organizational Trust (IPOT) (0.155). Store Attitude (SA) has the lowest R^2 value (0.087). Although these values seem quite small compared to generally obtained values in research studies on success drivers or marketing, in disciplines such as consumer behavior, even R^2 value of 0.20 is considered quite high (Hair et al., 2016).

	R Square	R Square Adjusted
IPEWOM	0.207	0.203
IP	0.167	0.163
IPOT	0.155	0.147
SA	0.087	0.085

Table 5.9: Coefficient of determination

The f^2 Effect Size (Table 5.10) of Interpersonal Organizational Trust (IPOT) on Intention to Pass-along e-WOM (IPEWOM) (0.208) is found to be in the "medium to large" category. Store Attitude (SA) (0.139) has "small to medium" Effect Size on Intention to Purchase (IP). On Interpersonal Organizational Trust (IPOT) the Perceived Store Risk (PSR) (0.059) and Store Brand Knowledge (SBK) (0.027) has "small to medium" Effect. Similarly, Interpersonal Organizational Trust (IPOT) has a "small to medium" Effect Size on Store Attitude (SA). This analysis shows the practical relevance of including the exogenous constructs to explain the endogenous constructs.

	IPEWOM	IP	IPOT	SA
IPOT	0.208	0.016		0.095

	IPEWOM	IP	IPOT	SA
PSR			0.059	
PSS			0.001	
SA	0.007	0.139		
SBK			0.027	
SR			0.012	

Table 5.10: f-Square effect size

The path coefficients (Table 5.11) show that Perceived Store Risk (PSR) (0.231), followed by Store Brand Knowledge (SBK) (0.168), has the highest effect on Interpersonal Organizational Trust (IPOT). Store Reputation (SR) also has substantial importance in affecting Interpersonal Organizational Trust (IPOT) (0.127). Store Attitude (SA) (0.356) has more influence than Interpersonal Organizational Trust (IPOT) (0.121) on Intention to Purchase (IP). On the other hand, Interpersonal Organizational Trust (IPOT) (0.425) affects Intention to Pass-along e-WOM (IPEWOM) more than Store Attitude (SA) (0.079) does.

	IPEWOM	IP	IPOT	SA
IPOT	0.425	0.121		0.295
PSR			0.231	
PSS			0.033	
SA	0.079	0.356		
SBK			0.168	
SR			0.127	

Table 5.11: Path coefficients

Of the four antecedents of Interpersonal Organizational Trust (IPOT) considered in this study, Perceived Store Risk (PSR), followed by Store Brand Knowledge (SBK) has the highest total effect (Table 5.12) on Store Attitude (SA), Intention to Pass-along e-WOM (IPEWOM) and Intention to Purchase (IP). Investigation of the outer loadings of the Perceived Store Risk (PSR) construct reveals that consumers weigh in heavily whether purchasing from an online store using OSMM will have potential for loss or gain. Consumers also pick up cues about the quality of the organization from their OSMM page, as is evident from the loading of this indicator (SBK02) on Store Brand Knowledge (SBK). Moreover, the quality of the brands which are promoted through the OSMM page of the store also indicates the quality of the store itself.

	IPEWOM	IP	IPOT	SA
IPOT	0.449	0.226		0.295
PSR	0.104	0.052	0.231	0.068
PSS	0.015	0.008	0.033	0.010

SA	0.079	0.356		
SBK	0.076	0.038	0.168	0.050
SR	0.057	0.029	0.127	0.037

Table 5.12: Total effect

In order to ascertain whether the path coefficients are significant, Bootstrapping was performed, following the analytical procedure described earlier at 0.05 significance level. Figure 5.2 shows the structural model evaluated through Bias-Corrected Bootstrapping Procedure, whereas Table 5.13 lists the corresponding p-values and describes whether the relations are found to be significant or not. The values in the brackets show the significance level, while other values outside the brackets show the corresponding path coefficients. Numbers within brackets inside the constructs represent R^2 values. Perceived Store Size(PSS) and Store Reputation (SR) are not found to be significant, while the other two antecedents of Interpersonal Organizational Trust (IPOT) are found to be significant. The effect of Store Attitude (SA) on Intention to Pass-along e-WOM (IPEWOM) is not significant.

	Path Coefficient	**t Values**	**p Values**	**Significant (p<0.05)**
IPOT -> IPEWOM	0.425	8.401	0.000	Yes
IPOT -> IP	0.121	2.426	0.015	Yes
IPOT -> SA	0.295	5.408	0.000	Yes
PSR -> IPOT	0.231	5.04	0.000	Yes
PSS -> IPOT	0.033	0.556	0.578	No
SA -> IPEWOM	0.079	1.624	0.105	No
SA -> IP	0.356	7.009	0.000	Yes
SBK -> IPOT	0.168	2.829	0.005	Yes
SR -> IPOT	0.127	1.801	0.072	No

Table 5.13: Significance testing results of the structural model path coefficients

Examination of the significance of Total Effects of the antecedents of Interpersonal Organizational Trust (IPOT) on the final outcomes (Table 5.14) shows that perceived store size does not significantly influence Store Attitude (SA), Intention to Pass-along e-WOM (IPEWOM) or Intention to Purchase (IP). Perceived Store Risk (PSR) and Store Brand Knowledge (SBK) influence Store Attitude (SA), Intention to Pass-along e-WOM (IPEWOM) and Intention to Purchase (IP). Store Reputation (SR) influences only Intention to Pass-along e-WOM (IPEWOM).

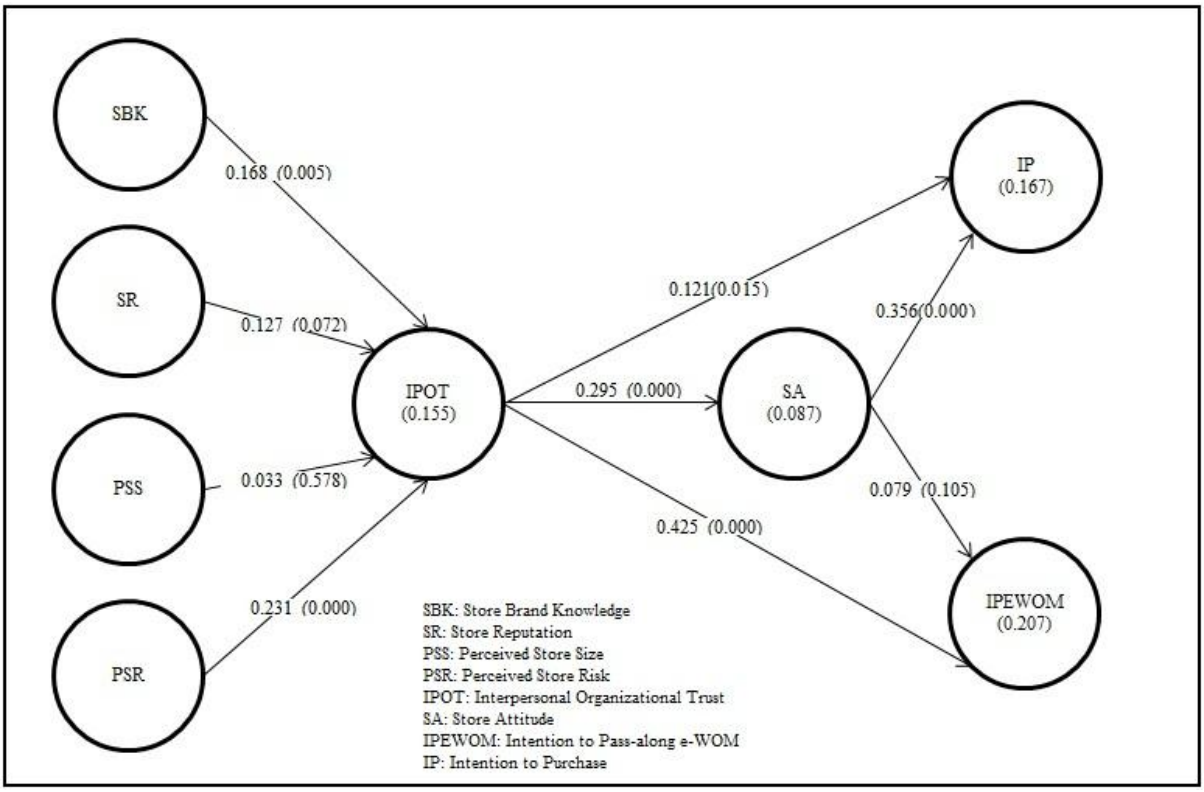

Figure 5.2: Structural model

	Path Coefficient	t Values	p Values	Significant (p<0.05)
IPOT - > IPEWOM	0.449	9.702	0.000	Yes
IPOT - > IP	0.226	4.290	0.000	Yes
IPOT -> SA	0.295	5.408	0.000	Yes
PSR -> IPEWOM	0.104	4.526	0.000	Yes
PSR -> IP	0.052	2.951	0.003	Yes
PSR -> IPOT	0.231	5.040	0.000	Yes
PSR -> SA	0.068	3.611	0.000	Yes
PSS -> IPEWOM	0.015	0.537	0.592	No
PSS -> IP	0.008	0.507	0.612	No
PSS -> IPOT	0.033	0.556	0.578	No
PSS -> SA	0.010	0.522	0.602	No
SA -> IPEWOM	0.079	1.624	0.105	No
SA -> IP	0.356	7.009	0.000	Yes
SBK -> IPEWOM	0.076	2.538	0.011	Yes
SBK -> IP	0.038	2.027	0.043	Yes
SBK -> IPOT	0.168	2.672	0.008	Yes
SBK -> SA	0.050	2.140	0.033	Yes
SR -> IPEWOM	0.057	1.761	0.078	Yes
SR -> IP	0.029	1.459	0.145	No
SR -> IPOT	0.127	1.801	0.072	No
SR -> SA	0.037	1.522	0.128	No

Table 5.14: Significance testing results of the total effects

Predictive Relevance (Q^2) of the model was assessed through Blindfolding Procedure. This analysis confirms that the model accurately predicts data not used in the model estimation. Q^2 values larger than zero in the structural model for a specific reflective endogenous latent variable indicates the path model's predictive relevance for a particular dependent construct (Hair et al., 2016). Q^2 values for Intention to Pass-along e-WOM (IPEWOM) (0.112) and Intention to Purchase (IP) (0.103) were found to be considerably above zero. Q^2 value of Store Attitude (SA) (0.069) was also found above zero. Thus, these results provide clear indication for the model's predictive relevance regarding the endogenous latent variables.

5.3.4 Effect of Personal Characteristics:

Multi-group analysis was conducted to analyse probable differences in the model arising due to gender, attitude towards risk involved in online shopping, perceived expertise of self in online environment and trust propensity.

	Path Coefficients (Female)	**p-Value (Female)**	**Path Coefficients (Male)**	**p-Value (Male)**	**Path Coefficients-diff (|Female - Male|)**	**p-Value (Female - Male)**
IPOT -> IPEWOM	0.460	0.000	0.400	0.000	0.060	0.275
IPOT -> IP	-0.036	0.745	0.181	0.002	0.217	0.956
IPOT -> SA	0.333	0.004	0.300	0.000	0.033	0.342
PSR -> IPOT	0.122	0.213	0.302	0.000	0.180	0.943
PSS -> IPOT	0.155	0.203	-0.013	0.852	0.168	0.112
SA -> IPEWOM	0.098	0.352	0.084	0.164	0.014	0.455
SA -> IP	0.526	0.000	0.299	0.000	0.227	0.022
SBK -> IPOT	0.225	0.147	0.192	0.001	0.033	0.392
SR -> IPOT	0.160	0.246	0.102	0.230	0.058	0.343

Table 5.15: Multigroup analysis for female and male

For gender, differences were observed in the paths leading from Interpersonal Organizational Trust (IPOT) to Intention to Purchase (IP), Perceived Store Risk (PSR) to Interpersonal Organizational Trust (IPOT) as well as Store Brand Knowledge (SBK) to Interpersonal Organizational Trust (IPOT). But only the difference in the path from Store Attitude (SA) to Intention to Purchase (IP) was found to be statistically significant ($p<0.05$), through Bootstrapping process (Table 5.15).

	Path Coefficients (High Trust Propensity)	p-Value (High Trust Propensity)	Path Coefficients (Low Trust Propensity)	p-Value (Low Trust Propensity)	Path Coefficients-diff (|High Trust Propensity - Low Trust Propensity|)	p-Value (High Trust Propensity - Low Trust Propensity)
IPOT -> IPEWOM	0.454	0.000	0.391	0.000	0.063	0.285
IPOT -> IP	0.131	0.050	0.154	0.225	0.023	0.595
IPOT -> SA	0.354	0.000	0.162	0.188	0.192	0.059
PSR -> IPOT	0.216	0.000	0.237	0.019	0.022	0.592
PSS -> IPOT	0.036	0.646	0.095	0.450	0.059	0.684
SA -> IPEWOM	0.041	0.489	0.137	0.121	0.096	0.814
SA -> IP	0.345	0.000	0.378	0.000	0.033	0.633
SBK -> IPOT	0.133	0.068	0.306	0.023	0.173	0.926
SR -> IPOT	0.168	0.047	-0.037	0.744	0.206	0.075

Table 5.16: Multigroup analysis for high and low trust propensity

The paths connecting IPOT -> SA, SBK -> IPOT and SR -> IPOT were found to have different relationship for groups with low and high trust propensity. Nevertheless, the differences were not found to be statistically significant (Table 5.16).

	Path Coefficients (High Perceived Online Expertise)	p-Value (High Perceived Online Expertise)	Path Coefficients (Low Perceived Online Expertise)	p-Value (Low Perceived Online Expertise)	Path Coefficients-diff (|High Perceived Online Expertise - Low Perceived Online Expertise|)	p-Value (High Perceived Online Expertise - Low Perceived Online Expertise)
IPOT -> IPEWOM	0.431	0.000	0.340	0.001	0.090	0.230
IPOT -> IP	0.099	0.130	0.092	0.316	0.007	0.474
IPOT -> SA	0.238	0.004	0.343	0.000	0.106	0.822
PSR -> IPOT	0.259	0.001	0.171	0.021	0.088	0.205
PSS -> IPOT	0.005	0.953	0.083	0.399	0.078	0.728
SA -> IPEWOM	0.088	0.165	0.067	0.432	0.020	0.424
SA -> IP	0.363	0.000	0.346	0.000	0.017	0.439
SBK -> IPOT	0.226	0.005	0.156	0.151	0.070	0.287
SR -> IPOT	0.030	0.746	0.183	0.150	0.153	0.843

Table 5.17: Multigroup analysis for high and low perceived online expertise

No statistically significant difference in relationship was observed arising from difference in perceived online expertise, although the path connectin SBK -> IPOT was found to be

significant in the group having high perceived online expertise and not significant in the group having low perceived online expertise (Table 5.17).

	Path Coefficients (High Online Shopping Risk Attitude)	p-Value (High Online Shopping Risk Attitude)	Path Coefficients (Low Online Shopping Risk Attitude)	p-Value (Low Online Shopping Risk Attitude)	Path Coefficients-diff (|High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude|)	p-Value (High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude)
IPOT -> IPEWOM	0.470	0.000	0.408	0.000	0.062	0.282
IPOT -> IP	0.158	0.042	0.065	0.374	0.093	0.189
IPOT -> SA	0.315	0.001	0.266	0.000	0.049	0.327
PSR -> IPOT	0.324	0.000	0.120	0.092	0.204	0.022
PSS -> IPOT	0.110	0.221	0.025	0.785	0.085	0.257
SA -> IPEWOM	0.082	0.271	0.062	0.341	0.020	0.420
SA -> IP	0.340	0.000	0.359	0.000	0.019	0.566
SBK -> IPOT	0.183	0.011	0.115	0.235	0.068	0.286
SR -> IPOT	0.155	0.130	0.102	0.286	0.052	0.350

Table 5.18: Multigroup analysis for high and low online shopping risk attitude

When attitude towards risk involved in online shopping was analysed, it was found that the group which perceived high risk of transaction with the store formed low interpersonal organizational trust with it (Table 5.18).

No other statistically significant change was observed during this analysis.

5.3.5 Determination of Unobserved Heterogeneity:

Combination of FIMIX-PLS and PLS-POS is used to check for unobserved heterogeneity. Considering sample size of 424, with no missing value, and maximum of 10 arrows pointing to any endogenous construct (e-WOM), the maximum number of segments cannot be more than 4, as otherwise the individual segments may have less observations to perform a proper PLS analysis (Hair et al., 2016).

	1	2	3	4
AIC (Akaike's Information Criterion)	4,553.01	4,497.48	3,805.88	3,799.82
AIC3 (Modified AIC with Factor 3)	4,566.01	4,524.48	3,846.88	3,854.82
AIC4 (Modified AIC with Factor 4)	4,579.01	4,551.48	3,887.88	3,909.82

	1	2	3	4
BIC (Bayesian Information Criteria)	4,605.66	4,606.82	3,971.92	4,022.55
CAIC (Consistent AIC)	4,618.66	4,633.82	4,012.92	4,077.55
HQ (Hannan Quinn Criterion)	4,573.81	4,540.68	3,871.49	3,887.82
MDL5 (Minimum Description Length with Factor 5)	4,920.25	5,260.19	4,964.08	5,353.50
LnL (LogLikelihood)	-2,263.51	-2,221.74	-1,861.94	-1,844.91
EN (Entropy Statistic (Normed))		0.340	0.713	0.702
NFI (Non-Fuzzy Index)		0.392	0.715	0.682
NEC (Normalized Entropy Criterion)		279.951	121.637	126.189

Table 5.19: Fit indices for different segment size

Following the procedural criteria described earlier, apparently three segments are suggested by the various information criterion indices, as shown in the Table 5.19. But upon further analysis with PLS-POS, the size of segments 1, 2 and 3 are found to be 238, 54 and 132 respectively. Since a segment with size 54 would be too small for further analysis and a two-segment solution would not be able to properly differentiate the clusters (EN=0.392 <0.5), hence no unobserved heterogeneity in the data can be considered for more meaningful analysis.

5.3.6 Discussion

This part of the study considered only those antecedents of trust which are under sufficient control of organizations (online stores in the present context). Out of the four antecedents of Interpersonal Organizational Trust (IPOT) considered, only Perceived Store Risk (PSR) and Store Brand Knowledge (SBK) were found to be statistically significant. Thus Hypotheses H1b and H1d were accepted. Total Effects of these two antecedents on the final outcomes, i.e. Store Attitude (SA), Intention to Pass-along e-WOM (IPEWOM) and Intention to Purchase (IP) were also found significant.

Store Reputation (SR) and Perceived Store Size (PSS) had no significant effect on consumers' trust in online stores. Thus H1a and H1c could not be accepted. This finding is supported by earlier research findings (Utz et al., 2012). Interpersonal Organizational Trust (IPOT) was found to have a significant effect on all the hypothesized outcomes, considered in this part of the analysis. Thus, H5a, H5b and H5c were accepted. Although Store Attitude (SA) has a significant effect on Intention to Purchase, it does not have so in case of Intention to Pass-aong e-WOM (IPEWOM). Therefore, H6a could not be accepted, but H6b was accepted.

This study found that Perceived Store Risk is the most important factor for Trust in an online store. This is followed by Store Brand Knowledge. A novel finding for this study is that trust can also directly lead to formation of intention to purchase.

Upon investigating the indicators of the constructs, it is found that consumers are more likely to form intention to purchase from an online store if they view the purchase decision as a positive situation and find high potential of gain from the transaction. Companies should, therefore, attempt to create a risk-free positive feeling in the mind of the consumers to increase their sales. The OSM profile of an online store should be consistent with its perceived quality. Consumers perceive the quality of the brands being promoted through the OSM profile as indicative of the quality of the store. Thus, good quality of products promoted through the right message can positively influence Brand Image and Awareness, leading to higher level of Brand Knowledge. This in turn may lead to formation of high intention to purchase and facilitate increased sales.

Earlier studies too found trust beliefs and internet security awareness as significant predictors of intention (Gurung et al., 2008). Brand awareness (Yoon, 2002) and brand image (Rajagopal, 2010) were also found to be significant predictors of trust. While earlier researchers found the effect of perceived size to be significant (Jarvenpaa et al., 2000), this study could not find any such relationship. This finding probably points to the power of Word of Mouth in OSMM. People place more importance on the feedback of earlier customers of an online store than on its size. While size of an online store may act as an important cue before making purchase decision from an unknown store, the feedback of existing customers of an online store may influence purchase decision making process more. Hence, perceived store size loses its importance in the context of OSMM.

Store reputation was not found to be significant as antecedent of Interpersonal Organizational Trust. But earlier studies found that third party assessment emanating from the collection of internet users' reviews and feedbacks on their experiences (Resnick et al., 2000), positive exposure and indirect linking of websites may help in formation of online reputation (Toms & Taves, 2004). Reputation was earlier found to be significantly related to web site trust (Yoon, 2002). Thus, this revelation seems somewhat counterintuitive in the context of OSMM. But, on the other hand, it may be argued that in the era of OSMM, people are not highly concerned about reputation of an online store. An online store, in spite of not being widely known, may also enjoy trust if select few contacts of a person speak well about it.

This argument also gets support from the recent spurt of a wide range of online stores which became successful by their wise usage of OSMM. This also goes on to prove that with the advent of OSMM, the small upcoming stores can indeed fight their big rivals through proper utilization of resources and intelligent marketing campaigns based on OSM sites.

This analysis also indicates that consumers are more likely to pass along e-WOM if the message has the potential to give rise to heavy gain to the consumers or their acquaintances or if it can result in an attractive bargain. Consumers are also more likely to pass along e-WOM of those online stores which represent good quality organizations and display products of equivalent standard. Companies should, therefore, attempt to propagate messages containing information about considerable discounts or upgrade in their services which may result in reduction of perception of risk.

Store Attitude (SA) does not have statistically significant importance in predicting Intention to Pass-along e-WOM (IPEWOM). This seems quite logical, as mere passage of information does not need formation of attitude (Bergeron, Ricard, & Perrien, 2009). The size of the store is of least importance when it comes to passing along e-WOM about it. Consumers are more concerned about the risk involved as well as credibility of the messages. Consumers prefer to pass along e-WOM of those stores which they perceive as trustworthy and as having eagerness to offer a good bargain. Consumers may feel it risky to pass along e-WOM if that action requires them to authenticate by other means (e.g. entering password for their e-mail IDs) or approve some OSM app to access their profile information. Online stores utilizing OSMM should therefore strive to make the sharing of information hassle-free. Although in their effort to make sharing of information hassle free, marketers may lose opportunity to collect some useful consumer information (e.g. various preference of the consumer, as recorded in OSM), this step will encourage consumers to spread e-WOM without much hesitation.

The difference in the path from Store Attitude (SA) to Intention to Purchase (IP) was found to be statistically significant for males and females. This finding is in tune with earlier observations that men are more likely to intend to use the web for making purchases than women. Men rate the trustworthiness of online stores higher than women. This also corroborates with earlier research done on online trust in Indian context, establishing significant impact of trust on the customer purchase intention. Males are found to have more intention to shop online than females (Thamizhvanan & Xavier, 2013).

When attitude towards risk involved in online purchase was analysed, it was found that the group which perceived high risk of transaction with the store formed low interpersonal organizational trust with it. This seems very logical, as this group will be highly sceptical about safety issues in online transactions.

5.4 Relation between Interaction Characteristics, Trust and Outcomes

Various organizations create, maintain and monitor online communities to encourage interaction among their target customers in OSMs, facilitate spreading of e-WOM and enhance one's intention to purchase. This helps relationships to evolve and change over time by achieving trust of the target consumers for fulfillment of their goals (Czepiel, 1990). Since organizations have less control over the communication process in OSMs, developing and maintaining relationships through trust building process becomes even more vital. Perception of consumers regarding various relational or interactional characteristics as discussed earlier may act as antecedents of trust and influence further outcomes.

