

**WORD OF MOUTH IS A
FORCE OF NATURE.**



Ling Wun Ip

**The Influences of Electronic Word-of-Mouth, Argument Quality, and Source Credibility on
Consumers' Perceptions and Intentions on Online Travel Agencies**

Dissertação de Mestrado em Marketing, orientada por
Arnaldo Coelho e apresentada à Faculdade de Economia da Universidade de Coimbra

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Credibility on Consumers' Perceptions and Intentions on Online Travel Agencies

"People influence people"

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de Economia da Universidade de Coimbra para obtenção do grau
de Mestre

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Dedication

THIS DISSERTATION IS DEDICATED TO MY PARENTS
FOR THEIR LOVE, ENDLESS SUPPORT, AND ENCOURAGEMENT.

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I wish to express my heartfelt gratitude to my advisors, Professor Arnaldo Coelho, for his insightful assistance and dedicated involvement throughout the research, and Professor Cristela Bairrada, for her valuable suggestions and comments for the improvement of the process. They deserve special recognition for sharing expertise, sincere guidance, and continuous encouragement extended to me, which provided me with all the necessary facilities for this dissertation. I would like to thank the members and staff of the Faculty of Economics of the University of Coimbra, for their thoughtful help and friendly manner with a variety of issues relating to the research process and other matters. I am particularly grateful to my friends Sut I Lo, Yinuo Ning, Siwan Ip, Kaitlyn Blanchard, Priscila Tarle, and Julia Lopes, for their invaluable support and encouragement that have given me confidence and optimism. Finally, my special thanks are extended to my parents for their constant patience, love, and support in my life – whether emotional, informational, tangible, or intangible.

IF YOU DO BUILD A GREAT EXPERIENCE CUSTOMERS TELL EACH OTHER ABOUT
THAT. WORD OF MOUTH IS VERY POWERFUL.

JEFF BEZOS (2013)

Abstract

Purpose: The main objective of this study is to extend the research on online travel reviews into the field of consumer perceptions and behavioral intentions, specifically in the context of online travel agency (OTA). The results provide evidence about the impact of online travel reviews on different perceptions and intentions and how consumers evaluate electronic word-of-mouth (EWOM) messages.

Design/methodology/approach: Based on the marketing literature, five independent variables are identified to examine the impact of online travel reviews on consumer perceptions and intentions, and an associated model is developed. The study empirically tested the research framework with a questionnaire involved 290 respondents and analyzed the data using SPSS.

Findings: The results indicate EWOM plays an important role in behavioral intention; argument quality, source credibility, responsive participation, and online participation have positive impacts on consumer perception; and consumer perception has a significant effect on behavioral intention. The outcomes also suggest the positive correlations among consumer perceptions.

Practical implications: The research has statistical implications for a broad range of strategic marketing activities such as online marketing, consumer acquisition, and consumer retention. On this basis, OTA should make a wise investment in website design and booking system for travel activities, and the greater the trust earned back and greater value delivered to consumers, the more likely that consumers will purchase and spread positive word-of-mouth (WOM).

Originality/value: Online travel reviews are not only a source of information affecting tourists' travel-related decisions but also a form of EWOM that can be instrumental for marketing strategy in relation to the idea of exploring consumer-generated contents.

Keywords: Electronic Word-of-Mouth; Source Credibility; Argument Quality; Consumer Perception; Behavioral Intention

List of Acronyms

AQ	Argument Quality
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
ELM	Elaboration Likelihood Model
EWOM	Electronic Word-of-Mouth
EI	Electronic Word-of-Mouth Intention
KMO	Kaiser-Meyer-Olkin
OP	Online Participation
OTA	Online Travel Agency
PI	Purchase Intention
PR	Perceived Risk
PT	Perceived Trust
PV	Perceived Value
RP	Responsive Participation
SC	Source Credibility
WOM	Word-of-Mouth

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Part I: Introduction

1. Introduction

1.1 Research Background

The advent of technology and social media have revolutionized business practices and potentially replaced many traditional web applications and techniques, and thus have created new opportunities for business organizations, not only in connection with how transactions are conducted but also in relation to the interactions between buyers and sellers. Consumers increasingly use online interactive tools such as social networking sites and blogs to share their opinions and experiences about the products and services they consumed, as well as comparison tools such as rating sites and apps to compare products and services in accordance with their price, quality, or any other substitutes. Consequently, these online tools are significantly changing the competitive dynamics of the travel and tourism industry and the relationship between businesses and consumers.

According to iResearch (2017), online travel gross merchandise value in China reached 590.36 billion Yuan in 2016, with the growth rate of 33.3%. The penetration rate of online travel in the Internet industry of China attained 12.1%, while the figure in 2015 was 10.7%. The stable growth rate in the online travel market and increasing volume of flights, hotels, and packages booked online by travelers indicate that OTA has been accepted as a new form of electronic commerce. For instance, TripAdvisor, Agoda, Expedia, Trip.com, Booking.com, Hotel.com, and other similar OTAs are increasingly drawing attention to travelers who search for objective and impartial travel-related information, in which TripAdvisor (2018), one of the world's leading travel sites, announced the website hosts over 630 million reviews and opinions and 455 million average monthly unique visitors.

OTAs are a critical part of the travel and tourism sector and have obtained significant popularity among travelers (Gretzel & Yoo, 2008; Gretzel et al., 2007), which can affect how travelers plan and book their vacations, transportations, accommodations, and all travel products and services. Online travel reviews elicit significant influences on travelers' decision-making processes, as a result, OTAs have recognized the importance of EWOM in their new business model. Travelers are more likely to post and share their travel-related personal experiences, opinions, and reviews on OTA websites (Lee et al., 2011) that consequently become information for other travelers. This type of EWOM not only used as an information source but also as a source of recommendation (Xiang & Gretzel, 2009; Crotts et al., 2009; Park et al., 2007).

More than that, OTAs regulate travel-related experiences and allow travelers to portray, reconstruct, and relive their trips and share them with others (Crotts & Magnini, 2011; Pudliner, 2007; Tussyadiah & Fesenmaier, 2010). Travelers increasingly depend on online reviews to plan their travels (Buhalis & Law, 2008, Litvin et al., 2008). In recent years, the influence of online reviews is receiving increasing attention, as travelers review both negative and positive comments of products and services. Online travel reviews are easily available to anyone, anywhere, anytime with the use of the Internet, and are highly effective in shaping consumer perception. However, due to online travel reviews are often anonymous that the authors' real identities are not disclosed to the readers, the interaction between the authors and the readers is based on assumed names. As a result of the lack of identity on this matter, information on unknown sources stimulates issues related to source credibility and argument quality posted on OTA websites (Rains & Scott, 2007). While understanding the effects of source credibility and argument quality on consumers' perceptions of online travel reviews is important, issues related to these topics have not been fully investigated.

OTAs play an essential role in offering consumers with useful assessments of pre-arranged travel packages and services, enable customers to actively participate as market players and reach out to various potential target audiences within a short period of time. The rapidly growing global travel industry enables OTAs to become some of the most important and influential information sources for travel decisions. With individuals increasingly using the Internet for travel-related information, the Internet provides market opportunities for companies to reach consumers through a well-designed communication platform and offers a unique chance for OTAs to accomplish a more innovative, more creative and more valuable part of the business. Travelers who have unique consumption experiences have a tendency to exchange knowledge between online users, in consequence, responsive participation and online participation may influence consumers' perception and intention.

A review of literature shows a lack of empirical research in both theoretical and conceptual frameworks, especially in terms of OTA. This lack of empirical studies and literature indicates a need for further research that focuses on strengthening the links between OTAs and consumers, and the value proposition of both parties in the travel and tourism industry. Toward this end, this study attempts to establish a theoretical link among online travel reviews, consumer perceptions, and behavioral intentions. The research proposes a framework to investigate how consumers acquire and change their perceptions and intentions in response to online travel reviews. Specifically, this study empirically examines the influences of EWOM, argument quality, source credibility, responsive participation, and

online participation on consumers' perceived risk, perceived value, and perceived trust, as well as their subsequent impacts on consumers' intentions to purchase and spread positive EWOM.

1.2 Research Objectives

The purpose of this study is to investigate the antecedents and consequences of online travel reviews on OTA sites. Some antecedents are proposed: EWOM, argument quality, source credibility, responsive participation, and online participation to evaluate the consequences of online travel reviews: perceived risk, perceived value, perceived trust, purchase intention, and EWOM intention. In more detail, this study addresses (1) the impacts of EWOM and argument quality on perceived risk, perceived value, and purchase intention; (2) the influence of source credibility on perceived risk, perceived trust, and purchase intention; (3) the effects of responsive participation and online participation on perceived value and perceived trust; (4) the subsequent effects of perceived risk, perceived value, and perceived trust on purchase intention and EWOM intention; and (5) the relationships among perceived risk, perceived value, and perceived trust.

The study focuses on five dependent variables: perceived risk, perceived value, perceived trust, purchase intention, and EWOM intention, and five independent variables: EWOM, argument quality, source credibility, responsive participation, and online participation. The main research objective is to investigate the influence of online travel reviews on consumer perceptions and intentions under the circumstance of OTA sites. The secondary objectives of the research are fourfold: (1) to explore the effects of EWOM and argument on perceived risk, perceived value, and purchase intention; (2) to examine the influence of source credibility on perceived risk, perceived trust, and purchase intention; (3) to identify the impacts of responsive participation and online participation on perceived value and perceived trust; and (4) to verify the correlations between perceived risk, perceived value, and perceived trust on purchase intention and EWOM intention.

1.3 Problem Statement

Due to the competitive and dynamic environment, OTAs are facing several challenges to keep their business alive. Consumers make reference to online travel reviews when making informed decisions about their travel plans. Nonetheless, travel-related products

are complex with diverse attributes and features, including accommodations, transportations, restaurants, attractions, activities, and so on, that consumers need to evaluate numerous information before being able to create their own travel plans. More importantly, various types of travelers may have various buying motives and information needs. In order to meet the different needs of consumers, OTAs make every effort to offer the travelers with information that is related to their diverse expectations. Travelers perceive such information as valuable when it is not from a biased source of information, but from actual user experiences entirely based on users themselves.

A general research on OTAs has attempted to explain how user-generated contents can create a market for information and has assessed the role of EWOM on online communication platforms, however, EWOM on consumer perceptions such as perceived risk, perceived value, and perceived trust, and behavioral intentions, such as purchase intention and EWOM intention towards OTA, are still remain undefined. In the content of OTA websites, an attempt has been made to investigate the influence of EWOM on consumer perceptions and intentions. Therefore, the study focuses on the following research questions: (1) what are the antecedents of online travel reviews and to what extent do these factors affect consumer perception? (2) what are the consequences of online travel reviews and how do these factors impact behavioral intention? (3) what are the relationships among consumers' perceptions of risk, value, and trust towards OTA websites? (4) How can consumers' intentions to shop and comment on OTA sites affected by consumers' perceptions of risk, vale, and trust?

1.4 Research Structure

Creating this relation is required for a better understanding of the influence of EWOM, the relationship between argument quality, source credibility, responsive participation, and online participation, and their impacts on consumer perception and intention. Consumers are primarily concerned with perceived risk, perceived value, and perceived trust of OTAs, which in turn affect their purchase intentions and EWOM intentions to engage in online travel transactions. To address these objectives, the research plan begins with a section discussing the literature review. Based on this, a conceptual model and research hypotheses are developed and followed by the research methodology. A comprehensive overview of the results and discussion based on the data analysis follows next. The research is concluded with the limitations of current research and several suggestions as a direction for future research in the marketing field.

In part I, an introduction provides some insights into the background of the study, research objectives, and problem statement. In part II, a literature review of the research questions relevant to the theoretical background is provided, with an overview of the extant literature to build the rationale of the research problems, in which a theoretical basis for the variables in the study is established. In part III, conceptual framework presents the conceptual background of the variables, with the aim of developing a conceptual model and hypotheses around consumers' perceptions and intentions to comment and shop on OTA websites towards online travel reviews. In part IV, research methodology is employed for data collection and analyses in relation to the research questions and hypotheses. In part V, data analysis empirically discusses the results of research and focuses on analyzing the quantitative data gathered in the research survey, through the application of independent sample t-test and multiple regression analysis. Finally, in part VI, a conclusion of the entire study is presented, with the limitations and recommendations for future research.

Part II: Literature Review

2. Literature Review

2.1 *Online Travel Reviews*

2.1.1 EWOM

With the advent of information technology, WOM communication has encountered a paradigm shift in recent years. Traditional WOM, formerly described as an oral form of interpersonal non-commercial communication between acquaintances (Arndt, 1967), has evolved into a new way of communication, EWOM communication, that may arise in various online contexts, such as weblogs, discussion forums, review websites, retail websites, bulletin board systems, newsgroup, and social networking sites. Generally speaking, traditional WOM is often regarded as the process of sharing opinions and information about a particular product among individuals (Jalilvand, Esfahani, & Samiei, 2011). WOM can be any verbal or personal communication between a sender and a receiver regarding a brand, product, or service, in which the receiver of the message does not consider the sender to have strong ties of commercial purposes (Anderson, 1998; Harrison-Walker, 2001). More generally, WOM is acknowledged as a source of non-commercial information, which has a significant influence on consumer advice formation and purchase decision (Villanueva, Yoo, & Hanssens, 2008), particularly under the circumstances of complex behavior and high-risk behavior (Zeithaml, Berry, & Parasuraman, 1996).

From the consumers' point of view, WOM is considered more reliable and trustworthy than commercial advertising (Allsop et al., 2007). WOM is emphasized as a reputable source of information for the reason the senders are independent of the market or commercial impacts, and there is no anticipated direct benefit from the promotion of products or services (Silverman, 2001). WOM communication plays a powerful role in affecting and shaping consumer attitudes and behavioral intention (for example, Sen & Lerman, 2007; Xia & Bechwati, 2008). Patti and Chen (2009) focus on the different intentions and mention that when a consumer cannot assess the value, capability, or risk of a supplier, WOM communication turns into a credible, reliable, and cost-effective medium to obtain subjective assessment and perceptive intelligence from other experienced users in a short time (Chu & Kim, 2011). For a long time, most research has agreed on the importance of WOM on business, especially after the global adoption of web technologies that have completely changed the distribution and impact of WOM (Goldenberg, Libai, & Muller, 2001).

Although traditional face-to-face WOM communication has a more personal and direct impact than EWOM communication, EWOM is considered to be more influential in shaping consumer perception given that EWOM has the potential to yield a substantial reach (Jones, Aiken, & Boush, 2009). In general, EWOM communication reveals any positive or negative statements formulated by potential, actual, or former customers about a product or an organization, which are assessable to various individuals and institutes through the Internet (Litvin et al., 2008). Recent research indicates EWOM as an important source of information affecting consumers' travel intentions and travel destination choices (Grewal et al., 2003; Soderlund & Rosengren, 2007; Ying & Chung, 2007; Yun & Good, 2007; Jalilvand & Samiei, 2012b; Jalilvand & Samiei, 2012c). The empirical evidence suggests various influences of online reviews on online sales (Chevalier & Mayzlin, 2006; Ye et al., 2011). Online travel reviews are important sources of travel information to both travelers and travel communities, which encourage researchers to resolve and realize EWOM based on sophisticated technologies (Govers & Go, 2005; Ye et al., 2009).

Along with technological advancement, virtual interactions among Internet users have become a common occurrence, which has guided some tourism scholars to indicate that EWOM plays a key role in consumer acquisition and retention in the e-commerce era (Litvin et al., 2008; Vermeulen & Seegers, 2009). Compete (2007) claims that one-third of tourists visited message boards, forums, or online communities before they consume products online as they supposed that online travel reviews are important to their travel-related purchase decisions. In addition, research has shown that EWOM communication is processed by individuals to acquire knowledge of product and service quality (Chevalier & Mayzlin, 2006). According to previous studies, EWOM has a significant effect on consumer perceptions and evaluations (Jones, Aiken, & Boush, 2009). In a business setting, EWOM involves sharing perceptions, opinions, or reactions about companies, products, or services with other Internet users in the virtual world (Jansen et al., 2009). Research has shown that messages from EWOM may generate consumer empathy, in which the messages are often considered credible and relevant, and thus likely to evoke empathy with consumers (Bickart & Schindler, 2001).

Consumers participating in EWOM can obtain more informed knowledge of products or services (Park & Kim, 2008) and hence may have different intentions in applying or generating EWOM (Hennig-Thurau et al., 2004). Hennig-Thurau and Walsh (2003) reckon that consumers read online reviews, especially the benefits and weaknesses of particular products or services, to save decision-making time and make better purchase decisions. The

Internet has given rise to various new forms of communication platforms, which increases prospects for the empowerment of businesses and customers. The emerge of digital communication enables users to exchange information and ideas both of business-to-customer and customers-to-customers. EWOM is made accessible to numerous users and organizations with the use of the Internet. Through network technology, EWOM is interpreted as a communication mean that can provide customers with helpful instructions about the sellers and the use of products or services (Westbrook, 1987).

In this context, online user-generated content about travel destinations, hotels, and travel services has become a significant source of information for tourists (Pan, MacLaurin, & Crotts, 2007), in which reports have shown that each year hundreds of millions of potential travelers seek opinions from online reviews (Tripadvisor.com., 2018). Goldenberg et al. (2001) reveal that WOM from other consumers has a strong impact on consumer decision-making process. Gretzel and Yoo (2008) further point out that user-generated reviews are associated with more up-to-date, enjoyable, and reliable than information offered by travel service providers. Vermeulen and Seegers (2009) indicate that positive online reviews enhance the perceptions of hotels among potential users. Litvin et al. (2008) characterized the interpersonal influence on EWOM as a potentially cost-effective medium for marketing tourism and travel and reviewed certain emerging technological and ethical problems facing marketers as they attempt to leverage new EWOM technologies.

2.1.2 Argument Quality

Argument quality is defined as “the quality of the content of a consumer review from the perspective of information characteristics” and simultaneously refers to the quality of the information involved in an online review (Park, Lee, & Han, 2007). Argument quality in EWOM indicates the relevancy, sufficiency, accuracy, currency (Cheung et al., 2008; Park et al., 2007), value (Filieri & McLeay, 2014), credibility, and usefulness (Cheung et al., 2009) of the messages. Argument quality has implicitly predicted information adoption (Filieri & McLeay, 2014) and purchase intention (Park et al., 2007), which also an important factor of user trust on commercial websites (Kim, Xu, & Koh, 2004), in health infomediaries (Zahedi & Song, 2008), and a facilitator of inter-organizational data interchange (Nicolaou & McKnight, 2006). A review of the extant literature has shown that argument strength is consistently considered as a primary criterion in persuasion and communication (Johnson, Maio, & Smith-McLallen, 2005).

Drawing on the Elaboration Likelihood Model (ELM), argument quality indicates “the audience’s subjective perception of the arguments in the persuasive message as strong and cogent on the one hand versus weak and spacious on the other” (Petty & Cacioppo, 1981). ELM is widely used to examine individuals’ information processing, and how it makes their consequences of decision making in online environments (Sussman & Siegal, 2003). Argument quality, as a central cue, defines an individual’s attitude towards information mainly through a thorough consideration of the advantages of the arguments gathered. Messages with stronger arguments tend to achieve more positive responses. Likewise, argument quality is considered as a major predictor of knowledge adoption in businesses (Sussman & Siegal, 2003), which also impacts how individuals perceive the believability of web messages (Cheung et al., 2009; Wathen & Burkell, 2002). Cheung et al. (2008) suggest that EWOM quality has a direct influence on information usefulness. Based on this, the assessment of EWOM quality can stimulate the evaluation of argument quality.

