The relationship of online trust with Consumer Generated Media: the case of Booking

Sandrina Teixeira [1], Ana Sofia[2] & Ana Pinto de Lima [3]

[1] CEOS.PP, ISCAP, Politécnico do Porto, Porto, Portugal, sandrina@iscap.ipp.pt
[2] CEOS.PP, ISCAP, Politécnico do Porto, Porto, Portugal, sofia.rita.ana@gmail.com
[3] CEOS.PP, ISCAP, Politécnico do Porto, Porto, Portugal, analima@iscap.ipp.pt

Abstract

Companies have undergone transformations in how they operate and promote their products and services, whether online and/or offline. As a result of this evolution, the tourism sector was not left out and consequently had to adapt to differentiate itself and ensure a competitive advantage. Thus, new innovative platforms emerged, such as Booking and TripAdvisor, that aggregate several services that tourism consumers increasingly use to plan and make their accommodation reservations. With the emergence of these platforms and the increased use by consumers, Consumer Generated Media (CGM) has emerged in parallel, growing exponentially and exerting a significant influence on booking tourist accommodation. The present research is based on a quantitative analysis utilizing a questionnaire survey based on the Trust Building Model. This model is divided into three main categories: website-based, company-based, and customer-based antecedents. Thus, we identified antecedents that influence online trust in CGM on the Booking platform and studied whether this trust affects the behavior of the travel consumer on the same platform, causing him to adopt the recommendations and practice eWOM. It was concluded that perceived source credibility, information quality, perceived website quality, user satisfaction with previous experiences, and user experience and knowledge are the antecedents that affect online trust in CGM.

Keywords: Booking, Online Trust, Consumer Generated Media, Trust Building Model

To cite this article:

1. Introduction

After the 50s of the 20th century, tourism began to gain more importance following the Industrial Revolution. The completion of the industrialization process in some countries, better living conditions, both economically and professionally, and the improvement of transport, allowed an increase in travel around the world (Akis, 2011). According to Gyr (2010), a new travel culture dubbed middle-class travel emerged, paving the way for recognizable mass tourism according to modern leisure concepts. For many years, tourism has been considered an activity and a strategic sector for the national economy. The Internet has made its mark on society by allowing people to come together and spread information (Pinto, 2014).

Currently, there are more than four and a half billion Internet users worldwide, with a higher incidence in the Asian continent representing more than half of the users (50.7%). Next is the European continent, with 16%, and in Portugal, Internet users correspond to 8 million (Internet World Stats, 2019). Research indicates that the Internet is an essential source of information dissemination, as tourists use it to plan their trips and share their experiences. In addition to sharing their experiences, it is also where they find such information, with 95% of Internet users saying they rely on information to help them in the decision-making process (Cox, Burgess, Sellitto, & Buultjens, 2009). Platforms such as Booking are increasingly used by travel consumers, as studies indicate that 4 out of 5 people book their vacations online using these platforms (ABTA, 2018). The present research aims to study the online trust in Consumer Generated Media (CGM) of the Booking platform. - Booking is currently one of the most used platforms by the Portuguese, having a high level of customer satisfaction regarding the service provided (Lu, Ting, & Hsu, 2017) and the CGM is becoming a source of information 50% more credible and reliable than others and appreciated by its users (Medium, 2017).

2. Literature Review

2.1. Tourism and the Internet

Tourism is defined as the activities that an individual performs during a trip, staying somewhere outside his or her residence, for less than a year, for leisure or business purposes and not performing a paid activity in the place he or she visits (OMT - World Tourism Organization, 1995). Nowadays, when it comes to planning a trip and, more specifically, booking tourist accommodation, the Internet has become a significant external source of information (Murphy, Chen, & Cossutta, 2016). As a result, a Virtual Tourism Community emerged, making it simpler for consumers to obtain information about destinations and prices, develop relationships, and eventually make the purchase decision easier (Stepchenkova, Mills, & Jiang, 2007). To Katz (2013), during the buying process, the tourist goes through six stages: dreaming, researching, planning, booking, experiencing and sharing. As a result, tourist habits change in the way they "(...) search, find, read, trust and produce information about tourism service providers and destinations" (Sigala, Christou, & Gretzel, 2016, p.7).

