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ABSTRACT - Given the recent interest in the theoretical predictions of many involvement-driven frameworks applied in advertising (e.g., the ELM, the Aad model), successfully manipulating and measuring involvement in advertising content is of great importance. Frequent commentaries in the literature have stated that certain critical success factors (CSFs) have to be accomplished in an organisation for an enterprise resource planning (ERP) system project to be successful. We analyze the effects of assurance on trust antecedents in travel website.

- Trust depends on perceived information quality and perceived security.