THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Examining the Relationship between Tourism Information Quality Dimensions and Recommendation Adoption

Wesam Osman Abdelsattar
Academic Researcher, Department of Business Administration,
Cairo University, Egypt
Wael Kortam
Professor, Department of Business Administration
British University in Egypt, Egypt
Alaa Tarek
Assistant Professor, Department of Business Administration,
Cairo University, Egypt

Abstract:
The purpose of this study is to identify the main dimensions of information quality (IQ) affecting perceived website trust toward consumer generated media (CGM) and its influence on recommendation adoption applied on the travel websites in Egypt.
A qualitative exploratory study was conducted that employed in-depth interviews with users looking for online reviews on travel websites. This was followed by a quantitative study which involves a survey-based questionnaire. 253 valid questionnaires were collected through a non-probability convenience sampling technique from users looking for online reviews on online travel website in Egypt. The data were analyzed using structural equation modeling (Smart PLS 3.2.2) and SPSS V.27.
The study results show that value added, timeliness, the accuracy of the information, and consensuses on review are having the strongest favorable impact on perceived website trust toward (CGM). Relevancy, believability and reputation of both information and the reviewer are having no significant positive effect on website trust. Moreover, Perceived website trust toward (CGM) shows a positive significant impact on recommendation adoption. Finally, completeness and objectivity of information are negatively influencing Perceived website trust toward (CGM).
Thus, managers should focus their effort to understand the drivers and consequences of trust to their CGM website, in order to achieve customer satisfaction, website quality and website trustworthiness perceptions, which could boost their popularity and increase their influence in the industry.

Keywords: *Information Quality (IQ), Recommendation Adoption, Website trust toward (CGM), Online reviews, Egypt*

1. Introduction

Travelers are increasingly checking travel reviews in order to plan for their trips (Buhalis& Law, 2008; Litvin et al., 2008). Google numbers show that more than 80% of people searching for their holidays online usually visit around 26 websites and spend more than 2 hours searching for the right place and deals (Trend, 2013). In the travel and tourism industry; users can avoid tour operators and agents altogether for advice, those sites that provide (CGM) like online reviews (Dickinger, 2011). CGM traveler recommendations influence consumer decisions about where to go on holidays, where to book, where to visit and where to eat (Dickinger, 2011; Fotis et al., 2012; Sparks et al 2013). Online travel reviews as a form of (CGM) help consumers identify the best in hotels, restaurants and attractions as well as enable travelers to avoid the worst services and products, with the end result of improving the decision-making process (Filieri& McLeay, 2014).

Research in tourism has shown that (CGM) is seen as more reliable compared to both the content of official websites, travel agents and the media (Dickinger, 2011; Fotis et al., 2012). However, in recent years the media around the world have begun to question the reliability of the most popular CGM; report stories of hotel managers pretending to be customers or encouraging their employees to write glowing false reviews or even negative reviews about competitors (e.g., Smith, 2013; Tuttle, 2012). In an attempt for exposing the apparent failure by Trip Advisor's to tackle the erroneous comment phenomenon, a British businessman has created a fake restaurant that has begun receiving glowing reviews (Smith 2013).

However, the increase in the number of scandals reported by the media around the world regarding the best review sites may have an impact on user's attitudes towards them (e.g., Tuttle, 2012; Smith, 2013). Thus, it has become clear to many users that not all recommendations and reviews are written by real experience customers and that random opinion messages are very common on consumer review sites (Jindal & Liu, 2008).

Due to this seemingly difficult to control spike of fraudulent and promotional content on (CGM), the concept of trust is of particular importance (Filieri, 2015). Thus, the questions asked are: Is the quality of information a good indicator of user trust in commercial websites? Which dimension of information quality has the most effect on website trust toward (CGM)? Does confidence in (CGM) influence consumer travel behavior?

The present study tries to give an answer for these questions. Despite of identifying trust as an important factor that can affect user's buying decision in e-commerce (e.g., Flavian et al, 2006; Jarvenpaa et al., 2000; Lee & Turban, 2001; Yoon, 2002), trust towards (CGM) has received little attention and whether trust has an impact on travel consumer behavior (Ayeh et.al 2013; Yoo&Gretzel, 2009). Moreover, this study explores the impact of trust on a user's intent to adopt advice from the (CGM) and purchase the recommended product industry in Egypt.

2. Literature Review

The literature review will discuss the Consumer Generated Media, online reviews and trust; this is followed by presenting dimensions of information quality and their effect on perceived website trust toward (CGM) that in turn affects the information adoption. Then, this is followed by presenting the exploratory study and the proposed research hypotheses.

2.1. Consumer Generated Media (CGM), Online Reviews and Trust

Gretzel, et al., (2008) defined (CGM) as 'media impressions created by consumers, typically informed by relevant experience and archived or shared online for easy access by other impressionable consumers. Overtime, the social networking platform has evolved to include blogs, micro blogging, social networks, online communities, wikis, photo sharing and video sharing sites (Parra-López, et al., 2011). In the tourism and hospitality sector, consumers can express their satisfaction or dissatisfaction with a service or product through (CGM), social media also provides opportunities for people to socialize and form communities of interest through content creation and sharing (Chung & Koo, 2015). When planning trips, consumers are looking for reviews from both fellow consumers and marketers, However, they depend heavily on (CGM) because they find it more credible, correct, and convey the true experiences of creators (Wang, 2012). Tourists see (CGM) as more impactful because it reflects the typical performance of tourism products, making them more convincing than the content generated by the marketer (Sparks & Browning, 2011).

Cheong & Morrison (2008) emphasize that the originality of the content can be considered the difference between electronic word of mouth (eWOM) and (CGM), they added that (eWOM) information that was originally generated by users falls within the scope of (CGM), and the predominant form of (CGM) is customer reviews and has attracted most of the research interest. Thus, online customer review (OCR) is one type of communication that falls under the 'eWOM' umbrella (Carl Clare et al .2016). Therefore 'eWOM' as a term is often used as an inclusive term to encompass many different types of internet communications, each with different characteristics, as shown in Table 1.

		Scope of communication		
		One-to-one	One-to-many	Many-to-many
Level of interactivity	Asynchronous	• Emails	• Websites • Blogs • Online customer reviews • Hate sites	• Virtual communities
	Synchronous	• Video calling • Instant messaging	• Chat rooms	• Newsgroups

Table 1: Types of (eWOM)
Source: (Litvin, et al., 2008)

Accordingly, and as mentioned by(Hennig-Thurau, et al. 2004) Online consumer reviews known in the literature as (CGM) can be considered as a form of (eWOM), which refers to 'any positive or negative statement made by potential, former or actual consumers about a company or product, which is made available to a large number of individuals and institutions online', they are also defined as 'a type of product information created by users based on personal usage experience' (Chen &Xie, 2008), serving two primary purposes: to make recommendations and to provide product and service information (Kwok, et al., 2017).

With the development of Web 2.0 technology; customer reviews are mostly offered on social media platforms (Xie et al., 2014). Most of the online reviews related to hospitality products are available on some platforms like TripAdvisor (for hotel reviews), Yelp (for restaurant reviews), Facebook (for fan reviews of hotels and restaurants), and online travel agent (OTA) sites such as Priceline and Expedia (e.g., hotel reviews); Reviews on these platforms are available online and accessible to the public (Kwok, et al., 2017).

Consumers often try to sense the destination or place of residence before traveling, that's why they're searching for consumer's online reviews on travel websites like TripAdvisor, Yelp, or Holiday Watchdog (Akehurst, 2009; Ye, et al, 2011). Banerjee, et al. (2017) found that Positive online reviews posted by other users have a huge impact on the host's online reputation,moreover, consumers usually look for reviews from previous guests to help them find the right choiceas previous guests evaluate their stay in many ways of quality, such as cleanliness and accuracy (Cheng et al., 2019).

Current research in tourism has focused mainly on travel societies in terms of trying to learn the ancestors of consumer's motivations for using consumer media, for example; researchers have also investigated why they rely on the information from consumer reviews online (Filieri& McLeay, 2014), the importance of online reviews in reducing the risk

travelers perceive to be exposed to when booking their stay (Gretzel, 2007). According to Ludwig et al. (2013); measuring online reviews leads to improved recognition for the contents of the review also achieves some of advantages to the business operators in managing transactions. So,in a time when customers have to deal with certain issues like false recommendations, whether good or bad, and the situation that helps the user to share a review of a negative nature regarding a specific product or service whatever the error is caused by them or the product, one of the important questions that any organization must ask is; what are the important aspects that influence customers when evaluating whether both the information and opinions mentioned in an individual online customer recommendation are perceived as 'believable' ? (Clare et al., 2016).

Banerjee et al. (2017) revealed that individuals trust perception can be affected by the source and characteristics of information. Therefore, the main elements in evaluating online data are reliability and credibility, because credibility identified in this study as perceiving online data as trustworthy, which is the requirement to consider honesty is very related to consumer preferences (Casaló, et al., 2015; Filieri, 2015).Moreover, it was mentioned that the quality of the information found in online reviews is an important factor in ensuring the credibility of the published content for everyone with an interest in tourism (Munar& Jacobsen, 2013), information diagnosticity in (eWOM) research (Filieri, 2015), and customer's intention to buy (Lee & Shin, 2014) .

2.2. Dimensions of Information Quality (IQ)

Yeap et al., (2014) has defined (IQ) as the strength of the meaning embedded in a message. (IQ) is a multi-element variable that can be evaluated by the content of the information, its accuracy, timing, and the form in which it is written (Doll &Torkzadeh, 1988), also the extent of its reliability, ease of understanding and usefulness (McKinney et al.,2002), importance, it's suitability for the need (Christy Cheung et al.,2008), relevancy, understandability, it's details, novelty, dynamism and variety personalization are used in recent E-Business research (DeLone& McLean, 2003).

Information quality (IQ) indicated in this paper as the quality of the information reported in consumer recommendations. Previous Studies in the (eWOM) have neglected to evaluate how the quality of information contained in consumer's recommendations can affect customer's satisfaction (Filieri et al., 2017). However, such relationship is strongly supported in information system literature (e.g., Rai, et al., 2002; Wixom & Todd, 2005; Zheng et al., 2013). If travel consumers found reviews with accurate and up-to-date information suited to their needs, this means that these reviews included a high quality information, which is why they will be more satisfied using (SCWs), therefore, it is essential for social commerce sites to verify reviews and recommendations immediately upon their publication in order to ensure that the reviews submitted by the reviewers fit the needs and requirements of the user and are also of high quality(Filieri et al.2017). Further, Cheung et al., (2009) noted that travelers use recommendations to be able to make sound decisions about their many travel options; since the tourism product is not simple and contains many characteristics, like transportation, attractions, restaurants and so on, travelers need to gather a fair amount of information before deciding which travel package is right for them.

