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Online Consumer Reviews: Does Negative Electronic Word-of-Mouth Hurt More?

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ABSTRACT

Web-based technologies have created numerous opportunities for electronic word-of-mouth (eWOM) communication. This phenomenon impacts retailers as this easily accessible information could greatly affect consumer purchasing decision. The connectivity of the Web allows one-to-many and many-to-many communications among users that make information spread much faster and broader, including the spread of negative information. In this paper, we investigate the impact of online consumer reviews on consumer online purchasing decision. Specifically, we compare the impact of both negative and positive eWOM using a laboratory experiment. Our results show that the mean values of emotional trust and intention to shop online are significantly lower in the negative treatment group. We expect the result of this paper will generate researchers and marketers' interest in this important area of research and practice.

Keywords

Electronic word-of-mouth, online consumer opinion platform, online shopping, trust, electronic commerce, negativity bias.

INTRODUCTION

Traditional word-of-mouth (WOM) has proven to play a major role in consumer buying decisions by influencing consumer choice (Engel, Blackwell and Kegerreis, 1969), as well as post-purchase product perceptions (Bone, 1995). It has for long been an important element for marketing researchers and practitioners. Even recently, a survey by AC Nielson (2007) found that more than 90 percent respondents in the US claimed their decision to buy a product or service was largely influenced by their friend's recommendation.

Web-based technologies have created numerous opportunities for electronic word-of-mouth (eWOM) communication. Electronic media, such as online discussion forum, electronic bulletin board systems, and news groups, are important sources of informational influence facilitating information exchange among consumers (Bickart and Schindler, 2001). The new media allow consumers to not only obtain information related to goods and services from the few people they know, but also from a vast, geographically dispersed group of people, who have experience with relevant products or services (Ratchford, Talukdar and Lee, 2001). This phenomenon impacts retailers as this easily accessible information could greatly affect the consumption decision. A recent survey found that most consumers think online opinions are as trustworthy as brand web sites (AC Nielson, 2007). Online consumer reviews can be positive, negative, or neutral. Past research on traditional word of mouth has shown that consumers pay more attention to negative information than positive information. They also tend to weight negative information more than positive information during evaluation (Herr, Kardes and Kim, 1991). Therefore, marketers should not overlook the power of online opinions and recommendations, particularly the power of spreading negative information.

The "Bad is stronger than good" principle has been found consistent across a broad range of phenomena. Baumeister, Bratslavsky, Finkenauer and Vohs (2001) argued that "bad things will produce larger, more consistent, more multifaceted, or more lasting effects than good things (p. 325)". In the information processing literature, Fiske (1980) showed that negative information is more influential than positive information. However, there exists little research on consumer perceptions of positive versus negative eWOM as yet. The impact of negative electronic word-of-mouth on consumer purchasing decision is not very well understood in the IS literature. Thus, the purpose of this paper is to examine how negative online consumer reviews affecting consumer emotional trust toward the retailer, as well as online purchasing decision. Specifically, we attempt to provide an understanding of how consumers react to negative online consumer reviews and compare the impact of both positive and negative eWOM.

THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

Consumer Trust with an Online Vendor

Trust constitutes a major psychological barrier to the adoption of electronic commerce. Prior studies (Cheung and Lee, 2006; Gefen, Karahanna and Straub, 2003; Pavlou, 2003; Pires, Stanton and Eckford, 2004) have demonstrated, with empirical evidence, the importance of trust in online purchasing. Komiak and Benbasat (2006) further built on belief-attitude-intention framework and proposed a trust model of electronic commerce adoption. They distinguished two types of trust, namely cognitive trust and emotional trust. Cognitive trust basically comprises of the beliefs of online shopping, while emotional trust reflects the trusting attitude.

