

## **Trust In Electronic Word-Of-Mouth (eWOM): The Concept and The Most Important Determinants\***

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### **Abstract**

eWOM and trust in it is now the most important factor in determining buyers' purchasing behavior. Familiarity with the determinants of trust establishes the formation of appropriate marketing activities. However, the growing number of new forms of eWOM and its increasingly complex and multidimensional nature have created a lot of confusion. The article aims to organize the concepts related to trust in eWOM, to indicate the most important known determinants and future research directions. Thanks to the analysis of the literature, it was shown that future research on trust in eWOM should take into account more advanced models that include the multidimensionality of eWOM and trust, as well as individual product categories and customer characteristics.

**Keywords:** trust, electronic word of mouth, eWOM