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The Impact of Electronic Word-of-Mouth on Household Customers Behavioral Intention to Change Internet Services Provider: The Moderating Role of Customer-Firm Relationship Characteristics

أثر الكلمة المنقولة إلكترونياً على النية السلوكية لزبائن الاشتراك المنزلي لتغيير مزود خدمات الانترنت: خصائص علاقة الزبون – المزود كمتغير معدل

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إقـــــرار

أنا الموقع أدناه مقدم الرسالة التي تحمل العنوان:

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نتيجة الحكم على أطروحة ماجستير

بناءً على موافقة شئون البحث العلمي والدراسات العليا بالجامعة الإسلامية بغزة على تشكيل لجنة الحكم على أطروحة الباحث/ **أمجد جهاد عبدالله أبو القمصان** لنيل درجة الماجستير في **كلية *التجارة*/ قسم إدارة الأعمال** وموضوعها:

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وبعد المناقشة التي تمت اليوم الأربعاء ٠١ ذو الحجة ١٤٣٨ هـ، الموافق ٢٠١٧/٨/٢٣م الساعة الواحدة ظهراً في قاعة مبنى القدس، اجتمعت لجنة الحكم على الأطروحة والمكونة من:

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وبعد المداولة أوصت اللجنة بمنح الباحث درجة الماجستير في كلية *التجارة*/ قسم إدارة الأعمال.

واللجنة إذ تمنحه هذه الدرجة فإنها توصيه بتقوى الله ولزوم طاعته وأن يسخر علمه في خدمة دينه ووطنه.

والله ولي التوفيق ،،،

عميد البحث العلمي والدراسات العليا

أ.د. مازن اسماعيل هنية

Abstract

Electronic Word of Mouth (E-WOM) is a communication way that had appeared due to the development of Internet and especially after the occurrence of social networking sites. It is web-based, bi-directional and interactive. It became an important phenomenon that gets the attention of researchers. The major objective of this research was to investigate the impact of E-WOM, E-WOM dimensions, and E-WOM dimensions' factors on household customers' behavioral intentions to switch their current Internet services provider (ISP), and examining the moderating impact of customer-firm relationship characteristics on the relationship between E-WOM and switching behavioral intentions. To conduct this research, the positivism philosophy was adopted. This research is deductive and descripto-explanatory research. It was depended on the previous literature to establish the proposed model and hypotheses. After that, a self-administered structured questionnaire was employed to gather the data from 652 ISPs' household customers in Gaza Governorate by adopting the convenience sample technique. The collected data were analyzed using simple and multiple linear regression through SPSS. The results indicated that E-WOM and its all dimensions had a significant impact on household customers' switching behavioral intentions. It also noted that E-WOM content is the most significant dimension. Also, the findings revealed that E-WOM impact on household customers' behavioral intentions to switch their current ISP is less for customers who have a long relationship with their current ISP. Either customer daily using rate for Internet services or customers purchasing for complementary services from their current ISP do not affect this impact. These results could help ISPs to serve their subscribers better and increase their customers' base.

Keywords: E-WOM, Behavioral Intention, Internet Services Provider, Customer-Firm Relationship Characteristics.

Abstract in the Arabic Language

الكلمة المنقولة إلكترونياً هي وسيلة اتصال ظهرت بسبب تطور الإنترنت وخاصة بعد ظهور مواقع التواصل الاجتماعي. وهي وسيلة ثنائية الاتجاه وتفاعلية تعتمد على الانترنت، كما أنها أصبحت ظاهرة مهمة استرعت انتباه الباحثين. لذا يهدف هذا البحث إلى اختبار أثر الكلمة المنقولة إلكترونياً، وأبعادها، وعوامل هذه الأبعاد المؤثرة على النية السلوكية لأصحاب الاشتراك المنزلي بخصوص تغيير مزود خدمات الإنترنت الحالي، وكذلك اختبار الأثر الموازن لخصائص علاقة الزبون مع المزود كمتغير معدل على العلاقة بين الكلمة المنقولة إلكترونياً والنية السلوكية للتغيير. ومن أجل إتمام هذا البحث تبنى الباحث أسلوب الفلسفة الوضعية، كما يعتبر هذا البحث بحثا استنتاجيا ووصفيا تفسيريا، حيث اعتمد الباحث على الدراسات السابقة ليبني النموذج المقترح والفرضيات، كما استخدم الاستبانة ليجمع البيانات من 652 من أصحاب الاشتراك المنزلي في محافظة غزة وذلك باستخدام أسلوب العينة الميسرة. وقد تم تحليل البيانات التي تم جمعها باستخدام نموذج الانحدار البسيط والمتعدد من خلال برنامج SPSS. وقد أشارت النتائج إلى أن الكلمة المنقولة إلكترونياً وأبعادها تؤثر بشكل جوهري على النية السلوكية لأصحاب الاشتراك المنزلي لتغيير مزود خدمات الانترنت الحالي. كما أشارت النتائج إلى أن محتوى الكلمة المنقولة إلكترونياً هو أهم الأبعاد. بالإضافة إلى ذلك، أظهرت النتائج أن أثر الكلمة المنقولة إلكترونياً على النية السلوكية لزبائن الاشتراك المنزلي لتغيير مزود خدمات الانترنت الحالي أقل إذا كان عمر العلاقة بين الزبون والمزود طويلا. ولا تتأثر هذه العلاقة بمعدل الاستخدام اليومي لخدمات الانترنت للزبون ولا بشرائه لأية خدمات تكميلية من المزود الحالي. هذه النتائج قد تكون مفيدة لمزودي خدمات الانترنت من أجل تقديم خدمات أفضل للمشتركين وزيادة قاعدة الزبائن لديهم.

كلمات مفتاحية: الكلمة المنقولة إلكترونياً، النية السلوكية، مزود خدمات الانترنت، خصائص علاقة الزبون مع المزود.

بسم الله الرحمن الرحيم

﴿ وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ ﴾

صدق الله العظيم

﴿ سورة التوبة ، الآية رقم 105 ﴾

Dedication

To my wonderful deeply missed mom. Forever you remain in my soul

To my beloved father, may God protect you and took care of

To my wife, who for me, puts the stars in the sky, and whom I owe the leaping delight

To my sisters, Soha and Safa ,who always believed that I could do anything they put their minds to; and who always believed in me

To my second loving parents, Bahjat and Mariam who supporting me in difficult times

To my brothers Ayman, Ahmed, and Fawzi for giving me hope and supporting me through this journey

To my beloved sons Jehad, Ehab, and Masa, may God protect them and took care of

Eventually, to all those who said I could not do it

Amjad J. Abo Alqomssan

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Amjad J. Abo Alqomssan

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List of Abbreviations

BSA	Bit Stream Access
E-WOM	Electronic Word-of-Mouth
ISP	Internet Services Provider
PSMTIT	The Palestinian Ministry of Telecom and Information Technology
WOM	Word-of-Mouth

Chapter 1

Introduction

Chapter 1
Introduction

1.1 Background and Context

The demand for Internet services all over the world is on the increase day by day. A customer who want to use Internet services must take out a subscription from an Internet services provider (ISP) (Chiou, 2004). ISP is an organization that provides customers with Internet services basically and other complementary Internet services, such as web hosting services (Tatnall, 2005).

Likewise, in the Gaza Strip, the demand for Internet services is on the increase. Statistics showed that number of ISPs' customers at the end of the first quarter of 2017 is 116,793 customers. The growth rate of a total number of the Gazans customers is 23%. As well, last year shows a large decline in the Internet services access prices (PSMTIT, 2017). There are seven licensed ISPs in the Gaza Strip that provide customers with Internet services through BSA (PSMTIT, 2016b).

The ISP market is characterized by a huge diversity and continuous and rapid developments (Heckmann, 2007). If a customer is unhappy with the delivered Internet services, he will switch to another provider easily (Obeidat et al., 2012). Due to this increasing and diversity, the competition will become aggressive between ISPs. Indeed, ISPs should focus on retaining their existing customers more than acquiring new customers to survive in this aggressive competition (Chiou, 2004).

In the past two decades, technological developments have transformed business practices greatly. It had opened up new opportunities and challenges for organizations (Lim, 2015). The Internet had become a powerful social medium. Many online communities play a direct or indirect role in customers' consumption. Therefore, organizations should understand the role of Internet and these communities. Furthermore, the impact of customer-to-customer interaction over the Internet on customers'

consumption. Moreover, explore new and non-traditional tools to reach their new target markets and retain their current customers (Hollensen, 2014).

With the introduction of Internet, customers have been relying heavily on the Internet and social media for content. Internet and social media become

the primary source of information for customers about products and services (Rathore & Panwar, 2015). Moreover, it is evident that information that is published online travels faster to customers than when delivered through traditional media, such as television (Moriuchi, 2016). Furthermore, it is evident that Electronic Word of Mouth (E-WOM) is more credible than companies campaigns (Kerin & Hartley 2015). Charlton (2015) indicated that E-WOM is nearly 12 times more trusted than descriptions that manufacturers introduce. The popularity of E-WOM caused a power shift in the market from companies to customers (Zamani et al., 2015). Statistics also indicated that 84% of customers trust E-WOM as much as WOM and 90% of them read less than ten reviews before formulating their opinions about a product, a service, or a company (BrightLocal Company, 2016).

Based on the foregoing, this research intends to study the impact of E-WOM on household customers' behavioral intention to switch their current ISP to an alternative provider in the Gaza Strip, as well as the customer-firm relationship characteristics role as a moderating variable will investigated.

1.2 Statement of the Problem

Customer service switching phenomenon still gets the attention of the researchers (K. Zhang et al., 2012). It is a critical issue in services industry especially in services where customers take out a subscription such as Internet services industry (Antón et al., 2007).

The general management of licenses at the Palestinian Ministry of Telecom and Information Technology (PSMTIT) is gathering statistics about ISPs periodically. These statistics indicated that they experience the problem of customers switching (Alshikhdeeb, 2016).

The recent statistics indicated that the demand for Internet services is on the increase in the Gaza Strip. It showed that number of ISPs' customers at the end of the first quarter of 2017 is 116,793 customers. The growth rate of a total number of the Gazans customers is 23% (PSMTIT, 2017). Also, it indicated that 42.2% of Gazans household had an Internet access. Also, 23.2% of Palestinian individuals (10 years and over) used the Internet for getting information about goods or services (Hedah et al., 2015; PCBS, 2015).

Based on the foregoing, it is necessary to conduct research that discuss factors related to the technological developments in the past two decades especially in the Internet and advent social media, such as E-WOM and its impact on service switching.

Thus, the key question that this research intends to address is:

"What is the impact of E-WOM on household customers' behavioral intention to switch their current Internet services provider (ISP) and what is the moderating impact of customer-firm relationship characteristics in this relationship?"

Specifically, this research will examine the following sub-questions that derived from the key research question:

- Has E-WOM an impact on household customers' behavioral intention to switch their current ISP?
- Have E-WOM dimensions an impact on household customers' behavioral intention to switch their current ISP?
- For each E-WOM dimension, what are the most significant factors that impact on the household customers' behavioral intention to switch their current ISP?
- What is the moderating impact of customer-firm relationship characteristics on the relationship between E-WOM and household customers' behavioral intention to switch their current ISP?

1.3 Objectives of the Research

Specifically, the objectives and goals of this research it can be conclude as follows:

1. Examine the impact of E-WOM on household customers' behavioral intention to switch their current ISP.

2. Examine the impact of E-WOM dimensions and its factors on household customers' behavioral intention to switch their current ISP.

3. Examine the moderating impact of the customer-firm relationship characteristic of the relationship between E-WOM and behavioral intention to switch their current ISP.

4. Help ISPs knowing the value of E-WOM to their businesses.

1.4 Research Variables and Conceptual Framework

This research has the following variables:

- **Independent Variable:** Electronic word-of-mouth (E-WOM)**.**
- **Dependent Variable:** The behavioral intention to switch Current ISP.
- **Moderator Variable:** Customer-firm relationships characteristics.

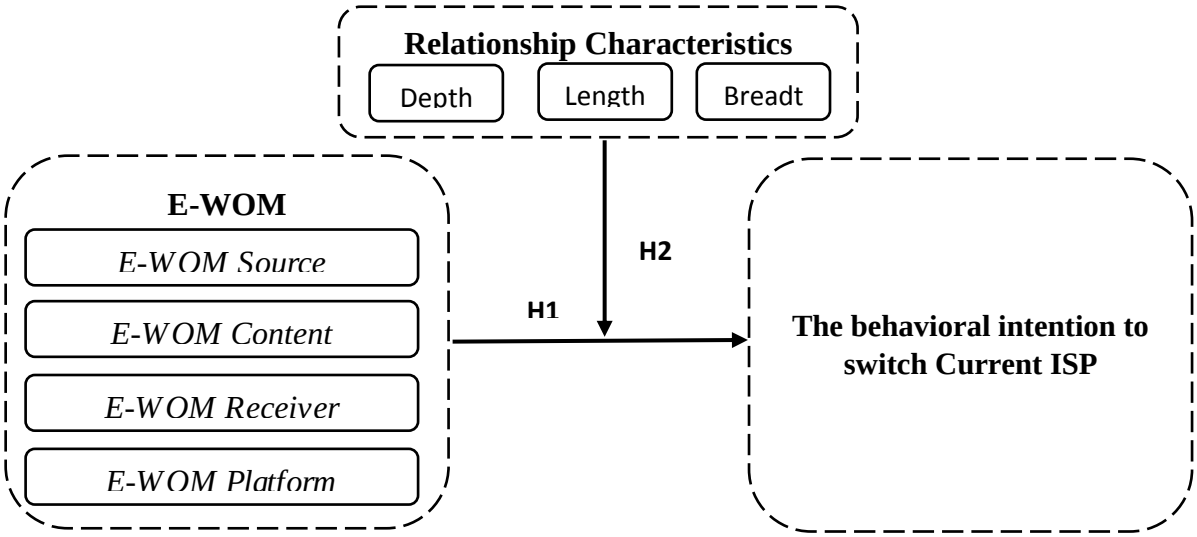

Figure (1.1): The proposed conceptual framework.

Source: Developed by the researcher based on previous literature review. (C. Lin et al., 2013; Liu et al., 2001; Lopez et al., 2006; Montazemi & Saremi, 2014; Zeithaml et al., 1996)

1.5 Research Hypothesis

This research has the following hypotheses:

H1: There is a statistically significant impact of E-WOM on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

H1a: There is a statistically significant impact of E-WOM source on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

H1b: There is a statistically significant impact of E-WOM platform on household customers' behavioral intention switch their current ISP at $\alpha \leq 0.05$.

H1c: There is a statistically significant impact of E-WOM receiver on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

H1d: There is a statistically significant impact of E-WOM content on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

H2: Customer-firm relationships characteristics are statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

H2a: Customer-firm relationships characteristics "Length" is statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

H2b: Customer-firm relationships characteristics "Breadth" is statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

H2c: Customer-firm relationships characteristics "Depth" is statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

1.6 Significance of the Research

1.6.1 Scientific Significance

This research aims to enrich the previous research efforts in E-WOM field. Especially there is a scarcity of studies that investigate the influence of E-WOM in the Palestinian culture as far as the researcher knows.

1.6.2 Practical Significance

- The demand for Internet services in Gaza Strip is on the growth day by day. This steady growth will increase the importance of this service sector. Therefore, there is pressing need to conduct more researches about it.

- This research will help ISPs to develop an understanding of customers' switching behavioral intention toward them. This understanding well helps the providers to be more efficient in serving their customers.

- This research will help ISPs to know the value of E-WOM and its impact on their businesses.

- This research provides ISPs with useful and valuable information about E-WOM impact in their customers base.

1.7 Scope of the Research

This research will study the switching behavioral intention of household customers who are living in the Gaza Strip governorates and using Internet services from CITYNET, Fusion, Hadara Internet Services, Mada (Internet Service Provider), NetStream Company For Internet Services, Orange Palestine Group for technological Investment Inc., or SpeedClick for Internet and Telecommunication Services during the time of data collection.

1.8 Limitations of the Research

This research will include only a sample of household customers who are using Internet services from licensed BSA ISPs. While there are household customers, who are using Internet services from other sources such as WIFI Internet service provider.

1.9 Difficulties of the Research

Some barriers were faced performing this research such as time limitations, expenses, and transportation. There are some difficulties in obtaining customers statistics from ISPs and the PSMTIT in the Gaza Strip.

1.10 Definition of Key Terms

1.10.1 Theoretical Definitions of Key Terms

- **Behavioral Intention:** "A consumer's intention to subscribe (or intention to purchase product) in the future" (Maneechot & Chirapanda, 2014, p. 49).

- **Bit Stream Access (BSA):** "Refers to the situation where a wireline incumbent installs a high-speed access link to the customer's premises and then makes this access link available to third parties, to enable them to provide high-speed services to customers" ("Bit Stream Access," 2013).

- **Customer-Firm Relationship Characteristics:** The characteristics that describe the relationship between the firm and the customer (Lopez et al., 2006).

- **Electronic Word-of-Mouth:** "Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al., 2004, p. 39).

- **Household Customers: "**The traditional household included a husband, wife, and children under 18, sometimes with grandparents. Not all families consist of a mother, father, and children. Some households consist of only one person, or several non-relatives, or a single parent with children" (Hollensen, 2014; Kerin & Hartley 2015; Kotler & Keller, 2015).

- **Internet Services Provider (ISP):** An organization that sells access to the Internet and provide various value-added services (Heckmann, 2007).

- **Word-of-Mouth:** "Personal, informal exchanges of communication that customers share with one another about products, brands, and companies" (Pride & Ferrell, 2015, p. 502).

1.10.2 Operational Definitions of Key Terms

- **Behavioral Intention:** The Gazans household customer's intention to switch the licensed BSA ISP to an alternative provider in the future.

- **Bit Stream Access:** Technology that allows licensed BSA ISPs to connect to "Palestinian Telecommunication Group" PALTEL's IP/MPLS and provide their customers with broadband services using PALTEL's ADSL access lines (PSMTIT, 2010).

- **Customer-Firm Relationship Characteristics:** The characteristics that describe the relationship between the licensed firm that provides services for accessing and using the Internet through BSA, and household customers in the Gaza Strip, (Depth, length, and breadth), which describes the Internet services usage, the time since subscribing to the Internet services, and buying add-on services (Lopez et al., 2006).

- **Electronic Word-of-Mouth:** Any positive or negative statement made by potential, actual, or former Gazans household customers about Internet services or licensed BSA ISP, which made available to a multitude of Gazans household customers via the Internet (Hennig-Thurau et al., 2004).

- **Household Customers in the Gaza Strip:** Household customers live in the Gaza Strip governorates.

- **Internet Services Provider (ISP) in the Gaza Strip:** licensed firms that provide services for accessing and using Internet services through BSA for household customers in the Gaza Strip governorates. These firms are CITYNET, Fusion, Hadara Internet Services, Mada (Internet Service Provider), NetStream Company For Internet Services,

Orange Palestine Group for technological Investment Inc., and SpeedClick for Internet and Telecommunication Services.

• **Word-of-Mouth:** Personal, informal exchanges of communication that household customer in the Gaza Strip share with one another about Internet services and licensed BSA ISP in the Gaza Strip.

1.11 The Research Structure

This research consists of six chapters. Chapter one presented the background of the research and context, statement of the problem, objectives of the research, research questions, research hypothesis, research variables, conceptual framework, significance of the research, scope of the research, limitations of the research, difficulties of the research, and definition of terms used in the research. Then, chapter two presents an overview of relevant conceptual issues and theoretical framework. Then, chapter three presents overview of previous studies, the distinction of the research among previous studies, and the research contribution. Then, chapter four presents the research methodology. Then, chapter five analyses and presents the research findings obtained through the methodology of the research. Then, chapter six ends the research with conclusions, the recommendations of the research, and suggestion for future research.

1.12 Summary

This chapter is an introductory chapter. It presents a general background about the research. Moreover, the problem statement had clarified. Objectives of the research also had identified. The research question and hypothesis had clarified. Research variables and the conceptual framework had reviewed. In addition, the significance of the research had outlined. Scope, limitations, and difficulties of the research also had presented. Additionally, the theoretical and operational definition of terms used in this research had reviewed. In the end, this chapter was finished by outlining the research structure.

The next chapter reviews the previous literature regarding the subject of this research.

Chapter 2

Literature Review

Chapter 2

Literature Review

2.1 Introduction

This chapter aims to provide a comprehensive literature review for all concepts in this research. There is a section reviews E-WOM and the most important concepts related to it. The following section presents a literature review for the behavioral intention to switch the services provider and the most important concepts related to it. The last section provides a summary of ISPs in general and in the Gaza Strip which the study was conducted on.

2.2 E-WOM

2.2.1 Introduction

E-WOM is a form of communication that had appeared due to the development of Internet and especially after the occurrence of social networking sites. It is an extension of WOM on the Internet. It is distinct from traditional sources for information, such as newspapers, billboards, magazines, and radio. It is web-based, bi-directional and interactive. In addition, E-WOM source is perceived by customers more credible and trustworthy than products or services providers (Abălăesei, 2014; Rathore & Panwar, 2015). Customers use the Internet in general and social networking sites, in particular, to share their opinions, interests, and experiences to an unlimited number of customers without the limitations of time and space (Christiansen, 2014). Therefore, the importance of E-WOM had increased. This importance had led it to be an important phenomenon and gets the attention of many researchers in the last decade.

This section reviews the E-WOM concept and the most important concepts that related to it. This section is divided into nine parts. The first part focuses on the E-WOM definition. The next part sheds light on the emergence of E-WOM. After that, the Simplified Model of E-WOM Communication explained. Then, the fourth part illustrates the differences between E-WOM and WOM. The fifth part is about E-WOM advantages and disadvantages. After this, the sixth part distinguishes between E-WOM types. Then,

the seventh part sheds light on E-WOM platforms and E-WOM motivations. Finally, E-WOM dimensions explained in details

2.2.2 E-WOM Definition

Many studies discussed E-WOM concept in the last decade. The researchers used different terms to indicate the E-WOM concept, such as digital WOM, Internet customer communication, Internet WOM, social WOM, mobile WOM, online customer reviews, online opinion, online referrals, online WOM, virtual WOM, web of mouse, word of modem, word of mouse, word of line communication (Bauer et al., 2012; Cabezudo et al., 2013; Eisingerich et al., 2015; Kietzmann & Canhoto, 2013; Rathore & Panwar, 2015; Stewart & Saren, 2014).

On the other hand, many definitions were found during reviewing the previous literature, which describe E-WOM concept. These definitions are summarizing in the following table:

Table (2.1): The E-WOM Definitions

Definition	Source
"An exchange of information and views on products or services among individuals, which takes place in a virtual, Internet-enabled environment."	(Rebeca San Jose´ Cabezudo, Carmen Camarero Izquierdo, & Javier Rodrı´guez Pinto : 2013 as cited in Baber et al., 2016, p. 390)
"Electronic Word-of-Mouth provides the opportunity for potential customers to learn about the positive and negative aspects of services offered by certain organizations through the internet before an actual purchase."	(Singh & Duhan, 2016, p. 279)
It "is communicating about products through websites, blogs, e-mail, social networks, or online forums."	(Pride & Ferrell, 2015, p. 502)

Definition	Source
"It is any online opinion exchange or online communication through the Internet."	(Nasiruddin & Hashim, 2015, p. 91)
"Electronic word of mouth (EWOM) is consumer-generated information created online that describes a product or experience from a consumer perspective. EWOM expresses consumer feelings and satisfaction about a product, thus assisting consumers to evaluate marketer-generated information".	(C.-C. Liang & Dang, 2015, p. 2)
"Information/opinions written by consumers or passed on between them about products or brands via the Internet."	(Information Resources Management Association, 2014, p. 737)
"A communication way that provides information to consumers about sellers and usage of products and services through Internet-based technologies."	(Torlak et al., 2014, p. 62)
"Any statement based on positive, neutral, or negative experiences made by potential, actual or former consumers about a product, service, brand, or company, which is made available to a multitude of people and institutions via the Internet (through websites, social networks, instant messages, news feed,…)."	(Kietzmann & Canhoto, 2013, pp. 3 - 4)
"Electronic consumer-to-consumer communication regarding a brand or product. It is a form of interpersonal communication and includes consumer-generated opinions, transmitted from consumers to consumers."	(Petrescu & Korgaonkar, 2011, p. 219)
"It refers to the knowledge exchange consumers carry out online."	(P. Wu & Wang, 2011, p. 448)

Definition	Source
"It involves consumer's comments about products and services posted on the Internet."	(Bronner & Hoog, 2010, p. 15)
"All informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers. This includes communication between producers and consumers as well as those between consumers themselves."	(Litvin et al., 2008, p. 9)
"It is a new kind of word of mouth communication that is based on consumer-created information: new information presented from the perspective of consumers who have purchased and used the product. It includes their experiences, evaluations, and opinions."	(Park et al., 2007, p. 125)
"Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet."	(Hennig-Thurau et al., 2004, p. 39)

The previous table shows that all definitions have the same ideas and there are no significant differences between them. It is obvious there is no any commercial interest in the communication process between E-WOM source and E-WOM receiver. Moreover, the interaction is about information that related to products or services. This information includes customers view or experience about products and / or services. Indeed, all definitions indicated that communication process between customers happened over the Internet through different platforms.

It noticed that many studies use (Hennig-Thurau et al., 2004) definition, "Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via

the internet". It cannot assert that definition is the oldest one. Rathore and Panwar (2015) argued this definition is consistent with E-WOM concept.

It can be assumed that (Kietzmann & Canhoto, 2013) definition is the most comprehensive one. It is referring to the three directions of E-WOM (positive, natural or negative). It classifies the interacting customers to all possible status (potential, actual, or former). It indicated that an E-WOM from the source is not available for other customers only but it also available for institutions. Furthermore, it indicated to E-WOM platforms. Indeed, it does not differ too much from (Hennig-Thurau et al., 2004) definition. (Hennig-Thurau et al., 2004) Definition is referring to two directions of E-WOM (positive or negative), and it does not mention the E-WOM platforms. On the other hand, (Litvin et al., 2008) definition is consistent with all definitions except it includes the communication between products or services producers and customers. In addition, it ignores the emotional side of the E-WOM and restricts it with the informational side.

Based on the foregoing, the E-WOM can be defined as any (positive, natural, or negative) statement that related to products or services made by (potential, actual, or former) customers or producers, which accessible by a multitude of people and institutions via the Internet through different Internet platforms.

2.2.3 E-WOM Communications Characteristics

According to (Ismagilova et al., 2017) E-WOM communications have five characteristics.

1. E-WOMs' volume and unprecedented: E-WOM reach a large number of people in different countries in a short time. There is no limitation of time and space.

2. The outcome of E-WOM affected by platform dispersion: To what extent the E-WOMs about specific topic exist in a broad range of platforms.

3. E-WOM is anonymity: There is a considerable number of E-WOMs posted by anonymous' sources.

4. The salience of valance: E-WOM according to its valance either positive, negative, or natural.

5. Community engagement: Through E-WOM platforms, there are participating from different customers. They engaged in one community to share their views and experiments with products or services.