As people start interacting with each other, gradually they become part of different kinds of networked communities. Both offline and online social networks can be characterised by (a) their participants, (b) the content, direction, strength of their relations, (c) their composition derived from the social attributes of their participants and (d) their complexity, which indicates the number of relations in a tie (Garton et al., 1997). Internet use has been associated with increase in community involvement and trust (Kraut et al., 2002). A number of studies have found that greater internet use is linked to the formation of meaningful relationships and increased connection to both online and offline communities (Best & Krueger, 2006; Hampton & Wellman, 2003). Various types of computer supported social networks (eg. World Wide Web, electronic mails, mailing lists, usenet groups, chats, multimedia environments, message boards, internet forums etc.) create a sense of community and belongingness (Wellman & Gulia, 1999), distinguished by their cultural aspects. Resources embedded in social relations emerging from these communities facilitate information flow and exert influence by clarifying social capital, reinforcing identity and recognition, and ultimately creating an environment of trust. Understanding its importance, researchers have suggested further exploration of the social aspect of e-commerce (i.e. s-Commerce) with a variety of theoretical lenses (Lu & Fan, 2014). This part of the study focuses on the social aspect by considering factors indicative of relational attributes (Tie

Strength, Homophily, Embeddedness, Cohesiveness, Social Capital and Network Density) as antecedents of interpersonal trust placed on an individual.

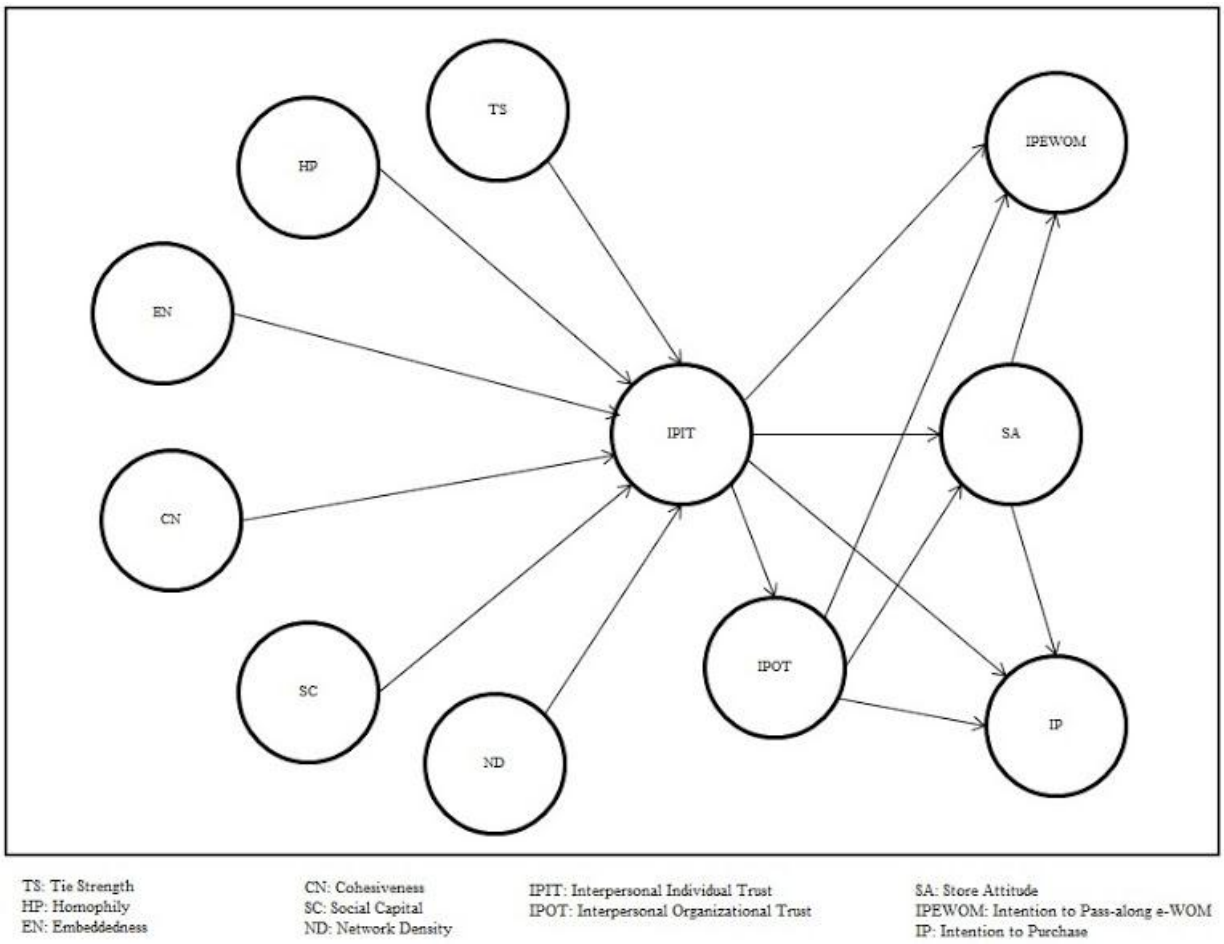

Figure 5.3: Conceptual model

Interpersonal trust can be placed on an individual or a business organization (e.g. online retailer) (Mcknight & Chervany, 2002) by the trustor (consumer in the context of this study). Because of various relational attributes affecting trust on one's contacts (Interpersonal Individual Trust: IPIT) different people form different levels of trust on their contacts or friends in OSM. This Interpersonal Individual Trust in an OSM is assumed to transfer as trust in an online store (Interpersonal Organizational Trust: IPOT), about which information is obtained from these contacts, through trust transference process. This phenomenon can be explained with the help of Balance Theory (Heider Fritz et al., 1958) and Cognitive Dissonance Theory (Festinger, 1954). Both these Interpersonal Individual Trust (IPIT) and Interpersonal Organizational Trust (IPOT) may lead one to form positive attitude towards the online store, develop intention to purchase from the store or intention to pass-along e-WOM about that store, as is shown in the diagram depicting the conceptual model (Figure 5.3).

Construct	No. of Items	Construct Type	Adapted from
Tie Strength (TS)	5	Formative	De Bruyn & Lilien (2008)
Homophily (HP)	10	Formative	McCroskey Richmond, & Daly (1975)
Embeddedness (EN)	4	Formative	Porter, Donthu, & Baker (2012)
Cohesiveness (CN)	8	Formative	Wendt, Euwema, & van Emmerik (2009)
Social Capital (SC)	19	Reflective	Williams (2006)
Network Density (ND)	4	Formative	Antia & Frazier (2001)
Interpersonal Individual Trust (IPIT)	8	Formative	McKnight, Choudhury, & Kacmar (2002b)
Interpersonal Organizational Trust (IPOT)	8	Formative	Eastlick & Lotz (2011)
Store Attitude (SA)	2	Reflective	Jarvenpaa et al. (2000)
Intention to Pass-along Electronic Word of Mouth (IPEWOM)	11	Reflective	Chu & Kim (2011)
Intention to Purchase (IP)	4	Reflective	Jarvenpaa et al. (2000)

Table 5.20: Construct measurement development

Table 5.20 shows the constructs considered for this study, along with the number of items and type of construct. All constructs were adapted from earlier research work with minor modification to suit the present context. Four constructs were measured with reflective indicators, while seven other constructs were measured with formative indicators.

5.4.1 Evaluation of Reflective Constructs

IPEWOM02, SC12 and SC18 were removed during initial evaluation of the structural model, as their outer loading was below 0.4. Hair et al (2016) suggests dropping reflective indicators having outer loading between 0.4 and 0.7 only if that results in composite reliability exceeding 0.7 or AVE exceeding 0.5. Following this guideline, SC01, SC09, SC13, SC15, SC17 and SC19 were also removed (Table 5.21).

Latent Variable			Convergent Validity			Internal Consistency Reliability		Discriminant Validity
			Loadings	Indicator Reliability	AVE	Composite Reliability	Chronbach's Alpha	
	Expected value		>0.70	>0.50	>0.50	0.60-0.90	0.60-0.90	HTMT confidence interval does not include 1
Intention to Pass-along e-WOM (IPEWOM)	Indicators	IPEWOM01	0.678	0.460	0.568	0.929	0.915	Yes
		IPEWOM03	0.691	0.477				
		IPEWOM04	0.714	0.510				
		IPEWOM05	0.777	0.604				
		IPEWOM06	0.759	0.576				
		IPEWOM07	0.786	0.618				
		IPEWOM08	0.791	0.626				
		IPEWOM09	0.831	0.691				
		IPEWOM10	0.797	0.635				
		IPEWOM11	0.697	0.486				
Intention to Purchase (IP)	Indicators	IP01	0.887	0.787	0.681	0.894	0.851	Yes
		IP02	0.922	0.850				
		IP03	0.677	0.458				
		IP04	0.794	0.630				
Store Attitude (SA)	Indicators	SA01	0.923	0.852	0.859	0.924	0.836	Yes
		SA02	0.931	0.867				
Social Capital (SC)	Indicators	SC02	0.735	0.540	0.512	0.920	0.903	Yes
		SC03	0.749	0.561				
		SC04	0.763	0.582				
		SC05	0.791	0.626				
		SC06	0.786	0.618				
		SC07	0.690	0.476				
		SC08	0.754	0.569				
		SC10	0.668	0.446				
		SC11	0.678	0.460				
		SC14	0.600	0.360				
		SC16	0.629	0.396				

Table 5.21: Result summary of reflective measurement model assessment

Composite reliability values of Intention to Pass-along e-WOM (IPEWOM), Store Attitude (SA) and Social Capital (SC) were found to be more than the desired threshold of 0.90, but

were below 0.95. Moreover, their Chronbach alpha values were below the 0.95 threshold. Thus, they were also retained, keeping in mind that the true reliability usually lies between Chronbach's alpha (lower bound) and the composite reliability (upper bound). HTMT Criteria, Fornell-Larcker Criteria as well as Cross-loading assessment established discriminant validity of the constructs.

5.4.2 Evaluation of Formative Constructs

As in the earlier study, redundancy analysis was performed to assess convergent validity by including a global single item measure with generic assessment of each of the formative constructs in the original survey questionnaire. E.g. respondents were asked to state their level of agreement with the statement "You share a personal, close and assured relationship with your friends on *your preferred Social Media Site*" in order to assess convergent validity for availability of "Tie Strength". Similar questions were asked for other formative constructs as well. All these analyses proved sufficient convergent validity as the path coefficient was above the recommended threshold of 0.70.

Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
CN01	1.838	HP01	2.419	IPIT03	2.587	IPOT07	1.243
CN02	2.053	HP02	3.039	IPIT04	2.896	IPOT08	1.858
CN03	1.793	HP03	2.515	IPIT05	2.466	ND01	1.687
CN04	1.984	HP04	2.039	IPIT06	2.327	ND02	2.067
CN05	2.277	HP05	3.012	IPIT07	1.974	ND03	1.679
CN06	1.579	HP06	2.835	IPIT08	1.942	ND04	1.378
CN07	1.494	HP07	1.637	IPOT01	2.093	TS01	1.378
CN08	1.536	HP08	1.509	IPOT02	2.242	TS02	1.648
EN01	1.454	HP09	1.634	IPOT03	1.185	TS03	2.896
EN02	1.659	HP10	1.193	IPOT04	1.836	TS04	3.177
EN03	1.535	IPIT01	1.969	IPOT05	1.824	TS05	1.942
EN04	1.480	IPIT02	2.464	IPOT06	2.151		

Table 5.22: Collinearity assessment

The VIF values (Table 5.22) of all formative constructs were found to be below the threshold of 5, thereby proving absence of sufficiently high multicollinearity, which could otherwise have been a cause of concern.

Formative Construct	Formative Indicators	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance ($p < 0.05$)?
Cohesiveness (CN)	CN01	0.294 (0.787)	3.089	0.002	0.294, 0.292	Yes
	CN02	0.167 (0.768)	1.476	0.140	0.167, 0.170	No
	CN03	0.146 (0.704)	1.307	0.192	0.146, 0.146	No
	CN04	0.193 (0.734)	1.813	0.070	0.193, 0.188	No
	CN05	0.009 (0.721)	0.081	0.935	0.009, -0.001	No
	CN06	0.306 (0.736)	3.185	0.001	0.306, 0.305	Yes
	CN07	0.145 (0.642)	1.617	0.106	0.145, 0.135	No
	CN08	0.115 (0.619)	1.208	0.227	0.115, 0.114	No
Embeddedness (EN)	EN01	0.184 (0.670)	1.458	0.145	0.136, 0.135	No
	EN02	0.648 (0.914)	4.751	0.000	0.133, 0.133	Yes
	EN03	0.002 (0.571)	0.016	0.987	0.135, 0.134	No
	EN04	0.389 (0.731)	2.682	0.007	0.124, 0.125	Yes
Homophily (HP)	HP01	0.678 (0.801)	5.061	0.000	0.131, 0.131	Yes
	HP02	-0.080 (0.629)	0.489	0.625	0.139, 0.139	No
	HP03	0.076 (0.569)	0.484	0.629	0.129, 0.129	No
	HP04	0.136 (-0.151)	1.054	0.292	0.143, 0.144	No
	HP05	0.022 (-0.267)	0.138	0.890	0.153, 0.153	No
	HP06	-0.434 (-0.389)	2.756	0.006	0.103, 0.104	Yes
	HP07	0.490 (0.746)	3.942	0.000	0.184, 0.171	Yes
	HP08	-0.027 (0.450)	0.249	0.803	0.648, 0.631	No
	HP09	-0.140 (0.338)	1.154	0.249	0.002, 0.006	No
	HP10	-0.074 (-0.210)	0.780	0.435	0.389, 0.390	No
Interpersonal Individual Trust (IPIT)	IPIT01	0.287 (0.798)	3.360	0.001	0.678, 0.656	Yes
	IPIT02	0.143 (0.808)	1.528	0.127	-0.080, -0.070	No
	IPIT03	0.197 (0.809)	2.190	0.029	0.076, 0.068	Yes
	IPIT04	0.020 (0.779)	0.225	0.822	0.136, 0.114	No
	IPIT05	0.005 (0.739)	0.044	0.965	0.022, 0.008	No
	IPIT06	0.235 (0.803)	2.851	0.004	-0.434, -0.397	Yes
	IPIT07	0.281 (0.771)	3.155	0.002	0.490, 0.460	Yes
	IPIT08	0.102 (0.708)	1.292	0.197	-0.027, -0.016	No
Interpersonal Organizational Trust (IPOT)	IPOT01	0.347 (0.780)	2.985	0.003	-0.140, -0.135	Yes
	IPOT02	0.060 (0.668)	0.578	0.563	-0.074, -0.066	No
	IPOT03	-0.172 (-0.005)	2.005	0.045	0.287, 0.292	Yes
	IPOT04	0.145 (0.713)	1.600	0.110	0.143, 0.142	No
	IPOT05	0.252 (0.730)	2.557	0.011	0.197, 0.191	Yes
	IPOT06	0.127 (0.749)	1.132	0.258	0.020, 0.011	No
	IPOT07	0.211 (0.372)	2.711	0.007	0.005, 0.006	Yes
	IPOT08	0.286 (0.795)	2.789	0.005	0.235, 0.229	Yes
Network Density	ND01	0.317 (0.713)	1.912	0.056	0.281, 0.280	No

Formative Construct	Formative Indicators	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance (p < 0.05)?
(ND)	ND02	0.045 (0.686)	0.225	0.822	0.102, 0.103	No
	ND03	0.329 (0.764)	1.891	0.059	0.347, 0.342	No
	ND04	0.568 (0.865)	4.840	0.000	0.060, 0.056	Yes
Tie Strength (TS)	TS01	0.015 (0.518)	0.207	0.836	-0.172, -0.173	No
	TS02	0.320 (0.779)	3.417	0.001	0.145, 0.143	Yes
	TS03	0.272 (0.832)	2.425	0.015	0.252, 0.248	Yes
	TS04	0.162 (0.826)	1.388	0.165	0.127, 0.122	No
	TS05	0.438 (0.876)	4.590	0.000	0.211, 0.210	Yes

Table 5.23: Formative measurement assessment

Out of 47 indicators of formative constructs considered in this study, Outer Weight of 27 were not found to be significant at $p<0.05$. But only eight of them had Outer Loading below 0.5 (Table 5.23). Finally, the Outer Loading of only HP04 was not found to be statistically significant at $p<0.05$. Hence, only HP04 was removed from further calculation, following suggestion by Hair et al. (Hair et al., 2016).

5.4.3 Evaluation of Structural Model

Table 5.24 shows the result of assessment of collinearity of the structural model. All values are below the VIF threshold of 5. This confirms absence of multicollinearity in the structural model.

	IP	IPEWOM	IPOT	IPIT	SA
CN				1.73	
EN				1.294	
HP				1.326	
IPOT	1.341	1.341			1.292
IPIT	1.305	1.305	1		1.292
ND				1.469	
SA	1.084	1.084			
SC				1.499	
TS				1.892	

Table 5.24: Collinearity assessment

The R^2 value (Table 5.25) of Interpersonal Individual Trust (IPIT) is the highest (0.538), followed by Intention to Pass-along e-WOM (IPEWOM) (0.262) and Intention to Purchase

(IP) (0.167) and Interpersonal Organizational Trust (IPOT) (0.226). Store Attitude (SA) has the lowest R^2 value (0.078).

	R Square	R Square Adjusted
IP	0.165	0.159
IPEWOM	0.262	0.257
IPOT	0.226	0.224
IPIT	0.538	0.531
SA	0.078	0.073

Table 5.25: Coefficient of determination

The f^2 Effect Size (Table 5.26) of Interpersonal Individual Trust (IPIT) on Interpersonal Organizational Trust (IPOT) is found to be in the "medium to large" category (0.292), whereas its effect on Intention to Pass-along e-WOM (IPEWOM) (0.061) is in the "small to medium" category. Interpersonal Organizational Trust (IPOT) has a "small to medium" effect on Intention to Pass-along e-WOM (IPEWOM) (0.106) and Store Attitude (SA) (0.038). But its effect on Intention to Purchase (IP) is minimal (0.010). The effect of Store Attitude (SA) on Intention to Purchase (IP) falls in "small to medium" (0.144) category. The effect of Cohesiveness (CN) (0.073), Homophily (HP) (0.046), Social Capital (SC) (0.036) and Tie Strength (TS) (0.129) is in the "small to medium" category, while others fall in the "small" category. Thus, the practical relevance of including these exogenous constructs to explain the endogenous constructs are captured with this analysis.

	IP	IPEWOM	IPOT	IPIT	SA
CN				0.073	
EN				0.011	
HP				0.046	
IPOT	0.010	0.106			0.038
IPIT	0.000	0.061	0.292		0.010
ND				0.001	
SA	0.144	0.006			
SC				0.036	
TS				0.129	

Table 5.26: f-Square effect size

	IP	IPEWOM	IPOT	IPIT	SA
CN				0.242	
EN				0.081	
HP				0.167	
IPOT	0.106	0.324			0.212

	IP	IPEWOM	IPOT	IPIT	SA
IPIT	0.014	0.242	0.476		0.107
ND				-0.027	
SA	0.361	0.070			
SC				0.157	
TS				0.336	

Table 5.27: Path coefficients

The path coefficients (Table 5.27) show that Cohesiveness (CN) (0.242), followed by Homophily (HP) (0.167) and Social Capital (SC) (0.157), has the highest effect on Interpersonal Individual Trust (IPIT). Interpersonal Individual Trust (IPIT) apparently has substantial effect (0.476) on Interpersonal Organizational Trust (IPOT). Again, Interpersonal Organizational Trust (IPOT) has more effect than Interpersonal Individual Trust (IPIT) in formation of Store Attitude (SA) (0.212 vs. 0.107), Intention to Pass-along e-WOM (IPEWOM) about the store (0.324 vs. 0.242) and Intention to Purchase (IP) from the store (0.106 vs. 0.014). On the other hand, Store Attitude (SA) has more effect on Intention to Purhcase (IP) (0.361) than Intention to Pass-along e-WOM (IPEWOM) about the store (0.070).

	IP	IPEWOM	IPOT	IPIT	SA
CN	0.034	0.099	0.115	0.242	0.050
EN	0.011	0.033	0.038	0.081	0.017
HP	0.023	0.069	0.080	0.167	0.035
IPOT	0.182	0.339			0.212
IPIT	0.139	0.411	0.476		0.207
ND	-0.004	-0.011	-0.013	-0.027	-0.006
SA	0.361	0.070			
SC	0.022	0.064	0.075	0.157	0.033
TS	0.047	0.138	0.160	0.336	0.070

Table 5.28: Total effects

Of the six antecedents of Interpersonal Individual Trust (IPIT) considered in this study, Tie Strength (TS) (0.070), followed by Cohesiveness (CN) (0.050), has the highest effect on Store Attitude (SA), as shown in Table 5.28. Similar result is obtained for the effect of Tie Strength (TS) (0.138) and Cohesiveness (CN) (0.099) on Intention to Pass-along e-WOM (IPEWOM). Homophily (HP) (0.069) and Social Capital (SC) (0.064) follow closely behind. When the effect of these antecedents of Interpersonal Individual Trust (IPIT) on Intention to Purchase (IP) is analysed, once again similar results are found, whereby Tie Strength (TS) (0.047) has the maximum effect, followed by Cohesiveness (CN) (0.034), Homophily (HP) (0.023) and Social Capital (SC) (0.022).

	Path Coefficient	t Values	p Values	Significant (p<0.05)
CN -> IPIT	0.242	5.343	0.000	Yes
EN -> IPIT	0.081	1.971	0.049	Yes
HP -> IPIT	0.167	3.796	0.000	Yes
IPOT -> IP	0.106	1.788	0.074	No
IPOT -> IPEWOM	0.324	5.377	0.000	Yes
IPOT -> SA	0.212	3.155	0.002	Yes
IPIT -> IP	0.014	0.235	0.814	No
IPIT -> IPEWOM	0.242	3.327	0.001	Yes
IPIT -> IPOT	0.476	9.829	0.000	Yes
IPIT -> SA	0.107	1.827	0.068	No
ND -> IPIT	-0.027	0.606	0.545	No
SA -> IP	0.361	7.203	0.000	Yes
SA -> IPEWOM	0.070	1.532	0.126	No
SC -> IPIT	0.157	2.844	0.005	Yes
TS -> IPIT	0.336	7.024	0.000	Yes

Table 5.29: Significance testing results of the structural model path coefficients

In order to ascertain whether the path coefficients are significant, Bootstrapping was performed, following the analytical procedure described earlier at 0.05 significance level. Figure 5.4 shows the structural model evaluated through Bias-Corrected Bootstrapping Procedure, whereas Table 5.29 lists the corresponding p-values and describes whether the relations are found to be significant or not. The values in the brackets show the significance level, while other values outside the brackets show the corresponding path coefficients. Numbers within brackets inside the constructs represent R^2 values. Five of the hypothesized relations are found to be statistically not significant. The path from Network Density (ND) to Interpersonal Individual Trust (IPIT) is not significant. Both the paths from Interpersonal Organizational Trust (IPOT) and Interpersonal Individual Trust (IPIT) to Intention to Purchase (IP) are not significant. Interpersonal Individual Trust (IPIT) to Store Attitude (SA) and Store Attitude (SA) to Intention to Pass-along e-WOM (IPEWOM) are not found to be statistically significant. Rest of the paths are significant at $p<0.05$.