In fact, the more credible reviews, the greater the user's ability to make sound decisions, (Filieri2015), thus, (IQ) in reviews was found to be a strong predictor of trust towards (CGM). Multiple researches have indicated various factors of information quality, the factors that are most cited are those that suggested by (DeLone& McLean, 2003) and (Lee et al. 2002). Although the different dimensions of information quality are very appropriate for research related to users of information systems, we see that it is very important to address the dimensions of information quality from the perspective of the consumer and specifically the traveler, rather than the perspective of users of the information system. Therefore, we adhere to the literature conducted on (IQ) from the point of view of consumers who reside the quality of information when buying goods or services, for example, (Kahn et al., 2002) referred to quality of information as characteristics that meet the needs of the use.

The current study adopts Wang & Strong's (1996) Information Quality Model because a large number of studies related to the quality of information from the perspective of the consumer and not from the perspective of information systems have relied on this model. In short, this model has classified the information quality dimensions into four dimensions, each dimension includes two to five components, namely; contextual, intrinsic, representational and accessibility characteristics, Indicated in Fig.2.2

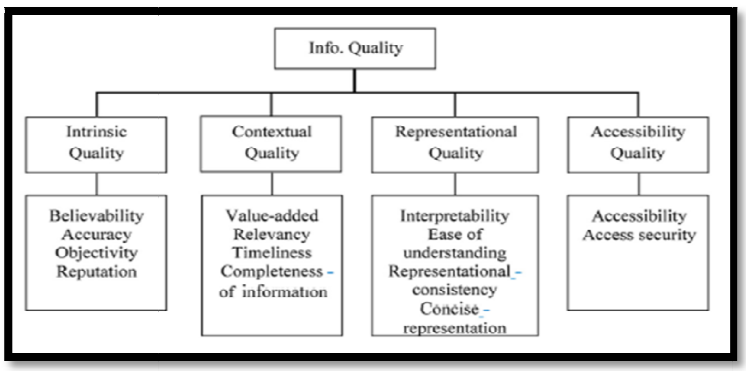

Figure 1: Wang and Strong's (1996) Information Quality Model

The following is a detailed illustration to identify the most important dimensions of the quality of tourism information through the Wang & Strong (1996) model which are as follows: at first, we did not take into consideration the representational and the accessibility dimensions of information quality in this paper because they are emphasizing how computer systems store and access data which means that the system must present the information in a way that is easy to understand, interpret and manipulate, also presented accurately and easily with the possibility of obtaining it safely (Lee et al., 2002). Also the internet speed and page loading speed as an example of users' networking environment in social media are difficult to differentiate between the users these days, although there can be some difference in the accessibility of different users to these social networks according to the type of devices used and the conditions of their communication environment, we believe that the accessibility and representational dimensions of information quality are less related to user's trust toward (CGM) (Kim et al.,2017). Generally, this study considers contextual factors and intrinsic factors of information quality as elements can impact consumer's trust toward (CGM) in social media.

In order to determine the dimensions affecting the quality of information in the tourism sector, this paper is mainly concerned with factors in both contextual (value-added, relevancy, timeliness, and completeness) and intrinsic(accuracy, objectivity ,reputation, and believability) dimensions of (IQ) from Wang & Strong's (1996) model , because contextual quality means that the quality of the information appears only from the context in which it is used and intrinsic quality implies that information has quality in its own right(Filieri 2016),thus, we find that these dimensions are the best that describe the different requirements of the traveler in terms of searching for information, reading it, and the ease of evaluating it on various social media platforms.

3. Recommendation Adoption (Information Adoption)

Information adoption is one of the most widely studied behavioral findings in individual research on (eWOM) effectiveness (Cheung &Thadani, 2012), it expresses the person's acceptance of the content that he reads after evaluating its validity as useful (Zhang & Watts, 2008). The construct embodies the initial decision of the person resulting from the process of persuading to share in using the information (Chang & Wu, 2014). Furthermore, it processes information from an individual perspective which takes into account how the meaning relates to the content that the reader receives in a non-interactive context (Zhang & Watts, 2008).

Communication theory Points out that during the information transfer process, the dependence and degree of persuasion of the information are affected by the state of the objective information, the source of the information and its characteristics in a common way (Hovland et.al., 1953). With regard to (Sussman& Siegel's 2003) model; consumer adopts the information as a result of the perceived benefit of it, when he believes that the information is useful in making his decision, this increases his intention to accept it. In e-commerce and tourism industry, several studies have supported that the relationship between trust and intent to buy online is significant and positive (e.g., Bigne et al. 2010; Escobar-Rodríguez &Carvajal-Trujillo 2014; Sanz-Blas, et.al 2014; Amaro& Duarte 2015; Ponte et al., 2015; Agag& El-Masry 2016a, 2016b).

In the (CGM) domain, the website is considered reliable if it makes sure that the reviews posted by its users are valid for the benefit of the consumer, and thus contributes to reducing the risks resulting from fraudulent content (Filieri, 2015), thus, he argued that (CGM) users should take into account whether the recommendations contained in the consumer reviews are reliable in knowing the expected quality and performance of a product or service, if users find credibility in the recommendations published on CGM, then they are more likely to rely on these recommendations when making their decision to buy, conversely, if consumers feel that the site is not trusted, they will not adopt the recommendations posted on it as they do not want to deceive them and risk doing so. Therefore, in the line with the study adopted by Wang et al. (2015)&Filleri (2015); consumers are more likely to follow the advice they receive by increasing their confidence in CGM.

Consequently, (CGM) takes its value through the number of people who use it and how it affects a particular industry, for example, the number of retailers willing to pay in order to obtain a link from the Trip Advisor website increases with the increase in its popularity and its impact in the tourism sector (Filieri, 2015).

3.1. Exploratory Study and Hypotheses Development

This section starts with presenting the exploratory study including reasons for conducting it and how data were collected. Then, this was followed by the qualitative data analysis. Afterwards, validity and reliability tests, and interviews notes were presented. Based on the study results and the literature review shown in the previous chapter, the proposed model and research hypotheses were formulated.

3.2. Exploratory Study- Qualitative Research

After reviewing previous studies, an exploratory study was conducted by conducting in-depth interviews using a set of open-ended questions with consumers who had significant experience using and writing (OCR) for new users who had recently started using (OCRs) to plan their trips. The exploratory study mainly aims at validating the research model and developing hypotheses, hence, it helps in applying the research model on the Egyptian context, identifying the most important factors that constitute the most effective reviews and exploring other factors related to the context, Furthermore, qualitative research contributes to conducting effective quantitative research like questionnaires through three steps which are; Survey design, data collection and data analysis (Sieber 1973). This stage was found to be essential as it serves the research questions and the study objectives.

For interviews, using the purposive sampling method, the researcher conducted interviews with users looking for online reviews on travel websites of all ages, professional backgrounds, and experience levels in using travel reviews.

Unstructured in-depth interviews were used because they were able to provide an in-depth understanding of respondent perceptions and the processing of (OCR) information (Filieri 2016). Interviewees were asked to speak freely about their experience with (OCR) in general, next, they were asked to tell their experience with online reviews on travel websites (how much were they using OCRs, when, why, and the like). At this point, the conversation generally led to questions related to the topic of lack of confidence in (OCR). The respondents were asked to tell the event and discuss in detail what made them suspicious to the point that they considered the review / reviewers as fake. After that, the respondents were asked to talk about the characteristics of the review that they considered reliable. The interview questions were adopted from (Filieri 2016) and modified to fit the study objectives.

Ten face-to-face interviews were documented and considered sufficient as they provided enough data to match the exploratory study objectives. The researcher documented only the relevant information to the topic during the interviews. The in-depth interviews lasted between 15 to 20 minutes using a series of open-ended questions. The number of those interviews was based on the theoretical sampling process, which means that the data collected, organized and analyzed until no new or relevant data could be uncovered (Seale, 1999, Strauss & Corbin, 1998).

Characteristics of participants were as follows: an equal number of female and male participants (10) were interviewed.

The age ranges from 17 to 50, educational level ranges from undergraduates to high educational levels (Master's degree), the income level ranges from 2000 to 25,000 except for 2 participants (undergraduates) with no income. The results of the exploratory study help in setting the demographic measures for the questionnaire.

4. Qualitative Data Analysis

The strategy used was to analyze the content by analyzing the data in three steps as follows:

- Preparing and organizing data for analysis: by scanning the interviews after copying them to determine the most relevant phrases to the research problem, which will be used as a unit of analysis arranged according to each participant.
- Reading data: the selected phrases were written in Excel sheet and only the content of the information was analyzed. Then some sentences and words were extracted from the texts contained in the interviews, and the other part was written by the researcher and carries the same meaning that the participants indicated.
- Analyzing data: Theme oriented analysis, which is a subjective one, because it fully aligns with the research objective, which is to understand how consumers interact with online reviews, as well as the factors that influence their decisions when considering what these reviews contain. The analysis was performed as follows:

Data coding: Where the researcher devoted a code book that contains both the research variables as well as the variables discovered in the interviews by the participants with specifying a specific number for each one of them, these numbers express the variables that were given to the sentences documented before, and the duplicate numbers were recorded in order to know the most effective variable and the least one. After that, all the texts of the interviews were written in one column below each other, where each interview was written in a row giving each variable a column parallel to the interview transcripts, then specifying all the phrases and words referring to each coded variable. Finally, the explanations, findings, and comments made from the analysis of the data were documented to see if they matched or contradicted the results of previous studies and if there any new research questions have been discovered.

4.1. Reliability and Validity

Qualitative reliability shows that the researcher's results are proportionate to different scholars and different projects (Gibbs 2007). To check the reliability, it was suggested by Yin (2009) as cited in Creswell (2003) to document all the study procedures precisely. In addition, Gibbs (2007) mentioned using the cross-checking (Inter-coder agreement) by different researchers for reliability check. Thus, the study's findings were given to another researcher who is interested in the marketing field to check the data collected and analyzed, this researcher was asked to code the data and write comments, then, the degree of consistency and difference between the results of the study researcher and other researcher results were computed, which showed consistency in coding with more than 80%, this degree is considered convenient enough to check the qualitative data reliability (Creswell, 2003).

For testing validity, Creswell, (2003) suggested to clarify the bias the researcher brings to the study by showing how the interpretation of the results was shaped by the researcher background (Reflectivity) such as their personal culture, history, gender, experiences and socioeconomic origin. He also added that the researcher could present the contrary findings to what was reached and document all the steps of the study in order to check the results validity. This was considered in the study as the entire study steps were documented carefully with all the relevant shortcomings such as the researcher's lack of knowledge in conducting in-depth interviews and the inability to record all the interviews strictly that leads to failing to mention the all-interviews statements completely.

4.2. Interviews Notes (Findings)

The results of qualitative data analysis suggest that consensus on review plays a major role in trusting online reviews. Also, reviewer's reputation, timing and completeness of reviews were found to be essential factors in predicting recommendation adoption. However, objectivity of reviews didn't show a great agreement between participants regarding their impact on recommendation adoption. Finally, believability and accuracy were found to have a neutral impact on consumer responses.