2.2.4 Emergence of E-WOM

Bernd Stauss "Professor of Services Management" published the first article about E-WOM at 1997. The title of his article was "Global Word of Mouth: Service Bashing on the Internet is a Thorny Issue". Since then the studies about E-WOM had been steadily increasing (Breazeale, 2009; Stauss, 1997).

Before the evolution of Internet and the appearance of social networking sites, customers were relying on newspapers, magazines, television, radio, billboards, and recommendations of family, friends, and coworkers on making decisions about products or services (A. Lin et al., 2013). These communications were regional and local (Christiansen, 2014).

The main player in the emergence of E-WOM was the development of Internet especially the transition from Web 1.0 to Web 2.0. The emergence of customer generates content and social networking sites such as Facebook, Instagram, and Twitter leads to developing a new communication way between customers. This development enables customers to share their experiences, interests, information, feeling, and opinions with others easily, fast, and without any limitation of space and time. This new customers' behavior was an important phenomenon. This evolution developed the new communication way between customers (Rathore & Panwar, 2015). After this evolution in the last decade, customers are relying on other resources to make decisions. They are relying on a new and different form of recommendations which is known as E-WOM (A. Lin et al., 2013). They can get information from various sources such as online review sites, forums, blogs, company websites, emails, instant messaging, and social networking sites (Zamani et al., 2015). They can get information in different forms such as written posts, videos, and images (Y. Zhang & Lv, 2010). Moreover, they can rely on anonymous or expert recommendations that available in different platforms and from different cultures over the Internet.

2.2.5 The Simplified Model of E-WOM Communication

In order to understand the E-WOM communication process between E-WOM source and E-WOM receiver, Tang (2010) developed the Process Model of E-WOM Communication (PMEC). It is based on Brunswik's Lens Model and its derivates. Tang (2010) argued that the PMEC be too complicated. Therefore, a simplified version is needed especially for practical purposes. Thus, he proposed a simplified version of the E-WOM communication model.

The simplified version of the E-WOM communication model explained the entire E-WOM communication process activities: formation of communication intentions, encoding, transmission, decoding, and outcomes. It indicated that:

- First, the E-WOM communication process begins when an E-WOM source develops his attitudes and emotional states toward a product or a service according to his experience.

- Second, Formation of communication intentions process. In this process, the E-WOM source determines how positive or how negative information about the product or the service is that he intends to disseminate online to other audience through E-WOM.

- Third, Encoding process. In this process, the E-WOM source will shape his attitudes or emotional states toward the product or the service into cues that are contained in the E-WOM based on his communication intentions. For example in text-based E-WOM, the communication cues are linguistic cues.

- Fourth, After the E-WOM is disseminated by the E-WOM source through an E-WOM platform; an E-WOM receiver may read the E-WOM.

- Fifth, When the E-WOM receiver read the E-WOM, he decodes the linguistic cues. Then, he forms his attitudes and emotional states toward the product or the service.

- Finally, the attitudes and the emotional states will drive the E-WOM receiver future intentions and behaviors toward the product or the service.

2.2.6 E-WOM and WOM

E-WOM is an extension of WOM on the Internet (Abălăesei, 2014). They share some characteristics and differences on others. The following part highlights on WOM and the differences between it and E-WOM.

2.2.6.1 WOM

WOM is an old concept. It has been discussed since the mid of the twentieth century (Rathore & Panwar, 2015). Westbrook (1987, p. 261) defined it as "informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers".

WOM is the most powerful and authentic information source because it typically involves friends, family members, coworkers and they viewed as a trustworthy source (Kerin & Hartley 2015). What other people say about services provider have a great impact on customers' choices (Pride & Ferrell, 2015; Sathish et al., 2011). It has been approved that WOM had a significant impact on the services provider switching (Frankel et al., 2013; Wangenheim & Bayón, 2004). Moreover, it had an impact on customers' purchasing intentions and decisions making (Erkan, 2016). The researchers also identified a strong link between WOM and new customer acquisition (Pride & Ferrell, 2015).

2.1.6.2 The Difference Between E-WOM and WOM

Both concepts are similar in many ways. Both of them includes experience sharing between customers (Christiansen, 2014). The researchers had proved that same motivation to engage in both are similar (Christiansen, 2014; Hennig-Thurau et al., 2004). Furthermore, both of them affects in decisions making (Al Mana & Mirza, 2013; Alkhateeb, 2014; Christiansen, 2014; Khattab, 2014). In addition, they both bi-directional and interactive (Christiansen, 2014). However, WOM is a synchronous and face to face communication between source and receiver unlike E-WOM spreads over the Internet and often asynchronous communication as shown in Figure (2.1) (López & Sicilia, 2013).

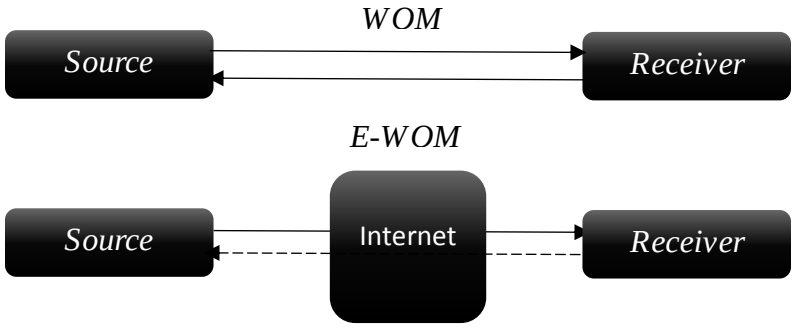

Figure (2.1): The Difference between WOM and E-WOM Communications.

Source: (López & Sicilia, 2013)

In spite of there are a considerable number of researchers that noticed the differences between E-WOM and WOM, there is a limited understanding of the differences between two concepts (Eisingerich et al., 2015). For example, it was noticed there are researchers argue that the interaction in E-WOM is between one to many but in WOM is between one to one (Eisingerich et al., 2015; Yildirim, 2010). The researcher disagrees with this difference criterion between two concepts. This argument is based on (Christiansen, 2014; Rathore & Panwar, 2015; Weisfeld-Spolter et al., 2014) E-WOM classification. They classified E-WOM to one-to-one E-WOM, one-to-many E-WOM, many-to-one E-WOM, and many-to-many E-WOM.

The differences between two concepts are numerous (Rathore & Panwar, 2015). The main differences between two concepts can be summarized in the following table:

Table (2.2): The Differences between E-WOM and WOM.

	E-WOM	WOM
Transmission Speed	Faster spread	Slow spread
Content Type	Diversified forms such as written, spoken, video, audio, and images	Oral
Content Characteristics	Materialized content which can be searched and more abundant	Spoken content which is less abundant

	E-WOM	WOM
Sustainability	Stronger sustainability, it is stored for future reference	Weaker sustainability, conversations are perishable
Audience	One-to-one, one-to-many, many-to-one, many-to-many	One-to-One, one-to-many
Communicators	Identifiable or anonymous and accountable	Identifiable and accountable
Accessibility	Always	Not always
Scope	No limitation of time and space	Limitation of time and space
Communication	Asynchronous and synchronous	Synchronous
Communication network	Much larger, more contributors are involved	Depend on the personal connections, little, smaller, fewer contributors and audiences are involved
Communication channels	Spreads via varieties of platforms such as email, blogs, forums, and online communities.	Face-to-face communication.

Source: Develop by the researcher based on (Cheng & Zhou, 2010b; Christiansen, 2014; Eisingerich et al., 2015; Lehmann, 2015; Pokrywka & Gfrerer, 2012; Yildirim, 2010; Y. Zhang & Lv, 2010)

2.2.7 E-WOM Advantages and Disadvantages

E-WOM like any phenomenon, it has advantages and disadvantages for customers and companies. According to (Erkan, 2016; Hollensen, 2014; Rathore & Panwar, 2015), these advantages and disadvantages can be summarized as the following.

2.1.7.1 E-WOM Advantages

- Customers can get E-WOM easier and faster because of technology development and Internet.
- E-WOM is very convenient because of mobile and tablet devices that connected to the Internet and allow people to reach E-WOM from anywhere and at any time.
- The volume of E-WOM information that can access is high.
- The diversity of E-WOM sources, there are marketers, customers, and experts.
- The diversity of E-WOM types, there are pictures, videos, and podcast.
- The customers who referred through E-WOM retained with the company longer than others. Even they are more likely to buy.
- E-WOM had many platforms, such as emails, blogs, chat rooms, discussion boards, and social networking sites, companies' websites, and instant messaging. This diversity in platforms enabled the companies to reach much wider customers.
- E-WOM is a powerful marketing tool because it is cheap and very effective. It is like free advertising. It is saving the company money through investing less money in promotion.
- Through E-WOM, companies follow customers' notions and interfere if necessary. Even some companies using specialized software to monitor it to discover what customers are saying about their products and services.
- E-WOM is building customers trust in product or service. This trust is the outcome of their assumption of the referral trusting in the product or service and their happy experience with it.
- Through E-WOM, companies can reach to customers who listed on the 'Do Not Call' registry.
- E-WOM helps companies in building brands.

2.1.7.2 E-WOM disadvantages

- It is unlike WOM, informal and friendly. It is Impersonal.

- The effects of E-WOM are uncontrollable, because of its spread between a large number of people in short time and fast. Furthermore, the companies cannot control the content of E-WOM.

- There are numerous anonymous E-WOM sources. A significant number of E-WOM could be manipulated or faked. There is a potential for abuse and unscrupulous or unethical practices that hurtful companies.

- Negative E-WOM is more influence than positive E-WOM. The negative E-WOM can have lasting effects on a company. It can hurt companies' image and reputation. Moreover, with negative E-WOM companies have less opportunity to compensate and to satisfy the unhappy customer.

2.2.8 E-WOM Classifications

E-WOM is a recent phenomenon, and the conceptualization of it is hard to grasp (Abălăesei, 2014). Because of this, there is varied classification to E-WOM in the previous literature.

Cheng and Zhou (2010b) suggested that E-WOM could be classified based on quality (high quality or poor quality), valence (positive, negative, or neutral), side of information (one-sided or two-sided), and consistency (consistent or inconsistent). He builds and adopted this classification based on the previous literature in E-WOM and the similarity between it and WOM. This classification for E-WOM was not the sole, and the last, other researchers classified it based on other criteria. In the following section, these classifications was reviewed.

a. Kiecker and Cowles (2002) classified E-WOM to four types:

1. Spontaneous E-WOM: It is any information posted by customers based on their personal experiences and by using their means and know how about products or

services and shared with other customers in a variety of ways such as personal email account or homepage.

2. Quasi-Spontaneous E-WOM: It is any information posted by customers about products or services in cyber spaces owned by companies.

3. Independent E-WOM: It also called "Third party-sponsored E-WOM"; it is any information posted by customers about products or services in cyber spaces owned by organizations that not specialized in any type of selling products and / or services, such as special interest groups and professional associations.

4. Corporate-Sponsored E-WOM: It is any information posted by marketers. Then it spread through motivated customers, who motivated by marketers to help them in selling their products or services. This motivation could be money or special rewards such as gifts.

b. According to platforms, Wang and Rodgers (2010) classified E-WOM into two types:

1. Informational-oriented E-WOM: It is reviews, recommendations, and ratings about products or services that posted by customers on online feedback systems, customer review sites, and retailers' websites such as amazon.com, ebay.com. This type of E-WOM is oriented to products and services directly.

2. Emotionally-oriented E-WOM: It is any information that related to products and / or services shared by customers with friends or family on electronic discussion boards, online communities, and social networking sites. This type of E-WOM had two aspects: informational and emotional. For example, a person publishes a post on Facebook about his dinner in the new restaurant. Informational aspect represented in information about the cleanliness of the restaurant. Emotional aspect represented in information about enjoying with music in the restaurant.

c. According to interactivity level and scope of communication, (Christiansen, 2014; Rathore & Panwar, 2015; Weisfeld-Spolter et al., 2014) classified E-WOM into four types:

1. One-to-one E-WOM: It is any information that related to products or services sent by a single customer to another single customer through email or instant messaging application. It is dyad-based, private, and non-transparent.

2. One-to-many E-WOM: It is a descriptive information that related to products or services posted by a single customer on product reviews websites or blogs and available to multiple customers. It requires the receiver customers to use more cognitive effort to read and benefit from it.

3. Many-to-Many E-WOM: It is involved between multiple customers as senders and multiple customers as receivers, such as customers participating in a discussion forum, online discussion groups, and Wiki. Customers in discussion forums and groups are participating continuously. Therefore, the communication process between of them can describe as a high involvement activity.

4. Many-to-one E-WOM: "It represents the trend or explicit preference of a crowd". There is a single sender represented in the number of votes, the number of downloads, the number of purchases, or overall average ratings and multiple customers as receivers.

2.2.9 E-WOM Platforms

Many platforms used by people to post, share, or look for E-WOM (Alamoudi, 2012). According to (Hu, 2015) it can be distinguished between four types of E-WOM platforms:

1. Specialized platforms: it refers to platforms that provide customers with information about products or services, their prices, and links to their sellers. They are not specialized on products and / or services sales, such as yelp.com and consumersearch.com. They include reviews, recommendations, ratings, and comparison between products and / or services.

2. Affiliated platforms: it refers to platforms that related to products or services sales. It could provide other services, such as shipping services. Retail websites and online shopping websites, such as amazon.com and ebay.com are affiliated platforms. This kind

of platforms include reviews, recommendations, and ratings about products or services posted by customers.

3. Social platforms: it refers to social networking sites, such as Facebook and Twitter. They include either information that related to products or services posted by customers or posted by online products and / or services retailers and shared or forwarded by customers.

4. Miscellaneous platforms: it refers to other online social media, such as discussion boards, blogs, emails, and instant messaging which differ in their features and functions from social networking sites.

The first two types of platforms include E-WOM that only related to products or services. So, both of them are informational-oriented platforms. Unlike the last two types, they are emotionally-oriented more than informational-oriented (Hu, 2015; Wang & Rodgers, 2010). Moreover, Specialized platforms could include editors reviews about products or services, unlike affiliated platforms, include only customers reviews (Ding, 2011).

Social media have diverse forms, such as blogs, microblogs (Google+, Twitter, Facebook), forums, image sharing (Instagram, Flickr) review sites (Epinions.com, Amazon), social bookmarking (Delicious), email, instant messaging. This diversity is the reason for the distinction between the last two types of platforms. The influence of these platforms depends on the quantities of contributors. Users in microblogs or social networking sites have many followers than blogs, forums, or instant messaging. Therefore, the influential power in disseminating E-WOM for social networking sites is greater. On the other hand, the length of the post that shared in social networking sites is less than topics that published in blogs or forums (Hu, 2015; Sørensen, 2010). Also, blogs, forums, and social networking sites could include editors reviews as customers reviews (Ding, 2011)**.**

2.2.10 E-WOM Motivations

Many researchers had discussed E-WOM motivations. Hennig-Thurau and Walsh (2003) identify eight motives that explain customers' engagement on E-WOM. Depend on their results (Shen et al., 2011) indicated there are nine motives for Chinese engagement on E-WOM. Moreover, (Jin et al., 2010) indicated that extrinsic reward, self-enhancement, enjoyment in helping other customers and enjoyment in helping the company are motivated Chinese to engage on E-WOM. On the other hand, (Sørensen, 2010) classified E-WOM motivations to motives for passing E-WOM and motives for listening to E-WOM. Therefore, the following section illustrates why customers engage in the E-WOM based on the previous literature.

2.1.10.1 Motives for posting E-WOM

1. Concern for other customers:

A manifestation of altruism could drive people to engage in E-WOM. They disseminate positive E-WOM to share their happy experience with product or service. On the other hand, they disseminate negative E-WOM to alert other customers about this product or service (Shen et al., 2011).

2. Extraversion/Positive self-enhancement:

People could engage in E-WOM "to gain esteem, improve the status of the virtual community and enhance the image of the expert by participating in the activities of virtual community" (Shen et al., 2011, p. 2).

3. Social benefits:

Seeking friendship, social support, communicating with like-minded people, gaining the identification and social integration, and dispersing the lonely are reasons that drive people to participate in virtual communities. This participation has two sides: social affiliation with the virtual community and the social benefits. People enjoy in participating their experiences with other members. This participating behavior will embodiment of social affiliation of the people to the virtual community (Hennig-Thurau & Walsh, 2003; Shen et al., 2011).

4. Economic incentives:

There are companies reward customers for their giving behavior, which is sharing their knowledge in the virtual communities (Shen et al., 2011). Rewards could be a monetary reward (gift or money) or other invisible financial incentives (Hennig-Thurau & Walsh, 2003; Jin et al., 2010; Shen et al., 2011).

5. Helping the company:

Delighted customers could engage in writing positive E-WOM, which represent their satisfaction and happy experience with product or service. This engagement will result from their belief they have to do something for the company in return to their happy experience. This analysis based on the equity theory. When customers think they get over their expectations, they could engage in positive E-WOM to improve the company's reputation and sales in return (Shen et al., 2011).

6. Venting negative feelings:

Unsatisfied customers could engage in writing negative E-WOM, which represent their unhappy experience with product or service. This engagement will result from their need to vent their anger inside. This analysis based on the balance theory. The customers need to vent the anger to eliminate the imbalance that arises from their unhappy experience (Shen et al., 2011).

7. Platform assistance:

The platform that people used to share their E-WOM has an impact on the customers' desire to post. Ease of use, background support, the speed of problem-solving, and reasonable classification are characteristics that people care about it when they are using the platform (Shen et al., 2011).

2.1.10.2 Motives for looking for E-WOM

1. Risk reduction:

Customers are looking for E-WOM to reduce the risk that associated with purchasing decisions. They are looking for other customers' experiences to benefit from

it before buying a product or subscribing service. E-WOM could help customers to make the right buying decisions (Hennig-Thurau & Walsh, 2003).

2. Reduction of search time:

Through E-WOM customers can get information about product or service faster than traditional and old ways (Hennig-Thurau & Walsh, 2003). Customers can benefit from other customers' experiences and opinions easily, fast, and without any limitation of space and time (Rathore & Panwar, 2015). Moreover, when they are shopping online, they can benefit from other customers' reviews on the site before shopping (Hennig-Thurau & Walsh, 2003).

3. To learn how a product or a service is to be consumed:

Customers resort to E-WOM when they are seeking for advice or solutions for problems them facing with products and / or services. (Hennig-Thurau & Walsh, 2003)

4. Dissonance reduction:

Customers resort to E-WOM when they have difficulties in making decisions about purchasing services or products to find the right answer and get rid of any doubts about their decisions. Through reading E-WOM customers seeking for confirmation for their judgment such as their buying decisions if it correct. Other customers who are facing problems with their bought products or services feel much better if they read other customers' reviews who share the same problem (Hennig-Thurau & Walsh, 2003).

5. Determination of social position:

Customer resort E-WOM to see if he the only one who thinks of product or service in a certain way. On the other hand, there are customers likes to compare their evaluations about products and / or services with others (Hennig-Thurau & Walsh, 2003).

6. Remuneration:

There are customers looking for rewards that offered from companies in return for reading and evaluating E-WOM (Hennig-Thurau & Walsh, 2003).

7. To learn what products or services are new in the market:

There are customers interested in what products and / or services are new in the market.They are looking for the new topics about it to enrich their knowledge (Hennig-Thurau & Walsh, 2003).

2.2.11 E-WOM Dimensions

E-WOM dimensions had been explained by (C. Cheung & Thadani, 2012; Jin et al., 2010; Montazemi & Saremi, 2014; Saremi, 2014). The following section illustrates E-WOM dimensions and factors that are representing each dimension.

2.1.11.1 First Dimension: E-WOM Source

He is called the communicator. He is the person who transmits E-WOM (C. Cheung & Thadani, 2012; Montazemi & Saremi, 2014). He is the person who is engaged in commenting, advising, or evaluating product or service over the Internet. This concept also refers to a person who is sharing others E-WOM and reproducing it (Sidong, 2010). The E-WOM communication process begins from the E-WOM source. It starts when he develops his attitudes and emotional states toward a product or a service according to his experience, knowledge, and feelings. After that, he determines how positive or how negative information about the product or the service is that he intends to disseminate to others. Thus, he will shape his attitudes or emotional states toward the product or the service into an E-WOM that disseminate through an E-WOM platform (Tang, 2010). There are six factors that are representing the E-WOM source dimension:

1. Source Expertise

It refers to the communicators' prior knowledge of, familiarity with, or experience with E-WOM topic (Saremi, 2014). It indicates to which degree E-WOM receiver perceives the E-WOM source to provide valid E-WOM about a product or a service. When a customer unaware of a specific product or service but somebody else has a knowledge about it, he sees him as an expert. Moreover, if an expert says to do it one way or another, a customer will follow his advice, even if it is not the best (Ruiterkamp, 2013). The sources' expertise had an impact on purchasing intentions and purchasing decisions (Abd-

Elaziz et al., 2015; C. Lin et al., 2013; Ruiterkamp, 2013; Zangeneh et al., 2014). Racherla and Friske (2012) indicated that E-WOM provided by sources with high expertise were perceived more useful than E-WOM provided by sources with low expertise. Furthermore, E-WOM source expertise had a positive impact on brand attitudes and customer's perceived brand quality (Ruiterkamp, 2013). Moreover, E-WOM receiver assessment credibility of E-WOM through the E-WOM source's expertise (Cheng & Zhou, 2010a; Ruiterkamp, 2013).

2. Source Credibility

Arslan and Yılmaz (2015, p. 567) defined it as "The extent to which an information source is perceived to be believable, competent, and trustworthy by information recipients". It refers to the extent to which an E-WOM receiver considers that E-WOM source can provide E-WOM honestly and sincerely (Ruiterkamp, 2013). E-WOM, unlike WOM, the source could be anonymous. Indeed, the communication process could happen with a vast and geographically dispersed. Therefore, the E-WOM receiver cannot ensure the credibility of the communicator (C. Cheung & Thadani, 2012). Although previous literature revealed that E-WOM had perceived as a reliable source by customers (Petrescu & Korgaonkar, 2011).

Jin et al. (2010) indicated that the source credibility is the most investigated factor associated with the E-WOM source. E-WOM is especially appreciated and used by customers when a personal experience with the respective brand is not available. Ruiterkamp (2013) indicated that the E-WOM source credibility had a significant impact on a customers' brand attitude, purchase intention, and perceived quality. Moreover, Abd-Elaziz et al. (2015) indicated that the E-WOM impact relies on its E-WOM source credibility. Furthermore, (López & Sicilia, 2014) stated that the higher E-WOM source credibility leads to more influential of the E-WOM.

3. Source Type

It refers to the communicator type. It could be a customer, a service or a product provider (Saremi, 2014) or an expert (Erkan, 2016). Service or product provider E-WOM

often provided by Internet-based recommender systems (Benlian et al., 2012; Senecal & Nantel, 2004). It is a well-organized design with objective key service or product features (Saremi, 2014). It based on statistical analyses of customers' profiles, preferences, and past online behaviors. Moreover, it has diversified forms such as text, video, audio, and images (Benlian et al., 2012). On the other hand, a customer E-WOM is resulted from his experience and express his opinion and feeling toward the product or the service. Therefore, it either positive or negative unlike providers' E-WOM always positive and marketing oriented. Furthermore, customers' E-WOM mostly takes a text-based form (Benlian et al., 2012). Otherwise, experts' E-WOM is longer than customers' E-WOM, and it often represents an informational aspect. Customers' E-WOM has emotional aspect more than informational aspect. Likewise, the three types are found in different platforms. Provider E-WOM presented in provider official website, provider pages on social networking sites, and independent websites or independent social networking sites pages that the provider is sponsored. Expert E-WOM often presented on blogs, review sites, or electronic magazines. Customer E-WOM are found on many platforms, such as social networking sites, blogs, forums, or review sites.

Benlian et al. (2012) indicated that providers E-WOM and customers E-WOM had different effects. Senecal and Nantel (2004) argued that customers are relying on recommender system more than human experts and other customers. This argument is inconsistent with (Benlian et al., 2010) findings. They indicate that customers' E-WOM had a stronger impact on customers' trusting beliefs and perceived the affective quality of the product or the service than providers' E-WOM. Furthermore, Benlian et al. (2012) indicated that customers' E-WOM impact on customers' perceived usefulness, ease of use, and trust in the experience services stronger than providers' E-WOM. Furthermore, Adjei et al. (2010) indicated that customers' E-WOM is perceived to be more credible and trustworthy than providers' E-WOM.

4. Source Identity

It refers to the disclosure of the E-WOM source's identity to others (Jin et al., 2010; Saremi, 2014). The E-WOM source could be identifiable or anonymous (C. Cheung &

Thadani, 2012). Anonymous E-WOM source does not use his real name, photo, or location. The E-WOM source identity disclosure is an important issue in online interactions for two reasons: "First, information acquisition is more efficient when the source is identifiable. Second, source identity helps increase the credibility of the information source, and, as a result, the information is perceived to be more useful" (Racherla & Friske, 2012, p. 551). Forman et al. (2008, p. 291) indicated that "identity-relevant information about reviewers shapes community members' judgment of products and reviews". Moreover, Amazon.com reviewers who reveal their information, such as age, gender or geographical location had a positive impact on sales. Erkan (2016) argued that anonymous E-WOM source could be more influential than known communicator on customers' purchasing intentions. On the other hand, Racherla and Friske (2012) argued that E-WOM with the E-WOM source's identity disclosure not be perceived to be more useful than E-WOM with the E-WOM source's identity concealment. Xie et al. (2011) argued that E-WOM with the E-WOM source's identity disclosure have a positive impact on the perceived credibility of E-WOM, which in turn significantly affects customers' intention to hotel choice. Indeed, on extremeness E-WOM, the E-WOM source's identity disclosure impact on purchasing intentions is not very strong.

5. Source Tie Strength

It refers to the level of intensity of a social relationship between the E-WOM source and the receiver of E-WOM (Jin et al., 2010; Saremi, 2014). E-WOM that shared with close friends or family is known as E-WOM in-group. The social ties with this group are strong. On the other hand, E-WOM that shared with individuals beyond a person's social, familial and collegial circles is known as E-WOM out-of-group. The social ties with this group are weaker and less personal than the first type (Lingreen et al., 2013). Tie strength between the E-WOM source and the receiver of E-WOM had a significant impact on the purchasing decisions' stages (Khattab, 2014). On the other hand, Cheng and Zhou (2010a) indicated that tie strength does not effect on the receiver assessment of the credibility of the E-WOM content. Furthermore, Steffes and Burgee (2009) stated that strong social ties between the E-WOM source and the E-WOM receiver are more influential on decision-

making than the weak ties between of them. In spite, they find the contrary, but in low percentage. Moreover, Abd-Elaziz et al. (2015) indicated that strong social ties between the E-WOM source and the E-WOM receiver had a negative impact on a customer purchasing decision.