	Path Coefficient	t Values	p Values	Significant (p<0.05)
CN -> IP	0.034	2.285	0.022	Yes
CN -> IPEWOM	0.099	4.444	0.000	Yes
CN -> IPOT	0.115	4.555	0.000	Yes
CN -> IPIT	0.242	5.343	0.000	Yes
CN -> SA	0.050	3.078	0.002	Yes
EN -> IP	0.011	1.398	0.162	No
EN -> IPEWOM	0.033	1.923	0.055	No

EN -> IPOT	0.038	1.893	0.059	No
EN -> IPIT	0.081	1.971	0.049	Yes
EN -> SA	0.017	1.640	0.101	No
HP -> IP	0.023	1.946	0.052	No
HP -> IPEWOM	0.069	3.561	0.000	Yes
HP -> IPOT	0.080	3.280	0.001	Yes
HP -> IPIT	0.167	3.796	0.000	Yes
HP -> SA	0.035	2.807	0.005	Yes
IPOT -> IP	0.182	2.797	0.005	Yes
IPOT -> IPEWOM	0.339	5.776	0.000	Yes
IPOT -> SA	0.212	3.155	0.002	Yes
IPIT -> IP	0.139	2.532	0.011	Yes
IPIT -> IPEWOM	0.411	6.808	0.000	Yes
IPIT -> IPOT	0.476	9.829	0.000	Yes
IPIT -> SA	0.207	3.773	0.000	Yes
ND -> IP	-0.004	0.521	0.602	No
ND -> IPEWOM	-0.011	0.590	0.556	No
ND -> IPOT	-0.013	0.591	0.554	No
ND -> IPIT	-0.027	0.606	0.545	No
ND -> SA	-0.006	0.563	0.573	No
SA -> IP	0.361	7.203	0.000	Yes
SA -> IPEWOM	0.070	1.532	0.126	No
SC -> IP	0.022	1.779	0.075	No
SC -> IPEWOM	0.064	2.187	0.029	Yes
SC -> IPOT	0.075	2.628	0.009	Yes
SC -> IPIT	0.157	2.844	0.005	Yes
SC -> SA	0.033	1.996	0.046	Yes
TS -> IP	0.047	2.447	0.015	Yes
TS -> IPEWOM	0.138	4.937	0.000	Yes
TS -> IPOT	0.160	5.794	0.000	Yes
TS -> IPIT	0.336	7.024	0.000	Yes
TS -> SA	0.070	3.448	0.001	Yes

Table 5.30: Significance testing results of the total effects

The antecedents of Interpersonal Individual Trust (IPIT) were analysed for significance of their total effect on the final outcomes (Table 5.30). Embeddedness (EN) and Network Density (ND) do not influence any of Intention to Pass-along e-WOM (IPEWOM), Intention to Purchase (IP) and Store Attitude (SA). Homophily (HP) and Social Capital (SC) do not have significant influence on Intention to Purchase (IP). Other antecedents were found to have significant total effect on the final outcomes at $p<0.05$.

	Q^2
IP	0.102

	Q^2
IPEWOM	0.142
IPOT	0.098
IPIT	0.323
SA	0.059

Table 5.31: Predictive relevance (Cross-validated redundancy approach)

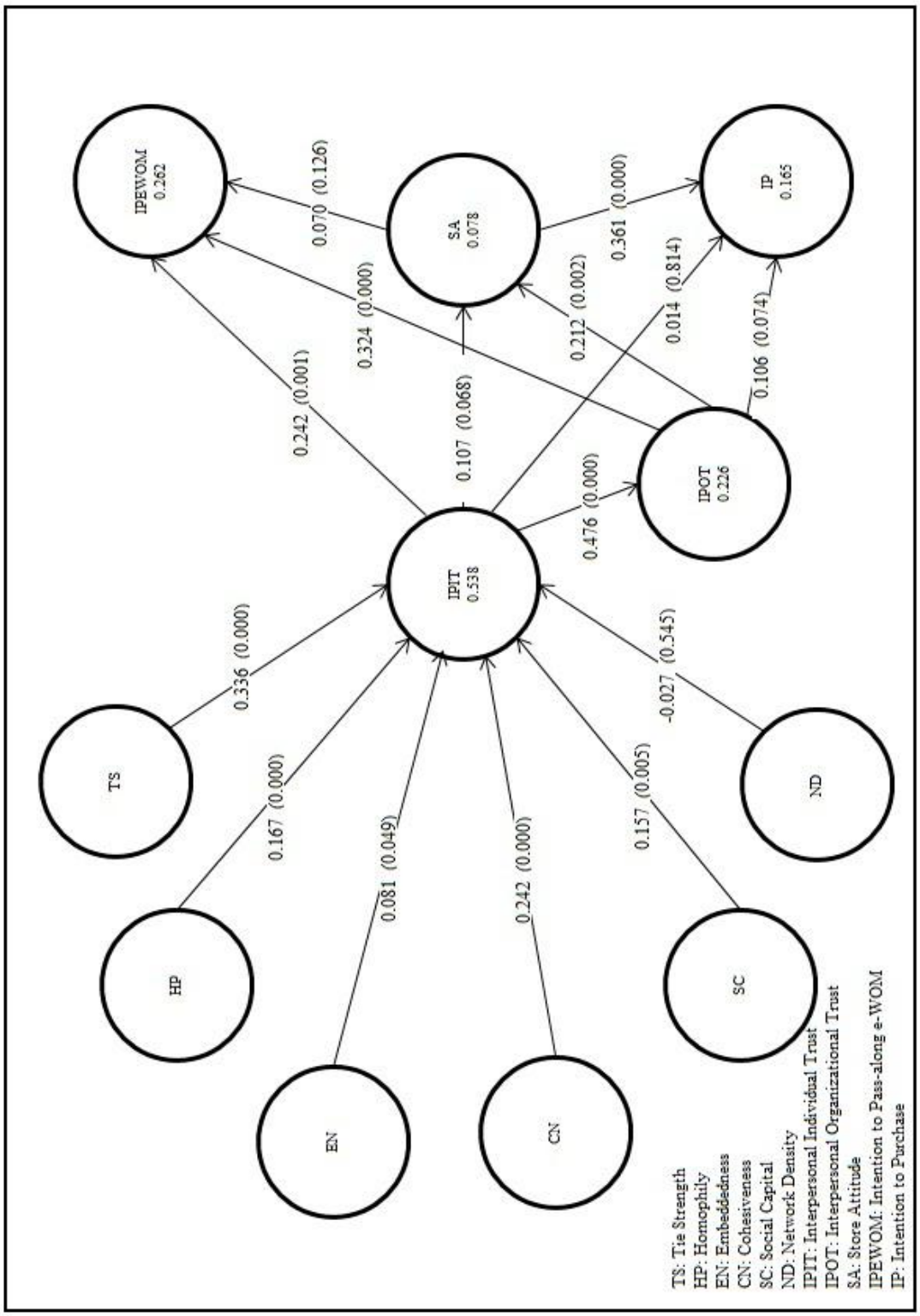

Figure 5.4: Structural model

Similar to the earlier study, Predictive Relevance (Q^2) of the model was assessed through Blindfolding Procedure (Table 5.31). Q^2 values for Intention to Purchase (IP) (0.102), Intention to Pass-along e-WOM (IPEWOM) (0.142) and Interpersonal Individual Trust (IPIT) (0.323) were found to be considerably above zero. The same for Interpersonal Organizational Trust (IPOT) (0.098) and Store Attitude (SA) (0.059) were also found to be above zero. This confirms that the model accurately predicts data not used in the model estimation. Hence, the model's predictive relevance regarding the endogenous latent variables is confirmed.

5.4.4 Effect of Personal Characteristics

As earlier, difference between groups arising from personal characteristics was assessed by PLS-MGA.

	Path Coefficients (Female)	p-Value (Female)	Path Coefficients (Male)	p-Value (Male)	Path Coefficients-diff (|Female - Male|)	p-Value (Female - Male)
CN -> IPIT	0.277	0.005	0.252	0.000	0.025	0.415
EN -> IPIT	0.138	0.128	0.067	0.154	0.071	0.244
HP -> IPIT	-0.159	0.145	0.192	0.001	0.351	0.979
IPOT -> IP	0.018	0.879	0.124	0.117	0.106	0.770
IPOT -> IPEWOM	0.438	0.002	0.294	0.000	0.145	0.161
IPOT -> SA	0.204	0.192	0.226	0.004	0.022	0.528
IPIT -> IP	-0.105	0.549	0.054	0.442	0.158	0.798
IPIT -> IPEWOM	0.052	0.724	0.298	0.000	0.247	0.932
IPIT -> IPOT	0.540	0.000	0.461	0.000	0.080	0.196
IPIT -> SA	0.224	0.083	0.077	0.268	0.147	0.158
ND -> IPIT	-0.006	0.943	-0.024	0.648	0.018	0.420
SA -> IP	0.543	0.000	0.311	0.000	0.231	0.021
SA -> IPEWOM	0.089	0.392	0.073	0.159	0.016	0.445
SC -> IPIT	0.106	0.294	0.152	0.021	0.046	0.641
TS -> IPIT	0.317	0.005	0.336	0.000	0.019	0.554

Table 5.32: Multigroup analysis for female and male

As found previously, this also revealed that Store Attitude (SA) is more influential for females to form Intention to Purchase (IP), although this is significant for both the genders (Table 5.32). No other statistically significant difference is observed when the model was analyzed based on gender.

	Path Coefficients (High Trust Propensity)	p-Value (High Trust Propensity)	Path Coefficients (Low Trust Propensity)	p-Value (Low Trust Propensity)	Path Coefficients-diff (|High Trust Propensity - Low Trust Propensity|)	p-Value (High Trust Propensity - Low Trust Propensity)
CN -> IPIT	0.317	0.000	0.204	0.013	0.125	0.097
EN -> IPIT	0.065	0.193	0.110	0.145	0.054	0.712
HP -> IPIT	0.173	0.001	0.229	0.033	0.025	0.599
IPOT -> IP	0.085	0.301	0.225	0.069	0.149	0.850
IPOT -> IPEWOM	0.338	0.000	0.287	0.061	0.060	0.362
IPOT -> SA	0.278	0.001	0.097	0.501	0.192	0.093
IPIT -> IP	0.069	0.316	-0.109	0.251	0.207	0.069
IPIT -> IPEWOM	0.275	0.001	0.170	0.298	0.122	0.241
IPIT -> IPOT	0.467	0.000	0.538	0.000	0.034	0.650
IPIT -> SA	0.095	0.164	0.167	0.184	0.063	0.685
ND -> IPIT	-0.082	0.172	0.075	0.410	0.145	0.932
SA -> IP	0.348	0.000	0.384	0.000	0.036	0.639
SA -> IPEWOM	0.032	0.580	0.123	0.110	0.095	0.832
SC -> IPIT	0.136	0.039	0.182	0.039	0.039	0.640
TS -> IPIT	0.309	0.000	0.276	0.001	0.000	0.505

Table 5.33: Multigroup analysis for high and low trust propensity

Although the paths leading from Interpersonal Organizational Trust (IPOT) to Intention to Pass-along e-WOM (IPEWOM), Interpersonal Organizational Trust (IPOT) to Store Attitude (SA), Interpersonal Organizational Trust (IPOT) to Intention to Purchase (IP) and Interpersonal Individual Trust (IPIT) to Intention to Pass-along e-WOM (IPEWOM) had different influence between the groups having high and low trust propensity, these differences were not found to be statistically significant (Table 5.33), at $p<0.05$.

	Path Coefficients (High Perceived Online Expertise)	p-Value (High Perceived Online Expertise)	Path Coefficients (Low Perceived Online Expertise)	p-Value (Low Perceived Online Expertise)	Path Coefficients-diff (|High Perceived Online Expertise - Low Perceived Online Expertise|)	p-Value (High Perceived Online Expertise - Low Perceived Online Expertise)
CN -> IPIT	0.226	0.001	0.242	0.001	0.017	0.568
EN -> IPIT	0.110	0.044	0.054	0.448	0.056	0.268
HP -> IPIT	0.254	0.000	0.087	0.254	0.167	0.039
IPOT -> IP	0.089	0.266	0.070	0.549	0.019	0.456
IPOT -> IPEWOM	0.353	0.000	0.244	0.035	0.109	0.216
IPOT -> SA	0.130	0.206	0.273	0.036	0.142	0.817

	Path Coefficients (High Perceived Online Expertise)	p-Value (High Perceived Online Expertise)	Path Coefficients (Low Perceived Online Expertise)	p-Value (Low Perceived Online Expertise)	Path Coefficients-diff (|High Perceived Online Expertise - Low Perceived Online Expertise|)	p-Value (High Perceived Online Expertise - Low Perceived Online Expertise)
IPIT -> IP	-0.024	0.777	0.061	0.562	0.085	0.737
IPIT -> IPEWOM	0.192	0.045	0.282	0.027	0.090	0.724
IPIT -> IPOT	0.502	0.000	0.414	0.000	0.088	0.197
IPIT -> SA	0.121	0.107	0.084	0.398	0.038	0.386
ND -> IPIT	-0.031	0.624	-0.010	0.889	0.021	0.583
SA -> IP	0.373	0.000	0.346	0.000	0.027	0.406
SA -> IPEWOM	0.086	0.143	0.056	0.450	0.031	0.368
SC -> IPIT	0.120	0.080	0.164	0.060	0.044	0.656
TS -> IPIT	0.281	0.000	0.434	0.000	0.153	0.924

Table 5.34: Multigroup analysis for high and low perceived online expertise

The paths from Embeddedness (EN) and Homophily (HP) to Interpersonal Individual Trust (IPIT) were found to be statistically significant in the group having High Perceived Online Expertise, whereas these were not significant in the group having Low Perceived Online Expertise ($p<0.05$) (Table 5.34). Interpersonal Organizational Trust (IPOT) to Store Attitude (SA) was found to be statistically significant in the group having Low Perceived Online Expertise, while it was not so in the case of the group with High Perceived Online Expertise. However, this difference was found to be significant only in the case of the path leading from Homophily (HP) to Interpersonal Individual Trust (IPIT).

	Path Coefficients (High Online Shopping Risk Attitude)	p-Value (High Online Shopping Risk Attitude)	Path Coefficients (Low Online Shopping Risk Attitude)	p-Value (Low Online Shopping Risk Attitude)	Path Coefficients-diff (|High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude|)	p-Value (High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude)
CN -> IPIT	0.251	0.000	0.254	0.000	0.003	0.520
EN -> IPIT	0.102	0.165	0.096	0.078	0.006	0.475
HP -> IPIT	0.119	0.116	0.238	0.000	0.119	0.882
IPOT -> IP	0.191	0.047	0.035	0.679	0.156	0.111
IPOT -> IPEWOM	0.365	0.000	0.272	0.001	0.093	0.234

	Path Coefficients (High Online Shopping Risk Attitude)	p-Value (High Online Shopping Risk Attitude)	Path Coefficients (Low Online Shopping Risk Attitude)	p-Value (Low Online Shopping Risk Attitude)	Path Coefficients-diff (|High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude|)	p-Value (High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude)
IPOT -> SA	0.256	0.025	0.179	0.043	0.077	0.289
IPIT -> IP	-0.096	0.366	0.080	0.325	0.176	0.902
IPIT -> IPEWOM	0.233	0.049	0.287	0.001	0.054	0.641
IPIT -> IPOT	0.474	0.000	0.484	0.000	0.010	0.539
IPIT -> SA	0.075	0.423	0.111	0.188	0.036	0.610
ND -> IPIT	0.040	0.546	-0.018	0.785	0.058	0.266
SA -> IP	0.351	0.000	0.352	0.000	0.000	0.496
SA -> IPEWOM	0.078	0.258	0.051	0.402	0.026	0.391
SC -> IPIT	0.199	0.008	0.059	0.342	0.140	0.075
TS -> IPIT	0.312	0.000	0.335	0.000	0.023	0.576

Table 5.35: Multigroup analysis for high and low online shopping risk attitude

On the other hand, the path from Homophily (HP) to Interpersonal Individual Trust (IPIT) was found to be significant for respondent group having Low Online Shopping Risk Attitude, while the significance was reversed when the path from Social Capital (SC) to Interpersonal Individual Trust (IPIT) was considered. The path from Interpersonal Individual Trust (IPIT) to Intention to Purchase (IP) was found to be statistically significant in the group having High Online Shopping Risk Attitude, whereas, it was not so in the case of the group having Low Online Shopping Risk Attitude. Nevertheless, none of these differences were found to be statistically significant ($p<0.05$) (Table 5.35).

5.4.5 Determination of Unobserved Heterogeneity

Combination of FIMIX-PLS and PLS-POS is used to check for unobserved heterogeneity. Considering sample size of 397, after removal of records containing missing values, and maximum of 19 arrows pointing to any endogenous construct (Social Capital: SC), the maximum number of segments cannot be more than 2, as otherwise the individual segments may have less observations to perform a proper PLS analysis (Hair et al., 2016).

	1	2
AIC (Akaike's Information Criterion)	5,028.30	4,900.28
AIC3 (Modified AIC with Factor 3)	5,048.30	4,941.28

	1	2
AIC4 (Modified AIC with Factor 4)	5,068.30	4,982.28
BIC (Bayesian Information Criteria)	5,107.98	5,063.62
CAIC (Consistent AIC)	5,127.98	5,104.62
HQ (Hannan Quinn Criterion)	5,059.86	4,964.98
MDL5 (Minimum Description Length with Factor 5)	5,586.69	6,044.99
LnL (LogLikelihood)	-2,494.15	-2,409.14
EN (Entropy Statistic (Normed))		0.496
NFI (Non-Fuzzy Index)		0.557
NEC (Normalized Entropy Criterion)		199.895

Table 5.36: Fit indices for different segment size

Following the procedural criteria described earlier (4.7.9 Heterogeneity), apparently two segments are suggested by the various information criterion indices, as shown in Table 5.36. But upon further attempt to analyse with PLS-POS, the size of the 2-segment solution was found to be infeasible. Hence it is concluded that there is no unobserved heterogeneity in the data considered for the analysis.

5.4.6 Discussion

Except Network Density (ND), all other antecedents of Interpersonal Individual Trust (IPIT) were found to be significant ($p<0.05$). Thus, H2a, H2c, H2d, H2e and H2f are accepted, while H2b cannot be accepted. Interpersonal Individual Trust (IPIT) significantly affects Interpersonal Organizational Trust (IPOT), Intention to Pass-along e-WOM (IPEWOM) and Intention to Purchase (IP). Thus, H5a, H5b and H5c are accepted, whereas H5d cannot be accepted. Interpersonal Organizational Trust (IPOT) has significant influence on Intention to Pass-along e-WOM (IPEWOM) and Store Attitude (SA), but not on Intention to Purchase (IP). Thus, H6a and H6b are accepted, while H6c is not accepted. Store Attitude (SA) significantly affects Intention to Purchase (IP), but not Intention to Pass-along e-WOM (IPEWOM). Therefore, H7b is accepted, but H7a is not.

Only Network Density was not found to be a statistically significant antecedent of Interpersonal Individual Trust. This revealation is particularly interesting as this shows that frequent interaction among friends or merely discussing common problems do not contribute much in facilitating formation of trust in an individual. In the world of OSM, people tend to trust those who they perceive to be warm and friendly, willing to cooperate as a team with respect for each other in a network where members are freely allowed to communicate among themselves, as and when required. People perceive their contacts and friends in an OSM to be

more trustworthy when they are confident of those friends to be willing to help them and feel similar to themselves in various aspects. OSM sites have made the world much more connected than could be imagined earlier. Thus, people are not so much concerned about being merely connected with a lot of people directly in order to feel that those people can be trusted. Rather they would probably trust and would like to explore a loosely connected network wherein they can express themselves at their own will and get help from people when needed.

Tie Strength was found to have the strongest effect on Interpersonal Individual Trust. A deeper look in the construct revealed that tie strength is more when two individuals are more likely to help each other and thus consider them to be close friends. Cohesiveness among members of an OSM also plays an important role in formation of Interpersonal Individual Trust. Cohesiveness is found to be highly influenced by willingness of members to work as a team and sharing of resources, which may be time, knowledge, money etc. These findings are of immense value to managers entrusted with community relationship management. In order to provide more meaningful experience and derive value from the community, they should encourage members to freely communicate among themselves to solve common problems in a friendly atmosphere. Objective quantification of this as a goal can even help formation of performance metric of these community relationship managers.

Interpersonal Individual Trust was found to significantly influence Interpersonal Organizational Trust, but not Store Attitude. This once again reveals that attitude formation is a complex time taking process. One's contact can influence one to trust an online store, but that trust does not readily result in formation of positive attitude toward the store or intention to purchase from there. Formation of positive attitude is crucial for these two purposes. But still, Interpersonal Individual Trust remains important as it can influence people to at least spread word of mouth about that online store. Indirectly this may go a long way in creating awareness about the store and making more people trust it. Thus, this finding shows that maintaining a proper online network in a trusted environment can make OSMM a successful marketing tool and reduce advertising related expenditure to a great extent.

Perceived Homophily (HP) was found to be statistically significant as an antecedent of Interpersonal Individual Trust (IPIT) in the group having High Perceived Online Expertise, whereas it was not significant in the group having Low Perceived Online Expertise. This may be because homophily was measured in the context of the world of OSM. People having less

expertise in the online world may not correctly pick up cues which reveal which of their online friends are similar to them. Thus they are indifferent towards this particular characteristic, whereas those who are conversant in the online world may form trust to this group of people who are similar to them in some aspect or other.

5.5 Relation between Design Characteristics, Trust and Outcomes

Sollner & Leimeister (2013) identified four different categories of trustees in Information System research: (1) human beings, (2) organizations, (3) institutions, and (4) IT artifacts. In this part of the study only those antecedents of trust which affect institutional trust, i.e. trust in the OSM. Different OSMs are characterized by different features, e.g. navigation, proneness to errors, security, privacy, expressiveness of community, availability of advice etc. These characteristics provide structural assurance to the trustor and lead to a belief of situational normality- the two pillars of institutional trust. Thus, these features are investigated as antecedents of institutional trust.