As shown in Figure 1, trusting beliefs (competence, benevolence, and integrity) influence the formation of trusting attitude (emotional trust). Mayer, Davis and Schoorman (1995) reviewed prior studies on trust and identified three most frequently cited attributes building trustworthiness of a trustee. The three attributes include ability (competence), benevolence, and integrity. Competence refers to the skills, ability, and characteristics of the trustees. Benevolence is the extent to which a trustee is believed to do good to the trustor. Integrity refers to the consistency of the trustee's past actions and credible communications. These three attributes are also widely used in the e-commerce context (Lim, Sia, Lee and Benbasat, 2006; McKnight, Choudhury and Kacmar, 2002; Wang and Benbasat, 2007). According to the belief-attitude-intention framework, these attributes are expected to influence emotional trust positively.

H1: Perceived competence will positively affect consumer's emotional trust toward an online vendor.

H2: Perceived benevolence will positively affect consumer's emotional trust toward an online vendor.

H3: Perceived integrity will positively affect consumer's emotional trust toward an online vendor.

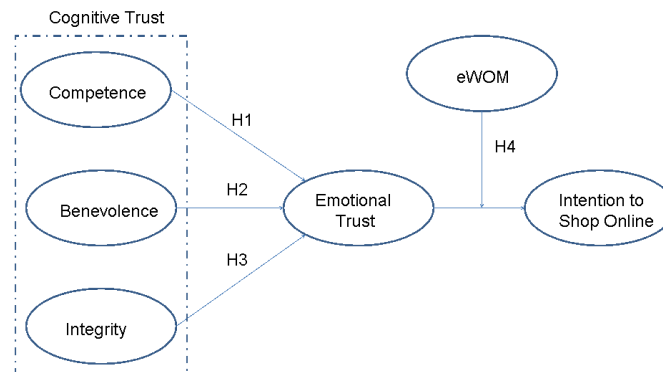


Figure 1. Research Model and Hypotheses

Electronic Word-of-Mouth

Electronic word-of-mouth (eWOM) communication refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institution via the Internet (Hennig-Thurau, Gwinner, Walsh and Gremler, 2004). It can be exchanged via the Internet through a variety of means such as e-mail, instant messaging, homepages, Blogs, Listservs, forums, online communities, newsgroups, chat rooms, hate sites, review sites and social networking sites (Goldsmith, 2006). Electronic word-of-mouth is especially important to online purchasing decision because of the amount of perceived risk involved. Many potential Internet shoppers would tend to wait and observe the experiences of others who have tried it before considering adopting it. According to theory of reasoned action (Fishbein and Ajzen, 1975), subjective norms, such as social influence or word-of-mouth recommendations are influential means of affecting a person's attitude and behavior. Previous research suggested that information from external sources (such as online consumer reviews) can enhance consumer's confidence about their attitude toward some object, and this attitude will guide later behavior toward the object (Fazio and Zanna, 1981).

H4a: The positive relationship between emotional trust toward an online vendor and intention to shop online will be stronger when consumers have received electronic word-of-mouth.

Negativity Bias

The differing effect of negative and positive valenced event is well documented in the psychology literature. Baumeister, Bratslavsky, Finkenauer and Vohs (2001) found that the principle of “Bad is stronger than good” is consistent across a broad range of phenomena, including impression formation, marital relationship, and information processing. They suggested that individuals react stronger to bad things as it is the adaptive response to its physical and social environment. Prior studies in marketing also suggested that consumers pay more attention to negative information than positive information. Consumer purchasing decision tends to be affected by unfavorable product ratings than favorable product ratings (Ahluwalia and Shiv, 1997; Feldman, 1966; Weinberger and Dillon, 1980). Table 1 presents a summary of prior studies including negativity bias.