6. Source Homophily

It also called source similarity. It indicates to the degree of similarity between the E-WOM source and the receiver of E-WOM (Saremi, 2014). They could be similar in age, gender, education, or social status (Jin et al., 2010). "It is a well-accepted nature of human interaction that people like to interact with those who are similar to themselves". In some literature, the researchers use source tie strength and source homophily as synonymous. Indeed, they are related, but there is a significant difference between of them. Homophily refers to the similarities in characteristics between the source and the receiver, such as they are similar in gender, use the same ISP or they are in the same age group. "Tie strength is a property of the strength of the relationship itself". It is likely a customer has a high level of similarity with an anonymous E-WOM source because they share the same interests for instance (Steffes & Burgee, 2009, pp. 43 - 57). Khattab (2014) indicated that the source homophily had a significant impact on the customers' purchasing decisions'. Steffes and Burgee (2009) indicated that the E-WOM receiver prefers the E-WOM form a homophilous source more than heterophilous sources. Moreover, the E-WOM that disseminate by homophilous sources is more influential in the customer's decision-making process than the E-WOM disseminated by heterophilous sources.

2.1.11.2 Second Dimension: E-WOM Content

It refers to the message that transmitted by E-WOM source through E-WOM platforms. It also called the stimulus (C. Cheung & Thadani, 2012). This content is materialized, abundant and it can be searched. Moreover, it can be stored for future reference which gives it the stronger sustainability feature (Y. Zhang & Lv, 2010). It has diversified forms such as text, spoken, video, audio, and images (G. Lee & Tussyadiah, 2010). There are seven factors that are representing the E-WOM content dimension:

1. E-WOM Valence

Valence is defined as: "polarity; the positivity or negativity of a state of nature" (Oliver, 2014, p. 23). E-WOM valence refers to the E-WOM framing (Jin et al., 2010). It also defined as "a concept adapted from emotion research which describes the positive or negative emotional tone of e-WOM, it is also called message sentiment." (Goswami, 2015, p. 217). E-WOM According to its valence, it can be either positive, neutral or negative (Cheng & Zhou, 2010b; Hai-Jew, 2016; Montazemi & Saremi, 2014). E-WOM valance depends on E-WOM source attitudes and emotional states toward a product or a service according to his experience and feeling (Tang, 2010). Positive E-WOM indicated to appropriate experiences and satisfaction with the service or the product (Shabsogh et al., 2012). On the other hand, negative E-WOM indicated to unfavorable experiences and dissatisfaction about the service or the product (Hai-Jew, 2016; Shabsogh et al., 2012). Finally, neutral E-WOM refers to E-WOM that neither positive nor negative (Hai-Jew, 2016).

C. Park and T. Lee (2009) indicated that negative E-WOM impact is greater than positive E-WOM. Moreover, Abd-Elaziz et al. (2015) stated that there is a significant relationship between E-WOM valence and customers' purchasing decisions. When the volume of negative E-WOM is higher than the positive E-WOM, the objective valence will be negative. The increase of negative E-WOM about a specific product or service leads customers to adopt the negative E-WOM and therefore shaping unfavorable attitudes toward the product or service (J. Lee et al., 2008). Therefore, negative E-WOM is a challenge for the company. The company cannot control the dissemination of negative E-WOM (Rafiee & Shen, 2016). It spread quickly and hurting the company in a short period (Thomas et al., 2012). On the other hand, customers disseminate the negative E-WOM to more receivers, for a longer time than they do with positive E-WOM. Moreover, customers intend to agree on the negative E-WOM more than the positive secondary commercial information disseminated via the internet (Hornik et al., 2015).

2. E-WOM Quality

It refers to "the persuasive strength of arguments embedded in the E-WOM" (Cheung & Thadani : 2012 as cited in Saremi, 2014, p. 42). Cheng and Zhou (2010b) indicated that E-WOM either high quality or poor quality. E-WOM be a high quality when it precise, objective, complete, reliable, relevant and useful for customers. On the other hand, it is a poor quality when it inaccurate, prejudiced, deficient, unreliable, irrelevant, useless for customers (Tsao & Hsieh, 2015). According to (Cheung & Thadani : 2012 as cited in Saremi, 2014, p. 14) E-WOM quality depends on four dimensions:

Table (2.3): The E-WOM Quality Dimensions

No.	Dimension	Definition
1.	Timeliness	Concerns whether the E-WOM is current, timely, and up-to-date.
2.	Accuracy	Concerns reliability of the E-WOM. It also represents a user's perception that the E-WOM is correct.
3.	Comprehensiveness	It refers to their completeness.
4.	Explaining language	The extent of justifications in E-WOM message in support of its claims.

Source: (Cheung & Thadani : 2012 as cited in Saremi, 2014, p. 14).

The quality of E-WOM had a significant impact on customers' purchase intentions (Erkan, 2016; Zangeneh et al., 2014) and the purchasing decisions (C. Lin et al., 2013). Furthermore, it had an impact on the trust on the E-WOM and customers' attitudes to hotel services (Alkhateeb, 2014). Fan et al. (2013) indicated that E-WOM quality had a significant impact on customers' perceived E-WOM credibility. R. Cheung (2014) stated that the E-WOM timeliness and comprehensiveness, trustworthiness of the E-WOM, and E-WOM quality had a positive impact on E-WOM usefulness, which in turn predicts the customers purchasing intentions.

3. E-WOM Volume

It refers to the number of E-WOM messages that related to product or service (Saremi, 2014). López and Sicilia (2014) revealed that there is a high correlation between customers' attitude towards the product or the service and the volume of positive E-WOM. Moreover, they indicated that the volume of E-WOM had an influence on customers' decision-making. C. Lin et al. (2013) indicated that E-WOM volume had a significant impact on the purchasing decisions. Moreover, Al Mana and Mirza (2013) proposed that the number of E-WOM are important factors in making online purchasing decisions. Furthermore, D.-H. Park and J. Lee (2009) indicated that E-WOM volume increases the perceived popularity of a product. Fan et al. (2013) stated that E-WOM volume had a significant impact on customers' perceived E-WOM credibility. Per contra, Zangeneh et al. (2014) indicated that E-WOM volume had not an impact on purchasing intentions.

4. E-WOM Presence

It refers to if there is any E-WOM available about service or product on Internet platforms (Saremi, 2014). In the presence of E-WOM, customers with a high need for cognition tend to switch from their attribute preferences towards the product or the service (Gupta & Harris, 2010).

5. E-WOM Sidedness

E-WOM can be either one-sided or two-sided. A one-sided E-WOM indicated to either positive or negative (pros or cons) attributes of service or product, but not both. A two-sided E-WOM indicated to both positive and negative (pros and cons) attributes of service or product (Cheng & Zhou, 2010b; Saremi, 2014). Any product or service has its pros and cons. Information that includes the two sides about product or service would enhance its completeness. Moreover, customers intend to perceive it as more credible and reduce their skepticism (M. Cheung et al., 2009). M. Cheung et al. (2009) argued that there is no difference between two-sided E-WOM and one-sided E-WOM on Chinese customers' perceived to E-WOM credibility.

6. E-WOM Consistency

It refers to the extent to which E-WOM is consistent with or similar to the majority of other E-WOM sources about same service or same product (Cheng & Zhou, 2010b; M. Cheung et al., 2009; Jin et al., 2010; Saremi, 2014). E-WOM consistency is an important factor in making online purchasing decisions (Al Mana & Mirza, 2013). If the E-WOM is consistent with the majority of other sources' E-WOM about same service or same product, the E-WOM receiver will be unconfused and will perceive E-WOM as more credible (M. Cheung et al., 2009).

7. E-WOM Orientation

E-WOM according to its orientation either attribute-value E-WOM or simple E-WOM (D.-H. Park & J. Lee, 2009; Saremi, 2014). The first type refers to the E-WOM that are rational, objective, factual, and concrete based on the specific facts about the product or the service. The second type refers to the E-WOM that are emotional, subjective, experiential, and abstract based on the customer feeling toward the product or the service. D.-H. Park and J. Lee (2009) indicated that attribute-value E-WOM is more informative than simple E-WOM.

2.1.11.3 Third Dimension: E-WOM Platform

It refers to an online platform that used by E-WOM source to disseminate his E-WOM via the Internet (Saremi, 2014). Two factors are representing this dimension.

1. E-WOM Platform Type

The E-WOM platforms types had explained in detailed previously. E-WOM platform type indicated to the type of the online platform that used by E-WOM source to disseminate the E-WOM. The online platform could be a provider-generated platform or independent platform (Saremi, 2014). According to (Abd-Elaziz et al., 2015) type of E-WOM platform affects customers' purchasing decisions. On the other hand, receivers exposed to the E-WOM disseminated on the personal blog were less likely to recommend the product than those who were exposed to the E-WOM either on the independent platform or the provider-generated platform; and this impact found only when the E-

WOM valance was positive (M. Lee & Youn, 2009). Furthermore, López and Sicilia (2014) indicated there is no significant difference in influencing customers' decision-making between firm-sponsored platforms and third party platforms.

2. E-WOM Platform Characteristics

It refers to the characteristics of E-WOM platform, such as reliability, popularity, and internationality. The reliability of E-WOM platform means that E-WOM platform can rely on it or depended on it, as for accuracy, honesty, or achievement. The popularity of E-WOM platform means that E-WOM platform is popular or its favors by the public or of a particular group of people. The internationality of E-WOM platform means that E-WOM platform is having members from different countries or activities in several countries. According to (Abd-Elaziz et al., 2015; Yaylı & Bayram, 2010) the characteristics of the E-WOM platform (reliability, internationality, and popularity) had a significant impact on customers' purchasing decisions.

2.1.11.4 Fourth Dimension: E-WOM Receiver

He called the communicatee or the audience. He is the person who responds to the E-WOM (C. Cheung & Thadani, 2012; Jin et al., 2010). He is looking for E-WOM through different platforms over the Internet. He read E-WOM in order to form his attitudes and emotional states toward product or service (Tang, 2010). The impact of E-WOM on the receivers may vary because of the personal differences between of them. The same E-WOM could have a different response from different receivers depending on their perceptions, characteristics, and experience (Jin et al., 2010). There is one factor that representing the E-WOM receiver dimension:

1. Receiver's Pre-existing Knowledge

It refers to E-WOM receiver's prior knowledge of, familiarity with, experience with E-WOM topic and E-WOM platform (Jin et al., 2010; Saremi, 2014). When E-WOM receiver has prior knowledge of, familiar with, or has experience with product or service, he is more likely to form his decision, opinion, and belief by his pre-existing knowledge (Martin & Lueg, 2013). This receiver is more willing to accept and trust E-WOM that

consistent with his pre-existing knowledge (M. Cheung et al., 2009). Moreover, he is liable to take his decision with substantially less regard to E-WOM about the product or the service. Furthermore, he is less liable to use WOM sources (Martin & Lueg, 2013). On the other hand, the receiver has no prior knowledge of, familiar with, or has experience with the product or the service, he used and appreciated E-WOM (Petrescu & Korgaonkar, 2011). Moreover, López and Sicilia (2014) revealed there is a significant relationship between customers' Internet experience and the influence of E-WOM. The experienced customer is more influenced by the E-WOM. Furthermore, (Saremi, 2014) indicated that the effectiveness of positive E-WOM on customers' perceptions of adopting experience services is dependent on the customers' prior knowledge of the service context, customers' need for change, and the customers' experience with the service (Montazemi & Saremi, 2014). On the other hand, (Fan et al., 2013) indicated that a customer expertise had not a significant impact on perceived E-WOM credibility. C. Cheung et al. (2012) indicated that customers expertise have a negative moderating impact on the relationship between the E-WOM and customers' purchasing decisions.

2.1.11.5 Fifth Dimension: Responses to E-WOM:

This dimension includes responses that made by E-WOM receiver because of exposure to E-WOM. As a result of exposure to E-WOM, E-WOM receiver forms his attitudes and emotional states toward product or service (C. Cheung & Thadani, 2012; Jin et al., 2010; Tang, 2010). The following table indicates to eight possible responses to E-WOM from E-WOM receiver:

Table (2.4): The E-WOM Receiver Responses

Id	Response to E-WOM	Definition
1.	Attitude towards service or product	The receivers' overall evaluations of the service or the product.
2.	Intention to use service or product	The receivers' willingness to pay for or purchase the service or the product in the future.

Id	Response to E-WOM	Definition
3.	Actual use or purchase of service or product	Customers' actual use, subscribe, purchase the product or the service.
4.	Willingness to recommend service or product (Loyalty)	Customers' willingness to recommend the service or the product in the future.
5.	Adoption of E-WOM	The process in which the E-WOM receiver purposefully engage in using E-WOM.
6.	Intention to adopt E-WOM	The E-WOM receivers' willingness to adopt the E-WOM.
7.	Perceived helpfulness of E-WOM	The receivers' perception of the helpfulness of E-WOM.
8.	Perceived credibility of E-WOM	"The perceived degree to which an E-WOM provides accurate and truthful information."

Source: (Jin et al., 2010; Saremi, 2014)

This dimension included in this research as a dependent variable. The E-WOM receiver behavioral intention to switch his current ISP is the possible response that E-WOM receiver made when he exposure to the E-WOM.

2.3 The Behavioral Intention to Switch Services Provider

2.3.1 Introduction

The importance of services had increased since 1975 (Kerin & Hartley 2015). Last years services have developed extremely (Armstrong et al., 2016). Today services are more important and more challenges than goods for marketers. In the world economy services are developing quickly, making up about 64% of the gross world product (Armstrong et al., 2016). In developed countries, services have dominated the daily economic activities. (Chen, 2006). For example, in Germany, Japan, Australia, and Canada, services account almost 70% of the gross domestic product (Pride & Ferrell, 2015). Today services become ubiquitous. It exists in the government sector (such as courts, hospitals, postal services), the private nonprofit sector (such as charities hospitals), and in the business sector (such as: ISPs and banks) (Kotler & Keller, 2015).

Services are riskier than physical products. The customer has a high level of perceived risk when they decide to purchase or subscribe the service (Chen, 2006). They face some difficulties in evaluation services because of its intangibility unlike in evaluation the physical products because of it tangible attributes (such as style or taste). This tangible attributes for physical products called search qualities. "Services have very few search qualities". They have experience and credence qualities (Chen, 2006; Kotler & Keller, 2015; Pride & Ferrell, 2015). Therefore, service customers rely on WOM more than traditional advertising. Moreover, they rely heavily on price and service provider to evaluate the service quality (Kotler & Keller, 2015). Internet services are an example of services that have high experience qualities. Customers can evaluate Internet services after purchasing the subscription from the ISP and during the consumption of it.

This section will introduce the concepts of services providers, services provider switching, and behavioral intention to give a clear idea about the research problem.

2.3.2 Services Providers

Services providers are either a human or a machine and their efforts directed at people or objects. For instance, in training service, the efforts of trainer (the service

provider) are directed at trainee, while in reconstruction the engineer services are directed at objects. On the other hand, the service provider could be a machine such as transportation and the efforts of it directed to travelers (people) or goods (objects) (Pride & Ferrell, 2015).

Services providers according to their objectives are either profit service providers that aims to make profits, such as an ISP or nonprofit service providers that do not aim to make profits, such as American Red Cross. (Kerin & Hartley 2015; Kotler & Keller, 2015)

Likewise, service providers according to their ownerships are either private, such as an ISP or public such as a charity hospital (Kotler & Keller, 2015).

2.3.3 Services Provider Switching

The ISP market is characterized by rapid developments and huge diversity (Heckmann, 2007). The demand for Internet services all over the world is on the increase day by day (Chiou, 2004). Due to this increasing and diversity, the competition will become aggressive between ISPs (Chiou, 2004). The customer has many choices, if he is unhappy with the delivered Internet services, he will easily switch to another provider (Lo & Liang, 2011; Obeidat et al., 2012). This leads to more frequent switching from an ISP to an alternative provider (Lo & Liang, 2011).

In previous literature, there are diverse terms that indicate to the service provider-customer relationship ending such as customer switching behavior, customer exit, termination, breakdown, customer defection, dissolution and ending (Neetha, 2014). "Service provider switching is defined as a consumer terminating a relationship with a service provider or adding a relationship portfolio with a new provider" (Lo & Liang, 2011, p. 141). This behavior includes exchanging the current services provider with an alternative one (Bansal & Taylor, 1999).

Services provider switching is either complete or partial. Complete services provider switching refers to the customer transferring all his businesses to another services provider. Partial services provider switching refers to the customer transferring only a part of his business to another services provider. Partial services provider switching may be

difficult to reveal by the services provider, unlike complete services provider switching. (Neetha, 2014)

Services are intangible, inseparable, variable (heterogeneous), and perishable (Kotler & Keller, 2015). It is hard to understand the basis of customer choice to the service. Therefore, understanding the customer services provider switching behavior is harder than in other industries (Neetha, 2014). Thus, there are a significant number of studies that conduct the customer services switching behavior.

(Keaveney, 1995) Study considered as one of the most famous studies in customer service switching behavior. She develops a model of customers' service switching behavior in service industries. This model divided services switching reasons to general eight categories. They are pricing, inconvenience, core service failure, service encounter failures, response to service failure, competition, ethical problems, and involuntary switching. Each category has sub-categories under it. Also, it indicated to the consequences of service switching. The switched customers are engaged in WOM with family, friends, neighbors, coworkers, and other known customers about the switching reasons and stories. It also indicated that most switched customers found their new services provider through WOM communications, references, and referrals.

According to (East et al., 2012) the reasons for switching services providers that indicated by (Keaveney, 1995) are classified to events (episodic) and conditions (persist). Events are changes that happen, such as core service failures, failed service encounters, and response to failed service. While, conditions are persistent circumstances, such as inconvenience and involuntary switching. For more deep analysis to switching services providers' reasons, they divided services providers to located services "available in a specific location" (e.g. dentist, bank) and non-located services "independent of location" (e.g. credit card and Internet services). They revealed that reasons of switching services providers are affected by the services' location. In located services most services switching reasons are conditions. In non-located services most services switching reasons are events. Likewise, based on the (Keaveney, 1995) model, Frankel et al. (2013) indicated there are differences in switching reasons between countries.

According to (Gerrard & Cunningham, 2004) switching behavior could be simple or complex. When the customer indicated there are two or more reasons for his switching; the switching behavior is complex. On the other hand, it is simple when it resulted from one reason.

There are three types of switching determinants (Roos, 1999). They are pushing determinants, pulling determinants, and swayer determinants. Customers perceive pushing determinants as the reason for switching to another services provider, such as price, location, level, and quality of service, failure of the system, policy, and co-customers. It considered as a clear reason for switching the provider. On the other hand, determinants that make switched customers return bake to their switched-from services provider considered as pulling determinants, such as location, variation, habit, the degree of self-service, and policy. Swayer determinants are switching determinants that either prolong or strengthen the customers switching decision, but it does not cause services provider switching by itself. Swayer determinants either positive determinants that prolong the customers switching decision or negative determinants that strengthen the customers switching decision, such as personnel, price, location, habit, queuing, variation, atmosphere, and policy (Neetha, 2014; Roos, 1999).

Switching decisions could be revocable or irrevocable. When the switched customer aimed to go back to the switched from services provider, the switching decision is revocable otherwise it is irrevocable (Roos, 1999). The following table presents the differences between of them.

Table (2.5): The Differences between Switching Decisions

No.	Switching Factor	Irrevocable Switching	Revocable Switching
1.	Customer-provider relationship length	Medium	Short

2.	Emotions Strong = anger, distress Weak = dissatisfaction, shame	Strong	Weak
3.	Voice	Repetitive complaints No response	No complaints

Source: (Roos, 1999)

2.3.4 The Behavioral Intention

Customer's actual behavior can be predicted by their intentions to perform this behavior (Ajzen : 1991 as cited in Neetha, 2014, p. 47; Olsson & Gall, 2012). Indeed, there are a significant number of service studies that conduct it as a dependent variable (Neetha, 2014, pp. 47 - 48). The following table presents concepts that related to behavioral intention:

Table (2.6): Concepts that Related to Behavioral Intention

No.	Concept	definition	Source
1.	Intention	"A stated likelihood to engage in a behavior."	(Oliver, 2014, p. 23).
2.	Behavioral Intention	"A measure of the strength of one's intention to perform a specified behavior."	(Rajagopal, 2009, p. 83)
3.	Behavioral intention to switch the services provider	"A consumer's intention to subscribe (or intention to purchase product) in the future"	(Maneechot & Chirapanda, 2014, p. 49)
4.	behavioral intention to switch the ISP	"A consumer's intention to subscribe (or intention to continue the current subscription) and make use of broadband Internet in the future"	(Daly et al., 2008, p. 347)

Behavioral intention is an indicator that predicts whether a customer will continue with his current services provider or intend switch to another services provider (Neetha, 2014). “It is hard to find an effective measurement for future behavior” (Olsson & Gall, 2012, p. 18). Therefore, the researchers use it to measure the actual behavior (Neetha, 2014).

Customer behavioral intention either positive scenario or negative scenario. In the positive scenario, customer loyalty to his services provider is usually high. Furthermore, he engages in positive WOM about his services provider. In the negative scenario, the customer has a tendency to switch his current services provider to an alternative. Furthermore, he engages in negative WOM about his current services provider. Moreover, he complains to his services provider employees or other customers. (Liu et al., 2001)

Zeithaml et al. (1996) Stated that behavioral intention comprises from five dimensions. First and second dimensions refer to the positive scenario. They include favorable behavioral intentions. Unlike third, fourth, and fifth dimensions that refer to the negative scenario. They include unfavorable behavioral intentions.

1. Loyalty to the services provider: This dimension considers as the largest one. It comprises from five favorable behavioral intentions. They are:

    a. Saying positive things about current services provider.

    b. Recommending current services provider to someone who seeks advice.

    c. Encouraging friends and relatives to do business with current services provider.

    d. Considering current services provider, the first choice from which to subscribe services.

    e. Doing more business with current services provider in the next few years.

2. Willingness to pay more: This dimension comprises from two favorable behavioral intentions. They are:

    a. Continuing to do business with current services provider even if its prices increase somewhat.

b. Paying a higher price than competitors charge for the benefits currently received from a current services provider.

3. The propensity to switch the services provider: This dimension comprises from two unfavorable behavioral intentions. They are:

a. Doing less business with current services provider in the next few years.

b. Taking some business to a competitor that offers better prices.

4. External response to the problem: It includes items that relate to experience a service problem. This dimension comprises from three unfavorable behavioral intentions. They are:

a. Switching from current services provider to a competitor services provider.

b. Complaining to other customers.

c. Complaining to external agencies.

5. Internal response to the problem: This dimension comprises from one unfavorable behavioral intention. It is:

a. Complaining to current services provider's employees if a service problem is experienced. Customers head toward current services provider to complain to give them a second chance.

(Bloemer et al., 1999) Agree with the thirteenth factors that identified by (Zeithaml et al., 1996). However, they classified these factors to four dimensions. They argued his classification are more clear and unambiguous. The dimensions are:

1. WOM communications:

a. Saying positive things about current services provider.

b. Recommending current services provider to someone who seeks advice.

c. Encouraging friends and relatives to do business with current services provider.

2. Purchase intention:

a. Considering current services provider, the first choice from which to subscribe services.

b. Doing more business with current services provider in the next few years.

c. Doing less business with current services provider in the next few years.

3. Price sensitivity:

a. Taking some business to a competitor that offers better prices.

b. Continuing to do business with current services provider even if its prices increase somewhat.

c. Paying a higher price than competitors charge for the benefits currently received from a current services provider.

4. Complaining behavior:

a. Switching from current services provider to a competitor services provider.

b. Complaining to other customers.

c. Complaining to external agencies.

d. Complaining to current services provider's employees if a service problem is experienced.

Finally, it is obvious the importance of the behavioral intention. Dwivedi et al. (2010) Indicated that ISP managers' should understand the motivations behind customers' intentions to switch their current ISP in order to retain and increase their existing customer base. Furthermore, Quach et al. (2016) indicated that ISPs could win new customers through positive WOM and recommendations to improve their customers' retention. Therefore, it is essential to investigate factors has not been researched such as E-WOM and its influence on customers' behavioral intentions towards them.

2.3.5 Theory of Planned Behavior (TPB)

Professor of psychology Icek Ajzen developed the theory of planned behavior (TPB) as an extension of the theory of reasoned action (TRA) (Ajzen, 1985).

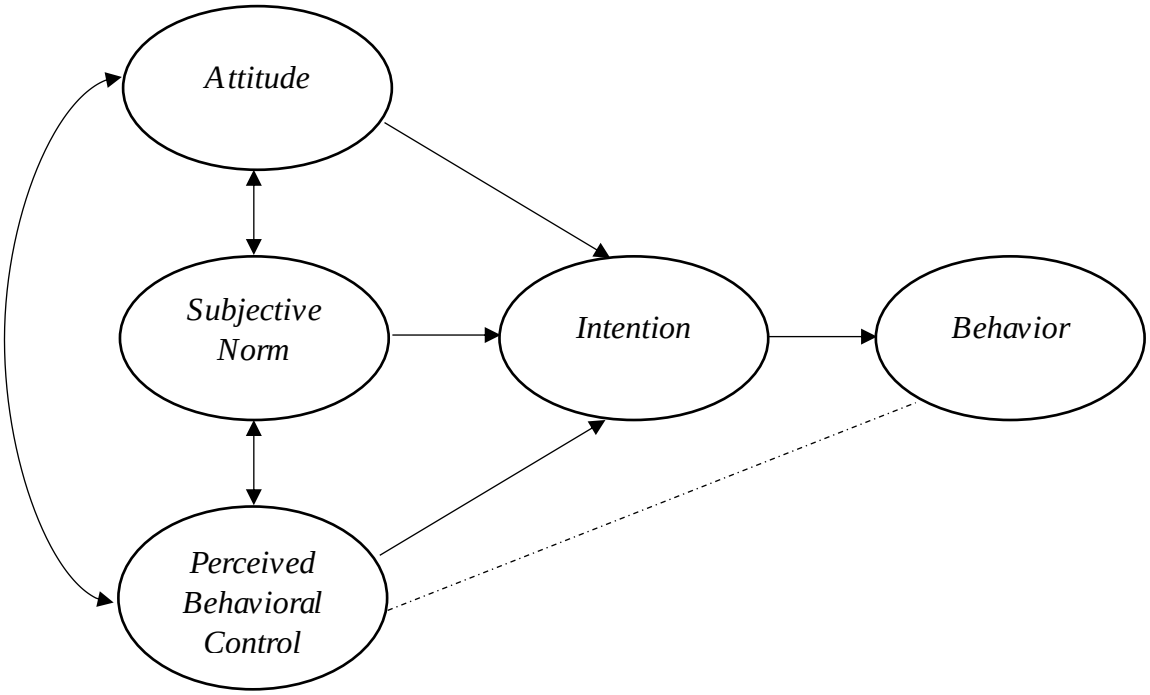

Figure (2.2): The Theory of Planned Behavior

Source: (Ajzen, 1985)

It aims to predict planned behavior (Neetha, 2014). In theory of planned behavior, behavioral intention can be predicted with a high degree of accuracy by the attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991). This combination is forming the behavioral intention (Lo & Liang, 2011). Indeed, "there is not a perfect relationship between behavioral intention and actual behavior". In spite of actual behavior can predict by behavioral intention with a high degree of accuracy. Therefore, behavioral intention is used as to measure the actual behavior (Neetha, 2014, pp. 13-15).