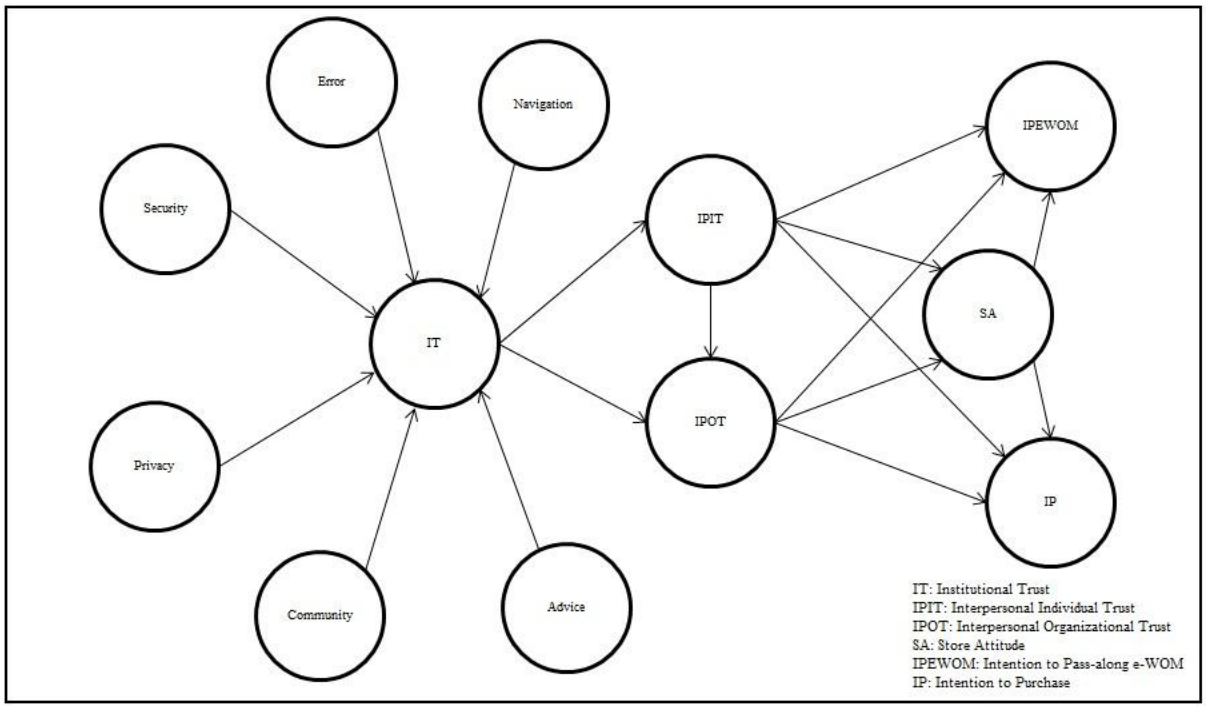

Figure 5.5: Conceptual model

It is to be noted that Institutional Trust, unlike Interpersonal Organization Trust and Interpersonal Individual Trust, is not supposed to directly affect Intention to Purchase, Intention to Pass-along e-WOM or Attitude towards the Store. This is because Institutional Trust emanates from the medium which acts as a facilitator in its adoption and usage due to

its structural assurance and situational normality. For example, one may use Facebook to visit social media pages put up by different online stores. That person may use Facebook to pass along e-WOM or purchase using Facebook because his (her) contacts or friends have recommended a particular online store and (s)he found the store to be trustworthy. Because of the available technical and legal resources and other prevailing norms, Facebook may be perceived as a trustworthy medium to use for actual purchase. But it seems illogical to think of a scenario wherein one purchases a product from an online store in the absence of trust on the store or without positive recommendations from influencers of the purchase decision process only because Facebook is trustworthy. Thus Facebook merely acts as the facilitator, trust on which is a necessary but not a sufficient condition to engage in the purchase process.

The conceptual model considered in this part of the study is presented in Figure 5.5.

Table 5.37 shows the constructs considered for this study, along with the number of items and type of construct. All constructs were adapted from earlier research work with minor modification to suit the present context. Three constructs are measured with reflective indicators, while eight other constructs are measured with formative indicators.

Construct	No. of Items	Construct Type	Adapted from
Navigation (Navigation)	24	Formative	Bart et al. (2005)
Absence of Error (Error)	8	Formative	Bart et al. (2005)
Perceived Security (Security)	4	Formative	Bart et al. (2005)
Perceived Privacy (Privacy)	9	Formative	Bart et al. (2005)
Advice (Advice)	12	Formative	Bart et al. (2005)
Community Features (Community)	8	Formative	Bart et al. (2005)
Interpersonal Individual Trust (IPIT)	8	Formative	McKnight et al. (2002b)
Interpersonal Organizational Trust (IPOT)	8	Formative	Eastlick & Lotz (2011)
Institutional Trust (IT)	3	Formative	Sinclaire (2007)
Store Attitude (SA)	2	Reflective	Jarvenpaa et al. (2000)
Intention to Pass-along e-WOM (IPEWOM)	11	Reflective	Chu & Kim (2011)
Intention to Purchase (IP)	4	Reflective	Jarvenpaa et al. (2000)

Table 5.37: Construct measurement development

5.5.1 Evaluation of Reflective Constructs

Following the criteria for analysis described earlier, one reflective indicator IPEWOM2 is removed from further analysis, as its outer loading was less than 0.40. Guided by recommendations of Hair et al. (2016), indicators having outer loading below 0.70 and consequently indicator reliability below 0.50 were not removed in cases where their removal would not further improve the composite reliability or AVE (Table 5.38).

Latent Variable			Convergent Validity			Internal Consistency Reliability		Discriminant Validity
			Loadings	Indicator Reliability	AVE	Composite Reliability	Chronbach's Alpha	
	Expected value		>0.70	>0.50	> 0.50	0.60-0.90	0.60-0.90	HTMT confidence interval does not include 1
Store Attitude	Indicators	SA01	0.923	0.852	0.859	0.924	0.836	Yes
		SA02	0.931	0.867				
Intention to Pass-along e-WOM (IPEWOM)	Indicators	EWOM01	0.675	0.456	0.568	0.929	0.915	Yes
		EWOM03	0.689	0.475				
		EWOM04	0.711	0.506				
		EWOM05	0.779	0.607				
		EWOM06	0.759	0.576				
		EWOM07	0.789	0.623				
		EWOM08	0.792	0.627				
		EWOM09	0.831	0.691				
		EWOM10	0.798	0.637				
		EWOM11	0.699	0.489				
Intention to Purchase (IP)	Indicators	IP01	0.887	0.787	0.681	0.894	0.851	Yes
		IP02	0.921	0.848				
		IP03	0.677	0.458				
		IP04	0.794	0.630				

Table 5.38: Result summary of reflective measurement model assessment

	IP	IPEWOM	SA
IP	0.825		
IPEWOM	0.236	0.754	
SA	0.392	0.205	0.927

Table 5.39: Discriminant validity assessment (Fornell - Larcker criteria)

Discriminant validity was analysed through HTMT ratio (Table 5.38), Fornell - Larcker criteria (Table 5.39) as well as cross-loading (Table 5.40). All these analyses proved sufficient discriminant validity for the constructs used in this study.

	IP	IPEWOM	SA
SA01	0.338	0.199	0.923

	IP	IPEWOM	SA
SA02	0.386	0.182	0.931
IPEWOM01	0.167	0.675	0.092
IPEWOM03	0.163	0.689	0.131
IPEWOM04	0.152	0.711	0.139
IPEWOM05	0.147	0.779	0.17
IPEWOM06	0.155	0.759	0.176
IPEWOM07	0.215	0.789	0.203
IPEWOM08	0.188	0.792	0.143
IPEWOM09	0.197	0.831	0.182
IPEWOM10	0.239	0.798	0.196
IPEWOM11	0.133	0.699	0.093
IP01	0.887	0.254	0.385
IP02	0.921	0.22	0.419
IP03	0.677	0.1	0.187
IP04	0.794	0.16	0.208

Table 5.40: Discriminant validity assessment (Cross-loading)

5.5.2 Evaluation of Formative Constructs

A global single item measure with generic assessment of each of the formative constructs was included in the original survey questionnaire to check for convergent validity through redundancy analysis. E.g. respondents were asked to state their level of agreement with the statement "It (your preferred Social Media Site) provides sufficient useful and honest information about a range of products offered by different companies based on your preference easily" in order to assess convergent validity for availability of "Advice". Similar questions were asked for other formative constructs. In all these analyses, sufficient convergent validity was observed as the path coefficient was above the recommended threshold of 0.70.

Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
Advice01	1.888	Error02	2.167	IPOT04	1.836	Navigation17	1.968
Advice02	2.166	Error03	2.619	IPOT05	1.824	Navigation18	1.866
Advice03	1.931	Error04	1.890	IPOT06	2.151	Navigation19	1.871
Advice04	1.448	Error05	1.651	IPOT07	1.243	Navigation20	2.044
Advice05	1.646	Error06	1.709	IPOT08	1.858	Navigation21	1.69
Advice06	1.767	Error07	1.408	Navigation01	2.100	Navigation22	1.624
Advice07	2.024	Error08	1.401	Navigation02	2.680	Navigation23	1.617
Advice08	1.950	IT01	1.607	Navigation03	1.847	Navigation24	1.759
Advice09	2.086	IT02	2.116	Navigation04	2.172	Privacy01	1.85
Advice10	1.853	IT03	2.108	Navigation05	1.986	Privacy02	2.083

Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
Advice11	1.457	IPIT01	1.969	Navigation06	2.035	Privacy03	2.209
Advice12	1.818	IPIT02	2.464	Navigation07	1.721	Privacy04	1.711
Community01	1.578	IPIT03	2.587	Navigation08	1.416	Privacy05	2.008
Community02	1.674	IPIT04	2.896	Navigation09	1.344	Privacy06	1.965
Community03	1.726	IPIT05	2.466	Navigation10	1.720	Privacy07	1.977
Community04	1.599	IPIT06	2.327	Navigation11	1.641	Privacy08	1.939
Community05	1.550	IPIT07	1.974	Navigation12	1.983	Privacy09	1.511
Community06	1.510	IPIT08	1.942	Navigation13	1.780	Security01	1.415
Community07	1.743	IPOT01	2.093	Navigation14	1.684	Security02	1.387
Community08	1.662	IPOT02	2.242	Navigation15	1.867	Security03	1.754
Error01	1.582	IPOT03	1.185	Navigation16	1.823	Security04	1.553

Table 5.41: Collinearity assessment

The VIF values of the indicators of the only formative construct Interpersonal Organizational Trust (IPOT) is below the threshold of 5 (Table 5.41), thereby nullifying existence of multicollinearity.

Formative Construct	Formative Indicators	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance ($p < 0.05$)?
Advice	Advice01	0.412 (0.776)	3.278	0.001	[0.183, 0.686]	Yes
	Advice02	-0.090 (0.653)	0.716	0.474	[-0.343, 0.164]	No
	Advice03	0.269 (0.740)	2.055	0.040	[0.026, 0.528]	Yes
	Advice04	0.061 (0.528)	0.432	0.666	[-0.202, 0.337]	No
	Advice05	0.095 (0.586)	0.691	0.490	[-0.186, 0.351]	No
	Advice06	0.222 (0.666)	1.970	0.049	[0.009, 0.438]	Yes
	Advice07	-0.003 (0.571)	0.023	0.981	[-0.242, 0.235]	No
	Advice08	0.211 (0.619)	1.699	0.090	[-0.034, 0.466]	No
	Advice09	0.015 (0.603)	0.113	0.910	[-0.267, 0.263]	No
	Advice10	-0.162 (0.460)	1.323	0.186	[-0.415, 0.054]	No
	Advice11	0.403 (0.706)	3.211	0.001	[0.177, 0.652]	Yes
	Advice12	-0.096 (0.462)	0.757	0.449	[-0.374, 0.136]	No
Community	Community01	0.146 (0.580)	1.124	0.261	[-0.109, 0.391]	No
	Community02	0.135 (0.658)	1.045	0.296	[-0.119, 0.377]	No
	Community03	0.273 (0.741)	2.037	0.042	[0.022, 0.545]	Yes
	Community04	0.254 (0.721)	1.905	0.057	[0.011, 0.538]	Yes
	Community05	0.364 (0.744)	2.885	0.004	[0.113, 0.611]	Yes
	Community06	0.055 (0.601)	0.411	0.681	[-0.217, 0.298]	No
	Community07	0.08 (0.616)	0.594	0.553	[-0.207, 0.323]	No
	Community08	0.146 (0.608)	1.055	0.291	[-0.111, 0.432]	No

Formative Construct	Formative Indicators	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance ($p < 0.05$)?
Error	Error01	0.294 (0.72)	1.923	0.055	[0.002, 0.610]	Yes
	Error02	0.098 (0.746)	0.524	0.6	[-0.262, 0.466]	No
	Error03	0.303 (0.823)	1.392	0.164	[-0.107, 0.741]	No
	Error04	0.069 (0.676)	0.343	0.732	[-0.296, 0.487]	No
	Error05	0.188 (0.679)	1.118	0.264	[-0.119, 0.532]	No
	Error06	0.066 (0.662)	0.379	0.705	[-0.265, 0.41]	No
	Error07	0.031 (0.523)	0.211	0.833	[-0.293, 0.282]	No
	Error08	0.331 (0.7)	1.914	0.056	[0.005, 0.673]	Yes
Institutional Trust	IT01	0.566 (0.902)	5.496	0	[0.366, 0.765]	Yes
	IT02	0.296 (0.824)	2.73	0.006	[0.077, 0.493]	Yes
	IT03	0.298 (0.823)	2.591	0.01	[0.062, 0.520]	Yes
Interpersonal Individual Trust	IPIT01	0.305 (0.768)	2.372	0.018	[0.047, 0.537]	Yes
	IPIT02	0.232 (0.81)	1.651	0.099	[-0.058, 0.499]	No
	IPIT03	0.135 (0.727)	0.931	0.352	[-0.133, 0.452]	No
	IPIT04	-0.1 (0.675)	0.642	0.521	[-0.423, 0.197]	No
	IPIT05	-0.15 (0.621)	0.925	0.355	[-0.472, 0.167]	No
	IPIT06	0.207 (0.726)	1.67	0.095	[-0.029, 0.452]	No
	IPIT07	0.393 (0.82)	3.075	0.002	[0.149, 0.652]	Yes
	IPIT08	0.217 (0.77)	1.696	0.09	[-0.036, 0.454]	No
Interpersonal Organizational Trust (IPOT)	IPOT01	0.174 (0.673)	1.486	0.137	[-0.056, 0.401]	No
	IPOT02	0.075 (0.599)	0.689	0.491	[-0.133, 0.296]	No
	IPOT03	-0.312 (-0.153)	3.491	0.000	[-0.489, -0.137]	Yes
	IPOT04	0.207 (0.718)	2.227	0.026	[0.032, 0.386]	Yes
	IPOT05	0.239 (0.702)	2.475	0.013	[0.042, 0.426]	Yes
	IPOT06	0.106 (0.714)	0.934	0.350	[-0.123, 0.323]	No
	IPOT07	0.204 (0.349)	2.596	0.010	[0.048, 0.362]	Yes
	IPOT08	0.395 (0.83)	4.102	0.000	[0.214, 0.573]	Yes
Navigation	Navigation01	0.249 (0.395)	2.182	0.029	[0.054, 0.481]	Yes
	Navigation02	-0.045 (0.437)	0.298	0.766	[-0.339, 0.243]	No
	Navigation03	0.009 (0.396)	0.067	0.946	[-0.259, 0.240]	No
	Navigation04	0.027 (0.439)	0.191	0.848	[-0.247, 0.315]	No
	Navigation05	-0.011 (0.36)	0.100	0.921	[-0.223, 0.230]	No
	Navigation06	0.211 (0.444)	2.002	0.046	[0.028, 0.449]	Yes
	Navigation07	-0.217 (0.298)	2.158	0.031	[-0.423, -0.038]	Yes
	Navigation08	-0.043 (0.342)	0.404	0.686	[-0.247, 0.172]	No
	Navigation09	0.072 (0.403)	0.684	0.494	[-0.131, 0.279]	No
	Navigation10	-0.243 (0.323)	2.055	0.040	[-0.502, -0.034]	Yes
	Navigation11	0.243 (0.570)	2.085	0.037	[0.034, 0.489]	Yes
	Navigation12	0.054 (0.526)	0.459	0.646	[-0.174, 0.294]	No

Formative Construct	Formative Indicators	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance (p < 0.05)?
	Navigation13	0.051 (0.483)	0.432	0.666	[-0.176, 0.282]	No
	Navigation14	0.021 (0.500)	0.180	0.857	[-0.210, 0.251]	No
	Navigation15	0.228 (0.616)	1.819	0.069	[-0.002, 0.489]	No
	Navigation16	0.086 (0.508)	0.752	0.452	[-0.135, 0.309]	No
	Navigation17	-0.043 (0.378)	0.335	0.738	[-0.296, 0.187]	No
	Navigation18	0.126 (0.559)	1.057	0.291	[-0.090, 0.376]	No
	Navigation19	0.322 (0.688)	2.641	0.008	[0.113, 0.562]	Yes
	Navigation20	-0.053 (0.451)	0.417	0.677	[-0.295, 0.181]	No
	Navigation21	-0.200 (0.344)	1.707	0.088	[-0.455, 0.006]	No
	Navigation22	0.363 (0.651)	3.250	0.001	[0.185, 0.589]	Yes
	Navigation23	0.087 (0.527)	0.715	0.474	[-0.150, 0.34]	No
	Navigation24	0.178 (0.522)	1.432	0.152	[-0.070, 0.415]	No
Privacy	Privacy01	0.224 (0.677)	1.398	0.162	[-0.070, 0.556]	No
	Privacy02	0.358 (0.743)	2.293	0.022	[0.060, 0.667]	Yes
	Privacy03	-0.140 (0.579)	1.026	0.305	[-0.402, 0.126]	No
	Privacy04	0.313 (0.710)	2.921	0.004	[0.103, 0.523]	Yes
	Privacy05	0.252 (0.706)	2.137	0.033	[0.013, 0.482]	Yes
	Privacy06	-0.101 (0.550)	0.758	0.449	[-0.368, 0.153]	No
	Privacy07	-0.136 (0.517)	0.962	0.336	[-0.399, 0.156]	No
	Privacy08	0.384 (0.724)	3.236	0.001	[0.162, 0.628]	Yes
	Privacy09	0.184 (0.594)	1.717	0.086	[-0.029, 0.376]	No
Security	Security01	0.346 (0.739)	2.025	0.043	[0.007, 0.682]	Yes
	Security02	0.503 (0.825)	3.266	0.001	[0.195, 0.795]	Yes
	Security03	0.213 (0.757)	1.100	0.271	[-0.181, 0.561]	No
	Security04	0.239 (0.704)	1.368	0.171	[-0.115, 0.586]	No

Table 5.42: Formative measurement assessment

52 indicators of different formative constructs examined were found to be not significant through Bias-corrected Bootstrapping ($p<0.05$), as shown in Table 5.42. But only 12 of them had outer loading below 0.5. Interestingly, outer loadings of all of these indicators were found to be significant. Hence, all indicators of the formative constructs were retained, following guidelines by Hair et al (2016).

5.5.3 Evaluation of Structural Model

	IP	IPEWOM	IPOT	IT	IPIT	SA
Advice				1.531		
Community				1.518		

	IP	IPEWOM	IPOT	IT	IPIT	SA
Error				1.215		
IPOT	1.329	1.329				1.278
IT			1.219		1.000	
IPIT	1.293	1.293	1.219			1.278
Navigation				1.684		
Privacy				1.579		
SA	1.093	1.093				
Security				1.316		

Table 5.43: Collinearity assessment

Table 5.43 shows the result of assessment of Collinearity for the Structural Model. All values are below the VIF threshold of 5. This confirms absence of multicollinearity in the model.

	R Square	R Square Adjusted
IP	0.167	0.161
IPEWOM	0.260	0.255
IPOT	0.282	0.278
IT	0.398	0.389
IPIT	0.179	0.178
SA	0.085	0.081

Table 5.44: Coefficient of determination

Institutional Trust (IT) has the largest Coefficient of Determination ($R^2 = 0.398$), followed by Intention to Pass-along e-WOM (IPEWOM) ($R^2 = 0.266$), Interpersonal Organizational Trust (IPOT) ($R^2 = 0.180$) and Interpersonal Individual Trust (IPIT) ($R^2 = 0.179$), as illustrated in Table 5.44. Store Attitude (SA) has the lowest Coefficient of Determination ($R^2 = 0.095$). This clearly shows that formation of Attitude is a complex process and is dependent on a lot of other factors beyond those analyzed in this study.

	IP	IPEWOM	IPOT	IT	IPIT	SA
Advice				0.045		
Community				0.028		
Error				0.018		
IPOT	0.011	0.107				0.040
IT			0.090		0.219	
IPIT	0.000	0.062	0.138			0.012
Navigation				0.029		
Privacy				0.033		
SA	0.140	0.005				
Security				0.004		

Table 5.45: f-Square effect size

The f^2 Effect Size (Table 5.45) of Institutional Trust (IT) to Interpersonal Individual Trust (IPIT) (0.219) is found to be in the "medium to large" category. The f^2 value of Advice (0.045), Community (0.028), Navigation (0.029) and Privacy (0.033) on Institutional Trust (IT) are found to be in the "small to medium" category. Similarly, the f^2 effect values of Institutional Trust (IT) (0.090) and Interpersonal Individual Trust (IPIT) (0.138) fall in "small to medium" range. The same for Interpersonal Organizational Trust (IPOT) on Store Attitude (SA) (0.04) and Store Attitude (SA) on Intention to Purchase (IP) (0.140) lie in the "small to medium" category. Rest others fall in the "low" Effect Size category. Thus the practical relevance of including the exogenous constructs to explain the endogenous constructs is captured.

	IP	**IPEWOM**	**IPOT**	**IT**	**IPIT**	**SA**
Advice				0.204		
Community				0.161		
Error				0.113		
IPOT	0.110	0.325				0.217
IT			0.280		0.424	
IPIT	0.022	0.244	0.347			0.119
Navigation				0.172		
Privacy				0.177		
SA	0.357	0.063				
Security				0.055		

Table 5.46: Path coefficients

The path coefficients (Table 5.46) show that Advice (0.204) has the highest effect on Institutional Trust (IT). This is followed by Privacy (0.177), Navigation (0.172) and Community (0.161). Institutional Trust (IT) more strongly affects Interpersonal Individual Trust (IPIT) (0.424) than Interpersonal Organizational Trust (IPOT) (0.280). On the other hand, Interpersonal Organizational Trust (IPOT) (0.244) is more important than Interpersonal Individual Trust (IPIT) (0.325) for forming Intention to Pass-along e-WOM (IPEWOM). Similar scenario is observed in the case of Intention to Purchase (IP), whereby Interpersonal Organizational Trust (IPOT) (0.110) is found to have more effect than Interpersonal Individual Trust (IPIT) (0.022). Store Attitude (SA) has more influence on Intention to Purchase (IP) (0.357) than Intention to Pass-along e-WOM (IPEWOM) (0.063).

	IP	**IPEWOM**	**IPOT**	**IT**	**IPIT**	**SA**
Advice	0.022	0.051	0.087	0.204	0.086	0.029
Community	0.017	0.040	0.069	0.161	0.068	0.023
Error	0.012	0.028	0.048	0.113	0.048	0.016

	IP	IPEWOM	IPOT	IT	IPIT	SA
IPOT	0.187	0.338				0.217
IT	0.107	0.251	0.427		0.424	0.143
IPIT	0.129	0.369	0.347			0.195
Navigation	0.018	0.043	0.073	0.172	0.073	0.025
Privacy	0.019	0.044	0.076	0.177	0.075	0.025
SA	0.357	0.063				
Security	0.006	0.014	0.024	0.055	0.023	0.008

Table 5.47: Total effect

Of the six antecedents of Institutional Trust (IT) considered in this study, Advice has the highest total effect on Intention to Purchase (IP) (0.022), Intention to Pass-along e-WOM (IPEWOM) (0.051) and Store Attitude (SA) (0.029) (Table 5.47). This is followed by Privacy (0.019) and Navigation (0.018) in case of Intention to Pass-along e-WOM (IPEWOM). The total effect of Navigation and Privacy is found to be the same (0.025) on Store Attitude (SA).