According to the Information System Success Model, the assessment of information quality is based on the information system, involving the accuracy, reliability, comprehensiveness, and correlation of the information (DeLone & McLean, 1992). In this study, argument quality takes into account customer reviews on OTAs. An individual’s assessment of review quality is concerned with the comprehensiveness of the argument available online. A review of the evidence leads to the conclusion that online reviews with richer content tend to have higher levels of argument quality and hence have higher levels of information usefulness. As a persuasive message, an argument indicates the message presentation proposed to show the validity of an asserted claim by providing reasons or assistance for the claim; therefore, argument quality should be defined and assessed based on the existence and relationships among rational assertions (Boller, Swasy, & Munch, 1990).

Argument quality is related to the substantial strength of a controversy message. Previous studies on argument quality have shown that when a review has a higher number of words, it tends to have a higher level of usefulness, in view of the fact that individuals consider word counts as indicating a higher degree of information comprehensiveness and usefulness (Mudambi & Schuff, 2010). In the online environment, the decisions of consumers to purchase or to adopt a product or service due to online reviews are regulated by the perceived quality of the information received from online sources (Cheung et al., 2008). Thus, tourists’ perceptions of online review quality and review ratings will affect their behavioral intentions and attitudes, as well as the actual use of OTAs.

Research in Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) and Yap, Soetarto, and Sweeney (2013) explain the relationship between communicators and argument features of EWOM elements based on positive or negative product attributes under the circumstances of self-enhancement, advice seeking, price values, and social benefits. Argument quality is assessed on different dimensions involving relevance, accuracy, reliability, comprehensiveness, and timeliness of information, and simultaneously considers the factors of believability and effectiveness, as well as the degree of information usefulness. Information usefulness depends on users' perceptions regarding information reliability and whether the existing comments or online reviews are valuable or not, as perceived usefulness drives users' intentions to use the Internet for information adoption. Information adoption is a process whereby customers purposefully involved in consuming information, suggestions, and opinions when making decisions (Cheung, Lee, & Rabjohn, 2008; Sussman & Siegal, 2003).

2.1.3 Source Credibility

From the definition of credibility, it is obvious that the believability of a data value relies on its origin and subsequent processing history. Specifically, it relies on the data provenance as "information that helps determine the derivation history of a data product, starting from its original sources" (Simmhan, Plale, & Gannon, 2005). O'Keefe (2002) further defines credibility as a judgment formulated by a perceiver regarding the believability of a communicator. A review of the extant literature suggests that the concept has been proposed in regard to different contexts and different entities including human, media, technology, and information (Metzger et al. 2003). In recent research, source credibility is defined as "the perceived ability and motivation of the message source to produce accurate and truthful information" (Li & Zhan, 2012).

Park and Lee (2009) reckon that source credibility is regarded as a critical determinant of persuasion. A highly credible source is widely known to create more persuasion towards the acceptance of the message than a source that has low credibility (for example, Johnston & Warkentin, 2012; Pornpitakpan, 2004). The effect of source credibility also applies in an online environment (Lim et al., 2006). In the virtual world, freedom for everyone to express feelings about products or service is limitless, depending on the user's judgement about the communicator's level of expertise, as well as if the user has the confidence to accept or reject the comments. The user tends to have a higher perception for

the comments' usefulness when the message or suggestions are made by someone who has a higher credibility.

According to Wu and Wang (2011), source credibility emphasizes the attitude towards the message source and the trust of message receiver towards the sender. Hence, when readers assess the review effectiveness, they consider message source trustworthiness in their decision-making. EWOM is often shared by anonymous users. Digital channels allow Internet users to share their experiences and opinions of a brand via EWOM and remain anonymous. Park et al. (2007) indicate that source credibility of online reviews is generally lower than face-to-face WOM, as reviewers cannot access the cues to evaluate EWOM. Park and Lee (2009) also mention that EWOM receivers cannot judge credibility from the attributes of information such as communicator's credibility, attractiveness, physical appearance, familiarity, and power, make it more difficult for receivers to evaluate source credibility of EWOM.

Moreover, source credibility has been shown to significantly relevant to consumers' behavioral influences (Bansal & Voyer, 2000). Meanwhile, more and more OTAs require communicators to establish a web profile when they register, thus they can offer some personal information such as profile pictures and followers; additionally, most of these websites employ reviewer ranking systems to enable EWOM users to assess the credibility of reviewers (Cheung, Luo, Sia, & Chen, 2009). For example, TripAdvisor has adopted a badge system that illustrates the different levels of expertise of reviewers, in the range of "reviewer" to "top contributor" that depends on the quality of reviews and posts released, while Yelp's users can receive the "elite" badges if they constantly publish high-quality reviews and enthusiastically participate in those online travel-related activities.

With countless online consumer reviews available online, consumers who gather particular information online about a certain type of product or service, have gained access to a huge amount of product or service reviews that differs widely in terms of quality and credibility. Source credibility has been considered as an important concept in marketing communication and widely used in communication research. In this study, credibility refers to the believability or behavior of consumers who believe and trust somebody or something (Wathen & Burkell, 2002). A credible review is sometimes regarded as a believable review (Fogg et al., 2001). A review that is considered as credible is believed and accepted by the recipients and subsequently influences consumer behavior (Chow, Lim, & Lwim, 1995; Petty & Cacioppo, 1986; Smith & Vogt, 1995).

Additionally, suggestion messages are typically initiated by individuals in a text-based format, thus similar source would be difficult to examine the credibility of the message (Chatterjee, 2001). Source credibility has consistently been considered as a vital implication in the process of informational influence (Chaiken & Maheswaran, 1994; Pornpitakpan, 2004; Sussman & Siegal, 2003). In an offline environment such as adoption of knowledge in businesses, studies have shown that argument quality and source credibility significantly impact the extent of information influence (Sussman & Siegal, 2003). Source credibility is also the main issue faced by consumers participating in online activities (Brown, Broderick, & Lee, 2007; Cheung et al., 2009; Pavlou & Dimoka, 2006). Once credibility for consumer behavior has become well-established, source credibility seems to play a more important role, however, few studies have been undertaken on the knowledge about the elements regarding online source credibility from a theoretical perspective.

2.1.4 Responsive Participation

This study mainly focuses on Wenger's (1998) concept of participation. The definition proposed by Wenger clarifies the commonly understood definition as Webster illustrates: "To have or take a part or share with others (in some activity, enterprise, etc.)". Wenger indicates participation as "a process of taking part and also to the relations with others that reflect this process", and a complex process that involves, for instance, doing, talking, thinking, feeling and belonging. Hence, participation consists of action, such as communicating with people, as well as connection, such as feeling engaged. Wenger's (1998) description of participation partially overlaps with the concept of community in some literature. Actually, other research has defined participation as "belonging to a community" (Jaldemark et al., 2006).

Participating in or becoming engaged to a social group is a core aspect of community awareness. Individuals who have intense attachments to a social group tend to participate more and help others. More importantly, individuals participating and helping others in a social group helps to promote group attachment (Wellman & Gulia, 1999). Simultaneously, Palloff and Pratt (2005) argue that collaboration and community are dual processes. Responsiveness is defined as the extent to which an individual can acquire the information associated with his or her queries (Burgoon et al., 2000). For instance, if the EWOM information available in an OTA website lacks relevance and is hypocritical, effortless, and duplicate, EWOM responsiveness will be low. Low responsiveness tends to reduce website

interactivity and consequently causes low consumer satisfaction (Johnson, Bruner, & Kumar, 2006). In that regard, responsive participation refers to the beneficial communication among travelers.

In other research, responsiveness is also regarded as “the ability of e-tailers to provide appropriate information to customers when a problem occurs, have mechanisms for handling returns, and providing online guarantees” (Zeithaml, Parasuraman, & Malhotra, 2002a.). Customers expect timely responses from online stores to their inquiries (Liao & Cheung, 2002). OTAs strive to deliver better travel-related EWOM information to travelers by adopting filtering or recommendation mechanisms. Responsiveness indicates the frequency of an online store willingly offer services that are important to its customers, for instance, customer inquiries, information retrieval, and navigation speed (Parasuraman et al., 1988; Yang, 2001; Kim & Lee, 2002). In this study, responsiveness refers to the ability of a traveler to reply to other travelers’ online travel reviews and to rate their advice.

2.1.5 Online Participation

Participating in a virtual community is considered as an engaging behavior stimulated by consumer engagement, resulting in brand commitment and increased brand loyalty. An individual’s intention to participate in an online travel community is facilitated by community credibility and attitudes perceived in messages. Many researchers have found that consumers’ needs for information have stimulated participation in a virtual community (Romm et al., 1997; Chan et al., 2004). Similarly, online participation also refers to the degree to which users actively interact with a website (Huang, 2003). Given that an OTA is a travel-related virtual community, consumer participation in an OTA is related to virtual community participation. In an online context, this study indicates online participation in OTAs as the extent to which individuals are engaged in OTA sites, including behaviors such as taking the time to interact with OTAs, answering queries from OTAs, and offering OTAs with information on product specifications, brand preferences, and price range.

Online participation facilitates interactions between users, websites, as well as other travelers. Participation in online community activities is essential for the positive and sustainable evolution of the community (Casaló et al., 2007). Participation can be also used to facilitate community identifications of community members and hence helpful in rising community values (Algesheimer et al., 2005). In addition, participation in a virtual community has a positive influence on user e-satisfaction and further generates member

loyalty towards the groups or community (Pai & Tsai, 2011). As participation stimulates individuals' knowledge-sharing behaviors such as sharing of opinions and experiences, travelers are able to participate in more interactive discussions and obtain greater responses from other travelers than from retailers (Dholakia et al., 2004). From those who participate, such interactions and reciprocal relationships impact community members' intentions to participate more actively in the virtual community (Huang et al., 2013).

Travelers can share tourism products, information, or experiences related to the mutual benefits around which the online community is established with other travelers. In this light, participation indicates the sharing of knowledge, spreading of information, and offering of emotional support among the members of the community (Koh & Kim, 2004). The reason consumers participate in virtual communities is that they have common interests, values, or concerns in the discussion of particular problems with others (Armstrong & Hagel, 1996; Rheingold, 1993). Consequently, in the long term, participation is regarded as the major factor in ensuring the survival of a virtual community (Koh & Kim, 2004). As a matter of fact, some of the most effective virtual communities have been growing rapidly due to the contributions made by the community members (Casaló et al., 2007). A higher number of participants participate and engage in a virtual community indicates a greater opportunity that they will share their experiences and expectations online (Lamb & Kling, 2003), which further enhances user-generated content on the website and strengthens positive behavioral outcomes towards the community.

Participation in an online community defines community success in the long run (Koh & Kim, 2004), given that participation facilitates enduring relationships among community members (Algesheimer et al., 2005). While a high level of participation indicates a higher level of virtual community involvement and consequently helps to reinforce the feelings that restrict every member, enhances command on communal values, stimulates conjoint behaviors and information sharing, and allows stronger group cohesion. Another consequence of continuing participation in an online community is the tendency to achieve collective goals (Bagozzi & Dholakia, 2006) and community endurance (Koh & Kim, 2004). Real-time participation may positively improve consumers' post-purchase evaluative judgments and strengthen consumer satisfaction, and thus would create loyalty intentions (Pai & Tsai, 2011).

2.2 Consumer Perception

2.2.1 Perceived Risk

Previous studies have related risk to consumer behavior due to the actions that consumers are expected to take can make a contribution towards explaining information-searching behavior and consumer purchase decision-making. The two theoretical perspectives about risk are focused on a decision outcome's uncertainty and the costs or consequences of such outcomes (Barnes et al., 2007). Perceived risk is regarded as the likelihood of losing an expected result when making an online purchase; it is a combination of uncertainty and the likelihood of serious outcomes (Ko et al., 2010). Some researchers have striven to investigate the concepts and dimensions of perceived risk in respect to destination choice (Fuchs & Reichel, 2006; Moreira, 2007), selection of travel modes (Boksberger, Bieger, & Laesser, 2007), and decisions especially relevant to global travel (Seabra, Dolnicar, Abrantes, & Kastenholz, 2013; Sonmez & Graefe, 1998). Nevertheless, perceived risk has not been widely investigated to facilitate the understanding of online communication and shopping behavior in tourism (Kim, et al.,2005).

Perceived risk eliminates the eagerness of consumers to purchase products over the Internet (Barnes et al., 2007). That is, risk is made up of the size of latent loss or the instinctive likelihood of loss if the outcomes of an act were not favorable and the individual's instinctive perception of affirmative that the result will be unfavorable (Lee, 2009). Moreover, product intangibility tends to enhance risk perception, while risk perception is triggered by consumers' privacy concerns about the Internet, purchase security and system security where purchases are completed (Eggert, 2006). Kim, Ferrin, and Rao (2008) indicate that the components of perceived risk are concerned with individuals' views of possible negative outcomes when they engage in a transaction. In this study, Kim et al. (2008), Forsythe, Liu, Shannon, and Gardner (2006)'s definitions of perceived risk are employed in the fact that OTAs involve the sharing of personal experiences. Perceived risk associated with purchasing online travel products indicates travelers' beliefs in possible negative consequences after they engaged in travel bookings.

2.2.2 Perceived Value

Previous studies have shown that perceived value is a multi-dimensional concept, in which a value judgement illustrates the customers' evaluations of the value that have been generated for them by a provider with respect to the trade-offs between all related benefits

and sacrifices in a specific purpose or situation (Flint, Woodruff, & Gardial, 2002). According to Sweeney and Soutar (2001), three perspectives of perceived value namely functional value, social value, and emotional value are illustrated and a scale designed to measure the value namely PERVAL scale has elaborated. The scale is considered valid and reliable in both pre-purchase and post-purchase situations (Sweeney and Soutar, 2002). The functional perspective, which contains two sub-dimensions, one stemmed from perceived performance or quality of the provider proposal, and the other being price-related, or more specifically, the value for money, refers to the value gained from the product in view of the cutback of its perceived short-term and longer-term costs. The social perspective indicates the value derived from the product's potential to promote self-concept. The emotional perspective defines the utility gained from the feelings or emotional states created by the product.

Kashyap and Bojanic (2000) define perceived value as a certain form of trade-offs between what the consumer forgoes such as price and sacrifice, and what the consumer obtains such as utility, quality, and benefits. Perceived value implies the overall assessment of the net value, for example, benefits of a product or service founded on consumer perception (Bolton & Drew, 1991; Sweeney & Soutar, 2001). Recent research has found perceived value harder and more complicated to evaluate. Besides functional value such as price and product quality, other types of consumption value such as shopping enjoyment should be recognized (Lee & Overby, 2004). While various types of value have been emphasized in marketing literature, including use value, intrinsic value, acquisition value, and transaction value, utilitarian value and hedonic value seem like two of the most common types of value to describe consumer shopping behavior (Overby & Lee, 2006). In this study, perceived value refers to the overall evaluation of the net values or benefits of booking travel-related products or services through OTAs built on consumers' ex-ante sacrifices and ex-post perceived performance of purchases on OTAs (Sweeney & Soutar, 2001).

2.2.3 Perceived Trust

Prior research defines trust as the confidence of one party in the reliability and integrity of the exchange partner (Morgan & Hunt, 1994). In this study, trust is considered as the perceived trust in online reviews, unlike the offline trust, the object of online trust can be a website, a technology, or the Internet (Bart et al., 2005), and more, can be an OTA. In the context of online communities, trust has been regarded as a core success factor of e-commerce activities (for example, Hoffman et al., 1999; Flavián et al., 2006; Jarvenpaa et al.,

2000; Lee & Turban, 2001; Yoon, 2002). Although the importance of perceived trust is well-established, the antecedents and the consequences of perceived trust in EWOM are still underexplored. Previous research on this topic explores the impact of online travel reviews on the credibility of hotels and travel services (Sparks & Browning, 2011), and the role of online reviews in reducing perceived risk related to online travel purchase (Gretzel, Yoo, & Purifoy, 2007). In view of the significant impact on the accomplishment of a long-term and profitable relationship, trust has received much attention in the marketing literature for a long time (Sirdeshmukh, Singh, & Sabol, 2002).

In an online environment, the evolution of perceived trust is vitally important for virtual companies, in view of the fact that it may strengthen consumers' trust and loyalty towards online transactions. Trust implies a feeling of security and the willingness to rely on or depend on someone or something (Chung & Kwon, 2009). Fam et al. (2004) propose that trust, along with customer satisfaction, is an evolution that established over a certain period of time contributing to satisfaction beyond the influences of the economic outcome. Chen (2006) examines perceived trust by defining trust as a belief, confidence, attitude, or expectation about another party's trustworthiness and as a behavioral intention or behavior of reliance that involves vulnerability and uncertainty. In addition, McCole (2002) summarizes the ten most commonly cited dimensions, which include availability, competence, consistency, discreteness, fairness, integrity, loyalty, openness, promise, and fulfillment. Hence, consumers' perceived trust in OTAs influences how consumers can secure their online transactions as well as maintain the privacy of personal information (Kim et al., 2009).

2.3 Behavioral Intention

2.3.1 Purchase Intention

Purchase intention refers to the possibility of a buyer to consume a specific product or service, and consumers with higher purchase intention tends to have greater intentions to purchase the commodities (Dodds et al. 1991; Schiffman & Kanuk, 2000). Purchase intention has been applied to predict the actual purchase behavior with an empirical examination of the relationship in the hospitality and tourism industry (Bai, Law, & Wen, 2008; Sparks & Browning, 2011). In the context of online hotel booking, purchase intention illustrates consumers' desires to reserve a room through the third party booking websites. Previous research has shown that brand image, price, trust, and value play an important role in online

purchase intention (Chiang & Jang, 2007; Chen & Dubinsky, 2003; Everard & Galletta, 2006). Purchase intention is previously defined as the objective intention of a consumer towards a product or service (Fishbein & Ajzen, 1975). Spears and Singh (2004) describe purchase intention as the conscious plan of an individual to make an effort to buy a product or service. Furthermore, online purchase intention focuses on whether consumers are eager and intended to purchase a particular product or service through online trading platforms (Pavlou, 2003).

Basically, purchase intention illustrates what consumers think they will consume (Blackwell et.al, 2001). Brown (2003) indicates consumers with intentions to purchase a certain product will demonstrate higher actual purchasing rates than those who show that they do not have the intention to purchase, consequently, purchase intention that implies consumers' desires to buy online should be recognized (Chen et al., 2010). In an online environment, purchase intention is considered as a consumer's willingness to consume in a virtual platform and is typically measured with regards to a consumer's enthusiasm to purchase and repurchase (Li & Zhang, 2002). Purchase intention emphasizes a behavioral intention, which provides an insight into cognitive learning to show a certain behavior or particular action on the object (Chu & Li, 2008). More than that, understanding consumer purchase intention enables online retailers to create appreciated tactics to attract current and potential online consumers (Ling et al., 2010).

2.3.2 EWOM Intention

EWOM intention is an important determinant of EWOM behavior (Fishbein & Ajzen, 1975; Ajzen, 1991; Webb & Sheeran, 2006). The concept, based on the theory of reasoned action, is widely used in consumer behavior research, which suggests changing intentions lead to behavior changes (Fishbein & Ajzen, 1975). Some studies indicate that the formation of EWOM is a comprehensive process that originated by events or stimulus, driven by consumers' motives, and ultimately realized with a technical support platform. For this reason, some of the most influential factors of EWOM intention include the experience, the motivation, and the platform features (Cheung & Lee, 2012; Hennig-Thurau et al., 2004; Parra-López et al., 2011; Wang & Fesenmaier, 2004). Besides, the formation of EWOM intention focuses on two different views, one is known as an outcome of the psychological motives and antecedents such as opinion leadership or innovativeness (for example, Hennig-Thurau et al., 2004; Phelps et al., 2004; Sun et al., 2006), and the other is described as an

effect of the strength and distribution patterns of social ties among Internet users (for example, Steyer, Garcia-Bardidia, & Quester, 2006; Vilpponen, Winter, & Sundquist, 2006).

