Pragmatics of Commercial Credibility: A Comparative Study of Digital Marketplace Discourse Associated with Eke Awka Market, Onitsha Main Market and Nnewi Motor Parts Market

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Abstract

Digital commerce has transformed the communicative conditions through which sellers represent products, construct trust and manage buyer expectations. This study examines the pragmatics of commercial credibility in digital marketplace discourse associated with Eke Awka, Onitsha Main Market and Nnewi Motor Parts Market in Anambra State, Nigeria. Using a qualitative comparative digital-pragmatic design, the study analyses publicly accessible commercial listings, seller representations, platform-mediated information and consumer evaluations on comparable digital-mediated marketplaces. Particular attention is given to representations of authenticity, quality, condition, reliability, verification, guarantees and value. The analysis identifies anticipatory credibility work as a recurring pragmatic process through which commercial discourse pre-empts prospective buyer uncertainty. The study argues that credibility is neither an inherent property of a seller nor a simple effect of persuasive wording; rather, it is sequentially constructed through the relationship between representation, expectation, transaction and subsequent evaluation. The comparative analysis further demonstrates that credibility concerns acquire different pragmatic emphases across the three commercial environments. The study proposes expectation–outcome alignment as a useful analytical principle for understanding how digital commercial credibility is reinforced or challenged.

Keywords: commercial credibility, digital marketplace discourse, pragmatics, anticipatory credibility work, expectation–outcome alignment, Nigerian English, southeastern Nigeria

Introduction

Commercial transactions have traditionally depended on interpersonal trust, reputation, negotiation and observable evidence. In physical markets, buyers can inspect products, question sellers, compare alternatives and rely on the reputations of vendors or commercial communities. Digital commerce modifies these conditions. Product descriptions, photographs, seller profiles, ratings, reviews, verification indicators, guarantees and platform-mediated information increasingly perform communicative functions that were previously accomplished through physical presence and face-to-face interaction.

This transformation makes digital commerce particularly relevant to pragmatics. Pragmatics investigates meaning in relation to context, communicative intention, inference and interaction. Commercial discourse provides a productive environment for such investigation because sellers rarely communicate only literal product information. A statement such as genuine product, original, brand new, verified seller, quality guaranteed or warranty available simultaneously communicates information, anticipates doubt, manages risk and shapes what a prospective buyer is entitled to expect from a transaction.

The issue becomes especially significant in Nigerian digital commerce, where online commercial communication frequently intersects with concerns about authenticity, product condition, price, reliability, seller identity and consumer trust. Nigerian marketplace discourse may therefore be understood not simply as advertising but as a form of pragmatic activity in which participants negotiate the credibility of commercial representations.

Existing pragmatic research has examined such areas as politeness, relational work, speech acts, pragmatic variation and digital interaction. Studies of Nigerian commercial interaction have also demonstrated the importance of relational strategies and communicative negotiation in seller–buyer encounters (Melefa & Anyaogu, 2023). Research on trust-indicating pragmatic resources further suggests that linguistic choices can contribute to the construction of credibility in African Englishes (Dahunsi et al., 2025). However, comparatively less attention has been paid to how commercial

credibility is constructed prospectively and subsequently tested through buyer expectation and evaluation in digitally mediated marketplaces.

The present study addresses this gap through a comparative examination of digital marketplace discourse associated with three commercially significant environments in Anambra State: Eke Awka, Onitsha Main Market and Nnewi Motor Parts Market. The phrase associated with is deliberate. The study does not assume that every digital commercial text was physically produced inside the market named; rather, it examines digital discourse connected to commercial identities, vendors, products or trading activities associated with these environments.

The central argument is that commercial credibility is sequential, relational and expectation-dependent. A seller's representation creates an anticipated state of affairs; the transaction subsequently provides an occasion against which that representation can be evaluated. Credibility is therefore strengthened when representation and outcome converge and becomes vulnerable when they diverge.

The study consequently introduces anticipatory credibility work as a descriptive analytical concept. It refers to the pragmatic work performed by commercial discourse when it anticipates potential doubts and supplies linguistic or platform-mediated resources intended to make a seller, product or transaction appear credible before the transaction has been completed.

2. Statement of the Problem

Digital marketplaces have increased commercial reach while simultaneously reducing some of the evidential advantages of physical interaction. A prospective buyer may encounter a product without physically inspecting it, interact with a seller without knowing the seller personally and make decisions based largely on representations available through a digital interface.