4.3. Research Hypotheses Development

In the light of the previous studies as well as the personal interviews, the research hypotheses were formulated to fit the study purposes which were previously mentioned.

5. Contextual Dimensions

5.1. Value Added

Value added indicates how useful, beneficial, and valuable the information is for the user (Wang & Strong 1996). Wang et al. (2015) found that beneficial reviews can result in more information credibility, and can add to what is known about consumers' handling of reviews online. In line with the exploratory study results and previous research, the study suggests that value added information is positively associated with trusting the review message and thus adopting it. Thus, the following is hypothesized:

- H1: there is a positive relationship between value added tourism information, and perceived website trust toward (CGM).

5.2. Relevancy

Relevancy was defined previously as the appropriateness of the review message and its assistance in understanding the quality and performance of both the product and the service depending on the specific needs of the customer in a particular situation (Filieri& McLeay, 2014). Providing relevant arguments increases the usefulness of the review as well as its credibility (StanislavaGálová et al., 2018). However, findings of the exploratory study revealed that if the content on the destination provides tourists with relevant information, they will base their behavior on this information. Consequently, we argue that the relevancy of the content of the review is positively associated with its confidence then its dependability. Accordingly, the following hypothesis is suggested:

- H2: There is a positive relationship between relevancy of tourism information, and perceived website trust toward (CGM).

5.3. Timeliness

Timeliness was described by Cheung et al., (2008) as the degree to which the information is recent and updated enough for the task in hand. By reviewing the literature, several studies have found evidence that the timing of information over the internet affects the processing of users' information, adoption and behavior in the choice of products or services; for example, it was suggested that the timing of the information was positively correlated with the usefulness of users of information in online reviews (Cheung et al., 2008), user satisfaction (Kim et al., 2012), and on the adoption of travelers' information from online review sites (Filieri& McLeay 2014). In addition, the results of personal interviews show that the majority of participants care about the novelty of the review; if the review is updated, it will be reliable. It can be concluded that the majority of previous studies and a large part of the participant's responses in the exploratory study believe that there is a relationship between the timely manner of the information and adopting it. So, the study suggests a positive relationship between the timing of information, and confidence in it and then its adoption. Thus, the following hypothesis is suggested;

- H3: There is a positive relationship between timeliness of tourism information, and perceived website trust toward (CGM).

5.4. Completeness of Information

StanislavaGálová et.al (2018) mentioned that the value of a recommendation is directly related to the amount of information and detail it contains. Based on the previous studies and exploratory study findings, completeness of information shows a positive impact on the perceived benefit to the consumer in relation to the information which influences their decision to adopt the information (Cheung et al. 2008), also user satisfaction with the system (Koo et al.,2013). Thus, in consistent with the previous researches and exploratory study findings; the study suggests that confidence increases as information is complete in online reviews, consequently adoption of reviews on the online review site. Thus, the following is proposed:

- H4: There is a positive relationship between completeness of tourism information, and perceived website trust toward (CGM).

6. Intrinsic Dimensions

6.1. Believability

With regards to information believability, (Hoang et al., 2015) defined it as the extent to which online consumers rate online information or messages posted on (CGM) as trustworthy. Therefore, (Mark Fuller et al. 2007) indicated that, when the information is perceived as reliable, trust will be formed in the product, thus developing travel service or intent to purchase the product as well. In addition, the exploratory study suggests a neutral relationship between believability of information and consumer responses. Accordingly, the study is in line with the literature studies. Thus, it was suggested that information believability is linked positively with consumer trust and thus recommendation adoption. Therefore, the following is hypothesized:

- H5: There is a positive relationship between believability of tourism information, and perceived website trust toward (CGM).

6.2. Accuracy

Accuracy refers to travelers' perceptions of whether (eWOM) reviews are correct (Wang & Strong 1996). Very few studies discuss the impact of review accuracy on trusting and adopting it (Höpken et al., 2017; Li et al., 2017). However, Lam &McKercher (2013b) indicated that tourism is an industry that needs dense and accurate information, and it is the most important requirement for the dissemination of information. As an example, consumers will read the information before and after travel that previous traveler share when planning for their trips (Liu et al, 2016; K. Zhang et al, 2016). Consequently, this factor is included in the current study. Hence, based on the literature studies, we suggest that accuracy of tourism information has a positive relationship with perceived website trust toward (CGM). Thus, the following is hypothesized:

- H6: There is a positive relationship between accuracy of tourism information, and perceived website trust toward (CGM).

6.3. Objectivity

Objectivity indicates the degree of neutrality of the data (Fisher et. al 2008). Based on the preceding literature; Byun& Jang (2015) reported that a cognitive message contains more accurate and credible information than an affective message because it is objective, and if the reviewers provide a concrete and cognitive message, the review will be more persuasive (Pera et al, 2016). However, participants of the exploratory study show a neutral effect for objectivity. Accordingly, and based on the literature, we suggest a positive relationship between objectivity of the information and consumer trust in it. Thus, the following hypothesis is proposed:

- H7: There is a positive relationship between objectivity of tourism information, and perceived website trust toward (CGM).

6.4. Reputation

Reputation in social media not only refers to people, but also refers to their content (Jan Kietzmann et al 2011). Based on the preceding literature (Gefen 2000; Ba &Pavlou, (2002); Standifird, 2001), in addition to the exploratory study findings, reputation show a positive impact on perceived website trust toward the review. In line with the majority of previous studies and the exploratory study results, the study proposed that reputation is positively associated with consumers trust in the review and thus its adoption it. Thus, we hypothesize the following:

- H8: There is a positive relationship between reputation of tourism information, and perceived website trust toward (CGM).

7. Consensus on Review and Reviewer's Reputation

7.1. Consensus on Review

The respondent's results from the interviews conducted by the study revealed a relationship between consensus on review and their confidence in it. The importance of consensus on review in understanding recommendation adoption is not shown previously in the literature up to the researcher knowledge. However, the results show its significance. Accordingly, the following is hypothesized:

- H9: There is a positive relationship between consumer's consensus on tourism information, and perceived website trust toward (CGM).

7.2. Reviewer's Reputation

The reviewer's expertise and reputation on a review site were found to affects positively consumer attitudes and confidence towards online reviews and hotel reservation intent (Ayeh et al., 2013; Filieri, 2015; Vermeulen&Seegers, 2009). Also, it was found that the reviewer's reputation has an effect on the expected value of the recommendation (Liu, Park 2015), consumers may infer credibility of reviewer directly from his reputation as suggested by the website or other members of community (Xu, 2014). One of the values in McCroskey's competence dimension is qualification, which in the context of online reviews will be certification of being a good reviewer by the online review site, being certified as 'Elite' reviewer in Yelp can be a good indicator of a reviewer's competence. It will also enhance a reviewer's reputation in the community (Banerjee et al 2017). Similarly, participants of the exploratory study show that the reviewer's reputation beside the reputation of the review itself, affects their adoption of the recommendation. Accordingly, we suggest a positive relationship between the reputation of the reviewer and trusting then adopting the review. Thus, the following hypothesis is proposed:

- H10: There is a positive relationship between the reviewer's reputation and perceived website trust toward (CGM).

7.3. Recommendation Adoption

Based on the exploratory study results and previous studies (e.g., Bigne et al. 2010; Escobar-Rodríguez &Carvajal-Trujillo 2014; Sanz-Blas, et.al 2014; Amaro& Duarte 2015; Ponte, et.al 2015; Agag& El-Masry 2016a, 2016b), we argue that customer's intention to adopt online reviews is positively associated with their trust towards these reviews. Therefore, the

study suggests the influence of website trust on recommendation adoption is positive and highly significant. Thus, the following is hypothesized;

- H11: There is a significant positive relationship between Customer trust towards (CGM), and recommendation adoption.

7.4. Proposed Research Model

After reviewing the literature and developing the research hypotheses, the following conceptual framework was suggested for the study to answer the question 'Which dimension of information quality has the most effect on website trust toward (CGM)?' Figure 2depicts the relationship examined in this research.

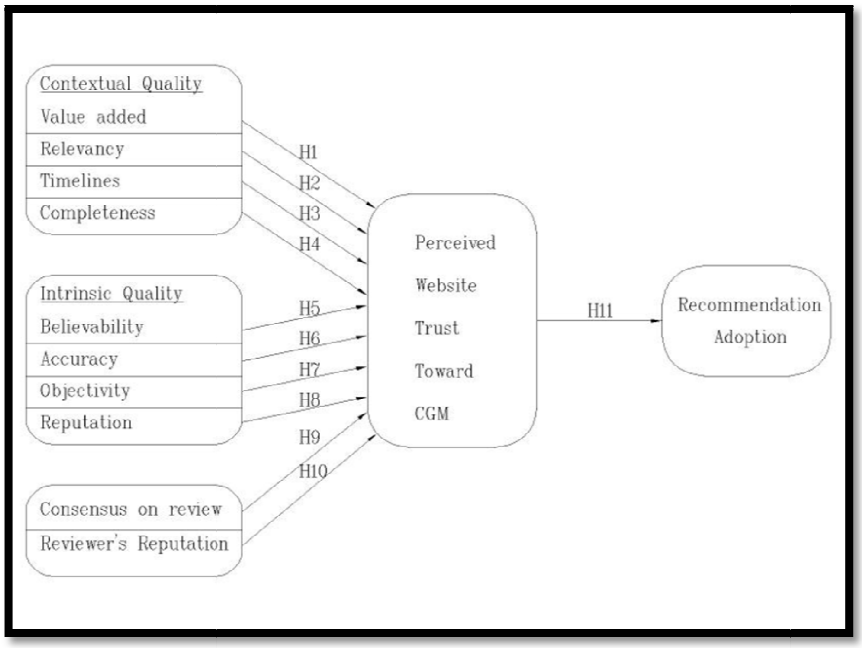

Figure 2: Proposed Research Model

8. Research Methodology

The main purpose of this section is to discuss the methodology used in the current research. It begins with presenting the research design and then follows it: research data, sampling technique, measurement development, questionnaire design, data collection procedures, and data analysis techniques.

8.1. Research Design

The research depends on mixed method approach which includes a combination of qualitative and quantitative designs, this approach was used widely in the social and behavioral sciences because it helps researchers gain a clearer understanding of the research problem than using either approach alone (Creswell, 2003);

a) Qualitative approach (Exploratory Study): is applied as explained previously through an exploratory study in the form of employing in-depth interviews with consumers looking for online reviews on travel websites, these interviews were used as a next step after reviewing previous research that addressed consumer responses to online reviews. Exploratory studies are usually used to develop hypotheses and confirm research models. In the current research, it would help to explore the truly important factors affecting the reliability of online reviews in Egypt.

b) Quantitative approach (Descriptive Research Design): this part of the research is a conclusive descriptive study that uses a survey-based questionnaire to collect data, followed by a statistical analysis to test hypotheses and achieve results.