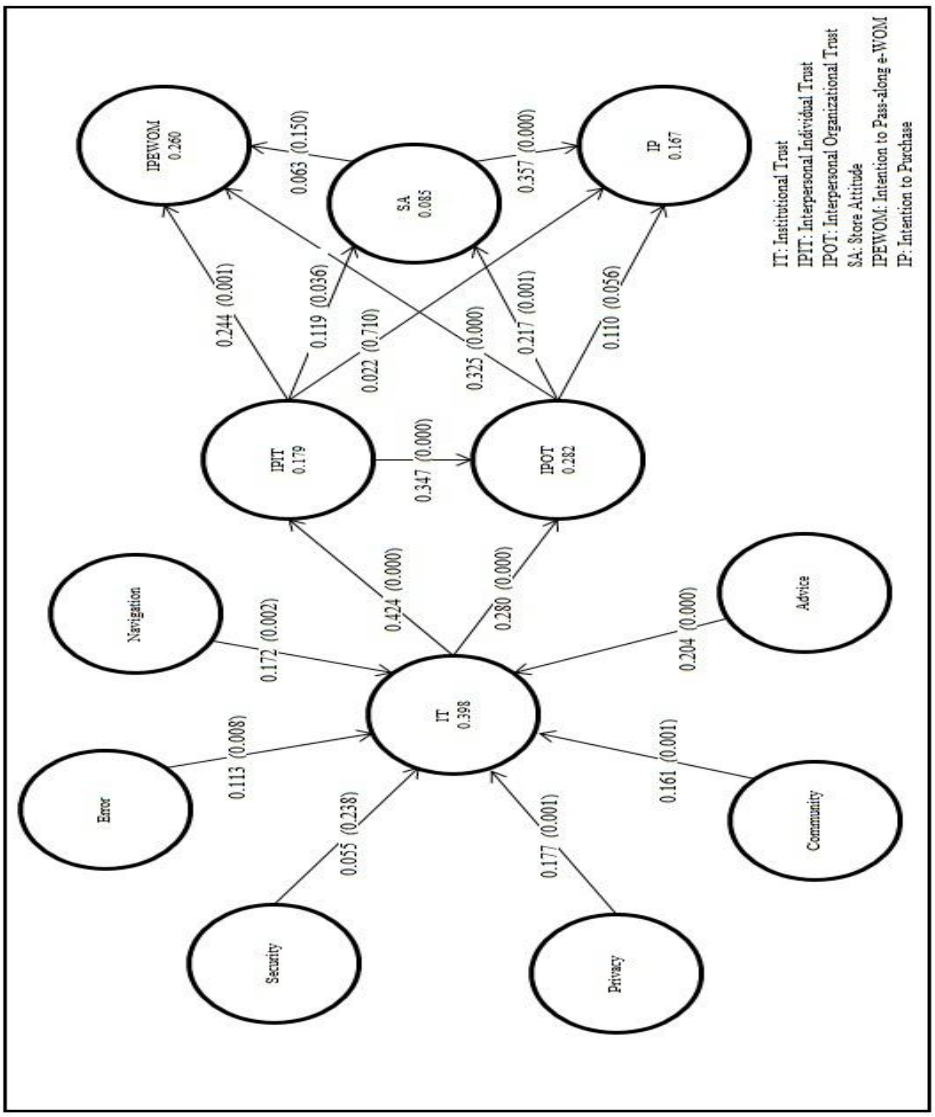

Figure 5.6: Structural model

In order to ascertain whether the path coefficients are significant, Bootstrapping was performed, following the analytical procedure described earlier at $p<0.05$. Figure 5.6 shows the structural model evaluated through Bias-Corrected Bootstrapping Procedure, whereas Table 5.48 lists the corresponding p-values and describes whether the relations are found to be significant or not. The values in the brackets show the significance level, while other values outside the brackets show the corresponding path coefficients. Numbers within brackets inside the constructs represent R^2 values. The effect of neither Interpersonal Organizational Trust (IPOT) nor Interpersonal Individual Trust (IPIT) was found to be statistically significant on Intention to Purchase (IP). Store Attitude (SA) was not found to have a statistically significant influence on Intention to Pass-along e-WOM (IPEWOM). Rest all paths were found to be statistically significant.

	Path Coefficient	**t Values**	**p Values**	**Significant (p<0.05)**
Advice -> IT	0.204	3.922	0.000	Yes
Community -> IT	0.161	3.330	0.001	Yes
Error -> IT	0.113	2.671	0.008	Yes
IPOT -> IP	0.110	1.910	0.056	No
IPOT -> IPEWOM	0.325	5.435	0.000	Yes
IPOT -> SA	0.217	3.451	0.001	Yes
IT -> IPOT	0.280	5.223	0.000	Yes
IT -> IPIT	0.424	9.272	0.000	Yes
IPIT -> IP	0.022	0.371	0.710	No
IPIT -> IPEWOM	0.244	3.339	0.001	Yes
IPIT -> IPOT	0.347	6.141	0.000	Yes
IPIT -> SA	0.119	2.096	0.036	Yes
Navigation -> IT	0.172	3.138	0.002	Yes
Privacy -> IT	0.177	3.332	0.001	Yes
SA -> IP	0.357	7.145	0.000	Yes
SA -> IPEWOM	0.063	1.440	0.150	No
Security -> IT	0.055	1.182	0.238	No

Table 5.48: Significance testing results of the structural model path coefficients

Similarly the significance of the Total Effects was checked using Bootstrapping process at a significance level of 0.05 (Table 5.49). Among all antecedents of Institutional Trust (IT), Navigation was not found to have a statistically significant effect on Intention to Purchase (IP). Security does not significantly influence Store Attitude (SA), Intention to Pass-along e-WOM (IPEWOM) and Intention to Purchase (IP). Rest all antecedents of Institutional Trust (IT) were found to have significant Total Effect on the final outcomes.

	Path Coefficient	t Values	p Values	Significant (p<0.05)
Advice -> IP	0.022	2.353	0.019	Yes
Advice -> IPEWOM	0.051	3.057	0.002	Yes
Advice -> IPOT	0.087	3.411	0.001	Yes
Advice -> IT	0.204	3.922	0.000	Yes
Advice -> IPIT	0.086	3.242	0.001	Yes
Advice -> SA	0.029	2.506	0.012	Yes
Community -> IP	0.017	2.307	0.021	Yes
Community -> IPEWOM	0.040	2.860	0.004	Yes
Community -> IPOT	0.069	3.044	0.002	Yes
Community -> IT	0.161	3.330	0.001	Yes
Community -> IPIT	0.068	2.902	0.004	Yes
Community -> SA	0.023	2.375	0.018	Yes
Error -> IP	0.012	1.988	0.047	Yes
Error -> IPEWOM	0.028	2.394	0.017	Yes
Error -> IPOT	0.048	2.550	0.011	Yes
Error -> IT	0.113	2.671	0.008	Yes
Error -> IPIT	0.048	2.470	0.014	Yes
Error -> SA	0.016	2.139	0.033	Yes
IPOT -> IP	0.187	2.956	0.003	Yes
IPOT -> IPEWOM	0.338	5.786	0.000	Yes
IPOT -> SA	0.217	3.451	0.001	Yes
IT -> IP	0.107	3.521	0.000	Yes
IT -> IPEWOM	0.251	7.327	0.000	Yes
IT -> IPOT	0.427	9.789	0.000	Yes
IT -> IPIT	0.424	9.272	0.000	Yes
IT -> SA	0.143	4.202	0.000	Yes
IPIT -> IP	0.129	2.365	0.018	Yes
IPIT -> IPEWOM	0.369	5.825	0.000	Yes
IPIT -> IPOT	0.347	6.141	0.000	Yes
IPIT -> SA	0.195	3.656	0.000	Yes
Navigation -> IP	0.018	1.845	0.065	No
Navigation -> IPEWOM	0.043	2.606	0.009	Yes
Navigation -> IPOT	0.073	2.788	0.005	Yes
Navigation -> IT	0.172	3.138	0.002	Yes
Navigation -> IPIT	0.073	2.742	0.006	Yes
Navigation -> SA	0.025	2.114	0.035	Yes
Privacy -> IP	0.019	2.491	0.013	Yes
Privacy -> IPEWOM	0.044	3.099	0.002	Yes
Privacy -> IPOT	0.076	3.197	0.001	Yes
Privacy -> IT	0.177	3.332	0.001	Yes
Privacy -> IPIT	0.075	3.269	0.001	Yes
Privacy -> SA	0.025	2.649	0.008	Yes
SA -> IP	0.357	7.145	0.000	Yes

	Path Coefficient	t Values	p Values	Significant (p<0.05)
SA -> IPEWOM	0.063	1.440	0.150	No
Security -> IP	0.006	0.995	0.320	No
Security -> IPEWOM	0.014	1.124	0.261	No
Security -> IPOT	0.024	1.155	0.248	No
Security -> IT	0.055	1.182	0.238	No
Security -> IPIT	0.023	1.119	0.263	No
Security -> SA	0.008	1.040	0.298	No

Table 5.49: Significance testing results of the total effects

5.5.4 Effect of Personal Characteristics

Like the earlier two studies, the model considered in this study too was assessed for any variation arising due to certain known groups. Multi-group analysis was conducted to analyse probable differences in the model arising due to gender, attitude towards risk involved in online shopping, perceived expertise of self in online environment and trust propensity.

	Path Coefficients (Female)	p-Value (Female)	Path Coefficients (Male)	p-Value (Male)	Path Coefficients-diff (|Female - Male|)	p-Value (Female - Male)
Advice -> IT	0.297	0.001	0.190	0.002	0.107	0.163
Community -> IT	0.065	0.419	0.178	0.002	0.112	0.876
Error -> IT	0.025	0.812	0.093	0.067	0.069	0.729
IPOT -> IP	-0.043	0.725	0.139	0.060	0.182	0.904
IPOT -> IPEWOM	0.415	0.003	0.295	0.000	0.12	0.212
IPOT -> SA	0.198	0.202	0.233	0.002	0.034	0.568
IT -> IPOT	0.304	0.012	0.264	0.000	0.04	0.374
IT -> IPIT	0.485	0.000	0.433	0.000	0.052	0.343
IPIT -> IP	0.018	0.912	0.052	0.454	0.034	0.566
IPIT -> IPEWOM	0.066	0.624	0.295	0.001	0.228	0.916
IPIT -> IPOT	0.382	0.002	0.339	0.000	0.043	0.368
IPIT -> SA	0.235	0.052	0.091	0.191	0.144	0.139
Navigation -> IT	0.314	0.005	0.210	0.001	0.105	0.210
Privacy -> IT	0.180	0.034	0.211	0.001	0.031	0.621
SA -> IP	0.523	0.000	0.304	0.000	0.219	0.039
SA -> IPEWOM	0.092	0.406	0.065	0.214	0.027	0.425
Security -> IT	0.096	0.131	0.015	0.776	0.081	0.168

Table 5.50: Multigroup analysis for female and male

Although the paths from Community to Institutional Trust, Interpersonal Organizational Trust to Store Attitude and Interpersonal Individual Trust to Intention to Pass-along e-WOM changed their significance between the groups comprising males and females, the difference

was not found to be statistically significant (Table 5.50). On the other hand, Store Attitude was found to be significant for both males and females to form Intention to Purchase; but it was statistically stronger for females than for males.

	Path Coefficients (High Online Shopping Risk Attitude)	p-Value (High Online Shopping Risk Attitude)	Path Coefficients (Low Online Shopping Risk Attitude)	p-Value (Low Online Shopping Risk Attitude)	Path Coefficients-diff (|High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude|)	p-Value (High Online Shopping Risk Attitude - Low Online Shopping Risk Attitude)
Advice -> IT	0.185	0.015	0.151	0.020	0.034	0.367
Community -> IT	0.233	0.003	0.057	0.351	0.176	0.039
Error -> IT	0.153	0.015	0.034	0.597	0.119	0.086
IPOT -> IP	0.191	0.040	0.029	0.733	0.162	0.097
IPOT -> IPEWOM	0.357	0.000	0.269	0.001	0.087	0.236
IPOT -> SA	0.257	0.016	0.188	0.027	0.069	0.305
IT -> IPOT	0.335	0.000	0.215	0.006	0.120	0.147
IT -> IPIT	0.531	0.000	0.329	0.000	0.203	0.015
IPIT -> IP	-0.076	0.468	0.080	0.353	0.157	0.874
IPIT -> IPEWOM	0.226	0.058	0.302	0.000	0.076	0.691
IPIT -> IPOT	0.298	0.002	0.405	0.000	0.107	0.813
IPIT -> SA	0.094	0.308	0.108	0.198	0.014	0.542
Navigation -> IT	0.205	0.013	0.305	0.000	0.100	0.817
Privacy -> IT	0.185	0.006	0.199	0.007	0.014	0.554
SA -> IP	0.347	0.000	0.354	0.000	0.007	0.522
SA -> IPEWOM	0.073	0.288	0.047	0.461	0.026	0.391
Security -> IT	-0.053	0.419	0.160	0.007	0.213	0.992

Table 5.51: Multigroup analysis for high and low online shopping risk attitude

PLS-MGA also revealed that Institutional Trust significantly affects Interpersonal Individual Trust; but it is more influential for people having High Online Shopping Risk attitude than the ones having Low Online Shopping Risk attitude (Table 5.51).

The paths from Error to Institutional Trust (IT), Interpersonal Individual Trust (IPIT) to Intention to Pass-along e-WOM (IPEWOM) and Privacy to Institutional Trust (IT) were found significant for the group having High Perceived Online Expertise, while it was not so for people having Low Perceived Online Expertise (Table 5.52). On the other hand, the path from Interpersonal Organizational Trust (IPOT) to Store Attitude (SA) was found to be statistically significant for people having Low Perceived Online Expertise, but it was not so

	Path Coefficients (High Perceived Online Expertise)	p-Value (High Perceived Online Expertise)	Path Coefficients (Low Perceived Online Expertise)	p-Value (Low Perceived Online Expertise)	Path Coefficients-diff (|High Perceived Online Expertise - Low Perceived Online Expertise|)	p-Value (High Perceived Online Expertise - Low Perceived Online Expertise)
Advice -> IT	0.250	0.000	0.182	0.021	0.068	0.253
Community -> IT	0.144	0.017	0.225	0.003	0.081	0.801
Error -> IT	0.120	0.030	0.108	0.265	0.012	0.485
IPOT -> IP	0.089	0.253	0.063	0.578	0.026	0.430
IPOT -> IPEWOM	0.349	0.000	0.246	0.038	0.103	0.234
IPOT -> SA	0.140	0.141	0.290	0.017	0.151	0.844
IT -> IPOT	0.212	0.006	0.304	0.003	0.092	0.784
IT -> IPIT	0.463	0.000	0.347	0.002	0.116	0.145
IPIT -> IP	-0.023	0.795	0.098	0.377	0.120	0.805
IPIT -> IPEWOM	0.200	0.033	0.242	0.097	0.041	0.612
IPIT -> IPOT	0.395	0.000	0.314	0.003	0.081	0.265
IPIT -> SA	0.129	0.095	0.087	0.395	0.042	0.375
Navigation -> IT	0.232	0.000	0.221	0.023	0.011	0.461
Privacy -> IT	0.165	0.009	0.124	0.099	0.042	0.335
SA -> IP	0.372	0.000	0.337	0.000	0.035	0.380
SA -> IPEWOM	0.080	0.177	0.056	0.462	0.024	0.399
Security -> IT	0.030	0.597	0.024	0.754	0.007	0.462

Table 5.52: Multigroup analysis for high and low perceived online expertise

for people having High Perceived Online Expertise. Nevertheless, none of these differences in the hypothesized relationships was found to be statistically significant between the group having High Perceived Online Expertise and the one having Low Perceived Online Expertise.

	Path Coefficients (High Trust Propensity)	p-Value (High Trust Propensity)	Path Coefficients (Low Trust Propensity)	p-Value (Low Trust Propensity)	Path Coefficients-diff (|High Trust Propensity - Low Trust Propensity|)	p-Value (High Trust Propensity - Low Trust Propensity)
Advice -> IT	0.265	0.000	0.240	0.020	0.025	0.426
Community -> IT	0.054	0.385	0.274	0.001	0.220	0.986
Error -> IT	0.071	0.168	0.045	0.615	0.026	0.396
IPOT -> IP	0.094	0.211	0.230	0.061	0.136	0.837
IPOT -> IPEWOM	0.359	0.000	0.280	0.057	0.079	0.313
IPOT -> SA	0.286	0.000	0.091	0.482	0.194	0.089
IT -> IPOT	0.376	0.000	0.180	0.230	0.196	0.102
IT -> IPIT	0.359	0.000	0.513	0.000	0.154	0.938

	Path Coefficients (High Trust Propensity)	p-Value (High Trust Propensity)	Path Coefficients (Low Trust Propensity)	p-Value (Low Trust Propensity)	Path Coefficients-diff (|High Trust Propensity - Low Trust Propensity|)	p-Value (High Trust Propensity - Low Trust Propensity)
IPIT -> IP	0.079	0.245	-0.099	0.433	0.178	0.107
IPIT -> IPEWOM	0.271	0.002	0.138	0.354	0.133	0.219
IPIT -> IPOT	0.293	0.000	0.425	0.001	0.132	0.839
IPIT -> SA	0.132	0.044	0.122	0.388	0.009	0.497
Navigation -> IT	0.203	0.003	0.217	0.027	0.014	0.557
Privacy -> IT	0.181	0.005	0.116	0.139	0.065	0.259
SA -> IP	0.339	0.000	0.377	0.000	0.038	0.643
SA -> IPEWOM	0.011	0.854	0.138	0.098	0.127	0.894
Security -> IT	0.144	0.008	0.036	0.570	0.108	0.092

Table 5.53: Multigroup analysis for high and low trust propensity

All four paths leading from Interpersonal Organizational Trust (IPOT) and Interpersonal Individual Trust (IPIT) to each of Store Attitude (SA) and Intention to Pass-along e-WOM (IPEWOM) were found significant for the group with High Trust Propensity. The paths from Privacy to Institutional trust (IT) and Institutional Trust (IT) to Interpersonal Organizational Trust (IPOT) were also significant for the group having High Trust Propensity. But these paths were not significant in the case of the group having Low Trust Propensity. On the other hand, the path from Community to Institutional Trust (IT) was significant for the group having Low Trust Propensity, but not for the other group. Still, over-all no significant difference in the hypothesized relationships was observed between the groups with High Trust Propensity and Low Trust Propensity (Table 5.53).

5.5.5 Determination of Unobserved Heterogeneity

Combination of FIMIX-PLS and PLS-POS is used to check for unobserved heterogeneity. Considering sample size of 424, with no missing value, and maximum of 24 arrows pointing to any endogenous construct (Navigation), the maximum number of segments cannot be more than 2, as otherwise the individual segments may have less observations to perform a proper PLS analysis (Hair et al., 2016).

	1	2
AIC (Akaike's Information Criterion)	6,583.30	6,427.08
AIC3 (Modified AIC with Factor 3)	6,606.30	6,474.08
AIC4 (Modified AIC with Factor 4)	6,629.30	6,521.08
BIC (Bayesian Information Criteria)	6,676.44	6,617.42

	1	2
CAIC (Consistent AIC)	6,699.44	6,664.42
HQ (Hannan Quinn Criterion)	6,620.10	6,502.28
MDL5 (Minimum Description Length with Factor 5)	7,233.02	7,754.77
LnL (LogLikelihood)	-3,268.65	-3,166.54
EN (Entropy Statistic (Normed))		0.53
NFI (Non-Fuzzy Index)		0.60
NEC (Normalized Entropy Criterion)		199.57

Table 5.54: Fit indices for different segment size

Following the procedural criteria described earlier, apparently two segments are suggested by the various information criterion indices, as shown in the Table 5.54. But PLS-POS failed to classify the data into distinguishable segments, with error message for low data. Hence it is concluded that there is no unobserved heterogeneity in the data considered for analysis.

5.5.6 Discussion

Except for Security, all other antecedents of Institutional Trust (IT) are found to be significant ($p<0.05$). Thus, H3a, H3b, H3d, H3e and H3f are accepted, but H3c cannot be accepted. Institutional Trust (IT) has significant influence on both Interpersonal Individual Trust (IPIT) and Interpersonal Organizational Trust (IPOT), with stronger effect on the former. Therefore, H4a and H4b both are accepted. Interpersonal Individual Trust (IPIT) has significant effect on Interpersonal Organizational Trust (IPOT), Store Attitude (SA) and Intention to Pass-along e-WOM (IPEWOM), but not on Intention to Purchase (IP). Thus, H5a, H5b and H5d are accepted, but H5c cannot be accepted. Interpersonal Organizational Trust (IPOT) has significant influence on Store Attitude (SA) and Intention to Pass-along e-WOM (IPEWOM), but not on Intention to Purchase (IP). Therefore, H6a and H6c are accepted, while H6b cannot be accepted. Store Attitude (SA) significantly influences Intention to Purchase (IP), but not Intention to Pass-along e-WOM (IPEWOM). Hence, H7b is accepted, but H7a cannot be accepted.

In the context of e-Commerce, customers were found to view security as a major influencing antecedent of trust (Belanger et al., 2002; Yoon, 2002). But findings of this study found contradictory result. This is probably because hedonistic purposes prevail in the minds of most of the users. Since some of the OSM sites have just recently started rolling out options to directly purchase products from the site itself, many of the users are not yet aware of the features, and hence do not view it as a cause of concern. This may also point to the fact that people are not in reasonably aware of the potential of OSM. It has been observed that people

often reveal too much of personal information on various OSM sites and are quite reluctant to take necessary security measures to protect their accounts on OSM sites, in spite of various security breaches reported. One glaring exmaple to support this case is the frequent security breaches occurring in Twitter. In spite of this, Twitter continues to be among the most popular OSM worldwide.

Availability of advice was found to hold the most influence in formation of Institutional Trust. Therefore, companies, which intend to design their own OSM site for the purpose of OSMM, should focus on easy availability of sufficient correct information that can explain services and products being offered by it or others using this platform. They should also provide convenient way to contact company personnel by using the OSM site.

Since Institutional Trust influences Interpersonal Organizational Trust and Interpersonal Individual Trust, and privacy is viewed as the second most important antecedent related to design characteristics of OSM to affect Institutional Trust, OSM platforms should pay particular attention to this aspect. This means that consumers may not be averse to spreading e-WOM about an online store involved in OSMM activities, provided they feel that their privacy is protected. By clearly declaring privacy policy and use of cookies OSM sites may enhance perceived privacy for the users. It is interesting to note that users view security as not so significant, while they view privacy to be a relevant antecedent of trust. Apart from the lack of awareness about use of OSM for activities related to direct financial transactions, this may be because, security is more about an opaque background process, of which users are not much aware and do not have much control. On the other hand, concern about privacy may arise because in case of breach of privacy users feel that their real self may be exposed. This may potentially hamper intended self-presentation and self-disclosure.

Navigation also assumes a lot of importance in influencing Institutional Trust. Navigation extends beyond mere fast and easy browsing, as ease in navigation process helps in conveniently finding accurate and relevant information. Consumers trust those OSM sites which can fulfill their requirement for information at the easily. By providing easy navigation mechanism, OSM sites enhance this characteristic and may earn trust of their users. Besides this, a professional appearance of the OSM sites may also help in this regard. Thus, designers of the OSM sites need to think of the optimal ways to provide people with convenience of browsing and control in information access.

Multigroup analysis found that Institutional Trust significantly affects Interpersonal Individual Trust; but it is more influential for people having High Online Shopping Risk attitude than the ones having Low Online Shopping Risk attitude. This is because of the role Interpersonal Individual Trust plays in forming Interpersonal Organizational Trust in an online store. Since trust in an online store indirectly influences intention to purchase from it, people who perceive online shopping as a riskier proposition may be more willing to verify the trustworthiness of the users who may recommend them an online store. Various design characteristics of OSM sites may facilitate this process and hence assumes an important role.

5.6 Comprehensive Model

A final comprehensive model was analysed containing all the constructs considered in the till now. The aim of the comprehensive model was to analyse and understand the effect of different antecedents of trust and to achieve parsimony to aid comprehension. The reflective or formative nature of the indicators was kept unchanged. The calculation started with all indicators and followed the usual flow of evaluation of reflective constructs, then assessment of formative constructs and finally evaluation of the measurement model. The process is described below.

5.6.1 Evaluation of Reflective Constructs

Outer Loadings were checked for all the reflective indicators. IPEWOM02, SC12 and SC18 were removed as their loadings were below 0.4. SBK01 and SBK04 had outer loadings below 0.7 but above 0.4. Thus, SBK04 was removed to ensure that corresponding AVE value of SBK is above the threshold value of 0.5. For the same reason, SC01, SC09, SC13, SC15, SC17 and SC19, which had outer loading between 0.4 and 0.7, were removed, following guidelines provided by Hair et al. (2016).