2.3.6 The Service Provider Switching Model (SPSM)

Based on (Keaveney, 1995) research and the theory of planned behavior (TPB) (Bansal & Taylor, 1999) developed the service provider switching model (SPSM) as shown in the following figure. This model explains customer-switching behavior in the

services industry. It "identifying factors that influenced customers' decision to switch service providers". The researchers argued they are the first one who "develop a theoretically grounded predictive model for customer switching in service industries". The SPSM model includes:

1. Switching intentions and switching behavior as dependent variables.

2. Service quality, perceived relevance, and the interaction between service quality and perceived relevance as independent variables.

3. Perceived switching costs, attitudes toward switching, subjective norm, and service satisfaction as independent variables.

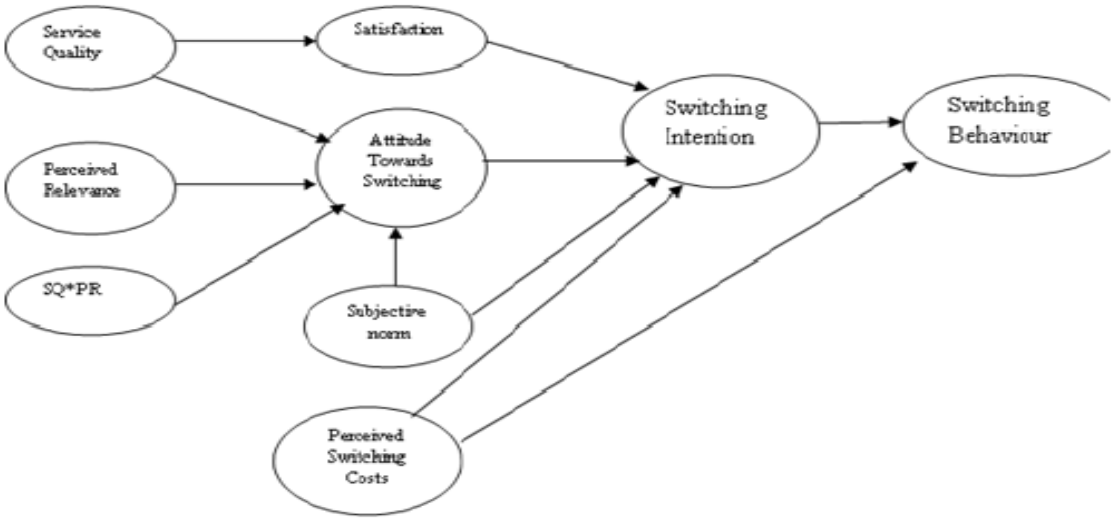

Figure (2.3): The SPSM Model

Source: (Bansal & Taylor, 1999)

The SPSM model indicated that:

1. A customer's attitude toward switching his current services provider is determinant by service quality, perceived relevance, and subjective norms. Higher service quality and higher perceived relevance lead to a lower level of customer's attitude toward switching his current services provider.

2. A customer's intention to switch his current services provider is determinant by a customer's attitude toward switching his current services provider, a customer's

satisfaction with his current services provider, and switching costs. Higher attitude toward switching, lower satisfaction, and lower switching costs leads to a higher level of customer's intention to switch his current services provider. Subjective norms have an indirect impact on a customer's intention to switch his current services provider. There is no impact of self-efficacy on a customer's intention to switch his current services provider.

3. A customer's services provider switching behavior is determinant by a customer's intention to switch his current services provider. Switching costs are not influenced a customer's services provider switching behavior directly. Self-efficacy is not affected a customer's services provider switching behavior.

2.4 The Customer-Firm Relationship Characteristics

2.4.1 Introduction

This section will introduce the concepts that related to customer-firm relationship characteristics in order to give a clear idea about the research problem.

According to (Lopez et al., 2006) depth, length and breadth are basic characteristics that are defining the relationship between a customer and a service provider.

2.4.2 The Length

There are a considerable number of marketing studies that discussed the length of the customer-firm relationship (Bolton et al., 2004). The length of the relationship between a customer and a services provider refers to "the time since the customer purchased the service" (Lopez et al., 2006, p. 560). Researchers used different terms to describe this concept such as the age of the relationship (Verhoef et al., 2002) and duration of the relationship (Bolton, 1998).

The relationship between a customer and a services provider in initial stages are important. The future of this relationship depends on these stages (Lopez et al., 2006). In these stages, the customer is relatively less certain in his opinions and feelings about the services provider. Furthermore, he is more vulnerable to his opinion change about it (Bolton, 1998). Therefore, in these stages, the customer likelihood of break-up his relationship with his current services provider is much greater than in the later stages. The evolution of the relationship between of them will increase customer trust in the services provider. Moreover, he will have more confidence in his impressions about it (Lopez et al., 2006). Moreover, his behavior toward it will be more stable (Bolton, 1998). Therefore, it expected that a recent customer has more intentions for switching his new current service provider more than a customer had a long relationship with his current service provider (Lopez et al., 2006). Also, Bolton (1998, p. 61) indicated that a customer who had a long relationship with his current service provider "weigh prior cumulative satisfaction more heavily and new information (relatively) less heavily".

On the other hand, Verhoef et al. (2002) revealed that the age of the relationship between Dutch customers and their current insurance companies are moderating the relationship between satisfaction, affective and calculative commitment, and the number of services purchased. On the contrary, the age of the relationship does not moderates the relationship between satisfaction, affective and calculative commitment, and the customer referrals. Furthermore, Lopez et al. (2006) revealed that a customer who had a short length relationship with his fixed-line telephone service provider would be more intention to switch it. Moreover, Bolton et al. (2004) indicated that the revenues of services providers that provide services under contractual arrangements such as insurance corporations, mobile phone providers, and system support services providers are directly tied to the age of the relationship.

2.4.3 The Breadth

The breadth of the relationship between a customer and a services provider refers to "the expansion of the customer relationship with the firm through cross-buying" (Bolton et al., 2004, p. 274). For example, in ISPs case the breadth of the relationship between a customer and an ISP reflected in add-on buying such as purchasing a subscription of Internet security services. Some of the Palestinian ISPs offer these services. For instance, Hadara Technologies offer some add-on services for its customers, such as "Bitdefender Internet Security", "Control", and "Safety".

In some situations, customers need to buy add-on services in order to increase the efficiency of the main service that purchased from the services provider. On the other hand, customer purchasing add-on services may lead to strengthening his relationship with the services provider and increases the cost of switching. Moreover, services provider could understand it as a desire to continue the relationship with it (Lopez et al., 2006). For example, Orange ISP customers who bought Orange TV, their switching cost is high.

Verhoef et al. (2002) revealed that there is a positive relationship between the age of the relationship between a customer and a services provider and the number of services purchased. Furthermore, Lopez et al. (2006) indicated that a customer who had a low

breadth relationship (not investing in add-on services) with his fixed-line telephone services provider would be more intention to switch it.

2.4.4 The Depth

The depth of the relationship between a customer and a services provider refers to "the deepening of the customer's relationship with the firm through increased usage or upgrading" (Bolton et al., 2004, p. 274). Customers' service usage indicated to their intentions of continuing their current relationship. Moreover, provide them with a greater knowledge of the provider. Furthermore, the increased of service usage raises the volume of transactions between the customer and the services provider. Thereafter, the experience of the customer about the service and the services provider raises. All of these leads to build a strong relationship between of them, reduce the uncertainty situation, and increase the perceived cost of services provider switching. On the other hand, the increased of service usage develop a strong and a positive attitude toward the services provider. Moreover, leads to reduces customers' sensitivity to services failures in its delivery. (Bolton, 1998; Bolton et al., 2004; Lopez et al., 2006; Verhoef et al., 2002)

Lopez et al. (2006) indicated that a customer who had a low depth relationship (using the services less) with his fixed-line telephone service provider would be more intention to switch it.

2.5 Internet Services Providers

2.5.1 Introduction

This section provides a general overview about ISP. This section is divided into seven parts. The first part sheds light on ISPs in general. The next part highlights on ISPs in Palestine. The next part reviews ISPs in Gaza Strip. It is following by an overview about BSA ISPs in Gaza Strip. Thereafter, the fifth parts reviews BSA ISPs' customers in Gaza Strip. The sixth part is about the Palestinian and the Internet. Finally, the last part illustrates an example about Palestinian customers' engagement in E-WOM about ISPs.

2.5.2 Internet Services Provider

ISP is "an organization that connects end users to the Internet via broadband, mobile networks, and dial-up telephone lines" (Dodd, 2012, p. 434). It also called Internet access provider (Tatnall, 2005). It maintains these services for a fee. It develops related applications as they see fit. "It customizes Internet technologies to the unique needs of customers, solving problems as they arise, and tailoring general solutions to idiosyncratic circumstances and their particular commercial strengths" (Greenstein, 2001). Services that provided by ISP such as basic access, frontier access, networking, hosting and web page design (Heckmann, 2007, pp. 19 - 20).

"The World ISP" was the first commercial ISP in the world. It has been established in Brookline, Massachusetts in the United States of America at 1989 ("Internet Service Provider," 2016). ISP market grew rapidly (Greenstein, 2001). In the United States of America and Canada, there were more than 4482 active ISPs in 2002 (Chiou, 2004). In 2014, the revenue of ISPs in the United States of America ranged from about 55 billion U.S. dollars ("Revenue of Internet Service Providers in The United States from 2009 to 2014," 2015). The ISPs' industry, characterized by rapid technological change and robust competition (Chiou, 2004; Greenstein, 2001).

2.5.3 Internet Services Providers in Palestine

In the past two decades, Palestine had rapid developments in Internet services providing especially in providing these services with high speeds, high quality and

affordable prices for customers. The first use of the Internet in Palestine was at 1995 by connecting the Palestinian universities and colleges to Internet. Palestinian ISPs had begun to introduce their services at 1996 through PALTEL, Palestinian Telecommunication Group, which was the sole provider in Palestine for telecommunication services. The Internet services were characterized by low speeds (28 kbps and 56 kbps) and high prices. During these years, customers were paid for using Internet services at Internet café between 10 and 15 NIS/hour. If they want to use it through the fixed line telephone, they paid 3 NIS/hour (PSMTIT, 2016a; WAFA, 2011).

At 2004, ISPs offered to customers a new service called SFI, Subscription Free Internet. This service allows customers to connect to the Internet from postpaid fixed line telephone at any time without needing to be committed with specific ISP. Customers were paid for this service 1.44 NIS/hour at 64 kbps Internet speed (PSMTIT, 2016a; WAFA, 2011).

At 2005, ISPs were introduced ADSL service, Asymmetric Digital Subscriber Line. It was enabled customers access to the Internet with high speeds (128 kbps, 256 kbps, 512 kbps and 1 Mbps) and high quality without distracting fixed line telephone and for a monthly fee (120 NIS/Month for 1 Mbps) (PSMTIT, 2016a; WAFA, 2011).

At 2010, the PSMTIT had launched BSA system to access the Internet. This led to several merge processes between different ISPs and information technology companies. Moreover, other new companies launched. The number of customers has been increased (108,000 customers) and the prices were down (95 NIS/Month for 1 Mbps) (PSMTIT, 2016a; WAFA, 2011).

At 2013, the PSMTIT issued a decision stated that one Mbps is the lowest speed for access to the Internet. Since that time, Internet speeds introduced by ISPs began to rise until it reaches to 30 Mbps and the lowest is four Mbps in 2015. Moreover, a number of customers increased each year and prices down (PSMTIT, 2016a; WAFA, 2011).

2.5.4 Internet Services Providers in The Gaza Strip

The General Management of the Licenses of PSMTIT in Gaza Strip is responsible for organizing, follow-up, monitor and supervise ISPs in Gaza Strip (Alshikhdeeb, 2016). It classifies ISPs in Gaza Strip to the following five types (PSMTIT, 2016c):

1. Backbone Internet Services Provider (BISP):

An organization provides data transmission services between ISPs across a long distance in the country. Backbone networks do not have any direct contact with customers' networks. It has huge capacities (Heckmann, 2007). There are four licensed BISPs in Gaza Strip: Citynet, SpeedClick LTD, Digital Communication Technologies LTD, and Mada Al Arab (PSMTIT, 2016c).

2. Bit Stream Access Internet Services Provider (BSA ISP):

An organization allows customers to access the Internet at high speeds through the third party which is PALTEL in the Gaza Strip (PALTEL, 2016). There are seven licensed BSA ISP in Gaza Strip: Citynet, SpeedClick LTD, Hadara Technologies, Mada Al Arab, NetStream Company For Internet Services, Orange Palestine Group for technological Investment Inc., and Fusion for Internet services and Telecommunication Systems (PSMTIT, 2016c).

3. Broadband Over Power Lines Internet Services Provider (BPL ISP):

An organization provides Internet services to customers through existing electricity network. There are sole licensed BPL ISP in Gaza Strip. It is Solution Management Technology (SMT) (PSMTIT, 2016c).

4. Wireless Fidelity Internet Services Provider (WIFI ISP):

An organization provides Internet services through wireless local area network (WLAN) to customers within its range. These networks are often password protected (Dodd, 2012). There is eight licensed WIFI ISP in Gaza Strip: Citynet, SpeedClick LTD, Digital Communication Technologies LTD, B Online, NetStream Company For Internet

Services, Alfa, Fusion for Internet services and Telecommunication Systems, and The Golden Points (PSMTIT, 2016c).

5. Worldwide Interoperability for Microwave Access Internet Services Provider (WIMAX ISP):

An organization provides Internet services through wireless local area network (WLAN). High speeds and long distance coverage are distinct these services from WIFI ISP services (Dodd, 2012). There is tow licensed WIMAX Internet service provider in Gaza Strip: NetStream Company For Internet Services and Fusion for Internet services and Telecommunication Systems (PSMTIT, 2016c).

2.5.5 BSA Internet Services Providers in the Gaza Strip

In this section, a brief overview about the seven licensed BSA ISP in the Gaza Strip presented (PSMTIT, 2016c):

1) Citynet

It is operating in Gaza Strip. It was established since 2011. At 2011, it got the license from the PSMTIT to introduce BSA Internet services in Gaza Strip. It introduces services such as BSA Internet services, WIFI Internet Services, video conference services, backhaul PTP services, and IT solutions (PITA, 2012a).

2) Fusion for Internet services and Telecommunication Systems

It is operating in Gaza Strip. It was established since 2002. At 2011, it got the license from the PSMTIT to introduce BSA Internet services in the Gaza Strip. It introduces services such as BSA Internet services, WIFI Internet Services, WIMAX Internet Services, Internet services VoIP Communication systems, video conference services, and enterprise solutions (PITA, 2012b).

3) Hadara Technologies

It is one of PALTEL group companies. It is operating in Gaza Strip and West Bank. In 2005, PALTEL group established Hadara Technologies through the acquisition and merging of four ISPs in Palestine: PALNET, Palestine Online, Palestine Internet Services

- PIS, and InterPAL Networks (PALTEL, 2005). At 2010, it got the license from the PSMTIT to introduce BSA Internet services in Gaza Strip and West Bank. It introduces services such as BSA Internet services, Internet-related value-added services, web hosting, domain registration, radio streaming, video streaming, and SMS services (PITA, 2012c).

4) Mada Al Arab

It is operating in Gaza Strip and West Bank. It was established since 2010. At 2010, it got the license from the PSMTIT to introduce BSA Internet services in Gaza Strip and West Bank. It is owned fiber line, which connects it to Haifa, London, Frankfurt, and Jordan. It introduces services such as BSA Internet services, data connectivity between West Bank and the Gaza Strip, video conference services, and Internet-related value added services (PITA, 2012d).

5) NetStream Company For Internet Services

It is operating in Gaza Strip. It was established since 2010. It showed up after the merging process between five communication systems and information technology companies in Gaza Strip. At 2010, it got the license from the PSMTIT to introduce BSA Internet services in the Gaza Strip. It introduces services such as BSA Internet services and WIFI Internet Services (PITA, 2012e).

6) Orange Palestine Group for technological Investment Inc.

It is operating in Gaza Strip. It is an extension of Paltem Company that was established since 2005 in the Gaza Strip. It was established with the new name "Orange Palestine Group for technological Investment Inc." at 2011 and got the license from the PSMTIT to introduce BSA Internet services in Gaza Strip. It introduces services such as BSA Internet services, software development, mobile application, outsourcing, IT solutions provision, web hosting, and bulk SMS. (PITA, 2012f).

7) SpeedClick LTD

It is operating in Gaza Strip. It was established since 2002. Its name was "Click for Internet Services". It was offered Internet services through networks. At 2006, it began

offering WIFI services. At 2010, it restructured and named by "SpeedClick LTD". At 2011, it got the license from the PSMTIT introduce BSA Internet services in Gaza Strip. It is an agent for BASIC Company in Gaza Strip. It introduces services such as BSA Internet services, Backbone Internet Service, and WIFI Internet Services (PITA, 2012g).

2.5.6 BSA Internet Services Providers in the Gaza Strip on the Internet

There is an obvious difference between ISPs' performance on the Internet in general and in social networking sites in specific. The gap can be observed. Hadara Technologies ISP and Mada Al Arab ISP have the best performance in the social networking sites (Hedah et al., 2015).

The following table shows pages that owned by ISPs on the Internet and social networking sites, the number of likes, followers, and subscribers to pages that ISP owned on social networking sites.

Table (2.7): ISPs Pages on the Internet

Internet Service Provider	Website	Facebook Likes	Twitter Followers	Instagram Followers	YouTube Subscriber	Google + Followers	LinkedIn Followers
Citynet	√	51,182	26	1136	18		100
Fusion for Internet services and Telecommunication systems	√	26,799	3				
Hadara Technologies	√	390,678	3876		283	236	1531
Mada Al Arab	√	92,069	1481		175		
NetStream Company For Internet Services	√	2,204	301				
Orange Palestine Group for technological Investment Inc.	√	22,018	104	2102	2		
SpeedClick LTD	√	29,477	130		109	5	29

Source: The researcher depends on BSA ISPs pages on the Internet at 28/9/2016.

2.5.7 Internet Services Provider Customers in the Gaza Strip

In the following table, the statistics about ISPs' customers in the Gaza Strip at the end of 1st quarter of 2016 presented:

Table (2.8): ISP Customers in the Gaza Strip

Type	No. of Customers				
All Customers	94,958				
WIFI Customers	12,606				
BSA Customers	82,892				
BSA Business Customers	2,286				
BSA Household Customers	80,606				
	North Gaza	Gaza	Deir El-Balah	Khan Younis	Rafah
	9,673	34,661	12,896	12,897	10,479

Source: (Alshikhdeeb, 2016)

2.5.8 The Palestinian and Internet

After reviewing (Hedah et al., 2015; PCBS, 2015) the following section reviews the statistics that expose the reality of Palestinian and their usage to the Internet.

- In 2014, 48.3% of households in Palestine had an Internet access. 51.4% of them in West Bank and 42.2% in Gaza Strip. This percentage increased at 2015 to 50%.

- In 2014, 53.7% of individuals (10 years and over) in Palestine used the Internet. 54.5% of them in West Bank and 52.2% in Gaza Strip.

- In 2014, 42.2% of households in Gaza Strip had an Internet access at home. 30.9% of them in North Gaza, 53.0% of them in Gaza, 37.3% of them in Deir Al-Balah, 43.5% of them in Khan Yunis, and 33.8% of them in Rafah.

- In 2014, 42.7% of Palestinian individuals (10 years and over) used the Internet for posting information or instant messaging. 43.2% of individuals (10 years and over) used the Internet for sending or receiving e-mails.

- In 2014, 23.2% of Palestinian individuals (10 years and over) used the Internet for getting information about goods or services, 30.4% of them for getting information that related to health or health services, 14.9% of them for getting information about general government organizations.

- In 2014, 75.1% of Palestinian individuals (10 years and over) used the Internet are used Social Media Networks. 78.9% of them in West Bank, 68.4% of them in Gaza Strip, 70.2% of them in North Gaza, 70.4% of them in Gaza, 58.6% of them in Deir Al-Balah, 72.2% of them in Khan Yunis, and 63.8% of them in Rafah.

- In 2015, There are approximately 1,780,000 Palestinians use Facebook, 1,007,143 use WhatsApp, 385,714 use Google Plus, 342,857 use Twitter, 122,000 use LinkedIn, and 342,857 use Instagram. 37% of Facebook users in Gaza, North Gaza and Deir Al-Balah. 2% of them in Khan Yunis. 1% of them in Rafah (Hedah et al., 2015).

2.5.9 E-WOM, Palestinian Customers, and Internet Services Providers

This section presents the real situation about Palestinian customers engagment in E-WOM about ISPs. "Moaath Al-Shraideh" is the director of Al-Najah University radio. He also a producer and presenter of a weekly program on Palestine TV (Al-Shraideh 2016). His Facebook page is one of the popular pages in media class (Hedah et al., 2015). It has 296,959 followers at 29/09/2016 (Al-Shraideh 2016).

He published a post at "08/07/2016". He wondered if there is an ISP that respects his customers and introduces a good service. This post got 1,700 Likes and more than 500 comments. There is a considerable number of commentators was angry from their delivered Internet services. Furthermore, there is a considerable number of commentators who tried services from different ISPs. There is a few number of commentators had a positive opinion about their ISP (Al-Shraideh 2016).

Bnet "Licensed Internet service provider in West Bank" was the first provider reacted with the published post. It started to take advantage from this post. In the beginning, it started thanks respondents who recommended it. Then, it introduced awards for advocated respondents about it. Moreover, it replied to angry respondents from other

ISPs. It invited them to try their services. After nine days, Hadara Technologies reply to this post. It only invited the post writer to contact with him from their Facebook Page (Al-Shraideh 2016).

2.6 Summary

In this chapter, a review of existing literature that is directly relevant to the subject matter of the research was presented. It was divided into four parts.

On the first section, the E-WOM definition was introduced. Then, the emergence of E-WOM and the Simplified Model of E-WOM Communication was introduced. Then, the differences between E-WOM and WOM were presented. After that, E-WOM related concepts were explained. The advantages and disadvantages of E-WOM were presented. Thereafter, the chapter had introduced E-WOM types, platforms, motivations, and dimensions.

On the second section, the services providers were introduced. Then, services provider switching phenomena were presented. Thereafter, the behavioral intention concept was presented. Then, the theory of planned behavior was introduced. Then, the service provider switching model was presented.

On the third section, the three characteristics that define the relationship between customers and services provider were discussed.

On the latter section of this chapter, ISPs, in general, were presented. Then, ISP in Palestine was presented. After that, ISPs in Gaza Strip. Then, BSA ISPs in the Gaza Strip were presented. Thereafter, BSA ISPs in the Gaza Strip performance on the Internet were presented. Then, BSA ISPs' customers' statistics in Gaza Strip were presented. Thereafter, the Palestinian and Internet was discussed. Then, the relationship between E-WOM, Palestinian customers, and ISPs was presented.

The next chapter presents an overview of previous studies, the distinction of this research from the earlier studies, and the research contribution.

Chapter 3

The Previous Studies

Chapter 3

The Previous Studies

3.1 Introduction

There are quite a number of studies that related to the subject of this research. This chapter focuses on studies that are directly relevant to the topic of the research. The main findings of these studies was summarized. The previous studies regarding the topic of this research are presented in this chapter in three sections. The first one shows studies that are discussing E-WOM. The second section presents studies that are related to ISPs. The third section presents studies that are discussing services provider switching. At the end of this chapter, the researcher comments on the previous studies and indicates to the research gap in order to clarify the value and originality of this research.

3.2 Previous Studies

3.2.1 Previous Studies Related to E-WOM

1. (Elseidi & El-Baz, 2016) Electronic Word of Mouth Effects on Consumers' Brand Attitudes, Brand Image and Purchase Intention: An Empirical Study in Egypt.

The aim of this research to investigate the impact of E-WOM on customers' smartphone purchasing intentions. Also, the mediating impact of smartphone brand image and customer's attitude towards the smartphone brand investigated. The researchers collected data from 469 Egyptian undergraduates' students from two Business Schools in Cairo through the questionnaire. They analyzed the collected data by using Structural Equation Modeling technique. The results of this research clarify the importance of E-WOM as a communication channel. It revealed that E-WOM had a significant positive impact on smartphone brand image, customer's attitude towards the smartphone brand, and customers' smartphone purchasing intentions especially when they had received it from an E-WOM source that is trustworthy and experienced. It indicated that brand image had a significant impact on customers' attitude toward the brand. It indicated that brand image and customers' attitude toward the brand had a significant impact on customers'

purchasing intention. The mediating impact of smartphone brand image and customer's attitude towards the smartphone brand are proved.

2. (Jain et al., 2016) Impact of Online Reviews on Purchasing Decisions: an Empirical Study among Indian Academician.

The aim of this research to investigate the impact of online customers reviews (one type of E-WOM) on customers' online purchasing decisions for electronic products. The researchers collected data from 243 college academicians from across India through an online questionnaire. They analyzed the collected data through factor analysis technique. The results of this research indicated that product customers' reviews, reviews' timeline, reviews' accuracy, self-assessment, reviews' orientation, and reviews consistency had a significant impact on customers' online purchasing decisions. Furthermore, reviewer frequency of posting, reviewer age, place of reviewer residence, reviewer gender, and the websites presenting the reviews had an impact on customers' online purchasing decisions.

3. (Erkan, 2016) The Influence of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions.

The aim of this doctor of philosophy dissertation to develop an information acceptance model that explore E-WOM determinants on social media, which influence on customers' purchase intentions. The E-WOM determinants that discussed by this model are information quality, information credibility, needs of information, attitude towards information, information usefulness, and information adoption. The researcher also investigated if there are differences in influence on customers' purchase intentions between E-WOM in social media from known people and E-WOM from anonymous people on shopping websites.

To achieve the first part of this dissertation, the researcher investigated the developed model quantitatively by using the questionnaire to collect data from 384 university students in the United Kingdom. He analyzed the collected data through structural equation modeling by using AMOS v.20. The analyzed data in this stage

indicated that all previously mentioned determinants of E-WOM on social media had a significant impact on customers' purchase intentions.

A comparative study was conducted to investigate the second part of this dissertation. This investigation consists of two stages. In the first stage, the previously collected data through the questionnaire reanalyzed through multiple regression analysis by using SPSS v.20. In the second stage, in-depth semi-structured interviews were conducted with ten university students in the United Kingdom. The collected data analyzed by using thematic analysis. The analyzed data in this stage indicated that anonymous E-WOM is more influential than known people E-WOM. Also, it stated that E-WOM on shopping websites was more influential on customers' purchase intentions than E-WOM on social media. The reasons for the previous two results are information quantity, information readiness, detailed information, and dedicated information.

4. (L.-L. Wu et al., 2016) The Effects of Direction of Electronic Word-of-Mouth and Tie Strength on Purchase Decisions: Self-Construal as the Moderator.

The aim of this research to investigate the impact of E-WOM direction (positive vs. negative) and tie strength (strong vs. weak) on customers' online purchase decisions. Moreover, the researchers investigated the moderating role of self-construal of online customers (independent vs. interdependent). They measure the customers' online purchase decision making by intention to click, attitude toward the product advertisement, product attitude, and purchase intention. The researchers conducted two separate experiments.