Reference	Area	Findings
Abele (1985); Pratto and John (1991); Taylor (1991)	Information Processing	People engaged in more thinking and reasoning (quantity of cognition in response to various interpersonal events) about bad than good events.
Bless et al. (1992); Skowronski and Carlston, (1987)	Memory	Participants remembered bad behaviors better than good ones. Bad behaviors were recalled better than good ones, for both extreme and moderate levels.
Coleman, Jussim and Abraham (1987)	Feedback	Bad feedback had a stronger effect on the students’ perceptions of their own performance than good feedback.
Diener et al. (1985)	Emotion	Negative affect and emotional distress had stronger impacts than positive affect and pleasant emotions.
Gottman (1979; 1994)	Marital relationship	The presence or absence of negative behaviors had greater power to the quality of couples’ relationships than the presence or absence of positive behaviors.
Halstead (2002)	Word of mouth	Dissatisfied consumers engaged in significantly more word of mouth behavior than satisfied consumers.
Hamilton and Zanna (1972); Ikegami (1993)	Impression formation	Bad information about a stimulus person or new acquaintance carries more weight and has a large impact on impressions than good information.
Kahneman and Tversky (1984)	Choice, values, and frames	More distress of losing money than the joy of gaining the same amount of money.
Mittal et al.(Mittal, Ross and Baldsare, 1998)	Customer satisfaction	Negative performance on an attribute had a greater impact on overall satisfaction than positive performance.

Table 1. Selected Studies on Negativity Bias

Based on negativity bias, we expect online consumers will pay more attention to negative information than positive information. Therefore, the impact of negative eWOM will be more influential than positive eWOM.

H4b: Negative eWOM will have a stronger impact on the relationship between emotional trust toward an online vendor and intention to shop online than positive eWOM.

METHODOLOGY

To test the above hypotheses, we conducted a laboratory experiment to test the research model. For the experiment, we used a real UK watch selling website (www.easywatch.com) as the experimental website (See Figure 2). We also developed a number of online discussion platforms and created some online consumer reviews (See Figure 3).



Figure 2. Homepage of Watch Selling Website.

Subject	Started by	Replies	Views	Last Post
Issues to the security issues	Wika	1	65	Jan 11, 2007, 9:13pm by Janka
Good service!!! Great Pricing!!!	Rubik7343	1	49	Jan 11, 2007, 8:47pm by Janka
Excellent service	KhalidD	1	42	Jan 7, 2007, 8:48pm by Janka
A Plus Service!!!	DalilaK	0	44	Jan 7, 2007, 4:08pm by Janka
Pleased with the purchase	RussellD	0	42	Jan 6, 2007, 3:08pm by RusselD
Really tolerant	RussellD	0	39	Jan 6, 2007, 1:02pm by RusselD
Good seller	BummiD	1	40	Jan 6, 2007, 7:01pm by Janka
They had a solution to every problem!!!	Wika	1	47	Jan 4, 2007, 12:24pm by RusselD
Great service!!	Carl	0	24	Jan 4, 2007, 12:21am by Carl
They are so kind!!!	Wika	0	29	Jan 5, 2007, 4:08pm by Janka
Great customer service!!!	WagdyD	0	33	Jan 6, 2007, 1:07pm by RusselD
100% authentic and original	Wika	0	49	Jan 4, 2007, 9:23pm by Janka
Fast shipping!!!	Wika	1	46	Jan 4, 2007, 4:09pm by Janka
quick response on time delivery	Janka	1	45	Jan 4, 2007, 2:55pm by Janka
They kept the promise!!!	Wika	0	46	Jan 4, 2007, 3:07pm by Janka

Figure 3. Homepage of Online Consumer Discussion Forum

In this study, we attempt to examine the impact of positive and negative online consumer reviews on consumer online purchasing decision, and compare the results of the control group with the two treatment groups. For the treatment groups, participants were required to login and browse through an online consumer discussion forum comprised of other consumers' reviews (positive online consumer reviews about online purchasing experiences for Treatment Group 1 and negative online consumer reviews about online purchasing experiences for Treatment Group 2). For the control group, participants only needed to browse the watch selling website.

To avoid potential biases in their evaluations, only individuals who have not visited the experimental website were invited to participate in this study. The experimental procedures were as follows: First, the participants were randomly seated. They were not allowed to discuss with others during the experiment. The experimental administrator then introduced the task. Participants were requested to decide whether to make online purchases in a watch website under a hypothetical scenario:

“Your friend is studying overseas and her birthday is coming. You are planning to use US\$40 to buy her a watch as a birthday present.”