2.2. Consumer Generated Media

The phenomenon called CGM is gaining more and more relevance in the tourism sector, becoming the main source of information for consumers (Ayeh, Au, & Law, 2013). Digital platforms have brought a new paradigm to tourism. Through them, consumers are increasingly closer, thus lowering the barriers between them since they can now share their experiences with a product and/or service through comments, photos, and videos, among others. This type of content has a more significant impact and generates more positive attitudes than content generated by companies (Filieri & McLeay, 2013). So, Consumer Generated Media (CGM), also known by the Anglo-Saxon terms User Generated Content, Consumer Generated Content and User Created Content, refers to any content created and shared on the Internet in a public way that is available in various formats to an individual or a group of people (Daugherty et al., 2008; Freitas, 2016). In other words, CGM is related to digital transformation and refers to written reports, sounds and images of consumer stories about their travel experience that, on the one hand, can be used to verify the actual reputation of tourist accommodation and, on the other hand, contribute to recovering that reputation. The CGM provides information on the tourism industry, such as the experiences and opinions of particular tourist accommodations. That said, CGM is the opposite of traditional Media because it is not so easily controlled, thus significantly impacting the reputation of tourist accommodations (Albastroiu & Felea, 2014).

2.3. The Online Trust

In recent years, CGM has become more popular, and as a consequence, its users' trust has started to be questioned. There are many reports of fake reviews and stories of hotel managers posing as customers to write adverse reports of their competition to

affect them. Due to this seemingly uncontrollable increase in false and promotional content on CGM, a concept such as online trust takes on particular relevance (Filieri et al., 2015). Many researchers have studied the issue of online trust, such as Jarvenpaa, Tractinsky, & Vitale (2000) and Beldad et al. (2010). There are several definitions for online trust, which can be defined in various ways, making there is no agreed-upon definition. For McKnight & Chervany (2001, p.1), online trust is defined as "an individual's belief about various attributes of the other party" involved in an e-commerce relationship and can be measured through, for example, attributes of fairness, kindness and strength. For Jarvenpaa et al. (2000), trust is a belief in integrity, benevolence and ability. Whereas for Beldad et al. (2010, p.1), trust is "considered a precondition for the adoption of services/products in electronic form." In the case of online trust, it is very important that organizations work well on their reputation, performance and appearance, appearance corresponding to website design, for example. While in offline trust, the object of trust is usually a person or an entity, in online trust, it is the technology and the information that is present on the website, such as the CGM (Beldad et al., 2010). For Filieri et al. (2015), CGM becomes available online without any supervision, and therefore, the trust of potential consumers towards it is excellent. This online trust can be based on several factors, such as the quality of the website, the credibility of the source, and the level of satisfaction with previous experiences, among others.

2.4. The Booking Platform

The Booking platform started as a small Dutch start-up founded in 1996 in Amsterdam but quickly grew into one of the largest companies in the travel industry. The platform is available in more than 40 languages and offers more than 28 million tourist accommodations. Booking operates in the business-to-consumer market because it sells its services to end consumers. In Portugal, Booking is widely used and, according to a study by Marktest (2019b), had a reach of 1 million 290 thousand individuals, ranking second in the e-commerce websites/platforms most visited by the portuguese, this being the justification for choosing Booking as the platform studied. Booking's value proposition is based on four concepts (Freitas, 2016; Laudon & Traver, 2013): I) Personalization and customization; II) Reduction of service search costs; II) Reduction of price comparison costs, and III) Facilitation of transactions. In order to be able to meet this value proposition and acquire a more detailed and more profound knowledge of the customer to make possible the personalization of communication and the customization of services, the Booking platform uses two types of tools: I) Clickstream behavior collects information from where the user clicks to the number of pages he visits, and II) Cookies store information about the user from the moment he enters the platform. Through the combination of these tools, the Booking platform acquires customer data such as name, age, gender, and preferences (Freitas, 2016; Laudon & Traver, 2013). In order to ensure the credibility of the source, the Booking platform only allows registered users who have stayed at the tourist accommodation to share their opinion about it through the CGM. With this rule, the platform intends to achieve reliable information, seeking to reduce at the time of purchase and/or reservation the cognitive dissonances in order to increase sales and demonstrate that the CGM present on its platform is of quality (Laudon & Traver, 2013; Barreto, 2015; Freitas, 2016).