8.2. Research Data

The data needed for the current research is primary data. Various techniques can be used in primary data collection process. However, according to Malhotra (2010), surveys are considered the most appropriate way to collect data about consumers‟ perceptions, attitudes, behavior and socio-demographic characteristics. The study used a self-administered questionnaire to test hypotheses and examine the correlation between the constructs of the study. Questionnaires help in gathering different kinds of data about participants. Also, they are managed with ease and simplicity in data coding and analyzing.

8.3. Research Population and Sample

The research population includes all users looking for online reviews on travel websites. There is no frame for this population as there is a difficulty in determining the exact size of the study population. However, the percentage of mobile internet users of total mobile subscription is 31.7 % (about 21 million users) according to the Ministry of Communications and Information Technology reports (MCIT Egypt 2010-2014).

The sample represents all users looking for online reviews on travel websites. Due to the difficulty of obtaining a frame of the population, a convenience non-probability sample was adopted for the study. The population is of huge size and heterogeneous nature. By considering population size, number of the independent variables and the compatible statistical technique used for the research model which is Partial Least Square Structural Equations Modeling (PLS-SEM) because it is an appropriate statistical program for validating a multipath model with latent variables even with small number of samples (S.-E. Kim et al.2017), the minimum sample size required is calculated based on what is known as 10 times rule. This rule requires a minimum sample size equals to' the larger of 10 times the largest number of the structural paths directed at a particular construct in the structural model' (Hair et al., 2016, p.20). Taking into account the 10 times rule of thumb, the largest number of arrowheads pointing at a construct in the current research model is 11 paths. So, the minimum sample size needed equals 11*10 = 110 observations. However, in order to obtain the minimum sample size and to increase the variation in the sample to enhance the sample representativeness, the sample size was determined to be ±300.

8.4. Research Measurement

The scale items used to measure the study constructs was adopted from (Y.W. Lee et al. 2002) for the independent variables, while for the mediator (Website Trust) was adopted from (Jarvenpaa et al., 2000) and for the dependent variable (Recommendation Adoption) was adopted from (Cheung et al., 2009).The main constructs of the study were measured using 5-point Likert type scale items ranging from 1 to 5, where 1= strongly disagree, 5= strongly agree.

8.5. Questionnaire Development

The survey adopted existing scales for the constructs chosen from the extant literature. The questionnaire (see appendix A) began with a filtering question that was asked about whether or not the respondent interested in looking for reviews on websites, and if not, then his questionnaire would be rejected. The filtering question was followed by a question about which of these websites he/she follows regularly. Then, the constructs were tested by multiple-item scales using interval scale‟ Likert scale'. The Likert scale used to measure the consumer'sagreement or disagreement with some statements on a 5-point Likert-type scale.

8.6. Data Collection

The questionnaires were distributed in different contexts such as Tripadvisor for Egyptian, Expedia Travel Egypt, Trivago and Traveliano Egypt pages on Facebook. The data collection process took about 2 months started from August 25th to October 30th, 2020. The total surveys distributed were 300, with only 262 completed ones received back and 253 questionnaires are valid. However, 12 responses were excluded from further data analysis either because the respondents answered the filtering question with No, or because they answered all questions in the questionnaire with the same answer (for example, all items are marked as agree) which raised doubts about the validity of the answers. Thus, the number of completed responses ready for analysis was 253 representing 84% of the total questionnaires distributed.

9. Data Analysis Techniques

First, data were collected and entered on Excel sheet then uploaded onto SPSS version 27 for performing the sample profiling, descriptive analysis, and factor Analysis. Then, Smart PLS 3.2.2 program was used to test scale reliability (composite reliability) because it is an appropriate statistical program for validating a multipath model with latent variables even with small number of samples. Both convergent and discriminant validities were assed to ensure the validity of items, Structure Equation Modeling (SEM) and hypothesis testing.

9.1. Application Field

Table 4-2 illustrates the detailed stages of cleaning and screening data to get the response rate from the sample.

Number of distributed questionnaires	300
Number of returned questionnaires	280
Number of complete questionnaires	262
Number of valid questionnaires	253
Response rate [(valid/distributed) *100]	84%

Table 2: Response Rate

As can be seen, the response rate of users looking for online reviews on travel website in Egypt is 84%. This means, future research should take into consideration the invalid and incorrect questionnaires.

9.2. Data Analysis and Results

After collecting the data from users looking for online reviews on travel websites, this section illustrates the application of the various statistical analysis techniques to analyze the collected data. First, the Exploratory Factor Analysis will be used to check the common method bias issue. Then, the Pearson correlation test will be used to make sure the multicollinearity is not an issue in the current research using SPSS v.27. After that, a structural equation modelling (SEM) will be employed to build up the measurement model and then test the structural model using Smart PLS 3.2.2.

9.3. Exploratory Factor Analysis

9.3.1. Common Method Bias (CMB)

Since the data of all variable's measures have been collected using single instrument, namely structured questionnaire, a shared variance between the measurement items of the study variables can affect the results of testing the relationships between the study variables, known as Common Method Bias (CMB) (Jordan & Troth, 2020). Accordingly, a CMB should be checked to verify collecting all variables' data using single instrument does not cause a shared variance between them. A Harman's one factor approach is adopted in the current research to check the CMB. This applied by including all measurement items of all study's variables in the Exploratory Factor Analysis (EFA) and check the first factor variance. If the first factor (Harman one factor) is less than 50% of the total variance of all extracted factors, the CMB is not an issue (Podsakoff, et al., 2003). Table 3, illustrates the main results of the EFA that is related to the CMB.

Total Variance Explained						
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	11.680	32.444	32.444	11.680	32.444	32.444
2	2.678	7.440	39.884	2.678	7.440	39.884
3	2.270	6.306	46.190	2.270	6.306	46.190
4	1.953	5.424	51.614	1.953	5.424	51.614
5	1.522	4.227	55.840	1.522	4.227	55.840
6	1.311	3.641	59.481	1.311	3.641	59.481
7	1.104	3.066	62.547	1.104	3.066	62.547
8	1.054	2.929	65.476	1.054	2.929	65.476
9	.979	2.719	68.195			
10	.947	2.632	70.827			
-	-	-	-			
-	-	-	-			
-	-	-	-			
-	-	-	-			
36	.119	.331	100.000			

Table 3: Summary of EFA Results

KMO = 0.874, Bartlett's Test of Sphericity: Approx. Chi Squared = 5127.078, Df = 630, Sig.=0.000

Table 3 illustrates that the KMO coefficient is 0.874 which is higher than 0.6. As well as the Bartlett's test is significant at 99.9% confidence level. Hence, the sample size is adequate to run the EFA. Accordingly, all measurement items have been extracted on 8 factors. The 8 factors variance is 65.476% and the first factor's variance is only 32.444%, which is less than 50% of the total variance. Hence, the CMB is not an issue in the current study and the further analyses can be done using the current data of all measurement items.

9.3.2. Correlation Analysis

A Pearson correlation test is applied to figure out the relationships between the study's variables as well as to check the multicollinearity issue among the independent variables. Table 4 shows the results of the Pearson correlation test.

Variables [a]	Val	Rev	Time	Com	Bel	Acc	Obj	Rep	Con	Trust	Rec	Rev_rep
Val	1											
Rev	.630**	1										
Time	.731**	.586**	1									
Com	.609**	.625**	.573**	1								
Bel	-.125*	.121*	.026	-.025	1							
Acc	.465**	.513**	.652**	.586**	-.018	1						
Obj	.231**	.262**	.227**	.286**	-.123*	.210**	1					
Rep	.500**	.463**	.424**	.542**	-.050	.429**	.132*	1				
Con	.584**	.548**	.470**	.490**	-.127*	.241**	.180**	.477**	1			
Trust	.692**	.708**	.686**	.564**	.053	.519**	.219**	.468**	.480**	1		
Rec	.637**	.646**	.553**	.581**	-.001	.319**	.170**	.441**	.605**	.573**	1	
Rev_rep	.365**	.490**	.448**	.519**	.050	.390**	.214**	.133*	.394**	.454**	.469**	1

Table 4: Pearson Correlation Test Results
[a]For Variable Codes, Kindly See Appendix (A)
***. Correlation Is Significant atthe0.01 Level (1-Tailed)*
**. Correlation Is Significant at the 0.05 Level (1-Tailed)*

As depicted in table 4, most of the relationships are significant and positive. More specifically, the website trust has significant positive relationships with each independent variable except the believability which is not significant positive at 95% confidence level. Similarly, the recommendation adoption has significant positive relationships with all independent variables and the website trust as mediator, except the believability at confidence level 95%. Moreover, the highest correlation coefficient is 0.731 between the value-added and timeliness. However, it is below 0.9. This mean the multicollinearity between the independent variables is not an issue in the current study (Pallant, 2011).

9.4. Structural Equation Modelling (SEM)

The PLS-SEM is applied using two-stage approach. While the first stage aims to build up the measurement model using Confirmatory Composite Analysis (CCA), the second stage aims to test the structural model. Smart PLS v. 3.2.2 has been used to run the PLS-SEM in the current research (Ringle, et al., 2015).

9.5. Measurement Model

The measurement model refers to the last improved theoretical model. However, this theoretical model needs to be enhanced by removing low-loading and/or cross loading items. Improving the theoretical model is proceeded by removing the lowest loaded item and retests the theoretical model. The Confirmatory Composite Analysis is used to evaluate the theoretical model. To this end, the Confirmatory Composite Analysis (CCA) steps will be applied to build the measurement model. First, the item reliability should be assessed. Then, the construct validity and reliability should be evaluated (Hair, Joseph et al., 2020; Hair, Joseph et al., 2019; Hair, Joseph et al., 2017).

Regarding the item reliability, it measures to what extent the item is correlated with its construct. The outer loading measures the item reliability in case of the reflective measures, and it should be higher than 0.708. A low loading less than 0.4 should be removed. If the item loading is between 0.4 and 0.708, then it is nominated for deletion. Such item can be retained if other items at the same construct have high outer loadings more than 0.708 and can substitute its decrease from 0.708.

Moreover, construct validity can be assess using both convergent and discriminant validity. A construct convergent validity refers to what extent the measurement items of a construct are correlated together to measure that construct. The Average Variance Extracted (AVE) measure the construct convergent validity. A construct is convergent valid when its AVE is at least 0.5. Also, the discriminant validity measures to what extent the construct is distinctively measured through its measures. Discriminant validity is evaluated using Fornell-Larcker criterion. A construct has the discriminant validity when its square root of the AVE is higher than its correlation with other variables at the same construct.

Finally, the construct reliability can be measured using the Composite Reliability (CR) as it is more accurate than famous Cronbach's alpha especially in the SEM (Hair, Joseph et al., 2014; Hair, et al., 2014; Malhotra, 2010). A composite reliability can be established when it equals to 0.7 and over.