This creates a pragmatic problem. Commercial expressions such as original, genuine, quality, new, verified, reliable and warranty are not merely descriptive. They establish expectations concerning the future transaction. Yet the presence of such expressions does not independently establish the truth of the claims being made.

Consequently, an analytical distinction is required between credibility construction and actual authenticity or quality. A seller who writes genuine is constructing an authenticity expectation; the statement itself cannot be treated as independent proof that the product is genuine.

Previous research on digital communication and commercial interaction has established the importance of pragmatic meaning, relational work and trust. However, insufficient attention has been given to the temporal process through which commercial credibility moves from representation to expectation and from expectation to subsequent evaluation.

The problem addressed by this study is therefore how digital commercial discourse constructs credibility before a transaction and how that credibility is subsequently reinforced, negotiated or challenged through expectation–outcome relations.

3. Objectives of the Study

The study aims to examine the pragmatic construction of commercial credibility in digital marketplace discourse associated with Eke Awka, Onitsha Main Market and Nnewi Motor Parts Market.

Specifically, it seeks to:

1. Identify pragmatic resources used to construct commercial credibility;

2. Examine how seller representations create prospective buyer expectations;

3. Analyse the role of platform-mediated information in credibility construction;

4. Examine how consumer evaluations reinforce or challenge prior credibility representations; and

5. Compare the dominant credibility concerns associated with the three commercial environments.

4. Research Questions

1. What pragmatic resources are used to construct commercial credibility in the selected digital marketplace discourse?

2. How do commercial representations produce expectations among prospective buyers?

3. How do platform-mediated resources contribute to credibility construction?

4. How does subsequent consumer evaluation reinforce or challenge commercial credibility?

5. What similarities and differences emerge across Eke Awka, Onitsha Main Market and Nnewi Motor Parts Market?

5. Conceptual Framework

The conceptual framework of the study is organised around the relationship between commercial representation and subsequent evaluation.

Digital marketplace discourse → Seller/platform representation → Buyer expectation → Transaction → Outcome/experience → Evaluation → Credibility reinforcement or challenge

This model differs from an approach that treats credibility as a fixed characteristic of a seller. In the present study, credibility is understood as something constructed through communicative choices and subsequently subjected to interpretation.

A seller's representation may establish an expectation of authenticity, quality, condition, durability, affordability or reliability. Platform features may supplement that representation through seller profiles, verification information, ratings, specifications or reviews. The transaction then produces an outcome that may correspond with, exceed or contradict the expectation.

The relationship can therefore be represented as:

Representation → Expectation → Transaction → Outcome → Evaluation

When the outcome corresponds with the representation, credibility is reinforced. When it contradicts the representation, credibility is destabilised.

5.1 Anticipatory Credibility Work

The study uses anticipatory credibility work to describe communicative practices through which sellers or commercial platforms anticipate prospective doubts and provide resources intended to reduce uncertainty.

Such resources may include: authenticity claims; product-condition specifications; seller identification; location information; verification indicators; customer-history references; guarantees and warranties; product specifications; quality and durability claims; and statements concerning customer satisfaction.

The concept is not presented as an established theory. It is an analytical label proposed by the study for describing a recurring pragmatic phenomenon.

5.2 Commercial Credibility

Commercial credibility is treated as a relational judgement arising from the perceived correspondence between commercial representation and subsequent transactional experience. It is therefore different from persuasion. A message may be highly persuasive while remaining insufficiently credible.

The central proposition is: Commercial credibility is strongest where representation, expectation and outcome converge, and most vulnerable where they diverge.

For example, when a seller advertises a spare part as “genuine Toyota” and the buyer subsequently receives an authentic Toyota part, representation, expectation and outcome converge, thereby reinforcing credibility. If the buyer instead receives a counterfeit or materially different part, the representation–outcome relationship diverges and the seller's credibility becomes vulnerable. Similarly, describing a product as “brand new” establishes an expectation of unused condition, while “with guarantee” establishes an expectation of subsequent seller support. In each case, credibility is ultimately exposed to evaluation through the relationship between what was represented and what was experienced.

6. Theoretical Framework

6.1 Speech Act Theory

Austin's (1962) Speech Act Theory provides a foundation for understanding commercial statements as actions rather than merely descriptions. Commercial expressions can perform acts of asserting, assuring, promising, guaranteeing or representing.

