

Factors affecting adoption of eWOM communications: A synthesis of research using meta-analysis

Elvira Ismagilova^[1], Yogesh K. Dwivedi^[2], Nripendra Rana,^[3]
and Ramakrishnan Raman ^[4]

¹ Faculty of Management, Law and Social Sciences, University of Bradford,
Bradford, UK

e.ismagilova@bradford.ac.uk

² Emerging Markets Research Centre, School of Management,
Swansea University, Swansea, UK

Symbiosis Institute of Business Management, Pune & Symbiosis International (Deemed Uni-
versity), Pune, India

y.k.dwivedi@swansea.ac.uk

³ College of Business and Economics, Qatar University,
Doha, Qatar

nrana@qu.edu.qa

⁴ Symbiosis Institute of Business Management, Pune & Symbiosis International (Deemed Uni-
versity), Pune, India

director@sibmpune.edu.in

Abstract. Information plays an important role in consumer's decision-making process. Adoption of electronic word of mouth (eWOM) communications can change consumers' attitudes, and, as a result, have an impact on their purchase decisions. Researchers have investigated factors affecting credibility and usefulness of eWOM, which can help to predict eWOM adoption. However, findings are contradictory causing confusion among researchers and practitioners. Hence, this research aims to synthesise results from existing work on adoption of eWOM communications by using meta-analysis. The findings can help e-commerce companies to design more effective online review platforms. Additionally, this research will enhance the understanding of information processing by individuals.

Keywords: Electronic word of mouth (eWOM), information adoption, usefulness, credibility, meta-analysis

1 Introduction

Nowadays, consumers face challenges in making online purchase decisions due to limited and incomplete information about the product/service provided by sellers [1-4]. As a result, ever more consumers are consulting electronic word of mouth (eWOM) communications to reduce the uncertainty of their purchase decision [5]. While more consumers seek eWOM, more consumers also contribute eWOM. Nowadays, it is common for products listed on e-commerce websites to have thousands of reviews; for instance, an average ranked book on Amazon.com can have several hun-

dred reviews, while popular technology products can have thousands of reviews [6]. However, the volume and variety of reviews can lead to information overload, potentially hindering rather than facilitating the decision-making process [7]. Thus, it is important for websites to display reviews which could aid consumers in their decision-making process and to avoid information overload.

Information adoption refers to the degree to which consumers accept and use eWOM communications in their decision-making process [8]. Adoption of eWOM can lead to the changes in consumers' attitudes towards products/services and influence their buying decisions [9]. Previous studies have discovered that information adoption is influenced by credibility and usefulness of eWOM communications [10-15]. Researchers investigated factors affecting credibility and usefulness of eWOM, which can help to predict eWOM adoption [13]. Nevertheless, studies have contradictory findings. For instance, Rabjohn et al. [16] claimed that information relevance affects perceived usefulness of eWOM, but Cheung [17] found that it does not. Mixed findings on the factors affecting credibility/usefulness of eWOM and information adoption can result in confusion among researchers and practitioners [18].

Mixed research results in the area of social and behavioral sciences are common and can be caused by the research context [18]. Meta-analysis is often used to synthesise existing findings by previous research [19] and find "a common truth behind all conceptually similar studies" [18]. An increasing number of research outputs in eWOM field apply a meta-analysis [18, 20]. However, the existing meta-analysis studies fail to explain which factors affect consumers' adoption of eWOM communications. Hence, it is important to undertake meta-analysis of results relating to factors affecting adoption of eWOM communications, as it can directly affect sales. Therefore, the aim of this research is to use meta-analytic approach to synthesise findings from existing research on eWOM adoption. It will help to reconcile and understand the mixed findings related to the factors related to adoption of eWOM. The findings can potentially aid marketing practitioners to design more effective online review platforms. Additionally, this research will enhance the understanding of information processing by individuals.

The remaining of the paper is organised as follows. First, the literature review and hypotheses development section are presented in section 2. Next, in section 3 the research methodology is presented focusing on the collection of studies and meta-analysis procedures. After, the results of meta-analysis are presented, followed by the discussion. In the final section, contributions and limitations of the study are discussed and directions for future research are outlined.

