

---

## **WOM credibility and eWOM credibility and their consequences for engagement**

---

Ricardo Castano and  
Diana Escandon-Barbosa\*

Pontificia Universidad Javeriana Cali,  
Calle 18 #118-250,  
760031, Cali, Colombia  
Email: ricardo.castano@javerianacali.edu.co  
Email: dmescandon@javerianacali.edu.co  
\*Corresponding author

**Abstract:** Engagement is relevant to understanding the profitable relationship that exists between customers and organisations in a market. This can be evidenced by studying the credibility of WOM and the credibility of eWOM and their impact on engagement. Currently, there is no evidence from other studies to validate this relationship. This article initially analyses how message quality, integrity, extraversion, and ease of use are antecedents of WOM and eWOM credibility and then analyses how the latter generates engagement. This research studies 645 people who for different reasons made trips to national and/or international destinations, and with this input, a structural equation model is presented using SmartPLS (3.0). As a result, it was found that there is a positive relationship between the credibility of WOM, the credibility of eWOM, and engagement. This research serves as the basis for expanding knowledge and customer management in organisations.

**Keywords:** credibility; word of mouth; WOM; electronic word of mouth; eWOM; engagement; satisfaction; integrity; ease of use; message quality; extraversion.

**Reference** to this paper should be made as follows: Castano, R. and Escandon-Barbosa, D. (2022) 'WOM credibility and eWOM credibility and their consequences for engagement', *Int. J. Business Environment*, Vol. 13, No. 2, pp.125–144.

**Biographical notes:** Ricardo Castano is a Professor in the Department of Organizations at the Pontificia Universidad Javeriana de Cali. He received his Bachelors degree in Business Administration from the Universidad Javeriana and Masters degree in Economics and Management from the Universidad Javeriana. He is currently in the second year of a Doctorate in Economics at the Javeriana University. He is interested in international marketing, strategic management and tourism.

Diana Escandon-Barbosa is a Professor in the Department of Organizations at the Pontificia Universidad Javeriana de Cali. She received her Bachelors degree in Economics from Universidad Valle, Masters degree in Organization Sciences from Universidad del Valle, and Doctorate in Business Administration from Universidad del Valle. She is interested in international marketing, management, strategic management, SMEs, tourism and entrepreneurship.

## 1 Introduction

This article presents a model that measures the impact of word of mouth (WOM) credibility and electronic word of mouth (eWOM) credibility on customer engagement by showing the value placed on WOM and eWOM comments shared by other people. Determining the credibility of WOM and eWOM is important to understand the commitment that a company's brand inspires in its customers (Doorn, 2011). In addition, this information helps tourism service providers improve the experiences they provide to travellers based on the quality and satisfaction perceived by other customers who have shared their comments (Litvin et al., 2008). Credibility is a term used to explain the positive characteristics of a communicator that affect the acceptance of a message by the recipient (Ohanian, 1990; Zhang et al., 2019). The credibility of WOM is based on the recommendations provided by other consumers about their previous experiences with a tourism service (Pan et al., 2007; Yoo and Gretzel, 2010), and the credibility of eWOM is based on online sources consulted by users who plan trips (Litvin and Dowling, 2018). Likewise, several studies on eWOM show that its credibility affects the perception of information that is communicated and that this affects the user's decisions (Ismagilova et al., 2020).

Engagement is an important element of review by companies as the fundamental core of customer strategies (Doorn, 2011). Marketing engagement is explained as an organisation's effort to motivate, improve, and measure customer contributions through marketing functions (Harmeling et al., 2017). Several studies have sought to understand the behaviour of travellers concerning CGM consumer-generated media (Wang and Fesenmaier, 2004; Aarsal et al., 2008; Chen et al., 2014). For their part, the studies on WOM and eWOM are divided into several approaches: some analyse the effects of WOM and eWOM on purchase intentions and consumer commitment to brands (Huete-Alcocer, 2017; El-Baz et al., 2018; Kang and Namkung, 2019), others analyse this same relationship in the tourism industry (Tham et al., 2013; Filieri et al., 2015; Jang et al., 2020), and still, others study the credibility dimensions of WOM and eWOM (Baharuddin and Yaacob, 2020; Yusuf et al., 2018). According to the above, no studies have been identified that evaluate the consequences of WOM credibility and eWOM credibility on engagement.

The credibility that a person provides to the information received from WOM and eWOM sources as inputs in making decisions is consistent with the theory of credibility, which deals with the study of the factors associated with the credibility of information sources (Hovland et al., 1953; Sternthal et al., 1978). In addition to implying the positive characteristics of a communicator regarding the acceptance of a message (Ohanian, 1990; Zhang et al., 2019), credibility also influences the acceptance that a person has of the information provided by an eWOM source (Mahapatra and Mishra, 2017).

This article is divided into the following sections: the first part includes a review of the literature, then the methodology used is presented, and finally, the presentation of the results is presented along with the implications.

## 2 Literature review

Source credibility theory states that an individual is more likely to be persuaded by information from a source if they perceive that source to be credible (Hovland et al.,

1953). This perspective is particularly useful in the context of CGM consumer-generated media because it relies heavily on credibility (Litvin et al., 2008). In the marketing literature, this theory has been applied to the credibility of different sources of oral, written, and online media information (Sussman and Siegal, 2003; Johnson and Kaye, 2009; Ayeh, 2015). Other research has analysed the effect of source reliability on different types of consumer responses such as attitudes towards messages, purchase intentions, and intention to use information (Kim et al., 2013). Source reliability has also been used in tourism industry studies to examine the degree of credibility of travel consumers who post CGM and their influence on travel intentions (Ayeh, 2015; Filieri et al., 2015; Jang et al., 2020).

WOM is one of the oldest ways of transmitting information (Dellarocas, 2003) and is defined as the exchange of marketing information between consumers who have an important influence on the behaviour and attitudes of other users who receive the information (Huete-Alcocer, 2017). When WOM is negative due to bad consumer experiences, this will affect their purchases (Ekinici et al., 2016), therefore, WOM is considered a fundamental source of information in the purchasing decisions of consumers (Daugherty and Hoffman, 2014; Litvin et al., 2008). However, eWOM is a current form of WOM communication (Yang, 2017) defined as all informal communication carried out through the internet that is related to the use of products or services and is aimed at both consumers and sellers (Litvin et al., 2008). eWOM has gained importance through the appearance of online platforms, becoming one of the most influential online information sources on consumer behaviour in recent years (Huete-Alcocer, 2017; Gómez-Suárez et al., 2017).

The influence of WOM on consumer behaviour is usually very important for intangible products such as hotels and tourism, as tourist satisfaction increases travellers' intentions to visit the same destinations again and to recommend those destinations to others (Sotiriadis and Van Zyl, 2013; Nieto et al., 2014). eWOM consists of online sources consulted by users planning trips and can help positively influence purchasing decisions (Litvin and Dowling, 2018). eWOM increases the possibilities for people to socialise online, by sharing their experiences that can influence their purchase intentions (Molz, 2010; Siddiqui et al., 2021). However, eWOM does not have the same level of credibility as WOM given that the information shared in eWOM is more informative and is not always effective for people's decision-making (Llamero, 2014), therefore, eWOM has a different influence on the consumption decisions of travellers because the anonymity of the messages Online can damage your credibility and achieving credibility can mean more time and effort (Huete-Alcocer, 2017; Jacobsen and Munar, 2012).