Latent Variable		**Convergent Validity**			**Internal Consistency**		**Discriminant Validity**
		Loadings	**Indicator Reliability**	**AVE**	**Composite Reliability**	**Chronbach's Alpha**	
	Expected value	**>0.70**	**>0.50**	**>0.50**	**0.60-0.90**	**0.60-0.90**	**HTMT confidence interval does not include 1**
Store Brand	SBK01	0.551	0.304	0.516	0.84	0.763	Yes

Latent Variable			Convergent Validity			Internal Consistency		Discriminant Validity
			Loadings	Indicator Reliability	AVE	Composite Reliability	Chronbach's Alpha	
	Expected value		>0.70	>0.50	>0.50	0.60-0.90	0.60-0.90	HTMT confidence interval does not include 1
Knowledge (SBK)		SBK02	0.779	0.607				
		SBK03	0.733	0.537				
		SBK05	0.757	0.573				
		SBK06	0.746	0.557				
Store Reputation (SR)	Indicators	SR01	0.849	0.721	0.797	0.887	0.754	Yes
		SR02	0.934	0.872				
Perceived Store Size (PSS)	Indicators	PSS01	0.889	0.790	0.818	0.900	0.779	Yes
		PSS02	0.920	0.846				
Perceived Store Risk (PSR)	Indicators	PSR01	0.933	0.870	0.866	0.951	0.923	Yes
		PSR02	0.928	0.861				
		PSR03	0.931	0.867				
Intention to Pass-along e-WOM	Indicators	IPEWOM01	0.677	0.458	0.517	0.915	0.891	Yes
		IPEWOM03	0.690	0.476				
		IPEWOM04	0.712	0.507				
		IPEWOM05	0.778	0.605				
		IPEWOM06	0.759	0.576				
		IPEWOM07	0.787	0.619				
		IPEWOM08	0.791	0.626				
		IPEWOM09	0.831	0.691				
		IPEWOM10	0.797	0.635				
		IPEWOM11	0.698	0.487				
Social Capital (SC)	Indicators	SC02	0.735	0.540	0.512	0.920	0.903	Yes
		SC03	0.749	0.561				
		SC04	0.763	0.582				
		SC05	0.791	0.626				
		SC06	0.786	0.618				
		SC07	0.690	0.476				
		SC08	0.754	0.569				
		SC10	0.668	0.446				
		SC11	0.678	0.460				
		SC14	0.599	0.359				
		SC16	0.629	0.396				
Intention to Purchase (IP)	Indicators	IP01	0.887	0.787	0.681	0.894	0.851	Yes
		IP02	0.921	0.848				
		IP03	0.677	0.458				
		IP04	0.794	0.630				

Latent Variable			Convergent Validity			Internal Consistency		Discriminant Validity
			Loadings	Indicator Reliability	AVE	Composite Reliability	Chronbach's Alpha	
	Expected value		>0.70	>0.50	>0.50	0.60-0.90	0.60-0.90	HTMT confidence interval does not include 1
Store Attitude (SA)	Indicator	SA01	0.924	0.854	0.859	0.859	0.836	Yes
		SA02	0.930	0.865				

Table 5.55: Result summary of reflective measurement model assessment

Discriminant validity was analysed through HTMT ratio (Table 5.55), Fornell - Larcker criteria (Table 5.56) as well as cross-loading (Table 5.57). All these analyses proved sufficient discriminant validity for the constructs used in this study.

	IP	IPEWOM	PSR	PSS	SA	SBK	SC	SR
IP	0.825							
IPEWOM	0.235	0.719						
PSR	0.254	0.157	0.931					
PSS	0.219	0.200	0.129	0.904				
SA	0.392	0.205	0.207	0.371	0.927			
SBK	0.313	0.251	0.213	0.302	0.372	0.718		
SC	0.233	0.611	0.176	0.201	0.255	0.273	0.716	
SR	0.333	0.242	0.213	0.530	0.519	0.413	0.204	0.893

Table 5.56: Discriminant validity assessment (Fornell - Larcker criteria)

	IP	IPEWOM	PSR	PSS	SA	SBK	SC	SR
SA01	0.338	0.198	0.178	0.359	0.924	0.348	0.231	0.521
SA02	0.386	0.182	0.206	0.329	0.930	0.341	0.242	0.443
SBK01	0.275	0.115	0.165	0.239	0.283	0.551	0.134	0.313
SBK02	0.227	0.213	0.170	0.24	0.315	0.779	0.244	0.333
SBK03	0.195	0.206	0.106	0.225	0.226	0.733	0.216	0.277
SBK05	0.267	0.176	0.198	0.199	0.288	0.757	0.186	0.313
SBK06	0.187	0.181	0.135	0.205	0.243	0.746	0.193	0.271
SR01	0.286	0.199	0.159	0.449	0.378	0.308	0.194	0.849
SR02	0.309	0.231	0.213	0.496	0.528	0.415	0.177	0.934
PSR01	0.183	0.120	0.933	0.088	0.136	0.138	0.153	0.145
PSR02	0.284	0.156	0.928	0.143	0.241	0.199	0.164	0.233
PSR03	0.231	0.157	0.931	0.122	0.191	0.247	0.173	0.206
PSS01	0.147	0.181	0.098	0.889	0.311	0.262	0.187	0.485
PSS02	0.241	0.182	0.132	0.920	0.357	0.283	0.177	0.476
IPEWOM01	0.167	0.677	0.164	0.189	0.092	0.110	0.372	0.138
IPEWOM02	-0.095	0.026	-0.056	-0.039	-0.038	-0.145	0.016	-0.089
IPEWOM03	0.163	0.690	0.058	0.162	0.131	0.179	0.356	0.184

	IP	IPEWOM	PSR	PSS	SA	SBK	SC	SR
IPEWOM04	0.152	0.712	0.135	0.122	0.139	0.143	0.377	0.152
IPEWOM05	0.147	0.778	0.082	0.174	0.170	0.192	0.491	0.191
IPEWOM06	0.155	0.759	0.108	0.132	0.176	0.176	0.460	0.187
IPEWOM07	0.215	0.787	0.122	0.153	0.203	0.242	0.560	0.226
IPEWOM08	0.188	0.791	0.125	0.150	0.143	0.212	0.505	0.178
IPEWOM09	0.197	0.831	0.114	0.152	0.182	0.255	0.525	0.201
IPEWOM10	0.239	0.797	0.140	0.194	0.196	0.237	0.520	0.236
IPEWOM11	0.133	0.698	0.135	0.061	0.093	0.134	0.419	0.113
IP01	0.887	0.254	0.201	0.198	0.385	0.288	0.259	0.333
IP02	0.921	0.219	0.248	0.244	0.419	0.307	0.257	0.336
IP03	0.677	0.100	0.183	0.089	0.187	0.190	0.066	0.162
IP04	0.794	0.160	0.205	0.141	0.208	0.216	0.098	0.203
SC02	0.192	0.449	0.161	0.095	0.139	0.171	0.735	0.117
SC03	0.192	0.459	0.129	0.123	0.178	0.195	0.749	0.160
SC04	0.242	0.429	0.165	0.160	0.195	0.187	0.763	0.194
SC05	0.184	0.433	0.136	0.143	0.240	0.235	0.791	0.181
SC06	0.156	0.427	0.136	0.166	0.215	0.205	0.786	0.154
SC07	0.189	0.441	0.088	0.166	0.127	0.194	0.690	0.161
SC08	0.164	0.441	0.105	0.198	0.188	0.180	0.754	0.150
SC10	0.192	0.487	0.139	0.177	0.199	0.213	0.668	0.196
SC11	0.128	0.410	0.142	0.086	0.158	0.184	0.678	0.130
SC14	0.100	0.408	0.050	0.048	0.168	0.139	0.599	0.060
SC16	0.095	0.401	0.128	0.203	0.184	0.224	0.629	0.099

Table 5.57: Discriminant validity assessment (Cross-loading)

5.6.2 Evaluation of Formative Constructs

Convergent validity of the constructs were assessed and assured in the earlier studies. Therefore, straight away collinearity was checked for the formative constructs and all VIF values were found to be below 5 (Table 5.58). This assured that the formative constructs were free from collinearity related problems.

Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
Advice01	1.888	EN02	1.659	IPIT06	2.327	Navigation15	1.867
Advice02	2.166	EN03	1.535	IPIT07	1.974	Navigation16	1.823
Advice03	1.931	EN04	1.480	IPIT08	1.942	Navigation17	1.968
Advice04	1.448	Error01	1.582	IPOT01	2.093	Navigation18	1.866
Advice05	1.646	Error02	2.167	IPOT02	2.242	Navigation19	1.871
Advice06	1.767	Error03	2.619	IPOT03	1.185	Navigation20	2.044
Advice07	2.024	Error04	1.890	IPOT04	1.836	Navigation21	1.690
Advice08	1.950	Error05	1.651	IPOT05	1.824	Navigation22	1.624
Advice09	2.086	Error06	1.709	IPOT06	2.151	Navigation23	1.617
Advice10	1.853	Error07	1.408	IPOT07	1.243	Navigation24	1.759

Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
Advice11	1.457	Error08	1.401	IPOT08	1.858	Privacy01	1.850
Advice12	1.818	HP01	2.419	ND01	1.687	Privacy02	2.083
CN01	1.838	HP02	3.039	ND02	2.067	Privacy03	2.209
CN02	2.053	HP03	2.515	ND03	1.679	Privacy04	1.711
CN03	1.793	HP04	2.039	ND04	1.378	Privacy05	2.008
CN04	1.984	HP05	3.012	Navigation01	2.100	Privacy06	1.965
CN05	2.277	HP06	2.835	Navigation02	2.680	Privacy07	1.977
CN06	1.579	HP07	1.637	Navigation03	1.847	Privacy08	1.939
CN07	1.494	HP08	1.509	Navigation04	2.172	Privacy09	1.511
CN08	1.536	HP09	1.634	Navigation05	1.986	Security01	1.415
Community01	1.578	HP10	1.193	Navigation06	2.035	Security02	1.387
Community02	1.674	IT01	1.607	Navigation07	1.721	Security03	1.754
Community03	1.726	IT02	2.116	Navigation08	1.416	Security04	1.553
Community04	1.599	IT03	2.108	Navigation09	1.344	TS01	1.378
Community05	1.550	IPIT01	1.969	Navigation10	1.720	TS02	1.648
Community06	1.510	IPIT02	2.464	Navigation11	1.641	TS03	2.896
Community07	1.743	IPIT03	2.587	Navigation12	1.983	TS04	3.177
Community08	1.662	IPIT04	2.896	Navigation13	1.780	TS05	1.942
EN01	1.454	IPIT05	2.466	Navigation14	1.684		

Table 5.58: Collinearity assessment

71 indicators of different formative constructs examined were found to be not significant through Bias-corrected Bootstrapping ($p<0.05$) (Table 5.59). 24 of them had outer loading below 0.5. But outer loadings of only three formative indicators (HP04, HP10 and IPOT03) were found to be not statistically significant. Hence, these three formative constructs were removed from further analysis, following guidelines by Hair et al (2016).

	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance ($p < 0.05$)?
Advice01	0.412 (0.776)	3.253	0.001	[0.182, 0.657]	Yes
Advice02	-0.089 (0.653)	0.670	0.503	[-0.372, 0.141]	No
Advice03	0.269 (0.740)	2.085	0.038	[0.007, 0.535]	Yes
Advice04	0.060 (0.527)	0.402	0.688	[-0.200, 0.363]	No
Advice05	0.094 (0.585)	0.718	0.473	[-0.166, 0.362]	No
Advice06	0.222 (0.666)	1.992	0.047	[-0.014, 0.427]	No
Advice07	-0.004 (0.571)	0.029	0.977	[-0.218, 0.242]	No
Advice08	0.212 (0.620)	1.685	0.093	[-0.030, 0.443]	No
Advice09	0.016 (0.604)	0.116	0.908	[-0.256, 0.272]	No
Advice10	-0.162 (0.461)	1.317	0.189	[-0.380, 0.090]	No
Advice11	0.404 (0.707)	3.355	0.001	[0.194, 0.659]	Yes
Advice12	-0.097 (0.462)	0.779	0.436	[-0.364, 0.114]	No
CN01	0.298 (0.788)	3.222	0.001	[0.100, 0.453]	Yes

	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance (p < 0.05)?
CN02	0.168 (0.768)	1.508	0.132	[-0.058, 0.386]	No
CN03	0.139 (0.701)	1.205	0.229	[-0.084, 0.381]	No
CN04	0.191 (0.732)	1.812	0.071	[-0.013, 0.388]	No
CN05	0.007 (0.720)	0.065	0.948	[-0.170, 0.230]	No
CN06	0.306 (0.735)	3.271	0.001	[0.129, 0.491]	Yes
CN07	0.145 (0.643)	1.713	0.087	[-0.007, 0.335]	No
CN08	0.122 (0.623)	1.320	0.187	[-0.045, 0.287]	No
Community01	0.145 (0.579)	1.117	0.265	[-0.097, 0.412]	No
Community02	0.135 (0.658)	1.028	0.305	[-0.128, 0.388]	No
Community03	0.273 (0.741)	2.130	0.034	[0.013, 0.508]	Yes
Community04	0.254 (0.722)	2.120	0.035	[0.025, 0.492]	Yes
Community05	0.363 (0.743)	2.885	0.004	[0.137, 0.616]	Yes
Community06	0.054 (0.600)	0.397	0.691	[-0.195, 0.352]	No
Community07	0.080 (0.616)	0.570	0.569	[-0.227, 0.322]	No
Community08	0.147 (0.609)	1.072	0.284	[-0.108, 0.408]	No
EN01	0.182 (0.669)	1.393	0.164	[-0.060, 0.443]	No
EN02	0.646 (0.912)	4.793	0.000	[0.370, 0.898]	Yes
EN03	0.001 (0.571)	0.009	0.993	[-0.277, 0.274]	No
EN04	0.393 (0.733)	2.735	0.006	[0.094, 0.645]	Yes
Error01	0.293 (0.720)	1.899	0.058	[-0.047, 0.537]	No
Error02	0.098 (0.746)	0.541	0.589	[-0.204, 0.506]	No
Error03	0.304 (0.824)	1.399	0.162	[-0.081, 0.737]	No
Error04	0.069 (0.676)	0.334	0.738	[-0.303, 0.473]	No
Error05	0.189 (0.679)	1.109	0.268	[-0.138, 0.491]	No
Error06	0.067 (0.662)	0.387	0.699	[-0.255, 0.390]	No
Error07	0.031 (0.523)	0.209	0.834	[-0.261, 0.330]	No
Error08	0.329 (0.700)	1.922	0.055	[-0.026, 0.683]	No
HP01	0.680 (0.797)	5.061	0.000	[0.411, 0.917]	Yes
HP02	-0.084 (0.624)	0.514	0.607	[-0.370, 0.231]	No
HP03	0.071 (0.563)	0.471	0.638	[-0.207, 0.373]	No
HP04	0.139 (-0.155)	1.151	0.250	[-0.091, 0.415]	No
HP05	0.008 (-0.276)	0.052	0.959	[-0.275, 0.264]	No
HP06	-0.430 (-0.394)	2.759	0.006	[-0.739, -0.154]	Yes
HP07	0.493 (0.746)	4.164	0.000	[0.274, 0.718]	Yes
HP08	-0.027 (0.448)	0.248	0.805	[-0.273, 0.167]	No
HP09	-0.140 (0.335)	1.155	0.249	[-0.382, 0.093]	No
HP10	-0.074 (-0.212)	0.748	0.455	[-0.261, 0.116]	No
IT01	0.506 (0.900)	5.862	0.000	[0.367, 0.739]	Yes
IT02	0.302 (0.827)	2.813	0.005	[0.077, 0.493]	Yes
IT03	0.299 (0.825)	2.664	0.008	[0.102, 0.566]	Yes
IPIT01	0.277 (0.790)	3.543	0.000	[0.110, 0.428]	Yes
IPIT02	0.146 (0.807)	1.562	0.119	[-0.066, 0.306]	No

	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance (p < 0.05)?
IPIT03	0.195 (0.805)	2.173	0.030	[0.043, 0.392]	Yes
IPIT04	0.018 (0.774)	0.179	0.858	[-0.179, 0.193]	No
IPIT05	-0.023 (0.726)	0.212	0.832	[-0.250, 0.154]	No
IPIT06	0.246 (0.802)	2.952	0.003	[0.096, 0.406]	Yes
IPIT07	0.294 (0.779)	3.482	0.001	[0.135, 0.453]	Yes
IPIT08	0.115 (0.716)	1.446	0.149	[-0.035, 0.269]	No
IPOT01	0.227 (0.702)	2.048	0.041	[0.007, 0.441]	Yes
IPOT02	0.035 (0.607)	0.373	0.710	[-0.127, 0.215]	No
IPOT03	0.272 (0.116)	3.040	0.003	[0.098, 0.452]	Yes
IPOT04	0.238 (0.744)	2.637	0.009	[0.091, 0.430]	Yes
IPOT05	0.251 (0.722)	2.713	0.007	[0.082, 0.415]	Yes
IPOT06	0.113 (0.723)	1.057	0.291	[-0.084, 0.350]	No
IPOT07	-0.196 (-0.348)	2.712	0.007	[-0.341, -0.053]	Yes
IPOT08	0.344 (0.811)	3.910	0.000	[0.171, 0.512]	Yes
ND01	0.318 (0.714)	1.969	0.050	[0.009, 0.606]	Yes
ND02	0.045 (0.687)	0.220	0.826	[-0.351, 0.422]	No
ND03	0.332 (0.765)	1.890	0.059	[-0.031, 0.661]	No
ND04	0.565 (0.864)	4.811	0.000	[0.327, 0.769]	Yes
Navigation01	0.251 (0.395)	2.344	0.020	[0.045, 0.464]	Yes
Navigation02	-0.047 (0.437)	0.312	0.755	[-0.36, 0.201]	No
Navigation03	0.010 (0.397)	0.085	0.933	[-0.213, 0.279]	No
Navigation04	0.028 (0.440)	0.204	0.838	[-0.224, 0.289]	No
Navigation05	-0.011 (0.360)	0.095	0.924	[-0.216, 0.229]	No
Navigation06	0.212 (0.445)	2.008	0.045	[0.018, 0.466]	Yes
Navigation07	-0.217 (0.298)	2.106	0.036	[-0.43, -0.012]	Yes
Navigation08	-0.043 (0.341)	0.417	0.677	[-0.245, 0.157]	No
Navigation09	0.071 (0.402)	0.664	0.507	[-0.154, 0.263]	No
Navigation10	-0.244 (0.323)	2.089	0.037	[-0.472, -0.032]	Yes
Navigation11	0.241 (0.569)	2.167	0.031	[0.034, 0.458]	Yes
Navigation12	0.055 (0.526)	0.446	0.656	[-0.169, 0.293]	No
Navigation13	0.050 (0.483)	0.459	0.646	[-0.149, 0.272]	No
Navigation14	0.023 (0.501)	0.188	0.851	[-0.226, 0.234]	No
Navigation15	0.229 (0.616)	1.854	0.064	[-0.016, 0.445]	No
Navigation16	0.085 (0.508)	0.760	0.448	[-0.123, 0.347]	No
Navigation17	-0.043 (0.378)	0.330	0.742	[-0.284, 0.182]	No
Navigation18	0.125 (0.558)	1.063	0.289	[-0.125, 0.339]	No
Navigation19	0.322 (0.687)	2.711	0.007	[0.098, 0.544]	Yes
Navigation20	-0.053 (0.452)	0.452	0.652	[-0.283, 0.172]	No
Navigation21	-0.200 (0.344)	1.671	0.095	[-0.450, 0.002]	No
Navigation22	0.363 (0.651)	3.221	0.001	[0.158, 0.563]	Yes
Navigation23	0.086 (0.526)	0.705	0.481	[-0.137, 0.323]	No
Navigation24	0.18 (0.523)	1.615	0.107	[-0.044, 0.382]	No

	Outer Weights (Outer Loadings)	t Value	p Value	95% BCa Confidence Interval	Significance (p < 0.05)?
Privacy01	0.226 (0.677)	1.460	0.145	[-0.098, 0.534]	No
Privacy02	0.357 (0.742)	2.262	0.024	[0.071, 0.668]	Yes
Privacy03	-0.142 (0.578)	1.019	0.309	[-0.419, 0.126]	No
Privacy04	0.314 (0.71)	2.980	0.003	[0.125, 0.547]	Yes
Privacy05	0.254 (0.706)	2.108	0.036	[0.030, 0.527]	Yes
Privacy06	-0.103 (0.549)	0.813	0.417	[-0.337, 0.162]	No
Privacy07	-0.135 (0.516)	1.022	0.308	[-0.386, 0.112]	No
Privacy08	0.385 (0.725)	3.068	0.002	[0.157, 0.687]	Yes
Privacy09	0.184 (0.594)	1.676	0.094	[-0.043, 0.383]	No
Security01	0.346 (0.739)	1.961	0.051	[0.038, 0.716]	Yes
Security02	0.504 (0.826)	3.340	0.001	[0.194, 0.797]	Yes
Security03	0.211 (0.757)	1.098	0.273	[-0.179, 0.556]	No
Security04	0.239 (0.704)	1.311	0.191	[-0.097, 0.614]	No
TS01	0.014 (0.518)	0.187	0.852	[-0.121, 0.155]	No
TS02	0.324 (0.78)	3.319	0.001	[0.130, 0.508]	Yes
TS03	0.265 (0.829)	2.439	0.015	[0.073, 0.477]	Yes
TS04	0.166 (0.826)	1.526	0.128	[-0.073, 0.349]	No
TS05	0.438 (0.876)	4.483	0.000	[0.239, 0.616]	Yes

Table 5.59: Formative measurement assessment

5.6.3 Evaluation of Structural Model

The structural model was found to be free from multicollinearity (Table 5.60), with all VIF values below the threshold of 5.

	IP	IPEWOM	IPIT	IPOT	IT	SA
Advice					1.531	
CN			1.736			
Community					1.519	
EN			1.314			
Error					1.216	
HP			1.328			
IPIT	1.290	1.290		1.252		1.275
IPOT	1.316	1.316				1.275
IT			1.249	1.228		
ND			1.470			
Navigation					1.682	
PSR				1.074		
PSS				1.426		
Privacy					1.578	
SA	1.079	1.079				
SBK				1.252		

	IP	IPEWOM	IPIT	IPOT	IT	SA
SC			1.617			
SR				1.578		
Security					1.316	
TS			1.893			

Table 5.60: Collinearity assessment

Interpersonal Individual Trust (IPIT) was found to have the highest Coefficient of Determination (0.559), followed by Institutional Trust (IT) (0.399) and Interpersonal Organizational Trust (IPOT) (0.325). On the other hand, Store Attitude (SA) has the lowest Coefficient of Determination (0.073) (Table 5.61).

	R Square	R Square Adjusted
IP	0.163	0.157
IPEWOM	0.268	0.263
IPIT	0.559	0.551
IPOT	0.325	0.315
IT	0.399	0.390
SA	0.073	0.069

Table 5.61: Coefficient of determination

Advice, Privacy, Navigation and Community have “low to medium” effect on Institutional Trust (IT) (Table 5.62: f-Square effect size). The effects of Tie Strength (TS), Cohesiveness (CN), Institutional Trust (IT) and Homophily (HP) on Interpersonal Individual Trust (IPIT) fall in “low to medium” category. Perceived Store Risk (PSR), Interpersonal Individual Trust (IPIT) and Institutional Trust (IT) have “low to medium” effect on Interpersonal Organizational Trust (IPOT). Only Interpersonal Organizational Trust (IPOT) has a “low to medium” effect on Store Attitude (SA). The effect of Interpersonal Organizational Trust (IPOT) is more than Interpersonal Individual Trust (IPIT) on Intention to Pass-along e-WOM (IPEWOM), although both fall in the “low to medium” category. Finally, Store Attitude (SA) has almost medium effect on Intention to Purchase (IP).