2 Literature Review

Previous studies on eWOM communications found that eWOM adoption results in changes in attitude and purchase intention, which in turn will influence the level of sales [21]. Thus, it can be seen that information adoption is an important determinant of consumer decision making journey and behaviour [9]. Scholars have examined how eWOM affects information adoption behaviour. Some studies found that eWOM

credibility plays a significant role in information adoption [8]. Other scholars discovered that helpfulness of eWOM significantly affects eWOM adoption [11, 22, 23]. Thus, in order to know which factors affect eWOM adoption, it is important to consider factors which affect eWOM credibility and usefulness. According to Elaboration Likelihood Model (ELM), variables affecting the persuasiveness of eWOM can be based on central (e.g. comprehensiveness) or peripheral (e.g. information consistency, volume rating) cues [24].

Relevance. The relevance of the message plays an important role in the consumer decision process as they are conscious of their time. It was found by Madu and Madu [25] that internet users usually scan pages in order to find the relevant information rather than reading in detail. Users want to find information, which helps them to make a decision quickly and with less effort [26]. Thus, it is important to provide users with only relevant information, as it is an important element in the decision-making process. Thus, the following is proposed:

H1: Relevance of the message is positively related to eWOM usefulness.

Timeliness. Timeliness of eWOM communications refers to the extent to which the message is current and up-to-date. A study conducted by Madu and Madu [25] found that if the website is not updated regularly, users cannot use it as the source to deliver expected performance and provides no value to the users. The more timely the messages are the higher the perceived usefulness of eWOM communications. Several studies have investigated the relationship between timeliness of the message and eWOM usefulness [17]. Thus, the following is proposed:

H2: Timeliness of the message is positively related to eWOM usefulness.

Accuracy. Accuracy of the message refers to the user's perception that the information provided in the message is correct. According to media richness theory accuracy of the information exchange is important across a medium. Some studies investigated the link between accuracy of the message and eWOM usefulness [16, 22, 27].

H3: Accuracy of the message is positively related to eWOM usefulness.

Comprehensiveness. The comprehensiveness of eWOM communications is associated with its completeness. It is argued that the more detailed the information in the message the more users will use it in their decision making [22]. A number of studies investigated the relationship between comprehensiveness of the message and eWOM usefulness [16, 22, 27]. Based on the above discussion it is proposed that:

H4: Comprehensiveness of the message is positively related to eWOM usefulness.

Argument quality. The quality of information refers to the content of the message that is judged to provide objective and supporting information for the consumer's purchase decision [17]. Qualitative research conducted by Schindler and Bickart [28] found that, as most online reviews are unfamiliar, people will not accept the information unless it provides sufficient information on the arguments used when making claims about products or services. As a result, it is proposed:

H5: Argument quality is positively related to eWOM usefulness.

Previous studies argue that valid and persuasive arguments will lead consumers to have a positive attitude towards the received information and consider it to be credible [29]. High quality eWOM communications offer consumers more potentially prob-

lem-solving evidence, which can improve their ability to make an intelligent assessment of the credibility of information they read [30]. Thus, it is proposed that:

H6: Argument quality is positively related to eWOM credibility.

Volume. In eWOM communications, a high volume of reviews can lead to a higher probability that users will find information useful for them. Thus, it is argued by researchers that a high number of reviews are more helpful for familiarising with a product or service and better understanding its performance and quality in comparison with a small number of reviews [11]. A study conducted by Filieri [11] found that information quantity significantly affects eWOM usefulness. Based on the above discussion the following hypothesis is proposed:

H7: Volume of eWOM communications is positively related to eWOM usefulness.

Rating. Rating is a common feature on e-commerce pages and connected to an information cue with the degree of how all other reviewers assessed one product. Such information is an aggregated crowd's opinion and it helps to classify products or service according to the overall evaluation of reviewers [11]. Studies on eWOM found that the aggregated ranking influences consumer behaviour and evaluation of the information. For example, a study conducted by Luo et al. [31] found that aggregated rating also affects information credibility. Thus, it is proposed that:

H8: Overall product rating is positively related to eWOM credibility.

H9: Overall product rating is positively related to eWOM usefulness.

Consistency. Information consistency refers to the extent to which the information included in the message is in line with the previous information provided by other reviewers. On eWOM forums, discussion boards, and online reviews a reader can check previous eWOM communications and compare consistency [29]. It was found by other studies on eWOM communications that information that is consistent with other same target information will be perceived as credible by the consumer [32].

H10: Information consistency is positively related to eWOM credibility.