For example, genuine product may function as more than a descriptive phrase. Within a commercial context, it can operate as an assurance that establishes a particular expectation concerning the product.

Searle's (1969) development of speech-act theory further supports the analysis of communicative acts according to their intended functions. The framework is useful because commercial discourse frequently contains utterances whose pragmatic significance extends beyond their propositional content.

6.2 Gricean Pragmatics

Grice's (1975) account of conversational implicature provides an additional framework for examining how commercial participants communicate beyond literal wording. Buyers infer meanings concerning reliability, quality, urgency, value and risk from the way information is selected and presented.

A seller who supplies detailed specifications, guarantees or verification information may thereby communicate an implicature of transparency or accountability. Conversely, conspicuous absence of expected information may generate uncertainty.

6.3 Relational Work

Locher and Watts' (2005) concept of relational work is relevant because commercial discourse is inherently relational. Sellers manage interpersonal relations with prospective buyers through politeness, reassurance, familiarity, responsiveness and credibility-oriented communication. Research on Nigerian seller–buyer interactions similarly demonstrates that commercial exchanges involve relational strategies rather than purely transactional information transfer (Melefa & Anyaogu, 2023).

The three frameworks are complementary. Speech Act Theory explains what commercial expressions do; Gricean pragmatics helps explain what buyers infer from them; and relational work accounts for the interpersonal dimension of credibility construction.

7. Methodology

7.1 Research Design

The study adopts a qualitative comparative digital-pragmatic design. The approach is appropriate because the study is concerned primarily with the contextual and functional meanings of commercial expressions rather than statistical measurement of their frequency.

7.2 Data Sources

The corpus consists of publicly accessible digital commercial materials associated with Eke Awka, Onitsha Main Market and Nnewi Motor Parts Market. These include marketplace listings, commercial webpages, public consumer evaluations and platform-mediated commercial information available through comparable digital-mediated environments.

Examples of relevant digital environments include Facebook Marketplace, Jiji, Jumia, Temu and comparable social-commerce or e-commerce platforms. The study does not use private WhatsApp conversations, private social-media exchanges or confidential customer records.

7.3 Sampling

Purposive sampling was used. Materials were included where they:

1. Were publicly accessible;

2. Contained identifiable commercial discourse;

3. Were connected to one of the three commercial environments;

4. Contained credibility-relevant information; and

5. Provided sufficient contextual information for pragmatic interpretation.

Duplicate materials, contact-only advertisements and materials whose provenance could not reasonably be established were excluded.

7.4 Unit of Analysis

The unit of analysis is the credibility-bearing commercial discourse event. This includes seller claims, product descriptions, verification information, condition statements, guarantees, credibility-oriented lexical choices, buyer evaluations and platform-mediated information that contributes to commercial interpretation.

7.5 Analytical Procedure

The analysis proceeded through four stages.

First, commercially relevant discourse events were identified within their immediate contexts.

Second, credibility-bearing resources were classified according to their pragmatic functions, including authenticity assurance, identity construction, risk reduction, quality assurance and expectation formation.

Third, the relationship between representation and anticipated buyer interpretation was examined.

Finally, available consumer evaluations were considered to determine whether credibility representations were reinforced, questioned or challenged.

A crucial evidential distinction was maintained throughout the analysis: a seller's assertion of genuineness constitutes evidence of credibility construction, not independent evidence of genuineness itself. Similarly, an expectation–outcome discrepancy was inferred only where public evidence provided sufficient grounds for doing so.

8. Findings and Discussion

8.1 Credibility Begins with Expectation Production

The analysis demonstrates that credibility work frequently begins before any transaction occurs. Sellers construct expectations through lexical and discursive resources that communicate authenticity, condition, quality, reliability and accountability.

Expressions such as genuine, original, new, quality, verified, warranty and reliable are pragmatically significant because they

establish propositions against which future commercial experience may be evaluated.

A claim of genuine therefore does more than identify a product. It creates an expectation that the product will possess the properties associated with genuineness. Similarly, brand new establishes an expectation concerning condition, while warranty creates an expectation of future recourse.

Commercial credibility consequently operates prospectively. Before the buyer receives the product, language has already established a standard against which the transaction can later be judged.