While most research has emphasized the importance of EWOM on computer-mediated communications in general, studies on travel-related EWOM intention among OTA members and subsequent influences are still limited. Extent research has tried to examine individuals' motivations for generating user-generated content (Hennig-Thurau et al., 2004; Goldsmith & Horowitz, 2006). Muniz and O'Guinn (2001) indicate that individuals perform in both face-to-face and computer-mediated settings and build communities that they are connected to shared objects. Brand communities allow individuals to develop interpersonal relationships with other community members by sharing brand-related knowledge, opinions, and experience, in addition, to stimulate social exchanges and help building and enhancing community members' self-esteem and identities (Muniz & O'Guinn, 2001). Likewise, social exchange is dedicated to brand communities composed of individuals who shared common interests, community members can act as both providers, receiver, and communicators of information. Consequently, individuals have the tendency to share their experiences with others and spread positive EWOM of their preferred brands (Carroll & Ahuvia, 2006).

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Part III: Conceptual Framework

3. Conceptual Framework

3.1 Online Travel Reviews and Consumer Perception

3.1.1 EWOM and Perceived Risk

Previous studies suggest that EWOM has been an important factor to reduce consumers' perceived risk by giving suggestions via the online community (Cheung et al., 2009; Hung & Li, 2007). Hung and Li (2007) indicate that EWOM can effectively develop and enhance brand knowledge, resulting in reduced customer perceived risk of the product by eliminating fraudulent transactions or activities. Schau et al. (2009) show that EWOM significantly decreases the perceived possibility of being deceived. Wu (2014) has found evidence concerning the relationship between EWOM and perceived risk in the hospitality and tourism sector and further investigates the factors that drive consumers to utilize EWOM in OTAs in order to reduce the potential risk of the purchase. Thus, the hypothesis relating to EWOM and perceived risk is proposed as follow:

H1a: EWOM has a significant influence on perceived risk

3.1.2 EWOM and Perceived Value

Previous research indicates that there is a positive relationship between EWOM and perceived value. For instance, Gruen, Osmonbekov, and Czaplewski (2006) signify the relationship between EWOM, perceived value, and loyalty intention, and found that EWOM has a direct positive impact on perceived value. Cheung, Luo, Sia, and Chen (2009) illustrate that EWOM has some informational and normative effects on consumers' beliefs and conformity and may consequently influence their perceived value of products. That is, EWOM can significantly influence consumers' perceived value of consumptions by enhancing consumers' beliefs and conformity. Keaveney and Parthasarathy (2001) have empirical evidence to support the notion that EWOM has a positive impact on perceived value. Thus, the hypothesis relating to EWOM and perceived value is proposed as follow:

H1b: EWOM has a significant influence on perceived value

3.1.3 Argument Quality and Perceived Risk

Cox (1976) indicates the risks associated with OTAs are mainly focused on handling with uncertainty, in other words, information handling. More specifically, individuals tend to modify their message handling procedures to bridge information gaps when unstructured or poorly substantiated information is delivered. That is, online consumers may perceive less overall risk associated with shopping on OTAs if the message is reasonably clear and obvious to support the rationale. On the other hand, Ye and Johnson (1995) illustrate that an explanation facility potentially affects expert system users' beliefs in the system's conclusions at which warrant-based explanations are delivered. The research assumes that consumers are more assured of the information they received when the entire core components of an argument are delivered. Thus, the hypothesis relating to argument quality and perceived risk is proposed as follow:

H2a: argument quality has a significant influence on perceived risk

3.1.4 Argument Quality and Perceived Value

In general, a higher perceived value score illustrates that a customer perceives the quality of a product or service as highly exceeding the costs they have sacrificed to acquire the product or service. Previous studies have shown that quality is positively related to perceived value, while perceived sacrifice is negatively related to perceived value (Brady & Robertson, 1999; Teas & Agarwal, 2000). More specifically, perceived quality and monetary factors are essential to facilitate the perceived value of tourism products consumptions (Duman & Mattila, 2005), and perceived value is a major prerequisite for satisfaction and behavioral intentions (Cronin et al., 2000; Dodds et al., 1991; McDougall & Levesque, 2000). Although the research exploring argument quality as a direct antecedent of perceived value is limited, the majority of empirical literature has shown that consumers' perceptions of quality and value are positively related (for example, Andreassen & Lindestad, 1998; Brady et al., 2001; Cronin et al., 2000; Sweeney et al., 1999). Thus, the hypothesis relating to argument quality and perceived value is proposed as follow:

H2b: argument quality has a significant influence on perceived value

3.1.5 Source Credibility and Perceived Risk

Consumers can undergo reduced risk perceptions with the support of source expertise. Cox (1967) defines risk as the potential impact that mainly driven by uncertainty information. In general, risk implies the occurrence of numerous possibilities with comparatively equal probabilities (Shannon & Weaver, 1949), while risk reduction is regarded as a central motive in human communication (Berger & Calabrese, 1975). In the process of initial trust formation, consumers gather information about the communication partners to decrease uncertainty in initial interactions (Berger & Calabrese, 1975). Some studies have indicated source expertise as crucial for the establishment of online information credibility (Eastin, 2001; Hesse et al., 2005; Stvilia, Mon & Yi, 2009). These studies generally agree that message expertise has a positive impact on source credibility, which would also lead to a lower perception of risk. Thus, the hypothesis relating to source credibility and perceived risk is proposed as follow:

H3a: source credibility has a significant influence on perceived risk

3.1.6 Source Credibility and Perceived Trust

Credibility has been frequently defined as central characteristics of trust in past studies of both offline and online domains (for example, Deutsch, 1958; Giddens, 1990; Nielsen et al., 2000; Fogg et al., 2001; McKnight et al., 2002b; Einwiller, 2003). In the traditional WOM literature, source credibility and trustworthiness are regarded as fundamental predictors of consumers' message acceptance (Hovland et al., 1953; McGinnies & Ward, 1980). Unlike face-to-face communication, in EWOM communication, individuals cannot employ non-verbal cues to evaluate the credibility of information sources (Litvin et al., 2008; Tidwell & Walther, 2002). It is difficult to assess source credibility in EWOM communication as online reviews are composed by anonymous sources that no prior connection with the recipients has existed (Dellarocas, 2003). In line with previous research of traditional media, perceived source credibility is also indicated as a key factor to influence consumers' trust in online reviews (Briggs et al., 2002). Thus, the hypothesis relating to source credibility and perceived trust is proposed as follows:

H3b: source credibility has a significant influence on perceived trust

3.1.7 Responsive Participation and Perceived Value

To the effect that immediately relevant responses enhance consumers' dependency and beliefs in review providers, responsive participation is assumed to have a positive impact on perceived value. The creation of online communities is based on the postings and comments in which way group members show integrity and benevolence. A responsive virtual community member will act in adherence to the basic, socially approved standards. Since the current research did not consider responsive participation in the content of online travel communities, existing literature on online consumers' responsive participation has some limitations, and the effect of responsive participation on perceived value has not been fully illustrated. Nonetheless, it would be beneficial to recognize an increasing number of Internet users and reservations come from OTAs. Thus, the hypothesis relating to responsive participation and perceived value is proposed as follows:

H4a: responsive participation has a significant influence on perceived value

3.1.8 Responsive Participation and Perceived Trust

Generally speaking, timely and relevant responses are critical for effective and efficient communication by promoting understanding between senders and receivers. Etgar (1979) illustrates that responsive communication helps in resolving disputes and adjusting perceptions and expectations, which in turn stimulates trust. Moorman et al. (1993) suggest that timely communication fosters trust. Morgan and Hunt (1994) also illustrate that communication leads to increased trust. Previous studies indicate that perceived responsiveness has a positive influence on trust but does not have a direct effect on outcome variables. For instance, responsiveness establishes an atmosphere in which IT usage and collaboration can take place, but does not directly enhance IT use (Gefen, 2000a; Gefen, 2000b; Gefen & Keil, 1998). Furthermore, responsiveness creates trust and trust defines website loyalty (Gefen, 2002a; Gefen, 2002b). Thus, the hypothesis relating to responsive participation and perceived trust is proposed as follows:

H4b: responsive participation has a significant influence on perceived trust

3.1.9 Online Participation and Perceived Value

The co-creation view of perceived value examines the personal assessment of the future benefits of customer co-creation. For example, when consumers prefer self-service technologies such as OTAs rather than interpersonal services such as traditional travel agencies, the potential benefits can be a sense of achievement, enhanced self-efficacy, and self-serving process-enjoyment (Meuter et al., 2005). When consumers attempt to resolve service issues themselves, or through a range of procedures for directing support, an advanced recovery effort with consumer participation not only remedies service failures but also leaves them fully satisfied. Consequently, consumers participating in co-creation activities find them intrinsically attractive (Bateson, 1985; Dabholkar, 1990; Schneider & Bowen, 1995). As consumers are committed to solving the problems and ultimately achieving satisfactory recovery results, the procedure will provide a sense of accomplishment, prestige, personal growth, and/or mere pleasure from the participation (Meuter et al., 2005). Thus, the hypothesis relating to online participation and perceived value is proposed as follow:

H5a: online participation has a significant influence on perceived value

3.1.10 Online Participation and Perceived Trust

Trust is an important factor in the online shopping environment (Hoffman, Novak, & Peralta, 1999), particularly when consumers use online recommendation sources and/or other online decision aids (Dabholkar, 2006). In general, consumers may wonder whether OTAs represent their true interests or the interests of suppliers. Likewise, consumers who participate in two-way conversations with OTAs will have more opportunities to provide information about their product preferences, consequently, consumers who engage in these conversations will build a greater trust in the OTAs as they feel their contributions are more valued and taken seriously by them. Moreover, consumers can better understand how and why OTAs make personalized recommendations to them after consumers elicit their preferences for products, resulting in trust in the OTAs. Thus, the hypothesis relating to online participation and perceived trust is proposed as follows:

H5b: online participation has a significant influence on perceived trust

3.2 Consumer Perception and Behavioral Intention

3.2.1 Perceived Risk and Purchase Intention

Vijayasathy and Jones (2000) indicate that consumers' perceived risk is an important factor that influences consumer online purchase behavior. Park et al. (2005) also emphasize that perceived risk negatively impacts purchase intention in an online setting. Extant studies have illustrated the consistency of the relative strength of different types of risk on purchase intention. In an online environment, taking into account relevant risk dimensions, (Jacoby & Kaplan, 1972; Peter & Tarpey, 1975), research has shown that product risk and financial risk have significant negative effects on online purchase intention (Bhatnagar & Ghose, 2004; Lu et al., 2005). Privacy risk also plays an important role in purchase intention as individuals are more concerned about the security of their personal and credit card information that they must provide to complete an online transaction (Horrigan, 2008). Thus, the hypothesis relating to perceived risk and purchase intention is proposed as follows:

H6: perceived risk has a significant influence on purchase intention

3.2.2 Perceived Risk and EWOM Intention

Recent research examining the direct relationship between perceived risk and WOM intention in OTAs is limited, however, this idea is supported by some indirect evidence in previous studies. Lampert and Rosenberg (1975) claim that in contrast to their hypothesis, a lower perceived risk of a product or service leads to higher consumer participation in WOM activities. The authors also suggest that WOM communication may not be an input that the receiver seeks information from the sender, but an output that the sender distributes messages to receivers. In the context of monetary-decision, Stone et al. (2002) argue that stronger guilt feelings in a consumer with other-induced regret than a consumer with individual regret, in consequence, elicit conservative attitude when making decisions on behalf of others. In this study, it is proposed that regret leads to an increase in risk avoidance both when individuals make decisions for themselves or others. Thus, the hypothesis relating to perceived risk and EWOM intention is proposed as follows:

H7: perceived risk has a significant influence on EWOM intention

3.2.3 Perceived Value and Purchase Intention

In an online environment (Srinivasan, Anderson, & Ponnnavolu, 2002), the definition of perceived value is supported by utility theory, given that the higher the chance consumers gain more benefits than they pay for, the higher the probability of purchase intention (Dickson & Sawyer, 1990). According to the exchange theory, consumers' perceived value is an antecedent of purchase intention (Wang, Yeh, & Liao, 2013). In addition, though consumers' assessments of the cost-benefit trade-offs, they may make value judgments about the products (Kim et al., 2007). Consequently, behavioral decisions such as consumers' purchase intention can be driven by the perceived value of the products or services. The possible linkage has been empirically addressed in previous studies, for example, Chu and Lu (2007) and Lu and Hsiao (2010) show the positive and significant relationship between perceived value and purchase intention. Thus, the hypothesis relating to perceived value and purchase intention is proposed as follows:

H8: perceived value has a significant influence on purchase intention

3.2.4 Perceived Value and EWOM Intention

Previous studies suggest that learning drives individuals' intentions to change their behaviors. For example, consumers encountered a negative experience are less likely to repurchase from the service provider and they also refuse to choose service providers that are reported with negative reviews (Voight, 2007). The results of empirical research support this view by illustrating that perceived value stimulates consumers' intentions to spread WOM (Babin et al., 2005; Pihlström & Brush, 2008). Virtual communities such as OTAs enable consumers to share their interests, opinions, experiences with other community members within the digital platforms, and allow consumers to organize their EWOM intentions through social learning. When community members consider feedbacks from other members are valuable, they are more motivated to give opinions and ideas. Thus, the hypothesis relating to perceived value and EWOM intention is proposed as follows:

H9: perceived value has a significant influence on EWOM intention

3.2.5 Perceived Trust and Purchase Intention

In the marketing literature, trust has been shown to affect consumer behavior, in which consumers' perceived trust reduces perceived risk and, to some extent, enhances consumption intention (Pavlou & Gefen, 2004). Hoffman, Novak, and Peralta (1999) claim that the major obstacle in e-commerce is fear, involving inadequate secure payment, profitable business models, and the fear of online users to distribute their personal information. In this study, consumers may be afraid to trade with OTAs due to transactions are undertaken through the Internet. However, perceived trust plays a role in eliminating these concerns and promotes consumption in virtual communities by reducing mistakes, uncertainty, and possible risks. Recent research also indicates that online trust stimulates online shoppers' behavioral intentions to purchase (Bart et al., 2005; Quelch & Klein, 1996; Jarvenpaa et al., 2000). Thus, the hypothesis relating to perceived trust and purchase intention is proposed as follows:

H10: perceived trust has a significant influence on purchase intention

3.2.6 Perceived Trust and EWOM Intention

Regarding the anonymity and the multi-directionality of mediated interaction, virtual community members who participate in EWOM may depend on the perceived trust in other members. While the importance of trust towards many types of social groups is obvious, trust may play an even more important role in communication based on online communities (Greenberg, Greenberg, & Antonucci, 2007). In an online setting, face-to-face contact or physical evidence is insufficient to provide adequate assurance that other community members will adhere to community rules, consequently, perceived trust is an indication to the confidence of interaction among community members (Jarvenpaa, Knoll, & Leidner, 1998). Trust in virtual groups or communities has been claimed to have a significant impact on how information sharing and communication between their members work (Mayer, Davis & Schoorman, 1995; Jarvenpaa et al., 1998; Jarvenpaa & Leidner, 1999; Ridings, Gefen & Arinze, 2002). Thus, the hypothesis relating to perceived trust and EWOM intention is proposed as follows:

H11: perceived trust has a significant influence on EWOM intention

3.3 Online Travel Reviews and Behavioral Intention

3.3.1 EWOM and Purchase Intention

The literature on EWOM has focused on the influence of online reviews regarding purchase intention and purchase decision of consumers. Online reviews on virtual communities play a role in several steps in consumer decision-making and buying processes (Schindler & Bickart, 2005; Goldsmith & Horowitz, 2006; Park et al., 2007; Buhalis & Law, 2008). The travel and tourism industry also examine the impact of EWOM and online travel reviews on consumer behavior, particularly with regard to information gathering, vacation planning, and buying decisions (Gretzel & Yoo, 2008; Gretzel, 2007; Litvin et al., 2008; O'Connor, 2008; Papathanassis & Knolle, 2011; Sidali et al., 2009; Vermeulen & Seegers, 2009; Ye et al., 2009; Ye et al., 2011). Vermeulen and Seegers (2009) indicate that positive travel-related EWOM strengthens the perception of hotels among potential consumers. Ye et al. (2011) also studied the online travel reviews of a large OTA in China and illustrate that the valence of travelers' reviews significantly influences online sales of hotel rooms. Thus, the hypothesis relating to EWOM and purchase intention is proposed as follows:

H12: EWOM has a significant influence on purchase intention

3.3.2 Argument Quality and Purchase Intention

Extent research describes argument quality as the persuasive force of reviews rooted in an informational message (Bhattacharjee, 2006). In the information search stage, information quality may affect consumers' acceptance of the EWOM communication channels (Cheung & Thadani, 2009). Perdue (2001), Ranganathan, and Grandon (2002) indicate that argument quality is one of the major reasons why consumers make a booking on a particular site. In view of this situation, the degree to which information is available, obvious, and convenient can be the basis for determining travelers' perceptions of argument quality and hence as an element to evaluate their likelihoods of purchase intention. Thus, the hypothesis relating to argument quality and purchase intention is proposed as follows:

H13: argument quality has a significant influence on purchase intention

3.3.3 Source Credibility and Purchase Intention

Consumers often view user-generated content about products and services as a more trustworthy source of information than marketer-generated content (Mangold & Faulds, 2009). The review recipient's evaluation on the credibility of information articulates the key process of persuasion in the early stage (Hilligoss & Rieh, 2008). In this study, EWOM credibility implies the degree to which an individual perceived the recommendation from certain sources as believable (Fogg et al., 2002). In other words, when Internet users perceive the online travel reviews as credible sources, they may consider them when making purchase decisions. Conversely, when consumers perceive the source as less credible, the reviews are more likely being ignored and discounted. Thus, the hypothesis relating to source credibility and purchase intention is proposed as follows:

H14: source credibility has a significant influence on purchase intention

3.4 *Consumer Perception and Consumer Perception*

3.4.1 Perceived Risk and Perceived Value

Perceived risk is regarded as an antecedent of perceived value in most prior studies on consumer behavior (Agarwal & Teas, 2001; Chang & Tseng, 2013; Chen & Dubinsky, 2003; Sweeney et al., 1999). Perceived value is often considered as a trade-off between quality and sacrifice (Hauser & Urban 1986; Zeithaml, 1988; Dodds et al., 1991; Teas & Agarwal, 2000). Sweeney et al. (1999) define the role of risk as a mediator between extrinsic cue and value. This view is based on the idea that consumers rely on extrinsic cues not only to judge product quality and sacrifice but also to anticipate problems that may cause possible long-term loss. Consumers can assess future benefits and costs based on their perceptions of current earnings and costs. Given that quality and sacrifice may result in the constitution of risk evaluation, consumers may conduct value assessment based on the risk related to the consumption of products. Thus, the hypothesis relating to perceived risk and perceived value is proposed as follow:

H15: perceived risk has a significant influence on perceived value

3.4.2 Perceived Value and Perceived Trust

Previous studies have shown that consumers are more likely to trust a product when they perceive a certain value of the product (Karjaluoto et al., 2012; Sirdeshmukh et al., 2002). Likewise, travelers tend to trust OTA offerings that they found valuable. Singh, Sirdeshmukh (2000), Harris, and Goode (2004) suggest that perceived value has a positive and significant association with perceived trust. Regarding the relationship between perceived trust in OTAs and the perceived value of travel-related products, Morgan and Hunt (1994) consider the benefits of this relationship as the antecedents of trust. In this study, the perceived value of travel-related products or services associated with OTAs may become partial benefits of this relationship. Consequently, it is assumed that the perceived value of travel-related products is a precedent variable of perceived trust in OTAs (Singh & Sirdeshmukh, 2000). Thus, the hypothesis relating to perceived value and perceived trust is proposed as follow:

H16: perceived value has a significant influence on perceived trust

3.5 Conceptual Model

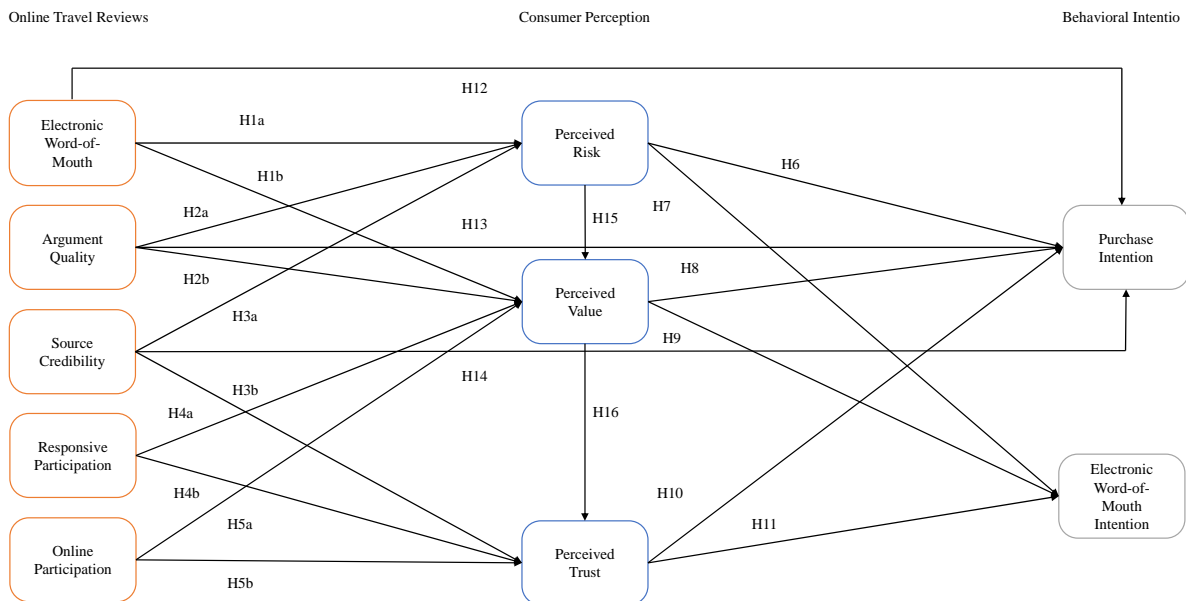


Figure 1 Conceptual Model

Based on the constructed hypotheses, Figure 1 illustrates the conceptual model with the hypotheses listed above. The proposed model consists of the five dependent variables: perceived risk, perceived value, perceived trust, purchase intention, and EWOM intention, with perceived risk influencing perceived value, perceived value affecting perceived trust, and both resulting in purchase intention and EWOM intention. Based on the marketing literature of online travel reviews, consumer perception, and behavioral intention, the associated model is to identify the key antecedents of online travel reviews and to explicate the flow of influence among the variables of interest.