Sidedness. The content of eWOM communications can vary. Some messages only contain positive or negative information (one-sided information), while others contain both positive and negative information (two-sided information). For consumers, each product can have positive and negative features and, as a result, two-sided eWOM communications are generally considered as more reliable in comparison with one-sided [33], as readers might consider them as unbiased [29]. Thus, it is proposed that:

H11: Sidedness is positively related to eWOM credibility.

Source expertise. Individuals use a variety of ways to determine the expertise of the source, such as number of reviews posted, content of posts, and duration of membership on the platform. Previous research investigated relationships between source expertise and eWOM usefulness and information credibility [7, 34]. It is claimed by previous research that reviewers' comments are perceived as more helpful when they are provided by an expert source [34]. By using data from 570 online surveys in the context of accommodation and restaurants, Filieri, Hofacker and Alguezaui [7] found that source expertise positively influences information usefulness. Thus, it is hypothesised that:

H12: Source expertise is positively related to eWOM usefulness.

Previous research found that the perceived expertise of the information source could influence information credibility [8, 10]. According to the source-credibility model, the perceived expertise of the sender significantly determines credibility. Individuals seek information from a person who is perceived as knowledgeable and experienced.

H13: Source expertise is positively related to eWOM credibility.

Trustworthiness. The trustworthiness of the sender is another determinant of source credibility. Information is considered as trustworthy when it is judged as valid, honest and to the point. When the source is perceived as trustworthy the credibility of information is doubted less by a receiver [35]. Thus, it is proposed that:

H14: Source trustworthiness is positively related to eWOM usefulness.

By using the source-credibility model, Lis [8] found that a reviewer's trustworthiness can affect the perceived credibility of eWOM communications. A reviewer who is perceived as trustworthy is considered more credible as they show a high degree of objectivity and sincerity. Thus, the following is hypothesised:

H15: Source trustworthiness is positively related to eWOM credibility.

Homophily. Homophily refers to the degree to which two or more individuals who interact are similar in certain attributes (e.g. demographic characteristics, perceived attributes) [8]. Although when communicating online consumers do not have face-to-face interactions, it is still possible to make inferences about the similarity with information providers by appraising review content and looking at profile information. It can help individuals to learn more about a sender's personality, values, preferences, and experience [7]. Thus, the following hypothesis is proposed:

H16: Homophily between an information source and receiver is positively related to eWOM credibility.

eWOM usefulness. Based on technology acceptance theories, previous researchers argued that if the consumer perceives eWOM communications as useful for familiarising with a product or service, and to indicate quality and performance, then they will be more likely to consider these recommendations in their decision making [11].

H17: eWOM usefulness is positively related to eWOM adoption.

eWOM credibility. The success of the eWOM communications process is determined by the extent of adoption of the information. Information adoption is defined by Sussman and Siegal (2003) as the acceptance of the recommendation. Studies found that credibility plays an important role in the eWOM adoption process (Lis, 2013; Fan & Miao, 2012). A consumer will adopt eWOM communications which are perceived as credible more readily in comparison with those perceived as unreliable (Bansal & Voyer, 2000). Based on the above discussion the following is proposed:

H18: eWOM credibility is positively related to eWOM adoption.

3 Research method

3.1 Selection of studies

To identify relevant studies for this research, the following steps were taken, similar to other studies which applied meta-analysis techniques [18]. First, a multi-channel

literature search was performed in numerous databases (EBSCO, Web of Science, Scopus) in order to avoid publication bias. Keywords such as “Electronic word-of-mouth” OR “Electronic word of mouth” OR “eWOM” OR “Internet word-of-mouth” OR “Internet word of mouth” OR “iWOM” OR “Online word-of-mouth” OR “Online word of mouth” OR “Virtual word-of-mouth” OR “vWOM” OR “Virtual word of mouth” were used to perform the search. Second, in line with the research goal, the following selection criteria were used to choose relevant studies from the above-mentioned pool: 1) empirical research on eWOM adoption, eWOM credibility and eWOM usefulness 2) report relevant statistics (sample size, Pearson correlation, and significance of the relationships). As a result, the final dataset included 45 studies that fulfilled the above requirements. It has also been suggested that a meta-analysis should include a minimum of fifteen studies [18]; the final dataset also satisfied this condition.