For the control group, we allowed the participants to view the watch website for about 15 minutes and complete an online questionnaire containing measures of research variables (See Appendix A) and demographic information. For the treatment groups, apart from browsing the watch website, we required the participants to login and browse through an online consumer discussion forum for 10 minutes before filling in the online questionnaire. Each participant was guaranteed a monetary compensation (US\$7) for the time they spent in the experiment. After the experiment, we checked the log files to ensure that the participants did not browse through other websites. We also audited the responses with respect to the time they spent on the experimental website, the online discussion forum (for the treatment group), and the completion and subsequent online questionnaire.

ANALYSIS AND RESULTS

A total of 150 individuals were involved in the three experimental groups. Of the 150 participants participating in the study, 74 were males and 76 were females, and 93 were undergraduate and 57 were postgraduate students. Over 80% of them aged 19-25. 45% were business students and 32% participants majored in Sciences and Engineering. 15% participants were majored in Social Studies and Language and the remaining 7% participants were majored in Creative Media and Law. Most of the participants were experienced Internet users, with an average of 8-year Internet usage experience and 2-year online shopping experience.

Manipulation Checks

We conducted the manipulation checks by asking participants to indicate the extent to which they agreed with the several statements about online consumer reviews. For instances, we would expect the treatment groups who were exposed to the eWOM were more likely to agree that the online consumer discussion forum displays online consumer reviews about the watch cinema websites. We also expect that respondents of the positive treatment group were more likely to agree that the online consumer discussion forum displays online consumer reviews about the watch cinema websites from satisfied customers, and that the online consumer discussion forum shows successful online purchase experiences with the watch website from existing customers. Our manipulation checks suggested that the experimental manipulation between the treatment groups and control group was successful.

PLS Analysis

Both psychometric properties and model testing were examined through PLS-Graph (Partial Least Squares) version 3.00 (Chin, 1994). Following the two-step analytical procedure (Hair, Tatham, Anderson and Black, 1998), we first assessed the measurement model, and then the structural model.

Psychometric Properties

Convergent validity indicates the extent to which the items of a scale that are theoretically related should be related in reality. A composite reliability (CR) of 0.70 or above and an average variance extracted (AVE) of more than 0.50 are deemed acceptable (Fornell and Larcker, 1981). Table 2 summarizes the factor loadings, composite reliability, and average variance extracted of the measures for the control and treatment groups. All items have significant path loadings at the 0.01 level and fulfill the recommended levels of the composite reliability and average variance extracted, with composite reliability between 0.84 and 0.95, as well as average variance extracted between 0.64 and 0.84. Testing for discriminant validity involves checking whether the items measure the construct in question or other (related) constructs. Discriminant validity was

examined with the squared root of the average variance extracted for each construct higher than the correlations between it and all other constructs (Fornell and Larcker, 1981). As shown in Table 3, each construct shares greater variance with its own block of measures than with the other constructs representing a different block of measures. Based on the criteria mentioned above, the measures of the constructs in this study had adequate convergent and discriminant validity.

		Control	Positive	Negative
Competence (COM)				
Factor loading	COM1	0.80	0.87	0.90
	COM2	0.87	0.92	0.83
	COM3	0.87	0.81	0.88
	COM4	0.59	0.79	0.71
Composite Reliability		0.87	0.91	0.90
Average Variance Extracted		0.63	0.72	0.69
Benevolence (BEN)				
Factor loading	BEN1	0.79	0.76	0.88
	BEN2	0.82	0.84	0.90
	BEN3	0.79	0.82	0.88
Composite Reliability		0.84	0.85	0.92
Average Variance Extracted		0.64	0.65	0.78
Integrity (INTEG)				
Factor loading	INTEG1	0.86	0.76	0.81
	INTEG2	0.91	0.86	0.92
	INTEG3	0.86	0.74	0.91
	INTEG4	0.77	0.86	0.88
Composite Reliability		0.91	0.88	0.93
Average Variance Extracted		0.73	0.65	0.78
Emotional Trust (ET)				
Factor loading	ET1	0.90	0.88	0.93
	ET2	0.89	0.89	0.90
Composite Reliability		0.89	0.88	0.91
Average Variance Extracted		0.80	0.79	0.84
Behavioral Intention (BI)				
Factor loading	BI1	0.91	0.94	0.91
	BI2	0.93	0.95	0.93
	BI3	0.91	0.86	0.89
	BI4	0.80	0.91	0.64
Composite Reliability		0.94	0.95	0.91
Average Variance Extracted		0.79	0.84	0.73