The first one to study the effect of E-WOM direction (positive vs. negative) and self-construal (independent vs. interdependent) on customers' online purchase decisions. 126 participants participated in this laboratory experiment. The researchers collected from the largest bulletin board system in Taiwan. The results of this experiment indicated that the effects of E-WOM direction on intention to click, attitude toward the product advertisement, product attitude, and purchase intention was weaker for customers with independent self-construal than for customers with interdependent self-construal.

The second experiment conducted to study the effect of tie strength (strong vs. weak) and Self-construal (independent vs. interdependent) on customers' online purchase decisions. 88 participants participated in this laboratory experiment. The results of this experiment indicated that the effect of tie strength between E-WOM source and customer on intention to click, attitude toward the product advertisement, product attitude and purchase intention was weaker for independent customers than for interdependent customers when receiving the E-WOM from their strong ties. Moreover, the effects were weaker for interdependent customers than for independent customers when receiving the E-WOM from their weak ties.

5. (Mowzer, 2016) The Impact of Electronic Word-of-mouth in Social Networking Sites on a High-involvement Purchase: an Empirical Study of South African Brides' Intention to Purchase the "Once-in-a-lifetime" Wedding Dress.

The aim of this master dissertation to investigate the influence of E-WOM in social networking sites on purchasing high-risk and high-involvement products. The researcher investigated this impact through E-WOM in social networking site's model. She focuses on wedding dresses as a high-risk and high-involvement product that purchased once in a lifetime.

The researcher conducted this dissertation through an experiment. The experiment included an experimental group and a control group. The first group was shown E-WOM messages in wedding dresses vendors' Facebook pages. Unlike, the second group was not. Each group consists of 76 engaged, young adult, South African females, although not yet chosen a wedding dress to purchase. She collected data through the questionnaire. Each group had a different questionnaire. She collected data from the Canal Walk Shopping Centre branch of Bride&co, in Century City, which is a suburb of Cape Town. She analyzed the collected data through SmartPLS Program.

The results of this dissertation indicated that E-WOM in social networking sites' model offers an explication of factors that affect South African brides' intention to purchase the wedding dresses. Moreover, it explained that E-WOM in social networking

sites' had an impact on South African brides' intention to purchase the wedding dresses, although only through value co-creation.

6. (Lehmann, 2015) The Influence of Electronic Word-of-Mouth on College Search and Choice.

The aim of this doctor of philosophy dissertation to investigate the perceived influence of (E-WOM vs. WOM) on the different phases of the college choice process (search vs. choice) across various forms of social media (online review sites vs. social networking sites). The researcher collected data from 276 students of Miami University in Florida through the online questionnaire sent to students' emails. The students must be at least 18 years old (specifically born between 1985 and 1996), first time, non-transfer, undergraduate, and freshmen. The research results indicated that during the college search phase the E-WOM had greater perceived influence than WOM but in the college choice phase vice versa. She argued that E-WOM on online review sites (College Confidential, Cappex, Zinch and College Prowler) have a greater perceived influence than social networking sites (Facebook, Google+ and LinkedIn).

7. (Arslan & Yılmaz, 2015) Online Word of Mouth Versus Personal Word of Mouth: An Application on Smart Phone Users.

The aim of this research to investigate the impact of online WOM and personal WOM on smartphone purchasing decisions. The researchers collected data from 391 smartphone owners who above 18 years old through the questionnaire. They analyzed the collected data through the regression analysis. The results of this research indicated that online WOM and personal WOM had a significant impact on smartphone purchasing decisions but the personal WOM is more efficient than online WOM. In addition, it indicated that females are affected by online WOM less than males. However, the impact of personal WOM on smartphone purchasing decisions is not different between males and females. On the other hand, it indicated that source credibility for personal WOM is significantly higher than online WOM.

8. (Rizqia & Hudrasyah, 2015) The Effect of Electronic Word-of-Mouth on Customer Purchase Intention (Case Study: Bandung Culinary Instagram Account).

The aim of this research to investigate the relationship between the customer and purchase intention. The researchers study the E-WOM on Instagram as the mediating variable in this relationship. This research conducted in Bandung city at Indonesia. It is a tourist city and widely known of cooking. Therefore, they focus on culinary accounts in Instagram. They study the E-WOM on Instagram through platform assistance, advice seeking, and volume dimensions. They collected data from 231 customers who had an Instagram account and following one of Bandung culinary Instagram accounts through online questionnaires. They analyzed the collected data by Structural Equation Modelling. The results of this research indicated that customer had a positive impact on E-WOM on Instagram and purchase intention. It also stated that E-WOM on Instagram had a positive impact on purchase intention. Finally, it indicated that E-WOM on Instagram is partial mediation variable between customer and purchase intention.

9. (Abd-Elaziz et al., 2015) Determinants of Electronic Word of Mouth (EWOM) Influence on Hotel Customers' Purchasing Decision.

The aim of this research to investigate the impact of E-WOM determinants' on the hotel customer purchasing decision. The researchers collected data from 368 hotel customers' at Sharm-elshikh city in Egypt through the questionnaire. They analyzed the collected data through linear regression analysis and SPSS v. 22. The results of this research indicated that E-WOM determinants (source expertise, source trustworthiness, tie strength, receiver expertise, E-WOM volume, E-WOM valence, type of website, and nature of the product) had a significant impact on hotel customer purchasing decision. Unlike other determinants, E-WOM homophily determinant had not an impact on hotel customer purchasing decision.

10. (Albarq, 2014) Measuring the Impacts of Online Word-of-Mouth on Tourists' Attitude and Intentions to Visit Jordan: An Empirical Study.

The aim of this research to investigate the impact of E-WOM on tourists' intentions to travel to Jordan and their attitudes toward Jordan. The researcher collected data from 294 international tourists in Amman through the questionnaire. He analyzed the collected data through the structural equation model technique. The results of this research indicated that E-WOM had a significant positive impact on tourists' intentions to travel to Jordan and their attitudes toward it. In addition, the attitudes of tourists toward Jordan had a significant positive impact on their travel intentions toward it.

11. (R. Cheung, 2014) The Influence of Electronic Word-of-Mouth on Information Adoption in Online Customer Communities.

The aim of this research to investigate the impact of E-WOM dimensions (quality, relevance, timeliness and comprehensiveness, and trustworthiness) on information adoption in online communities. Moreover, the researcher investigated the impact of information adoption on the customers' purchase intention. He collected data from 100 participants through an online questionnaire that posted at high traffic forums in Hong Kong. He analyzed the collected data through SmartPLS 2.0 program. The results of this research indicated that trustworthiness, timeliness and comprehensiveness, and quality of E-WOM had a positive influence on information usefulness. The relevance dimension had not an impact on information usefulness. Moreover, customers' purchasing intention is predicted by the usefulness of information in online communities.

12. (Torlak et al., 2014) The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey.

The aim of this research to investigate the impact of E-WOM on the cell phone brand image and purchase intention. They also investigated the impact of cell phone brand image on purchase intention. They collected data from 248 university students lived in Eskisehir city in Turkey through a face-to-face questionnaire. They analyzed the collected data through central distribution and variability measures. The results of this research indicated that cell phone brand image had a significant impact on purchase intention. It also indicated that cell phone brand image had a crucial role on purchase intention through

E-WOM. Finally, they argued that E-WOM had not a significant direct effect on consumers' purchase intention.

13. (C.-K. Lee et al., 2014) The Effect of Electronic Word-of-Mouth, Customer Expectations, and Emotions on Intention to Take Low-Cost Airlines.

The aim of this research to investigate the impact of E-WOM, customer expectations, and emotional contagion on Taiwanese travelers' behavioral intentions to travel on low-cost airlines. The researchers collected data from 104 Taiwanese travelers through interviews. They analyzed the collected data through structural equation analysis. The results of this research indicated that the expectations and emotional contagion had a significant impact on Taiwanese travelers' behavioral intentions to travel on low-cost airlines, unlike E-WOM.

14. (Khattab, 2014) The Role of Electronic Word of Mouth on Youth Purchasing Decisions

The aim of this master dissertation to investigate the role of E-WOM on youth purchasing decisions. The researcher investigated this impact on purchasing decisions for nondurable goods. She investigated this impact through social relationships' dimensions (trust, tie strength, homophily, and social capital) as determinants of E-WOM. She also investigated this impact on the three stages of purchasing decisions (awareness, interest, and final decision). She collected data from 348 Ain Shams University students, Cairo, Egypt. The sample collected from all faculties. The results of this research indicated that (trust, tie strength, homophily, and social capital) dimensions had a significant impact on purchasing decisions' stages (awareness, interest, and final decision).

15. (Zangeneh et al., 2014) Investigating the Effect of Electronic Word Of Mouth on Customer's Purchase Intention of Digital Products.

The aim of this research to investigate the impact of E-WOM dimensions (quality, quantity, and reviewers' expertise) on purchasing intentions of digital products. In addition, the moderating effect of product complexity and brand image in the relationship between E-WOM and purchase intention also investigated. The researchers collected data

from 382 residents in Tehran, Iran who had experienced on buying digital devices online from a supplier named digikala.com. They analyzed the collected data by a questionnaire through structural equation modeling. The results indicated that E-WOM had an impact on purchasing intentions. The results showed that quality of E-WOM and reviewers' expertise had an impact on purchasing intentions, but the quantity of E-WOM had not. The moderator variable brand image had an impact on the relationship between E-WOM and purchase intention, unlike product complexity.

16. (Alkhateeb, 2014) The Impact of Electronically Transmitted Word of Mouth in Hotel Service Purchase Decision Taking by Five-Star Hotel Guests in the City of Amman.

The aim of this master dissertation to explain the role of E-WOM on hotel reservation decision. For this purpose, the researcher studied the impact of E-WOM dimensions (importance, quality, and credibility) on the trust on E-WOM and customers' attitudes to hotel services. In addition, he studied the impact of trust on E-WOM and customers' attitudes to hotel services and hotel reservation decision. Finally, he studied the impact of trust on E-WOM and customers' attitudes to hotel services. The researcher collected the data from 294 customers through a questionnaire. The respondents are customers of Amman hotels (only 8 out of 12 hotels) that classified five stars' hotel. He analyzed the collected data by using SPSS 21 and AMOS 21. The analyzed data indicated that E-WOM dimensions (importance, quality, and credibility) had an impact on trust on E-WOM and customers' attitudes to hotel services. Trust on E-WOM and customers' attitudes to hotel services effect on hotel reservation decision. Trust on E-WOM effect on customers' attitudes to hotel services.

17. (M.-H. Wu, 2013) Relationships among Source Credibility of Electronic Word of Mouth, Perceived Risk, and Consumer Behavior on Consumer Generated Media.

The aim of this master dissertation to investigate the relationship between E-WOM source credibility, customers' perceived risk, customers' trust on E-WOM, customers' purchasing intention, and customers' involvement with E-WOM. The researcher measure E-WOM source credibility through four dimensions: source expertness, source

trustworthiness, source objectivity, and source homophily. He collected the data from 261 potential travelers through an online questionnaire. The respondents had experienced to search for travel information through the Internet. They were users of (Backpackers.com) site. It is the biggest and famous Chinese travel forum. The researcher analyzed the collected data through SPSS v. 18. He argued that the collected data indicated that there is a significant relationship between E-WOM source credibility and customers' perceived risk. E-WOM source expertness, E-WOM source trustworthiness, and E-WOM source objectivity were significant predictors of customers' perceived risk. E-WOM source homophily was not. Also, it indicated that there is a negative relationship between customers' perceived risk and trust. In addition, E-WOM source expertness, E-WOM source trustworthiness, and E-WOM source homophily were significantly related to trust. E-WOM source objectivity was not. On the other hand, E-WOM source expertness, E-WOM source homophily, and customers' perceived risk were significantly related to customers' purchasing intention. E-WOM source trustworthiness, E-WOM source objectivity, and trust were not. Finally, the researcher indicated that E-WOM source trustworthiness, E-WOM source objectivity, E-WOM source homophily, customers' perceived risk, trust, and customers' purchasing intention were not significantly related to customers' involvement with E-WOM. E-WOM source expertness was.

18. (Purcarea et al., 2013) Credibility Elements of eWOM Messages in the Context of Health Care Services. A Romanian Perspective.

The aim of this research "to investigate the Romanian consumers' determinants of eWOM messages' perceived credibility in the context of health care services". The researchers collected data from 127 women through the questionnaire. They analyzed the collected data through SPSS v. 20, WrapPLS v. 3.0, and Partial Least Squares. The results of this research indicated that there is a positive correlation between argument strength and E-WOM source credibility and health care services purchasing intentions. In addition, there is a positive correlation between E-WOM source's credibility and health care services purchasing intentions.

19. (Tabbane & Hamouda, 2013) Impact of Ewom on the Tunisian Consumer's Attitude towards the Product.

The aim of this research to investigate the impact of E-WOM on Tunisian customer's attitude towards the hotel. The researchers emailed 165 respondents. They asked them to visit (TripAdvisor.com) "The world's largest travel website". Then, reading customers' comments about the "Paradise Palace" hotel in Hammamet city. Finally, answer the electronic questionnaire about customers' comments reviewed by them. They analyzed the collected data through the linear regression. The results of this research indicated that E-WOM had a significant impact on Tunisian customer's attitude towards the hotel. In addition, the researchers argued that the positive E-WOM improve customers' attitudes towards hotels.

20. (Ruiterkamp, 2013) Electronic Word of Mouth

The aim of this master dissertation to investigate the impact of E-WOM source credibility and E-WOM popularity on brand attitude, purchase intention, and perceived quality. Moreover, the researcher investigated the moderating impact of E-WOM channels (micro blog website, blog website, and recommendation website). He collected data from 383 respondents by using online questionnaire. He analyzed the collected data through multivariate analysis of variance (MANOVA). The results of this dissertation indicated that E-WOM source credibility and E-WOM popularity had a significant impact on brand attitude, purchase intention, and perceived quality. It also stated that the three E-WOM channels had not any moderating impact.

21. (Al Mana & Mirza, 2013) The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions.

The aim of this research to investigate the impact of E-WOM on purchasing decisions. It focuses on reviewers' reputation and website's reputation. The researchers collected data from 150 Saudi citizens who had online purchasing experience through an online questionnaire. The respondents are university faculty and students studied in Kingdom of Saudi Arabia (KSA) or outside KSA. The researchers indicated that E-WOM

had a significant impact on online purchasing decisions for Saudi citizens. They also proposed that characteristics of online reviews (higher ratings, consistency, the number of online reviews, and recency of reviews), and website that presented online review (popularity, reliability, internationality, and ownership of the website) are important factors in making online purchasing decisions. They argued that reviewer characteristics (identity, gender, age, residence, and frequency of participation) were the least important factor in making online purchasing decisions.

22. (C. Lin et al., 2013) Electronic Word-of-Mouth: The Moderating Roles of Product Involvement and Brand Image.

This research presented at the Proceedings of International Conference on Technology Innovation and Industrial Management in Phuket, Thailand. The aim of this research to investigate the impact of E-WOM on purchasing intention. They studied the influence of E-WOM through three dimensions: quality, quantity, and sender's expertise. They also studied the moderating effect of product involvement and brand image in the relationship between the E-WOM and purchase intention. They collected data from 182 respondents who had ever searched for opinions on the Internet before making a purchasing decision. They collected data through an online questionnaire. They analyzed the collected data by using SPSS 20 and AMOS 20. The analyzed data indicated that E-WOM (quality, quantity, and sender's expertise) had a significant impact on purchasing decision. The moderating effect of product brand image and involvement in the relationship between E-WOM and purchase intention proved.

23. (Alamoudi, 2012) Electronic Word of Mouth (Ewom) and the Consumer Buying Process the Saudi Arabian Mobile Phone Market Perspective.

The aim of this master dissertation to investigate the impact of E-WOM on Saudi purchasing intention toward mobiles. The researcher collected data from 70 postgraduate students from King Saud University students who live at students' hostels. He analyzed the collected data through the questionnaire by the regression analysis. The results of this dissertation indicated that E-WOM had a significant impact on Saudi purchasing intention toward mobiles.

24. (Kamtarin, 2012) The Effect of Electronic Word of Mouth, Trust and Perceived Value on Behavioral Intention from the Perspective of Consumers.

The aim of this research to investigate the impact of E-WOM, perceived value, and trust on the behavioral intention of customers in online shopping. The researcher used a questionnaire to collect data from 165 customers in the Isfahan City at Iran. The customers fill the questionnaire based on their perception of online shopping. The collected data analyzed through AMOS. The results of this research indicated that all factors had an impact on the behavioral intention of customers in online shopping. The researcher argued that trust was the most influential factor.

25. (C. Cheung et al., 2012) The Impact of Observational Learning and Electronic Word of Mouth on Consumer Purchase Decisions: The Moderating Role of Consumer Expertise and Consumer Involvement.

The aim of this research to investigate the impact of E-WOM and observational learning on customers' purchasing decisions. In addition, the researchers investigated the moderating role of customers' expertise and customer involvement on the relationship between E-WOM and observational learning on the one hand and the customers' purchasing decisions on the other hand. They collected data during December 2010 from females' posts on a popular online beauty forum in Asia. They focused on posts about eight brands (Make Up For Ever, Givenchy, Kiehl, Biotherm, SKII, Guerlain, Kose, and Lancome). In collecting data, they depended on product rating, sharing her experience about the product, following other community members, buy lists and number of recommendations received by a member. They measured E-WOM by (Number of reference ratings), observational learning by (Number of reference purchases), customers' purchasing decisions by (Number of member purchases), customers' expertise (Number of posts), and customer involvement (Number of recommendations). They analyzed the collected data by using SPSS. The results of this research indicated that E-WOM and observational learning had a significant impact on purchasing decisions. It also revealed that observational learning more important than E-WOM. The moderating influence of customers' expertise and customer involvement proved.

26. (Tag-Eldeen, 2012) Assessment of Electronic Word-of-Mouth on Customers' Purchasing Decisions of Hospitality Services in Egypt.

The aim of this exploratory research to investigate the impact of E-WOM on customers' purchasing decisions of hospitality services in Egypt from customers and management perspective. The researcher collected data from 165 hotel guests through a structured interview through the telephone. He collected data from 33 hotels companies' managements (four and five-star hotels operating in Egypt in tourism) through an e-mail questionnaire. The results of this research indicated that E-WOM had a specific impact on customers' purchasing decisions for hospitality services from customers and management perspective. It also revealed that E-WOM is a credible source for information about hospitality services for customers.

27. (Jalilvand & Samiei, 2012) The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran.

The aim of this research to investigate the impact of E-WOM on brand image and purchase intention. In addition, it investigated the impact of the brand image on purchase intention. For this purpose, the researchers collected data through questionnaire from 341 customers who had experience with online communities and referred to Iran Khodro's agencies in Tehran (an Iranian multi national automaker group). They analyzed the collected data by using SPSS and AMOS. They found E-WOM had a significant impact on brand image and purchasing intention in the automobile industry. They also found the brand image had an impact on purchasing intention.

28. (Pokrywka & Gfrerer, 2012) Traditional versus Electronic Word-of-Mouth: A Study of WoM Communication and its Influence on Young Consumers within the Automobile Industry.

The aim of this master dissertation to explore whether E-WOM is more persuasive than WOM toward customers' purchase decision making within high-involvement products. The researchers focused on young customers' purchase decision making within

the automobile industry. They used an iterative-mixed method. They followed a cross-sectional sequential research design. In the beginning, they collected data from 143 young customers through an online questionnaire. The online questionnaire distributed to Facebook and LinkedIn automobile related groups. They collected data about high involvement, homophily and social ties, trustworthiness, persuasiveness of the information, and purchase decision making. They analyzed the collected data through "R statistical program". After that, they collected data from eight young customers who active in social networking sites through semi-structured interviews, which designed based on the online questionnaire results. The interviews conducted with customers who purchased an automobile recently or who are thinking of purchasing one. They analyzed the collected data through deductive content analysis. The results of this dissertation indicated that WOM is more persuasive than E-WOM toward customers' purchase decision making within the automobile industry. Furthermore, it indicated that customers resorted to E-WOM to get diversified background information and technical details about automobiles.

29. (Zou et al., 2011) Does the Valence of Online Consumer Reviews Matter for Consumer Decision Making? The Moderating Role of Consumer Expertise.

The aim of this research to investigate the impact of E-WOM valance (positive and negative) on customers' decision-making. Also, the moderator impact of customers' expertise (low and high) investigated. The researchers test the proposed hypotheses through experiment design (2 x 2). They selected USB flash drive as a search good and face lotion as an experience good. They collected E-WOM (positive and negative) about selected products from a Chinees version of Amazon shopping website. They selected 380 Chinese university students between 18-30 years randomly, and they divided them into four experimental groups. They collected data from the four groups through the questionnaire. They got 290 validated questionnaire for analysis. They analyzed the collected data through SPSS. The conclusions of this research revealed that the impact of negative E-WOM is greater than that of positive E-WOM in general. Furthermore, the impact of negative E-WOM for low expertise customers is greater than the impact of positive E-WOM for low expertise customers. On the other hand, the impact of negative

E-WOM for high expertise customers is greater than that of positive E-WOM, but this difference is not statistically significant. Finally, it revealed that the impact of negative E-WOM and positive E-WOM for low expertise customers is significantly greater than that for high expertise customers.

30. (Hao et al., 2010) How Does the Valence of Online Consumer Reviews Matter in Consumer Decision Making? Differences between Search Goods and Experience Goods.

The aim of this research to investigate the impact of E-WOM valance (positive and negative) on customers' decision-making. Also, the moderator impact of product type (search goods and experience goods) investigated. The researchers test the proposed hypotheses through experiment design (2 x 2). They selected USB flash drive as a search good and face lotion as an experience good. They collected E-WOM (positive and negative) about selected products from a Chinese version of Amazon shopping website. They selected 380 Chinese university students between 18-30 years randomly, and they divided into four experimental groups. They collected data from the four groups through the questionnaire. They got 290 validated questionnaire for analysis. They analyzed the collected data through SPSS. The conclusions of this research revealed that the impact of positive E-WOM for experience goods is less than its impact on search goods. Furthermore, it indicated that negative E-WOM has no significant difference between experience and search goods.

31. (Yaylı & Bayram, 2010) eWom: The Effects of Online Consumer Reviews on Purchasing Decision of Electronic Goods.

The aim of this research to investigate the impact of online customer review (number of reviews, recency of reviews, consistency of reviews, high ratings for product, grammar mistakes in reviews, attribute-value recommendation, simple-recommendation reviews, usefulness of the review, reviewers demographic characteristics, platform characteristics) on customers' purchasing decisions for electronic products. The researchers defined online customer review as one type of E-WOM. They collected data from 604 Turkey academicians through an online questionnaire. They analyzed the collected data by using

SPSS v. 13. The results of this research indicated that online customer reviews had a significant impact on customers' purchasing decisions and purchasing frequency. Furthermore, it revealed that a number of reviews, recency of reviews, consistency of reviews, attribute-value recommendation, and usefulness of the review had a significant impact on customers' purchasing decisions. Per contra, high ratings for the product, grammar mistakes in reviews, and simple recommendation reviews had not a significant impact on customers' purchasing decisions. On the other hand, the reviewers' demographic characteristics, such as age, gender and location have not a significant impact on customers' purchasing decisions. Moreover, it showed that reliability, internationality, and popularity of platform had a significant impact on customers' purchasing decisions.

32. (Cheng & Zhou, 2010a) Empirical Study on Credibility of Electronic Word of Mouth.

The aim of this research to investigate the impact of E-WOM credibility on customers' purchasing decision and how customers make an assessment of E-WOM credibility through sender's expertise, tie strength, site trustworthiness and propensity to trust. They collected data through questionnaire from 225 students of three universities in China. These students had experiences in using E-WOM messages. The collected data about the impact of the E-WOM credibility on customers' purchasing decision analyzed by unary linear regression analysis. The collected data about how customers make an assessment of E-WOM credibility analyzed by multiple linear regression analysis. The results of this research suggested that E-WOM credibility message had a significant positive impact on customer's purchase decision. They suggested that customer assessment the credibility of E-WOM through sender's expertise, site trustworthiness, and propensity to trust. They argued that tie strength not effect on the customer assessment of the credibility of E-WOM because if it released from weak ties also had an impact on the credibility of it.

33. (M. Cheung et al., 2009) Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations.

The aim of this research to investigate the impact of perceived E-WOM credibility on E-WOM adoption. The impact of informational determinants (E-WOM strength, E-WOM framing, E-WOM sidedness, E-WOM source credibility, and confirmation with E-WOM receiver's prior belief) and normative determinants (E-WOM consistency and E-WOM rating) on perceived E-WOM credibility were investigated. The researchers collected data from 159 Chinese online forum users through an online questionnaire. They are picked up randomly from (www.myetone.com) Chinese forum and invited via e-mail. They analyzed the collected data through partial least squares (PLS). The results of this research indicated that E-WOM strength, E-WOM source credibility, confirmation with E-WOM receiver's prior belief, E-WOM consistency and E-WOM rating had a significant impact on perceived E-WOM credibility. Per contra, E-WOM framing and E-WOM sidedness had not a significant impact on perceived E-WOM credibility. Also, it indicated that perceived E-WOM credibility had a significant impact on E-WOM adoption.

3.2.2 Previous Studies Related to ISP

1. (Moorthy et al., 2016) A Study on Customer Behavioral Intention and Satisfaction Towards Internet Service Providers with Special Reference to Tamilnadu.

The aim of this research to analyze the customers' behavioral intention and satisfaction towards ISPs in Tamilnadu (India) and examined the important factors that effect on customers' buying behavior intention. The total sample size of the research comprised of 500 ISPs' customers in Tamilnadu. It consists of business organization, browsing center, individuals, and students. The researchers collected data by a questionnaire. The collected data analyzed by using tools such as simple percentage, Chi-Square, and correlation rank. The results of this research indicated that all dimension of service quality (reliability, tangibility, responsiveness, empathy, and assurance) had a significant impact on service quality, customer perceived value, and customer satisfaction. The researchers argued that customers depend on their evaluating for ISP on factors such as service quality, customer perceived value, and customers' satisfaction. These factors also influence positively on customers' buying behavior intention toward ISPs.

2. (Quach et al., 2016) Internet Service Providers' Service Quality and its Effect on Customer Loyalty of Different Usage Patterns

The aim of this research to investigate the effects of ISPs' service quality (network quality, information quality and website support, customer service, privacy, and security) on customers' loyalty (behavioral loyalty, attitudinal loyalty) toward ISPs. The researcher segmented ISPs' customers based on their usage pattern to (light, medium, and heavy users). They measured behavioral loyalty by repeating purchase and attitudinal loyalty by customers' inner thoughts of attachment and, WOM and recommendations. They collected data from 1231 customers by using online survey. Structural equation modeling and bias correct bootstrapping techniques employed in this research to analyze the collected data. The results of this research suggested that service quality dimensions influence both attitudinal and behavioral loyalty and these effects are different across diverse groups of ISPs' customers. The researchers revealed that a role of customers' attitudes was a significant determinant of their repeat purchase behavior. They also suggested that enhancing attitudinal loyalty would increase the probability of choosing the ISP. They argued that ISPs could win new customers through positive WOM and recommendations to improve their customers' retention. They suggested that it is essential for ISPs to investigate factors that influence customers' attitudes towards them.

