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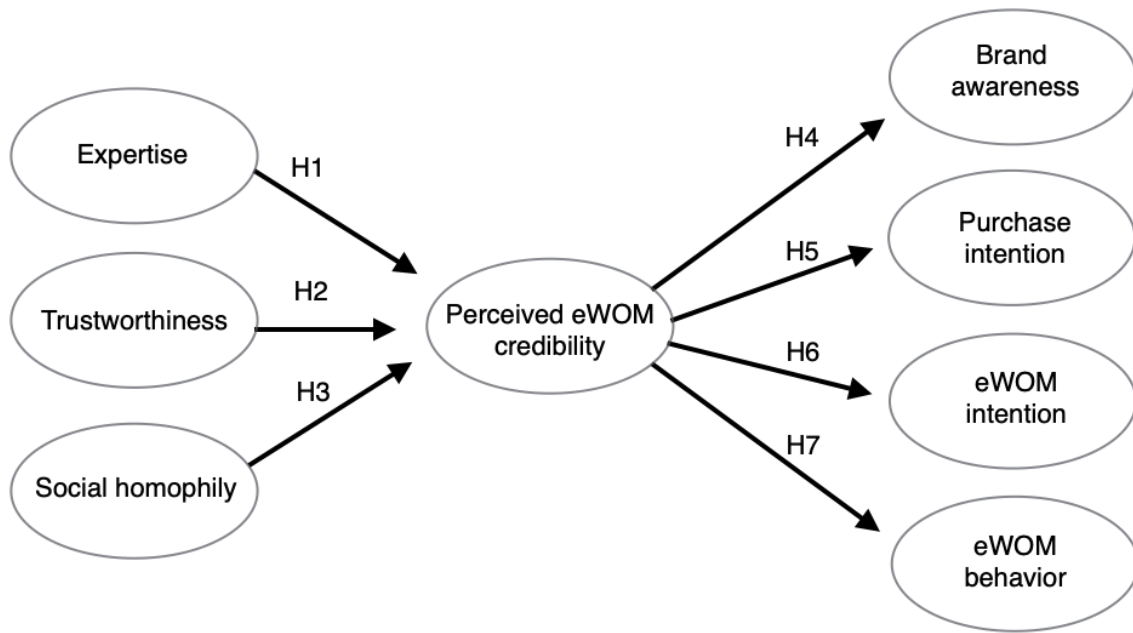https://doi.org/10.1007/978-3-031-07769-2_7

FIGURE 1 Research model

TABLE 1 The questionnaire

Construct (scale source)
Expertise (Lis, 2013)

    1. I think that the reviewers of this group are experts.
    2. I think that the reviewers of this group are experienced.
    3. I think that the reviewers of this group are knowledgeable.
    4. I think that the reviewers of this group are qualified.
    5. I think that the reviewers of this group are skilled.

Trustworthiness (Lis, 2013)

    1. I think that the reviewers of this group are not dependable.
    2. I think that the reviewers of this group are honest.
    3. I think that the reviewers of this group are sincere.
    4. I think that the reviewers of this group are trustworthy.

Social homophily (Chu & Kim, 2011; Lis, 2013)

    1. I think that the reviewers of this group are very similar to/very different from me.
    2. I think that the reviewers of this group think similarly to/differently from me.
    3. I think that the reviewers of this group behave like me/don't behave like me.

Perceived eWOM credibility (Cheung et al., 2009; Lis, 2013)

    1. I think that the reviews are factual.
    2. I think that the reviews are accurate.
    3. I think that the reviews are credible.

Brand awareness (Hutter et al., 2013; Langaro et al., 2018)
Because I am a member of Facebook group X:

    1. I have no difficulties remembering the shoe brands that are recommended.
    2. I know the models of the shoe brands that are recommended.
    3. I can distinguish the different shoe models of the brands that are recommended.
    4. I can easily describe the shoe brands that are recommended by a friend.

Purchase intention (Hutter et al., 2013; Prendercast et al., 2010; Tien et al., 2019)
After considering the product information on Facebook group X:

    1. I plan to buy shoes for my child by following the recommendations.
    2. It is very likely that I will buy shoes for my child by following the recommendations.
    3. I will purchase shoes that follow the recommendations the next time my child needs shoes.
    4. I will definitely try shoes for my child that follow the recommendations.
    5. I have bought shoes for my child that follow the recommendations.

eWOM intention (Cheung & Lee, 2012)

    1. I intend to share my experiences with recommended shoes with other members of this Facebook group.
    2. I will try to share my experiences with recommended shoes with other members of this Facebook group.
    3. I will always provide my experiences with recommended shoes at the request of other members of this Facebook group.

eWOM behaviour (Chu & Kim, 2011; Lee & Choi 2019)

    1. When I consider new shoes for my child, I will ask other members of this Facebook group for advice.
    2. I like to get the opinion of other members of this Facebook group before I buy new shoes for my child.
    3. I often persuade other members of this Facebook group to buy products that I like.
    4. I tend to pass on information or opinions about recommended shoes to other members of this Facebook group.
    5. I have passed on information or opinions about recommended shoes to other members of this Facebook group.

TABLE 2 Hypothesis testing

	β	**Decision**
H1: Expertise → Perceived eWOM credibility	.329***	Supported
H2: Trustworthiness → Perceived eWOM credibility	.519***	Supported
H3: Social homophily → Perceived eWOM credibility	.085 ns	Not supported
H4: Perceived eWOM credibility → Brand awareness	.324***	Supported
H5: Perceived eWOM credibility → Purchase intention	.315***	Supported
H6: Perceived eWOM credibility → eWOM intention	.374***	Supported
H7: Perceived eWOM credibility → eWOM behavior	.379***	Supported

	R^2	Q^2
eWOM credibility	.696	.487
Brand awareness	.105	.058
Purchase intention	.099	.066
eWOM intention	.140	.112
eWOM behavior	.143	.070

Notes: *** $p ≤ 0.01$; ** $p ≤ 0.05$; ns - not significant.