## **Overview of contents**

O	vervie	ew of contents	IX
T	able o	f contents	XI
L	ist of 1	igures	XVII
L	ist of t	ables	XXIII
L	ist of a	abbreviations	XXVII
1	Int	roduction	1
	1.1	Problem statement	1
	1.2	Relevant literature and research gap	3
	1.3	Research objectives	7
	1.4	Structure of this document	10
2	Co	nceptual basics	15
	2.1	NEVs as the central objects of this research	15
	2.2	The concept of trust	28
	2.3	Buyer-seller relationships in this research	42
	2.4	The economics of information: product qualities	45
3	Tb	eoretical framework	51
	3.1	Theoretical foundation of trust building	51
	3.2	Theoretical foundation of the effect of trust on purchase intentions	68
	3.3	Summary of the theoretical framework	70
4	Ну	potheses and research model	71
	4.1	Hypotheses in the main model	72
	4.2	Hypotheses on the moderating effect of product/service qualities	90
	4.3	Overview of the hypothesized model	92
5	Pr	eparation of the empirical analysis	95



	5.1	Selection of the method of statistical analysis	95
	5.2	Quality assessment methodology	112
	5.3	Development of a measurement instrument	126
6	Su	rvey design and data sample	145
	6.1	Focus of the empirical study	145
	6.2	Data collection	150
	6.3	Assessment of the data sample	169
7	En	npirical analysis	181
	7.1	Assessment of the measurement models	181
	7.2	Assessment of the structural model	192
8	Di	scussion and conclusion	207
	8.1	Interpretation of the empirical results	207
	8.2	Theoretical implications	218
	8.3	Managerial implications	226
	8.4	Summarizing conclusion	230
A	ppen	dix	231
	Appe	ndix A: List of participating firms	231
	Appe	ndix B: Questionnaires used for the survey	231
	Appe	275	
	Appe	ndix D: Further descriptive statistics of the data sample	282
	Appe	ndix E: Congruence of indicator weights	292
P	ihlioo	ranhv	301

## Table of contents

0	verview of c	ontents	IX
Г	able of conte	ents	XI
L	ist of figures		XVII
L	ist of tables		XXIII
L	ist of abbrev	iations	XXVII
1	Introduct	tion	1
	1.1 Prob	lem statement	1
	1.2 Rele	vant literature and research gap	3
	1.3 Rese	arch objectives	7
	1.4 Struc	cture of this document	
2	Conceptu	ıal basics	15
	2.1 NEV	s as the central objects of this research	
	2.1.1 De	efinition of NEVs	15
	2.1.1.1	The meaning of "new"	16
	2.1.1.2	The meaning of "entrepreneurial"	20
	2.1.1.3	NEVs in the context of this research	22
	2.1.2 Sp	pecific characteristics of NEVs	23
	2.2 The 6	concept of trust	
	2.2.1 Tr	rust as an inter-disciplinary phenomenon	29
	2.2.2 Im	nportant conceptualizations of trust	30
	2.2.2.1	Psychological perspective	30
	2.2.2.2	Economic perspective	32
	2.2.2.3	Sociological perspective	35

	2.2.2	2.4 Relationship marketing perspective	36
	2.2.2	2.5 Inter-disciplinary perspective according to Mayer et al	37
	2.2.3	View on trust in this research	41
	2.3 Ba	uyer-seller relationships in this research	42
	2.4 Ti	he economics of information: product qualities	45
	2.4.1	The economics of information	46
	2.4.2	Product qualities	48
	2.4.3	The role of product qualities in the present research	48
3	Theor	etical framework	51
	3.1 T	heoretical foundation of trust building	51
	3.1.1	Selection criteria for a theoretical framework	51
	3.1.2	Theoretical approaches to the research of trust building	53
	3.1.2	2.1 Overview	53
	3.1.2	2.2 The commitment-trust theory of relationship marketing	54
	3.1.2	2.3 Five cognitive processes according to Doney and Cannon	57
	3.1.2	2.4 Production of Trust according to Zucker	61
	3.2 T	heoretical foundation of the effect of trust on purchase intentions	68
	3.3 Si	ummary of the theoretical framework	70
4	Hypot	heses and research model	71
	4.1 H	ypotheses in the main model	72
	4.1.1	The effect of trust on purchase intentions and the role of perceived	risk. 72
	4.1.2	Direct antecedents of trust	75
	4.1.3	Drivers of perceived trustworthiness	78
	4.1.	3.1 Process-based drivers	79