3. Methodology

The objectives of this research are: I) To investigate the antecedents that influence online trust in CGM on the Booking platform; II) To understand if online trust in CGM affects the travel consumer behavior of the Booking platform.

The quantitative methodology, supported by a questionnaire survey, based on the model already used by Filieri, Alguezaui, & McLeay (2015), called Trust Building Model based on the model created by Beldad, de Jong, & Steehouder (2010). This approach was adopted based on non-probability convenience sampling (Thomas, 2003). The sample consists of respondents who, in the past 12 months, at the time of searching and/or booking tourist accommodations on the Booking.com platform, have used the CGM (images, reviews/comments, scores of the accommodation).

The model uses the antecedents of online trust and applies them to the CGM. In addition, it adds to the model two variables that will be studied as the consequences of CGM. Thus, by adopting this model, it is intended to investigate which antecedents and consequences influence online trust in the CGM applied to the travel and tourism industry, more specifically to the Booking.com platform and what consequences this leads to, as shown in Table 1. Thus, it is considered that online trust in CGM has consequences for the adoption/acceptance of the recommendations of reviewers/critics by purchasing the recommended product/service and promoting the website through the WOM (Filieri et al., 2015).

Table 1 – Antecedents that influence online trust

	Website-based antecedents	**Company-based antecedents**	**Customer-based antecedents**
Variables	Credibility of the perceived source Quality of information Perceived quality of the website	User satisfaction with previous experiences using the CGM	User experience and knowledge when using CGM

Source: Own elaboration, adapted from the model by Filieri et al. (2015)

3.1. Conceptual Map and Hypotheses

The hypotheses presented are based on the literature review and the research model by Beldad et al. (2010) and Filieri et al. (2015).

H1: Perceived source credibility positively influences online trust in CGM on the Booking platform.

According to Park, Lee, & Han (2007, p.128), the quality of information embedded in an online review is defined as "the quality of the content of a consumer's online review in the form of information characteristics". The more credible the information in online reviews, the more critical it is in decision-making (Cheung et al., 2009). Therefore, if consumers feel that information in online reviews is reliable, current, valid, valuable, and meets their needs, they will trust the CGM.

H2: The quality of the information in online reviews positively influences online trust in Booking's CGM.

"*The quality of the information in online reviews affects consumers' perception of the perceived source's credibility*" (Filieri, 2015, p.1263). This means that online reviews that contain valid arguments, and current, accurate, complete and detailed information about a product, develop a positive attitude in consumers and believe more in its credibility. On the other hand, online reviews that contain invalid arguments, with a short, superficial, emotional and inaccurate description of the product development in consumers a negative attitude, rejecting its credibility (Cheung et al., 2009; Fanoberova & Kuczkowska, 2016; Filieri, 2015; Filieri et al., 2015).

H2.1: Information quality positively influences perceived source credibility.

The main challenge for the hotel industry operating online is to convert the website visitor into a buyer (Chang, Kuo, Hsu, & Cheng, 2014). Nevertheless, this requires that the website is appealing and that its information is quality. The quality of the information on the website, that is, in online reviews, can be considered an antecedent of the perceived quality of the website. When a website has a CGM, created by online reviews, which is considered to be of quality, it means that the website lives up to expectations. The perceived quality of the website may derive from the features it offers to the consumer, security and privacy, and page loading speed, among others. Consequently, consumers interpret that the CGM present on it is quality and allows them to make an informed purchase decision (Filieri et al., 2015).

H2.2: Information quality positively influences the website's perceived quality.

For Filieri et al. (2015), if the quality of the information on the website is convincing, good and acceptable to the consumer, it will affect their satisfaction. Consumers visit websites with CGM mainly to consult and extract information from former consumers who have tried a particular product or service and shared their opinions/experiences. If this information helps the consumer to effectively choose which tourist accommodation and plan their trip, they will be satisfied and have their needs met and will most likely return to the website in the future (Bai, Law, & Wen, 2008).