### **3 Research model and hypotheses development**

A model is proposed that analyses the influence of WOM and eWOM credibility on consumer engagement in the tourism industry and examines the antecedents of WOM and eWOM credibility. The model considers message quality, integrity, and extraversion as antecedents of WOM, and eWOM credibility examines ease of use as the antecedent of eWOM credibility and incorporates consumer satisfaction as a mediating variable in the relationships between WOM credibility, eWOM credibility, and consumer engagement. It is important to integrate these constructs into a single model and to validate the model

empirically in the context of the tourism industry, a sector where consumer decisions and consumer engagement with brands are usually most affected by WOM and eWOM.

### 3.1 *Antecedents of WOM credibility and eWOM credibility*

#### 3.1.1 *The message quality*

Message quality refers to the quality of the information contained in a message reviewed by the consumer (Filieri et al., 2015). It is the degree to which individuals consider that the message is current, accurate, useful, and good (Rieh, 2002). Research indicates that the quality of the message predicts the reliability of the source of that message (Kim et al., 2004). An information source that provides up-to-date, accurate and useful information on a product or service can be perceived as more credible than a source that provides superficial and inaccurate information (Filieri et al., 2015).

When individuals receive WOM messages, that is, comments or complaints from friends and family about a product or service, they process the characteristics of the source and quality of the message, elements that have been shown to influence the acceptance and credibility that is created, against the WOM (Allsop et al., 2007; Mahapatra and Mishra, 2017). Therefore, the following hypothesis is presented:

H1a The message quality has a direct and positive influence on WOM credibility.

Studies show that eWOM credibility depends on the quality of the message (Tsao and Hieh, 2012; Baharuddin and Yaacob, 2020). When a website offers useful opinions for decision-making, consumers are more likely to become loyal to this source; therefore, the quality of the opinions of others can impact the credibility of the source (Le et al., 2018). In this sense, when travellers consult reviews to make their travel decisions and find that the reviewed messages are valuable, current, useful, and reliable, they will trust the CGM more because they consider that the information comes from real customers as credible sources (Cheung et al., 2009). Accordingly, the following hypothesis is proposed:

H1b Message quality has a direct and positive influence on eWOM credibility.

#### 3.1.2 *Integrity*

Integrity refers to the ability of a consumer to accept or approve a source of information without prior investigation or evidence (McCole and Palmer, 2002). Integrity is based on the degree of trust that the consumer places in the source of the message and the intention to communicate valid information (Reichelt et al., 2014). Hovland et al. (1953) state that a source is complete if it is perceived as honest. For Reichelt et al. (2014), integrity is one of the main characteristics of a source because it impacts the credibility of WOM. With WOM, face-to-face communication with another person with whom there is a previous relationship is a sign of high integrity in the information shared, and this produces a positive attitude towards the message and therefore generates greater credibility of the source (Filieri et al., 2015; Tham et al., 2013). Based on the above, the following hypotheses are made regarding the relationship between integrity and WOM credibility:

H2a Integrity has a direct and positive influence on WOM credibility.

For its part, the integrity of eWOM has become increasingly relevant due to the anonymity sources (Zarifah Dhabitah Mahat and Hafiz Hanafiah, 2020). Yeap et al.

(2014) found that online reviews shared by former tourists were more credible than any information provided by tourism companies and that this credibility depended on tourists perceiving that the information contained was relevant and reliable. To achieve this, some websites that share tourist reviews have introduced systems that display the reliability of users' reviews on their profiles so that other users can determine whether the information presented is valuable, which leads to less uncertainty and greater credibility of the source (Zarifah Dhabitah Mahat and Hafiz Hanafiah, 2020). Accordingly, the following hypothesis is proposed:

H2b Integrity has a direct and positive influence on eWOM credibility.

### 3.1.3 Extraversion

Extraversion describes the degree to which an individual is comfortable participating indirect social interactions with others (Lee et al., 2017). It is a personality trait characterised by being energetic, cheerful, and sociable with a predisposition towards social interactions that convey positive feelings towards advertisements (Ferguson et al., 2010; Lee et al., 2017). In the tourism industry, extraversion has been identified as a common personality trait among users who purchase hotel services (Yen and Tang, 2015). Tourists with a high degree of extraversion tend to share their experiences more, which leads them to share content with both known and unknown audiences (Yoo and Gretzel, 2010).

In the case of traditional WOM, an individual with high extraversion tends to transmit positive information to family, social, or professional contacts, increasing the probability that recipients will trust in the credibility of the source based on positive attitudes towards the consumer experiences shared (Ferguson et al., 2010; Mooradian and Swan, 2006). Given this, the following hypothesis is raised:

H3a Extraversion has a direct and positive influence on WOM credibility.

On the other hand, extroverts tend to be more open and attracted to social networks, and they even seem to use instant messaging more frequently (Correa et al., 2010). Therefore, they are more likely to seek virtual social engagement and provide positive feedback on their consumer experiences to help others make their purchasing decisions (Allsop et al., 2007). Regarding these findings, Anastasiei and Dospinescu (2018), Dedeoğlu et al. (2019), and Tapanainen et al. (2021) agree that the impact on the credibility of eWOM will be greater for consumers with high extraversion, a statement that leads to the formulation of the following hypothesis:

H3b Extraversion has a direct and positive influence on eWOM credibility.

### 3.1.4 Ease of use

According to Davis (1989), individuals will adopt a technology if they perceive that it is easy to use. In the context of eWOM, ease of use means the degree to which the customer believes that the use of an online search platform to assist in their purchase decisions does not require much effort. Ease of use also explains how consumers trust and adopt CGM as a source of information for travel planning (Tham et al., 2013; Ayeh, 2015; Huang et al., 2019) given that the fluidity of technology facilitates the perception of ease of use of the systems (Yoon and Barker Steege, 2013). Therefore, ease of use promotes

eWOM credibility since a user who understands the management of platforms will consult the opinions of others. Finally, it is considered that those people who easily access technological platforms can generate credibility for eWOM by not finding barriers to the information they require. Based on the above information (Jalilvand and Samiei, 2012), the following hypothesis is made about the relationship between network usability and eWOM credibility.

H4 Ease of use has a direct and positive influence on eWOM credibility.

### 3.2 *WOM credibility, eWom credibility, and engagement: the mediation effects of satisfaction*

Customer engagement is characterised by frequent interactions between a customer and an organisation that strengthen customer affinity with and loyalty to the brand (Harrigan et al., 2017). Research suggests that engagement is influenced by sources such as WOM, blogs, and other media (Van Doorn et al., 2010; Verhoef et al., 2010). Other studies suggest that credibility at the source has significant effects on different consumer attitudes, including those associated with their purchase intentions and commitment to brands (Kim et al., 2013; Ayeh, 2015). Therefore, it is expected that the credibility of consumers in CGM publications will influence other customers' perceptions of the usefulness of CGM and create affinity with sellers and their brands (Ayeh, 2015).

According to Harrigan et al. (2017), WOM is relevant in the measurement of engagement in the tourism industry since it is an effective way to promote the products and services of the sector (Hultman et al., 2015). Hapsari et al. (2017) propose that when tourists trust WOM, this constitutes an element of loyalty, and if customers recommend products or services, it means that they have created engagement with the brand. In addition to the above, using WOM, tourist trends can be highlighted through engagement with multiple friends from tourist destinations.

H5 WOM credibility has a direct and positive influence on engagement.

eWOM is of utmost importance in the tourism industry as a tool that provides people with reliable information about different travel experiences and makes customers feel more connected to brands (Litvin et al., 2018; Rasoolimanesh et al., 2021). Pang (2021) notes that a reliable eWOM information source potentially influences customer engagement. Clients who participate in online communities and feel connected to their brands engage with them because they trust the experiences that others have shared regarding the use of said brands (Rasoolimanesh et al., 2021). Therefore, the following hypothesis arises:

H6 eWOM credibility has a direct and positive influence on engagement.