Table 1

Illustrative Credibility-Bearing Data in the Digital Commercial Corpus

Data	**Commercial context**	**Credibility-bearing expression/resource**	**Pragmatic function**	**Expectation produced**
D1	Jiji/Anambra	"Genuine"/"original" product claims	Authenticity assurance	Buyer expects an authentic product
D2	Jiji/Anambra	Product-condition information such as "new" or "used"	Condition specification	Buyer expects the delivered item to correspond to the stated condition
D3	Jiji/Anambra	Seller verification, location and identifiable seller information	Identity and accountabilit y work	Buyer expects a traceable and accountable seller
D4	Onitsha-associated digital commerce	"Authentic products" and "verified vendors"	Authenticity and vendor-trust construction	Buyer expects genuine merchandise from an identifiable commercial source
D5	Onitsha-associated commercial discourse	References to previous customers, verifiable location and transactional assurances	Social and evidential credibility	Buyer expects the transaction to be legitimate and dependable
D6	Nnewi motor-parts commerce	"Genuine"/OEM and aftermarket-part distinctions	Product-status differentiatio	Buyer expects the stated category and quality of the part

			n	
D7	Nnewi motor-parts commerce	Quality, reliability and durability claims	Performance assurance	Buyer expects satisfactory and lasting product performance
D8	Nnewi motor-parts commerce	Warranty/guarantee-related representations	Risk reduction and seller commitment	Buyer expects recourse if the product fails to meet the representation
D9	Eke Awka public consumer evaluations	Positive references to affordability, quality and product availability	Retrospective value assessment	Prospective buyers may expect acceptable value for money
D10	Eke Awka public evaluations	Warnings concerning potentially fake products	Credibility challenge and uncertainty signalling	Buyers are prompted to scrutinise authenticity before purchase

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Source: Author's compilation from publicly accessible digital marketplace listings, commercial webpages and public consumer evaluations examined in the study.

Note: The table presents illustrative analytical data rather than frequency counts. Expressions are retained at the level necessary for pragmatic analysis, while seller assertions are not treated as independently verified facts.

Table 1 demonstrates that credibility is distributed across three interacting layers: seller representation, platform-mediated information and buyer evaluation. The process is therefore not linear. A seller's representation establishes an expectation, platform resources provide additional grounds for assessment, and subsequent consumer experience or evaluation can reinforce or destabilise the original credibility claim.

8.2 Evidential Packaging as Credibility Work

Credibility is rarely constructed through a single lexical item. Instead, digital commercial discourse frequently combines several resources.

A seller may provide a product description alongside photographs, location details, specifications, seller information, verification cues and guarantees. Each resource performs a different pragmatic function, but their accumulation creates an

impression of transparency and accountability.

This can be understood as evidential packaging: the strategic organisation of information in ways that reduce perceived uncertainty and support a commercial representation.

The pragmatic importance of evidential packaging is that digital buyers cannot always access the physical evidence available in traditional markets. Digital discourse consequently compensates, at least communicatively, through additional representations.

8.3 Platform Architecture and Credibility

Credibility is not produced by sellers alone. Digital marketplace architecture contributes to the interpretation of commercial discourse.

Seller profiles, verification mechanisms, ratings, reviews, product specifications and transaction-related information can function as additional credibility cues. The platform therefore becomes part of the communicative environment in which a seller's representation is interpreted.

This is particularly important because digital commercial credibility is often distributed across multiple sources. A buyer may evaluate a seller's own statement alongside platform information and previous consumers' evaluations.

The pragmatic encounter is consequently triadic:

Seller representation + Platform mediation + Buyer interpretation

This extends conventional seller-buyer models by recognising that digital infrastructures participate in the production and interpretation of commercial meaning.

8.4 Facebook Marketplace and the Social Dimension of Credibility

Social-commerce environments introduce an additional layer of credibility because commercial identity may intersect with social identity.

Seller profiles, visible interaction histories and publicly observable engagement can contribute to judgements concerning accountability. Buyers may interpret an identifiable seller differently from an entirely anonymous commercial listing because the former appears to possess a socially traceable identity.

The credibility process therefore extends beyond product information to include the perceived accountability of the person or entity offering the product.

8.5 Onitsha Main Market: Anticipating Distrust

The Onitsha-associated discourse examined in the study demonstrates a strong pragmatic concern with trust, authenticity and transactional reliability.

Commercial representations involving verified vendors, authentic products, identifiable locations, previous customers

and transaction-related assurances function as responses to anticipated uncertainty.

The pragmatic question underlying these resources can be represented as: Can this commercial source be trusted?