H2.3: Information quality positively influences user satisfaction.

For Yang, Cai, Zhou, & Zhou (2005), website quality refers to the consumer's perception of the website's performance in extracting and providing information. Combining a website's information quality and good design improves online consumer trust (Fung & Lee, 1999; Harrison McKnight, Choudhury, & Kacmar, 2002). The quality of a website can be assessed through ease of navigation, communication, privacy, and security, among others. A website does not have a "face", so the first impressions that the consumer has in the interaction area, i.e. the homepage, are formed there. If the CGM on a given website forms a positive impression, the consumer will more quickly come to trust it (Filieri et al., 2015).

H3: Perceived website quality positively influences online trust in the CGM of the Booking platform.

By encouraging the sharing of opinions and experiences among consumers, websites containing CGM are making consumers more satisfied and able to arrange trips on their own (Filieri et al., 2015; Litvin, Goldsmith, & Pan, 2008). If a website can meet consumers' needs by making their tasks easier, the greater their satisfaction will be (Filieri et al., 2015).

H3.1: Perceived website quality positively influences user satisfaction.

Customer satisfaction is measured as a customer's overall satisfaction based on all their cumulative experiences with a company, a product or a service (Olsen & Johnson, 2003). According to Casalo, Flavi and Guinaliu (2007), Flavián, Guinalíu & Gurrea (2006), Pavlou (2003) and Yoon (2002), cited by Filieri et al. (2015), a positive previous experience determines customer trust. The better the previous experience with the website and the information received, the higher the level of trust the consumer will have about it (Beldad et al., 2010; Boyd, 2003). When consumers plan their trips using websites containing CGM, they want it to help them improve their decision-making. If the information contained in the CGM allows the consumer to find tips, advice and reliable experiences, he will be satisfied. However, if he finds information contained in the CGM that is false, emotional and biased, it is very likely that the consumer will not be satisfied and will tend not to trust the website. At the same time, consumers who are satisfied with their previous experiences feel more open to trusting the recommendations received through the CGM (Filieri et al., 2015).

H4: User satisfaction with previous experiences positively influences online trust in the CGM of the Booking platform.

The level of experience in using the CGM and those in the decision-making process may be relevant factors to consider when investigating the antecedents of online trust (Beldad et al., 2010; Filieri et al., 2015). Brown, Broderick, & Lee (2007) argue that customers with little experience may become naïve and believe all the information they find on the Internet. According to Corbitt et al. (2003), cited by Filieri et al. (2015), the lack of experience can lead to naivety and credibility of all information on the Internet because a consumer who is experienced in using the CGM feels capable enough to understand if it is trustworthy and is present on a trustworthy website that does not contain false reviews. On the other hand, a consumer inexperienced in using CGM remains more withdrawn and cautious.