WOM can influence the purchasing decisions of other people, and the key to achieving this is found in the information shared, whether positive or negative (Lang, 2011). However, credibility is one of the aspects of WOM that makes the recipients of the message feel that their needs will be met if they follow the recommendations given by the other party. De Matos and Rossi (2008) found that customer satisfaction has a strong and significant effect on customer engagement, and Torabi et al. (2021) state that WOM has a stronger relationship with customer loyalty when the message that is transmitted is positive, that is when customer satisfaction is significant. Therefore:

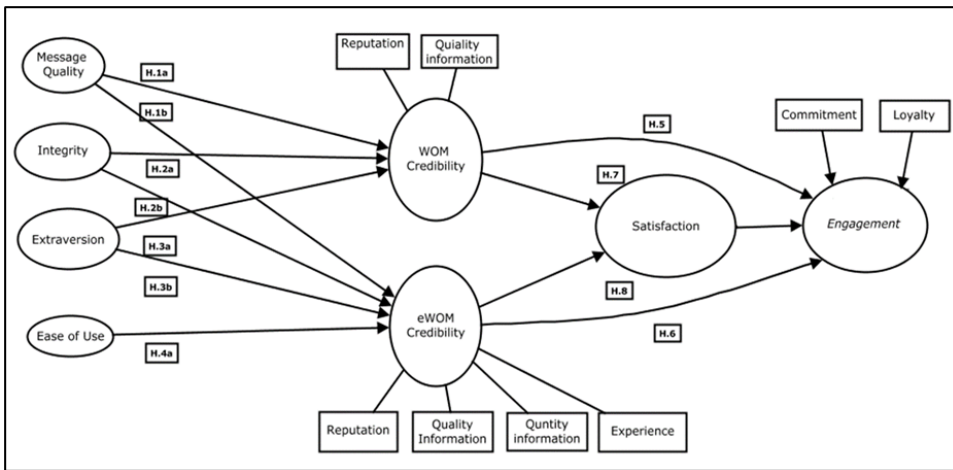
H7 Satisfaction has a mediating effect on the relationship between WOM credibility and engagement.

On the other hand, Zheng et al. (2019) and Pang (2021), when studying social network services and users of online applications, found that customer satisfaction significantly influences future purchasing decisions as well as customer affinity and commitment towards products or services. Furthermore, compared to other sources of information, customer satisfaction can be achieved on an online platform when customers benefit from it (Ganiyu et al., 2012; Arora et al., 2021). For Mohammad (2020), the usefulness and reliability of social networks and online platforms are not only related to customer satisfaction but also customer loyalty to the brand. Therefore, credibility in eWOM can make customers more loyal and engaged if customer satisfaction levels are high, then:

H8 Satisfaction has a mediating effect on the relationship between eWOM credibility and engagement.

Therefore, this study proposes the following model that is illustrated in Figure 1.

Figure 1 Proposed research model



Source: Elaborated by the author

## 4 Methodology

This study selected people who in the last year made tourist travel to national and/or international destinations. For this, the experiences of close people (family, friends, colleagues, etc.) were taken into account. On the other hand, the queries that these people made on the websites where travellers' comments are published were also considered. A sample of 645 people was selected; the data collection was carried out in 2019 in the central areas of the cities of Barranquilla, Bogotá, Cali, and Medellín. For this work, a field research company was hired to conduct face-to-face surveys using a structured questionnaire.

The selected sample is representative of the population standards of sex and age of the country in which the sample participates. In Colombia, according to the DANE (National Administrative Department of Statistics), the sample consisted of 53% of people are women and 47% are men. Each person provided authorisation to participate in the study signed by the principal investigator of the project. The stratified random sampling technique was applied, and a seven-point Likert scale was used where 1 was rated as ‘totally disagree’ and 7 as ‘totally agree’. The profile of the respondents was focused on people who in the last year conducted some national and/or international tourism activity. The average duration per survey was 15 minutes. Table 1 shows demographic information for the population sample.

**Table 1** Demographic information

Gender	
Female	256
Male	391
Age	
21–40	503
41–60	142
Education level	
Professional	375
No professional	270

*Source:* Elaborated by the author

#### 4.1 Measurements

The measurement of the constructs requires several indicators. The validity and reliability of a model show the relationship between the indicators and the constructs (Rico, 2011). There are two measurement models: the reflective and the formative (Bollen and Lennox, 1991; Diamantopolus and Winklhofer, 2001; Rico, 2011). The reflective approach measurement models cannot be applied to the measurement of all constructs (Bollen and Lennox, 1991). Therefore, the measurement models of the training approach are explained as those where the causality starts from the indicators and proceeds towards the unobserved variable (Bollen and Lennox, 1991; MacKenzie et al., 2005; Rico, 2011).

A second-order model is made up of different first-order dimensions that identify a model (Law et al., 1998). Dimensions are constructs and have their indicators (Podsakoff et al., 2006). A necessary condition for the correct definition of multidimensional constructs is the specification of the relationship that exists between the construct and its dimensions (Rico, 2011). In this study, second-order reflective-formative scales such as WOM credibility and eWOM credibility are used. On the other hand, a reflective-type scale of second-order training is used, such as commitment.

## 5 Results

For the analysis of the results, the statistical technique of PLS-SEM was used which has attracted the interest of researchers in social sciences as an alternative approach to the structural equation model (Martínez Ávila and Fierro Moreno, 2018). PLS-SEM is a



multivariate prediction-oriented approach and is based on variance, but it is also suitable for testing exploratory theories or theoretical extensions (Hulland, 1999; Lew et al., 2013). Likewise, PLS-SEM is applicable and efficient in small samples for complex model offerings where they achieve convergence (Miranda-Zapata and Ruiz-Díaz, 2015). In instrument measurement and structural model testing, this study used SmartPLS (Ringle et al., 2012).

On the other hand, to verify the normal distribution of the data, the Shapiro-Wilk and Shapiro-France tests were used. These tests present P values less than 0.05, which are considered statistically significant. The SmartPLS 3.0 software provides the composite reliability index (IFC) and Cronbach's alpha where the composite reliability (CR) is more suitable than Cronbach's alpha for PLS (Chin, 1998). In addition to the above, the PLS methodology considers the same statistical tests of the measurement models and the structural model (Hair et al., 2017). It is recommended that the results be interpreted in two phases. In the first, the viability and validity of the measurement model are analysed, and in the second, the evaluation of the structural model is analysed (Anderson and Gerbing, 1988; Hulland, 1999).

### 5.1 Measurement model: evaluation of reliability and validity

For the reliability analysis of the measurement model, the common method bias was considered, which implies that the constructs that represent the measures are responsible for a high proportion of the explained variance (Podsakoff, 2003). For this, clear questions were used in the questionnaire and the anonymity of the respondents was guaranteed. Also, the Harmon factor was used to validate whether the biases presented any problem for the sample (Podsakoff et al., 2003). The result shows that the bias of the common method does not present a problem since the factors presented results greater than 1.