Table 2. Convergent Validity of the Measures

Hypotheses Testing

As shown in Table 4, the structural model of control group explains 37% variance of the research model. Among the three trusting beliefs, perceived competence and perceived benevolence have significant impacts on emotional trust. The structural model of positive treatment group explains 57% variance of the research model, however, only perceived competence and perceived integrity have significant impacts on emotional trust. Finally, the structural model of negative treatment group

explains 36% variance of the research model. Similar to the positive treatment group, only perceived competence and perceived integrity are significant. The results are inconsistent among the three groups of participants.

Control Group	COM	BEN	INTEG	ET	BI
Competence (COM)	0.79				
Benevolence (BEN)	0.55	0.80			
Integrity (INTEG)	0.47	0.53	0.85		
Emotional Trust (ET)	0.62	0.70	0.47	0.89	
Behavioral Intention (BI)	0.61	0.61	0.38	0.61	0.89
Positive Treatment Group	COM	BEN	INTEG	ET	BI
Competence (COM)	0.85				
Benevolence (BEN)	0.70	0.81			
Integrity (INTEG)	0.65	0.60	0.81		
Emotional Trust (ET)	0.70	0.60	0.66	0.89	
Behavioral Intention (BI)	0.70	0.63	0.45	0.69	0.92
Negative Treatment Group	COM	BEN	INTEG	ET	BI
Competence (COM)	0.83				
Benevolence (BEN)	0.72	0.88			
Integrity (INTEG)	0.77	0.79	0.88		
Emotional Trust (ET)	0.69	0.60	0.68	0.92	
Behavioral Intention (BI)	0.72	0.69	0.67	0.60	0.85

Table 3. Discriminant Validity of the Measures

	Control (R ² = 0.37)		Positive (R ² = 0.57)		Negative (R ² = 0.36)	
	Path Coef. (t-value)	Support or Not Support	Path Coef. (t-value)	Support or Not Support	Path Coef. (t-value)	Support or Not Support
H1: Perceived Competence → Emotional Trust	0.32 (2.78)	Support	0.40 (2.57)	Support	0.41 (2.46)	Support
H2: Perceived Benevolence → Emotional Trust	0.50 (3.78)	Support	0.10 (0.67)	Not Support	0.09 (0.34)	Not Support
H3: Perceived Integrity → Emotional Trust	0.06 (0.49)	Not Support	0.32 (2.27)	Support	0.43 (2.13)	Support

Table 4. Results of Hypotheses Testing

In order to test Hypothesis 4, we compared the corresponding path coefficients among the three structural models. We used the procedure (See Appendix B) suggested in Keil, Tan, Wei, Saarinen, Tuunainen and Wassenaar (2000) to do the statistical comparison. Comparing the result with the control group, positive online consumer reviews enhance the relationship between respondents’ emotional trust toward the online vendor and their intention to shop online, whilst negative online consumer reviews do not particularly diminish the relationship between emotional trust and intention to shop online. When we compared the path coefficient between the positive and negative treatment groups, it is surprising to find that positive online consumer reviews have a significantly stronger impact on the relationship between emotional trust and intention to shop online than the negative online consumer reviews (See Table 5).

