

Table 1. Sample Characteristics of College Students

Variable	Mean	SD	Percentage	Frequency
<i>Demographics</i>				
Age (years)	22.7	3.36	---	---
Sex				
Women	---	---	58.6	359
Missing			0.5	3
Race/Ethnicity				
White			35.4	217
African American			11.4	70
Hispanic American	---	---	13.5	83
Asian/Asian American			22.8	140
Southeast Asian			6.9	42
Other			8.5	52
Missing			1.5	9
Born in United States				
Yes	---	---	56.1	344
Missing			0.7	4
<i>Theory of Planned Behavior</i>				
Attitudes	19.6	4.33	---	---
Social Norms	10.4	3.68	---	---
Confidence in decision making based on reviews and review websites	4.5	1.39	---	---
Easiness of decision making after reading reviews	4.4	1.40	---	---
Control over decision-making after reading reviews	4.6	1.56	---	---
Decision-making after reading reviews	5.1	1.55	---	---

entirely up to me				
<i>Trust</i>				
Brand Trust	13.2	2.51	---	---
SEO Trust	14.2	2.61	---	---
Use of positive words makes an online review more trustworthy	3.1	1.03	---	---
Use of negative words makes an online review more trustworthy	3.0	1.08	---	---
<i>Knowledge</i>				
Knowledge of review fraud based on number of negative reviews	---	---		
Yes			57.3	351
Missing			2.0	12
Knowledge of review fraud based on few reviews	---	---		
Yes			42.6	261
Missing			2.0	12
Knowledge of review fraud based on many reviews	---	---		
Yes			53.8	330
Missing			2.3	14
Knowledge of review fraud for vendor part of branded chain	---	---		
Yes			52.2	320
Missing			3.1	19
Knowledge of review fraud by vendors who can respond to consumer comments	---	---		

Yes			34.4	211
Missing			3.4	21
<i>Internet Experience</i>				
Typically read online review-based websites before visiting a new vendor or merchant.	3.5	1.07	---	---
Previously wrote UrbanSpoon reviews	---	---		
Yes			7.8	48
Missing			1.3	8
Never read review on UrbanSpoon	---	---		
Yes			52.9	324
Missing			0.7	4
Number of reviews read before trying a new vendor	6.6	8.58	---	---
Percentage of reviews believed to be real	55.2	27.45	---	---
Internet hours (weekly)	27.0	24.26	---	---
<i>Outcomes</i>				
Intentions	12.0	4.66	---	---
Behavior	---	---		
Yes			35.8	222
Missing			3.9	24

Note: SD=standard deviation, SEO=search engine optimization