3. (Nhung, 2013) Factors Influencing Customer Loyalty towards Internet Service Providers in Ho Chi Minh City.

The aim of this research to investigate factors that influence on customers' loyalty toward ISPs in Ho Chi Minh City in Vietnam. The researcher collected data from 450 Internet home-based customers who are living in Ho Chi Minh City. SPSS and SEM used in this research to analyze the collected data by questionnaire. The results of this research suggested that service quality, trusts, satisfaction, switching cost, corporate image, and commitment had a positive impact on customer loyalty toward ISP. This research argued their findings were important for ISPs. The ISPs should care about these factors which influencing customers' loyalty towards them because it helps them to create strategies that strengthen and improve their competitiveness.

4. (Obeidat et al., 2012) The Effect of Perceived Service Quality on Customer Loyalty in Internet Service Providers in Jordan.

The aim of this research to investigate the impact of perceived service quality (tangibles, reliability, responsiveness, assurance, empathy) on customers' loyalty toward ISPs in Jordan. The researchers collected data through a questionnaire from 420 Internet customers of Umniah Company. The customers filled the questionnaire in Umniah Company sales shops when they came to pay their bills. The collected data were analyzed through SPSS. The conclusions of this research revealed that perceived service quality had a significant impact on customer's loyalty and empathy dimension is the most influential dimension. This research suggested that ISPs' managers have to understand how customers' perception of service quality affects customers' loyalty to ISP and then identify the characteristics of these effects.

5. (Tangjai, 2011) Internet Service Providers in Thailand: Evaluation of Determinants Affecting Customer Loyalty.

The aim of this master dissertation to explore the impact of service quality (tangibles, reliability, responsiveness, assurance, empathy), pricing, switching cost, trust, and brand image on customers' loyalty to ISPs in Thailand. The total sample size of the research comprised of 193 individual customers, not corporate customers, in Bangkok the capital of Thailand. The researcher collected data through an online questionnaire. The collected data analyzed by factor analysis, correlation coefficient and multiple regression analysis through SPSS. The results of this research indicated that service quality dimensions, pricing, switching costs and trust were positively affected customers' loyalty to ISPs. It also stated that trust is the most important determinant and the brand image is not significantly related to customers' loyalty to ISPs.

6. (Sabaneh, 2010) The Effect of Perceived Service Quality on Customer Loyalty in Internet Service Providers in Jordan: The Case of Umniah Telecommunication Company.

The aim of this master dissertation to investigate the impact of perceived service quality on customers' loyalty and the moderating role of customers' satisfaction was examined. The total sample size of the research comprised of 420 Internet customers of Umniah Company in Jordan. This research conducted by a questionnaire and the regression analysis used to analyze the collected data. The researcher measures customers' loyalty by four dimensions: positive word of mouth, re-subscription intention, price sensitivity and complaining behavior. The results of this research revealed that perceived service quality significantly effects on three dimensions of customers' loyalty "positive word of mouth, re-subscription intention, and price sensitivity" but it does not affect on complaining behavior dimension. This research also found that customer satisfaction exerts a significant moderating role on the effect of customer perception of service quality on positive word of mouth and re-subscription intention dimensions. This research suggested that ISPs should offer excellent service quality to retain their customers and then win their loyalty.

7. (Dwivedi et al., 2010) Examining the Influence of Service Quality and Secondary Influence on the Behavioural Intention to Change Internet Service Provider.

The aim of this research to investigate the influence of service quality and perceived influence of information from secondary sources such as advertisements and news on television and newspapers on customers' behavioral intention to switch from their existing ISP to an alternative provider. This researcher focused on household customers within the United Kingdom. The researchers used the questionnaire to collect data from 358 customers of United Kingdom citizens. The questionnaire distributed to the target customers by using the postal service. The collected data analyzed through regression analysis. The results of this research indicated that service quality and secondary influence had a significant impact on customers' behavioral intentions to switch ISP. This research suggested that managers in ISP industry should understand the motivations behind customers' intentions to switch their provider to retain and increase their existing customer base.

3.2.3 Previous Studies Related to Service Switching

1. (Bansal & Taylor, 2015) Beyond Service Quality and Customer Satisfaction: Investigating additional Antecedents of Service Provider Switching Intentions.

The aim of this research to examine the impact of customers' satisfaction, service quality, customer value, perceived switching costs, alternative attractiveness, and propensity to seek a variety of services provider switching intentions. The researchers collected data from 191 university students through the questionnaires. The respondents are trainees in a marketing course. The questionnaires question the respondents about three types of services: dry cleaning, hair styling, and long distance telephone services. The results of the research indicated that alternative attractiveness, switching costs, and customer value had a significant impact on dry cleaning service provider switching intentions. It is also indicated that alternative attractiveness and switching costs had a significant impact on hair styling service provider switching intentions. It is also stated that alternative attractiveness and customer value had a significant impact on long distance telephone service provider switching intentions. The researchers argued that customers' satisfaction and service quality are not significant in service provider switching intentions.

2. (D. Liang et al., 2013) Service Quality and Customer Switching Behavior in China's Mobile Phone Service Sector.

Based on the model of customers' service switching behavior in service industries that proposed by (Keaveney, 1995), this research examines the effect of service quality, core service failure, high price, ethical problems, competition, inconvenience, service encounter failure, and influence from family, friends, and groups on customer switching behavior in Chinas' mobile phone service industry. The researchers collected data from 341 customers in Liaoning province of China. The customers had the experience of switching mobile phone service providers. They analyzed that collected data by using SPSS. The results of this research indicated that the switching reasons for Chinese customers in the mobile phone service industry were in the following order: core service failure, high price, ethical problems, competition, inconvenience, service encounter failure, and influence from family, friends, and groups.

3. (Frankel et al., 2013) Service Switching, Word-Of-Mouth, and New Provider Search A Five Country Exploratory Study.

Based on the model of customers' service switching behavior in service industries that proposed by (Keaveney, 1995), this research statistically explores the switching reasons and related post-switching behaviors in China, Brazil, Poland, Russia, and United States of America. The researchers collected data from 1858 employees from different companies in each country through the questionnaire. They depend in the questionnaire on Keaveney' switching reasons categories and open-ended questions. The results of this research indicated that the switching reasons were in the following order competition, pricing, core service failure, response to failed service, failed service encounter, inconvenience, and ethical problems. It also indicated there are differences in switching reasons between countries. In China, the order of reasons as follows the competition, failed service encounter, inconvenience, core service failure, pricing, response to failed service, and ethical problems. In Brazil, the order of reasons as follows core service failure, competition, response to failed service, pricing, failed service encounter, ethical problems, and inconvenience. In Poland, the order of reasons as follows pricing, competition, failed service encounter, core service failure, inconvenience, response to failed service, and ethical problem. In Russia, the order of reasons as follows competition, core service failure, failed service encounter, pricing, inconvenience, response to failed service, and ethical problem. In the United States of America, the order of reasons as follows competition, pricing, core service failure, response to failed service, failed service encounter, inconvenience, and ethical problem. The results also indicated that Brazilians had the most engagement in negative WOM and Poles was the least. It indicated that Chinese are the most likely to discuss switching process and Russians are least. Americans were most likely to discuss with their families, and Chinese was least. Russians were most likely to discuss with their friends and Americans were least. Chinese was most likely to discuss with their coworkers and Poles was least. The results indicated that most of the employees relying on their families, friends, colleagues, and relatives to search for new service provider and there are no differences between countries in this statistics.

4. (Al-Ghareeb, 2013) The Role of Negative Word-of-Mouth Determinants on the Switching of Learning Service Providers: A Field Study in Aleppo City.

The aim of this master dissertation to investigate the impact of negative WOM determinants on customers' education service provider switching. The researcher focused on tie strength, homophily, sender's expertise, information searching, trust in the sender, and receiver's expertise determinants for negative WOM. He collected data from 196 customers of the education centers in Aleppo city of Syria through the questionnaire. He analyzed the collected data through SPSS. The collected data indicated that tie strength, homophily, sender's expertise, information searching, and trust in sender had a significant impact on customers' education service provider switching. It also indicated they receiver's expertise had not a significant impact on customers' education service provider switching.

5. (K. Zhang et al., 2012) Online Service Switching Behavior: The Case of Blog Service Providers.

The aim of this research to examine the influence of satisfaction, attractive alternatives, and sunk costs on customers' intention to switch the blog service provider. The researchers collected data from 299 Hong Kong bloggers through an online questionnaire. They analyzed the collected data through the structural equation modeling technique and content analysis approach. They argued the collected data indicate that satisfaction, attractive alternatives, and sunk costs had a significant impact on the bloggers' intention to switch the blog service provider.

6. (East et al., 2012) Reasons for Switching Service Providers.

(Keaveney, 1995) Wrote one of the most cited research about services switching. In this research, the researchers depend on Keaveney research to find results that are more accurate and test her results. In the beginning, they divided the reasons for switching services providers to events (episodic) and conditions (persist). They depend on reasons concluded from Keaveney research (core service failures, failed service encounters, response to failed service, pricing, competition, ethical problems, inconvenience, and

involuntary switching). They used the questionnaire to collect data unlike Keaveney; she used the critical incident technique. Finally, they divided services providers to located services "available in a specific location" (e.g. dentist, bank) and non-located services "independent of location" (e.g. credit card and Internet services). They collected data from middle-income household customers in the United Kingdom during 2004 – 2006. The results indicated that reasons for switching services providers are affected by the services' location. In located services most services switching reasons were conditions. In non-located services most services switching reasons were events. It also indicated that condition reasons for service switching were more than event reasons, unlike Keaveney research.

7. (Saeed et al., 2011) Factors Affecting Consumers' Switching Intentions.

The aim of this descriptive research to examine the impact of price, perceived commitment, outcome quality, and anger incident on young customers' switching intentions. This research conducted in Islamabad city and Rawalpindi city at Pakistan. It focused on GSM mobile customers. The researchers collected data from 171 students from APCOMS College (Army Public College of Management & Sciences), Foundation University, Fatima Jinnah Women University, and SZABIST (Shaheed Zulfikar Ali Bhutto Institute of Science and Technology) through the questionnaire. They used SPSS v. 15.0 to analyze the collected data. The results of this research indicated that price had a significant impact on young customers' switching intentions at Pakistani mobile sector. Other factors perceived commitment, outcome quality and anger incident influence on switching intentions, but with less important than price for the young Pakistani customers.

8. (Sathish et al., 2011) A Study on Consumer Switching Behaviour in Cellular Service Provider: A Study with Reference to Chennai.

The aim of this descriptive research to explore factors that influence on customers' cellular service provider switching. The researchers collected data from 106 mobile services customers from Chennai city in India through structured questionnaires. The structured questionnaire questions the respondents about factors such as call rates, network coverage, value-added services, customer care services, and advertisement. The

results indicated that call rate is the most important factor and advertisement is the least significant factor. In service provider switching, the researchers argued that customers are influenced by their family members and then their friends.

9. (Murad, 2011) Direct and Moderating Factors Affecting Customer Switching Intentions: An Empirical Study on Bank of Palestine and Cairo Amman Bank in Gaza Strip.

The aim of this master dissertation to examine the impact of service quality, commitment, price, and anger incident on bank customers switching intentions. In addition, the moderating effect of involvement of customer in decision-making, switching costs, alternative attractiveness, and duration of customer relationship investigated. This dissertation conducted in Gaza Strip at Palestine and focus on Bank of Palestine and Cairo Amman Bank customers. The researcher collected data from 385 customers through the questionnaire. He analyzed the collected data by SPSS v. 15.0. The results of this dissertation indicated that service quality, price, commitment, and anger incident had a significant impact on customers switching intentions. The moderating factor involvement of customers in decision-making influence the relationship between (the bank commitment and the anger incident) and customer switching intentions. The moderating factors alternative attractiveness and duration of customer relationship influence the relationship between the anger incident and customer switching intentions. Unlike switching costs had not any moderating influence on the relationship between (service quality, commitment, price, and anger incident) and customers switching intentions.

10. (Lopez et al., 2006) The Impact of Customer Relationship Characteristics on Customer Switching Behavior: Differences between Switchers and Stayers.

The aim of this research to examine the impact of customer relationship characteristics differences on customers' intention to switch fixed-line telephone service provider. The researchers focused on supplier-customer relationship characteristics (depth, length, and breadth). They measured the depth characteristic by customers' service usage, the length of service acquisition time, and the breadth by customer investing in complementary services. They conducted the research on fixed-line telephone sector in

the United Kingdom. They collected data from 272 customers. The customers' data gathered through panel survey (Home Online) between 1998 and 2001. They analyzed the collected data through logistic regression technique. The results of this research indicated that supplier-customer relationship characteristics differences explained customers' switching behavior. The researchers argued that customers have (short length, less depth, and less breadth) characteristics with their service provider will be more intention to switch it.

11. (Kim et al., 2006) A Study of Factors that Affect User Intentions Toward Email Service Switching.

The aim of this research to examine the impact of customer satisfaction with email service on intention to switch email service. In addition, the moderating effect of attractive alternatives availability and switching costs investigated. The researchers studied customer satisfaction with email service through interface design, system stability, spam blocking, and storage capacity dimensions. They studied switching costs through setup cost and continuity cost dimensions. They collected data from 1408 email owners through the online questionnaire. The collected data analyzed through ordinary multiple regression models and hierarchical regression analysis. The results of this research indicated that customer satisfaction with email service leads to continued use of it. The moderator variable attractive alternatives had an impact on the relationship between customer satisfaction and intention to switch the service, unlike switching costs.

12. (Gerrard & Cunningham, 2004) Consumer Switching Behavior in the Asian Banking Market.

The aim of this research to develop a model that explains banking switching behavior. The developed model focus on factors such as service failures, pricing, inconvenience, reputation, promotion, involuntary switching, and recommendations of others. The model also tested switching behavior type: simple or complex. Finally, the model tested if the customer contacts with the bank before the switching process. They collected data from 1200 Singapore customers who had a bank switching experience through a questionnaire. The results of this research indicated that pricing, inconvenience,

and service failures were the most important factors in the switching behavior decision. Reputation, promotion, and recommendations of others also factors that cause customers switching. Approximately 75 % of switcher customers switch the bank due to two factors or more. Likewise, approximately 90 % of switcher customers did not contact the bank before the switching decision.

13. (Wangenheim & Bayón, 2004) The Effect of Word of Mouth on Services Switching Measurement and Moderating Variables.

The aim of this research to examine the impact of WOM on service provider switching. The researchers study the impact of WOM through perceived communicator characteristics dimensions (perceived sender similarity and sender expertise). In addition, the moderating effect of perceived product characteristics (social/psychological risk and financial/functional risk) investigated. They collected data from 267 customers through telephone interviews. The respondents are European energy provider customers in Germany. They analyzed data through LISREL program (Linear Structural Relations). The results of this research indicated that perceived sender similarity and sender expertise had a significant impact on service provider switching. The researchers argued that perceived communicator characteristics are determined to WOM influence. The moderator variable perceived product characteristics (social/psychological risk and financial/functional risk) had an impact on the relationship between WOM and service provider switching.

14. (Keaveney, 1995) Customer Switching Behavior in Service Industries: An Exploratory Study.

This research considered one of the most cited research about services switching (more than three thousand citations). The aim of this quantitative research to develop a model of customers' service switching behavior in service industries. This research conducted across 45 services. The researcher depended on critical incident technique. She enlisted fifty trained graduate students to assist her in holding interviews. They collected data from 526 customers. The customers were used different services. After analyzing the collected data, she devolved the model. The model divided services switching reasons to

general eight categories. They were pricing, inconvenience, core service failure, service encounter failures, response to service failure, competition, ethical problems, and involuntary switching. Each category had sub-categories under it. The model also indicated to the consequences of service switching. The switched customers were engaged in WOM with family, friends, neighbors, coworkers, and other known customers about the switching reasons and stories. It also indicated that most switched customers found their new service provider through WOM communications, references, and referrals.

3.3 Comments on the Previous Studies

The previous section displayed previously some of the studies that related to the subject of this research and focused on the most recent studies. These studies are conducted in different countries (such as: Brazil, China, Egypt, Germany, Hong Kong, India, Indonesia, Iran, Jordan, K.S.A., Pakistan, Poland, Russia, Singapore, South Africa, Syria, Taiwan, Thailand, Turkey, U.K., USA, Vietnam) and industries (such as: automobile industry, hotel industry, wedding industry). During reviewing the literature, the following points were noticed:

- The relationship between E-WOM and purchase intention had been searched by a considerable number of previous researchers.

- The relationship between E-WOM and adopting products or services also had been searched.

- The relationship between E-WOM and services search and choice also had been searched.

- The previous studies about E-WOM focus on some of E-WOM dimensions factors such as: E-WOM, E-WOM Valance, E-WOM usefulness, needs of E-WOM, E-WOM Channel, E-WOM volume, source expertise, source trustworthiness, source credibility, receiver expertise, attitude towards E-WOM, E-WOM adoption, tie strength, nature of the product, relevance, timeliness and comprehensiveness, homophily, social capital, importance, E-WOM popularity, Number of reference ratings, characteristics of the reviewer (identity, gender, age, residence, and frequency of participation), site trustworthiness, propensity to

trust, characteristics of online reviews (higher ratings, consistency and, recency of reviews), and website that presented online review (popularity, reliability, internationality, and ownership of the website).

- The previous studies that searched about customers' behavioral intention and customers' loyalty toward ISPs focused on factors such as service quality, customer perceived value, customer satisfaction, trusts, switching cost, corporate image, commitment, pricing, and secondary influence.

- The previous studies that searched about services provider switching focused on factors such as customers' satisfaction, service quality, customer value, perceived switching costs, alternative attractiveness, propensity to seek variety, core service failure, pricing, ethical problems, competition, inconvenience, service encounter failure, influence from family, friends, and groups, response to failed service, WOM, sunk cost, involuntary switching, commitment, anger incident, customer care services, advertisement, involvement of customer in decision making, duration of customer relationship, customer relationship characteristics differences, and reputation.

3.4 Research Gap and Contribution

There are a considerable number of researches had been conducted to examine different factors that cause customers switching services. However, there are need to conduct researches that discuss various factors that influence customers' behavioral intention to switch their services provider.

The customers' behavioral intention influenced by many factors. Opinions of friends and family members are one of the most important factors (Alamoudi, 2012; D. Liang et al., 2013; Pride & Ferrell, 2015). What other people say about a service provider have a great impact on whether a customer decides to use that provider (Pride & Ferrell, 2015). Personal recommendation is a powerful communication vehicle in the service sector because customers trust other customers more than they trust companies (Kelly, 2007; Mudie & Pirrie, 2006). Quach et al. (2016) suggested that is essential for ISPs to investigate recommendations factors that influence customers' attitudes towards them.

East et al. (2012) suggested there is a necessity to study the medium whereby the switcher customer gains information. The new technologies such as emails, blogs, chat rooms, discussion boards, and social networking sites will help customers share interests, experiences, ideas, and comments about products, services, brands, and companies (Hollensen, 2014; Kamtarin, 2012; Kotler & Keller, 2015; Pride & Ferrell, 2015). Jeff Bezos, president of Amazon.com, said: *"If you have an unhappy customer on the Internet, he doesn't tell his six friends, he tells his 6,000 friends!"* (Kerin & Hartley 2015). On the other hand, E-WOM is very effective (Hollensen, 2014) and 70% of Internet users trust in E-WOM (Information Resources Management Association, 2014).

In conclusion, this research provides a contribution to knowledge by study the impact of E-WOM on customers' behavioral intention to switch service provider. This research contributes to E-WOM literature to explore the impact of E-WOM on behavioral intention to switch the service provider. Furthermore, study E-WOM from four dimensions (E-WOM source, E-WOM content, E-WOM receiver, E-WOM platform). On the other hand, Shen et al. (2011) argue that "E-WOM in a given country would be expected to differ from those of another country". Therefore, the impact of E-WOM in a different culture and different industry were studied in this research. Also, this research contributes to service switching literature through study E-WOM as a new factor that affecting customers' service switching.

3.5 Summary

This chapter reviewed a considerable number of previous studies that are related to the subject of this research. Then, the main findings of these studies were summarized. Then, the comments on the previous studies were presented. Then, the research gap highlighted. Finally, what distinguished this research from previous studies clarified.

The next chapter discusses the methodology used in this research and statistical methods employed in the research.

Chapter 4

Research Methodology

Chapter 4
Research Methodology

4.1 Introduction

This chapter aims to give a detailed account of the justification of the research methodology that used in this research.

4.2 Research Philosophy

The positivism philosophy were applied in this research. It is also called the scientific method (Creswell, 2014). Indeed, in positivism philosophy, a proper theory and hypotheses were developed based on the previous literature. After that, the data were collected through an instrument that developed based on variables measurements. Finally, the collected data were analyzed and the findings that either confirm or refute the theory were concluded (Abd-Elaziz et al., 2015; Creswell, 2014; Erkan, 2016; Saunders et al., 2015). The researchers that applied this philosophy are typically deductive, highly structured, use large sample than other philosophies, measurement, use quantitative methods of analysis, generalize the results from sample to population (Erkan, 2016; Saunders et al., 2015).

4.3 Research Approach

The deductive research approach were applied in this research. In general, deductive approach is associated with quantitative research that uses experiment or survey as the data collection method (Erkan, 2016; Saunders et al., 2015).

4.4 Research Method

The mono method quantitative research method were followed in this research. Because the positivism philosophy and deductive approach were adopted. A single data collection technique were used.

4.5 Research Design

This research is descripto-explanatory research. It is an explanatory research because it focuses on explaining the relationship between E-WOM (source, content, platform, and receiver) as the independent variable and behavioral intention to switch ISP as the dependent variable. On the other hand, it is a descriptive research because it gives a clear picture of E-WOM phenomenon and behavioral intention to switch ISP phenomenon prior the collection of data.

4.6 Research Strategy

The survey research strategy were used, which is usually associated with a deductive research approach. It involves the structured collection of data from a sample that represent a sizeable population. After that, statistically analyzing the collected data in order to generalize the results to a population (Erkan, 2016; Saunders et al., 2015). Furthermore, this strategy is popular and commonly adopted by management researchers.

4.7 Data Collection Method

A self-administered structured questionnaire with predefined answers were used to collect the data. It provides a fast, easy, cost-effective, and familiar way of data collection from a large population and it is a popular data collection method (Saunders et al., 2015).

4.8 Questionnaire Design

The questionnaire was designed to comply the intended objectives of this research. The questionnaire divided into six parts as shown in (Appendix A). The first part was the socio-demographic category questions that aim to know the basic information of the respondents, such as gender, age, educational level, and monthly income. The second part focused on collecting information about their ISP by two category questions. The following part to identify the information searching patterns. Specifically, to determine how often do customers search the alternatives through Internet by a category question. In addition, to identify main E-WOM platforms to get the ISP information by a ranking question. The next part to identify the characteristics of the relationship between the

customer and the ISP by three category questions. The fifth part to measure the E-WOM (source, content, platform, and receiver) by rating questions. The sixth part to measure the behavioral intention to switch ISP by rating questions. In the last two section, Five Likert-style rating scale (1-5 disagree/agree) was used where it is the most common scale and suitable for this type of studies. The original questionnaire in the English language was accurately translated into the Arabic language, the mother tongue for the respondents. After that, the questionnaire was reviewed by a group of referees (Appendix B) to ensure the content validity.

4.9 Variables Measurements

During questionnaire questions designing the researcher either adopt questions used in previous questionnaires, adapt questions employed in previous questionnaires, or develop his questions (Saunders et al., 2015). Moreover, Bryman and Bell (2015) recommend adopting existing measures which were already tested by the previous researchers. Based on the foregoing, the variables measurements were adopted from the previous literature and adapted through considering the research question and objectives. The remainder part of the questionnaire was developed by the researcher relying on his understanding of the research concepts through reviewing the previous literature. The following table presents variable measurements that used in this research questionnaire.

Table (4.1): Variables Measurements

Variable	Dimension	Sentence No.	Source
Moderator variables			
Customer-firm relationship characteristics	Length	10	(Lopez et al., 2006)
	Breadth	11	
	Depth	12	
Independent variables			
	Source type	13, 14, 15	Original scale

Variable	Dimension	Sentence No.	Source
E-WOM Source	Source credibility	16, 17, 18	(R. Cheung, 2014)
	Source identity	19, 20, 21	(Racherla & Friske, 2012)
	Source tie strength	22, 23, 24	(Abd-Elaziz et al., 2015)
	Source homophily	25, 26, 27, 28	(M.-H. Wu, 2013)
	Source knowledge	29, 30, 31, 32	(C. Lin et al., 2013)
E-WOM Platform	Platform type	33, 34, 35	(Abd-Elaziz et al., 2015)
	Platform characteristics	36, 37, 38	(Yaylı & Bayram, 2012)
E-WOM Receiver	receiver's pre-existing knowledge	39, 40, 41	(Abd-Elaziz et al., 2015)
		42, 43	Original scale
E-WOM Content	E-WOM valance	44, 45, 46, 47	Original scale
	E-WOM quality	48, 49, 50, 51	(R. Cheung, 2014)
	E-WOM volume	52, 53, 54	(C. Lin et al., 2013)
	E-WOM presence	55, 56, 57	(Yaylı & Bayram, 2010)
	E-WOM sidedness	58, 59, 60	(M. Cheung et al., 2009)
	E-WOM consistency	61, 62, 63	(M. Cheung et al., 2009)
	E-WOM orientation	64, 65	(Yaylı & Bayram, 2010)
Dependent variable			
Customers' behavioral intention to change ISP		66	Original scale
		67, 68	(M. Cheung et al., 2009)
		69	(Saremi, 2014)
		70, 71, 72, 73	Original scale

Variable	Dimension	Sentence No.	Source
		74	(Dwivedi, 2005)
		75	Original scale

4.10 Data Measurement

In order to be able to select the appropriate method of analysis, the level of measurement must be understood. For each type of measurement, there is a suitable method that can be applied and not others. In this research, ordinal scales were used. An ordinal scale is a ranking or a rating data that normally use integers in ascending or descending order. The numbers assigned to the important (1, 2, 3, 4, 5) do not refer that the interval between scales are equal, nor do they refer absolute quantities. They are just numerical labels. Based on the Likert scale we have the following:

Table (4.2): Likert Scale

Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Scale	5	4	3	2	1

4.11 Secondary Data

To answer the research question and meet the intended objectives, especially in previous chapters, the secondary data sources were depended, such as textbooks, E-books, journals, E-journals, thesis, conference proceedings, and papers.

4.12 Population

All the BSA ISP household customers within Gaza Strip will be the population of this research. The total number of BSA ISP household customers at the end of the first quarter of 2016 is 80,606 customers. They are subscribing to Internet services from Citynet, SpeedClick LTD, Hadara Technologies, Mada Al Arab, NetStream Company For Internet Services, Orange Palestine Group for technological Investment Inc. and Fusion for Internet services and Telecommunication systems.