Figure 1 - Conceptual model
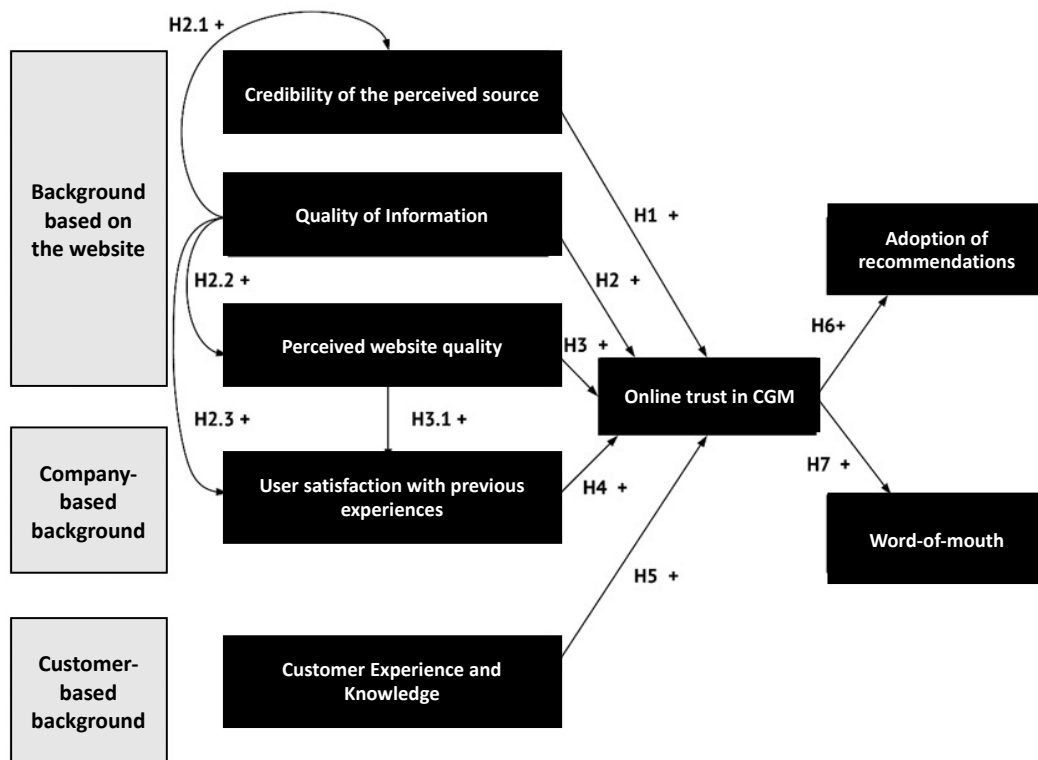
Source: Own elaboration, adapted from the model by Filieri et al. (2015)

H5: Customer experience in using CGM positively influences online trust in the CGM of the Booking platform.

According to Cheung et al. (2009), information adoption is the process by which people become engaged with the use of information. For Senecal & Nantel (2004), in the 37 areas of tourism, the recommendations of other users for a particular service are even more critical than in other areas because they are intangible products. In the context of CGM, Filieri et al. (2015) believe that the higher the trust in online recommendations, the more likely consumers are to follow them. Nevertheless, to do so, they need to believe that the website with those recommendations is impartial and not at risk of being misled.

H6: Online trust in the Booking platform's CGM positively influences the adoption/acceptance of online recommendations.

Consumers who believe the CGM is worthy and trustworthy are more willing to share this information with their close friends and acquaintances (Filieri et al., 2015). That said, the following hypothesis is formed:

H7: Online trust in the CGM of the Booking platform positively influences Word-of-mouth.

The conceptual model is presented in figure 1.

4. Discussion

This study applied a quantitative methodology and non-probability convenience sampling. We obtained 237 valid answers and used the statistical program SPSS IBM Version 26. In the first phase, an analysis of the demographic and behavioral data of the individuals belonging to the sample was applied. Then, more specific tests were performed, such as reliability tests, Linear Regression analysis, and t-tests.

In Table 2, the results of the hypotheses tested are systematized, and it can be concluded that all the hypotheses tested were validated.

Table 2 - Systematization of the results of the hypotheses tested

Hypothesis	Pearson Correlation	Result
H1+	0,563	Validated
H2+	0,516	Validated
H2.1+	0,503	Validated
H2.2+	0,552	Validated
H2.3+	0,522	Validated
H3+	0,603	Validated
H3.1+	0,646	Validated
H4+	0,761	Validated
H5+	0,506	Validated
H6+	0,642	Validated
H7+	0,514	Validated

Source: Elaboration and own data

Throughout the research, it was possible to see that online trust in CGM is affected by several factors. Currently, online trust in CGM is being threatened by the credibility and quality of information, specifically online reviews, due to the increase in fake and paid content by managers to increase sales of a product or service (Filieri et al., 2015).

The relationship between perceived source credibility and online trust in CGM was measured, and it was found that there is a positive relationship between these. However, in the original study, the authors argue that source credibility does not influence trust because, for them, consumers are aware that fake profiles are easily created, and not all sources are considered credible (Filieri et al., 2015). However, the results present in this research evidence that consumers are aware that the reviewers were

credible, experienced, trustworthy and reliable, making the consumer feel confident towards the reviewers. This difference between the original study and this one may occur because the first study was conducted for the TripAdvisor platform, which does not restrict the creation of profiles. In contrast, the Booking platform tries to limit the comments associated with profiles only to contain 100% original, unique and credible comments.