3.2 Meta-analysis procedure

In order to perform a meta-analysis, effect sizes from previous studies were extracted. To measure the effect size of eWOM communication on information adoption, this research used correlations, as per other meta-analysis studies [18]. It was decided to apply correlations to calculate effect size rather than elasticities as it is independent of the measurement scale and as a result enables a more informative and objective comparison [36]. The meta-analysis includes the following steps: 1) calculating the Fishers’ Z and combined effect sizes; and 2) testing the significance of the combined effect size (p-value).

A trial version of Comprehensive Meta-Analysis software was used, which is successfully applied by previous studies in meta-analytic reviews [18]. Comprehensive Meta-Analysis software generates a cumulative correlation coefficient, effect size (p-value), Z-value and 95% confidence interval by using the correlation coefficient between each pair of dependent and independent variables and sample size.

4 Meta-analysis

Table 1 contains the results of meta-analysis of the 18 investigated relationships. Correlation coefficients between dependent and independent variables were employed to calculate the cumulative correlation coefficient (Avg (r)), significance of the combined effect (P(ES)), and 95% lower and upper confident interval levels. The results of meta-analysis demonstrate that 17 out of 18 investigated relationships are significant.

Table 1. Meta-analysis results

Types of factors	IV	DV	Total number of studies	Avg (r)	95% L(r)	95% H(r)	Z-value	p(ES)
eWOM mes-	Relevance	eWOM	3	0.631	0.559	0.694	12.919	0.000

sage	Timeliness	usefulness	3	0.400	0.301	0.49	7.362	0.000
	Accuracy		3	0.630	0.557	0.693	12.884	0.000
	Comprehensiveness		3	0.760	0.708	0.804	17.32	0.000
	Argument quality		3	0.688	0.623	0.744	14.441	0.000
	Volume		3	0.660	0.162	0.809	2.47	0.014
	Rating		3	0.247	-0.506	0.786	0.61	0.542
Source of eWOM	Expertise	eWOM credibility	3	0.459	0.228	0.641	3.689	0.000
	Trustworthiness		7	0.521	0.353	0.656	5.442	0.000
eWOM message	Argument quality	eWOM credibility	6	0.645	0.615	0.673	29.981	0.000
	Rating		5	0.541	0.502	0.578	22.069	0.000
	Consistency		4	0.528	0.431	0.612	9.15	0.000
	Recommendation sidedness		3	0.269	0.201	0.335	7.472	0.000
Source of eWOM	Expertise	eWOM adoption	5	0.448	0.352	0.534	8.254	0.000
	Trustworthiness		3	0.539	0.21	0.758	3.036	0.002
	Homophily		4	0.494	0.233	0.532	4.586	0.000
Persuasiveness	eWOM usefulness	eWOM adoption	5	0.650	0.612	0.685	24.033	0.000
	eWOM credibility		5	0.584	0.412	0.716	5.683	0.000

Note: Avg Average, DV Dependent variable, ES Effect size, IV Independent variable, H(r), Higher correlation, L(r) Lower correlation

5 Discussion

Considering the increasing volume of research outputs on eWOM adoption it becomes vital to analyse and discuss their combined findings. The meta-analysis of 18 factors relating to eWOM usefulness and credibility, which in turn relate to eWOM adoption provided the cumulative correlation coefficients and significance of the combined effect. The results of meta-analysis supported seventeen hypotheses out of eighteen (H8 was not supported).

Relevance was found to positively related to eWOM usefulness (H1 supported). Literature demonstrates that internet users value information relevance [25] as it makes the decision-making process quick and easy [26]. Relevance refers to the central cue in ELM. The findings are consistent with previous research on eWOM [16, 22, 27].

Three factors affecting eWOM usefulness - timeliness, accuracy, and comprehensiveness - were found to be significant based on the results of meta-analysis supporting hypotheses H2, H3, and H4. These cues are considered as central according to ELM.

People perceive more recent reviews to be more useful in their decision making, in comparison with old and outdated reviews. The findings are in line with Cheung [17]. Also, consumers perceive accurate reviews to be more useful in comparison with the ones which do not provide any precise and accurate information. Usually when people search for products/services they have some background knowledge about them. When reading reviews people check if part of the message has some information that they already know. If the information is in line with their prior acquired knowledge they would consider a review to be accurate [27]. Comprehensiveness plays an important part in eWOM helpfulness. It is argued that greater amount of information comprehensiveness is essential for individuals to make a purchase decision [16, 22]. Another factor, argument quality was found to positively related to eWOM usefulness confirming H5. Argument quality refers to the central cue in ELM [29]. It was found that argument quality is also positively related to eWOM credibility (H6 supported). Argument quality is referred to as a central cue in ELM. Individuals' judgment about a review is mainly based on its content. The higher the quality of content, the higher the perceived credibility. The findings are in line with previous studies on eWOM [10, 30].