Greenwald (1968) originally proposed the cognitive response theory to examine the way individuals obtain and modify their attitudes associated with a persuasive communication. On the basis of the cognitive response theory, the procedure of learning and knowledge acquisition has a direct correlation to the source of persuasive communication, subsequently forms the basis of perceptual and behavioral responses. In general, after being disclosed to information sources, how cognitive responses impact consumer attitudes plays an important role in how the communication receivers operate, interpret, and combine the information. In this study, the cognitive response has an impact on consumer perceptions, and may consequently influence behavioral intentions and behavior.

With regard to the current research, the cognitive response theory provides a theoretical foundation for the proposed study and an understanding of the relationship between the initial response to online travel reviews and the perceptual changes and intentions that may occur, shows that persuasive communication (EWOM, argument quality, and source credibility) involves significant cognitive responses in travelers (perceptions of risk, value, and trust), which conversely affect their intentions (intentions to purchase and spread EWOM). Hence, the five independent variables: EWOM, argument quality, source credibility, responsive participation, and online participation are identified to examine the impact of online travel reviews on consumer perceptions and intentions.

This model examines not only OTA members' intentions to purchase travel-related products, but also their intentions of spreading information to both community members or nonmembers. The underlying concept is the belief that OTA, as an online travel booking and review platform, enables multi-directional exchanges of information, in which an individual simultaneously play a part in both the information sender and receiver. Responsive and online participation in OTAs plays a multiple role in extending positive perceptions of EWOM and trust in fellow OTA members.

The rationale behind this model is threefold: (1) it provides a solid foundation for investigating online travel reviews motives and consequences; (2) it takes different perspectives into consideration such as the sender and receiver who get involved in EWOM communication; and (3) it provides insights into the variables affecting both the senders and receivers. The model has been empirically examined and further elaborated through quantitative methods presented in research methodology. More specifically, the research mainly focuses on the receiver's perspective by examining the factors that affect travel planning processes and information use patterns. Thus, Table 1 illustrates the summary of hypotheses:

Hypotheses	
H1a	EWOM has a significant influence on perceived risk
H1b	EWOM has a significant influence on perceived value
H2a	Argument quality has a significant influence on perceived risk
H2b	Argument quality has a significant influence on perceived value
H3a	Source credibility has a significant influence on perceived risk
H3b	Source credibility has a significant influence on perceived trust
H4a	Responsive participation has a significant influence on perceived value
H4b	Responsive participation has a significant influence on perceived trust
H5a	Online participation has a significant influence on perceived value
H5b	Online participation has a significant influence on perceived trust
H6	Perceived risk has a significant influence on purchase intention
H7	Perceived risk has a significant influence on EWOM intention
H8	Perceived value has a significant influence on purchase intention
H9	Perceived value has a significant influence on EWOM intention
H10	Perceived trust has a significant influence on purchase intention
H11	Perceived trust has a significant influence on EWOM intention
H12	EWOM has a significant influence on purchase intention
H13	Argument quality has a significant influence on purchase intention
H14	Source credibility has a significant influence on purchase intention
H15	Perceived risk has a significant influence on perceived value
H16	Perceived value has a significant influence on perceived trust

Table 1 Summary of Hypotheses

Part IV: Research Methodology

4. Research Methodology

4.1 Research Design

The selection of research design indicates the establishment of framework for collecting and analyzing data (Ghauri & Grønhaug, 2010). The current research is designed to investigate the relationships among the five independent variables (EWOM, argument quality, source credibility, responsive participation, and online participation) and the five dependent variables (perceived risk, perceived value, perceived trust, purchase intention, and EWOM intention). To examine the influence of online travel reviews on consumer perceptions and behavioral intentions, a web-based cross-sectional survey focuses on OTAs, for example, Booking.com, is employed. According to this, the research empirically provides an overview of consumer perceptions and intentions in regard to online travel reviews, with twenty-one research hypotheses derived from the literature review and presented for the conceptual model.

In this study, both primary and secondary data sources are examined, with primary data collected through structured questionnaires, and secondary data obtained from multiple sources including journals, articles, books, and websites, in which secondary data plays a part in verifying construction of the primary data. The research uses a descriptive research method with a quantitative approach to quantify consumer perceptions, attitudes, and interests and to investigate the determinants that impact the consequences of online travel reviews in China. Quantitative research focuses on testing and verification, logical and critical approach and result-oriented particularistic and analytical and is used to elaborate the research phenomena via data collection and statistical methods (Ghauri & Gronhaug, 2005). Therefore, this study aims at collecting numeric data from a selected sample of respondents on their perceptions and intentions to address the proposed research problems.

4.2 Data Collection Methods

For data collection, the research adopts a self-administered survey approach as the major research instrument to gather primary data from travelers for testing the reliability and validity of the conceptual framework and research hypotheses. The sample population consists of individuals who have experiences or willingness to purchase and comment on OTA websites and is collected from respondents of different genders, ages, education levels,

and nationalities. The research uses a web-based questionnaire, a total of 290 questionnaires are distributed to collect the responses from participants based on their purchase experiences or perceptions and experience of interacting with other community members in OTA websites. Based on non-probability sampling techniques, convenience sampling and snowball sampling are employed in data collection. Convenience sampling and snowball sampling are suitable for the current research in terms of cost, convenience, and time, however, the sampling may be biased and hence, may not be representative of the entire population.

The survey was conducted from June to July 2018, electronically distributed to friends and relatives within the Facebook community through Messenger with a hyperlink and invited them to distribute the questionnaire to their friends, families, and colleagues. The online questionnaire is created, distributed, and collected via an online survey tool, Google Forms (<https://docs.google.com/forms>). The platform provides a simple and efficient way to create an online survey, with survey responses automatically collected in an online spreadsheet. The distribution method chosen can obtain information from individuals who use the Internet in everyday life, thereby enhance the authenticity of the survey. In this area, the survey tends to provide valid and usable results since the questionnaire could not be submitted until all required questions were completed. In total, 290 online questionnaires (Appendix 1) are collected, coded, and analyzed for the research purpose, with 100% of participants responded to the online survey.

4.3 Instrument Design

The questionnaire includes items of the proposed constructs to be investigated, including the five independent variables: EWOM, argument quality, source credibility, responsive participation, and online participation, and the five dependent variables: perceived risk, perceived value, perceived trust, purchase intention, and EWOM intention; along with some basic demographic questions and questions related to usage patterns and travel preferences. An initial questionnaire survey was generated based on extant literature. All items are measured using a 5-point Likert Scale, ranging from, “1 = strongly disagree” to “5 = strongly agree”, in order to investigate the attitudes of the variables and analyze the relationship among online travel reviews, consumer perceptions, and behavioral intentions. The questionnaire is managed in both English and Chinese. The resulting questionnaire is initially drafted in English, translated into Chinese, and then back-translated into English to ensure that the items are original. A total of 52 construct items are generated.

The questionnaire was divided into eleven sections in accordance with the nature of variables and analysis requirement. The first section consists of general research questions with respect to demographics, including gender, age, education level, and nationality, as well as usage patterns and travel preferences, involving time spend online, purpose and reason for travel, past and future trips, and buying and posting experiences for statistical purposes. The second to sixth sections include questions about the proposed constructs related to online travel reviews, namely EWOM, argument quality, source credibility, responsive participation, and online participation. The seventh to ninth sections comprise items about respondents' perceptions of risk, value, and trust towards OTAs. The tenth and eleventh sections involve the variables used to measure respondents' intentions towards OTAs, which include purchase intention and EWOM intention. Participants were invited to participate in the study examining how EWOM, such as information available on OTAs for example, Booking.com, affects consumers' perceptions and intentions.

4.4 Pre-Testing

The pretest was conducted prior to the actual data collection from April to May 2018, with 43 undergraduate business students invited to fill in the online questionnaire and asked to comment on the questions, wordings, and demarcates through Facebook Messenger. This pilot study focused on instrument clarity, readability, and recommended changes. Simultaneously, the pretest aimed to assess the feasibility and understanding of the items, which were originally written in English then translated into Chinese. With respect to determining the content validity and reliability of the research instrument, the questionnaire was refined based on the participant feedbacks and recommendations in order to create an easy-to-comprehend survey. The results have shown that there were no major issues in the comprehension of the questions and the survey data was sufficient for actual data collection. Consequently, the final questionnaire embodied 52 items associated with four demographic questions, seven questions related to usage patterns and travel preferences, and ten research constructs.

4.5 Variable Operationalization

An operationalization is to transform the theoretical concepts into observable indicators that can exist (Saunders et al., 2015). In essence, operationalization is the concept

of measurement in a research (Bryman & Bell, 2015). With regard to operationalize the variables, the constructs are measured using items adapted from previous literature, with modifications made to accommodate these measures in the context of OTAs. The final indicators and related literature used to measure each construct are presented below. The questionnaire contains items of the research variables to be investigated, including the independent variables: electronic word-of-mouth (EWOM), argument quality (AQ), source credibility (SC), responsive participation (RP), and online participation (OP); and the dependent variables: perceived risk (PR), perceived value (PV), perceived trust (PT), purchase intention (PI), and electronic word-of-mouth intention (EI). As mentioned before, the survey started with questions regarding demographics such as gender, age, education level, and nationality, as well as usage patterns and travel preferences.

4.5.1 EWOM

Construct	Factor	Item	Source
Electronic Word-of-Mouth (EWOM)	EWOM1	I often read other tourists' online travel reviews to know what destinations make good impressions on others.	Jalilvand & Samiei (2012)
	EWOM2	To make sure I choose the right destination, I often read other tourists' online travel reviews.	
	EWOM3	I often consult other tourists' online travel reviews to help choose an attractive destination.	
	EWOM4	I frequently gather information from tourists' online reviews before I travel to a certain destination.	
	EWOM5	When I travel to a destination, tourists' online reviews make me confident in travelling to the destination.	

Table 2-1 Metrics of EWOM

4.5.2 Argument Quality

Construct	Factor	Item	Source
Argument Quality (AQ)	AQ1	The information in online reviews are timely.	Cheung et al. (2009),
	AQ2	The information in online reviews are relevant to my needs.	Filieri & McLeay (2014),
	AQ3	The information in online reviews are complete for my needs.	Park et al. (2007)
	AQ4	The information in online reviews are valuable.	
	AQ5	The information in online reviews are useful.	
	AQ6	The information in online reviews are credible.	

Table 2-2 Metrics of Argument Quality

4.5.3 Source Credibility

Construct	Factor	Item	Source
Source Credibility (SC)	SQ1	The reviewers are credible.	Ohanian (1990)
	SQ2	The reviewers are experienced.	
	SQ3	The reviewers are trustworthy.	
	SQ4	The reviewers are reliable.	

Table 2-3 Metrics of Source Credibility

4.5.4 Responsive Participation

Construct	Factor	Item	Source
Responsive Participation (RP)	RP1	Other consumers are very responsive to my reviews.	Gefen & Ridings (2005)
	RP2	I always get a lot of responses to my reviews.	

RP3	I get responses to my reviews fairly quickly.
RP4	Other consumers always rate my advice.

Table 2-4 Metrics of Responsive Participation

4.5.5 Online Participation

Construct	Factor	Item	Source
Online Participation (OP)	OP1	I get others to listen to me.	Gefen & Ridings (2005)
	OP2	I get others to concur with my opinion.	
	OP3	I give other consumers advice.	
	OP4	I give other consumers suggestions for tourism product to buy.	

Table 2-5 Metrics of Online Participation

4.5.6 Perceived Risk

Construct	Factor	Item	Source
Perceived Risk (PR)	PR1	OTA protects my online security.	Ling et al. (2011)
	PR2	OTA protects my personal information.	
	PR3	OTA protects my privacy.	
	PR4	OTA protects my purchase redemption (e.g., customer support to ensure deals are redeemable).	
	PR5	OTA protects my purchase delivery (e.g., customer support to ensure deals redeemed are delivered).	

Table 2-6 Metrics of Perceived Risk

4.5.7 Perceived Value

Construct	Factor	Item	Source
-----------	--------	------	--------

Perceived Value (PV)	PV1	OTA offers deals that are of value for money.	Forsythe, Petee, & Kim (2002)
	PV2	OTA offers a good selection of products and services.	
	PV3	OTA offers shopping convenience (e.g., time).	

Table 2-7 Metrics of Perceived Value

4.5.8 Perceived Trust

Construct	Factor	Item	Source
Perceived Trust (PT)	PT1	The information offered by OTA sites are sincere and honest.	Jarvenpaa et al. (2000),
	PT2	The advice and recommendations given on OTA site are made in search of mutual benefit of both the reviewer and customers.	Kim, Ferrin, & Rao (2008)
	PT3	OTA sites are trustworthy.	

Table 2-8 Metrics of Perceived Trust

4.5.9 Purchase Intention

Construct	Factor	Item	Source
Purchase Intention (PI)	PI1	I intend to make future purchases from OTA sites.	Bock, Zmud, & Lee (2005)
	PI2	I intent to regularly use OTA sites.	
	PI3	I intent to continue using OTA sites.	
	PI4	I intent to recommend OTA sites to others	

Table 2-9 Metrics of Purchase Intention

4.5.10 EWOM Intention

Construct	Factor	Item	Source
EWOM Intention (EI)	EI1	I intend to share my travel experiences with other members on OTA website more frequently in the future.	Cheung et al. (2009), Filieri &
	EI2	I will always provide my travel experiences at the request of other members on OTA website.	McLeay (2014),
	EI3	I will try to share my travel experiences with other members on OTA website in a more effective way.	Park et al. (2007)

Table 2-10 Metrics of EWOM Intention

4.6 Sample Characterization

4.6.1 Gender of Respondents

Frequency distributions are implemented to collect demographic information, which help the researcher to gain insight into the data set and to visualize the behavior of variables across the possible value ranges. The demographic profile contains gender, age, educational level, and nationality to recognize the socio-demographic characteristics of the sample. Among the 290 respondents, a slight majority of respondents (53.8%) were female and 46.2% were male. The result has shown that more females had participated in the survey than males. Figure 2 and Table 3-1 indicate the gender of respondents in the sampled population.

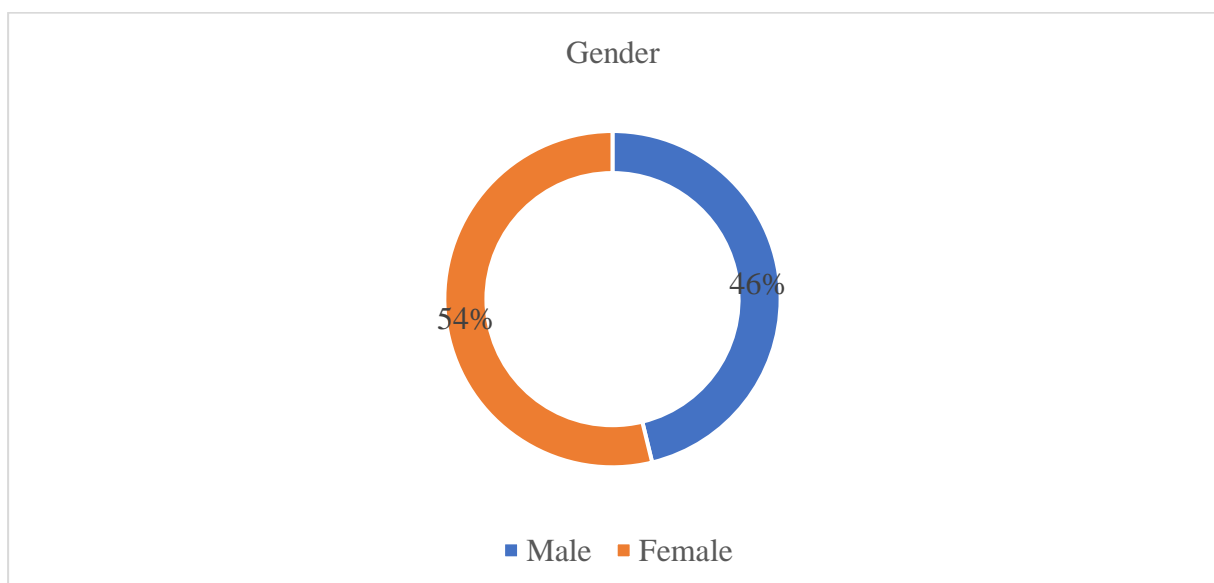


Figure 2 Gender of Respondents

Characteristic	Frequency	%
Gender		
Male	134	46.2
Female	156	53.8

Note: Total N=290

Table 3-1 Gender of Respondents

4.6.2 Age of Respondents

Among the 290 respondents, a slight majority of respondents (42.4%) were between 18 and 25 years old, followed by the respondents between 26 and 35 years old (36.9%), the respondents between 36 and 45 years old (14.1%), the respondents between 46 and 55 years old (5.9%), and the respondents between 56 and 65 years old (0.7%). There were no responses from the age group over 65. More notably, most of the respondents (79.3%) were “millennials” aged between 18 and 35 years old, while the least respondents (20.7%) were “non-millennials” aged 35 years older. Figure 3 and Table 3-2 indicate the age of respondents in the sampled population.

