

The Effects of Consumers' Social Judgement on Online Trust

Aijing Song
Yunnan Normal University

Cite as:

Song Aijing (2023), The Effects of Consumers' Social Judgement on Online Trust .
Proceedings of the European Marketing Academy, 52nd, (114142)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



The Effects of Consumers' Social Judgement on Online Trust

Abstract

The purpose of the article is to understand how consumers' social judgment (e.g. status and reputation) may influence their online trust towards web stores and how performative actions (e-service quality) and institutional linkage (brand alliance) affect consumers' social judgment. In PLS analyses of survey data from Chinese shoppers of luxury vertical e-commerce platforms, it is found that performative actions (e.g. website design, delivery, service, and privacy) and institutional linkage can influence consumers' social judgment including reputation, status, and sociopolitical legitimacy (features and performance of trusted web store reaching requirements of the prevailing social norms and regulations) towards web store positively.

Subject Areas: *Distribution, Intention-Behavior Link, Organization Behavior, Retailing*

Track: Retailing & Omni-Channel Management