

Platform Economy: Beyond the Traveled Paths

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Appendix (available online via <http://link.springer.com>)

Online Appendix

Stimulus Material

Thank you very much for taking part in this survey today (which will take only a few minutes of your time). In this survey, you will be asked to provide your assessment of a product on an e-commerce website. As you will see, the product has an average rating score (1.00 to 5.00 stars) which is based on a certain number of reviews.

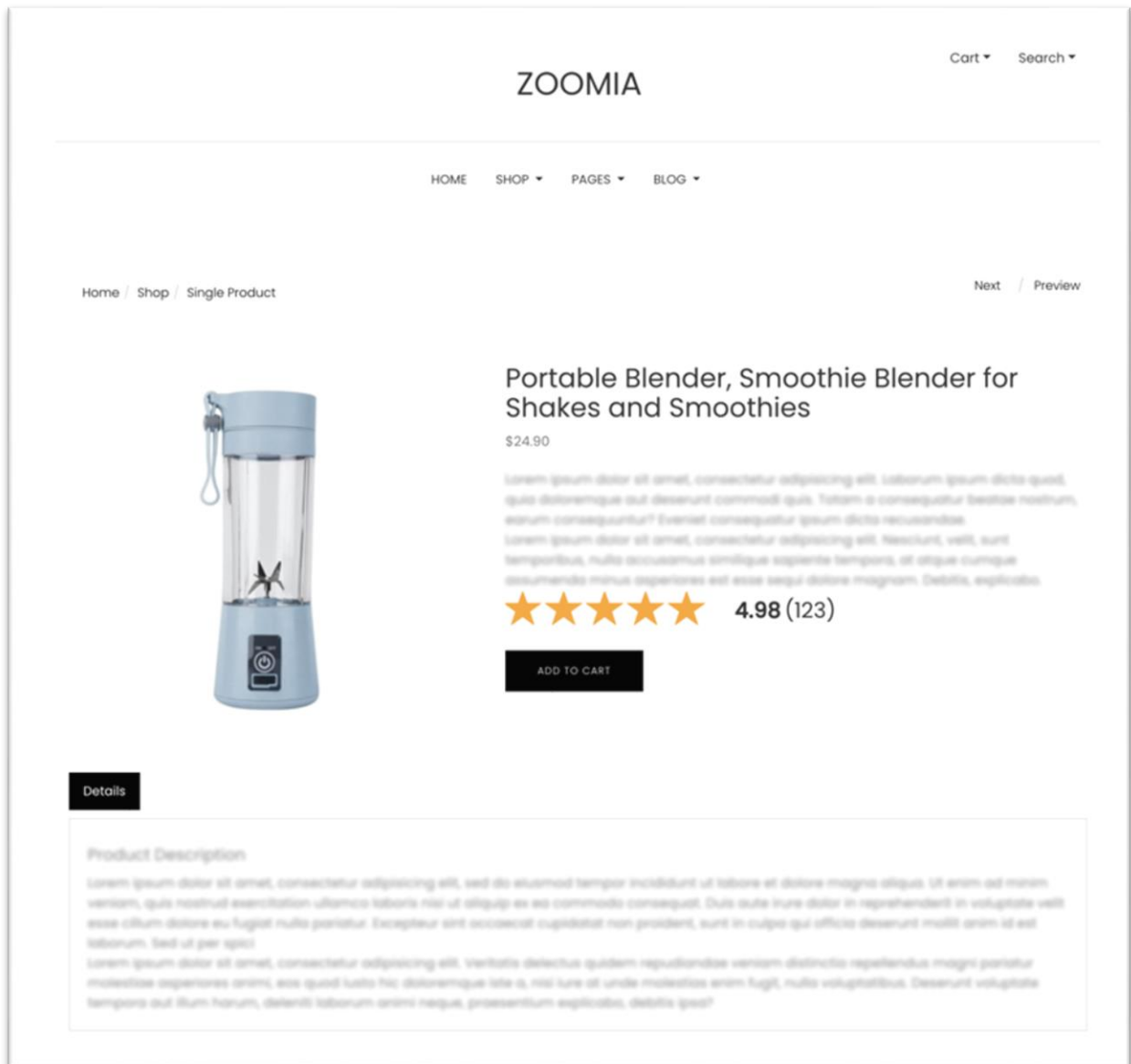








Figure A1: Fictive e-vendor website

Table A1: Stimulus Material (Products)

Image	Product description	Prices (US\$)
	HDMI to VGA Adapter (Male to Female) – Black	4.90 9.90 15.90
	Stainless Steel Cordless Electric Kettle	19.90 24.90 29.90
	Metal Flexible Desk Lamp – Black	9.90 14.90 19.90
	Bluetooth Headphones Over Ear with Microphone, foldable	14.90 19.90 24.90
	Pullover Hooded Sweatshirt – Grey	21.90 27.90 33.90
	Portable Blender, Smoothie Blender for Shakes and Smoothies	24.90 29.90 34.90

Measurement Instrument

Table A2: Items		
Item		Cronbach's α
Trust1	I would feel comfortable buying this product.	0.83
Trust2	I assess this product to have good quality.	
Trust3	Overall, I would trust this product.	
Cred1	I feel that I can rely on the product's rating score.	0.94
Cred2	The product's rating score seems credible to me.	
Cred3	I do not see any reason to doubt the product's rating score.	

Rating Valence and Volume

Table A3: Rating valence frequency							
Score	N	Score	N	Score	N	Score	N
1.00	9	3.00	15	4.00	12	4.90	15
1.20	11	3.10	6	4.05	11	4.91	14
1.40	12	3.20	20	4.10	12	4.92	6
1.60	13	3.30	10	4.15	13	4.93	12
1.80	15	3.40	8	4.20	14	4.94	13
2.00	12	3.50	13	4.25	9	4.95	18
2.20	11	3.60	11	4.30	10	4.96	6
2.40	13	3.70	9	4.35	11	4.97	17
2.60	15	3.80	8	4.40	11	4.98	12
2.80	10	3.90	9	4.45	10	4.99	13
				4.50	9	5.00	16
				4.55	13		
				4.60	15		
				4.65	12		
				4.70	8		
				4.75	7		
				4.80	12		
				4.85	14		

Table A4: Rating volume frequency			
Range	N	Range	N
[5, 8]	79	[65, 128]	72
[9, 16]	73	[129, 256]	75
[17, 32]	73	[257, 512]	54
[33, 64]	69	[513, 1000]	80