Path for Comparison	Control Group (Path Coefficient)	Positive Treatment Group (Path Coefficient)	Negative Treatment Group (Path Coefficient)	t-statistics
H4a: Emotional Trust → Intention to Shop Online	0.61	0.69		61.54
H4a: Emotional Trust → Intention to Shop Online	0.61		0.60	Not Significant
H4b: The impact of negative eWOM is stronger than positive eWOM		0.69	0.60	39.38

Table 5. Path Comparisons among the Three Groups

To explore how online consumer reviews affect consumers' emotional trust and intention to shop online, we further compared the mean differences among the three groups. We first compared the mean values of emotional trust and behavioral intention using an ANOVA. Results showed that the mean values of emotional trust ($F=43.05$, $p=0.00$) and behavioral intention ($F=20.53$, $p=0.00$) were significantly different among the three groups. We further conducted t-tests to examine the pair wise differences. Table 6 summarizes the mean values and t-tests.

Mean	Control Group	Positive Treatment Group	Negative Treatment Group	Mean Difference	p-value	Conclusion
Emotional Trust	4.27	4.79		0.52	0.02	The mean values of emotional trust between Control group and Positive group are different
Emotional Trust	4.27		2.68	-1.59	0.00	The mean values of emotional trust between Control group and Negative group are different
Emotional Trust		4.79	2.68	2.11	0.00	The mean values of emotional trust between Positive group and Negative group are different
Behavioral Intention	3.32	3.92		0.60	0.03	The mean values of behavioral intention between Control group and Positive group are different
Behavioral Intention	3.32		2.20	-1.12	0.00	The mean values of behavioral intention between Control group and Negative group are different
Behavioral Intention		3.92	2.20	1.72	0.00	The mean values of behavioral intention between Positive group and Negative group are different

Table 6. Results of Pairwise Comparisons

DISCUSSION AND CONCLUSION

In a time where Web 2.0 applications are starting to infiltrate every aspect of our lives, retailers are also looking for the opportunities to unleash the power of this new marketing channel to promote their products or services. Conventional thinking tells us that negative information has stronger impact on consumers than positive information. Thus, negative eWOM poses worries for most marketers. In this study, we aim at exploring how online consumer reviews influence customers' decision to shop online. Particularly, we compare the relative importance of positive and negative online consumer reviews on consumers' emotional trust and intention to shop online.

Our findings showed that the importance of the three trusting beliefs to the formation of emotional trust is different between the control group and the two treatment groups. For the control group (without viewing any online consumer reviews), only perceived competence and perceived benevolence are significant to emotional trust. For the two treatment groups (viewing positive online consumer reviews or negative online consumer reviews), only perceived competence and perceived integrity are significant factors of emotional trust. Among these three trusting beliefs, perceived integrity is the most difficult factor to judge, especially for those who do not have any prior experience with the online vendor. Consumers can judge the competence of an online vendor based on its professional web design. They can also judge the benevolence of an online vendor based on the special services and offers to customers. However, perceived integrity is about the trustee's past actions

and credible communications. Participants who are new to the website may find it difficult to evaluate their credibility. In contrast, participants can learn the past actions of an online vendor from others' experiences by referring to online consumer reviews. Furthermore, we found that the mean difference between negative group and control group is larger than the mean difference between positive group and control group. Negative online consumer reviews play an important role in determining the absolute values of emotional trust toward an online vendor, and the intention to shop from the online vendor.

This study contributes to existing IS research in several ways. According to Duan, Gu, and Whinston (2005), the impact of electronic word-of-mouth on consumer's evaluation and purchase decision is not very well understood in the field. This study serves as a starting point for furthering our limited understanding of the impact of eWOM on consumer online purchasing decision. In addition, this is one of the earliest to systematically and empirically explore the impact of positive and negative online consumer reviews (eWOM) on consumer decision to shop online. Consistent with the literature on negativity bias, negative eWOM has a significantly larger impact on consumers' evaluation of their emotional trust and intention to shop online. In the past, research on Internet shopping focused largely on the impact of beliefs and attitudes on consumers' intention to shop online (Monsuwe, Dellaert and De Ruyter, 2004). This study further investigates how an exogenous variable, electronic word-of-mouth, could affect consumer adoption of online shopping. Instead of modeled eWOM as having a direct impact on adoption intention, this study proposes that eWOM would have a moderating impact on the relationship between emotional trust and intention to shop online. By taking a contingency approach, we found a significant increase in the amount of variance explained for the treatment groups.