The relationship between the quality of the information in online reviews and how these affect trust in the CGM was also measured. After the research, it was found that the better the quality of online reviews, the more consumers tend to trust CGM. The quality of the information was also measured to see if it would affect the credibility of the source, the perceived quality of the website, and user satisfaction. Moreover, the results showed that if the information in the online reviews is valuable, useful, timely and meets the consumer's needs, it will make the consumer trust CGM. That being said, one of the main reasons for online trust in CGM is the quality of information that consumers find because it will affect several variables, and if the quality of information is high, consumers will be satisfied and continue to trust CGM (Filieri et al., 2015). It was concluded that the perceived quality of the website affects not only online trust in the CGM but as well as satisfaction with previous experiences, which is in line with studies already conducted which state that if the CGM present on a particular website forms a positive impression on the consumer, the consumer will more quickly come to trust it (Filieri et al., 2015; Litvin et al., 2008).

Regarding the correlation between user satisfaction with previous experiences and online trust in CGM, it was concluded that a consumer satisfied with their previous experiences tends to trust CGM online, which is in line with other research already conducted and which states the same (Beldad et al., 2010; Boyd, 2003).

Regarding the correlation between the variable customer experience and knowledge in terms of navigating and using the CGM, it was noticed that it is a factor that influences online trust because, through the analysis, the correlation value was positive. This means that a more experienced user can trust the CGM less than a less experienced user can become naive and believe all the information they find (J. Brown et al., 2007; Filieri, 2015).

Finally, concerning online trust and its consequences, it was realized that if the consumer, when trusting the CGM, tends to adopt the online recommendations and pass the word (WOM) to their friends and acquaintances, the results are in line with a study already conducted by Cheung et al. (2009) that concluded the same. In short, the higher the level of online trust in the CGM, the more affected is the consumer's behavior is influenced in their decision-making and their behaviors (Filieri et al., 2015).

5. Conclusion

The growth of the Internet and the increase in its use by the Portuguese, combined with the development of new web 2.0 applications, has triggered a new reality in the tourism sector. The tourist is now dominated by information, making more comparisons between them, and giving great importance to their peers and the evaluation systems available on platforms such as Booking or TripAdvisor. Information in tourism is now accessible by anyone at any time, playing a vital role in this area, which we call CGM. In the tourism industry, consumers are more active in how they search for this type of content and in how they share it. Regarding the WOM concept, through the literature review and this research, we conclude that this is a consequence of CGM because when the consumer accepts what is transmitted to him through the CGM, he will pass the word to his friends and acquaintances. Therefore, a model composed of 8 variables was proposed based on a model already tested by Filieri et al. (2015). To understand if the online trust in the CGM would have consequences for the adoption/acceptance of the reviewers' recommendations by purchasing the recommended product/service and promoting the website through the WOM, a questionnaire was developed with 237 valid answers. The sample was made up entirely of Portuguese, mostly females (68.4%), and 92.4% were aged between 18 and 54.

As for the use of the various types of CGM, the respondents stated that the type of CGM most used by them are texts/comments (83.1%), followed by photos/images (73.4%) and accommodation scores (68.8%). Regarding frequency, more than half of the respondents stated that they used the platform's CMG quite frequently in the last 12 months and the last month. Through the descriptive analysis of the variables, it was perceived that in the variable "Credibility of the perceived source", the respondents partially agreed that the reviewers/critics were credible, experienced, trustworthy and reliable. Regarding the variable "Quality of information", the respondents agreed that the information in the online comments was timely, relevant, met their needs and was helpful. They also stated that they partially agreed that the information present in the online comments was valid or credible.