Based on the result of meta-analysis, volume was also found to be positively related to eWOM usefulness (H7 supported). Volume is a peripheral cue, which helps consumers to evaluate helpfulness of eWOM communications. The more opinions consumers access about a product/service online, the more eWOM has an influence on their decision-making [37]. The findings are supported by studies that found a positive relationship between volume and eWOM usefulness [24, 37].

Surprisingly, rating showed non-significant results in the meta-analysis in relation to eWOM usefulness (H8 not supported). The findings can be justified by the fact that ratings do not provide detailed information regarding features. For identical performance of a product, different consumers can give different overall ratings, as individuals have different product evaluation criteria. Thus, it will not be considered useful in the decision-making process. However, based on the result of meta-analysis it was found that rating is significantly and positively related to credibility of eWOM (H9 supported). In this case, looking at the overall rating, and also its distribution, can provide consumers with clues about eWOM credibility. Rating is considered as a peripheral cue in ELM. The results on the relation of rating to eWOM credibility are in line with previous research [8, 31].

It was found that consistency, being a peripheral cue in ELM, is positively related to eWOM credibility (H10 supported). If a similar experience is repeatedly reported by various users, the information receiver is more likely to believe in this experience, increasing confidence in the review. The findings are in line with the previous studies [31, 32].

Meta-analysis showed that recommendation sidedness is positively related to eWOM credibility, which is in line with Luo, Wu, Shi and Xu [32] (H11 supported). When a review consists of both positive and negative points about a product/service the reader will perceive it more credible in comparison with the ones which just have positive or negative information. An extremely positive or negative review could be considered as fake eWOM communications [38].

It was found that expertise is positively related to eWOM usefulness (H12 supported). Being a peripheral cue of eWOM persuasiveness has a significant effect on its evaluation. Based on the results it means that if the reader perceives the source as having a high level of expertise about a discussed product/service, the reader will perceive the review as more useful in the decision-making process. The findings are similar to some studies on eWOM [7, 27].

Expertise of eWOM source was also found to be positively related to eWOM credibility (H13 supported). Expertise refers to peripheral route in ELM. An individual will consider information credible only if it came from a knowledgeable and experienced source [39]. The findings are in line with previous research [8, 10].

It was found that source trustworthiness is positively related to eWOM usefulness (H14 supported), which is also considered a peripheral cue in judging eWOM usefulness. It means that if the reader of eWOM communications perceives the source as trustworthy they will perceive it as useful for the decision-making process. The findings are in line with López and Sicilia [37]. Trustworthiness was also found to be positively related to eWOM credibility, supporting H15. A receiver considers information provided by a trustworthy source as credible as it shows a high degree of objectivity and sincerity. The findings are similar to Lis [8].

Additionally, based on the results of meta-analysis it was found that source homophily is positively related to eWOM credibility (H16 supported). A greater homophily between sender and receiver of the information has a positive impact on the sender's influence. People have a tendency to trust information coming from people who have similar views. According to ELM, homophily is considered as a peripheral cue. The findings are supported by previous literature [8].

eWOM usefulness and eWOM credibility have significant meta-analysis results confirming the relationships. It was found that eWOM usefulness is positively related to consumers' decision to adopt eWOM (H17 supported). The findings are supported by previous research [23, 27]. When the information receiver feels that eWOM is unable to help to learn and evaluate the product they will likely discount this information and reject the recommendation. It was also found that credibility positively related to eWOM adoption (H18 supported), confirming previous research findings [8, 10, 11, 21]. The higher the level of perceived eWOM credibility, the greater its influence on consumers' decision-making [11].

6 Conclusion

This study aimed to conduct meta-analysis of existing empirical findings in eWOM research. In order to achieve the above aim, data from 45 studies focusing on factors affecting adoption of eWOM communications were collected and analysed. The study focused on eWOM message characteristics and source characteristics as factors affecting eWOM helpfulness and eWOM credibility, which in turn affect eWOM adoption. The study provided a consolidated view of factors affecting eWOM adoption, which advances current knowledge on information processing of eWOM communications.