**Table 2** Evaluation of the measurement model for reflective first-order constructs

<i>Construct</i>	<i>Items</i>	<i>Item loading</i>	<i>Cronbach's alpha</i>	<i>CR</i>	<i>AVE</i>
Reputation – WOM	1 The information provided by people is reliable for a purchase decision.	0.854	0.854	0.911	0.774
	2 The information provided by people is true	0.902			
	3 The information provided by close people is honest.	0.883			
Information quality – WOM	1 The information provided by other people about destinations is relevant to you.	0.858	0.791	0.878	0.706
	2 The information provided by other people about a destination is very useful.	0.897			
	3 The information shared by other people allowed him to get an idea about the destination	0.760			

*Source:* Elaborated by the author

**Table 2** Evaluation of the measurement model for reflective first-order constructs (continued)

<i>Construct</i>		<i>Items</i>	<i>Item loading</i>	<i>Cronbach's alpha</i>	<i>CR</i>	<i>AVE</i>
Media reputation – eWOM	1	Comments posted on web pages are honest in a purchase decision.	0.838	0.850	0.909	0.770
	2	The comments published on the web pages are sufficiently reliable	0.933			
	3	The ease of communication of the comments published on the web pages is convincing.	0.859			
Amount of information – eWOM	1	The number of comments published by other people on the web pages is adequate.	0.849	0.753	0.857	0.668
	2	The amounts of evidence published by other people are adequate (e.g., photographs)	0.874			
	3	The amounts of details published by other people on the web pages are sufficient.	0.720			
Information quality – eWOM	1	The quality of comments posted by other people is relevant to you	0.801	0.778	0.871	0.693
	2	The level of detail of the comments posted by other people is credible.	0.886			
	3	The age of the information published by other people is important to measure the quality of the information.	0.809			
Experience – eWOM	1	The service of the staff who attended you in the place visited was pleasant and was evidenced in the comments I review on the web pages.	0.672	0.693	0.830	0.622
	2	The location of the place visited was pleasant and resembled the comments found on the web pages.	0.876			
	3	The comments published on the web pages met your expectations about the place visited	0.804			

*Source:* Elaborated by the author

Table 2 shows that the Cronbach's alpha values show internal consistency between the data, being higher than 0.7 (Gefen and Straub, 2005). Also, the CR of the six first-order reflexive constructs is greater than 0.6 (Bagozzi and Yi, 1988). On the other hand, all the external loads of the items of the six first-order reflexive constructs are above 0.70 (Bagozzi and Yi, 1988), except ewexpl1; however, we keep this item given that the mean of the variance extracted (AVE) of each first-order construct is above the threshold of 0.50 (Fornell and Larcker, 1981; Hair et al., 2017).

Table 3 shows that the HTMT values are less than 0.85 (Henseler et al., 2015), which indicates that the discriminant validity was established for the six analysed constructs.

**Table 3** Discriminant validity – heterotrait monotrait correlation (HTMT)

<i>Ewcalinf</i>	<i>Ewcaninf</i>	<i>Ewexp</i>	<i>Ewrepm</i>	<i>Wcalinf</i>	<i>Wrepm</i>
<i>Ewcalinf</i>					
<i>Ewcaninf</i>	0.503				
<i>Ewexp</i>	0.674	0.483			
<i>Ewrepm</i>	0.555	0.641	0.573		
<i>Wcalinf</i>	0.443	0.748	0.441	0.502	
<i>Wrepm</i>	0.460	0.552	0.457	0.689	0.774

*Source:* Elaborated by the author

**Table 4** Evaluation of the measurement model for the second-order training construct

<i>Second-order construct</i>	<i>First-order construct</i>	<i>Indicators</i>	<i>External weights</i>	<i>VIF</i>	<i>R<sup>2</sup></i>
WOM	Quality of information	<i>Wcalinf1</i>	0.222	1.828	1.0
		<i>Wcalinf2</i>	0.226	2.162	
		<i>Wcalinf3</i>	0.176	1.482	
	The reputation of the medium	<i>Wrpmed1</i>	0.227	1.820	
		<i>Wrpmed2</i>	0.215	2.435	
		<i>Wrpmed3</i>	0.212	2.326	
eWOM	Experience	<i>Ewexp1</i>	0.100	1.288	1.0
		<i>Ewexp2</i>	0.129	1.768	
		<i>Ewexp3</i>	0.128	1.466	
	Quality of information	<i>Ewcalinf1</i>	0.132	1.492	
		<i>Ewcalinf2</i>	0.143	2.001	
		<i>Ewcalinf3</i>	0.118	1.655	
	The reputation of the medium	<i>Ewrpmed1</i>	0.138	1.971	
		<i>Ewrpmed2</i>	0.155	3.214	
		<i>Ewrpmed3</i>	0.145	2.403	
	Amount of information	<i>Ewcaninf1</i>	0.141	1.575	
		<i>Ewcaninf2</i>	0.133	1.839	
		<i>Ewcaninf3</i>	0.098	1.395	

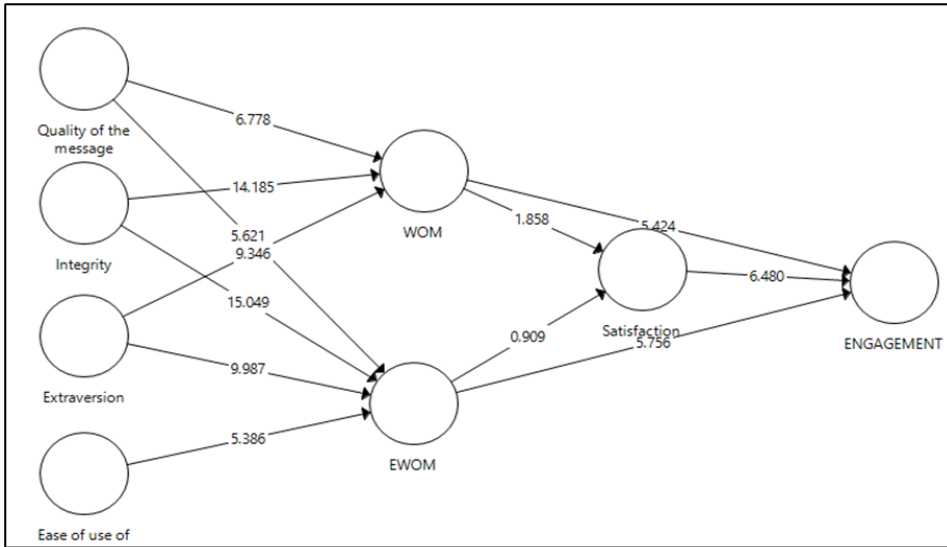
*Source:* Elaborated by the author

Table 4 shows the results of the measurement model for second-order constructs. First, all the weights of the indicators are significant. Second, the  $R^2$  values for WOM and eWOM are greater than 0.5 (Hair et al., 2017), and third, the variance inflation factors (VIF) were less than 3.3, indicating that no there is a collinearity problem (Diamantopoulos and Siguaw, 2006).

5.2 Structural model

For the analysis of the structural model, it is observed that the model meets the parameters of goodness and fit since the dependant factors have an R squared greater than 0.10 (Falk and Miller, 1992). As seen in Figure 2, 57% of the variation in WOM credibility, 46% of the variation in eWOM credibility, 1.2% of the variation in satisfaction, and 27% of the variation in engagement.

Figure 2 Structural model



Source: Elaborated by the author

On the other hand, to measure the predictive goodness of the model-dependent constructs, the Stone-Geisser procedure or parameter Q2 was used. This test is calculated using the blindfolding technique. Parameter Q2 must be greater than 0 for the construct to have predictive validity (Chin, 1998). As observed in Table 5, all Q<sup>2</sup> values comply with the established, which supports the predictive relevance of the model.

Table 5 Stone-Geiser test

Construct	Q <sup>2</sup>
Engagement	0,65
eWOM	0.557
Satisfaction	0.008
WOM	0.456

Source: Elaborated by the author

Table 6 shows the results of the structural model where it is observed that most of the hypotheses support the model.