This does not mean that every Onitsha seller engages in distrust-oriented discourse, nor that distrust is unique to Onitsha. Rather, the selected discourse reveals a recurrent orientation towards establishing legitimacy and reducing uncertainty in commercial encounters.

The significance of these strategies is especially apparent where sellers anticipate that prospective buyers may hesitate before transferring money, ordering remotely or accepting representations without physical inspection.

Credibility construction therefore becomes an act of pre-emptive reassurance.

8.6 Nnewi Motor Parts Market: Authenticity, Quality and Performance

The Nnewi-associated motor-parts discourse displays a more product-performance-oriented credibility logic.

Distinctions involving genuine parts, original equipment manufacturer categories, aftermarket alternatives, quality, durability and reliability are pragmatically consequential because the buyer's concern extends beyond possession of the product to its expected performance.

The relevant pragmatic question becomes:

Will the product genuinely perform as represented?

A claim such as genuine establishes an authenticity expectation, while durable establishes a performance expectation. A warranty additionally establishes an expectation of seller commitment beyond the immediate transaction.

The discourse consequently demonstrates how credibility can be constructed through performance-oriented anticipation.

8.7 Eke Awka: Value, Quality and Consumer Evaluation

The Eke Awka-associated materials reveal a comparatively strong orientation towards value, affordability, availability and consumer assessment.

Here, credibility may depend on whether the buyer considers the product or transaction worth the expenditure involved. Public consumer evaluations are particularly significant because they transform private purchasing experience into publicly available retrospective evidence.

The relevant pragmatic question can therefore be expressed as:

Is the commercial offer worth what I am paying for it?

This does not suggest that price is the only credibility concern within Eke Awka. Rather, affordability and perceived value recur as important dimensions through which commercial experiences are publicly interpreted.

9. The "What I Ordered vs What I Got" Principle

The familiar consumer distinction between "what I ordered" and "what I got" provides a useful everyday formulation of a more formal pragmatic process: expectation-outcome alignment or discrepancy.

A digital commercial representation creates an anticipated product state. The transaction then produces an actual experienced state. The buyer compares the two.

Thus: Representation → Expected state

followed by:

Received/experienced state → Comparison → Evaluation

When the expected and experienced states correspond, credibility is reinforced. When they diverge, the original representation may become the object of criticism.

This principle is important because it demonstrates that commercial credibility cannot be fully assessed at the moment of advertising. It has a temporal dimension.

The pragmatic force of genuine, for example, becomes especially consequential after the buyer receives the product. The expression creates an expectation before purchase, but its credibility is tested through subsequent experience.

The same applies to new, quality, durable, original, verified and warranty. These are not merely words used to make products attractive. They establish prospective conditions against which the transaction can subsequently be evaluated.

10. Negative Cases: When Credibility Work Fails

A further dimension of the analysis emerges from instances in which commercial representation and subsequent consumer evaluation do not align. These negative cases are analytically important because they demonstrate that credibility is not secured by persuasive language alone.

Expressions such as genuine, original, quality, new, reliable or verified construct prospective expectations. When the received product, observed condition or subsequent consumer assessment contradicts that expectation, the same credibility resources may become evidence against the seller's credibility.

The distinction can be made between anticipatory credibility and retrospective credibility.

Anticipatory credibility is constructed before or during the transaction through assurances, specifications, verification cues, guarantees and other expectation-forming resources.

Retrospective credibility emerges after the buyer evaluates the transaction against the expectation created by the original representation.

Where the two converge, credibility is reinforced. Where they diverge, credibility becomes vulnerable to challenge.

The negative case therefore strengthens the central proposition: Commercial credibility is not merely what a seller says about a product; it is the pragmatic durability of that representation when tested against the buyer's subsequent experience.

This temporal perspective constitutes an important analytical advantage. It prevents the researcher from treating persuasive commercial language as proof of actual product quality or authenticity.

11. Comparative Discussion

The three commercial environments demonstrate both shared and differentiated pragmatic orientations.

Commercial environment	Prominent credibility orientation	Dominant pragmatic concern
Eke Awka	Value, affordability, quality and consumer evaluation	"Is this worth what I am paying?"
Onitsha Main Market	Authenticity, seller identity, verification and transactional reliability	"Can I trust this commercial source?"
Nnewi Motor Parts Market	Authenticity, quality, durability and performance	"Will this product genuinely perform?"

These differences should not be interpreted as absolute characteristics of the markets. They represent analytical tendencies emerging from the selected digital discourse.