	4.1.3	.2 Characteristics-based drivers	82
	4.1.3	.3 Institution-based drivers	86
	4.2 H	vpotheses on the moderating effect of product/service qualities	90
	4.3 O	verview of the hypothesized model	92
5	Prepar	ation of the empirical analysis	95
	5.1 Se	election of the method of statistical analysis	95
	5.1.1	Application of a confirmatory approach in this research	95
	5.1.2 statistic	Structural equation modeling as a second-generation confirmatory cal method	96
	5.1.2	2.1 Two generations of multivariate analysis	96
	5.1.2	2.2 Construct specification in structural equation modeling	97
	5.1.2	2.3 Components of a structural equation model	99
	5.1.3	Selection of the estimation methodology	. 100
	5.1.4	Description of the PLS algorithm	. 105
	5.1.4	6.1 General description of the algorithm	. 105
	5.1.4	4.2 Multidimensional constructs in PLS	. 107
	5.1.4	.3 Moderating effects in PLS	. 109
	5.2 Q	uality assessment methodology	. 112
	5.2.1	Definition of a critical level of significance	. 112
	5.2.2	Quality criteria for the assessment of the measurement model	113
	5.2.2	2.1 Quality criteria for reflective constructs	114
	5.2.2	2.2 Quality criteria for formative constructs	119
	5.2.3	Criteria for the assessment of the structural model	121
	5.2.4	Quality criteria for the assessment of moderating effects	123

	5.2.	4.1	Interaction term method	124
	5.2.	4.2	Group comparisons	124
	5.3 D	evelo	opment of a measurement instrument	126
	5.3.1	Dev	elopment process	126
	5.3.	1.1	General scale development considerations	126
	5.3.	1.2	Scale development process followed in this research	127
	5.3.2	Sele	ection of appropriate response options	131
	5.3.3	Indi	vidual measures	133
	5.3.	3.1	Trust, its direct antecedents, and purchase intention	133
	5.3.	3.2	Drivers of perceived trustworthiness	138
	5.3.	3.3	Control variables	142
	5.3.4	Add	litional components of the survey instrument	144
6	Surve	y des	ign and data sample	145
	6.1 F	ocus	of the empirical study	145
	6.2 L	)ata c	collection	150
	6.2.1	Sur	vey participants	150
	6.2.2	Sur	vey methodology	154
	6.2.3	Sur	vey design	157
	6.2.	3.1	Design of the survey instrument	158
	6.2.	3.2	Design of the e-mail correspondence	164
	6.2.4	Sur	vey execution	165
	6.2.	4.1	Survey process	165
	6.2.	4.2	Responses	166

	6.3 Assessment of the data sample	169
7	Empirical analysis	181
	7.1 Assessment of the measurement models	181
	7.1.1 Main model	. 181
	7.1.1.1 Assessment of reflective construct quality	. 182
	7.1.1.2 Assessment of formative construct quality	. 188
	7.1.2 Inter-group construct comparability	. 190
	7.2 Assessment of the structural model	192
	7.2.1 Results of the main model estimation	. 192
	7.2.1.1 Determination and predictive relevance	. 192
	7.2.1.2 Results of the hypothesis tests	. 194
	7.2.1.3 Control variables	. 196
	7.2.1.4 Interim summary	. 196
	7.2.2 Group comparisons	. 197
	7.2.2.1 Influence of dominant product/service qualities	. 197
	7.2.2.2 Differences between NEVs and established firms as suppliers	. 201
	7.2.2.3 Exploratory comparison between customers and non-customers	. 204
8	Discussion and conclusion	. 207
	8.1 Interpretation of the empirical results	. 207
	8.1.1 Trust and its effect on purchase intentions	. 207
	8.1.2 Direct antecedents of trust	. 209
	8.1.3 Trust drivers	. 211
	8.2 Theoretical implications	. 218

8.2.1 Research contribution	218
8.2.2 Limitations and directions for further research	224
8.3 Managerial implications	226
8.4 Summarizing conclusion	230
Appendix	231
Appendix A: List of participating firms	231
Appendix B: Questionnaires used for the survey	231
PV industry survey	231
PR industry survey	253
Appendix C: E-mail correspondence	275
E-mails to participants of the survey in the PV industry	276
E-mails to participants of the survey in the PR industry	279
Appendix D: Further descriptive statistics of the data sample	282
PV industry sample	282
PR industry sample	287
Appendix E: Congruence of indicator weights	292
Comparison of credence and experience industry sub samples	293
Comparison of NEV and established firms sub samples	296
Comparison of customer and non-customer sub samples	299
Dibliography	201