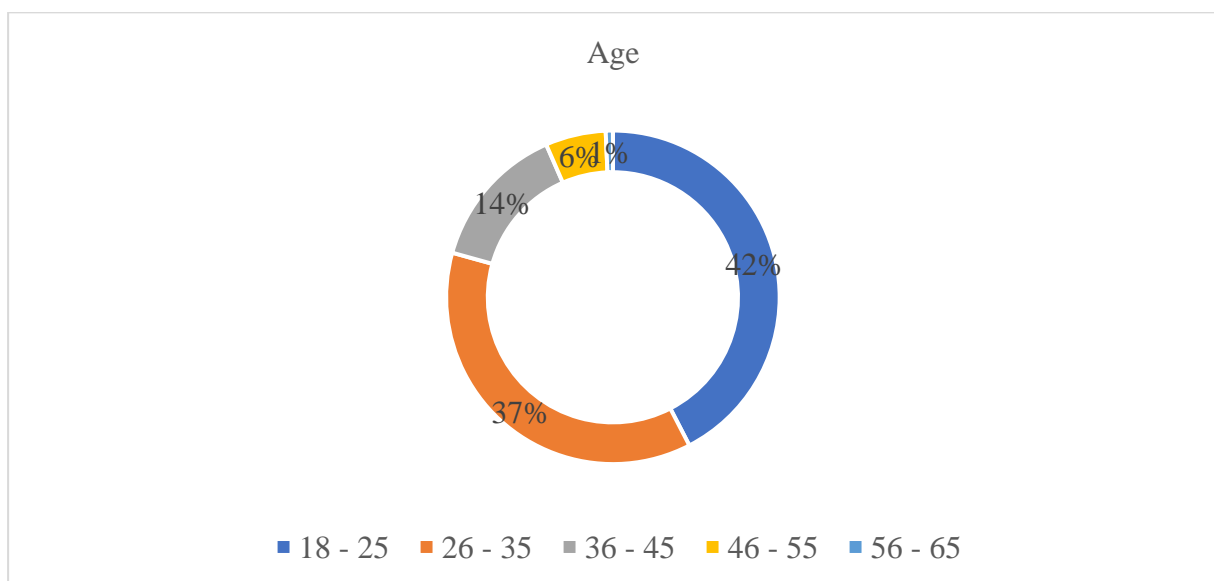


Figure 3 Age of Respondents

Characteristic	Frequency	%
Age		
18 – 25	123	42.4
26 – 35	107	36.9
36 – 45	41	14.1
46 – 55	17	5.9
56 – 65	2	.7

Note: Total N=290

Table 3-2 Age of Respondents

4.6.3 Education Level of Respondents

Among the 290 respondents, a majority of respondents (61.7%) have bachelor’s degree, following by high school or less (21.4%), master’s degree (10%), associate degree (5.5%), and Ph.D. degree (1.4%). More specifically, most of the respondents (73.1%) have educational levels of bachelor’s degree or above. Figure 4 and Table 3-3 indicate the education level of respondents in the sampled population.

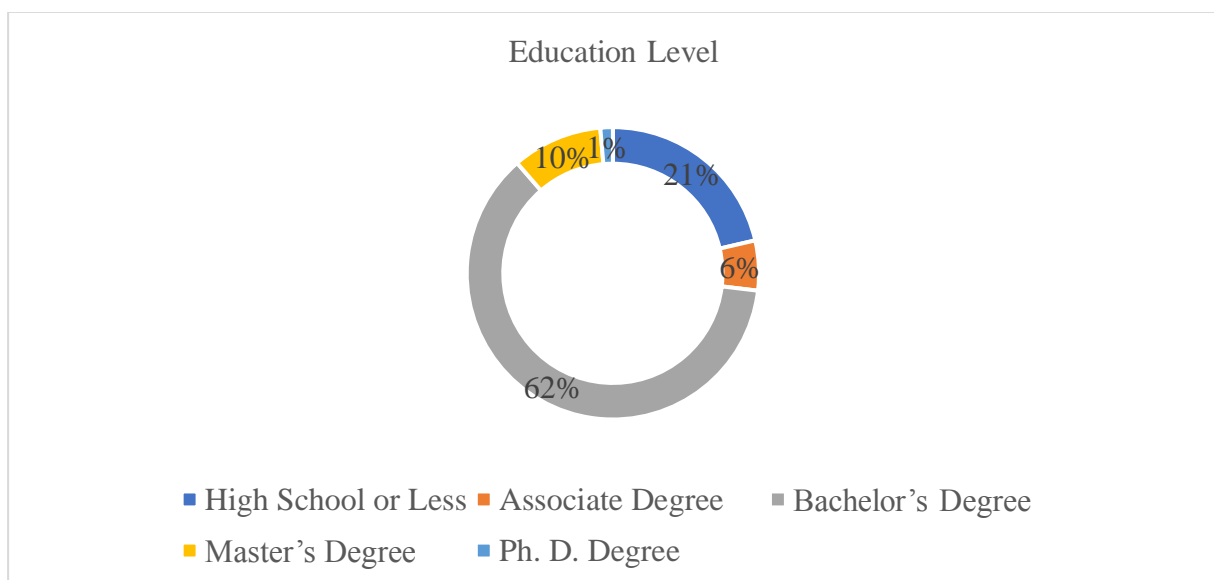


Figure 4 Education Level of Respondents

Characteristic	Frequency	%
Education Level		

High School or Less	62	21.4
Associate Degree	16	5.5
Bachelor's Degree	179	61.7
Master's Degree	29	10
Ph. D. Degree	4	1.4

Note: Total N=290

Table 3-3 Education Level of Respondents

4.6.4 Nationality of Respondents

Among the 290 respondents, a majority of respondents (64.1%) were from China, followed by Macau (22.8%), Hong Kong (7.6%), Taiwan (1.7%), and others (3.7%). There were no responses from Singapore. More specifically, the vast majority of respondents (96.2%) were from China. Figure 5 and Table 3-4 indicate the nationality of respondents in the sampled population.

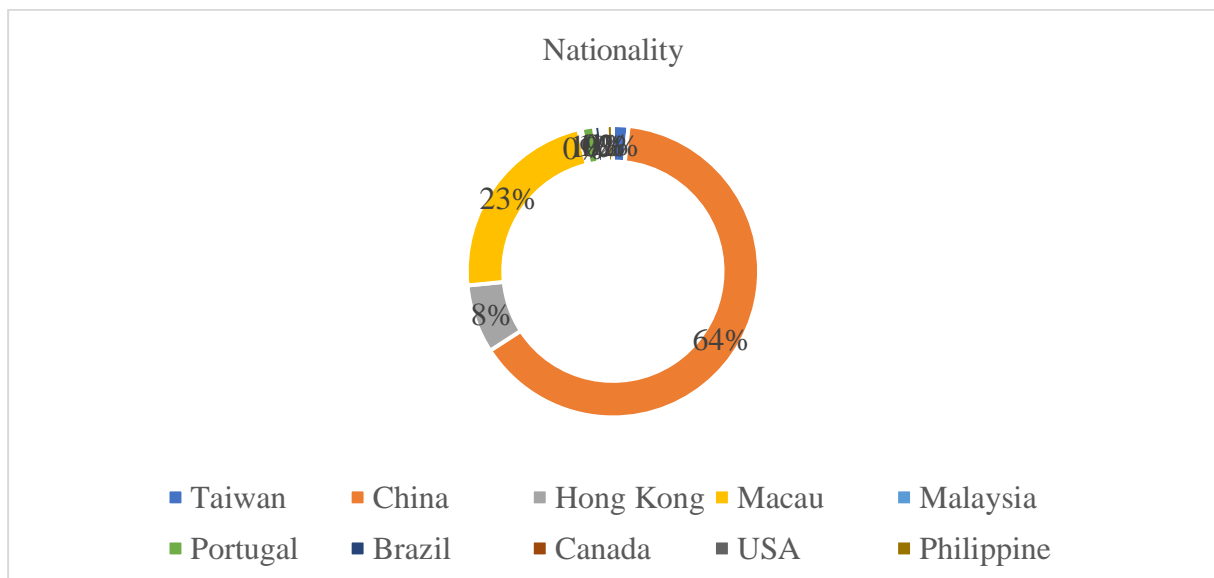


Figure 5 Nationality of Respondents

Characteristic	Frequency	%
Nationality		
Taiwan	5	1.7
China	186	64.1

Hong Kong	22	7.6
Macau	66	22.8
Malaysia	1	.3
Portugal	4	1.4
Brazil	2	.7
Canada	1	.3
USA	1	.3
Philippines	2	.7

Note: Total N=290

Table 3-4 Nationality of Respondents

4.6.5 Time spend on the Internet per day

Apart from demographic information, usage patterns and travel preferences of the sample population were also examined for statistical proposes. Among the 290 respondents, 35.5% of respondents spend one to three hours on the Internet per day, 33.1% of respondents spend more than five hours, 28.3% of respondents spend four to five hours, and 3.1% of respondents spend less than one hour. More clearly, the vast majority of respondents (96.9%) used the Internet for more than one hours a day. Figure 6 and Table 3-5 indicate the respondents' time spend online.

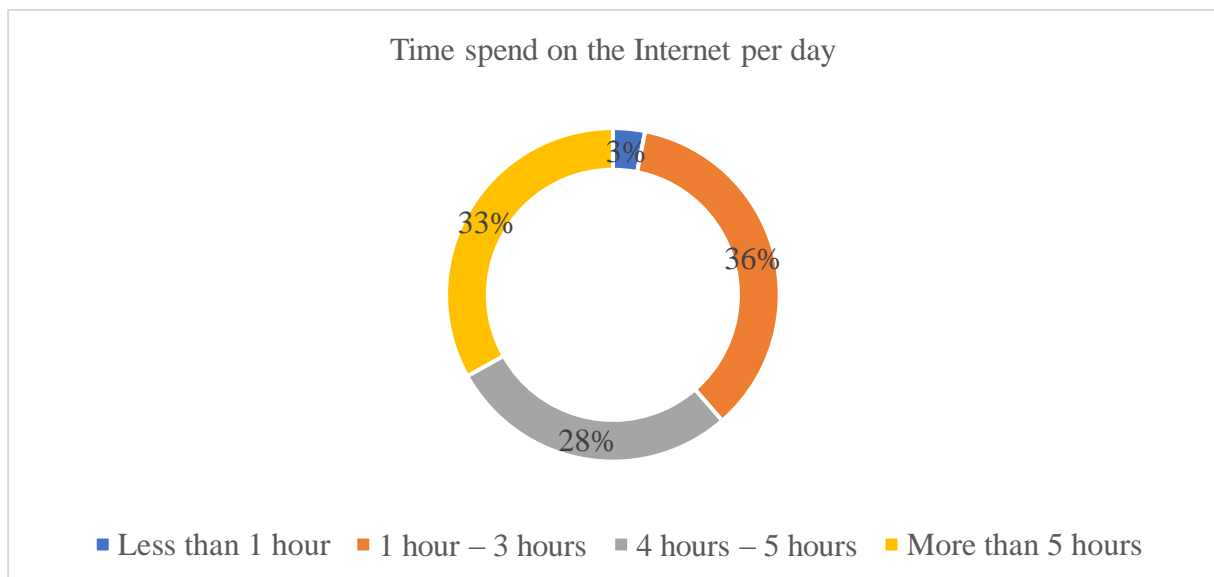


Figure 6 Time spend on the Internet per day

Characteristic	Frequency	%
Time spend on the Internet per day		
Less than 1 hour	9	3.1
1 hour – 3 hours	103	35.5
4 hours – 5 hours	82	28.3
More than 5 hours	96	33.1

Note: Total N=290

Table 3-5 Time spend on the Internet per day

4.6.6 Plan their own travel for

Among the 290 respondents, a majority respondent (79.3%) were both domestic and foreign tourists, while 16.2% of respondents were domestic tourists and 4.5% of respondents were foreign tourists. The result has shown that more respondents plan both international travel and domestic trip than just one of them. Figure 7 and Table 3-6 indicate the respondents' purpose for travel.

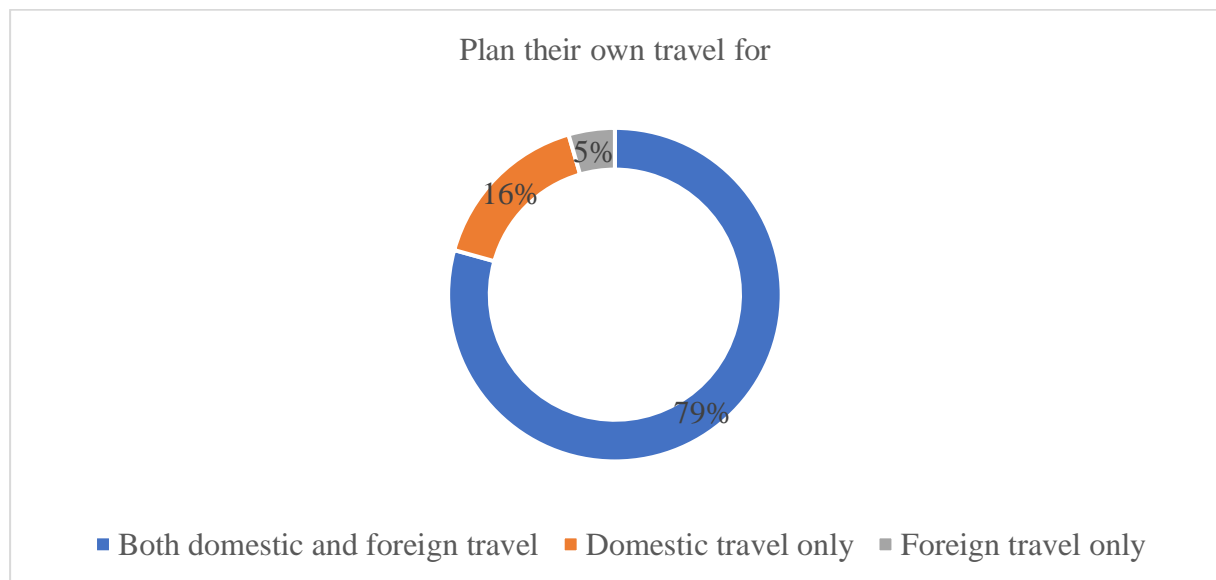


Figure 7 Plan their own travel for

Characteristic	Frequency	%
Plan their own travel for		
Both domestic and foreign travel	230	79.3

Domestic travel only	47	16.2
Foreign travel only	13	4.5

Note: Total N=290

Table 3-6 Plan their own travel for

4.6.7 Reason for planning their own travel

Among the 290 respondents, the major reason for respondents to plan their own travel was that they can customize their trips based on their needs (79.7%), followed by other reasons such as convenient, privacy, for fun (7.9%), the reason that they can save money (6.6%), and the reason that they can save time (5.9%). Figure 8 and Table 3-7 indicate the respondents' reason for travel.

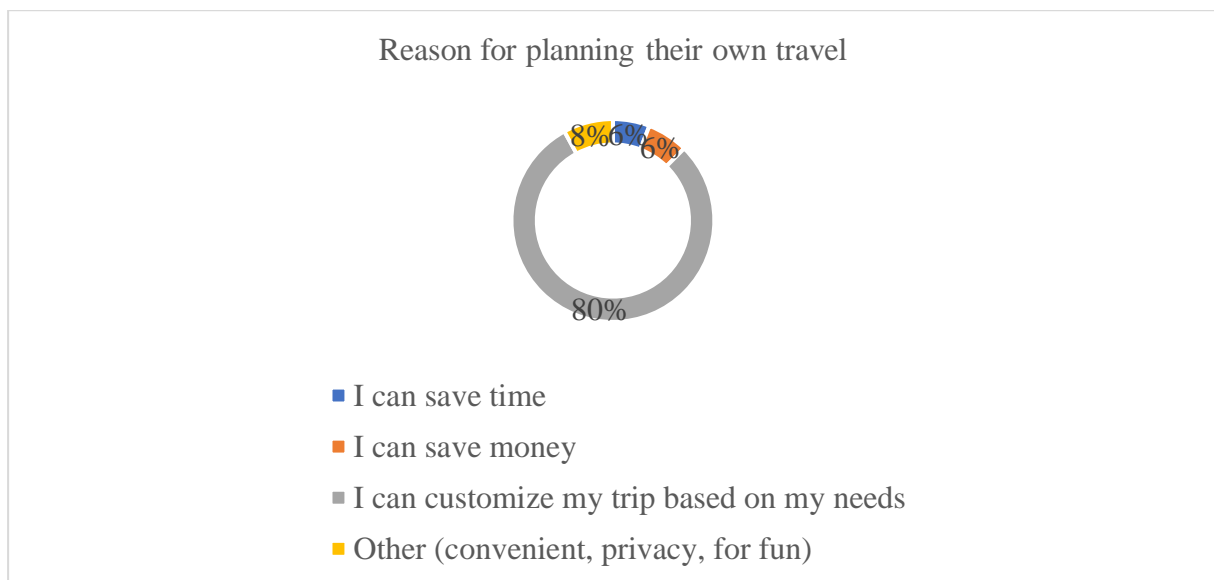


Figure 8 Reason for planning their own travel

Characteristic	Frequency	%
Reason for planning their own travel		
I can save time	17	5.9
I can save money	19	6.6
I can customize my trip based on my needs	231	79.7
Other (convenient, privacy, for fun)	23	7.9

Note: Total N=290

Table 3-7 Reason for planning their own travel

4.6.8 Trips took during the past year

Among the 290 respondents, a slight majority of respondents (50.7%) took one to two trips during the past year, followed by three to five trips (38.3%), six to ten trips (5.5%), zero trips (4.5%), and more than ten trips (1%). More notably, the vast majority of respondents (95.5%) took one or more trips during the past year. Figure 9 and Table 3-8 indicate the respondents' past trips.

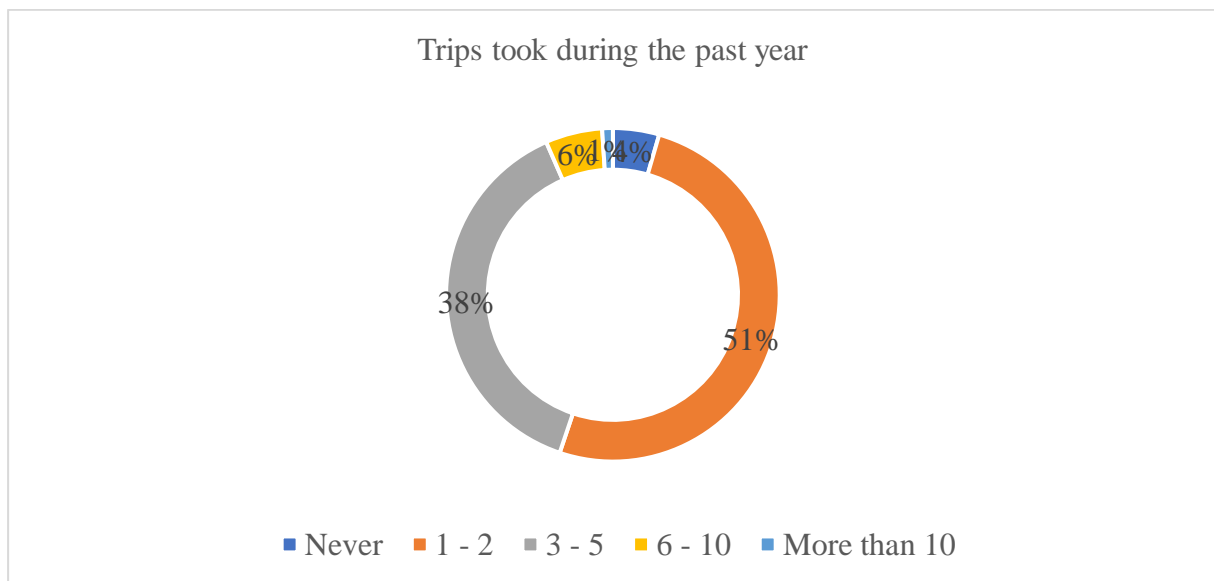


Figure 9 Trips taken during the past year

Characteristic	Frequency	%
Trips taken during the past year		
Never	13	4.5
1 – 2	147	50.7
3 – 5	111	38.3
6 - 10	16	5.5
More than 10	3	1

Note: Total N=290

Table 3-8 Trips taken during the past year

4.6.9 Travel plans in the near future

Among the 290 respondents, 35.5% of respondents planned to travel within one month, 32.4% of respondents planned to travel within three months, 14.8% of respondents planned to travel within six months, 10.3% of respondents did not have plans to travel, and 6.9% of respondents planned to travel within twelve months. More specifically, 89.6% of respondents planned to travel within one year. Figure 10 and Table 3-9 indicate the respondents' future trips.

