

TRUST AND PRODUCT/SELLERS REVIEWS AS FACTORS INFLUENCING ONLINE PRODUCT COMPARISON SITES USAGE BY YOUNG CONSUMERS

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Abstract:

Paper describes young consumers' behaviour connected with online product comparison sites usage as an example of online decision shopping aids. Authors' main goal is to check whether or not such factors as: previous experience in such sites usage, personal innovativeness in domain of information technology - PIIT, and particularly cognitive trust (in several sub-dimensions), as well as affective trust toward online product comparison site, influence purchase intention via mentioned sites (acting as intermediaries in online sales channel), and anticipated satisfaction from choice made by consumer. Also indirect influence of users opinions about product and sellers on mentioned constructs has been researched.

Study on effective sample of 456 young consumers with data collected through CAWI questionnaire confirmed reliability and validity of measurement scales. Path model estimated via PLS-SEM confirmed most hypotheses settled, particularly confirming strong positive relationships between cognitive trust (mostly in competence) on affective trust, and later on purchase intention and choice satisfaction. Product and sellers reviews were partially mediating some of those relationships.

Keywords: information technology, market, online product comparison sites usage, trust, products/sellers reviews, purchase intention