	IP	IPEWOM	IPIT	IPOT	IT	SA
Advice					0.045	
CN			0.070			
Community					0.028	
EN			0.006			
Error					0.018	
HP			0.042			
IPIT	0.001	0.062		0.124		0.012

	IP	IPEWOM	IPIT	IPOT	IT	SA
IPOT	0.006	0.116				0.032
IT			0.05	0.066		
ND			0.001			
Navigation					0.029	
PSR				0.035		
PSS				0.000		
Privacy					0.033	
SA	0.149	0.006				
SBK				0.008		
SC			0.016			
SR				0.005		
Security					0.004	
TS			0.132			

Table 5.62: f-Square effect size

Advice (0.204), Privacy (0.177) and Navigation are the most influential antecedents of Institutional Trust (IT) (Table 5.63). Tie Strength (TS) (0.332) and Cohesiveness (CN) (0.232) are the two most influential antecedents of Interpersonal Individual Trust (IPIT) and Institutional Trust (IT) (0.166) also has sufficient effect on Interpersonal Individual Trust (IPIT). Interpersonal Individual Trust (IPIT) (0.323) followed by Institutional Trust (IT) (0.234), influences Interpersonal Organizational Trust (IPOT) the most. Among the initial antecedents, Perceived Store Risk (PSR) (0.160) has the maximum influence on it. Interpersonal Organizational Trust (IPOT) (0.334) has the highest influence on Intention to Pass-along e-WOM (IPEWOM), while Interpersonal Individual Trust (IPIT) (0.242) also has sufficient effect on it. Store Attitude (SA) is the most influenced by Interpersonal Organizational Trust (IPOT) (0.196). Again, Store Attitude (SA) has the maximum influence on Intention to Purchase (IP).

	IP	IPEWOM	IPIT	IPOT	IT	SA
Advice					0.204	
CN			0.232			
Community					0.161	
EN			0.061			
Error					0.114	
HP			0.157			
IPIT	0.025	0.242		0.323		0.118
IPOT	0.084	0.334				0.196
IT			0.166	0.234		
ND			-0.029			
Navigation					0.172	

	IP	IPEWOM	IPIT	IPOT	IT	SA
PSR				0.160		
PSS				0.019		
Privacy					0.177	
SA	0.366	0.070				
SBK				0.080		
SC			0.106			
SR				0.073		
Security					0.055	
TS			0.332			

Table 5.63: Path coefficients

Among the initial antecedents of different types of trust considered, Tie Strength (TS), Cohesiveness (CN) and Perceived Store Risk (PSR) have the maximum effect on Store Attitude (SA) and Intention to Purchase (IP) (Table 5.64). On the other hand, Network Density (ND), Perceived Store Size (PSS) and Security have the least effect on these two outcomes. Tie Strength (TS), Cohesiveness (CN) and Homophily (HP) are found to wield the most influence on Intention to Pass-along e-WOM (IPEWOM), while Network Density (ND), Perceived Store Size (PSS) and Security have the least effect on it.

	IP	IPEWOM	IPIT	IPOT	IT	SA
Advice	0.011	0.029	0.034	0.059	0.204	0.015
CN	0.027	0.084	0.232	0.075		0.042
Community	0.009	0.023	0.027	0.046	0.161	0.012
EN	0.007	0.022	0.061	0.020		0.011
Error	0.006	0.016	0.019	0.033	0.114	0.009
HP	0.019	0.057	0.157	0.051		0.028
IPIT	0.119	0.362		0.323		0.181
IPOT	0.156	0.347				0.196
IT	0.056	0.141	0.166	0.287		0.076
ND	-0.003	-0.011	-0.029	-0.009		-0.005
Navigation	0.010	0.024	0.028	0.049	0.172	0.013
PSR	0.025	0.055		0.160		0.031
PSS	0.003	0.007		0.019		0.004
Privacy	0.010	0.025	0.029	0.051	0.177	0.013
SA	0.366	0.070				
SBK	0.012	0.028		0.080		0.016
SC	0.013	0.038	0.106	0.034		0.019
SR	0.011	0.025		0.073		0.014
Security	0.003	0.008	0.009	0.016	0.055	0.004
TS	0.039	0.120	0.332	0.107		0.060

Table 5.64: Total effect

Of the 27 hypothesized relationships considered in this comprehensive model, 10 were not found to be statistically significant. Figure 5.7 shows the structural model evaluated through Bias-Corrected Bootstrapping Procedure, whereas Table 5.65 lists the corresponding p-values and describes whether the relations are found to be significant or not.

	Path Coefficient	**t Values**	**p Values**	**Significant (p<0.05)**
Advice -> IT	0.204	3.992	0.000	Yes
CN -> IPIT	0.232	5.145	0.000	Yes
Community -> IT	0.161	3.169	0.002	Yes
EN -> IPIT	0.061	1.506	0.133	No
Error -> IT	0.114	2.557	0.011	Yes
HP -> IPIT	0.157	3.643	0.000	Yes
IPIT -> IP	0.025	0.435	0.664	No
IPIT -> IPEWOM	0.242	3.373	0.001	Yes
IPIT -> IPOT	0.323	5.162	0.000	Yes
IPIT -> SA	0.118	1.923	0.055	No
IPOT -> IP	0.084	1.417	0.157	No
IPOT -> IPEWOM	0.334	5.364	0.000	Yes
IPOT -> SA	0.196	3.101	0.002	Yes
IT -> IPIT	0.166	3.874	0.000	Yes
IT -> IPOT	0.234	4.608	0.000	Yes
ND -> IPIT	-0.029	0.644	0.520	No
Navigation -> IT	0.172	3.249	0.001	Yes
PSR -> IPOT	0.160	3.325	0.001	Yes
PSS -> IPOT	0.019	0.339	0.735	No
Privacy -> IT	0.177	3.521	0.000	Yes
SA -> IP	0.366	7.272	0.000	Yes
SA -> IPEWOM	0.070	1.638	0.102	No
SBK -> IPOT	0.080	1.561	0.119	No
SC -> IPIT	0.106	2.031	0.043	Yes
SR -> IPOT	0.073	1.206	0.228	No
Security -> IT	0.055	1.198	0.231	No
TS -> IPIT	0.332	6.207	0.000	Yes

Table 5.65: Significance testing results of the structural model path coefficients

Table 5.66 shows the significance testing results of the Total Effects of all constructs considered in the comprehensive model. Of the 96 relationships hypothesized in this model, 39 were found not to be statistically significant. 21 of the 49 initial antecedents of different types of trust considered in this study were found to have statistically significant Total Effect on the final outcomes, i.e. Store Attitude, Intention to Pass-along e-WOM and Intention to Purchase.

	Path Coefficient	t Values	p Values	Significant (p<0.05)
Advice -> IP	0.011	2.084	0.038	Yes
Advice -> IPEWOM	0.029	3.038	0.003	Yes
Advice -> IPIT	0.034	2.633	0.009	Yes
Advice -> IPOT	0.059	3.174	0.002	Yes
Advice -> IT	0.204	3.992	0.000	Yes
Advice -> SA	0.015	2.408	0.016	Yes
CN -> IP	0.027	2.089	0.037	Yes
CN -> IPEWOM	0.084	4.019	0.000	Yes
CN -> IPIT	0.232	5.145	0.000	Yes
CN -> IPOT	0.075	3.619	0.000	Yes
CN -> SA	0.042	2.815	0.005	Yes
Community -> IP	0.009	2.003	0.046	Yes
Community -> IPEWOM	0.023	2.632	0.009	Yes
Community -> IPIT	0.027	2.311	0.021	Yes
Community -> IPOT	0.046	2.805	0.005	Yes
Community -> IT	0.161	3.169	0.002	Yes
Community -> SA	0.012	2.117	0.035	Yes
EN -> IP	0.007	1.149	0.251	No
EN -> IPEWOM	0.022	1.446	0.149	No
EN -> IPIT	0.061	1.506	0.133	No
EN -> IPOT	0.020	1.406	0.161	No
EN -> SA	0.011	1.331	0.184	No
Error -> IP	0.006	1.739	0.083	No
Error -> IPEWOM	0.016	2.198	0.028	Yes
Error -> IPIT	0.019	2.062	0.040	Yes
Error -> IPOT	0.033	2.336	0.020	Yes
Error -> IT	0.114	2.557	0.011	Yes
Error -> SA	0.009	1.945	0.052	No
HP -> IP	0.019	1.707	0.089	No
HP -> IPEWOM	0.057	3.216	0.001	Yes
HP -> IPIT	0.157	3.643	0.000	Yes
HP -> IPOT	0.051	2.749	0.006	Yes
HP -> SA	0.028	2.379	0.018	Yes
IPIT -> IP	0.119	2.243	0.025	Yes
IPIT -> IPEWOM	0.362	5.750	0.000	Yes
IPIT -> IPOT	0.323	5.162	0.000	Yes
IPIT -> SA	0.181	3.138	0.002	Yes
IPOT -> IP	0.156	2.372	0.018	Yes
IPOT -> IPEWOM	0.347	5.736	0.000	Yes
IPOT -> SA	0.196	3.101	0.002	Yes
IT -> IP	0.056	2.871	0.004	Yes

	Path Coefficient	t Values	p Values	Significant (p<0.05)
IT -> IPEWOM	0.141	5.546	0.000	Yes
IT -> IPIT	0.166	3.874	0.000	Yes
IT -> IPOT	0.287	6.279	0.000	Yes
IT -> SA	0.076	3.444	0.001	Yes
ND -> IP	-0.003	0.525	0.600	No
ND -> IPEWOM	-0.011	0.620	0.535	No
ND -> IPIT	-0.029	0.644	0.520	No
ND -> IPOT	-0.009	0.620	0.535	No
ND -> SA	-0.005	0.588	0.557	No
Navigation -> IP	0.010	1.705	0.089	No
Navigation -> IPEWOM	0.024	2.518	0.012	Yes
Navigation -> IPIT	0.028	2.066	0.039	Yes
Navigation -> IPOT	0.049	2.691	0.007	Yes
Navigation -> IT	0.172	3.249	0.001	Yes
Navigation -> SA	0.013	1.948	0.052	No
PSR -> IP	0.025	1.701	0.090	No
PSR -> IPEWOM	0.055	2.639	0.009	Yes
PSR -> IPOT	0.160	3.325	0.001	Yes
PSR -> SA	0.031	2.088	0.037	Yes
PSS -> IP	0.003	0.293	0.769	No
PSS -> IPEWOM	0.007	0.327	0.744	No
PSS -> IPOT	0.019	0.339	0.735	No
PSS -> SA	0.004	0.314	0.753	No
Privacy -> IP	0.010	2.359	0.019	Yes
Privacy -> IPEWOM	0.025	3.086	0.002	Yes
Privacy -> IPIT	0.029	2.883	0.004	Yes
Privacy -> IPOT	0.051	3.092	0.002	Yes
Privacy -> IT	0.177	3.521	0.000	Yes
Privacy -> SA	0.013	2.581	0.010	Yes
SA -> IP	0.366	7.272	0.000	Yes
SA -> IPEWOM	0.070	1.638	0.102	No
SBK -> IP	0.012	1.079	0.281	No
SBK -> IPEWOM	0.028	1.358	0.175	No
SBK -> IPOT	0.080	1.561	0.119	No
SBK -> SA	0.016	1.243	0.214	No
SC -> IP	0.013	1.375	0.170	No
SC -> IPEWOM	0.038	1.632	0.103	No
SC -> IPIT	0.106	2.031	0.043	Yes
SC -> IPOT	0.034	1.810	0.071	No
SC -> SA	0.019	1.492	0.136	No
SR -> IP	0.011	0.933	0.352	No

	Path Coefficient	t Values	p Values	Significant (p<0.05)
SR -> IPEWOM	0.025	1.159	0.247	No
SR -> IPOT	0.073	1.206	0.228	No
SR -> SA	0.014	0.986	0.324	No
Security -> IP	0.003	0.985	0.325	No
Security -> IPEWOM	0.008	1.131	0.259	No
Security -> IPIT	0.009	1.056	0.291	No
Security -> IPOT	0.016	1.163	0.245	No
Security -> IT	0.055	1.198	0.231	No
Security -> SA	0.004	1.025	0.306	No
TS -> IP	0.039	2.070	0.039	Yes
TS -> IPEWOM	0.120	4.148	0.000	Yes
TS -> IPIT	0.332	6.207	0.000	Yes
TS -> IPOT	0.107	3.769	0.000	Yes
TS -> SA	0.060	2.781	0.006	Yes

Table 5.66: Significance testing results of the total effects

In order to understand the contribution of different sources of antecedents of trust and for the sake of parsimony, a second order Hierarchical Component Model was analysed (Figure 5.8). All three sets of antecedents arising from different sources- store, interaction and design- are found to be statistically significant for Interpersonal Organizational Trust, Interpersonal Individual Trust and Institutional Trust ($p<0.05$). But the contribution of only Store Characteristics for the relevant trust, i.e. Interpersonal Organizational Trust, is the least among these three sets, as is evident from the path coefficient (0.267). 55.70% of variance could be explained for Interpersonal Individual Trust. This was followed by Institutional Trust (40.30%) and Interpersonal Organizational Trust (32.40%). 26.50% variance related to Intention to Pass-along e-WOM and 16.70% variance related to Intention to Purchase could be explained in the empirically evaluated model. On the other hand, only 7.50% of variance for Store Attitude could be explained. This clearly shows that attitude is a complex concept, which cannot be thoroughly explained by means of Trust alone. Figure 5.9 shows the simplified comprehensive model with only the significant relationships in it.

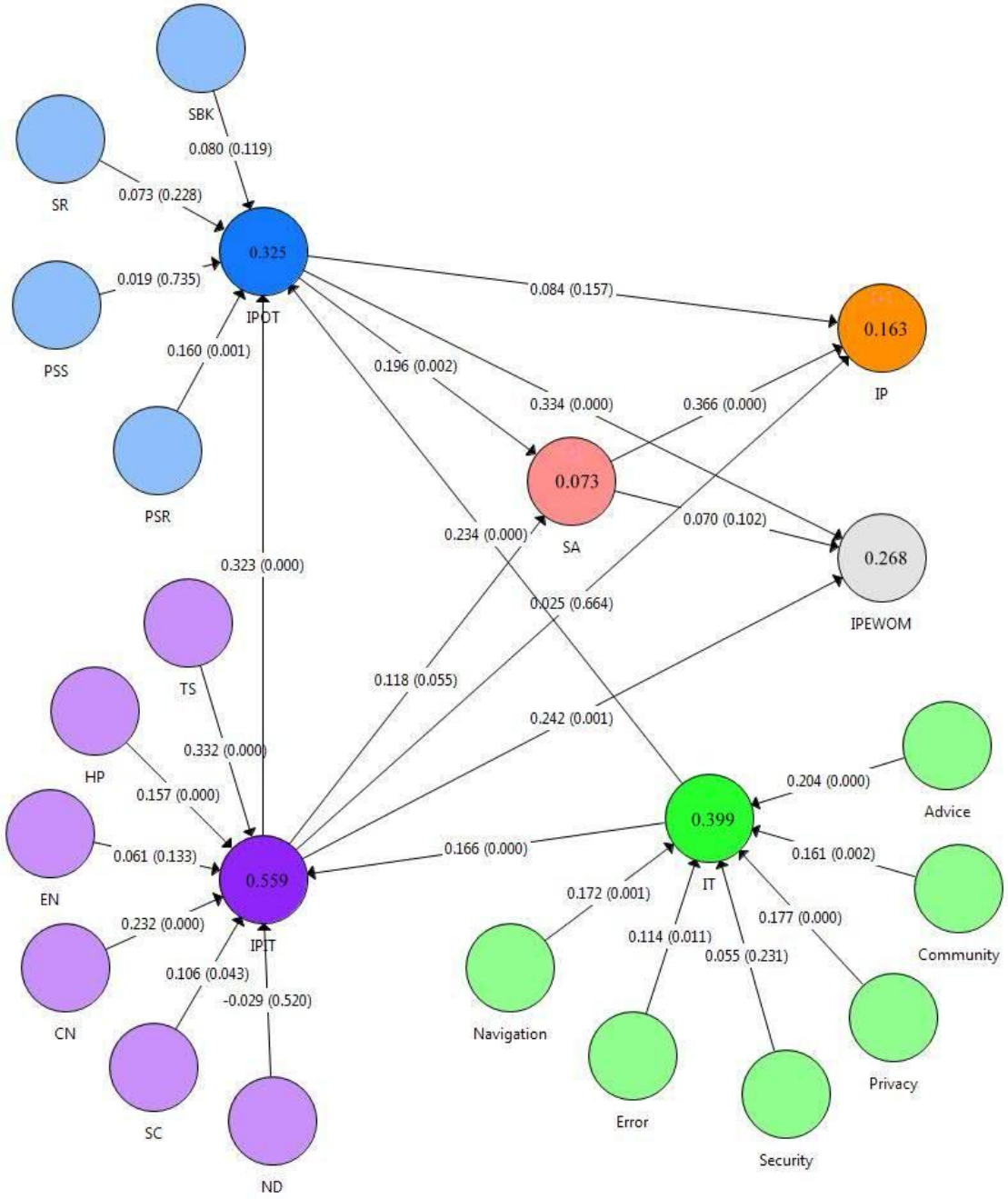

Figure 5.7: Structural model

Legend:

SBK: Store Brand Knowledge	SC: Social Capital	IPOT: Interpersonal Organizational Trust
SR: Store Reputation	ND: Network Density	IPIT: Interpersonal Individual Trust
PSS: Perceived Store Size	Navigation: Ease of Navigation	IT: Institutional Trust
PSR: Perceived Store Risk	Error: Absence of Errors	SA: Store Attitude
TS: Tie Strength	Security: Perceived Security	IPEWOM: Intention to Pass-along e-WOM
HP: Homophily	Privacy: Perceived Privacy	IP: Intention to Purchase
EN: Embeddedness	Community: Community Features	
CN: Cohesiveness	Advice: Availability of Advice	

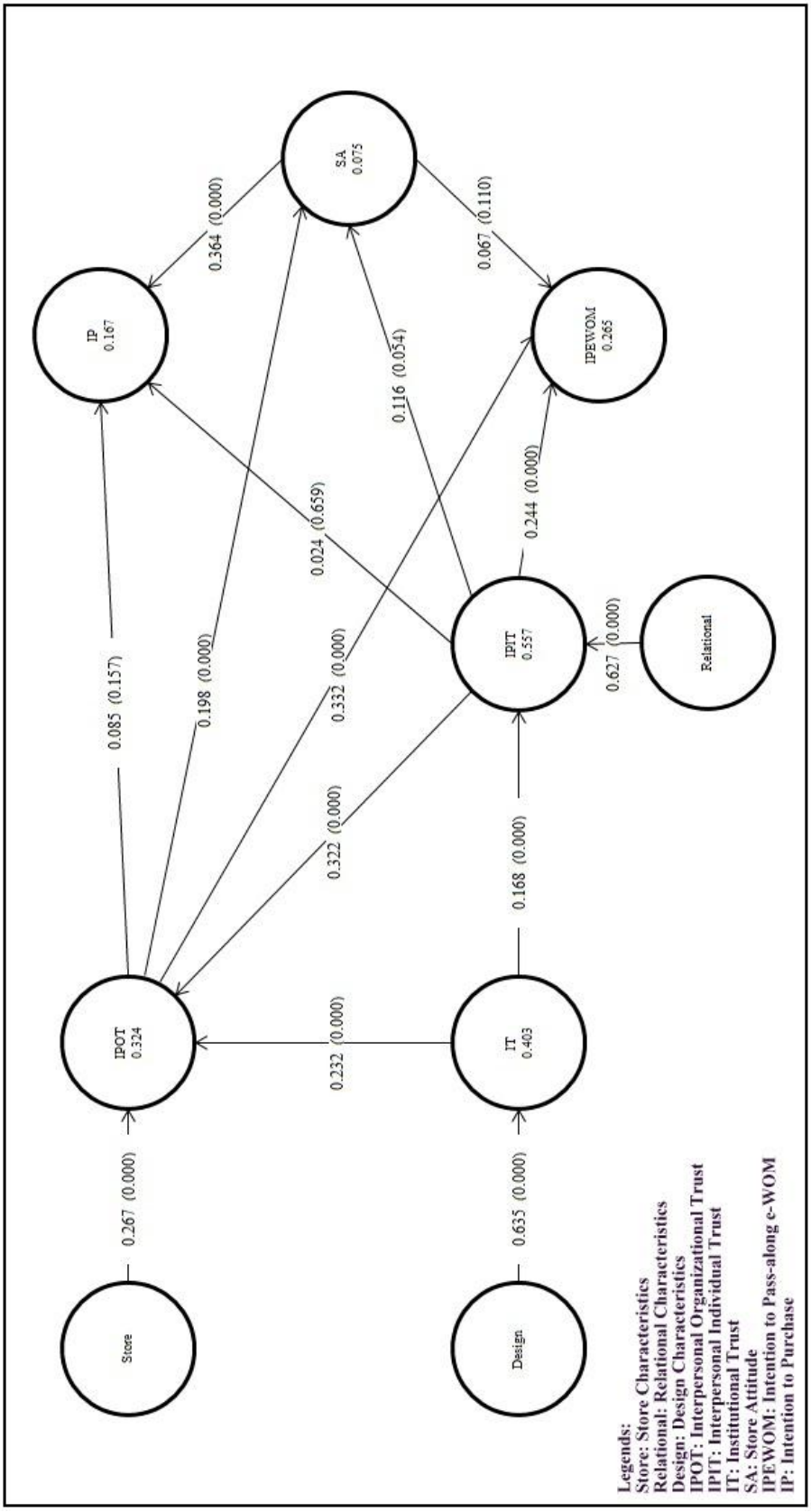

Figure 5.8: Hierarchical component model

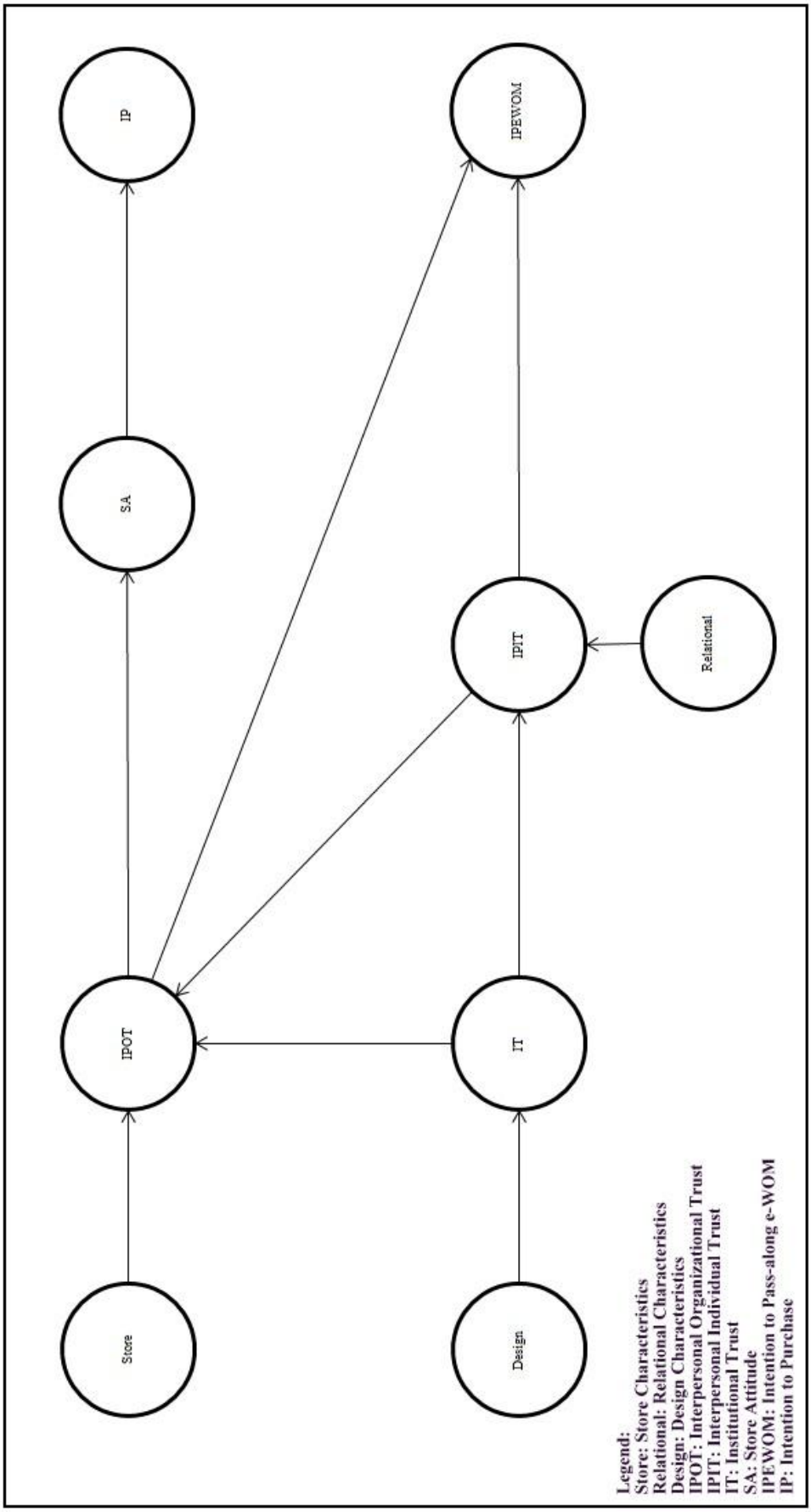

Figure 5.9: Empirically verified model with significant relationships

5.6.4 Mediating Effect of Store Attitude

Mediation analysis was undertaken to understand the role of Store Attitude in formation of Intention to Purchase and Intention to Pass-along e-WOM.