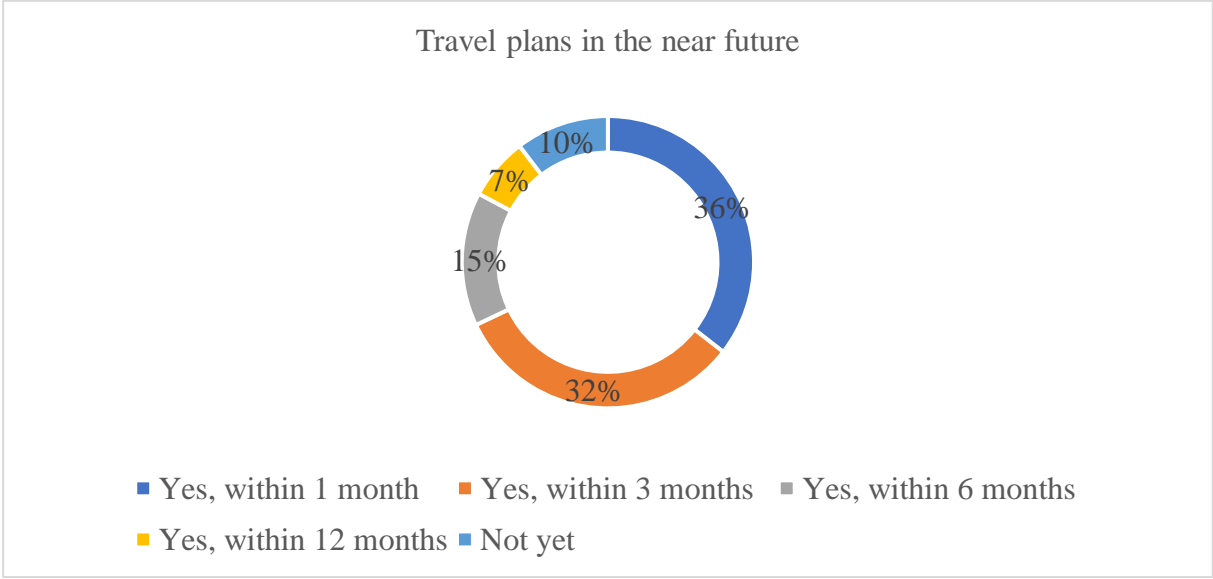


Figure 10 Travel plans in the near future

Characteristic	Frequency	%
Travel plans in the near future		
Yes, within 1 month	103	35.5
Yes, within 3 months	94	32.4
Yes, within 6 months	43	14.8
Yes, within 12 months	20	6.9
Not yet	30	10.3

Note: Total N=290

Table 3-9 Travel plans in the near future

4.6.10 Experience of using OTAs

Among the 290 respondents, a majority of respondents (87.6%) have experiences of using OTAs, while 12.4% of respondents do not have experiences of using OTAs. The result has shown that more respondents have used OTAs and have booked travel in the past. Figure 11 and Table 3-10 indicate the respondents' buying experiences.

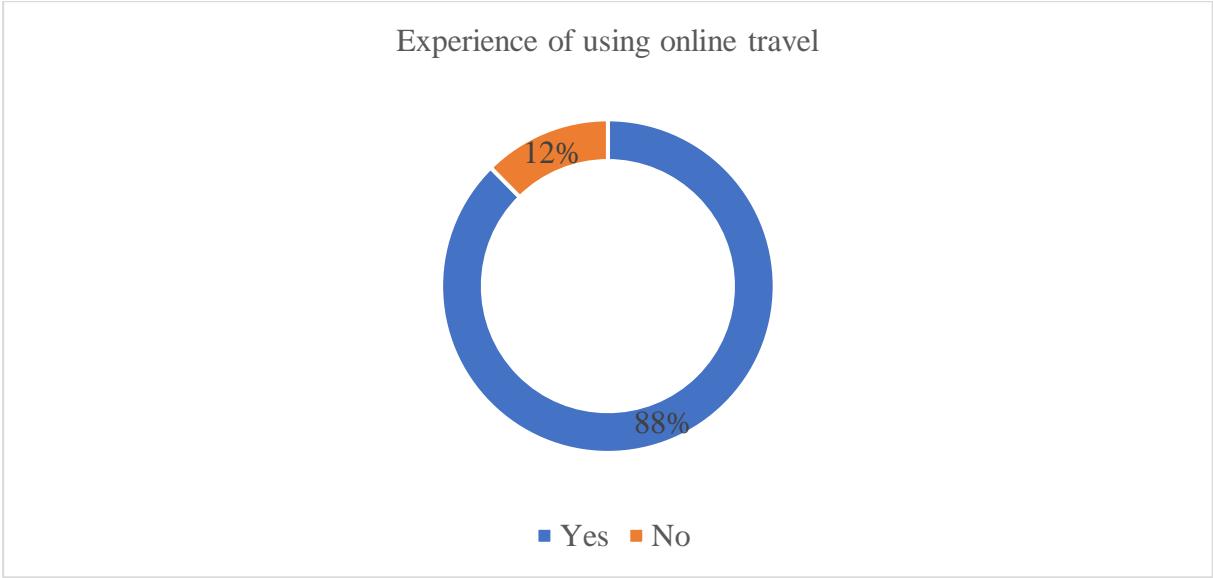


Figure 11 Experience of using OTAs

Characteristic	Frequency	%
Experience of using OTA		
Yes	254	87.6
No	36	12.4

Note: Total N=290

Table 3-10 Experience of using OTAs

4.6.11 Experience of posting reviews

Among the 290 respondents, a slight majority of respondents (52.4%) have experiences of posting reviews, while 47.6% of respondents do not have experiences of posting reviews. The result has shown that more respondents have participated in EWOM communication. Figure 12 and Table 3-11 indicate the respondents' posting experiences.

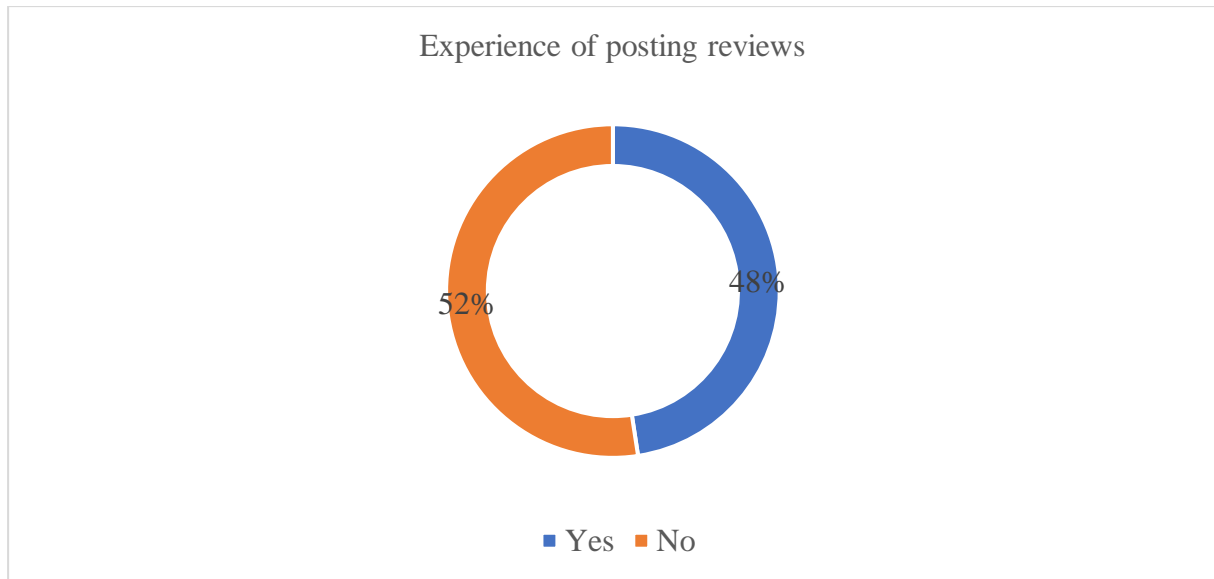


Figure 12 Experience of posting reviews

Characteristic	Frequency	%
Experience of posting reviews		
Yes	138	47.6
No	152	52.4

Note: Total N=290

Table 3-11 Experience of posting reviews

4.7 Statistical Methods

For data analyses, several statistical methods are used to assess the correlations among the research constructs. First of all, descriptive statistics is conducted to examine the characteristics of the sample. Subsequently, factor analysis and reliability test are used to ensure the validity and reliability of the research measurements. Furthermore, independent sample t-test is presented to compare both independent and dependent variables in terms of demographics. Hereafter, multiple regression analysis is employed to estimate the association between the independent variables and the dependent variable. Last but not least, hypothesis testing is proposed to verify statistical significance for the assumptions made in previous studies. All statistical analyses are conducted using IBM SPSS Statistics Version 25 from results collected from respondents and make conclusions. A total of 290 respondents were used for analysis.

4.7.1 Descriptive Analysis

Prior to data analysis, descriptive analysis is initially performed to summarize the data. Table 4 is the descriptive statistics of observed variables. The descriptive analysis summarizes and interprets the characteristics of data and the behaviors of variables in terms of mean and standard deviation. All items were validated on a five-point Likert Scale anchored from “1=strongly disagree” to “5=strongly agree”. The results have shown that both EWOM (3.7648), argument quality (3.5161), source credibility (3.4043), and online participation (3.1862) have means of above 3, with EWOM (0.71135) and online participation (0.75146) presenting higher standard deviations, which indicate the scores are more widely dispersed. Meanwhile, argument quality (0.57895) and source credibility (0.66560) show smaller standard deviations, which indicate that the scores are less widely dispersed. While responsive participation has a lower mean of 2.8103 and higher standard deviation of 0.89635, which indicate that participants did not agree about how others behave.

In terms of consumer perception, both perceived risk (3.1931), perceptive value (3.3345), and perceived trust (3.3184) have means of above 3, with perceived risk (0.75070) showing a higher standard deviation, which indicates participants are in less agreement with one another. At the same time, perceived value (0.69018) and perceived trust (0.65221) present smaller standard deviations, which indicate that participants perceived online travel reviews in the same fashion. In terms of behavioral intention, both purchase intention (3.3836) and EWOM intention (0.93747) have means of above 3, with standard deviations of 0.79278 and 0.93747 respectively, which indicate a low sense of agreement between participants.

Variable	N	Minimum	Maximum	Mean	SD
EWOM	290	1.00	5.00	3.7648	.71135
AQ	290	1.50	5.00	3.5161	.57895
SC	290	1.00	5.00	3.4043	.66560
RP	290	1.00	5.00	2.8103	.89635
OP	290	1.00	5.00	3.1862	.75146
PR	290	1.00	5.00	3.1931	.75070
PV	290	1.00	5.00	3.3345	.69018

PT	290	1.00	5.00	3.3184	.65221
PI	290	1.00	5.00	3.3836	.79278
EI	290	1.00	5.00	3.0736	.93747

Table 4 Descriptive Statistics

4.7.2 Exploratory Factor Analysis

Factor analysis is a statistical method used to facilitate assessments of score validity, generate theory based on the characteristic of constructs, and summarize correlations to yield a more concise set of factor scores that can be stored for later analyses. The procedure focuses on reducing a substantial set of observed variables to a small number of factors with features in common. According to Thompson (2004), there are two main types of factor analysis, namely exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). EFA is a statistical technique that comprises a linear sequence of decisions, each contain a menu of various accessible options. In EFA, the investigator may not have any concrete assumptions with regard to the quantity or the quality of latent constructs or factors. Even though the investigator has assumptions in this regard, EFA does not demand the investigator to state these assumptions, and the analysis is not affected by these assumptions. In order to assess the underlying dimensions of the construct, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity for all constructs are used.

The KMO index examines whether the partial correlations between variables are little and indicates the proportion of item variance justified by the underlying variable. While Bartlett's test examines whether the association matrix conforms to an identity matrix, which would show the applicability of the factor model. Bartlett's test also provides an insight into the general indication of possible correlation matrixes and indicates whether the observed correlation matrix is close to the identity matrix. The KMO value, varies from 0 to 1, with 0.5, and the significant level ($p < 0.05$) for Bartlett's test are recommended as minimum thresholds for factor analysis, which suggested that the sample size is sufficient in regard to the number of items in the scale. Furthermore, varimax rotation was adopted to verify the factor structure and validity of variables, for the reason that varimax enables a more liable interpretation of factors by maximizing the total variances of the squared loadings (IBM, 2018; Damásio, 2012; Hair, 2005). Pestana and Gageiro (2003) propose the standard of interpreting the value of KMO in Table 5.

KMO	Degree of Common Variance
1 – 0.9	Very Good
0.8 – 0.9	Good
0.7 – 0.8	Average
0.6 – 0.7	Reasonable
0.5 – 0.6	Bad
< 0.5	Not Supported

Table 5 Standard of KMO

For reliability test, Cronbach’s alpha is used to measure the reliability of the internal consistency of the survey instrument, that is, how closely related the items of a test are as the latent variable. The internal consistency is based on the correlation between the scale items of the same investigation (Pestana & Gageiro, 2003). Cronbach’s alpha averages the reliability coefficient based on every possible split-half correlation (Yee, San, & Khoon, 2011). The common rule of thumb proposes that the normal range of Cronbach’s alpha value between 0 to 1 should be at least 0.7 for a measurement scale to be considered supported (Peterson, 1994). Pestana and Gageiro (2003) propose the standard of determining the internal consistency of Cronbach’s alpha in Table 6. The results have shown that all KMO values are over 0.8, which indicate the sample adequacy is good; all values of Bartlett’s test are at the optimal level (=0.00), which indicate the correlation matrix is factorable; and all values of Cronbach’s alpha are in the range of 0.702 and 0.869, which indicate the survey is reliable and adequate for factor analysis. Table 7 summarizes the final output of factor analysis and reliability testing.

Cronbach’s Alpha	Internal Consistency
≥ 0.9	Very Good
0.8 – 0.9	Good
0.7 – 0.8	Average
0.6 – 0.7	Bad
< 0.6	Inadmissible

Table 6 Standard of Cronbach’s Alpha

Construct	Factor	KMO	Cronbach's Alpha	Bartlett's Test	% of Variance Explained	Dimensions
EWOM	EWOM	.813	.848	.000	63.007	1
Argument Quality	AQ	.867	.869	.000	60.620	1
Source Credibility	SC	.889	.834	.000	75.057	1
Responsive Participation	RP	.940	.855	.000	84.691	1
Online Participation	OP	.867	.745	.000	71.819	1
Perceived Risk	PR	.921	.839	.000	76.004	1
Perceived Value	PV	.824	.702	.000	74.413	1
Perceived Trust	PT	.846	.714	.000	76.531	1
Purchase Intention	PI	.896	.831	.000	76.613	1
EWOM Intention	EI	.940	.770	.000	89.319	1

Table 7 Final Output of Exploratory Factor Analysis

4.7.3 Statistical Modeling

Correlation analysis and multiple linear regression are employed to investigate the relationship between the independent variables and dependent variables on the use of OTAs. Correlation analysis is two-tailed, in which significant levels are suggested by * $p < 0.05$, ** $p < 0.01$, and *** $p < 0.005$. When regression analysis is employed, multiple linear regression analysis has to be implemented stepwise. The coefficient of determination, or R^2 , is the indicator of the percentage of variance explained. Cooper and Schindler (2001) indicate that multiple regression analysis is a technique to estimate or predict an unknown Y value corresponding to a set of X values. Multiple regression is a basic and common form of linear

regression analysis used to develop a self-weighting estimating equation on one continuous dependent variables and two or more independent variables, in order to test and explain a causal theory.

Part V: Data Analysis

5. Data Analysis

With respect to the research results, SPSS was used to analyze the data collected from the survey and to verify the conceptual model and research hypotheses proposed to assume the correlations among online travel reviews dimensions, consumer perceptions, and behavioral intentions. The statistic software is essential for the quantification of online travel reviews within the research hypotheses and the evaluation of the influence of online travel reviews on consumer perceptions and behavioral intentions. Prior to data analysis, descriptive statistics was first carried out in the methodology part, followed by exploratory factor analysis and reliability tests in order to verify the factor structure and assess the reliability of each construct. When it comes to data analysis, independent sample t-test regarding demographics is performed, along with multiple regression analysis to address the correlations among variables.

5.1 Independent Sample T-Test

Descriptive statistics was presented in the previous section in methodology to describe the uneven distribution of the demographics among respondents. In this section, this study adopted the independent sample t-test to compute the impacts of gender, age, and education level differences, based on the five independent variables: EWOM, argument quality, source credibility, responsive participation, and online participation, as well as the five dependent variables: perceived risk, perceived value, perceived trust, purchase intention, and EWOM intention. At 95% confidence interval, the accepted significance level ($p < .05$) indicates that proposed hypotheses are rejected with a p-value less than 0.05 and accepted for a p-value equal to or more than 0.05. The independent sample t-test is used to assess whether the means of two independent or unrelated groups significantly different from each other (Horn, 2008).

5.1.1 Gender Differences

An independent t-test was carried out on a sample of 290 Internet users to identify whether there are differences in consumer perceptions and behavioral intentions towards online travel reviews based on gender. The group of males contained 134 respondents, and the

group of females comprised 156 respondents. Table 8-1 shows the gender differences for each variable. The results show that there are no significant differences between the two groups except EWOM ($p < 0.05$), which indicate that H_0 is rejected and females have statistically significantly higher involvement in EWOM (3.8667 ± 0.67483) contrasted to males (3.6463 ± 0.73655), $t(290) = -2.658$, $p = 0.008$. Drawing from the statistical results about gender difference, the findings suggest that females are more likely to consider online travel reviews before making a purchase.

Variable	Gender	N	Mean	SD	T-Test	
					t	p
EWOM	M	134	3.6463	.73655	-2.658	.008
	F	156	3.8667	.67483		
AQ	M	134	3.5249	.61433	.239	.811
	F	156	3.5085	.54864		
SC	M	134	3.3470	.72736	-1.361	.175
	F	156	3.4535	.60562		
RP	M	134	2.9216	.86517	1.969	.050
	F	156	2.7147	.91425		
OP	M	134	3.2295	.73516	.909	.364
	F	156	3.1490	.76558		
PR	M	134	3.2582	.76692	1.371	.171
	F	156	3.1372	.73434		
PV	M	134	3.3234	.68269	-.253	.800
	F	156	3.3440	.69861		
PT	M	134	3.3905	.66607	1.752	.081
	F	156	3.2564	.63567		
PI	M	134	3.4104	.78004	.533	.594
	F	156	3.3606	.80535		
EI	M	134	3.1617	.91103	1.487	.138
	F	156	2.9979	.95602		

Table 8-1 Gender Differences

5.1.2 Age Differences

An independent t-test was implemented on a sample of 290 Internet users to identify whether there are differences in consumer perceptions and behavioral intentions towards online travel reviews based on age. The age group of 35 years old or under, is considered as “millennials”, contained 134 respondents and the age group of 35 years old above, is considered as “non-millennials”, comprised 156 respondents. Table 8-2 shows the age differences for each variable. The results show that there are no significant differences between the two groups except EWOM ($p < 0.05$), which indicate that H_0 is rejected and millennials have statistically significantly higher involvement in EWOM (3.8096 ± 0.71276) compared to non-millennials (3.5933 ± 0.68491), $t(290) = 2.109$, $p = 0.036$. Drawing from the statistical results about the age difference, the findings suggest that young people are more willing to accept and use online travel reviews.