Accordingly, improving the theoretical model to build up the measurement model required removing the following items: Acc_2, Rep_1, Rev_rep_1, and Rec_4 due to their low loadings less than 0.4. Moreover, Bel_2, Obj_3, and Com_1 item has been removed due to low loading between 0.4 and 0.708. Finally, Acc_3, Trust_1, and Val_3 items have been removed due to cross loadings. Hence, the measurement model can be shown in figure 2 as following:

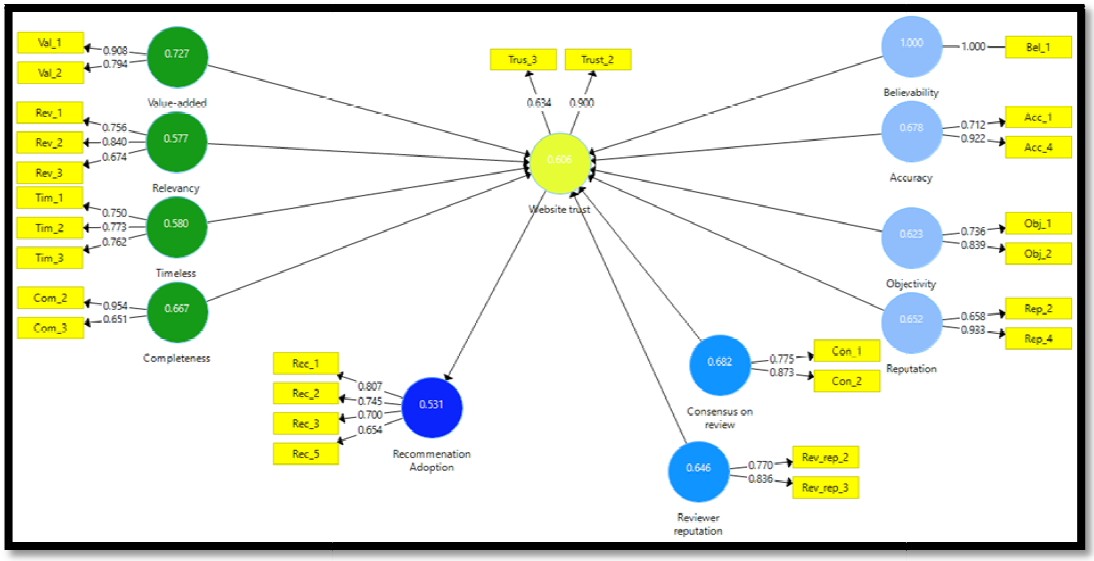

Figure 3: Measurement Model

Table 5 illustrates the outer loadings of the measurement items of the measurement model. As well as table 6 reports the validity and reliability evaluation of the measurement model variables. These two tables validate the CCA process to build the measurement model since all measurement items have loading higher than 0.708 and those falls between 0.4 and 0.708 can be substituted by the increase in their counterparts at the same construct. Moreover, the convergent validity has been established since each AVE is higher than 0.5. As well as the discriminant validity is established since the square root of AVE for each construct is higher than its correlation with each other constructs at the same model. Finally, the composite reliability has been proved since each construct has CR at least 0.7.

Variables/Items	Accuracy	Believability	Completeness	Consensus on Review	Objectivity	Recommendation Adoption	Relevancy	Reputation	Reviewer reputation	Timeless	Value-added	Website Trust
Acc_1	0.712											
Acc_4	0.922											
Bel_1		1.000										
Com_2			0.954									
Com_3			0.651									
Con_1				0.775								
Con_2				0.873								
Obj_1					0.736							
Obj_2					0.839							
Rec_1						0.807						
Rec_2						0.745						
Rec_3						0.700						
Rec_5						0.654						
Rev_1							0.756					
Rev_2							0.840					
Rev_3							0.674					
Rep_2								0.658				
Rep_4								0.933				
Rev_rep_2									0.770			
Rev_rep_3									0.836			
Tim_1										0.750		
Tim_2										0.773		
Tim_3										0.762		
Val_1											0.908	
Val_2											0.794	
Trus_3												0.634
Trust_2												0.900

Table 5: Outer Loadings of the Measurement Items at the Measurement Model

Variables	Construct Reliability		Construct Validity											
			Convergent Validity	Discriminant Validity Using Fornell-Larcker										
	CR	AVE	Accuracy	Believability	Completeness	Consensus on Review	Objectivity	Recommendation Adoption	Relevancy	Reputation	Reviewer Reputation	Timeless	Value-Added	Website Trust
Accuracy	0.806	0.678	0.824											
Believability	1.000	1.000	0.295	1.000										

	Construct Reliability	Construct Validity												
		Convergent Validity	Discriminant Validity Using Fornell-Larcker											
	CR	AVE	Accuracy	Believability	Completeness	Consensus on Review	Objectivity	Recommendation Adoption	Relevancy	Reputation	Reviewer Reputation	Timeless	Value-added	Website Trust
Completeness	0.795	0.667	0.654	0.382	0.817									
Consensus on Review	0.810	0.682	0.416	0.094	0.452	0.826								
Objectivity	0.767	0.623	0.591	0.283	0.600	0.465	0.789							
Recommendation Adoption	0.818	0.531	0.432	0.285	0.468	0.576	0.538	0.729						
Relevancy	0.802	0.577	0.505	0.468	0.663	0.593	0.610	0.652	0.759					
Reputation	0.785	0.652	0.470	0.203	0.679	0.575	0.557	0.501	0.621	0.808				
Reviewer reputation	0.785	0.646	0.496	0.411	0.532	0.341	0.471	0.490	0.547	0.328	0.804			
Timeless	0.806	0.580	0.634	0.359	0.622	0.505	0.598	0.645	0.617	0.506	0.545	0.762		
Value-added	0.841	0.727	0.493	0.248	0.570	0.599	0.535	0.607	0.614	0.639	0.280	0.661	0.853	
Website Trust	0.749	0.606	0.549	0.285	0.534	0.579	0.522	0.633	0.610	0.573	0.406	0.650	0.704	0.778

Table 6: Construct Validity and Reliability Assessment at the Measurement Model.

9.6. Structural Model Testing

Testing the structural model has three main steps. First, ensure lack of multicollinearity issue among the exogenous variables. Second, testing the path coefficients. Third, testing the model's predictive ability. With respect to the multicollinearity between the exogenous variables, the Variance Inflation Factor (VIF) is used to test it. A VIF less than 5 confirms the lack of multicollinearity issue. In this vein, the VIF between exogenous variables towards the Website trust ranges between 1.482 and 3.078 which is less than 5. Hence, the multicollinearity is not an issue in the current research as depicted in Pearson correlation result in table 4.

Moreover, the path coefficient is assessed based on the Beta coefficient and its significance. Depending on the bootstrapping results of 5000 subsamples with 300 iterations, table 8 shows the results of the path coefficients.

H	Path	β	*t*-value	P. values
Contextual quality				
1	Value-added -> Website trust	0.349	4.368	0.000
2	Relevancy -> Website trust	0.101	1.344	0.089
3	Timeliness -> Website trust	0.173	2.524	0.006
4	Completeness -> Website trust	-0.102	1.202	0.115
Intrinsic quality				
5	Believability -> Website trust	0.032	0.631	0.264
6	Accuracy -> Website trust	0.150	2.243	0.012
7	Objectivity -> Website trust	-0.010	0.159	0.437
8	Reputation -> Website trust	0.106	1.430	0.076
9	Consensus on review -> Website trust	0.129	2.053	0.020
10	Reviewer reputation -> Website trust	0.052	0.906	0.183
11	Website trust -> Recommendation Adoption	0.633	14.949	0.000

Table 7: Path Coefficients

As seen from table 7. Regarding the contextual quality, the Value-added has a significant positive effect on the Website trust by 34.9% at confidence level 99.9%. Thus, H1 is supported. However, Relevancy has a non-significant positive effect on the Website trust by 10.1% at confidence level 95%. Thus, H2 is not supported. Moreover, Timeliness has a significant positive effect on the Website trust by 17.3% at confidence level 99%. Thus, H3 is supported. Yet, Completeness has a non-significant negative effect on the Website trust by 10.2% at confidence level 95%. Thus, H4 is not supported.

Apart from the above, with respect to the intrinsic quality, Believability has a non-significant positive effect on the Website trust by 3.2% at confidence level 95%. Thus, H5 is not supported. On the contrary, Accuracy has a significant positive effect on the Website trust by 15% at confidence level 95%. Thus, H6 is supported. Moreover, the Objectivity has a non-significant negative effect on the Website trust by 1% at confidence level 95%. Thus, H7 is not supported. Yet, Reputation has a non-significant positive effect on the Website trust by 10.6% at confidence level 95%. Thus, H8 is not supported.

In addition, Consensus on review has a significant positive effect on the Website trust by 12.9% at confidence level 95%. Thus, H9 is supported. However, Reviewer reputation has a non-significant positive effect on the Website trust by 5.2% at confidence level 95%. Thus, H10 is not supported. Finally, Website-trust has a significant positive effect on the Recommendation adoption by 63.3% at confidence level 95%. Thus, H11 is supported.

Finally, the predictive ability of the model can be assessed by the variance factor of the predictive power (R2), the predictive relevance (Q2), and the PLS predict. Table 10 illustrates the results of the model's predictive ability. The coefficient of determination (R2) reflects weak, moderate, and strong predictive power when it falls into 0.25, 0.5, and 0.75 levels respectively. Similarly, the Q2 of 0.02, 0.15, and 0.35 reflects the weak, moderate, and strong predictive relevance. Finally, the PLS predict is applied by selecting the Root Means Square Error (RMSE) or Mean Absolute Error (MAE) to compare between the PLS-SEM and the Linear regression Model (LM). The result of comparison reveals various predictive ability of the model (Shmueli et al., 2019; Assaf&Tsionas, 2019; F., 2020). Table 9 reports the model's predictive ability.

Dependent Variable		R^2	$Q^2_{D=7}$	Result		
Website trust		0.608	0.303	Moderate predictive power and moderate predictive relevance		
Recommendation adoption		0.400	0.195	Moderate predictive power and moderate predictive relevance		
$PLS_{predict}$						
Constructs and indicators		PLS-SEM		LM	PLS-SEM – LM	Result
Construct	Indicators	$Q^2_{predict}$	RMSE	RMSE	RMSE	
Website trust	Trus_3	0.167	1.003	1.065	-0.062	predictive power has been fully confirmed
	Trust_2	0.464	0.774	0.787	-0.013	
Recommendation adoption	Rec_3	0.206	0.871	0.777	0.094	Medium predictive power confirmed
	Rec_2	0.228	1.108	1.135	-0.027	
	Rec_5	0.135	1.21	1.242	-0.032	
	Rec_1	0.347	0.905	0.885	0.02	

Table 8: Structural Model Predictive Ability

As can be noted from table 8, the Website trust has variance coefficient of 60.8% which means the model change by one unit can change the Website trust by 60.8%. The moderate predictive power and relevance have been confirmed using PLS predict. Moreover, the Recommendation adoption has 40% variance coefficient which means the change in the model can change 40% of the Recommendation adoption by 40%. A moderate predictive power and relevance has been partially confirmed using PLS predict.

