

## Table of Contents

List of Tables.....	XI
List of Figures .....	XV
List of Abbreviations.....	XVII
List of Variables.....	XIX
1 Country-Specific Effects of Reputation in Online Auctions – An Introduction.....	1
2 Online Auction Markets, Reputation Effects, and Institutional Frameworks – A Literature Review and Conceptual Development .....	7
2.1 The Relations between Uncertainty, Trust, and Reputation in Online Auctions .....	8
2.1.1 Online Auction Markets – The Example of eBay.....	8
2.1.2 Uncertainty in Online Auction Markets.....	10
2.1.3 Trust and Reputation in Online Auction Markets.....	13
2.1.4 The Effects of Reputation on Online Auction Outcomes – A Meta-Analysis.....	23
2.1.5 Reputation Effects in Online Auctions – Summary and Hypotheses .....	38
2.2 The Influence of Institutional Frameworks on Reputation Effects in Online Auctions.....	38
2.2.1 The Formal Institutional Framework.....	40
2.2.2 The Informal Institutional Framework .....	46
2.2.3 The Influence of Institutional Frameworks on Online Auction Transactions .....	50
2.2.4 Reputation Effects in Different Institutional Frameworks – A Literature Review.....	53
2.2.5 Institutional Frameworks and Reputation Effects – Summary and Hypotheses .....	56
2.3 Country-Specific Reasons for Negative Feedback Ratings.....	57
2.3.1 Categories of Negative Feedback Ratings – A Literature Review .....	57
2.3.2 The Influence of Institutional Frameworks on Negative Feedback Categories.....	60
2.3.3 Institutional Frameworks and Negative Feedback Categories – Summary and Exploratory Research Questions .....	62
2.4 Summary of Hypotheses and Exploratory Research Questions .....	63
3 Comparing Reputation Effects between Countries – The Research Method.....	65
3.1 Samples and Data Collection.....	65
3.1.1 Samples and Data Collection – Study 1: Product Types .....	65
3.1.2 Samples and Data Collection – Study 2: Negative Feedback Categories.....	68
3.1.3 Samples and Data Collection – Study 3: Country Clusters .....	69
3.2 Variables and Measures in the Quantitative Analysis.....	71
3.2.1 Variables and Measures – Study 1 .....	72
3.2.2 Variables and Measures – Study 2.....	73
3.2.3 Variables and Measures – Study 3.....	74
3.3 The Quantitative Data Analysis.....	75
3.4 The Qualitative Data Analysis.....	78

4	Country-Specific Effects of Reputation – Analysis and Results of Study 1 .....	83
4.1	Product Characteristics and Country-Specific Reputation Effects.....	83
4.2	Discussion and Consequences – Study 1 .....	109
5	The Effects of Buyer Complaint Categories on Auction Outcomes – Analysis and Results of Study 2.....	115
5.1	The Effect of Reputation on Auction Outcomes .....	115
5.2	Negative Feedback Categories and their Effect on Auction Outcomes .....	125
5.3	Discussion and Consequences – Study 2.....	134
6	Uncertainty Avoidance, Third Party Insurance, and Reputation Effects – Analysis and Results of Study 3.....	137
6.1	The Effects of Reputation and Third Party Insurance on Online Auction Outcomes ..	137
6.2	Discussion and Consequences – Study 3.....	153
7	Discussion, Limitations, and Directions for Further Research .....	157
	Bibliography.....	161
	Appendices .....	177