Variables	Age	N	Mean	SD	T-Test	
					t	p
EWOM	≤35	230	3.8096	.71276	2.109	.036
	>35	60	3.5933	.68491		
AQ	≤35	230	3.5254	.58773	.533	.594
	>35	60	3.4806	.54729		
SC	≤35	230	3.4272	.68025	1.146	.253
	>35	60	3.3167	.60343		
RP	≤35	230	2.7598	.89800	-1.889	.060
	>35	60	3.0042	.87029		
OP	≤35	230	3.1576	.73578	-1.270	.205
	>35	60	3.2958	.80582		
PR	≤35	230	3.2096	.76341	.731	.466
	>35	60	3.1300	.70237		
PV	≤35	230	3.3275	.71781	-.335	.738
	>35	60	3.3611	.57667		
PT	≤35	230	3.3464	.64846	1.433	.153
	>35	60	3.2111	.66090		
PI	≤35	230	3.4054	.79162	.917	.360
	>35	60	3.3000	.79830		

EI	≤35	230	3.0551	.95653	-.657	.512
	>35	60	3.1444	.86437		

Table 8-2 Age Differences

5.1.3 Education Level Differences

An independent t-test was employed on a sample of 290 Internet users to identify whether there are differences in consumer perceptions and behavioral intentions towards online travel reviews based on education level. The group of respondents with a higher education level contained 78 respondents, and the group of respondents without a higher education level comprised 212 respondents. Table 8-3 shows the education level differences for each variable. The results show that there are no significant differences between the two groups except EWOM, argument quality, source credibility, perceived value, and purchase intention ($p < .05$).

In regard to EWOM, H_0 is rejected and there is a significant difference in the scores for respondents with a higher education level ($3.8198 \pm .69431$) and for respondents without a higher education level (3.6154 ± 0.73979); $t(290) = -2.184$, $p = 0.030$. With respect to argument quality, H_0 is rejected and there is a significant difference in the scores for respondents with a higher education level (3.5597 ± 0.57698) and for respondents without a higher education level (3.3974 ± 0.57121); $t(290) = -2.130$, $p = 0.030$. Towards source credibility, H_0 is rejected and there is a significant difference in the scores for respondents with a higher education level ($3.4564 \pm .66446$) and for respondents without a higher education level (3.2628 ± 0.65204); $t(290) = -2.211$, $p = 0.028$.

About perceived value, H_0 is rejected and there is a significant difference in the scores for respondents with a higher education level ($3.3931 \pm .71808$) and for respondents without a higher education level (3.1752 ± 0.58288); $t(290) = -2.403$, $p = 0.017$. Regarding purchase intention, H_0 is rejected and there is a significant difference in the scores for respondents with a higher education level (3.4658 ± 0.78738) and for respondents without a higher education level (3.1603 ± 0.76868); $t(290) = -2.949$, $p = 0.003$. Drawing from the statistical results about schooling differences, the findings suggest that a higher level of education is associated with more positive attitudes towards EWOM, argument quality, source credibility, perceived value, and purchase intention.

Variables	Education Level	N	Mean	SD	T-test	
					t	p
EWOM	<Higher	78	3.6154	.73979	-2.184	.030
	≥Higher	212	3.8198	.69431		
AQ	<Higher	78	3.3974	.57121	-2.130	.034
	≥Higher	212	3.5597	.57698		
SC	<Higher	78	3.2628	.65204	-2.211	.028
	≥Higher	212	3.4564	.66446		
RP	<Higher	78	2.8301	.85991	.228	.820
	≥Higher	212	2.8031	.91127		
OP	<Higher	78	3.0609	.71075	-1.728	.085
	≥Higher	212	3.2323	.76233		
PR	<Higher	78	3.2385	.73648	.623	.533
	≥Higher	212	3.1764	.75690		
PV	<Higher	78	3.1752	.58288	-2.403	.017
	≥Higher	212	3.3931	.71808		
PT	<Higher	78	3.2991	.57757	-.304	.761
	≥Higher	212	3.3255	.67875		
PI	<Higher	78	3.1603	.76868	-2.949	.003
	≥Higher	212	3.4658	.78738		
EI	<Higher	78	2.9188	.92299	-1.711	.088
	≥Higher	212	3.1305	.93847		

Table 8-3 Education Level Differences

5.2 Multiple Regression Analysis

In testing the hypotheses, correlation and multiple linear regression analyses are conducted to examine the adequacy of the proposed model. Based on literature review, the conceptual model was built from the concepts related to perceptions and intentions to investigate the relationships between the whole set of independent variables (EWOM, argument quality, source credibility, responsive participation, and online participation) and dependent variables (perceived risk, perceived value, perceived trust, purchase intention, and EWOM intention), in which the means of the items in each response variables were

conducted to run the regression analysis. The correlation coefficients among variables are shown in Table 9. The following sections illustrate the results of multiple regression analysis.

	EWO	SC	AQ	OP	RP	PV	PR	PT	EI	P
M										I
EWO	1									
M										
SC	.493**	1								
AQ	.523**	.696*	1							
		*								
OP	.287**	.382*	.419*	1						
		*	*							
RP	.140*	.280*	.288*	.589*	1					
		*	*	*						
PV	.323**	.461*	.569*	.401*	.364*	1				
		*	*	*	*					
PR	.276**	.413*	.504*	.428*	.445*	.586*	1			
		*	*	*	*	*				
PT	.336**	.492*	.536*	.453*	.320*	.615*	.667*	1		
		*	*	*	*	*	*			
EI	.235**	.352*	.371*	.506*	.592*	.454*	.509*	.483*	1	
		*	*	*	*	*	*	*		
PI	.421**	.426*	.498*	.409*	.330*	.610*	.523*	.572*	.524*	1
		*	*	*	*	*	*	*	*	

Table 9 Correlation Coefficients

5.2.1 Perceived Risk

H1a: EWOM has a significant influence on perceived risk

H2a: argument quality has a significant influence on perceived risk

H3a: source credibility has a significant influence on perceived risk

According to Table 10-1, the multiple regression model for perceived risk is found to be significant, with all four predictors produced, $R^2 = 0.254$, $R^2_{adj} = 0.251$, $F = 97.903$, $p < 0.05$. The coefficient of determination indicates that 25.1% of the variance in perceived risk is explained by EWOM, argument quality, and source credibility.

Generally speaking, previous research conducted in an attempt to predict human behavior normally has an R^2 value lower than 50%, for the reason that future behaviors are unforeseeable (Frost, 2013). Hence, low R^2 values can be expected in this study. At the 0.05 significance level, the p-value for the F-test statistic is less than 0.001, indicating that the regression model is a good fit for the data.

A multiple regression analysis is computed to assess the relationships between EWOM and perceived risk, argument quality and perceived risk, source credibility and perceived risk. As can be seen in Table 10-1, there is a significant correlation between argument quality and perceived risk, H2a: $\beta = 0.653$, $t = 9.895$, $p < 0.05$. At 95% confidence intervals level, the data provide sufficient evidence to conclude that argument quality has a statistically significant impact on perceived risk ($p \leq \alpha$), thus H2a is supported.

However, the relationships between EWOM and perceived risk, source credibility and perceived risk are not statistically significant at the significance level of 0.05 ($p > 0.05$). The results have shown that EWOM and source credibility have non-significant impacts on perceived risk. Table 10-1 summarizes the analysis results from the regression analysis.

	Coef	t	p
EWOM	NS	NS	NS
AQ	.653	9.895	.000
SC	NS	NS	NS
Constant	.897	3.813	.000
R^2	.254		
R^2_{adj}	.251		
F-Test	97.903		.000

Note: Dependent Variable: Perceived Risk

Table 10-1 Multiple Regression Analysis of Perceived Risk

5.2.2 Perceived Value

H1b: EWOM has a significant influence on perceived value

H2b: argument quality has a significant influence on perceived value

H4a: responsive participation has a significant influence on perceived value

H5a: online participation has a significant influence on perceived value

H15: perceived risk has a significant influence on perceived value

According to Table 10-2, the multiple regression model for perceived value is found to be significant, with all four predictors presented, $R^2 = 0.452$, $R^2_{adj} = 0.446$, $F = 78.598$, $p < 0.05$. The coefficient of determination points out that 44.6% of the variance in perceived value is illustrated by EWOM, argument quality, responsive participation, online participation, and perceived risk. At the 0.05 significance level, the p-value for the F-test statistic is less than 0.001, concluding that the regression model is useful.

A multiple regression analysis is employed to evaluate the relationships between EWOM and perceived value, argument quality and perceived value, responsive participation and perceived value, perceived risk and perceived value. According to Table 10-2, there are significant correlations between argument quality and perceived value, responsive participation and perceived value, perceived risk and perceived value, H2b: $\beta = 0.427$, $t = 7.051$, $p < 0.05$; H4a: $\beta = 0.077$, $t = 2.045$, $p < 0.05$; H15: $\beta = 0.332$, $t = 6.634$, $p < 0.05$. At 95% confidence intervals level, the data provide sufficient evidence to conclude that argument quality, responsive participation, and perceived risk have statistically significant influences on perceived value ($p \leq \alpha$), thus H2b, H4a, and H15 are supported.

However, the relationships between EWOM and perceived value, online participation and perceived value are not statistically significant at the significance level of 0.05 ($p > 0.05$). The results have shown that there is no statistically significant influence of EWOM and online participation on perceived value was detected. Table 10-2 summarizes the analysis results from the regression analysis.

	Coef	t	p
EWOM	NS	NS	NS
AQ	.427	7.051	.000
RP	.077	2.045	.042
OP	NS	NS	NS

PR	.332	6.634	.000
Constant	.556	2.878	.004
R ²	.452		
R ² _{adj}	.446		
F-Test	78.598		.000

Note: Dependent Variable: Perceived Value

Table 10-2 Multiple Regression Analysis of Perceived Value

5.2.3 Perceived Trust

H3b: source credibility has a significant influence on perceived trust

H4b: responsive participation has a significant influence on perceived trust

H5b: online participation has a significant influence on perceived trust

H16: perceived value has a significant influence on perceived trust

According to Table 10-3, the multiple regression model for perceived trust is found to be significant, with all four predictors produced, $R^2 = 0.464$, $R^2_{adj} = 0.458$, $F = 82.374$, $p < 0.05$. The coefficient of determination mentions that 45.8% of the variance in perceived trust is explained by source credibility, responsive participation, online participation, and perceived value. At the 0.05 significance level, the p-value for the F-test statistic is less than 0.001, reporting that the regression model is appropriate.

A multiple regression analysis is used to examine the relationships between source credibility and perceived trust, responsive participation and perceived trust, online participation and perceived trust, perceived value and perceived trust. As can be seen in Table 10-3, there are significant correlations between source credibility and perceived trust, online participation and perceived trust, perceived value and perceived trust, H3b: $\beta = 0.212$, $t = 4.298$, $p < 0.05$; H5b: $\beta = 0.169$, $t = 4.000$, $p < 0.05$; H16: $\beta = 0.413$, $t = 8.614$, $p < 0.05$. At 95% confidence intervals level, the data provide sufficient evidence to conclude that source credibility, online participation, and perceived value have statistically significant effects on perceived value ($p \leq \alpha$), thus H3b, H5b, and H16 are supported.

However, the relationship between responsive participation and perceived trust is not statistically significant at the significance level of 0.05 ($p > 0.05$). The results have shown that

responsive participation does not show a significant relationship with perceived trust. Table 10-3 summarizes the analysis results from regression analysis.

	Coef	t	p
SC	.212	4.298	.000
RP	NS	NS	NS
OP	.169	4.000	.000
PV	.413	8.614	.000
Constant	.681	3.904	.000
R ²	.464		
R ² _{adj}	.458		
F-Test	82.374		.000

Note: Dependent Variable: Perceived Trust

Table 10-3 Multiple Regression Analysis of Perceived Trust

5.2.4 Purchase Intention

H6: perceived risk has a significant influence on purchase intention

H8: perceived value has a significant influence on purchase intention

H10: perceived trust has a significant influence on purchase intention

H12: EWOM has a significant influence on purchase intention

H13: argument quality has a significant influence on purchase intention

H14: source credibility has a significant influence on purchase intention

According to Table 10-4, the model is statistically significant, $F = 65.735$, $p < 0.001$ and accounts for 47.3% of the variance of purchase intention ($R^2 = 0.480$, $R^2_{adj} = 0.473$). In these results, the model indicates that 47.3% of the variance in purchase intention is explained by EWOM, argument quality, source credibility, perceived risk, perceived value, and perceived trust. At the 0.05 significance level, the p-value for the F-test statistic is less than 0.001, demonstrating a good fit of the model.

A multiple regression analysis is computed to assess the relationships between EWOM and purchase intention, argument quality and purchase intention, source credibility

and purchase intention, perceived risk and purchase intention, perceived value and purchase intention, perceived trust and purchase intention. In the light of Table 10-4, there are significant correlations between EWOM and purchase intention, perceived risk and purchase intention, perceived value and purchase intention, perceived trust and purchase intention, H12: $\beta = 0.229$, $t = 4.468$, $p < 0.05$; H6: $\beta = 0.135$, $t = 2.130$, $p < 0.05$; H8: $\beta = 0.392$, $t = 5.946$, $p < 0.05$; H10: $\beta = 0.252$, $t = 3.321$, $p < 0.05$. At 95% confidence intervals level, the data provide sufficient evidence to conclude that EWOM, perceived risk, perceived value and perceived trust have statistically significant impacts on purchase intention ($p \leq \alpha$), thus H12, H6, H8, and H10 are supported.

However, the associations between argument quality and purchase intention, source credibility and purchase intention are not statistically significant at the significance level of 0.05 ($p > 0.05$). The results have shown that argument quality and source credibility do not reliably predict purchase intention. Table 10-4 summarizes the analysis results from the regression analysis.

	Coef	t	p
EWOM	.229	4.468	.000
AQ	NS	NS	NS
SC	NS	NS	NS
PR	.135	2.130	.034
PV	.392	5.946	.000
PT	.252	3.321	.001
Constant	-.052	-.233	.816
R ²	.480		
R ² _{adj}	.473		
F-Test	65.735		.000

Note: Dependent Variable: Purchase Intention

Table 10-4 Multiple Regression Analysis of Purchase Intention

5.2.5 EWOM Intention

H7: perceived risk has a significant influence on EWOM intention

H9: perceived value has a significant influence on EWOM intention

H11: perceived trust has a significant influence on EWOM intention

According to Table 10-5, the model is statistically significant, $F = 43.482$, $p < 0.001$ and accounts for 30.6% of the variance of purchase intention ($R^2 = 0.313$, $R^2_{adj} = 0.306$). In these results, the model indicates that 30.6% of the variance in purchase intention is predicted by perceived risk, perceived value, and perceived trust. At the 0.05 significance level, the p-value for the F-test statistic is less than 0.001, indicating the regress model is a good fit for data.

A multiple regression analysis is implemented to investigate the relationships between perceived risk and EWOM intention, perceived value and EWOM intention, perceived trust and EWOM intention. Regarding Table 10-5, there are significant correlations between the two variables in each assumption, H7: $\beta = 0.352$, $t = 4.092$, $p < 0.05$; H9: $\beta = 0.236$, $t = 2.665$, $p < 0.05$; H11: $\beta = 0.270$, $t = 2.654$, $p < 0.05$. At 95% confidence intervals level, the data provide sufficient evidence to conclude that perceived risk, perceived value and perceived trust have statistically significant influences on EWOM intention ($p \leq \alpha$), thus H7, H9, and H11 are supported.

	Coef	t	p
PR	.352	4.092	.000
PV	.236	2.665	.008
PT	.270	2.654	.008
Constant	.266	1.027	.305
R^2	.313		
R^2_{adj}	.306		
F-Test	43.482		.000

Note: Dependent Variable: EWOM Intention

Table 10-5 Multiple Regression Analysis of EWOM Intention

5.3 Hypothesis Testing

A hypothesis test is conducted to investigate whether the research hypotheses on the basis of research literature are supported or not. The results from the multiple regression analyses provide statistically significant evidence to summarize the outcomes of all the twenty-one proposed hypotheses from the research model. Table 11 shows the summary of hypothesis testing.

	Outcome
H1a EWOM has a significant influence on perceived risk	<i>Not Supported</i>
H1b EWOM has a significant influence on perceived value	<i>Not Supported</i>
H2a Argument quality has a significant influence on perceived risk	Supported
H2b Argument quality has a significant influence on perceived value	Supported
H3a Source credibility has a significant influence on perceived risk	<i>Not Supported</i>
H3b Source credibility has a significant influence on perceived trust	Supported
H4a Responsive participation has a significant influence on perceived value	Supported
H4b Responsive participation has a significant influence on perceived trust	<i>Not Supported</i>
H5a Online participation has a significant influence on perceived value	<i>Not Supported</i>
H5b Online participation has a significant influence on perceived trust	Supported
H6 Perceived risk has a significant influence on purchase intention	Supported
H7 Perceived risk has a significant influence on EWOM intention	Supported
H8 Perceived value has a significant influence on purchase intention	Supported
H9 Perceived value has a significant influence on EWOM intention	Supported
H10 Perceived trust has a significant influence on purchase intention	Supported
H11 Perceived trust has a significant influence on EWOM intention	Supported
H12 EWOM has a significant influence on purchase intention	Supported
H13 Argument quality has a significant influence on purchase intention	<i>Not Supported</i>
H14 Source credibility has a significant influence on purchase intention	<i>Not Supported</i>
H15 Perceived risk has a significant influence on perceived value	Supported
H16 Perceived value has a significant influence on perceived trust	Supported

Table 11 Summary of Hypothesis Testing

5.4 Discussions

According to EWOM, the results do not support the hypothesis that EWOM has a significant influence on perceived risk (H1a). Surprisingly, the results differ from previous studies that suggest EWOM has been an important factor to reduce consumers' perceived risk by giving suggestions via the online community (Cheung et al., 2009; Hung & Li, 2007). Although Keaveney and Parthasarathy (2001) have empirical evidence to support the notion that EWOM has a positive impact on perceived value, the results do not support the hypothesis that EWOM has a significant influence on perceived value (H1b). These could be due to many other factors such as the anonymity of review senders in the eWOM communication.

With regard to argument quality, the results support the hypothesis that argument quality has a significant influence on perceived risk (H2a). The results are consistent with Cox's (1976) findings that the risks associated with OTAs are mainly focused on handling with uncertainty, whereas consumers will modify their message handling procedures to bridge information gaps when unstructured or poorly substantiated information are delivered. The results also support the hypothesis that argument quality has a significant influence on perceived value (H2b) and corroborate prior research that quality is positively related to perceived value, while perceived sacrifice is negatively related to perceived value (Brady & Robertson, 1999; Teas & Agarwal, 2000).

Regarding source credibility, the results do not support the hypothesis that source credibility has a significant influence on perceived risk (H3a). The results are inconsistent with previous studies that indicate message expertise has a positive impact on source credibility, which would also lead to a lower perception of risk (Eastin, 2001; Hesse et al., 2005; Stvilia et al., 2009). As expected, the results support the hypothesis that source credibility has a significant influence on perceived trust (H3b). Credibility has been frequently defined as central characteristics of trust in past studies of both offline and online domains. As Briggs et al. (2002) suggest, perceived source credibility is considered as a key factor to influence consumers' trust in online reviews.