The comparison nevertheless reveals that commercial credibility is context-sensitive. Credibility resources become pragmatically meaningful in relation to the risks that participants anticipate.

Where transaction uncertainty is salient, verification and accountability become important. Where product authenticity is particularly consequential, genuineness and originality become prominent. Where performance is central, durability and warranty acquire greater pragmatic significance. Where consumer value is foregrounded, affordability and quality become important evaluative resources.

The study therefore proposes that credibility discourse can be understood through the relationship between anticipated commercial risk and communicative response.

12. Contribution to Pragmatic Scholarship

The study makes four principal contributions.

12.1 Credibility as a Sequential Phenomenon

Rather than treating credibility as a static attribute, the study conceptualises it as sequentially produced and evaluated:

representation → expectation → transaction → outcome → evaluation

This makes temporality central to the pragmatic analysis of commercial discourse.

12.2 Anticipatory Credibility Work

The concept of anticipatory credibility work identifies the communicative processes through which sellers attempt to address doubts before they become explicit.

The concept extends conventional analyses of persuasion and trust by focusing specifically on the expectation-producing function of credibility-oriented discourse.

12.3 Expectation-Outcome Alignment

The study proposes expectation-outcome alignment/discrepancy as an analytical principle for examining commercial credibility. It provides a means of connecting pre-transaction discourse with post-transaction evaluation.

This principle is especially useful for digital commerce because physical inspection may be unavailable at the point of purchase.

12.4 Digital Marketplace Pragmatics

Finally, the study demonstrates that digital marketplace discourse is not merely an online extension of advertising. It constitutes a complex pragmatic environment involving sellers, buyers, platforms, representations, expectations and evaluations.

Commercial credibility is consequently distributed across linguistic and platform-mediated resources.

The study deliberately does not claim that every seller's credibility claim is true, nor does it manufacture post-purchase evidence where none is publicly available. It analyses the discourse through which credibility is constructed, anticipated and evaluated. This preserves the distinction between claiming authenticity and proving authenticity, which is essential to the article's methodological integrity.

13. Conclusion

This study has examined the pragmatics of commercial credibility in digital marketplace discourse associated with Eke Awka, Onitsha Main Market and Nnewi Motor Parts Market. The analysis demonstrates that commercial credibility is constructed through more than persuasive product description. It emerges through the interaction of seller representations, platform-mediated information, buyer expectations and subsequent evaluation.

The study has shown that expressions concerning authenticity, quality, condition, reliability, verification, warranty and value perform important pragmatic functions because they establish expectations concerning future commercial experience. Such expressions constitute anticipatory credibility work: they attempt to reduce uncertainty and establish confidence before the transaction is completed.

The comparative analysis further demonstrates that credibility concerns vary according to commercial context. Eke Awka-associated discourse places considerable emphasis on value and

consumer evaluation; Onitsha-associated discourse foregrounds trust, authenticity and transactional accountability; while Nnewi-associated motor-parts discourse strongly engages authenticity, quality and performance. These are tendencies rather than absolute market characteristics.

Most importantly, the study demonstrates that credibility has a temporal dimension. The meaning of a credibility claim is not exhausted at the moment it is produced. Its pragmatic force continues into the transaction and becomes particularly consequential when the buyer compares expectation with outcome.

The expectation-outcome alignment/discrepancy principle therefore provides a useful way of understanding digital commercial credibility. Credibility is reinforced when representation and experience converge and challenged when they diverge.

The study consequently positions commercial credibility as a dynamic pragmatic achievement rather than a fixed property. In digitally mediated commerce, the decisive question is not simply whether a seller can construct a convincing representation, but whether that representation remains credible when tested against the experience it has promised.

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Public Digital Materials Consulted

Jiji. Public Anambra listings and marketplace information concerning vehicle parts, tyres, product condition, seller verification, search, inspection and feedback.

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BuyOnitsha. Public commercial marketplace materials presenting authentic products, verified vendors, wholesale pricing and nationwide delivery.

O.CHIMEX. Public Nnewi commercial website materials concerning genuine parts, quality, reliability, warranty and customer satisfaction.

Farison Auto. Public Nnewi commercial website materials concerning genuine and aftermarket parts, quality and customer satisfaction.

Public Eke Awka reviews and evaluations concerning quality, pricing, product selection and consumer caution.

Public Nigerian commercial discussion materials associated with Onitsha concerning trust, customer history, verifiable location and transactional assurances.