10. Conclusions and Implications

The following part includes analysis of research results and hypotheses testing. It also includes the extent to which the results match the predominating results of previous studies and the results of the exploratory study. This is followed by a presentation of the main theoretical contributions and implications of the study. Finally, the research limitations and future research suggestions is presented.

11. Interpretation and Discussion

The aim of this study is to explore the main dimensions of (IQ) that influence perceived website trust toward consumer generated media (CGM) and its influence on recommendation adoption. The following is a detailed discussion of the study's hypotheses:

- H1: there is a positive relationship between value added tourism information, and perceived website trust toward (CGM).

The first hypothesis was accepted as the results show a positive significant effect of value added on perceived website trust toward (CGM) by 34.9% (P=0.000). It is worth noting that the impact of value-added information was the highest representing confidence level 99.9%, this impact was supported by the exploratory study findings and the empirical study which showed a significant link between value added information and perceived website trust towards (CGM) (Wang et al. 2015). This might mean that valuable information leads consumers to trust a review message posted in online review sites, and Egyptians perceived reviews that provide them with advantage as a credible message.

- H2: There is a positive relationship between relevancy of tourism information, and perceived website trust toward (CGM).

The second hypothesis was not supported as the results show a non-significant positive effect of relevancy on the Website trust by 10.1% (P= 0.089) at confidence level 95. Contradicting with the previous study by StanislavaGálová et.al (2018), interestingly, their results reveal that the listing of relevant arguments doesn't only increase the usefulness of the review but also its credibility. Also, it was observed in the exploratory study findings that participants find a relevant review as helpful and will be consider when taking a decision, this could be justified as consumers don't treat reviews in the same way.

- H3: There is a positive relationship between timeliness of tourism information, and perceived website trust toward (CGM).

The third hypothesis was supported as the results show a positive significant relationship between timeliness of tourism information and perceived website trust toward (CGM), this means that the novelty of information is deemed to be from the most important variables affecting perceived website trust toward (CGM) positively and significantly with a value of 17.3% (P=0.006). The significant impact of the timeliness on perceived website trust toward (CGM) is consistent with the results of previous studies (Coursaris et al.2017) and (Liu, et.al 2008), as their results show that updated message will significantly predict review trustworthiness, also consistent with the results of personal interviews which show that the majority of participants care about the novelty of the review. This significant effect could be justified as consumers are more likely to read recent reviews because accommodation may be subject to frequent changes like renewal or managerial changes, which can impact the quality of service provided over time, which means that the website has succeeded in regularly updating the product information which in turn makes it trustworthy.

- H4: There is a positive relationship between completeness of tourism information, and perceived website trust toward (CGM).

The fourth hypothesis wasn't supported as the results reveal insignificant negative link between completeness of tourism information and perceived website trust toward (CGM) by 10.2% at confidence level 95%. This insignificant influence is inconsistent with the results of the exploratory study and was explained by existing studies indicating a positive linear relationship between the length of the review and its impact on the credibility, helpfulness, or purchase intention, however, it is also possible that the effect of review length is nonlinear (KIM et. al.2017), the reason for this might be explained by the fact that millennials and centennials are attention and time-poor (Power Reviews, 2015) and as such they are not considered lengthy narrative diagnostic reviews, also consumers are likely to choose only relevant information rather than read the full review.

- H5: There is a positive relationship between believability of tourism information, and perceived website trust toward (CGM).

The fifth hypothesis wasn't supported, as the believability of information proved a non-significant positive impact on perceived website trust toward (CGM) by 3.2% at confidence level 95%. The empirical study results contradict with (Mark A. Fuller et al. 2007, Hoang ThanhNhon 2015) and supported by the exploratory study results, this means that consumers might find that credibility in online environment can be hardly identified.

- H6: There is a positive relationship between accuracy of tourism information, and perceived website trust toward (CGM).

The sixth hypothesis was supported as the results proved a significant positive impact for accuracy of tourism information on perceived website trust toward (CGM) by 15% at confidence level 95%, this may be because online comments are comments from travelers to other travelers, they can be considered more reliable than other sources of information. The significant influence of accuracy ($p = 0.012$) was contradicted with (Lam &McKercher, 2013b), this admits the exploratory study findings as not small number of participants indicated that there is a positive impact for review accuracy on trusting the content published on the website.

- H7: There is a positive relationship between objectivity of tourism information, and perceived website trust toward (CGM).

The seventh hypothesis wasn't supported as the results show insignificant negative impact for objectivity of information on website trust toward (CGM) by 1% at confidence level 95%, contradicting with the previous study by (Filieri, 2016) and consistent with participants of the exploratory study who show a neutral effect for objectivity. The current research shows no significant relationship between objectivity of tourism information and website, this could be justified as consumers might find it difficult to determine whether the content is based on real experience and without bias or not.

- H8: There is a positive relationship between reputation of tourism information, and perceived website trust toward (CGM).

The eighth hypothesis wasn't supported as the results found a non-significant positive impact of reputation on perceived website trust toward (CGM) by 10.6% at confidence level 95%. The non-significant influence on website trust ($p = 0.076$) wasn't supported by previous research (e.g., Kim, et.al 2004; Teo& Liu 2007; Han, et.al 2015), also it was contradicted with the results of the exploratory study. This might be justified that Egyptians might find that content reputation is a brief evaluation about the tourism product or service appearing in a form of digital point.

- H9: There is a positive relationship between consumer's consensus on tourism information, and perceived website trust toward (CGM).

The ninth hypothesis was supported, as the consensus on tourism information proved a significant positive impact on perceived website trust toward (CGM). Consensus on review was hypothesized to have a direct effect on website trust in accordance with the exploratory study findings. It was suggested that if most of reviewers have greatly emphasized the same information by repeating it in most of comments, this would affect consumers' confidence in terms of adopting the recommendation. The empirical study results support the exploratory study results as the consensus on review towards website trust by 12.9% ($P= 0.020$) and at confidence level 95%. It means that Egyptians trust the review which confirmed by others.

- H10: There is a positive relationship between the reviewer's reputation and perceived website trust toward (CGM).

The tenth hypothesis wasn't supported, as the reviewer's reputation showed a non-significant positive effect on perceived website trust toward (CGM). Reviewer's reputation was hypothesized to have a direct effect on website trust in accordance with the exploratory study findings. It was suggested that if the review was written by a celebrity or travel blogger, this would affect consumer's confidence in a review positively which in turn affects their decision to book or not. The empirical study results are consistent with the previous studies (Filieri2015) and inconsistent with the exploratory study findings, this might be justified that Egyptian might find that travel bloggers are sponsored by some organizations.

- H11: There is a positive relationship between customer trust towards (CGM), and recommendation adoption.

The eleventh hypothesis was highly supported, as customer trust towards (CGM) proved a significant positive effect on recommendation adoption by 63.3% ($p=0.000$). The significant impact of customer trust towards (CGM) on recommendation adoption is consistent with the results of previous studies (Bigne et al. 2010; Escobar-Rodríguez &Carvajal-Trujillo 2014; Sanz-Blas, et.al 2014; Amaro& Duarte 2015; Ponte, et.al 2015; Agag& El-Masry 2016a, 2016b), also with the exploratory study findings. This means that if the users of (CGM) believe that the recommendations posted on that (CGM) are reliable, they will be more likely to adopt those recommendations in their decision making. But, if the

website is perceived as untrustworthy, consumers will not adopt the recommendations as they do not want to be deceived. Therefore, the more consumers view CGM as trustworthy the more likely they will be to follow the advice.

12. Implications

This section shows the theoretical, managerial and public policy implications of the study.

12.1. TheoreticalImplications

The theoretical implications of this study are represented in developing a new integrating model holding the most influential variables studied in the previous literature. Besides, the model tested the impact of consensus on review and reviewer's reputation on perceived website trust toward (CGM). The results provide an overview about a selected (IQ) dimensions (contextual and intrinsic dimensions) and how they influence consumer intention to adopt the recommendation mediated by website trust toward (CGM). Thus, the study contributes to the literature by focusing on how consumer's evaluate trustworthiness and untrustworthiness of online reviews that isn't known well in previous studies especially in tourism and hospitality sector (Raffaele Filieri2016), also, it was recommended by Raffaele Filieri (2015) to direct future studies towards the influence of the different dimensions of information quality on website trust to see which dimension matters the most.

12.2. Managerial Implications

The main aim of this study is examining dimensions shaping the quality of (OCRs) that affect the perceived website trust toward these reviews then consumer's recommendation adoption. Accordingly, this would provide insights to organization's managers to understand the drivers and consequences of trust to their (CGM) website.

Consensus on review emerged as a critical success factor for (CGM), thus managers of these organizations should put a stronger focus on this aspect because by confirming information contained in a review by the majority of users they can achieve customer satisfaction, website quality and website trustworthiness perceptions, which could boost their popularity and increase their influence in the industry.

Also, keeping the accuracy of information provided by reviewers high is a major challenge for (CGM) as publishing fake reviews by posting as a customer is relatively easy and the tendency to pay for promotional reviews is expected to grow in the future. Thus, we recommend that managers should develop a sophisticated software that can help them to promptly detect promotional or fake reviews.

Another recommendation for (CGM) to keep high levels of trust would be to make sure that reviews are frequently updated. Thus, we recommend that managers should set a policy for their staff to make sure that reviews are permanently updated by developing an effectual response strategy to engage reviewers and to support hotel's reputation.

Finally, in order to achieve consensus on the website's trustworthiness and to achieve valuable recommendations, we suggest that managers could use a standard form to answer negative reviews, thank customers for any positive reviews or apology for specific complaint.

12.3. Public Policy Implications

Government can have a vital role in enhancing the quality of online reviews; by asking websites to make the disclosure of the personality of the reviewer (reviewer's profile) a must for writing a comment, this could encourage reviewers to write a factual review rather than a fake one which will enhance the credibility of the website. Also, the government can contribute in achieving positive reviews in the tourism sector by praising hotels that achieved high rates and good reviews on the public media and journals in order to encourage them to maintain a high level of efficiency, which results in achieving positive reviews. Besides, the authorities should warn hotels that affect clients to stop publishing negative (WOM) information online, because these practices may lead to poor results. Moreover, The Ministry of Tourism should impose a penalty on everyone who is found to be writing an incorrect comment, because this would affect the image of tourism in Egypt.

13. Limitations and Future Research

The study uses non-probability convenience sampling technique that may affect the generalizability of the study (Malhotra, 2010, p.377),thus, future studies are recommended to use probability sampling to allow generalizability of the results. Also, the study doesn't take into consideration the demographic factor (age, gender, education…), future research is suggested to validate the results of this study, taking into account the demographic factor. In addition, research context was limited to tourism and hospitality sector, so,future research is suggested to validate the results of this study in other sectors such as reviews related to online shopping. Moreover, the study examined perceived website trust and its influence on intention behavior (e.g., Recommendation adoption) rather than actual behavior,therefore future research should measure the behavioral outcomes of trust or another intention behavior like word of mouth. Finally, the study depended only on online questionnaire in collecting data, thus,future studies are suggested to make a mix between both online and offline data to take a benefit from both of them.