**Table 6** Result of the structural model

<i>Hypothesis</i>		<i>Statistical T</i>	<i>P-value</i>	<i>Support hypothesis</i>
H1a	Message quality → WOM credibility	6.852	0.000	Yes
H1b	Message quality → eWOM credibility	5.762	0.000	Yes
H2a	Integrity → WOM Credibility	15.155	0.000	Yes
H2b	Integrity → eWOM Credibility	16.184	0.000	Yes
H3a	Extraversion → WOM Credibility	9.055	0.000	Yes
H3b	Extraversion → eWOM Credibility	10.325	0.000	Yes

*Source:* Elaborated by the author

Finally, the SRMR test was performed which presents the average difference between the correlations based on the standard error of the residual. This is considered as a measure of goodness of fit for PLS-SEM models (Henseler et al., 2015). The value must be greater than 0 and less than 0.08 to be considered valid (Hu and Bentler, 1999), and the result of the model for this investigation is 0.038, which indicates a good level of adjustment.

## 6 Conclusions and implications

This research contributes to the existing knowledge about WOM credibility and eWOM credibility, thus expanding the knowledge about customer management. Also, knowledge is provided on the influence that WOM credibility and eWOM credibility have on engagement, and results are presented on the influence of WOM on satisfaction (Bone, 1995). However, although other studies have investigated the link between customer satisfaction and WOM (Ranaweera and Prabhu, 2003; Shi et al., 2016), the research has neglected to recognise the potential reverse effect of WOM on customer satisfaction (Bone, 1995; Sotiriadis and Van Zyl, 2013; Shi et al., 2016; Huete-Alcocer, 2017).

The message quality significantly influences the WOM credibility and eWOM credibility, which indicates that if the information is clear, it will generate efficiency in the content, delivered and builds credibility for the tourist user in their decision making. The above is similar to what was presented in the works of Petty and Cacioppo (1986) and Qahri-Saremi and Montazemi (2019) since in both investigations the quality of the information supported the credibility of WOM and eWOM.

Integrity significantly influences WOM credibility and eWOM credibility. This occurs because the source is more trustworthy, and it can influence other individuals to make decisions based on the good or bad experience communicated by the source. This coincides with the results presented by Packard et al. (2016), Asada and Ko (2016), Ngoma and Ntale (2019), and López and Sicilia (2014), which explain that integrity generates WOM credibility and eWOM credibility.

Extraversion significantly influences WOM credibility and eWOM credibility, as the extraversion of those who share experiences with high communicative expressiveness generates credibility for users who consult these sources. The above coincides with the works of Jalilvand and Samiei (2012) and Tan and Tang (2013), which indicate that extraversion generates WOM credibility and eWOM credibility.

Ease of use significantly influences eWOM credibility because those users who easily adapt to the use of communication networks generate trust in their use and facilitate the

exchange of information through these means. This coincides with the results of Venkatesh and Davis (2000), Kim and Cichy (2017), Liang et al. (2013), and Aych (2015), which indicate that the ease of use of the networks supports the credibility of online forms of communication such as eWOM.

WOM credibility and eWOM credibility have a significant influence on engagement because those users who share information from WOM and eWOM sources support the engagement of those users who consult them, thus generating commitment and loyalty towards the information source. This is related to the studies of Ali et al. (2019) and Tham et al. (2013), which state that WOM credibility and eWOM credibility support engagement.

WOM credibility influences satisfaction by allowing those users who share information about a product or service to generate an expectation of satisfaction for those users who consult these sources to make decisions. This is consistent with the work of Huete-Alcoer (2017), which indicates that WOM could influence tourist satisfaction. On the other hand, eWOM credibility does not significantly influence satisfaction, so this hypothesis is not accepted and is contrary to what was expressed by Litvin et al. (2008) and Tsao et al. (2015), who indicated that the eWOM consulted by travellers helped generate satisfaction.

### *6.1 Implications for theory and practice*

The results of this research have several implications for theory and practice. The novelty is the use of the proposed variables, especially the positive effect of the credibility of WOM and the credibility of eWOM, on the engagement of tourism clients. This study has analysed the relationships among these variables, and future research could help to clarify new interrelationships. This research adds to investigations on the credibility of messages that are shared by different means among clients and supports the importance of message quality, integrity, extraversion, and ease of use in the development of WOM credibility and eWOM credibility. Finally, about the credibility of a source, the research explains that the more reliable the source is, the more influence it can have on other individuals and therefore promote the exchange of information between them (McCole and Palmer, 2002; Han and Windsor, 2011; Lee et al., 2017).

Regarding the practical implications, this research offers organisations a perspective on how WOM credibility and eWOM credibility influence customer engagement. According to the above, tourism organisations can contribute to knowledge about the credibility of travelers and to the comments that are shared, especially on social media and electronic commerce platforms, which promote the development of global markets (Vasquez, 2019). In demonstrating the impact that those messages can have on recipients, WOM credibility and eWOM credibility can generate customer engagement by driving the design of better communication strategies.

### *6.2 Limitations and future research*

This research has some limitations that would provide opportunities for future research.

First, in this study, the findings were limited to fieldwork carried out in four Colombian cities with diverse behavioural characteristics towards WOM credibility and eWOM credibility as inputs for tourism engagement. Future studies could examine tourism users from other countries with diverse characteristics to validate the proposed

model and enrich it with other perspectives. Furthermore, more studies are needed to allow for a longitudinal analysis of WOM credibility and eWOM credibility and their impact on engagement.

Second, this study focused on engagement in tourism issues. Further research on other consumer decision-making topics is encouraged where the effect of WOM and eWOM credibility on engagement can be measured.

Third, this research represents one of the first studies to investigate WOM credibility and eWOM credibility and their effects on engagement. Other factors can influence the relationships studied, such as the image of the destination and the past travel experiences of tourism users.

## References

- Allsop, D.T., Bassett, B.R. and Hoskins, J.A. (2007) 'Word-of-mouth research: principles and applications', *Journal of Advertising Research*, Vol. 47, No. 4, pp.398–411.
- Anastasiei, B. and Dospinescu, N. (2018) 'A model of the relationships between the Big Five personality traits and the motivations to deliver word-of-mouth online', *Psihologija*, Vol. 51, No. 2, pp.215–227.
- Anderson, J.C. and Gerbing, D.W. (1988) 'Structural equation modeling in practice: a review and recommended two-step approach', *Psychological Bulletin*, Vol. 103, No. 3, p.411.
- Arora, L., Singh, P., Bhatt, V. and Sharma, B. (2021) 'Understanding and managing customer engagement through social customer relationship management', *Journal of Decision Systems*, Vol. 30, Nos. 2–3, pp.1–21.
- Arsal, I., Backman, S. and Baldwin, E. (2008) 'Influence of an online travel community on travel decisions', in *Information and Communication Technologies in Tourism 2008*, pp.82–93, Springer, Vienna.
- Asada, A. and Ko, Y.J. (2016) 'Determinants of word-of-mouth influence in sports viewership', *Journal of Sport Management*, Vol. 30, No. 2, pp.192–206.
- Ayeh, J.K. (2015) 'Travelers' acceptance of consumer-generated media: an integrated model of technology acceptance and source credibility theories', *Computers in Human Behavior*, Vol. 48, No. 1, pp.173–180.
- Bagozzi, R.P. and Yi, Y. (1988) 'On the evaluation of structural equation models', *Journal of the Academy of Marketing Science*, Vol. 16, No. 1, pp.74–94.
- Baharuddin, N.A. and Yaacob, M. (2020) 'Dimensions of EWOM credibility on the online purchasing activities among consumers through social media', *Jurnal Komunikasi: Malaysian Journal of Communication*, Vol. 36, No. 3, pp.335–352.
- Bollen, K. and Lennox, R. (1991) 'Conventional wisdom on measurement: a structural equation perspective', *Psychological Bulletin*, Vol. 110, No. 2, p.305.
- Bone, P.F. (1995) 'Word-of-mouth effects on short-term and long-term product judgments', *Journal of Business Research*, Vol. 32, No. 3, pp.213–223.
- Cheung, M.Y., Luo, C., Sia, C.L. and Chen, H. (2009) 'Credibility of electronic word-of-mouth: informational and normative determinants of on-line consumer recommendations', *International Journal of Electronic Commerce*, Vol. 13, No. 4, pp.9–38.
- Chin, W.W. (1998) 'The partial least squares approach to structural equation modeling', *Modern Methods for Business Research*, Vol. 295, No. 2, pp.295–336.
- Correa, T., Hinsley, A.W. and De Zuniga, H.G. (2010) 'Who interacts on the web?: the intersection of users' personality and social media use', *Computers in Human Behavior*, Vol. 26, No. 2, pp.247–253.
- Daugherty, T. and Hoffman, E. (2014) 'eWOM and the importance of capturing consumer attention within social media', *Journal of Marketing Communications*, Vol. 20, Nos. 1–2, pp.82–102.