In accordance with responsive participation, the results support the hypothesis that responsive participation has a significant influence on perceived value (H4a). That is, it is possible to assume that responsive participation to some extent relevant to perceived value since immediately relevant responses enhance consumer dependency and beliefs in a provider of online travel reviews, hence enhance consumers' perceived value. However, the results do not support the hypothesis that responsive participation has a significant influence on

perceived trust (H4b), which are contrary to extant studies that responsive communication helps in resolving disputes and adjusting perceptions and expectations, which in turn stimulate trust (Etgar, 1979).

With respect to online participation, the results do not support the hypothesis that online participation has a significant influence on perceived value (H5a). Not as expected, when consumers prefer OTAs, the potential benefits can be a sense of achievement, enhanced self-efficacy, and self-serving process-enjoyment (Meuter et al., 2005), which subsequently increase perceived value. Expectedly, the results support the hypothesis that online participation has a significant influence on perceived trust (H5b). These results are in line with the assumptions that consumers who participate in OTAs will have more opportunities to provide information about their product comments, in consequent, consumers who engaged in these conversations will build a greater trust in the OTAs.

In terms of consumer perception, the results support the hypotheses that perceived risk has a significant influence on purchase intention (H6), perceived risk has a significant influence on EWOM intention (H7), perceived value has a significant influence on purchase intention (H8), perceived value has a significant influence on EWOM intention (H9), perceived trust has a significant influence on purchase intention (H10), and perceived trust has a significant influence on EWOM intention (H11). The results conclude that consumer perception has a significant influence on behavioral intention. Finally, the research model investigating the relationships among perceived risk, perceived value, perceived trust, purchase intention, and EWOM intentions is found to be statistically supported.

Towards purchase intention. The results support the hypothesis that EWOM has a significant influence on purchase intention (H12) and the findings in previous research that the valence of travelers' reviews significantly influences online sales of hotel rooms (Ye et al., 2011). Nevertheless, the results do not support the hypotheses that argument quality has a significant influence on purchase intention (H13) and source credibility has a significant influence on purchase intention (H14). Cheung (2008) report that customer selection and purchase decision can be based on some criteria that satisfy customers' needs. Since consumers' purchase decision is a complex process, many factors other than argument quality and source credibility can influence consumers' purchase intentions.

Last but the least, as expected, the results obtained through the analysis support the hypotheses that perceived risk has a significant influence on perceived value (H15) and perceived value has a significant influence on perceived trust (H16). These relationships are confirmed by the results obtained in the study that perceived risk is regarded as an antecedent

of perceived value in most prior studies on consumer behavior (Agarwal & Teas, 2001; Chang & Tseng, 2013; Chen & Dubinsky, 2003; Sweeney et al., 1999), and on the other hand, consumers are more likely to trust a product when they perceive a certain value of the product (Karjaluoto et al., 2012; Sirdeshmukh et al., 2002).

To sum up, the current research implemented the regression analysis to determine to what extent online travel reviews are tied to consumer perceptions and behavioral intentions. In essence, the findings significantly contributed to verify the influence of online travel reviews on consumers' perceptions and intentions. Generally, the results illustrate that EWOM do not have a direct influence on consumer perception but have a direct impact on behavioral intention; argument quality has a significant impact on consumer perception but does not have a significant effect on behavioral intention; source credibility, responsive participation, and online participation have only partial influences on consumer perception but do not directly affect behavioral intention; while consumer perceptions are significantly associated with behavioral intention. More generally, it can be concluded that behavioral intention is influenced by consumers' perceptions and consumer perception is stimulated by all variables related to online travel reviews except EWOM, while EWOM directly motivates consumers' intentions to purchase through OTA websites.

Even though the results of this study are consistent with previous literature that source credibility and argument quality have positive relationships with consumer perceptions, and EWOM have a significant relationship with purchase intention (Duman & Mattila, 2005; Ye & Johnson, 1995; Briggs et al., 2002; Ye et al., 2011), the relationships among argument quality, source credibility, and purchase intention, and the correlations between EWOM and consumer perceptions were rejected. Consumer decision-making with regard to travel is a complex process, many factors such as product price, product attributes, and brand reputation apart from EWOM, source credibility, and argument quality can influence consumers' perceptions and intentions. Consequently, EWOM is still not able to predict consumers' EWOM perceptions, and source credibility and argument quality still have some limitations in foreseeing behavioral intentions.

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Part VI: Conclusion and Discussion

6. Conclusion and Discussion

6.1 Introduction

With the evolution of web-based e-commerce, WOM has emerged as a new form of communication - EWOM, which is deemed as one of the most powerful information sources among consumers, organizations, as well as the travel and tourism industry. Consumers beginning to make reference to online reviews to construct more deliberate and thoughtful decisions about their travel, however, travel-related products are complex and have a variety of characteristics and functions, thus travelers need to evaluate EWOM before building their own travel ideas. Drawing on these ideas, the research model is an integration of online travel reviews related variables such as EWOM, argument quality, source credibility, online participation, responsive participation and consumer perception variables such as perceived risk, perceived value, perceived trust that collaboratively foresee the behavioral intentions of consumers.

The current study intends to investigate the role EWOM, source credibility, and argument quality play in various aspects of consumers' perceptions and extends the application of extrinsic factors - responsive participation and online participation to the analysis of consumers' perceptions. This dissertation is motivated by four research questions: (1) what are the antecedents of online travel reviews and to what extent do these factors affect consumer perception? (2) what are the consequences of online travel reviews and how do these factors impact behavioral intention? (3) what are the relationships among consumers' perceptions of risk, value, and trust towards OTA websites? (4) How can consumers' intentions to shop and comment on OTA sites affected by consumers' perceptions of risk, value, and trust? To examine these questions, the study contributes to prior research by providing an insight into the empirical and theoretical link that illustrates the associations among online travel reviews, consumer perceptions and behavioral intentions in OTA websites. Several major findings, their managerial implications, and theoretical contributions are discussed to show the insights initiated.

6.2 Conclusion

The purpose of this study is to examine the influences of EWOM, argument quality, and source credibility when consumed across OTAs on consumer perceptions and behavioral

intentions. A web-based questionnaire was administered through Google Forms and got responses from a sample of 290 respondents. This study employed the independent sample t-test and multiple regression analysis to test the hypotheses from the data. It was hypothesized that (1) EWOM and argument have significant impacts on perceived risk, perceived value, and purchase intention; (2) source credibility has a significant effect on perceived risk, perceived trust, and purchase intention; (3) responsive participation and online participation have significant influences on perceived value and perceived trust; (4) perceived risk has a significant impact on perceived value, purchase intention, and EWOM intention; (5) perceived value has a significant effect on perceived trust, purchase intention, and EWOM intention; and (6) perceived trust has a significant influence on purchase intention and EWOM intention.

The study also investigated whether different genders, ages, and education levels affect consumers' perceptions and intentions on online travel reviews and whether these respondents have different motivations and expectations for OTAs. The results suggested that gender and age differences have influences on EWOM that female and millennial consumers are more willing to accept EWOM and depend on EWOM as their main source to gather travel-related information. On the other hand, education level differences have an impact on EWOM, argument quality, source credibility, perceived value, and purchase intention that well-educated consumers are more likely to consider EWOM before making travel-related discussions, perceive online travel reviews as credible and valuable sources of information, and purchase travel-related products from OTAs than less-educated consumers. The results implied that OTAs may wish to stimulate EWOM from women and young people, in order to increase their participation in OTAs and their motivation to generate and share online travel reviews, resulting in future online transactions. In addition, OTAs may expect well-educated people to accept and use EWOM, in order to increase their evaluation of the quality and credibility of online travel reviews, and hence their perceptions of value and intentions to purchase through OTAs.

The findings also supported the key arguments that EWOM is significantly related to purchase intention and argument quality is significantly relevant to perceived risk and perceived value. Contrary to the research expectations, EWOM does not have a significant impact on consumers' perceptions of risk and value, and argument quality does not have a significant effect on purchase intention. The results further indicate that source credibility is positively related to perceived trust, while do not have a direct influence on perceived risk and purchase intention. More than that, the results have shown that responsive participation has a

positive relationship with perceived value and online participation is positively related to perceived trust, nevertheless, the correlations between responsive participation and perceived trust, online participation and perceived value are rejected. On the other hand, the findings support the prediction that perceived risk is an important facilitator of purchase intention, EWOM intention, and perceived value. Perceived value emerged as a significant determinant of purchase intention, EWOM intention, and perceived trust. Similarly, the results indicate that perceived trust is a significant factor in purchase intention and EWOM intention. The outcomes of the research would be critical for the travel and tourism industry in China when they implement further marketing strategies in OTAs.

6.3 Implications

Academically, limited research has focused on investigating consumers' perceptions and intentions related to EWOM. The current research is dedicated to fill the research gaps in past literature on EWOM within the travel sector, with an in-depth, systematic investigation on the antecedents and consequences of online travel reviews in the context of OTAs. Due to the inadequacy of extant research, this study revealed the influences of existential perceptions on behavioral intention, which also emphasized consumer behavior, implied the nature of consumer perceptions should not be neglected in marketing-related research, given that the implication can serve as potential sources for future research within the dynamics of the academic field. Travelers demand an authentic and unique accommodation experience and have the willingness to view other tourists' online recommendations, which would significantly influence their perceptions of value, risk, and trust in the forthcoming intentions.

Managerially, this research provides an implication for managers in the tourism sector on how to make a good business plan to allocate their resource more effectively and to leverage EWOM to improve operating performance of their businesses in a cost-effective and timely way. Based on the conceptual framework, firms can successfully identify key factors that influence consumer perceptions and behavioral intentions in the EWOM environment. The study also provides marketers an insight into consumer perceptions and intentions. Consumers are consistently reading and interested to obtain online reviews before booking their transportations and accommodations. Therefore, it is of great importance that OTAs should respond to and monitor online reviews and postings in a timely and responsive manner, encourage customers to write reviews and share their experiences, and strive to promote their websites, in order to attract and retain new customers, increase brand awareness

and build a good reputation. Specifically, the findings prompt a re-thinking of EWOM quality and credibility that managers of OTAs should concentrate not only on the content of reviews but also on how to improve consumers' perceptions of risk, value, and trust. More specifically, OTAs should strive to deliver value and avoid any potential risks in order to enhance consumers' intentions to purchase.

6.4 Limitations and Future Research

Nevertheless, some research limitations need to be acknowledged. Based on the extant research, some factors affecting consumer perceptions and behavioral intentions have not been discussed in this study. Hence, some other factors can be added as independent variables, mediating variables, moderating variable, or dependent variables, such as consumer satisfaction, consumer cognition, perceived enjoyment, perceived usefulness, and perceived ease of use. Besides, this study is restricted to its sampled population. The current research mainly focuses on the pre-trip planning stage of mainly Chinese consumers. Further research may also consider cultural differences by conducting research in other countries to allow cross-cultural comparisons between Chinese and foreign consumers. Such cross-cultural research could make contributions to an more in-depth insight and understanding of the consequences of EWOM, which also improve the validity and generalizability of the findings.

Furthermore, in accordance with the cognitive response theory, the theoretical foundations of this research based only on an information-related perspective in the content of OTAs. Future studies may also investigate EWOM in the field of hospitality and tourism from other perspectives, for example, traditional travel agencies, social networking sites, and rideshare websites. Last but not least, this study employed a qualitative research design, involving a cross-sectional survey to examine the influence of online travel reviews on consumer perceptions and behavioral intentions. However, this type of study has limited potential to explain causality and draw valid conclusions. Lim and Ting (2014) recommend that longitudinal studies potentially enrich the understanding of the causal relationships among research variables. Further research may employ the longitudinal approach to better analyze causal inferences.

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Appendix

Appendix A: English and Chinese Version of the Questionnaire

问卷调查 Questionnaire

您好，这是一份有关网路口碑(例如线上旅游网站 Booking.com 上的资讯)对消费者感知和意向的研究，我希望能邀请您参与我的研究，完成这份问卷。 You are invited to participate in a study examining how electronic word-of-mouth, such as information available on online travel agency (OTA) e.g. Booking.com, affects customers' perceptions and intentions.

* Required

1. 性别 Gender *

Mark only one oval.

- 男性 Male
 女性 Female

2. 年龄 Age *

Mark only one oval.

- 18-25岁 18-25
 26-35岁 26-35
 36-45岁 36-45
 46-55岁 46-55
 56-65岁 56-65
 超过65岁 Older than 65

3. 最高教育程度 Highest Education *

Mark only one oval.

- 高中职以下 High school or less
 技专院校 Associate degree
 大学院校 Bachelor's degree
 硕士 Master's degree
 博士 Ph. D. degree
 Other: _____

4. 国籍 Nationality *

Mark only one oval.

- 台湾 Taiwan
- 中国 China
- 香港 Hong Kong
- 新加坡 Singapore
- 马来西亚 Malaysia
- Other: _____

5. 每日上网的时间 Time spend on the Internet per day *

Mark only one oval.

- 不到1小时 Less than 1 hour
- 1-3小时 1 hour - 3 hours
- 4-5小时 4 hours - 5 hours
- 超过5小时 More than 5 hours

6. 自行规划及预订旅游行程的目的地 Plan your own travel for *

Mark only one oval.

- 国内及国外的旅行 Both domestic and foreign travel
- 只有国内的旅行 Domestic travel only
- 只有国外的旅行 Foreign travel only

7. 自行规划及预订旅游行程的原因 Reason for planning your own travel *

Mark only one oval.

- 我可以节省时间 I can save time
- 我可以节省金钱 I can save money
- 我可以根据我的需要定制我的旅程 I can customize my trip based on my needs
- 其他 (方便, 私隐, 乐趣) Other (Convenient, privacy, for fun)

8. 过去一年旅行次数 Trips took during the past year *

Mark only one oval.

- 没有 Never
- 1-2次 1-2
- 3-5次 3-5
- 6-10次 6-10
- 超过10次 More than 10

9. 近期旅行的计划 **Travel plans in the near future** *

Mark only one oval.

- 是, 在1个月内 Yes, within 1 month
- 是, 在3个月内 Yes, within 3 months
- 是, 在6个月内 Yes, within 6 months
- 是, 在12个月内 Yes, within 12 months
- 否, 我没有旅行的计划 Not yet

10. 使用线上旅游网站的经验 **Experience of using online travel agency** *

Mark only one oval.

- 是 Yes
- 否 No

11. 发布评论的体验 **Experience of posting reviews** *

Mark only one oval.

- 是 Yes
- 否 No

电子口碑 EWOM

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

12. 我经常阅读线上旅游评论以了解人们对哪些旅游景点有好的印象 **I often read other tourists' online travel reviews to know what destinations make good impressions on others.** *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

13. 我经常阅读线上旅游评论以确保我选择的旅游目的地正确 **To make sure I choose the right destination, I often read other tourists' online travel reviews.** *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

14. 我经常咨询其他游客的线上旅游评论以协助我选择一个理想的目的地 I often consult other tourists' online travel reviews to help choose an attractive destination. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

15. 在我到达某个目的地之前，我经常从游客的在线评论中收集信息 I frequently gather information from tourists' online reviews before I travel to a certain destination. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

16. 游客的线上旅游评论让我在前往旅游目的地时更有信心 When I travel to a destination, tourists' online reviews make me confident in travelling to the destination. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

讯息来源可信度 Source Credibility

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

17. 线上旅游网站上的评论者是可信的 The reviewers are credible. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

18. 线上旅游网站上的评论者是有经验的 The reviewers are experienced. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

19. 线上旅游网站上的评论者是值得信赖的 **The reviewers are trustworthy.** *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

20. 线上旅游网站上的评论者是可靠的 **The reviewers are reliable.** *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

参数质量 Argument Quality

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

21. 线上旅游网站上的内容是在合理时间内 **The information in online reviews are timely.** *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

22. 线上旅游网站上的内容与我的需求相关 **The information in online reviews are relevant to my needs.** *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

23. 线上旅游网站上的内容完全符合我的需求 **The information in online reviews are complete for my needs.** *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

24. 线上旅游网站上的内容是有价值的 The information in online reviews are valuable. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

25. 线上旅游网站上的内容是有用的 The information in online reviews are useful. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

26. 线上旅游网站上的内容是可信的 The information in online reviews are credible. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

顾客参与 Online Participation

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

27. 我让别人听我的言论 I get others to listen to me. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

28. 我让别人同意我的意见 I get others to concur with my opinion. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

29. 我给其他消费者一些建议 I give other consumers advice. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

30. 我给其他消费者购买旅游产品的建议 I give other consumers suggestions for tourism product to buy. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

响应参与 Responsive Participate

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

31. 其他消费者会对我的线上旅游评论作出回应 Other consumers are very responsive to my reviews. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

32. 我的线上旅游评论能够得到很多回应 I always get a lot of responses to my reviews. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

33. 我的线上旅游评论能够得到迅速回应 I get responses to my reviews fairly quickly. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

34. 其他消费者会对我的线上旅游评论作出评分 **Other consumers always rate my advice.** *
Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

感知价值 Perceived Value

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

35. 线上旅游网站提供物超所值的交易 **OTA offers deals that are of value for money.** *
Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

36. 线上旅游网站提供优质的产品和服务选择 **OTA offers a good selection of products and services.** *
Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

37. 线上旅游网站提供购物的便利性 (例如, 时间) **OTA offers shopping convenience (e.g., time).** *
Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

感知风险 Perceived Risk

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

38. 线上旅游网站保护我的网路安全 **OTA protects my online security.** *
Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

39. 线上旅游网站保护我的个人信息 OTA protects my personal information. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

40. 线上旅游网站保护我的隐私 OTA protects my privacy. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

41. 线上旅游网站保护我的购买兑换 (例如, 确保酒店预订可兑换的客户支援) OTA protects my purchase redemption (e.g., customer support to ensure deals are redeemable). *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

42. 线上旅游网站保护我的商品发货 (例如, 确保兑换的交易已交付的客户支援) OTA protects my purchase delivery (e.g., customer support to ensure deals redeemed are delivered). *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

感知信任 Perceived Trust

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

43. 线上旅游网站提供真诚而诚实的信息 The information offered by OTA sites are sincere and honest. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

44. 线上旅游网站所提供的建议是为了寻求评论者和客户的共同利益 The advice and recommendations given on OTA sites are made in search of mutual benefit of both the reviewer and customers. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

45. 线上旅游网站值得信赖 OTA sites are trustworthy. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

电子口碑意向 EWOM Intention

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

46. 我打算在未来与线上旅游网站上的其他成员分享更多我的旅行经历 I intend to share my travel experiences with other members on OTA website more frequently in the future. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

47. 我会根据线上旅游网站上其他会员的要求提供我的旅行经验 I will always provide my travel experiences at the request of other members on OTA website. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

48. 我将尝试以更有效的方式与线上旅游网站上的其他成员分享我的旅行体验 I will try to share my travel experiences with other members on OTA website in a more effective way. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

购买意向 Purchase Intention

请指明您对每个项目的同意程度 Please indicate the degree to which you would agree with the following statements by choosing a number from 1 to 5, where 1 indicates "strongly disagree" and 5 indicates "strongly agree."

49. 我打算将来从线上旅游网站购买旅游产品和服务 I intend to make future purchases from OTA sites. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

50. 我打算经常使用线上旅游网站 I intend to regularly use OTA sites. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

51. 我打算继续使用线上旅游网站 I intend to continue using OTA sites. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

52. 我打算向别人推荐线上旅游网站 I intend to recommend OTA sites to others. *

Mark only one oval.

	1	2	3	4	5	
非常不同意 Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	非常同意 Strongly agree

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