Table (4.3): Total Number of ISP Customers in the Gaza Strip at the End of the First Quarter of 2016

Type	No. of Customers				
All Customers	94,958				
WIFI Customers	12,606				
BSA Customers	82,892				
BSA Business Customers	2,286				
BSA Household Customers	80,606				
	North Gaza	Gaza	Deir El-Balah	Khan Younis	Rafah
	9,673	34,661	12,896	12,897	10,479

Source: (Alshikhdeeb, 2016)

4.13 Target Population

The target population of this research is all BSA ISPs' Gazans household customers who are resident in Gaza Governorate. The total number of BSA ISPs' Gazans household customers who are resident in the Gaza Governorate at the end of the first quarter of 2016 is 34,661 (Alshikhdeeb, 2016). This target population were selected because the Gaza Governorate is the largest governorate in the Gaza Strip and the largest proportion of subscribers are resident in this governorate.

4.14 Sample

It is not possible to collect data from the entire population even it is identifiable and accountable. Because it is a sizeable population and there is time limitation in master dissertations. Therefore, the needed data were collected from a sample that represents the population.

On the one hand, the target population is large (34,661 subscribers in the Gaza Governorate) (Alshikhdeeb, 2016). On the other hand, the lack of ISPs' cooperation with

the researcher. They never help the researcher to access to subscribers' information such as emails or mobile numbers in order to contact them.

Based on the aforementioned, there was no way to use a probability sampling technique. Therefore, the convenience non-probability sampling technique were used in this research. Convenience sampling (also called: availability sampling) "involves selecting cases haphazardly only because they are easily available (or most convenient) to obtain for your sample" (Saunders et al., 2015). Moreover, according to (Eze et al., 2008) it "is widely used in information and communication technologies related researchers". Thus, the subscribers that are easiest to obtain were selected randomly, and continuing this selecting process until the required sample size were reached. Indeed, he administers the questionnaire to subscribers as they came to renew their subscriptions at different ISPs sales shops in the Gaza governorate.

In order to determine the sample size the following equation were used:

$$n = \left(\frac{z}{2\,m}\right)^2 \tag{4.1}$$

Source: (Moore et al., 2003)

Where: n = sample size, Z = Z value (e.g. 2.053 for 96% confidence level), and m = confidence interval (margin of error), expressed as decimal (e.g., = ±0.04)

Therefore: $n = \left(\frac{z}{2\,m}\right)^2 = \left(\frac{2.053}{2 \times 0.04}\right)^2 \cong 658$

Then, the following equation were used (note: Correction for Finite Population):

$$n_{corrected} = \frac{n\,N}{N + n - 1} \tag{4.2}$$

Source: (Moore et al., 2003)

Where: N = Population size, n = sample size from the previous equation

Therefore: $n_{corrected} = \frac{658 \times 34661}{34661+658-1} \cong 647$

Based on the foregoing discussion, a sample of 647 is considered sufficient for a sizeable population at a 96% confidence level and a margin of error is 4%.

In order to reach to the sample size, the researcher administers the questionnaires with Internet subscribers as they came to pay their bills at ISPs centers at the Gaza Governorate. 700 questionnaires distributed and filled. The total number of questionnaires 652 were found to be valid. The 48 questionnaires were excluded because the respondents were not filled them completely.

Table (4.4) summarizes information about the population and the sample of this research.

Table (4.4): The Population and the Sample of this Research

Population	All BSA ISPs' Gazans household customers who are resident in the Gaza Strip.
Population Size	80,606
Target Population	All BSA ISPs' Gazans household customers who are resident in the Gaza Governorate.
Target Population Size	34,661
Sampling Method	Convenience non-probability sampling technique
Sample Size	652

4.15 Statistical Analysis Tools

The quantitative data analysis methods were used. The data analysis made utilizing (SPSS 24). Furthermore, according to "Central Limit Theorem" and the large size of the sample (652), the collected data followed the normal distribution. Therefore, the following parametric statistical tools were utilized:

- Kolmogorov-Smirnov test of normality.
- Pearson correlation coefficient for Validity.
- Cronbach's Alpha for Reliability Statistics.
- Frequency and Descriptive analysis.

- Simple linear regression.
- Multiple Linear Regression Model.
- Parametric Tests (One-sample T-test, Independent Samples T-test and Analysis of Variance (ANOVA)).

4.16 Validity and Reliability of the Questionnaire

Although the questionnaire developed based on the previous studies, then translated from English into Arabic (the native language for the respondents) some paragraphs were added or changed to adapt the environment where the study was conducted, and the different scale was adopted. Therefore, in order to ensure the questionnaire validity, reliability, and ready for distribution for the sample, the validity and reliability of the questionnaire were measured.

4.16.1 Validity of the Questionnaire

Validity indicates to the extent to which the questionnaire measures what it is supposed to be measuring. Validity has different aspects and assessment approaches. Statistical validity used to evaluate instrument validity, which includes internal validity and structure validity (Knight, 1997).

4.16.1.1 Content Validity

To ensure the content validity, the questionnaire were submitted to a group of referees. Appendix B shows the list of referees whom contacted. The measurement items were refined and improved based on feedback from the referees. Then, with the help of the supervisor incorporated the valid of them into the final questionnaire version.

4.16.1.2 Internal Validity

It is used to check the validity of the questionnaire. It is measured by a scouting sample, which comprised of 50 questionnaires through measuring the correlation coefficients between each item in one field and the whole field.

Table (4.5) clarifies the correlation coefficient for each item of the "E-WOM Source" and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table (4.5): Correlation Coefficient of Each Item of "E-WOM Source" and the Total of this Field

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	ISP	.688	0.000*
2.	ISP customers	.790	0.000*
3.	editors	.810	0.000*
	E-WOM source type		
1.	E-WOM source is a credible source.	.918	0.000*
2.	The E-WOM come from a trustworthy source.	.914	0.000*
3.	The E-WOM source describes the ISP and its services truly.	.904	0.000*
	E -WOM source credibility		
1.	real name is revealed.	.859	0.021*
2.	real photo is revealed.	.920	0.000*
3.	location is revealed.	.862	0.000*
	E-WOM source identity		
1.	I know him personally.	.889	0.000*
2.	I talked to him online before.	.893	0.000*
3.	is in my online friend list.	.821	0.000*
	E-WOM source tie strength		
1.	is in my age group.	.753	0.000*
2.	has my same gender.	.863	0.000*

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
3.	has the same interests as I have.	.902	0.000*
4.	use my ISP.	.686	0.000*
	E-WOM source homophily		
1.	I think he is experienced on ISPs.	.864	0.000*
2.	I think he has the ability on judgment on ISPs.	.887	0.000*
3.	who provided different ideas than others.	.762	0.000*
4.	who mentioned some things I had not considered.	.812	0.000*
	E -WOM source knowledge		

* Correlation is significant at the 0.05 level

Table (4.6) clarifies the correlation coefficient for each item of the "E-WOM Platform" and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table (4.6): Correlation Coefficient of Each Item of "E-WOM Platform" and the Total of this Field

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I rely more on E-WOM posted in ISP sponsored platforms than independent platforms.	.865	0.000*
2.	I trust on E-WOM posted on the ISP's platforms.	.900	0.000*
3.	I rely on E-WOM posted on the ISP's pages on social networking sites.	.858	0.000*
	E-WOM platform type		
1.	Reliability of the platforms that present E-WOM effects my ISP switching decision.	.843	0.000*
2.	The internationality of the platforms that present E-WOM effects my ISP switching decision.	.854	0.000*
3.	The popularity of the platforms that present E-WOM effects my ISP switching decision.	.772	0.000*
	E-WOM platform characteristics		

* Correlation is significant at the 0.05 level

Table (4.7) clarifies the correlation coefficient for each item of the "E-WOM receiver" and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table (4.7): Correlation Coefficient of Each Item of "E-WOM receiver" and the Total of this Field

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	I am familiar with all internet channels such as (social media, blogs, forums, review sites…etc.).	.656	0.000*
2.	I read customers' reviews for selecting the ISP.	.650	0.000*
3.	I write online reviews about the ISP I subscribe from it.	.658	0.000*
4.	I think I am experienced in ISPs and their services.	.673	0.000*
5.	I think I have the ability on judgment on ISPs and their services.	.738	0.000*

* Correlation is significant at the 0.05 level

Table (4.8) clarifies the correlation coefficient for each item of the "E-WOM Content" and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table (4.8): Correlation Coefficient of Each Item of "E-WOM Content" and the Total of this Field

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	a positive E-WOM about the ISP.	.860	0.000*
2.	an E-WOM that describe the advantages of the ISP.	.945	0.000*
3.	an E-WOM that describe the services of the ISP positively.	.777	0.000*

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
4.	an E-WOM that describe the positive customer experience with the ISP.	.897	0.000*
	E-WOM valence		
1.	E-WOM about ISP provides me with accurate information about ISP.	.851	0.000*
2.	E-WOM about ISP is timely.	.784	0.000*
3.	E-WOM about ISP is up to date.	.842	0.000*
4.	E-WOM about ISP includes all necessary information that I need.	.813	0.000*
	E-WOM quality		
1.	The number E-WOMs is large, inferring that the ISP has a good reputation.	.867	0.000*
2.	The number of E-WOMs is large, inferring that the ISP is popular and famous.	.829	0.000*
3.	The more the ISP is discussed in front of me the more it influences my switching decision to it.	.818	0.000*
	E-WOM volume		
1.	helpful for my switching decision to it.	.909	0.000*
2.	make me confident in the switching decision to it.	.905	0.000*
3.	made it easier for me to make switching decision to it.	.927	0.000*
	E-WOM presence		
1.	includes two sides of information (positive and negative).	.861	0.000*
2.	includes advantages and disadvantages.	.907	0.000*
3.	Includes strengths and weaknesses.	.877	0.000*
	E-WOM sidedness		
1.	My current ISP switching decision influenced by an E-WOM that consistent even positively or negatively.	.888	0.000*
2.	The consistent E-WOM is more confident.	.887	0.000*
3.	I rely on the consistent E-WOM when I am taking the ISP switching decision.	.877	0.000*
	E-WOM consistency		
1.	Experiential and describing a customer experience with an ISP.	.532	0.000*

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
2.	Subjective and describing an ISP and its services.	.560	0.000*
	E -WOM orientation		

* Correlation is significant at the 0.05 level

Table (4.9) clarifies the correlation coefficient for each item of the "Behavioral intention to switch ISP" and the total of the field. The p-values (Sig.) are less than 0.05, so the correlation coefficients of this field are significant at $\alpha = 0.05$, so it can be said that the items of this field are consistent and valid to be measure what it was set for.

Table (4.9): Correlation Coefficient of Each Item of "Behavioral intention to switch ISP" and the Total of this Field

No.	Item	Pearson Correlation Coefficient	P-Value (Sig.)
1.	E-WOM are helping me in taking ISP switching decision.	.652	0.000*
2.	E-WOM are motivating me to make ISP switching decision.	.721	0.000*
3.	E-WOM has enhanced my effectiveness in making ISP switching decision.	.743	0.000*
4.	E-WOM are making me more confident in the ISP switching decision.	.563	0.000*
5.	I benefit from E-WOM to take the ISP switching decision.	.848	0.000*
6.	I rely on E-WOM when I take the ISP switching decision.	.753	0.000*
7.	E-WOM has affected my decision to switch to another ISP.	.791	0.000*
8.	I intend to switch to the ISP that	.631	0.000*
9.	I intend to continue my current subscription but will change the current ISP.	.605	0.000*
10.	I switched to another ISP based on the E-WOM.	.652	0.000*

* Correlation is significant at the 0.05 level

4.16.1.3 Structure Validity

It is the second statistical test that used to check the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire. It measures the correlation coefficient between one field and all the fields of the questionnaire that have the same level of Likert scale.

Table (4.10) clarifies the correlation coefficient for each field and the entire questionnaire. The p-values (Sig.) are less than 0.05, so the correlation coefficients of all the fields are significant at $\alpha = 0.05$, so it can be said that the fields are valid to be measured what it was set to achieve the main aim of the study.

Table (4.10): Correlation Coefficient of Each Field and the Whole of Questionnaire

No.	Field	Pearson Correlation Coefficient	P-Value (Sig.)
	E-WOM	.972	0.000*
	E-WOM source	.760	0.000
1.	E-WOM source type	.673	0.000*
2.	E-WOM source credibility	.473	0.000*
3.	E-WOM source identity	.793	0.000*
4.	E-WOM source tie strength	.723	0.000*
5.	E-WOM source homophily	.707	0.000*
6.	E-WOM source knowledge	.619	0.000*
	E-WOM platform	.579	0.000
1.	E-WOM platform type	.821	0.000*
2.	E-WOM platform characteristics	.771	0.000*
	E-WOM receiver	.457	0.000
	E-WOM content	.835	0.000
1.	E-WOM valence	.688	0.000*
2.	E-WOM quality	.655	0.000*

No.	Field	Pearson Correlation Coefficient	P-Value (Sig.)
3.	E-WOM volume	.840	0.000*
4.	E-WOM presence	.732	0.000*
5.	E-WOM sidedness	.790	0.000*
6.	E-WOM consistency	.740	0.000*
7.	E-WOM orientation	.636	0.000*
	Behavioral intention to change the ISP	.489	0.000*

* Correlation is significant at the 0.05 level

4.16.2 Reliability of the Research

The reliability of the questionnaire is the extent of consistency which measures the attribute; it is supposed to be measuring (George & Mallery, 2009). The less variation the questionnaire produces in repeated measurements of an attribute, the higher its reliability. It can be equated with the stability, consistency, or dependability of a measuring tool. The test is repeated for the same sample of respondents on two occasions and then compares the scores obtained by computing a reliability coefficient (George & Mallery, 2009). To ensure the reliability of the questionnaire, Cronbach's Coefficient Alpha should be applied.

4.16.2.1 Cronbach's Coefficient Alpha

It is designed as a measure of internal consistency, that is, do all items within the instrument measure the same thing? The normal range of Cronbach's coefficient alpha value between 0.0 and + 1.0 and the higher values reflect a higher degree of internal consistency. (George & Mallery, 2009). The Cronbach's coefficient alpha was calculated for each field of the questionnaire.

Table (4.11) shows the values of Cronbach's Alpha for each field of the questionnaire and the entire questionnaire. For the fields, values of Cronbach's Alpha were in the range from 0.685 and 0.925. This range is considered high; the result ensures the

reliability of each field of the questionnaire. Cronbach's Alpha equals 0.923 for the entire questionnaire, which indicates an excellent reliability of the entire questionnaire.

Table (4.11): Cronbach's Alpha for Wach Field of the Questionnaire

No.	Field	Cronbach's Alpha
1.	E-WOM source	0.834
2.	E-WOM platform	0.763
3.	E-WOM receiver	0.685
4.	E-WOM content	0.925
	E-WOM	0.917
	Behavioral intention to change the ISP	0.873
	All items of the questionnaire	0.923

Thereby, it can be said that the researcher proved that the questionnaire was valid, reliable, and ready for distribution for the population sample.

4.16.2.2 Test of normality

The One-Sample Kolmogorov-Smirnov test procedure compares the observed cumulative distribution function for a variable with a specified theoretical distribution, which may be normal, uniform, Poisson, or exponential. The Kolmogorov-Smirnov Z is computed from the largest difference (in absolute value) between the observed and theoretical cumulative distribution functions. This goodness-of-fit test tests whether the observations could reasonably have come from the specified distribution. Many parametric tests require normally distributed variables. The one-sample Kolmogorov-Smirnov test can be used to test that a variable of interest is normally distributed (Thode, 2002).

Table (4.12) shows the results for Kolmogorov-Smirnov test of normality. From Table (4.12), the p-value for each variable is greater than 0.05 level of significance, then the distributions for these variables are normally distributed. Consequently, parametric tests should be used to perform the statistical data analysis.

Table (4.12): Kolmogorov-Smirnov Test

Field	Kolmogorov-Smirnov	
	Statistic	P-value
E-WOM source	0.867	0.439
E-WOM platform	0.837	0.485
E-WOM receiver	0.891	0.405
E-WOM content	0.886	0.412
E-WOM	1.029	0.240
Behavioral intention to change the ISP	0.530	0.941
All items of the questionnaire	1.050	0.220

4.17 Assumptions

The respondents would answer truthfully and that the sample is representing the overall population of household customers in the Gaza Strip who have used Internet services from licensed BSA ISP.

4.18 Ethical Considerations

The confidentiality of the information will be given by customers through self-administered questionnaires were ensured and this information were kept secret. The customers participating is voluntary and any information provided by them will be for research only and not for formal use.

4.19 Summary

The positivism philosophy were adopted in this research. This research is deductive and descripto-explanatory. A questionnaire survey used to collect data from ISPs' household customers in Gaza strip. Furthermore, the reliability and validity of the questionnaire were tested.

The next chapter will describe and analyze the collected data using the analysis techniques described above and test the research hypotheses in order to meet the objective of this research and answer the research questions.

Chapter 5

Results and Discussion

Chapter 5

Results and Discussion

5.1 Introduction

In order to answer the research question and achieve its objectives, this chapter presents the relevant data that collected through the self-administrated questionnaire survey. In addition, this chapter demonstrates the results and findings of this research. For this purpose, this chapter divided into four main sections. The first section presents the results of the descriptive analyses that conducted to identify respondents' demographic profile. The next section introduces the results of the descriptive analyses that conducted to identify the relationship between the respondents and ISPs. The third section demonstrates the analysis of the dependent variable and the independent variable. Thereafter, fourth section tests the research hypotheses and presents the results. This testing conducted through single and multiple regression analysis. Meyers et al. (2012) indicated that single and multiple regression analysis is very useful tools that have become very popular in behavioral studies. Finally, the latter section concludes the chapter.

5.2 Respondents' Demographic Characteristics

The personal profile of the respondents is analyzed as per their gender, age, educational level, and monthly income of the family. Descriptive statistics were performed on the demographic variables. Respondents were asked to give their personal information, and the results were presented in the following table 5.1.

Table (5.1): Respondents' Demographic Characteristics (N = 652)

General Data		Frequency	Percent
Gender	Male	550	84.4
	Female	102	15.6
Age	less than 30 years	239	36.7
	30 – 39 years	254	39.0
	40 – 49 years	120	18.4

General Data		Frequency	Percent
	50 years and more	39	6.0
Educational Level	High school and less	44	6.7
	Diploma	92	14.1
	Bachelor	404	62.0
	Master and more	112	17.2
Monthly income of the family	1000 ILS and less	119	18.3
	1001 – 3000 ILS	316	48.5
	3001 – 5000 ILS	177	27.1
	5001 – 7000 ILS	32	4.9
	More than 7001 ILS	8	1.2

From the previous table, it noted that men represent the largest proportion of the sample. Therefore, it noted that men often administer the household relationship with ISP. Furthermore, it pointed out that the majority of the sample is less than 40 years old (75.7 % of the sample). This result is consistent with the findings of The Palestinian Central Bureau of Statistics (PCBS), which found that "the age structure of the Palestinian society is young" (PCBS, 2016). Also, it noted that the majority of the sample were graduates (79.2 % of the sample). Moreover, it noted that the monthly income of the majority of the sample is between 1001 – 3000 ILS. This result is close with the findings of The Palestinian Central Bureau of Statistics (PCBS), which found that the average monthly household expenditure in the Gaza Strip is 3719 ILS (PCBS, 2016). On the other hand, it noted that the monthly income of 18.3% of respondents' families is 1000 ILS and less. This result reflects the great importance of Internet services and the growth of it using in the Gaza Strip regardless of the family income.

Generally, reviewing table (5.1) revealed that the respondents were qualified to deal with ISPs. In addition, it indicated that the sample achieved the requirements and the respondents were able to understand the purpose of the questions and answer them appropriately. In other words, the sample expressed the target population.

5.3 The Respondents' Relationship with Internet services providers

Respondents asked to give information that describes their relationship characteristics with their current ISP. The collected information analyzed and described in the following tables. Furthermore, descriptive statistics performed.

Table (5.2): The Respondents Current ISP (N = 652)

Respondents current ISP	Frequency	Percent
Hadara	295	45.2
Orange Palestine	90	13.8
Citynet	65	10.0
NetStream	63	9.7
SpeedClick	52	8.0
Mada Al Arab	52	8.0
Fusion	35	5.4
Total	652	100

From the previous table, it is noted that, the most of the respondents are subscribing for Internet services from Hadara. On the other hand, Fusion has the least subscriptions. The rest of ISPs are close to each other in a number of subscriptions.

Table (5.3): Respondents Switching their ISP (N = 652)

Respondents switching their ISP	Frequency	Percent
Respondents who are switching their ISP	462	70.86
Respondents who are not switching their ISP	190	29.14
Total	652	100

From the previous table, it is noted that, the most of the respondents are switching their ISP. This high percentage indicates there is a significant problem. ISP should pay attention to it. Moreover, they should look for the causes and the remedies.

Table (5.4): Respondents Switching Count (N = 462)

Respondents switching count	Frequency	Percent
Respondents who are switching to 1 services provider	266	57.58
Respondents who are switching to 2 services providers	111	24.03
Respondents who are switching to 3 services providers	55	11.90
Respondents who are switching to 4 services providers	17	3.68
Respondents who are switching to 5 services providers	7	1.51
Respondents who are switching to 6 services providers	4	0.87
Respondents who are switching to 7 services providers	2	0.43
Total	462	100

From the previous table, it is noted that at least 57.58% of respondents who switch to another provider. Also about the quarter of them who switch to another tow providers.

Table (5.5): Respondents' Searching for Alternatives Online (N = 652)

When I am looking for an ISP often I do my search the alternatives online	Frequency	Percent
Always	143	21.9
Sometimes	313	48.0
Rarely	196	30.1

Concerning to respondents' searching for information online while looking for new ISP, about 21.9% of respondents reported that they always search for alternatives online. Also, 48.0% of respondents stated that they sometimes search for alternatives online, while 30.1% of respondents reported that they rarely search for alternatives online. These results reflect the great importance of E-WOM and Internet channels for respondents when they are looking for alternatives. This result is close to the findings of (Hedah et al., 2015; PCBS, 2015), which indicated that 23.2% of Palestinian individuals (10 years and over) used the Internet for getting information about goods or services.

Table (5.6): Main Sources to Get Information About ISPs

Main sources to get information about ISPs	Frequency	Percent
Social Platforms: Facebook, Twitter, YouTube, Instagram	456	70.4
Affiliated platforms	135	20.8
Instant messaging: Messenger, WhatsApp, Viber	167	25.8
Specialized platforms	63	9.7
ISP website	115	17.7
Blogs	39	6.0
ISP pages on social networking sites	138	21.3
Emails	86	13.3
Electronic newspapers and magazines	80	12.3
Discussion boards	70	10.8
Family, friends, coworkers advisements	313	48.3
TV and radio advertisements	168	25.9

It is obvious that respondents who are seeking information about ISPs are depending on E-WOM platforms more than their families, friends, coworkers' advisements, and TV and radio advertisements. These results reflect the great importance of E-WOM and its platforms.

Furthermore, it noted that the majority of respondents depend on social platforms, to get information about ISPs. On the other hand, less than of half of the respondents are dependent on their families, friends, and coworkers' advisements. Also, about quarter of respondents are depended on TV and radio advertisements.

It is noted that the respondents depend on independent platforms such as social platforms more than the provider-generated platforms such as ISP pages on social networking sites and ISP website and more than blogs. These findings are consistent with the findings of (M. Lee & Youn, 2009) which found that receivers exposed to E-WOM disseminated on the personal blog were less likely to recommend the product to his friends than those who were exposed to E-WOM on either the independent platform or the provider-generated platform.

Table (5.7): The Respondent-ISP Relationship Characteristics

The respondent- ISP relationship characteristics		Frequency	Percent
I subscribe to my current ISP recently (less than 3 months)	Yes	270	41.4
	No	382	58.6
I am purchasing complementary services from my current ISP	Yes	289	44.3
	No	363	55.7
I am using Internet daily	Less than 3 hours/day	272	41.7
	3 hours/day and more	380	58.3

From the previous table, it noted that most of the respondents are not subscribing with their current ISP recently. They have a long lasting relationship. Moreover, most of them are not purchasing complementary services from their current ISP and accessing the Internet for more than three hours in a day. Therefore, It is concluded that their relationship between the most of the respondents and their current ISP characterized by a long length, low breadth, and high depth.

5.4 Mean Analysis for Independent and Dependent Variables

In order to enrich the analysis and deep understanding of the dependent and the independent variables of this research, the mean analysis conducted. T-test used to determine if the mean of items is significantly different from a hypothesized value 3 (Middle value of Likert scale). If the P-value (Sig.) is smaller than or equal to the level of significance, then the mean of the item is significantly different from a hypothesized value 3. The sign of the Test value indicates whether the mean is significantly greater or smaller than hypothesized value 3. On the other hand, if the P-value (Sig.) is greater than the level of significance, then the mean of the item is insignificantly different from a hypothesized value 3.

The procedure used in the analysis of items aimed at establishing the relative index. Average score obtained for each factor used to determine the important factors. Since Linkert's scale of (5) point was used which would result in the interval from (1) to (5) was distributed into five intervals, each interval had a length of ((5-1)/5) = 0.8. Therefore, for

the average (mean) score the intervals defined in the following table. Factors scoring average of 3.40 or more shall be considered as high importance (Ozen et al., 2012).