- Davis, F.D. (1989) 'Perceived usefulness, perceived ease of use, and user acceptance of information technology', *MIS Quarterly*, Vol. 13, No. 3, pp.319–340.
- De Matos, C.A. and Rossi, C.A.V. (2008) 'Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators', *Journal of the Academy of Marketing Science*, Vol. 36, No. 4, pp.578–596.
- Dedeoğlu, B.B., Okumus, F., Yi, X. and Jin, W. (2019) 'Do tourists' personality traits moderate the relationship between social media content sharing and destination involvement?', *Journal of Travel & Tourism Marketing*, Vol. 36, No. 5, pp.612–626.
- Dellarocas, C. (2003) 'The digitization of word of mouth: promise and challenges of online feedback mechanisms', *Management Science*, Vol. 49, No. 10, pp.1407–1424.
- Diamantopoulos, A. and Siguaw, J.A. (2006) 'Formative versus reflective indicators in organizational measure development: a comparison and empirical illustration', *British Journal of Management*, Vol. 17, No. 4, pp.263–282.
- Diamantopoulos, A. and Winklhofer, H.M. (2001) 'Index construction with formative indicators: an alternative to scale development', *Journal of Marketing Research*, Vol. 38, No. 2, pp.269–277.
- Doorn, J.V. (2011) 'Comment: customer engagement: essence, dimensionality, and boundaries', *Journal of Service Research*, Vol. 14, No. 3, pp.280–282.
- Ekinci, Y., Calderon, J. and Siala, H. (2016) 'Do personality traits predict' complaining' consumers?', *International Journal of Business Environment*, Vol. 8, No. 1, pp.32–42.
- El-Baz, B.E., Elseidi, R.I. and El-Maniaway, A.M. (2018) 'Influence of electronic word of mouth (e-WOM) on brand credibility and Egyptian consumers' purchase intentions', *International Journal of Online Marketing (IJOM)*, Vol. 8, No. 4, pp.1–14.
- Falk, R.F. and Miller, N.B. (1992) *A Primer for Soft Modeling*, University of Akron Press, Akron, Ohio, USA.
- Ferguson, R., Paulin, M. and Bergeron, J. (2010) 'Customer sociability and the total service experience antecedents of positive word-of-mouth intentions', *Journal of Service Management*, Vol. 21, No. 1, pp.25–44.
- Filieri, R., Alguezaui, S. and McLeay, F. (2015) 'Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth', *Tourism Management*, Vol. 51, pp.174–185.
- Fornell, C. and Larcker, D. (1981) 'Structural equation modeling and regression: guidelines for research practice', *Journal of Marketing Research*, Vol. 18, No. 1, pp.39–50.
- Ganiyu, R., Uche, I. and Adeoti, O. (2012) 'Is customer satisfaction an indicator of customer loyalty?', *Australian Journal of Business and Management Research*, Vol. 2, No. 7, pp.14–20.
- Gefen, D. and Straub, D. (2005) 'A practical guide to factorial validity using PLS-graph: tutorial and annotated example', *Communications of the Association for Information systems*, Vol. 16, No. 1, p.5.
- Gómez-Suárez, M., Martínez-Ruiz, M.P. and Martínez-Caraballo, N. (2017) 'Consumer-brand relationships under the marketing 3.0 paradigm: a literature review', *Frontiers in Psychology*, Vol. 8, No. 1, p.252.
- Hair Jr., J.F., Sarstedt, M., Ringle, C.M. and Gudergan, S.P. (2017) *Advanced Issues in Partial Least Squares Structural Equation Modelling*, Sage Publications, Los Angeles, USA.
- Han, B.O. and Windsor, J. (2011) 'User's willingness to pay on social network sites', *Journal of Computer Information Systems*, Vol. 51, No. 4, pp.31–40.
- Hapsari, R., Clemes, M. and Dean, D. (2017) 'The impact of service quality and customer engagement and selected marketing constructs on airline passenger loyalty', *International Journal of Quality and Service Sciences*, Vol. 9, No. 1, pp.21–40.
- Harmeling, C.M., Moffett, J.W., Arnold, M.J. and Carlson, B.D. (2017) 'Toward a theory of customer engagement marketing', *Journal of the Academy of Marketing Science*, Vol. 45, No. 3, pp.312–335.