Regarding the variable "Perceived quality of the website", respondents agreed that the Booking platform is easy to use and responsive and can access from several devices. Also, in the variable "Perceived quality of the website", respondents partially agreed that the hyperlinks were well organized, the platform provided customized search functions, had a fast page load and guaranteed privacy. On the variable "User satisfaction with previous experiences", respondents said they were satisfied with the information they received through the platform and their previous experiences. In the variable "Customer experience and knowledge", respondents considered themselves quite experienced when using and navigating the CGM and online recommendations. On the variable "Online trust in CGM", respondents agreed that the information offered by the platform was sincere and honest, the advice and recommendations were made for the mutual benefit of reviewers/critics and customers, and the platform was trustworthy. In the variable "Adoption of the recommendations", the respondents agreed that online reviews

made their purchase decision more accessible, increased their effectiveness in making a purchase decision, and motivated them to make a decision. The same respondents stated that the last time they read online reviews, they adopted/accepted consumer information and that the information in the online reviews contributed to their knowledge of a particular product and/or service. On the word-of-mouth variable, respondents sometimes mentioned to others that they looked for travel information on the Booking platform and made sure that others knew that they trusted the Booking platform for travel information. They also stated that they often spoke positively about the Booking platform and recommended the platform to close friends. It was possible to see that the credibility of the source is a factor that influences online trust in CGM. As for the quality of information, it was realized that the better the quality of information consumers find, the more they perceive the website to be of quality, which will lead the consumer to be more satisfied, tending to trust CGM. Furthermore, the perceived quality of the website affects not only the online trust in CGM but also the user's satisfaction with their previous experiences, and a secure website guarantees the consumer's privacy and is easy to use will make the consumer feel more confident to "accept" the information present in it.

The correlation between user satisfaction with previous experiences and online trust in CGM concluded that a consumer satisfied with his previous experiences tends to trust CGM online. A more experienced user, on the other hand, can trust CGM less than a less experienced user because less experienced users may be more naive and believe all the information they find. The results also proved that online trust affects two types of consumer behavior, the adoption of recommendations motivating them to buy or not a product and helping them to make a decision, and the WOM making them share with their friends that they were satisfied with the information they found.

To the defined objectives, it was concluded that the credibility of the perceived source, the quality of the information, the perceived quality of the website, the user's satisfaction with previous experiences, and the user's experience and knowledge are the antecedents affect online trust in CGM. In addition to these antecedents, adopting recommendations and WOM are the consequents of online trust in CGM, which affect consumer behavior. Finally, it was understood that all the antecedents and consequences that encompass the research are the factors that influence online trust in the CGM, being that the antecedent based on the company that corresponds to the variable "User satisfaction with previous experiences" was the one that showed a higher level of correlation with the trust with a value of 0.761.

Acknowledgement

References

ABTA. (2018). *Holiday Habits Report*. Obtained from https://www.abta.com/industry- zone/reports-and-publications/abta-holiday-habits-reports/holiday-habits-report-2018

Akis, A. (2011). The effects of mass tourism: A case study from Manavgat (Antalya – Turkey). *Procedia - Social and Behavioral Sciences*, 19, 289–296. https://doi.org/10.1016/j.sbspro.2011.05.134

Albastroiu, I., & Felea, M. (2014). The Implications of User-Generated Content Websites for Tourism Marketing. *International Journal of Economic Practices and Theories*, 4, 222–229.

Ayeh, J. K., Au, N., & 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), 437–452. https://doi.org/10.1177/0047287512475217

Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391–402. https://doi.org/10.1016/j.ijhm.2007.10.008

Barreto, A. (2015). The word-of-mouth phenomenon in the social media era. *International Journal of Market Research*, 56(5), 631–653. https://doi.org/10.2501/IJMR-2014-043

Beldad, A., Jong, M. de, & Steehouder, M. (2010). How shall I trust the faceless and the intangible? A literature review on the antecedents of online trust. *Computers in Human Behavior*, 26(5), 857–869. https://doi.org/10.1016/j.chb.2010.03.013

Boyd, J. (2003). The Rhetorical Construction of Trust Online. *Communication Theory*, 13(4), 392–410. https://doi.org/10.1111/j.1468-2885.2003.tb00298.x

Brown, J., Broderick, A. J., & Lee, N. (2007). Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of Interactive Marketing*, 21(3), 2–20. https://doi.org/10.1002/dir.20082

Chang, K.-C., Kuo, N.-T., Hsu, C.-L., & Cheng, Y.-S. (2014). The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators. *International Journal of Innovation, Management and Technology*. 5(4), 255–260. https://doi.org/10.7763/IJIMT.2014.V5.523