	Direct Effect	95% Confidence Interval of Direct Effect	t Value	p Value	Indirect Effect	95% Confidence Interval of Indirect Effect	t Value	p Value
IPOT - IP	0.084	[-0.039 , 0.184]	1.417	0.157	0.072	[0.027 , 0.126]	2.918	0.004
IPOT -> IPEWOM	0.334	[0.203 , 0.443]	5.364	0.000	0.014	[-0.002 , -0.000]	1.361	0.174
IPIT - IP	0.025	[-0.108 , 0.121]	0.435	0.664	0.094	[0.039 , 0.154]	3.217	0.001
IPIT -> IPEWOM	0.242	[0.089 , 0.364]	3.373	0.001	0.121	[0.069 , 0.174]	4.496	0.000

Table 5.67: Mediation analysis

The mediation analysis (Table 5.67) shows that the path from Interpersonal Organizational Trust to Intention to Purchase is fully mediated by Store Attitude. On the other hand, Store Attitude has no mediating role in the path from Interpersonal Organizational Trust to Intention to Pass-along e-WOM.

The path from Interpersonal Individual Trust to Intention to Purchase is fully mediated by Store Attitude. Again, Store Attitude plays a partial complementary mediating role in the path between Interpersonal Individual Trust and Intention to Pass-along e-WOM.

5.6.5 Discussion

The analysis of the comprehensive model found 17 significant relationships from among the hypothesized 27. For the sake of easier understanding, the hypothesized relationships, their evaluated significance and hypotheses number are mentioned in the Table 5.68 below.

Relationship	Significant (p<0.05)	Hypothesis No.	Relationship	Significant (p<0.05)	Hypothesis No.
SBK -> IPOT	No	H1a	Advice -> IT	Yes	H3e
SR -> IPOT	No	H1b	Community -> IT	Yes	H3f
PSS -> IPOT	No	H1c	IT -> IPOT	Yes	H4a
PSR -> IPOT	Yes	H1d	IT -> IPIT	Yes	H4b
SC -> IPIT	Yes	H2a	IPIT -> IPOT	Yes	H5a
ND -> IPIT	No	H2b	IPIT -> IPEWOM	Yes	H5b
CN -> IPIT	Yes	H2c	IPIT -> IP	No	H5c
TS -> IPIT	Yes	H2d	IPIT -> SA	No	H5d

Relationship	Significant (p<0.05)	Hypothesis No.	Relationship	Significant (p<0.05)	Hypothesis No.
HP -> IPIT	Yes	H2e	IPOT -> IPEWOM	Yes	H6a
EN -> IPIT	No	H2f	IPOT -> IP	No	H6b
Navigation -> IT	Yes	H3a	IPOT -> SA	Yes	H6c
Error -> IT	Yes	H3b	SA -> IPEWOM	No	H7a
Security -> IT	No	H3c	SA -> IP	Yes	H7b
Privacy -> IT	Yes	H3d			

Table 5.68: Significance of relationships

When all the antecedents of different levels of trust related to various attributes of OSM were considered together, some more of those antecedents lost their relative significance. For example, in the case of the antecedents related to store characteristics, only Perceived Store Risk remained significant for Interpersonal Organizational Trust. Embeddedness also became relatively insignificant as an antecedent of Interpersonal Individual Trust. This proves that although these antecedents are absolutely significant for formation of these different levels of trust, they become relatively insignificant when all the antecedents are considered together.

In an earlier study, Powers et al. (2012) disclosed that over 20% consumers believed that social media was important for their final purchase decision. The comprehensive model delves deeper to show that formation of trust on the online store is necessary for positive intention to purchase. Again, formation of trust on the online store can be facilitated by institutional trust on the OSM, which act as the platform connecting users with the online store, and the contacts of the user on that OSM site. Interpersonal Organization Trust on the online store can directly lead one to form intention to pass along e-WOM about the store, and can indirectly lead one to form intention to purchase from there, which is mediated by Store Attitude. Both Interpersonal Organizational Trust and Interpersonal Individual Trust may directly lead to form intention to pass-along e-WOM. This in essence proves the relative ease in sharing information in the online world. Thus, if users come across information obtained from their trusted contacts or stores, they may easily share that with others. But, purchase of product requires much more involvement on part of the users. Thus, they need to form positive attitude toward the store before deciding on the same. Although simpler model described earlier for store characteristics showed that Interpersonal Trust on the organization may influence intention to purchase, that observation was not repeated in any of the later studies done as a part of this thesis. This shows that in the complex world, trust on the online store is important, but may not alone be sufficient to motivate a user to purchase from the online store.

Mediation analysis found that Store Attitude has no mediating role in the path from Interpersonal Organizational Trust to Intention to Pass-along e-WOM. Again, Store Attitude plays a partial complementary mediating role in the path between Interpersonal Individual Trust and Intention to Pass-along e-WOM.

If one trusts an online store, then one is likely to pass on e-WOM about the store. Attitude about the store does not influence in any way (either positively or negatively) the intention to pass along e-WOM about the store. This is because sharing information is very easy and spontaneous behaviour in the age of OSM. With a few clicks of the mouse or pressing of a few buttons of a mobile device, information can be easily passed on to contacts. Intention to pass along e-WOM takes a shorter route and does not need so much time required for formation of attitude.

On the other hand, information obtained from trustworthy contacts in OSM leads one to pass-along that information to others. Trust on one's contacts in an OSM may transfer to trust on the store. Then also one forms intention to pass along information about the online store. Else, if one has already formed positive attitude about the store, then the intention to pass-along e-WOM is strengthened.

5.7 Corollary Investigation: Relation between Trust on Virtual Community of Online Social Media and Intention to Purchase Online

Although marketers have been attempting to utilize OSMM for increasing their sales volume by trusted communication process through the use of OSMM, not many have been successful in this regard. However, OSMs have started rolling out direct purchase option from within their interface. This study focuses on formation of generic intention to purchase online, influenced by perceived usefulness of trustworthy information. Moreover, this study concentrates on the reputation of the virtual community as a whole representative of the entire OSM. Thus, it aims to provide an insight as to whether OSMM can at all be effectively used as a medium for marketing purposes because of the trust people have in them and how important is the role of trust in this rapidly emerging medium.

This study enhances the primary study by incorporating usefulness of information as a mediating construct. With so many users of OSM posting lot of information, users may not find most of them useful. On the other hand, Technology Acceptance Model (TAM) emphasises on the usefulness of new technology for it to be accepted. This lays the

foundation of the corollary study. The conceptual model has been shown in Figure 3.4 under Section 3.6.5 Conceptual Model.

5.7.1 Methodology

Sample

Mails were sent to all 2991 students studying under-graduate or post-graduate courses in a prominent Indian technical university. The receivers of the mail were requested to visit an online survey site to respond to the questionnaire any time during the next two weeks. The survey resulted in 424 responses from users of at least one OSM site. From the responses collected, 410 were found to be valid for the study as the rest were ignored because of duplicate entries or apparent casual attitude towards the completion of the survey.

The demographic details of the respondents are listed in Table 5.69. The mean age of the respondents is 21.17 years, with a standard deviation of 2.21 years. 79.51% are male and 85.4% are undergraduates. More than half of the respondents (55.9%) check at least one OSM site multiple times in a day.

Measure	Items	Frequency	Percentage
Age	15-20	166	40.50
	21-25	224	54.60
	26-30	16	3.90
	31-35	3	0.70
	36-40	1	0.20
Gender	Male	326	79.51
	Female	84	20.49
Education	Under-graduate	350	85.40
	Post-graduate	60	14.60
Frequency of visiting an OSN site	Rarely (does not even remember)	9	2.20
	Not more than once in a month	6	1.50
	Not more than once in a fortnight	8	2.00
	Not more than once in a week	3	0.70
	Not more than once in a day	72	17.60
	Multiple times in a day	229	55.90
	At least one is open throughout the day	83	20.20

Table 5.69: Demographic details

Measurement Development

The questionnaire was divided into two major parts: (1) demographic variables and (2) construct items. Besides these, frequency of OSM use was also asked. The respondents were requested to answer all the questions keeping in mind their preferred OSM sites. All

constructs were adapted from past research, with minor modification to suit the OSM environment. Perceived Usefulness of Recommendations (Davis, 1989), Trust (Lim et al., 2006), OSM User Reputation (Koufaris & Hampton-Sosa, 2004) and Disposition to Trust (Ridings et al., 2002) were measured by three variables each, while Attitude (Jarvenpaa et al., 2000) and Intention to Purchase (Hsu & Lin, 2008) were measured by two variables each [Please refer to *Appendix I: Questionnaire*]. All items were measured on a 5-point Likert scale in the range of 1 to 5, with 1 denoting strong disagreement and 5 conveying strong agreement.

5.7.2 Results

Descriptive Statistics

Table 5.70 mentions the means and standard deviations of the constructs. Participants responded positively to the research constructs (all means being more than 50% of the highest possible value). Chronbach's α is greater than 0.7, indicating acceptable reliability (Nunnally & Bernstein, 1994).

Constructs	No. of Items	Mean	Standard Deviation	Chronbach's α
Perceived usefulness of Recommendations (PU)	3	8.86	2.945	0.873
Trust (IPOT)	3	7.80	2.493	0.817
Attitude (AT)	2	7.25	2.024	0.882
Intention to Purchase (IP)	2	7.15	2.056	0.876
Reputation of the virtual community of an online social media site(RE)	3	8.41	2.425	0.756
Disposition to Trust (DT)	3	9.90	2.585	0.801

Table 5.70: Descriptive statistics

Analytical Strategy for Assessment of Models

Variance-based Partial Least Square (PLS) Path Modelling, using SmartPLS 2.0 (Ringle, Wende, & Will, 2005), was chosen to build the path model, as Shapiro-Wilk test ($p>.05$) confirmed that data collected from most of the variables deviated significantly from normality and PLS involves no assumptions about the population or scale of measurement (Fornell & Bookstein, 1982). The sample size considered is much more than the recommended 10 times the largest number of structural paths directed at a particular construct in the structural model (Hair et al., 2014).

The items of the constructs were considered as reflective indicators, as the unobserved variables describe personality traits or attitudes (Haenlein & Kaplan, 2004). There was no missing value in the data. Path Weighing Scheme was applied with an initial value of 1 for each of the outer weights, while stop criteria was set to 0.00001. Maximum iteration was limited to 300. But all calculations converged much before that. Bootstrapping was done with 1000 samples and no sign change option.

Measurement Model

The results of the tests on measurement model are listed in Table 5.71. The internal consistency of the measurement model, assessed by composite reliability, exceeds the benchmark of 0.7 (Nunnally & Bernstein, 1994). The average variance extracted for all constructs is much above the recommended threshold value of 0.5 (Fornell & Larcker, 1981). Hence, the scales to evaluate the constructs exhibit adequate convergence validity.

	Composite Reliability	**AVE**
Perceived Usefulness of Recommendation	0.922	0.797
Trust	0.891	0.732
Attitude	0.944	0.894
Intention	0.942	0.890

Table 5.71: Test results on measurement model

Since the square roots of the average variance extracted (AVE) of the constructs are greater than any correlation among constructs, as shown in Table 5.72, it may be inferred that the constructs are empirically distinct (Fornell & Larcker, 1981). Therefore, as a whole, the measurement model shows adequate convergent and discriminant validity.

	AT	**IN**	**PU**	**IPOT**
AT	0.893			
IN	0.846	0.856		
PU	0.274	0.271	0.946	
IPOT	0.203	0.246	0.661	0.943

Table 5.72: Test of validity

Note: The diagonals represent the squared roots of the average variance extracted (AVE); the other matrix entries show the squared correlation among constructs.

Structural Model

The structural (inner) model is analysed by testing the hypothesized relationships among various constructs, as shown in Figure 5.10.

No collinearity was detected for predictor constructs, evident from Variance Inflation Factor (VIF) values being much less than 5 (Hair et al., 2016).

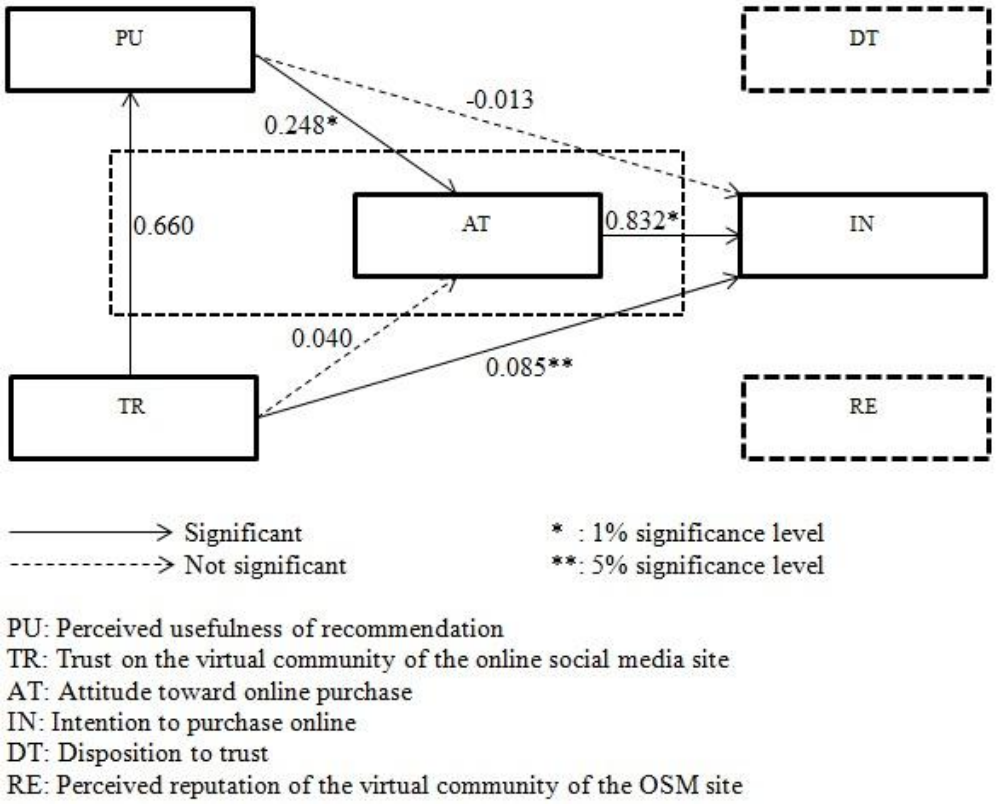

Figure 5.10: Analysis of structural model

It was found that perceived usefulness of recommendations significantly influences attitude toward online purchase ($\beta = 0.248$, $p < 0.01$)[1], thus supporting H8a. But H8b cannot be accepted as perceived usefulness of recommendations was not found to be significant in affecting intention to purchase online. Trust on the virtual community was found to positively affect perceived usefulness of recommendations provided to them ($\beta = 0.661$, $p < 0.01$), thus proving H9a correct. But the available data could not conclusively prove any significant role of trust on other users of OSM sites which may affect attitude towards online purchase intention. Therefore, H9b cannot be accepted. Attitude of OSM site users towards purchasing online influences intention to purchase online ($\beta = 0.832$, $p < 0.01$). Therefore, H10 is

[1] β denotes the path coefficient leading from a predictor to an outcome; p is the significance level.

accepted. Finally, we find that trust on the virtual community of an OSM positively affects OSM users' intention to purchase online ($\beta = 0.085$, $p < 0.05$). Hence, H11 is also accepted.

Trust on virtual community of OSM sites play a vital role in forming intention to purchase online. Although the path coefficient for "Trust" (IT) to "Intention to Purchase Online" (IN) is only 0.085, the total effect of the same is 0.246, implying its considerable importance in the path model.

Interestingly, TR, PU and AT together could explain 72.10% variance related to intention to shop online.

To test the moderating effects of perceived reputation and disposition to trust, multi-group analysis (PLS-MGA) was conducted by dividing the entire sample into two parts for each of these two constructs. Reputation (RE) and Disposition to Trust (DT) were categorized into two different sub-groups by mean-split. 200 of the respondents perceived OSM site users to have low reputation, while 210 thought them to have high reputation. No statistically significant difference in relationships was observed because of difference in perceived reputation (RE) (Table 5.73). Thus, H12 cannot be accepted.

	Path Coefficients (Low Reputation)	**p-Value (Low Reputation)**	**Path Coefficients (High Reputation)**	**p-Value (High Reputation)**	**Path Coefficients-diff (|Low Reputation-High Reputation|)**	**p-Value (|Low Reputation-High Reputation|)**
AT -> IN	0.860	0.000	0.785	0.000	0.075	0.983
PU -> AT	0.215	0.013	0.232	0.010	0.016	0.450
PU -> IN	0.009	0.831	-0.022	0.637	0.032	0.686
IPOT -> AT	-0.111	0.269	0.087	0.295	0.199	0.065
IPOT -> IN	0.044	0.359	0.137	0.014	0.093	0.103
IPOT -> PU	0.606	0.000	0.572	0.000	0.033	0.686

Table 5.73: Multigroup analysis for low and high reputation

164 respondents demonstrate low disposition to trust, and the rest 246 possess high disposition to trust. No statistically significant difference was observed in the stated relationships for the groups of respondents having low or high disposition to trust (DT) (Table 5.74). Therefore, H13 cannot be accepted.

	Path Coefficients (Low Disposition to Trust)	p-Value (Low Disposition to Trust)	Path Coefficients (High Disposition to Trust)	p-Value (High Disposition to Trust)	Path Coefficients-diff (|Low Disposition to Trust- High Disposition to Trust |)	p-Value (|Low Disposition to Trust- High Disposition to Trust |)
AT -> IN	0.864	0.000	0.807	0.000	0.057	0.952
PU -> AT	0.248	0.016	0.241	0.004	0.007	0.531
PU -> IN	-0.003	0.958	-0.017	0.706	0.015	0.583
IPOT -> AT	-0.074	0.463	0.098	0.249	0.172	0.097
IPOT -> IN	0.061	0.218	0.094	0.090	0.033	0.327
IPOT -> PU	0.639	0.000	0.646	0.000	0.006	0.462

Table 5.74: Multigroup analysis for low and high disposition to trust

Discussion

The corollary investigation gains importance as a growing number of OSM sites is trying to integrate marketing activities with their primary reason for establishing the networks. A novel finding for this study is that trust can also directly lead to formation of intention to generic online purchase. Thus, although the primary study demonstrates that trust does not directly lead to formation of intention to purchase from an online store participating in OSMM, the corollary study shows that OSMM has the potential to induce consumers to purchase online, which may not be necessarily be from the OSM site itself or the retailer undertaking OSMM. This proves the importance of OSM as a supporting marketing tool, albeit an indirect one. Virtual communities in OSM sites may, therefore, act as a lubricant in breaking the bottleneck of inhibition to online purchase. However, with rapid development of direct purchase option from OSM sites, this scenario may change very soon. This harbours the potential that either consumers will be more influenced to purchase from the e-Commerce platforms of the online stores, or probably very soon e-Commerce stores and OSM sites will merge in their characteristics. This is already evident in big online retailers like Amazon, Flipkart, Myntra etc, where consumers not only purchase products, but also engage in conversation in their community to make better decision.

The present study extends earlier studies conducted by Ling et al (2010) and Hsiao et al (2010). The first study found that online purchase intention is positively influenced by higher consumer online trust; whereas the second one found that online purchase intention is positively influenced by product recommendation. Besides finding that perceived trustworthiness of recommender positively influences purchase intention, the corollary study

extends the earlier research works with the finding that purchase intention is affected by attitude towards online purchase.

The results of this study is in sync with the findings of at least two researches (Hsu et al., 2013; Park, Lee, & Han, 2007), which found that perceived usefulness of recommendations is positively related to attitude towards online purchase intention. But the earlier work is enhanced by examining the moderating role of disposition to trust in the context of OSM.

Interestingly, this finding is in contradiction with the earlier research of Cheung et al. (2008). Their study did not find any significant effect of source credibility (source expertise and source trustworthiness) on information usefulness. However, the authors did not mention any reason why source trustworthiness was not found to be significant. It is to be noted that the study by Cheung et al. (2008) was conducted on a virtual community specifically meant for sharing information about restaurants in Hong Kong and Macau during the nascent phase of virtual communities. Such virtual communities are assumed to be populated by people of similar interest. Therefore, trustworthiness might have been considered as the basic minimum of the communicator. The corollary study mentioned in this thesis, on the other hand, deals with more generic OSN sites (e.g. Facebook, LinedIn, Twitter etc.) as well as recommendations. The sheer popularity of these OSN sites and the recent trend of fake users on various OSN sites make trust a vital consideration for perceiving a message to be useful. This finding echoes suggestion of Fernando et al. (2014) that communication professionals need to bolster source credibility. The earlier study by Cheung et al. (2008) could explain only 46% variance of information adoption, whereby the authors suggested the probable presence of other motivational factors. Following their suggestion, in this corollary study trust, perceived usefulness and attitude together explains 72.10% variance related to intention to shop online (i.e., information adoption).

Attesting to the fact that online transactions are complex processes, this corollary study reveals that perceived usefulness of recommendations does not affect purchase intention directly and is in contrast with the earlier finding that intention to shop online is significantly affected by perceived usefulness of online customer reviews (Elwalda et al., 2016).