The outputs from this study provide valuable recommendations for marketing practitioners. The research illustrates that useful and credible communications affect adoption of eWOM information. As a result, marketers should encourage and help individuals to provide information, which will be perceived as useful and credible. Nowadays, many websites use voting systems (e.g. “was this review useful for you?”) to determine useful reviews and display them prominently. However, the helpfulness vote might not solve all the problems. Firstly, very few reviews receive helpfulness votes and without them, the helpfulness mechanism does not work efficiently. Secondly, newer reviews will have had less time to accumulate helpfulness votes, and as a result, may not be ranked as helpful in a search. There is also a possibility that helpful reviews will get lost among less helpful ones due to the speed with which new reviews are added. Online reviews with fewer helpfulness votes - regardless of whether this truly reflects the helpfulness of the review - are generally ignored by consumers, while reviews with more helpfulness votes become more visible [6]. Companies can use the proposed factors which affect eWOM usefulness and apply them for machine learning algorithms, which can analyse the reviews and display the most helpful ones on top.

This study has some limitations, which provide directions for future research. First, the current study tested the proposed hypotheses for the research model separately. Future studies should test them together by applying regression based meta-analysis structural equation modelling technique. Second, this study did not investigate the impact of moderating variables on the proposed relationships due to an insufficient number of studies of moderating effects suitable for meta-analysis. Thus, future research could investigate the moderating effect of involvement, age, personality traits, platform, and product type on information adoption as sufficient studies emerge. Finally, studies which are included for this research were collected from EBSCO, Web of Science, and Scopus, which could result in missing some studies eligible for inclusion in this meta-analysis. Thus, future research could search a wider range of databases.

References

1. Dimoka, A., Hong, Y., Pavlou, P.A.: On product uncertainty in online markets: Theory and evidence. *MIS quarterly*, 36(2), 395-426 (2012)
2. Ismagilova, E., Dwivedi, Y.K., Rana, N.: The Use of Elaboration Likelihood Model in eWOM Research: Literature Review and Weight-Analysis. In: *Conference on e-Business, e-Services and e-Society*, pp. 495-505. Springer, (2021)
3. Dwivedi, Y.K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A.S.: Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168 (2021)
4. Krishen, A.S., Dwivedi, Y.K., Bindu, N., Kumar, K.S.: A broad overview of interactive digital marketing: A bibliometric network analysis. *Journal of Business Research* 131, 183-195 (2021)

5. Erkan, I., Evans, C.: The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior* 61, 47-55 (2016)
6. Singh, J.P., Irani, S., Rana, N.P., Dwivedi, Y.K., Saumya, S., Roy, P.K.: Predicting the "helpfulness" of online consumer reviews. *Journal of Business Research* 70, 346-355 (2017)
7. Filieri, R., Hofacker, C.F., Alguezaui, S.: What makes information in online consumer reviews diagnostic over time? The role of review relevancy, factuality, currency, source credibility and ranking score. *Computers in Human Behavior* 80, 122-131 (2018)
8. Lis, B.: In eWOM we trust. *Wirtschaftsinformatik* 55, 121-134 (2013)
9. Fan, Y.-W., Miao, Y.-F., Fang, Y.-H., Lin, R.-Y.: Establishing the adoption of electronic word-of-mouth through consumers' perceived credibility. *International Business Research* 6, 58 (2013)
10. Fang, Y.-H.: Beyond the credibility of electronic word of mouth: Exploring eWOM adoption on social networking sites from affective and curiosity perspectives. *International Journal of Electronic Commerce* 18, 67-102 (2014)
11. Filieri, R.: What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of business research* 68, 1261-1270 (2015)
12. Hsu, L.-C., Chih, W.-H., Liou, D.-K.: Investigating community members' eWOM effects in Facebook fan page. *Industrial Management & Data Systems* 116, 978-1004 (2016)
13. Hussain, S., Ahmed, W., Jafar, R.M.S., Rabnawaz, A., Jianzhou, Y.: eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior* 66, 96-102 (2017)
14. Teng, S., Khong, K.W., Goh, W.W.: Conceptualizing persuasive messages using ELM in social media. *Journal of Internet Commerce* 13, 65-87 (2014)
15. Wang, T., Yeh, R.K.-J., Yen, D.C.: Influence of Customer Identification on Online Usage and Purchasing Behaviors in Social Commerce. *International Journal of Human-Computer Interaction* 31, 805-814 (2015)
16. Rabjohn, N., Cheung, C.M., Lee, M.K.: Examining the perceived credibility of online opinions: information adoption in the online environment. In: *Proceedings of the 41st annual Hawaii international conference on system sciences (HICSS 2008)*, pp. 286-286. IEEE, (2008)
17. Cheung, R.: The influence of electronic word-of-mouth on information adoption in online customer communities. *Global Economic Review* 43, 42-57 (2014)
18. Hong, H., Xu, D., Wang, G.A., Fan, W.: Understanding the determinants of online review helpfulness: A meta-analytic investigation. *Decision Support Systems* 102, 1-11 (2017)
19. Dwivedi, Y.K., Rana, N.P., Jeyaraj, A., Clement, M., Williams, M.D.: Re-examining the unified theory of acceptance and use of technology (UTAUT): Towards a revised theoretical model. *Information Systems Frontiers* 21, 719-734 (2019)
20. Ismagilova, E., Rana, N.P., Slade, E.L., Dwivedi, Y.K.: A meta-analysis of the factors affecting eWOM providing behaviour. *European Journal of Marketing*, 55(4), 1067-1102 (2021)
21. Fan, Y.-W., Miao, Y.-F.: Effect of electronic word-of-mouth on consumer purchase intention: The perspective of gender differences. *International Journal of Electronic Business Management* 10, 175-181 (2012)