While this study raises interesting implications for researchers, we also consider it relevant for practitioners, especially for marketers. Web 2.0 applications encourage users and consumers to create and share their opinions with others on online opinion platforms. Many marketers are looking for its potential in product and service promotion. Our study found that eWOM through online consumer reviews have significant impact on consumers' decision to shop online. Negative online consumer reviews are significantly affecting their emotional trust and intention to shop from the online vendor. Marketers should constantly and seriously managing customer opinions, no matter they are positive or negative. In particular, if potential consumers are exposed to an online forum with all negative consumer reviews, their emotional trust to the online vendor and their intention to shop will be significantly lower. Future research should continue to explore the impact of negative eWOM on online purchasing decision and identify effective strategies that help companies to "fight back".

In conclusion, considering that this study has raised many interesting questions, we hope that it triggers additional theorizing and empirical investigation aimed at a better understanding of electronic word-of-mouth, particularly, the role of negative eWOM on consumers purchasing decision.

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APPENDIX A

Cognitive Trust in Competence (COM) (McKnight, Choudhury and Kacmar, 2002)		
	COM1	Easywatch.com is competent and effective in offering high-quality watch.
	COM2	Easywatch.com performs its role of offering high-quality watch very well.
	COM3	Overall, Easywatch.com is a capable and proficient online watch store.
	COM4	In general, Easywatch.com is very knowledgeable about the watch.
Cognitive Trust in Benevolence (BEN) (McKnight, Choudhury and Kacmar, 2002)		
	BEN1	I believe that Easywatch.com would act in my best interest.
	BEN2	If I required help, Easywatch.com would do its best to help me.
	BEN3	Easywatch.com would be concerned about my well-being, not just its own.
Cognitive Trust in Integrity (INTEG) (McKnight, Choudhury and Kacmar, 2002)		
	INTEG1	Easywatch.com is truthful in its dealings with me.
	INTEG2	I would characterize Easywatch.com as honest.
	INTEG3	Easywatch.com would keep its commitments.
	INTEG4	Easywatch.com is sincere and genuine.
Emotional Trust (ET) (Komiak and Benbasat, 2006)		
	ET1	I feel comfortable about relying on Easywatch.com for my shopping decision.
	ET2	I feel content about relying on Easywatch.com for my shopping decision.
Behavioral Intention (BI) (Gefen and Straub, 2000; Taylor and Todd, 1995)		
	BI1	I am very likely to buy watch from the Easywatch.com.
	BI2	I intend to use the Easywatch.com to buy watch.
	BI3	I intend to use the Easywatch.com frequently to buy watch.
	BI4	I would seriously contemplate buying from the Easywatch.com.
	BI5	It is likely that I am going to buy from the Easywatch.com.

APPENDIX B

Statistics developed by Wynne Chin to Compare Corresponding Paths

$$S_{pooled} = \sqrt{\frac{N_1 - 1}{N_1 + N_2 - 2} \times SE_1^2 + \frac{N_2 - 1}{N_1 + N_2 - 2} \times SE_2^2}$$

$$t_{pooled} = \frac{PC_1 - PC_2}{S_{pooled} \times \sqrt{\frac{1}{N_1} + \frac{1}{N_2}}}$$

Where S_{pooled} is the pooled estimator for the variance
 t_{pooled} refers to the t-statistic with $(N_1 + N_2 - 2)$ degrees of freedom
 N_i is the sample size of dataset for culture i
 SE_i is the standard error of path in structural model of culture i
 PC_i is the path coefficient in structural model of culture i