Constructs to Measure Control and Dependent Variables

Control Variables

Trust in General

- It is easy for me to trust a person/thing.
- My tendency to trust a person/thing is high.
- I tend to trust a person/thing, even though I have little knowledge of it.
- Trusting someone or something is difficult for me.

Familiarity with RS:

- I am comfortable with using computers.
- I am comfortable with shopping online.
- I commonly rely on systems that provide personalized product recommendations (e.g., "recommended for you" sections on Amazon, Netflix, TripAdvisor, or Yelp).

Familiarity with OCRs:

- When I buy a product online, I always read reviews (e.g. product reviews on Amazon), that are presented on the website.
- When I buy a product online, the reviews presented on the website are helpful for my decision making.
- When I buy a product online, the reviews presented on the website make me confident in purchasing the product.
- If I did not read reviews before buying a product online, I would worry afterwards if it was the right decision.

Dependent Variables

Competence:

- RestauGuide is like a real expert in assessing restaurants.
- RestauGuide has the expertise to understand my needs and preferences about restaurants.
- RestauGuide has the ability to understand my needs and preferences about restaurants.
- RestauGuide has good knowledge about restaurants.
- RestauGuide considers my needs and important attributes of restaurants.

Benevolence:

- RestauGuide puts my interests first.
- RestauGuide keeps my interests in its mind.
- RestauGuide wants to understand my needs and preferences.

Integrity:

- RestauGuide provides unbiased product recommendations.
- RestauGuide is honest.

- I consider RestauGuide to be of integrity.

Intention to Use:

- I would be willing to use RestauGuide as an aid to help with my decisions about which restaurant to choose.
- I would be willing to let RestauGuide assist me in deciding which restaurant to choose.
- I would be willing to use RestauGuide as a tool that suggests to me a number of restaurants from which I can choose.

Intention to Adopt:

- The recommended restaurants match my needs very well.
- I am interested to know more about the recommended restaurants.
- It is likely that I would choose a recommended restaurant in the given scenario.

Intention to Give Information:

- I would be willing to provide contact information like my name, address, and phone number to RestauGuide.
- I would be willing to provide personal information such as my age or gender to RestauGuide.
- I would be willing to share details about the context or reason for my restaurant visit (e.g., family or friend get-together, date) with RestauGuide.