22. Cheung, C.M., Lee, M.K., Rabjohn, N.: The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet research* 18(3), 229-247 (2008)
23. Wang, P.: Exploring the influence of electronic word-of-mouth on tourists' visit intention: A dual process approach. *Journal of Systems and Information Technology*, 17(4), 381-395 (2015)
24. Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., Wei, G.: E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electronic Commerce Research and Applications* 17, 62-73 (2016)
25. Madu, C.N., Madu, A.A.: Dimensions of e-quality. *International Journal of Quality & reliability management* 19(3), 246-258 (2002)
26. Nah, F.F.-H., Davis, S.: HCI research issues in e-commerce. *Journal of Electronic Commerce Research* 3, 98-113 (2002)
27. Ahmed, J.R., Farid, H.S.A.: Consumer's Reliance on Word of Mouse: Influence on Consumer's Decision in an Online Information. *Journal of Business c/economics* (2013)
28. Schindler, R.M., Bickart, B.: Published word of mouth: Referable, consumer-generated information on the Internet. *Online consumer psychology: Understanding and influencing consumer behavior in the virtual world* 32, 35-61 (2005)
29. Cheung, C.M.-Y., Sia, C.-L., Kuan, K.K.: Is this review believable? A study of factors affecting the credibility of online consumer reviews from an ELM perspective. *Journal of the Association for Information Systems* 13, 2 (2012)
30. Tsao, W.-C., Hsieh, M.-T.: eWOM persuasiveness: do eWOM platforms and product type matter? *Electronic Commerce Research* 15, 509-541 (2015)
31. Luo, C., Luo, X.R., Xu, Y., Warkentin, M., Sia, C.L.: Examining the moderating role of sense of membership in online review evaluations. *Information & Management* 52, 305-316 (2015)
32. Luo, C., Wu, J., Shi, Y., Xu, Y.: The effects of individualism-collectivism cultural orientation on eWOM information. *International Journal of Information Management* 34, 446-456 (2014)
33. Mauri, A.G., Minazzi, R.: Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International journal of hospitality management* 34, 99-107 (2013)
34. González-Rodríguez, M.R., Martínez-Torres, R., Toral, S.: Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. *International Journal of Contemporary Hospitality Management*, 28(11), 2609-2627 (2016)
35. Sparkman Jr, R.M., Locander, W.B.: Attribution theory and advertising effectiveness. *Journal of consumer Research* 7, 219-224 (1980)
36. Babić Rosario, A., Sotgiu, F., De Valck, K., Bijmolt, T.H.: The effect of electronic word of mouth on sales: A meta-analytic review of platform, product, and metric factors. *Journal of Marketing Research* 53, 297-318 (2016)
37. López, M., Sicilia, M.: Determinants of E-WOM influence: The role of consumers' internet experience. *Journal of theoretical and applied electronic commerce research* 9, 28-43 (2014)
38. Huang, J.H., Chen, Y.F.: Herding in online product choice. *Psychology & Marketing* 23, 413-428 (2006)
39. Bansal, H.S., Voyer, P.A.: Word-of-mouth processes within a services purchase decision context. *Journal of service research* 3, 166-177 (2000)