- Harrigan, P., Evers, U., Miles, M. and Daly, T. (2017) 'Customer engagement with tourism social media brands', *Tourism Management*, Vol. 59, No. 1, pp.597–609.
- Henseler, J., Ringle, C.M. and Sarstedt, M. (2015) 'A new criterion for assessing discriminant validity in variance-based structural equation modeling', *Journal of the Academy of Marketing Science*, Vol. 43, No. 1, pp.115–135.
- Hovland, C.I., Janis, I.L. and Kelley, H.H. (1953) *Communication and Persuasion*, Yale University Press.
- Hu, L.T. and Bentler, P.M. (1999) 'Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives', *Structural Equation Modeling: a Multidisciplinary Journal*, Vol. 6, No. 1, pp.1–55.
- Huang, Y.C., Chang, L.L., Yu, C.P. and Chen, J. (2019) 'Examining an extended technology acceptance model with experience construct on hotel consumers' adoption of mobile applications', *Journal of Hospitality Marketing & Management*, Vol. 28, No. 8, pp.957–980.
- Huete-Alcocer, N. (2017) 'A literature review of word of mouth and electronic word of mouth: implications for consumer behavior', *Frontiers in Psychology*, Vol. 8, No. 1, p.1256.
- Hulland, J. (1999) 'Use of partial least squares (PLS) in strategic management research: a review of four recent studies', *Strategic Management Journal*, Vol. 20, No. 2, pp.195–204.
- Hultman, M., Skarmeas, D., Oghazi, P., Behesti, H. (2015) 'Achieving tourist loyalty through destination personality, satisfaction, and identification', *Journal of Business Research*, Vol. 68, No. 11, pp.2227–2231.
- Ismagilova, E., Slade, E., Rana, N.P. and Dwivedi, Y.K. (2020) 'The effect of characteristics of source credibility on consumer behavior: a meta-analysis', *Journal of Retailing and Consumer Services*, Vol. 53, No. 1, p.101736.
- Jacobsen, J.K.S. and Munar, A.M. (2012) 'Tourist information search and destination choice in a digital age', *Tourism Management Perspectives*, Vol. 1, No. 1, pp.39–47.
- Jalilvand, R.M. and Samiei, N. (2012) 'The impact of electronic word of mouth on a tourism destination choice', *Internet Research*, Vol. 22, No. 5, p.591612.
- Jang, W., Kim, J., Kim, S. and Chun, J.W. (2020) 'The role of engagement in travel influencer marketing: the perspectives of dual-process theory and the source credibility model', *Current Issues in Tourism*, Vol. 24, No. 17, pp.1–5.
- Johnson, T.J. and Kaye, B.K. (2009) 'In the blog we trust? Deciphering credibility of components of the Internet among politically interested internet users', *Computers in Human Behavior*, Vol. 25, No. 1, pp.175–182.
- Kang, J-W. and Namkung, Y. (2019) 'The information quality and source credibility matter in customers' evaluation toward food O2O commerce', *International Journal of Hospitality Management*, Vol. 78, No. 1, pp.189–198.
- Kim, H., Xu, Y. and Koh, J.A. (2004) 'A comparison of online trust-building factors between potential customers and repeat customers', *Journal of the Association for Information Systems*, Vol. 5, No. 10, pp.392–420.
- Kim, M.R. and Cichy, R. (2017) 'Private club members' perceptions of social media', *Journal of Hospitality and Tourism Technology*, Vol. 8, No. 1, pp.119–132.
- Kim, S.B., Sun, K.A. and Kim, D.Y. (2013) 'The influence of consumer value-based factors on attitude-behavioral intention in social commerce: the differences between high-and low-technology experience groups', *Journal of Travel & Tourism Marketing*, Vol. 30, Nos. 1–2, pp.108–125.
- Lang, B. (2011) 'How word of mouth communication varies across service encounters', *Managing Service Quality: An International Journal*, Vol. 21, No. 6, pp.583–598.
- Law, M., Stewart, D., Letts, L., Pollock, N., Bosch, J. and Westmorland, M. (1998) *Guidelines for Critical Review of Qualitative Studies*, McMaster University Occupational Therapy Evidence-Based Practice Research Group, pp.1–9.

- Lee, J.K., Lee, S.Y. and Hansen, S.S. (2017) 'Source credibility in consumer-generated advertising in Youtube: the moderating role of personality', *Current Psychology*, Vol. 36, No. 4, pp.849–860.
- Lew, Y.K., Sinkovics, R.R. and Kuivalainen, O. (2013) 'Upstream internationalization process: roles of social capital in creating exploratory capability and market performance', *International Business Review*, Vol. 22, No. 6, pp.1101–1120.
- Liang, S.W.J., Ekinci, Y., Occhiocupo, N. and Whyatt, G. (2013) 'Antecedents of travelers' electronic word-of-mouth communication', *Journal of Marketing Management*, Vol. 29, Nos. 5–6, pp.584–606.
- Litvin, S.W. and Dowling, K.M. (2018) 'TripAdvisor and hotel consumer brand loyalty', *Current Issues in Tourism*, Vol. 21, No. 8, pp.842–846.
- Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008) 'Electronic word-of-mouth in hospitality and tourism management', *Tourism Management*, Vol. 29, No. 3, pp.458–468.
- Litvin, S.W., Goldsmith, R.E. and Pan, B. (2018) 'A retrospective view of electronic word-of-mouth in hospitality and tourism management', *International Journal of Contemporary Hospitality Management*, Vol. 30, No. 1, pp.313–325.
- Llamero, L. (2014) 'Conceptual mindsets and heuristics in credibility evaluation of e-word of mouth in tourism', *Online Information Review*, Vol. 38, No. 7, pp.954–968.
- López, M. and Sicilia, M. (2014) 'eWOM as source of influence: the impact of participation in eWOM and perceived source trustworthiness on decision making', *Journal of Interactive Advertising*, Vol. 14, No. 2, pp.86–97.
- MacKenzie, S.B., Podsakoff, P.M. and Jarvis, C.B. (2005) 'The problem of measurement model misspecification in behavioral and organizational research and some recommended solutions', *Journal of Applied Psychology*, Vol. 90, No. 4, p.710.
- Mahapatra, S. and Mishra, A. (2017) 'Acceptance and forwarding of electronic word of mouth', *Marketing Intelligence & Planning*, Vol. 35, No. 5, pp.594–610.
- Martínez Ávila, M. and Fierro Moreno, E. (2018) 'Aplicación de la técnica PLS-SEM en la gestión del conocimiento: un enfoque técnico práctico. RIDE', *Revista Iberoamericana para la Investigación y el Desarrollo Educativo*, Vol. 8, No. 16, pp.130–164.
- McCole, P. and Palmer, A. (2002) 'Transaction frequency and trust in internet buying behavior', *Irish Marketing Review*, Vol. 15, No. 2, pp.35–51.
- Miranda-Zapata, E.D. and Ruiz-Díaz, M.Á. (2015) 'Precisión en la recuperación de parámetros, con datos ordinales, en el Análisis de Estructura de Covarianza y el Modelo de Rutas mediante Mínimos Cuadrados Parciales', *Universitas Psychologica*, Vol. 14, No. 3, pp.985–996.
- Mohammad, A.A. (2020) 'The effect of customer empowerment and customer engagement on marketing performance: the mediating effect of brand community membership', *Business: Theory and Practice*, Vol. 21, No. 1, pp.30–38, DOI: 10.3846/btp.2020.11617.
- Molz, J.G. (2010) 'Performing global geographies: time, space, place, and pace in narratives of round-the-world travel', *Tourism Geographies*, Vol. 12, No. 3, pp.329–348.
- Mooradian, T.A. and Swan, K.S. (2006) 'Personality-and-culture: the case of national extraversion and word-of-mouth', *Journal of Business Research*, Vol. 59, No.6, pp.778–785.
- Ngoma, M. and Ntale, P.D. (2019) 'Word of mouth communication: a mediator of relationship marketing and customer loyalty', *Cogent Business & Management*, Vol. 6, No. 1, p.1580123.
- Nieto, J., Hernández-Maestro, R.M. and Muñoz-Gallego, P.A. (2014) 'Marketing decisions, customer reviews, and business performance: the use of the Toprural website by Spanish rural lodging establishments', *Tourism Management*, Vol. 45, No. 1, pp.115–123.
- Ohanian, R. (1990) 'Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness', *Journal of Advertising*, Vol. 19, No. 3, pp.39–52.
- Packard, G., Gershoff, A.D. and Wooten, D.B. (2016) 'When boastful word of mouth helps versus hurts social perceptions and persuasion', *Journal of Consumer Research*, Vol. 43, No. 1, pp.26–43.