14. References

i. Agag, G., & El-Masry, A. A. (2016). Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust. Computers in human behavior, 60, 97-111.

ii. Akehurst, G. (2009). User generated content: the use of blogs for tourism organizations and tourism consumers. Service business, 3(1), 51.
iii. Amaro, S., & Duarte, P. (2015). An integrative model of consumers' intentions to purchase travel online. Tourism management, 46, 64-79.
iv. Assaf, A. G., &Tsionas, M. G. (2019). Quantitative research in tourism and hospitality: an agenda for best-practice recommendations. International Journal of Contemporary Hospitality Management.
v. Ayeh, J.K., Au, N. and Law, R., 2013. 'Do we believe in TripAdvisor?' Examining credibility perceptions and online travelers' attitude toward using user-generated content. Journal of Travel Research, 52(4), pp.437-452.
vi. Ba, S., &Pavlou, P. A. (2002). Evidence of the effect of trust building technology in electronic markets: Price premiums and buyer behavior. MIS quarterly, 243-268.
vii. Banerjee, S., Bhattacharyya, S., & Bose, I. (2017). Whose online reviews to trust? Understanding reviewer trustworthiness and its impact on business. Decision Support Systems, 96, 17-26.
viii. Bigné, E., Sanz, S., Ruiz, C., &Aldás, J. (2010). Why some internet users don't buy air tickets online. In Information and communication technologies in tourism 2010 (pp. 209-221). Springer, Vienna.
ix. Buhalis, D. and Law, R., 2008. Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. Tourism management, 29(4), pp.609-623.
x. Byun, J., & Jang, S. S. (2015). Effective destination advertising: Matching effect between advertising language and destination type. Tourism Management, 50, 31-40.
xi. Casaló, L. V., Flavián, C., Guinalíu, M., &Ekinci, Y. (2015). Avoiding the dark side of positive online consumer reviews: Enhancing reviews' usefulness for high risk-averse travelers. Journal of Business Research, 68(9), 1829-1835.
xii. Chang, H. H., & Wu, L. H. (2014). An examination of negative e-WOM adoption: Brand commitment as a moderator. Decision Support Systems, 59, 206-218.
xiii. Chen, Y., &Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. Management science, 54(3), 477-491.
xiv. Cheng, X., Fu, S., Sun, J., Bilgihan, A., &Okumus, F. (2019). An investigation on online reviews in sharing economy driven hospitality platforms: A viewpoint of trust. Tourism Management, 71, 366-377.
xv. Cheong, H.J. and Morrison, M.A., 2008. Consumers' reliance on product information and recommendations found in UGC. Journal of Interactive Advertising, 8(2), pp.38-49.
xvi. Cheung, C. M., &Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. Decision support systems, 54(1), 461-470.
xvii. Cheung, C. M., Lee, M. K., &Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. Internet research.
xviii. Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. International journal of electronic commerce, 13(4), 9-38.
xix. Chung, N., Han, H., & Koo, C. (2015). Adoption of travel information in user-generated content on social media: the moderating effect of social presence. Behaviour & Information Technology, 34(9), 902-919.
xx. Clare, C. (2016). The cardiac system. Fundamentals of Anatomy and Physiology: For Nursing and Healthcare Students.
xxi. Coursaris, C., Osch, W., &Albini, A. (2017, June). What Drives Perceptions of Review Trustworthiness in Electronic Word-of-Mouth: An Experimental Study of TripAdvisor. In Atas da Conferência da Associação Portuguesa de Sistemas de Informação (Vol. 17, No. 17, pp. 111-126).
xxii. Creswell, J. W. (2003). A framework for design. Research design: Qualitative, quantitative, and mixed methods approaches, 9-11.
xxiii. DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: a ten-year update. Journal of management information systems, 19(4), 9-30.
xxiv. Dickinger, A., 2011. The trustworthiness of online channels for experience-and goal-directed search tasks. Journal of Travel Research, 50(4), pp.378-391.
xxv. Doll, W. J., &Torkzadeh, G. (1988). The measurement of end-user computing satisfaction. MIS quarterly, 259-274.
xxvi. Escobar-Rodríguez, T., &Carvajal-Trujillo, E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. Tourism Management, 43, 70-88.
xxvii. Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. Journal of business research, 68(6), 1261-1270.
xxviii. Filieri, R. (2016). What makes an online consumer review trustworthy?. Annals of Tourism Research, 58, 46-64.
xxix. Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. Journal of travel research, 53(1), 44-57.
xxx. Filieri, R., McLeay, F., &Tsui, B. (2017). Antecedents of travellers' satisfaction and purchase intention from social commerce websites. In Information and Communication Technologies in Tourism 2017 (pp. 517-528). Springer, Cham.

xxxi. Fisher, B., Turner, K., Zylstra, M., Brouwer, R., De Groot, R., Farber, S., ... &Balmford, A. (2008). Ecosystem services and economic theory: integration for policy-relevant research. Ecological applications, 18(8), 2050-2067.

xxxii. Flavián, C., Guinalíu, M., &Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. Information & management, 43(1), 1-14.

xxxiii. Fotis, J.N., Buhalis, D. and Rossides, N., 2012. Social media use and impact during the holiday travel planning process (pp. 13-24). Springer-Verlag.

xxxiv. Fuller, M. A., Serva, M. A., &Benamati, J. S. (2007). Seeing is believing: The transitory influence of reputation information on e-commerce trust and decision making. Decision Sciences, 38(4), 675-699.

xxxv. Gálová, S., Grežová, I., &Grežo, H. ELECTRONIC WORD-OF-MOUTH: DETERMINANTS OF SELECTION OF ONLINE REVIEWS BY SLOVAK CONSUMERS.

xxxvi. Gefen, D. (2000). E-commerce: the role of familiarity and trust. Omega, 28(6), 725-737.

xxxvii. Gibbs, G. R. (2007). Analytic quality and ethics. Analyzing qualitative data, 90-104.

xxxviii. Gretzel, U., Kang, M., & Lee, W. (2008). Differences in consumer-generated media adoption and use: A cross-national perspective. Journal of Hospitality & Leisure Marketing, 17(1-2), 99-120.

xxxix. Gretzel, U., Yoo, K. H., & Purifoy, M. (2007). Online travel review study: Role and impact of online travel reviews.

xl. Hair Jr, J. F., Sarstedt, M., Matthews, L. M., &Ringle, C. M. (2016). Identifying and treating unobserved heterogeneity with FIMIX-PLS: part I–method. European Business Review.

xli. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate data analysis: Pearson new international edition. Essex: Pearson Education Limited, 1, 2.Hair, J. F., Ringle, C. M. &Sarstedt, M. (2011) PLS-SEM: Indeed a silver bullet. Journal of Marketing Theory and Practice, 19 (2), 139-152.

xlii. Hair, J. F., Howard, M. C. &Nitzl, C. (2020) Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. Journal of Business Research, 109 101-110.

xliii. Hair, J. F., Hult, G. T. M., Ringle, C. &Sarstedt, M. (2014) A primer on partial least squares structural equation modeling (PLS-SEM), 1st edition SAGE Publications.

xliv. Hair, J. F., Hult, G. T. M., Ringle, C. &Sarstedt, M. (2017) A primer on partial least squares structural equation modeling (PLS-SEM), 2nd edition Sage publications.

xlv. Hair, J. F., Risher, J. J., Sarstedt, M. &Ringle, C. M. (2019) When to use and how to report the results of PLS-SEM. European Business Review, 31 (1), 2-24.

xlvi. Han, J. H., Jae, S. H., Kim, B. H., & Park, J. S. (2015). Effects of consumer trust and perceived usefulness on mobile payments and online shopping website loyalty. Journal of Digital Convergence, 13(12), 75-87.

xlvii. Hennig-Thurau, T., Gwinner, K. P., Walsh, G., &Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. Journal of interactive marketing, 18(1), 38-52.

xlviii. Hoang, N. T., &Khuong, M. N. (2015). THE EFFECTS OF CONSUMER-GENERATED MEDIA ON VIETNAMESE TRAVELERSâ€™ DECISION MAKING-MEDIATION ANALYSIS OF PERCEIVED CREDIBILITY AND TRUST. International Journal of Electronic Commerce Studies, 6(2), 315-330.

xlix. Höpken, W., Fuchs, M., Menner, T., &Lexhagen, M. (2017). Sensing the online social sphere using a sentiment analytical approach. In Analytics in smart tourism design (pp. 129-146). Springer, Cham.

l. Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). Communication and persuasion.

li. Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. Information technology and management, 1(1), 45-71.

lii. Jindal, N. and Liu, B., 2008, February. Opinion spam and analysis. In Proceedings of the 2008 international conference on web search and data mining (pp. 219-230).

liii. Jordan, P. J., & Troth, A. C. (2020). Common method bias in applied settings: The dilemma of researching in organizations. Australian Journal of Management, 45(1), 3-14.

liv. Kahn, B. K., Strong, D. M., & Wang, R. Y. (2002). Information quality benchmarks: product and service performance. Communications of the ACM, 45(4), 184-192.

lv. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. Business horizons, 54(3), 241-251.

lvi. Kim, H. W., Xu, Y., &Koh, J. (2004). A comparison of online trust building factors between potential customers and repeat customers. Journal of the association for information systems, 5(10), 13.

lvii. Kim, J., & Gupta, P. (2012). Emotional expressions in online user reviews: How they influence consumers' product evaluations. Journal of Business Research, 65(7), 985-992.

lviii. Kim, S. E., Lee, K. Y., Shin, S. I., & Yang, S. B. (2017). Effects of tourism information quality in social media on destination image formation: The case of SinaWeibo. Information & management, 54(6), 687-702.

lix. Koo, C., Wati, Y., & Chung, N. (2013). A study of mobile and internet banking service: applying for IS success model. Asia Pacific Journal of Information Systems, 23(1), 65-86.

lx. Lam, C., &McKercher, B. (2013). The tourism data gap: The utility of official tourism information for the hospitality and tourism industry. Tourism Management Perspectives, 6, 82-94.

lxi. Lee, E. J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. Computers in human behavior, 31, 356-366.

lxii. Lee, M. K., & Turban, E. (2001). A trust model for consumer internet shopping. International Journal of electronic commerce, 6(1), 75-91.

lxiii. Lee, Y. W., Strong, D. M., Kahn, B. K., & Wang, R. Y. (2002). AIMQ: a methodology for information quality assessment. Information & management, 40(2), 133-146.

lxiv. Li, L., Peng, M., Jiang, N., & Law, R. (2017). An empirical study on the influence of economy hotel website quality on online booking intentions. International Journal of Hospitality Management, 63, 1-10.