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.

https://doi.org/10.2753/JEC1086-4415130402

Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). The Role of User-Generated Content in Tourists' Travel Planning Behavior. *Journal of Hospitality Marketing & Management*, 18(8), 743–764. https://doi.org/10.1080/19368620903235753

Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring Consumer Motivations for Creating User-Generated Content. *Journal of Interactive Advertising*, 8(2), 16– 25. https://doi.org/10.1080/15252019.2008.10722139

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. https://doi.org/10.1016/j.jbusres.2014.11.006

Filieri, R., Alguezaui, S., & 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*, 51, 174– 185. https://doi.org/10.1016/j.tourman.2015.05.007

Gyr, U. (2010). *The history of tourism: Structures on the path to modernity*. Notes, 2(8). Obtained from http://www.ieg-ego.eu/gyru-2010-en

Harrison McKnight, D., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a web site: A trust building model. *The Journal of Strategic Information Systems*, 11(3), 297–323. https://doi.org/10.1016/S0963-8687(02)00020-3

Internet World Stats. (2019). *World Internet Users Statistics and 2019 World Population Stats*. Obtained from https://www.internetworldstats.com/stats.htm

Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. *Information Technology and Management*, 1(1), 45–71. https://doi.org/10.1023/A:1019104520776

Laudon, K. C., & Traver, C. G. (2013*). E-Commerce 2013. Business. Technology. Society.* (9a Edição). Pearson.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management,* 29(3), 458–468. https://doi.org/10.1016/j.tourman.2007.05.011

Lu, C.-C., Ting, Y.-S., & Hsu, Y.-L. (2017). The Impact of Mobile Hotel Booking by Customer Reviews and Experience. *International Journal of Organizational Innovation*, 9(4), 171–184.

Marktest. (2019). *Ranking de sites eCommerce*. Obtained from https://www.marktest.com/wap/a/n/id~2549.aspx

McKnight, D. H., & Chervany, N. L. (2001). Conceptualizing trust: A typology and e-commerce customer relationships model. *Proceedings of the 34th Annual Hawaii International Conference on System Sciences*, 10. https://doi.org/10.1109/HICSS.2001.927053

Medium. (2017). *The 50 User Generated Content Stats You Need to Know*. Obtained from https://medium.com/@lexywright/the-50-user-generated-content-stats-you-need-to-know-8ffbeebf8552

Murphy, H. C., Chen, M.-M., & Cossutta, M. (2016). An investigation of multiple devices and information sources used in the hotel booking process. *Tourism Management*, 52, 44–51. https://doi.org/10.1016/j.tourman.2015.06.004

Olsen, L. L., & Johnson, M. D. (2003). Service Equity, Satisfaction, and Loyalty: From Transaction-Specific to Cumulative Evaluations. *Journal of Service Research*, 5(3), 184–195. https://doi.org/10.1177/1094670502238914

OMT - Organización Mundial do Turismo (1995). *Concepts, Definitions and Classifications for Tourism Statistics: A Technical Manual*. Madrid: Organizácion Mundial del Turismo.

Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International journal of electronic commerce*, 11(4), 125-148. https://doi.org/10.2753/JEC1086-4415110405

Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159–169. https://doi.org/10.1016/j.jretai.2004.04.001

Sigala, M., Christou, E., & Gretzel, U. (2016). *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Londres: Routledge.

Stepchenkova, S., Mills, J., & Jiang, H. (2007). Virtual Travel Communities: Self-Reported Experiences and Satisfaction. *Information and Communication Technologies in Tourism 2007,* 163–174. https://doi.org/10.1007/978-3-211-69566-1_16

Thomas, R. (2003). *Blending Qualitative and Quantitative Research Methods in Theses and Dissertations*. Thousand Oaks, CA: Corwin Press

Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005). Development and validation of an instrument to measure user perceived service quality of information presenting Web portals. *Information & Management*, 42(4), 575–589. https://doi.org/10.1016/j.im.2004.03.001You should use adapted APA style as per the following examples, ordering your references alphabetically.