- Pan, B., MacLaurin, T. and Crofts, J.C. (2007) 'Travel blogs and the implications for destination marketing', *Journal of Travel Research*, Vol. 46, No. 1, pp.35–45.
- Pang, H. (2021) 'Identifying associations between mobile social media users perceived values, attitude, satisfaction, and eWOM engagement: the moderating role of affective factors', *Telematics and Informatics*, Vol. 59, No. 1, p.101561.
- Petty, R.E. and Cacioppo, J. (1986) *The Elaboration Likelihood Model of Persuasion*, 19th ed., Academic Press, New York.
- Podsakoff, N.P. (2003) 'Common method biases in behavioral research: a critical review of the literature and recommended remedies', *Journal of Applied Psychology*, Vol. 885, No. 879, pp.10–1037.
- Podsakoff, N.P., Shen, W. and Podsakoff, P.M. (2006) 'The role of formative measurement models in strategic management research: review, critique, and implications for future research', *Research Methodology in Strategy And Management*, Vol. 3, No. 1, pp.197–252.
- Qahri-Saremi, H. and Montazemi, A.R. (2019) 'Factors affecting the adoption of an electronic word of mouth message: a meta-analysis', *Journal of Management Information Systems*, Vol. 36, No. 3, pp.969–1001.
- Ranaweera, C. and Prabhu, J. (2003) 'The influence of satisfaction, trust, and switching barriers on customer retention in a continuous purchasing setting', *International Journal of Service Industry Management*, Vol. 14, No. 4, pp.374–395.
- Rasoolimanesh, M., Seyfi, S., Hall, C. and Hatamifar, P.(2021) 'Understanding memorable tourism experiences and behavioral intentions of heritage tourists', *Journal of Destination Marketing & Management*, Vol. 21, No. 100621, pp.1–14.
- Reichelt, J., Sievert, J. and Jacob, F. (2014) 'How credibility affects eWOM reading: the influences of expertise, trustworthiness, and similarity on utilitarian and social functions', *Journal of Marketing Communications*, Vol. 20, Nos. 1–2, pp.65–81.
- Rico, M.G. (2011) *El turismo enológico desde la perspectiva de la oferta*, Editorial Universitaria Ramón Areces, Madrid, Spain.
- Rieh, S.Y. (2002) 'Judgment of information quality and cognitive authority in the web', *Journal of the American Society for Information Science and Technology*, Vol. 53, No. 2, pp.145–161.
- Ringle, C.M., Sarstedt, M. and Straub, D.W. (2012) 'Editor's comments: a critical look at the use of PLS-SEM in' *MIS Quarterly*', *MIS Quarterly*, Vol. 36, No. 1, pp.iii–xiv (12 pages).
- Shi, W., Tang, L., Zhang, X., Gao, Y. and Zhu, Y. (2016) 'How does word of mouth affect customer satisfaction?', *Journal of Business & Industrial Marketing*, Vol. 31, No. 3, pp.393–403.
- Siddiqui, M.S., Siddiqui, U.A., Khan, M.A., Alkandi, I.G., Saxena, A.K. and Siddiqui, J.H. (2021) 'Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India', *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 16, No. 4, pp.1008–1024.
- Sotiriadis, M.D. and Van Zyl, C. (2013) 'Electronic word-of-mouth and online reviews in tourism services: the use of Twitter by tourists', *Electronic Commerce Research*, Vol. 13, No. 1, pp.103–124.
- Sternthal, B., Phillips, L.W. and Dholakia, R. (1978) 'The persuasive effect of scarce credibility: a situational analysis', *Public Opinion Quarterly*, Vol. 42, No. 3, pp.285–314.
- Sussman, S.W. and Siegal, W.S. (2003) 'Informational influence in organizations: an integrated approach to knowledge adoption', *Information Systems Research*, Vol. 14, No. 1, pp.47–65.
- Tan, W.K. and Tang, C.Y. (2013) 'Does personality predict tourism information search and feedback behavior?', *Current Issues in Tourism*, Vol. 16, No. 4, pp.388–406.
- Tapanainen, T., Dao, T. and Nguyen, T. (2021) 'Impacts of online word-of-mouth and personalities on intention to choose a destination', *Computers in Human Behavior*, Vol. 116, No. 106656, pp.1–14.

- Tham, A., Croy, G. and Mair, J. (2013) 'Social media in destination choice: distinctive electronic word-of-mouth dimensions', *Journal of Travel & Tourism Marketing*, Vol. 30, Nos. 1–2, pp.144–155.
- Torabi, A., Hamidi, H. and Safaie, N. (2021) 'Effect of sensory experience on customer word-of-mouth intention, considering the roles of customer emotions, satisfaction, and loyalty', *International Journal of Engineering*, Vol. 3, No. 3, pp.682–699.
- Tsao, W.C., Hsieh, M.T., Shih, L.W. and Lin, T.M.Y. (2015) 'Compliance with eWOM: the influence of hotel reviews on booking intention from the perspective of consumer conformity', *International Journal of Hospitality Management*, Vol. 46, No. 1, pp.99–111.
- Tsao, W.C. and Hsieh, M.T. (2012) 'Exploring how relationship quality influences positive eWOM: the importance of customer commitment', *Journal of Total Quality Management & Business Excellence*, Vol. 23, No. 7–8, pp.821–835.
- Van Doorn, J., Lemon, K.N., Mittal, V. et al. (2010) 'Customer engagement behavior: theoretical foundations and research directions', *Journal of Service Research*, Vol. 13, No. 3, pp.253–266.
- Vásquez Esquivel, I. (2019) 'Factores críticos de éxito en el comercio digital de las pymes exportadoras costarricenses', *Tec Empresarial*, Vol. 13, No. 1, pp.19–34.
- Venkatesh, V. and Davis, F.D. (2000) 'A theoretical extension of the technology acceptance model: four longitudinal field studies', *Management Science*, Vol. 46, No. 2, pp.186–204.
- Verhoef, P.C., Reinartz, W.J. and Krafft, M. (2010) 'Customer engagement as a new perspective in customer management', *Journal of Service Research*, Vol. 13, No. 3, pp.247–252.
- Wang, Y. and Fesenmaier, D.R. (2004) 'Modeling participation in an online travel community', *Journal of Travel Research*, Vol. 42, No. 3, pp.261–270.
- Yang, F.X. (2017) 'Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions: the moderating role of technology acceptance factors', *Journal of Hospitality & Tourism Research*, Vol. 41, No. 1, pp.93–127.
- Yeap, J.A., Ignatius, J. and Ramayah, T. (2014) 'Determining consumers' most preferred eWOM platform for movie reviews: a fuzzy analytic hierarchy process approach', *Computers in Human Behavior*, Vol. 31, pp.250–258.
- Yen, C-L. and Tang, C-H. (2015) 'Hotel attribute performance, eWOM motivations, and media choice', *International Journal of Hospitality Management*, Vol. 46, No. 1, pp.79–88.
- Yoo, K.H. and Gretzel, U. (2010) 'Antecedents and impacts of trust in travel-related consumer-generated media', *Information Technology & Tourism*, Vol. 12, No. 2, pp.139–152.
- Yoon, H.S. and Barker Steege, L.M. (2013) 'Development of a quantitative model of the impact of customers' personality and perceptions on internet banking use', *Computers in Human Behavior*, Vol. 29, No. 3, pp.1133–1141.
- Yusuf, A.S., Che Hussin, A.R. and Busalim, A.H. (2018) 'Influence of e-WOM engagement on consumer purchase intention in social commerce', *Journal of Services Marketing*, Vol. 32, No. 4, pp.493–504.
- Zarifah Dhabitah Mahat, N. and Hafiz Hanafiah, M. (2020) 'Help me TripAdvisor! Examining the relationship between Tripadvisor e-WOM attributes, trust towards online reviews, and travelers' behavioral intentions', *Journal of Information and Organizational Sciences*, Vol. 44, No. 1, pp.83–112.
- Zhang, B., Ritchie, B., Mair, J. and Driml, S. (2019) 'Is the airline trustworthy? The impact of source credibility on voluntary carbon offsetting', *Journal of Travel Research*, Vol. 58, No. 5, pp.715–731.
- Zheng, X., Men, J., Yang, F. and Gong, X. (2019) 'Understanding impulse buying in mobile commerce: an investigation into hedonic and utilitarian browsing', *International Journal of Information Management*, Vol. 48, No. 1, pp.151–160.