lxv. Litvin, S.W., Goldsmith, R.E. and Pan, B., 2008. Electronic word-of-mouth in hospitality and tourism management. Tourism management, 29(3), pp.458-468.

lxvi. Liu, Y., Huang, X., An, A., & Yu, X. (2008, December). Modeling and predicting the helpfulness of online reviews. In 2008 Eighth IEEE international conference on data mining (pp. 443-452). IEEE.

lxvii. Liu, Y., Pu, B., Guan, Z., & Yang, Q. (2016). Online customer experience and its relationship to repurchase intention: An empirical case of online travel agencies in China. Asia Pacific Journal of Tourism Research, 21(10), 1085-1099.

lxviii. Liu, Z., & Park, S. (2015). What makes a useful online review? Implication for travel product websites. Tourism management, 47, 140-151.

lxix. Macfarlane, M. D., Kisely, S., Loi, S., Looi, J. C., Merry, S., Parker, S., ... & Macfarlane, S. (2015). Getting started in research: research questions, supervisors and literature reviews. Australasian Psychiatry, 23(1), 8-11.

lxx. Malhotra, N. K. (2010) Marketing research: An applied orientation, 6th edition. Boston, Mass. ;London: Pearson.

lxxi. McKinney, V., Yoon, K., &Zahedi, F. M. (2002). The measurement of web-customer satisfaction: An expectation and disconfirmation approach. Information systems research, 13(3), 296-315.

lxxii. Munar, A. M., & Jacobsen, J. K. S. (2013). Trust and involvement in tourism social media and web-based travel information sources. Scandinavian Journal of Hospitality and Tourism, 13(1), 1-19.

lxxiii. Pallant, J. (2011). Survival manual. A step by step guide to data analysis using SPSS, 4.

lxxiv. Parra-López, E., Bulchand-Gidumal, J., Gutiérrez-Taño, D., &Díaz-Armas, R. (2011). Intentions to use social media in organizing and taking vacation trips. Computers in Human Behavior, 27(2), 640-654.

lxxv. Pera, R., Occhiocupo, N., & Clarke, J. (2016). Motives and resources for value co-creation in a multi-stakeholder ecosystem: A managerial perspective. Journal of Business Research, 69(10), 4033-4041.

lxxvi. Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., &Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. Journal of applied psychology, 88(5), 879.

lxxvii. Ponte, E. B., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. Tourism Management, 47, 286-302.

lxxviii. Rai, A., Lang, S. S., & Welker, R. B. (2002). Assessing the validity of IS success models: An empirical test and theoretical analysis. Information systems research, 13(1), 50-69.

lxxix. Ringle, C., Da Silva, D., &Bido, D. (2015). Structural equation modeling with the SmartPLS. Bido, D., da Silva, D., &Ringle, C.(2014). Structural Equation Modeling with the Smartpls. Brazilian Journal Of Marketing, 13(2).

lxxx. Sanz-Blas, S., Ruiz-Mafé, C., & Perez, I. P. (2014). Key drivers of services website loyalty. The Service Industries Journal, 34(5), 455-475.

lxxxi. Seale, C. (1999). Grounding theory. The quality of qualitative research, 1, 87-105.

lxxxii. Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J., Ting, H., Vaithilingam, S. &Ringle, C. M. (2019) Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict. European Journal of Marketing, 53 (11), 2322-2347.

lxxxiii. Sieber, S. D. (1973). The integration of fieldwork and survey methods. American journal of sociology, 78(6), 1335-1359.

lxxxiv. Smith, S. (2013). Conceptualising and evaluating experiences with brands on Facebook. International Journal of Market Research, 55(3), 357-374.

lxxxv. Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. Tourism management, 32(6), 1310-1323.

lxxxvi. Sparks, B. A., Perkins, H. E., & Buckley, R. (2013). Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior. Tourism Management, 39, 1-9.

lxxxvii. Standifird, S. S. (2001). Reputation and e-commerce: eBay auctions and the asymmetrical impact of positive and negative ratings. Journal of management, 27(3), 279-295.

lxxxviii. Strauss, A., & Corbin, J. (1998). Basics of qualitative research techniques (pp. 1-312). Thousand oaks, CA: Sage publications.

lxxxix. Sussman, S. W., &Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. Information systems research, 14(1), 47-65.

xc. Teo, T. S., & Liu, J. (2007). Consumer trust in e-commerce in the United States, Singapore and China. Omega, 35(1), 22-38.

xci. Trend, N. (2013, October 23). TripAdvisor and the issue of trust. The Telegraph. Retrieved from http://www.telegraph.co.uk/travel/travelnews/10399563/TripAdvisor-and-the-issue-of-trust.html.

xcii. Tuttle, B. (2012). Why you shouldn't trust positive online reviews—or negative ones, for that matter, Time, Aug 28 2012.

xciii. Vermeulen, I. E., &Seegers, D. (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. Tourism management, 30(1), 123-127.
xciv. Wang, H. Y. (2012). Investigating the determinants of travel blogs influencing readers' intention to travel. The Service Industries Journal, 32(2), 231-255
xcv. Wang, J., Zhao, W. X., He, Y., & Li, X. (2015, April). Leveraging product adopter information from online reviews for product recommendation. In Ninth International AAAI Conference on Web and Social Media.
xcvi. Wang, R. Y., & Strong, D. M. (1996). Beyond accuracy: What data quality means to data consumers. Journal of management information systems, 12(4), 5-33.
xcvii. Watts, S. A., & Zhang, W. (2008). Capitalizing on content: Information adoption in two online communities. Journal of the association for information systems, 9(2), 3.
xcviii. Wixom, B. H., & Todd, P. A. (2005). A theoretical integration of user satisfaction and technology acceptance. Information systems research, 16(1), 85-102.
xcix. Xie, K. L., & Kwok, L. (2017). The effects of Airbnb's price positioning on hotel performance. International Journal of Hospitality Management, 67, 174-184.
c. Xie, K. L., Zhang, Z., & Zhang, Z. (2014). The business value of online consumer reviews and management response to hotel performance. International Journal of Hospitality Management, 43, 1-12.
ci. Xu, Q. (2014). Should I trust him? The effects of reviewer profile characteristics on eWOM credibility. Computers in Human Behavior, 33, 136-144.
cii. Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. Computers in Human behavior, 27(2), 634-639.
ciii. Yeap, J. A., Ignatius, J., &Ramayah, T. (2014). Determining consumers' most preferred eWOM platform for movie reviews: A fuzzy analytic hierarchy process approach. Computers in Human Behavior, 31, 250-258.
civ. Yin, R. K. (2009). Case study research: Design and methods (Vol. 5). sage.
cv. Yoo, K. H., &Gretzel, U. (2009). Comparison of deceptive and truthful travel reviews. In Information and communication technologies in tourism 2009 (pp. 37-47). Springer, Vienna.
cvi. Yoon, S. J. (2002). The antecedents and consequences of trust in online-purchase decisions. Journal of interactive marketing, 16(2), 47-63.
cvii. Zhang, K., Kimball, J. S., & Running, S. W. (2016). A review of remote sensing based actual evapotranspiration estimation. Wiley Interdisciplinary Reviews: Water, 3(6), 834-853.
cviii. Zheng, X., Zhu, S., & Lin, Z. (2013). Capturing the essence of word-of-mouth for social commerce: Assessing the quality of online e-commerce reviews by a semi-supervised approach. Decision Support Systems, 56, 211-222.

Appendix

- Are you interested in looking for reviews on websites (e.g. Trip Advisor, Yelp, Expedia, Booking.com, Holiday Watchdog…etc.)?

A. Yes ☐
B. No ☐

- **Which of these websites you follow regularly?**

A. Trip Advisor ☐
B. Yelp ☐
C. Expedia ☐
D. Booking.com ☐
E. Holiday Watchdog ☐
F. Others please mention. ☐

- Please state your level of agreements towards the following statements regarding tourism information provided by travel websites, given that 1 is 'Strongly Dis Agree' and 5 is 'Strongly Agree'.

Code		Strongly Disagree	Neutral	Strongly Agree
Rev_1	Tourism information provided by the travel reviews website is relevant to my travel.			
Rev_2	Tourism information provided by the travel reviews website encourages me to follow the website.			
Rev_3	Tourism information provided by the travel reviews website is in accordance with my purpose to travel.			
Tim_1	Tourism information provided by the travel reviews website is quite new.			
Tim_2	Tourism information provided by the travel reviews website is continuously updated.			
Tim_3	Tourism information provided by the travel reviews website is quickly providing necessary information for the trip.			
Com_1	Tourism information provided by the travel reviews website is of sufficient depth.			
Com_2	Tourism information provided by the travel reviews website is specific.			
Com_3	Tourism information provided by the travel reviews website is accurate.			
Val_1	Tourism information provided by the travel reviews website is effective for planning a trip.			
Val-2	Tourism information provided by the travel reviews website is useful for planning a trip.			
Val_3	Tourism information provided by the travel reviews website is helpful for planning a trip.			
Bel-1	Tourism information provided by the travel reviews website is believable.			
Bel_2	Tourism information provided by the travel reviews website is of doubtful credibility.			
Trust_1	I think that the information offered by this travel reviews website was sincere and honest			
Trust_2	I think that the advice given on this travel reviews website is made in search of mutual benefit of both the reviewer and customers.			
Acc_1	Tourism information provided by the travel reviews website is correct.			
Acc_2	Tourism information provided by the travel reviews website is incorrect.			
Acc_3	Tourism information provided by the travel reviews website is accurate.			
Acc_4	Tourism information provided by the travel reviews website is reliable.			
Obj_1	Tourism information provided by the travel reviews website is based on facts.			
Obj_2	Tourism information provided by the travel reviews website is objective.			
Obj_3	Tourism information provided by the travel reviews website is biased.			
Rep_1	Tourism information provided by the travel reviews website has a poor reputation for quality.			
Rep_2	Tourism information provided by the travel reviews website has a good reputation.			
Rep_3	Tourism information provided by the travel reviews website has a reputation for quality.			
Rep_4	Tourism information provided by the travel reviews website comes from good sources			
Bel_3	Tourism information provided by the travel reviews website is trustworthy.			
Rec_1	Online reviews made it easier for me to take purchase decision (e.g., purchase or not purchase).			

Code		Strongly Disagree	Neutral	Strongly Agree
Rec_2	Online reviews have enhanced my effectiveness in taking purchase decision.			
Rec_3	Online reviews have motivated me to make a purchase decision (purchase or not purchase).			
Rec_4	The last time I read online reviews I adopted consumers' recommendations.			
Rec_5	Information from review contributed to my knowledge of discussed product/service.			
Rev_Rep_1	Comments from well-known travel bloggers are more credible.			
Rev_Rep_2	Travel blogger reviews are more credible than common customers.			
Rev_Rep_3	I consider the reviewer personality before I read the comment.			
Con_1	The number of ratings for a place is important to me.			
Con_2	I pay attention to the number of reviews before I consider a comment for a good or service.			

Table 9