Table (5.8): The Distribution of the Proportional Means

Very low	Low	Medium	High	Very high
1.00 to 1.79	1.80 to 2.59	2.60 to 3.39	3.40 to 4.19	4.20 to 5.00
20%	40%	60%	80%	100%

5.4.1 E-WOM

5.4.1.1 E-WOM source

Table (5.9): Means and Test Values for "E-WOM source"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
1.	ISP	2.98	1.11	59.60	-0.46	0.323	3	Moderate
2.	ISP customers	3.50	1.08	69.91	11.65	0.000*	1	High
3.	editors	3.20	1.15	63.98	4.41	0.000*	2	Moderate
	All items of E-WOM source type	3.22	0.79	64.50	7.25	0.000*		Moderate
1.	E-WOM source is a creditable source.	2.88	1.03	57.57	-3.01	0.001*	3	Moderate
2.	The E-WOM come from a trustworthy source.	3.00	1.01	60.00	0.00	0.500	2	Moderate
3.	The E-WOM source describes the ISP and its services truly.	3.00	1.06	60.03	0.04	0.485	1	Moderate
	All items of E -WOM source credibility	2.96	0.88	59.21	-1.15	0.125		Moderate

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
1.	real name is revealed.	3.39	1.14	67.74	8.65	0.000*	1	Moderate
2.	real photo is revealed.	3.14	1.20	62.77	2.95	0.002*	3	Moderate
3.	location is revealed.	3.33	1.15	66.55	7.26	0.000*	2	Moderate
	All items of E-WOM source identity	3.28	1.01	65.70	7.17	0.000*		Moderate
1.	I know him personally.	3.41	1.21	68.10	8.54	0.000*	1	High
2.	I talked to him online before.	3.04	1.08	60.86	1.02	0.155	3	Moderate
3.	is in my online friend list.	3.08	1.11	61.67	1.91	0.028*	2	Moderate
	All items of E-WOM source tie strength	3.18	0.95	63.55	4.78	0.000*		Moderate
1.	is in my age group.	2.75	1.13	54.95	-5.70	0.000*	4	Moderate
2.	has my same gender.	2.83	1.11	56.65	-3.85	0.000*	3	Moderate
3.	has the same interests as I have.	3.15	1.19	62.90	3.10	0.001*	2	Moderate
4.	use my ISP.	3.26	1.15	65.19	5.78	0.000*	1	Moderate
	All items of E-WOM source homophily	3.00	0.93	59.93	-0.10	0.460		Moderate
1.	I think he is experienced on ISPs.	3.57	1.08	71.40	13.50	0.000*	3	High
2.	I think he has the ability on judgment on ISPs.	3.67	0.97	73.31	17.53	0.000*	1	High

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
3.	who provided different ideas than others.	3.50	0.98	70.00	13.02	0.000*	4	High
4.	who mentioned some things I had not considered.	3.64	0.98	72.85	16.71	0.000*	2	High
	All items of E -WOM source knowledge	3.59	0.79	71.87	19.16	0.000*		High
	All items of the field	3.21	0.55	64.29	9.92	0.000*		Moderate

* The mean is significantly different from 3

Table (5.9) shows the following results:

• The mean of the subfield **"E-WOM source type"** equals 3.22 (64.50%), Test-value = 7.25, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to the subfield of "E-WOM source type". They agreed to E-WOM that posted by ISPs' customers more than that posted by editors. Their agreement to E-WOM that posted by ISPs is the least and insignificant. These findings are consistent with conclusions of (Benlian et al., 2012) which found that providers E-WOM and customers E-WOM had different impacts. Moreover, they found that customers' E-WOM impact on customers' perceived usefulness, ease of use, and trust in the experience services stronger than providers' E-WOM. Furthermore, it consistent with findings of (Adjei et al., 2010) which found that customers' E-WOM is perceived to be more credible and trustworthy than providers' E-WOM. Also, it consistent with findings of (Benlian et al., 2010) which found that customers' E-WOM had a stronger impact on customers' trusting beliefs and perceived the affective quality of the product or the service than providers E-WOM.

• The mean of the subfield **"E -WOM source credibility"** equals 2.96 (59.21%), Test-value = -1.15, and P-value= 0.125 which is greater than the level of significance $\alpha = 0.05$. The mean of this field is insignificantly different from the hypothesized value 3. It is concluded that the respondents neutral to the field of "E -WOM source credibility". Thus, it can be argued that respondents are neutral to the credibility of the E-WOM source. They did not see the E-WOM source as a credible and a trusted source or the vice versa. These findings are inconsistent with findings of (Petrescu & Korgaonkar, 2011) which noted that the previous research on E-WOM indicated that customers perceive E-WOM as a reliable source of information. Furthermore, the findings of (Fan et al., 2013), which found that the respondents had a moderate agreement to E-WOM source credibility.

• The mean of the subfield **"E-WOM source identity"** equals 3.28 (65.70%), Test-value = 7.17, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a moderate agreement to the subfield of "E-WOM source identity". They agreed that the reveal of the E-WOM source real name is more important the reveal of his real photo or his real location. Thus, it is concluded that the respondents agree to E-WOM that posted by identifiable E-WOM source. This result is consistent with the findings of (Xie et al., 2011) which found that E-WOM with personally identifying information produced a higher level of perceived credibility than those without it.

• The mean of the subfield **"E-WOM source tie strength"** equals 3.18 (63.55%), Test-value = 4.78, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a moderate agreement to the importance of E-WOM source tie strength. They had a high agreement to E-WOM that posted by sources that they know them personally. On the other hand, they had a moderate agreement to E-WOM that posted by their online friend. It is concluded that the respondents agree to the E-WOM in-group (E-WOM shared with close friends or family) more than E-WOM out-of-group (E-WOM shared with individuals

beyond a person's social, familial and collegial circles). This result is close to the findings of (Abd-Elaziz et al., 2015) which found that Sharm El-Sheikh five star hotels customers are agreed that they rely on E-WOM that posted by persons: they know them personally then, persons they talked to them before, then persons are in their friend list.

- The mean of the subfield **"E -WOM source homophily"** equals 3.00 (59.93%), Test-value = -0.10, and P-value= 0.460 which is greater than the level of significance $\alpha = 0.05$. The mean of this field is insignificantly different from the hypothesized value 3. It is concluded that the respondents neutral to the importance of E-WOM source homophily. The respondents agreed that they influenced by E-WOM that posted by a person who: subscribe to the same ISP and then has the same interests of them. On the contrary, they did not agree that they influenced by E-WOM that posted by a person who: in their age group or has their same gender. Thus, it is argued that the homophily between E-WOM source and E-WOM receiver did not have a clear impact on the respondents in total. This findings is close to the results of (Abd-Elaziz et al., 2015), which found that, Sharm-El-Sheikh five star hotels customers are agreed that they rely on E-WOM that posted by persons who: travel in the same way that they travel, then have the same interests of them, then are in their age group, then have their same gender. Nevertheless, their agreement to E-WOM source homophily in total are natural.

- The mean of the subfield **"E-WOM source knowledge"** equals 3.59 (71.87%), Test-value = 19.16, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to the subfield of "E-WOM source knowledge". Thus, the respondents had a high agreement to the importance of E-WOM source knowledge. It is concluded that the respondents agreed to that they rely on E-WOM that posted by a source: has the ability to judge on ISPs, then mentioned some things they had not considered, then has an experienced, and then has the ability to judge on ISPs. These findings are consistent with the findings of (Racherla & Friske, 2012) which found that E-WOM provided by the experienced source is perceived more useful than E-WOM provided by inexperience source. Also, the findings of (Abd-

Elaziz et al., 2015) which indicated that Sharm El-Sheikh five star hotels customers are agreed to the importance of E-WOM source knowledge.

• **In general:** the mean of the field **"E-WOM source"** equals 3.21 (64.29%), Test-value = 9.92, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to field of "E-WOM source". They had a moderate agreement to the importance of E-WOM source. They had a high agreement to the importance of E-WOM source knowledge. On the other hand, they had a moderate agreement to the importance of source identity, then source type, and then source tie strength. Eventually, they did not have an agreement to the importance of the source homophily and source credibility.

5.4.1.2 E-WOM platform

Table (5.10): Means and Test Values for "E-WOM platform"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
1.	I rely more on E-WOM posted in ISP sponsored platforms than independent platforms.	3.01	1.10	60.25	0.29	0.388	1	Moderate
2.	I trust on E-WOM posted on the ISP's platforms.	2.96	1.06	59.23	-0.93	0.177	2	Moderate
3.	I rely on E-WOM posted on the ISP's pages on social networking sites.	2.95	1.05	58.95	-1.27	0.103	3	Moderate
	All items of E-WOM platform type	2.97	0.90	59.47	-0.75	0.226		Moderate
1.	Reliability of the platforms that present E-WOM effects my ISP switching decision.	3.23	1.05	64.67	5.68	0.000*	3	Moderate
2.	The internationality of the platforms that present E-WOM effects my ISP switching decision.	3.35	1.01	66.98	8.82	0.000*	2	Moderate
3.	The popularity of the platforms that present E-WOM effects my ISP switching decision.	3.44	1.03	68.74	10.85	0.000*	1	High

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
	All items of E-WOM platform characteristics	3.34	0.87	66.81	10.01	0.000*		Moderate
	All items of the field	3.16	0.72	63.14	5.58	0.000*		Moderate

* The mean is significantly different from 3

Table (5.10) shows the following results:

- The mean of the subfield **"E-WOM platform type"** equals 2.97 (59.47%), Test-value = -0.75, and P-value= 0.226 which is greater than the level of significance $\alpha = 0.05$. The mean of this field is insignificantly different from the hypothesized value 3. It is concluded that the respondents neutral to the field of "E-WOM platform type". They did not pay much attention to the platform type. These findings are consistent with the results of (López & Sicilia, 2014) which found that there is no significant difference in influencing customers' decision-making between firm-sponsored platforms and third party platforms.

- The mean of the subfield **"E-WOM platform characteristics"** equals 3.34 (66.81%), Test-value = 10.01, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to the subfield of "E-WOM platform characteristics". They had a moderate agreement to the importance of the E-WOM platform characteristics in total. Specifically, their agreement to the popularity of the E-WOM platform is high. The internationality is the second characteristics than the reliability. These findings are close to the findings of (Abd-Elaziz et al., 2015), which found that, Sharm-El-Sheikh five star hotels customers had a moderate agreement to that the E-WOM platform characteristics affected their hotel purchasing decisions. They affected by the reliability, then the popularity, and then the internationality.

- **In general:** the mean of the field **"E-WOM platform"** equals 3.16 (63.14%), Test-value = 5.58, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$

. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to field of "E-WOM platform". They had a moderate agreement to the importance of the E-WOM platform. Nevertheless, they agreed that the E-WOM platform characteristics, such as reliability, popularity, and internationality are more important than the E-WOM platform type either owned by ISP, sponsored platforms, or independent platforms.

5.4.1.3 E-WOM receiver

Table (5.11): Means and Test Values for "E-WOM receiver"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
1	I am familiar with all internet channels such as (social media, blogs, forums, review sites…etc.).	3.28	1.06	65.65	6.78	0.000*	3	Moderate
2	I read customers' reviews for selecting the ISP.	3.52	1.02	70.39	12.99	0.000*	1	High
3	I write online reviews about the ISP I subscribe from it.	3.19	1.03	63.80	4.71	0.000*	5	Moderate
4	I think I am experienced in ISPs and their services.	3.27	0.99	65.33	6.87	0.000*	4	Moderate
5	I think I have the ability on judgment on ISPs and their services.	3.51	1.00	70.20	13.03	0.000*	2	High
	All items of the field	3.35	0.73	67.05	12.37	0.000*		Moderate

* The mean is significantly different from 3

Table (5.11) shows the following results:

• The mean of the field **"E-WOM receiver expertise"** equals 3.35 (67.05%), Test-value = 12.37, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to field of "E-WOM receiver expertise". They had a moderate agreement to the importance of the E-WOM

receiver expertise. They had a high agreement that they use previous customers' reviews for selecting the alternative ISP. They also have a high agreement that they had the ability to judgment on ISPs and their services. On the other hand, they had a moderate agreement that they were familiar with Internet channels, such as social media, forums, blogs, and review sites. In addition, they had a moderate agreement that they experienced in ISPs and their services. Eventually, they have a moderate agreement that they write online reviews about the ISP they subscribed from it. These findings are consistent with the results of (Abd-Elaziz et al., 2015), which found that Sharm El-Sheikh five star hotels customers had a high agreement to the E-WOM receiver expertise. Furthermore, the findings of (Fan et al., 2013), which found that the respondents had a moderate agreement to the E-WOM receiver expertise.

5.4.1.4 E-WOM content

Table (5.12): Means and Test Values for "E-WOM content"

	Item	Mean	S.D	Proportional mean	Test value	P-value (Sig.)	Rank	Score
1.	a positive E-WOM about the ISP.	3.52	1.00	70.38	13.26	0.000*	4	High
2.	an E-WOM that describe the advantages of the ISP.	3.56	0.94	71.10	15.06	0.000*	3	High
3.	an E-WOM that describe the services of the ISP positively.	3.61	0.97	72.20	16.10	0.000*	2	High
4.	an E-WOM that describe the positive customer experience with the ISP.	3.64	0.97	72.79	16.76	0.000*	1	High
	All items of E-WOM valence	3.58	0.81	71.61	18.37	0.000*		High
1.	E-WOM about ISP provides me with accurate information about ISP.	3.19	1.02	63.83	4.76	0.000*	4	Moderate
2.	E-WOM about ISP are timely.	3.19	0.98	63.80	4.96	0.000*	3	Moderate
3.	E-WOM about ISP are up to date.	3.30	1.01	65.96	7.53	0.000*	1	Moderate

	Item	Mean	S.D	Proportional mean	Test value	P-value (Sig.)	Rank	Score
4.	E-WOM about ISP includes all necessary information that I need.	3.21	1.07	64.22	5.04	0.000*	2	Moderate
	All items of E-WOM quality	3.22	0.84	64.43	6.76	0.000*		Moderate
1.	The number E-WOMs is large, inferring that the ISP has a good reputation.	3.43	1.02	68.60	10.80	0.000*	3	High
2.	The number of E-WOMs is large, inferring that the ISP is popular and famous.	3.46	0.98	69.12	11.81	0.000*	2	High
3.	The more the ISP is discussed in front of me the more it influences my switching decision to it.	3.48	1.02	69.65	12.08	0.000*	1	High
	All items of E-WOM volume	3.45	0.82	69.05	14.03	0.000*		High
1.	helpful for my switching decision to it.	3.45	0.98	69.04	11.75	0.000*	2	High
2.	make me confidante in the switching decision to it.	3.38	0.90	67.62	10.75	0.000*	3	Moderate
3.	made it easier for me to make switching decision to it.	3.48	0.95	69.60	12.90	0.000*	1	High
	All items of E-WOM presence	3.44	0.84	68.76	13.35	0.000*		High
1.	includes two sides of information (positive and negative).	3.43	0.97	68.55	11.24	0.000*	3	High
2.	includes advantages and disadvantages.	3.50	0.92	69.95	13.85	0.000*	2	High
3.	Includes strengths and weaknesses.	3.54	1.00	70.84	13.82	0.000*	1	High
	All items of E-WOM sidedness	3.49	0.84	69.80	14.94	0.000*		High
1.	My current ISP switching decision influenced by an E-WOM that consistent even positively or negatively.	3.30	1.04	65.95	7.34	0.000*	3	Moderate
2.	The consistent E-WOM is more confident.	3.44	0.92	68.85	12.29	0.000*	2	High

	Item	Mean	S.D	Proportional mean	Test value	P-value (Sig.)	Rank	Score
3.	I rely on the consistent E-WOM when I am taking the ISP switching decision.	3.47	0.99	69.33	11.97	0.000*	1	High
	All items of E-WOM consistency	3.40	0.84	68.04	12.25	0.000*		High
1.	Experiential and describing a customer experience with an ISP.	3.71	1.02	74.25	17.76	0.000*	1	High
2.	Subjective and describing an ISP and its services.	3.65	0.95	72.98	17.48	0.000*	2	High
	All items of E -WOM orientation	3.68	0.89	73.59	19.58	0.000*		High
	All items of the field	3.45	0.56	69.01	20.41	0.000*		High

* The mean is significantly different from 3

Table (5.12) shows the following results:

- The mean of the subfield **"E-WOM valence"** equals 3.58 (71.61%), Test-value = 18.37, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a high agreement to the subfield of "E-WOM valence". They had a high agreement that they affected by the E-WOM that: describe the positive customer experience with the ISP, then describe the services of the ISP positively, then describe the advantages of the ISP, and then a positive about the ISP. These findings are consistent with the results of (Hartman et al., 2013), which found that in the case of professor and course evaluations and only positive E-WOM exist, it had a strong positive impact on changing initial students attitudes and their behavioral intentions. Furthermore, the findings of (M. Cheung et al., 2009) , which indicated that customers had a moderate agreement to the E-WOM valance.

- The mean of the subfield **"E-WOM quality"** equals 3.22 (64.43%), Test-value = 6.76, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a moderate agreement to the subfield of

"E-WOM quality". They agreed that E-WOM is up to date, then include all necessary information that they need, then timely, and then provide them with accurate information about the ISP. These findings are close to the results of (Fan et al., 2013), which found that the respondents had a high agreement to the E-WOM quality.

- The mean of the subfield **"E-WOM volume"** equals 3.45 (69.05%), Test-value = 14.03, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a high agreement to the subfield of "E-WOM volume". They agreed that the large volume of E-WOM about an ISP inferring that it has a good reputation, popular, and famous. They also agreed that the more the ISP discussed in front of them, the more it influences their switching decision to it. These findings are consistent with the results of (Abd-Elaziz et al., 2015; Fan et al., 2013), which found that the respondents had a high agreement to the E-WOM volume. Furthermore, it close to the findings of (Yaylı & Bayram, 2010), which indicated that the customers had a moderate agreement to that, the number of product reviews affect their purchasing decisions.

- The mean of the subfield **"E-WOM presence"** equals 3.44 (68.76%), Test-value = 13.35, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a high agreement to the subfield of "E-WOM presence". They had a high agreement that the E-WOM presence made their switching decision to an alternative ISP are easier. In addition, they agreed that the E-WOM presence is helpful and made them confident in their switching decision. These findings are consistent with the findings of (Yaylı & Bayram, 2010), which indicated that customers had a high agreement that when they buy a product online, the presented of reviews on the website are helpful and make them confident in purchasing the product.

- The mean of the subfield **"E-WOM sidedness"** equals 3.49 (69.80%), Test-value = 14.94, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The

sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a high agreement to the subfield of "E-WOM sidedness". They had a high agreement to the two-sided E-WOM, which include the positive side of the ISP such as its advantages and its strengths; and the downside such as its disadvantages and its weaknesses. These findings are consistent with the results of (M. Cheung et al., 2009) , which indicated that customers had a moderate agreement to the E-WOM sidedness.

- The mean of the subfield **"E-WOM consistency"** equals 3.40 (68.04%), Test-value = 12.25, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a high agreement to the subfield of "E-WOM consistency". They had a high agreement to that they are confident on the consistent E-WOM. In addition, they had a high agreement to the consistent E-WOM when they are taking the ISP switching decision. Eventually, they had a moderate agreement that their switching decision influenced by the consistent E-WOM even it positive or negative. These findings are close to the findings of (M. Cheung et al., 2009) , which indicated that customers had a moderate agreement to the E-WOM consistency. Furthermore, it is consistent with the findings of (Yaylı & Bayram, 2010), which indicated that customers had a high agreement to the E-WOM consistency.

- The mean of the subfield **"E-WOM orientation"** equals 3.68 (73.59%), Test-value = 19.58, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents had a high agreement to the subfield of "E-WOM orientation". They had a high agreement to the attribute-value E-WOM and the simple E-WOM. But their agreement to the attribute-value E-WOM less than the simple E-WOM. This result is quite similar to the findings of (Yaylı & Bayram, 2010).

- **In general:** the mean of the field **"E-WOM content"** equals 3.45 (69.01%), Test-value = 20.41, and P-value= 0.000 which is smaller than the level of significance $\alpha = 0.05$. The

sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to field of "E-WOM content". They had a high agreement to the importance of E-WOM content. They had a high agreement to the importance of E-WOM orientation, valence, sidedness, volume, presence, consistency. On the other hand, they had a moderate agreement to the important of E-WOM quality.

In general "E-WOM":

Table (5.13): Means and Test Values for "E-WOM"

Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
E-WOM source	3.21	0.55	64.29	9.92	0.000*	3	Moderate
E-WOM platform	3.16	0.72	63.14	5.58	0.000*	4	Moderate
E-WOM receiver	3.35	0.73	67.05	12.37	0.000*	2	Moderate
E-WOM content	3.45	0.56	69.01	20.41	0.000*	1	High
All Items of E-WOM	3.32	0.47	66.39	17.34	0.000*		Moderate

*The mean is significantly different from 3

Table (5.13) shows the mean of all items equals 3.32 (66.39%), Test-value = 17.34 and P-value =0.000 which is smaller than the level of significance $\alpha = 0.05$. The mean of all items is significantly different from the hypothesized value 3. It is concluded that the respondents agreed to all items of E-WOM. They had a moderate agreement to the importance of E-WOM. These findings are similar to the results of (Kamtarin, 2012), which revealed that online shopping customers in the Isfahan City of Iran had a moderate agreement to the important of E-WOM. Also, the findings of (Jalilvand & Samiei, 2012), which found that customers who had experience with online communities had a moderate agreement to the important of E-WOM. On the other hand, the respondents agreed that E-WOM content is the most important dimension and E-WOM platforms are the least. It is

concluded that the respondents pay high attention to the content of E-WOM and more than other dimensions. Their evaluation to E-WOM depends on its content in the first degree.

5.4.2 Behavioral Intention to Switch the Internet Services Provider

Table (5.14): Means and Test Values for "Behavioral Intention to Switch ISP"

	Item	Mean	S.D	Proportional mean (%)	Test value	P-value (Sig.)	Rank	Score
1.	E-WOM are helping me in taking ISP switching decision.	3.41	0.94	68.26	11.22	0.000*	4	High
2.	E-WOM are motivating me to make ISP switching decision.	3.43	0.89	68.66	12.46	0.000*	2	High
3.	E-WOM has enhanced my effectiveness in making ISP switching decision.	3.53	0.88	70.69	15.51	0.000*	1	High
4.	E-WOM are making me more confident in the ISP switching decision.	3.43	0.91	68.54	11.92	0.000*	3	High
5.	I benefit from E-WOM to take the ISP switching decision.	3.38	0.95	67.62	10.24	0.000*	5	Moderate
6.	I rely on E-WOM when I take the ISP switching decision.	3.24	1.01	64.72	5.97	0.000*	8	Moderate
7.	E-WOM has affected my decision to switch to another ISP.	3.28	1.00	65.65	7.25	0.000*	7	Moderate
8.	I intend to switch to the ISP that	3.23	1.00	64.68	5.98	0.000*	9	Moderate
9.	I intend to continue my current subscription but will change the current ISP.	3.29	1.06	65.86	7.05	0.000*	6	Moderate
10	I switched to another ISP based on the E-WOM.	3.14	1.13	62.73	3.10	0.001*	10	Moderate
	All items of the field	3.34	0.68	66.71	12.53	0.000*		Moderate

* The mean is significantly different from 3

Table (5.14) shows the mean of the field “Behavioral intention to switch ISP” equals 3.34 (66.71%), Test-value = 12.53, and P-value=0.000 which is smaller than the level of significance $\alpha = 0.05$. The sign of the test is positive, so the mean of this field is significantly greater than the hypothesized value 3. It is concluded that the respondents agreed to field of “Behavioral intention to switch ISP". They had moderate intentions to switch their ISP. They had a high agreement that the E-WOM enhanced their effectiveness, motivating them, make them confident, and helping them in their switching decision. On the other hand, they had a moderate agreement that the E-WOM benefit them and affected their switching decision. Furthermore, the respondent had a moderate agreement that they intend to switch to an alternative ISP after completing their current subscription. In addition, they had a moderate agreement that they rely on E-WOM when they take the switching decision. Moreover, they had a moderate agreement that they intend to switch to an alternative ISP that recommend through the E-WOM. Eventually, they had a moderate agreement that they switch to another ISP based on the E-WOM. Generally, the respondents had moderate switching intentions. The existence of these switching intentions forms a threat to ISPs.

5.5 Hypotheses Testing

After analyzing the independent variable “E-WOM” and the dependent variable “Behavioral intention to switch ISP" in some details, the research hypotheses will be tested.

5.5.1 Direct Variables Hypotheses

5.5.1.1 The impact of E-WOM on “behavioral intention to switch ISP”

H1: There is a statisticaly significant impact of E-WOM on household customers’ behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

Multiple regression analysis was employed to explore the relationship between “E-WOM” and “behavioral intention to switch ISP”.

Table (5.15): Result of Multiple Linear Regression Analysis - H1

R	R-Square	F	Sig.
0.588	0.346	85.495	0.000*

*The relationship is statistically significant at 0.05 level

From the previous table, it is concluded that the multiple correlation coefficient R = 0.588 and R-Square = 0.346. This means 34.6% of the variation in household customers' behavioral intention to switch their current ISP is explained by E-WOM and its dimensions "E-WOM source, E-WOM platform, E-WOM receiver and E-WOM content".

According to (Frost, 2013) researchers that conducted to predict humans behavior typically have R-square value lower than 50% because humans' future behaviors are relatively unpredictable. Therefore, the low R-Square value in this research is expected. Similar results were found in the E-WOM previous research. For example, Tabbane and Hamouda (2013) indicated that E-WOM explains approximately 3.7% of the variation in the Tunisian customer's attitude towards the product.

The analysis of variance for the regression model. F=85.495, Sig. = 0.000, so there is a significant relationship between the dependent variable in household customers' behavioral intention to switch their current ISP and the independent variable E-WOM and its dimensions "E-WOM source, E-WOM platform, E-WOM receiver and E-WOM content".

Based on the foregoing discussion, the first hypothesis will be accepted. This finding is consistent with the results of (Alamoudi, 2012; Arslan & Yılmaz, 2015; Elseidi & El-Baz, 2016) which found that E-WOM had a significant impact on customers' smartphone purchasing intentions. Also it similar to the findings of (Jalilvand & Samiei, 2012) which found that E-WOM has a significant impact on brand image and purchasing intentions in the automobile industry. Likewise, it close to the findings of (Abd-Elaziz et al., 2015) which found that E-WOM had a significant impact on customers' hotel purchasing intention. Furthermore, it consistent with the findings of (Albarq, 2014) which found that E-WOM had a significant impact on tourists' intentions to travel to Jordan and their

attitudes toward it. Moreover, it similar to the findings of (Tabbane & Hamouda, 2013) which found that E-WOM had a significant impact on Tunisian customer's attitude towards the hotel. Eventually, it close to the findings of (Kamtarin, 2012) which found that E-WOM had an impact on the behavioral intention of customers in online shopping.

On the other hand, this finding is inconsistent with the results of (Torlak et al., 2014) which found that E-WOM had not a significant direct impact on customers' cell phone purchase intention in Turkey. Also, it is different from the findings of (C.-K. Lee et al., 2014) which found that E-WOM had not a significant impact on Taiwanese travelers' behavioral intentions to travel on low-cost airlines.

The difference of the E-WOM impact from one country to another country confirms the argument of (Shen et al., 2011), which indicated that "E-WOM in a given country would be expected to differ from those of another country".

5.5.1.2 The impact of E-WOM source on "behavioral intention to switch ISP"

H1a: There is a statisticaly significant impact of E-WOM source (source type, source credibility, source identity, source tie strength, source homophily, source knowledge) on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

Multiple regression analysis was employed to explore the relationship between E-WOM source and "behavioral intention to switch ISP".

Table (5.16): Result of Multiple Linear Regression Analysis - H1a

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	1.919	12.735	0.000*	0.426	0.182	23.796	0.000**
E-WOM source type	0.143	4.163	0.000*				
E-WOM source credibility	0.243	8.271	0.000*				
E-WOM source identity	0.054	1.927	0.033*				
E-WOM source tie strength	0.008	0.271	0.787				
E-WOM source homophily	-0.021	-0.701	0.484				
E-WOM source knowledge	0.125	3.700	0.000*				

* The variable is statistically significant at 0.05 level

* * The relationship is statistically significant at 0.05 level

From the previous table, it is concluded that the multiple correlation coefficient R =0.426 and R-Square = 0.182. This means 18.2% of the variation in household customers' behavioral intention to switch their current ISP is explained by all of the independent variables together "source type, source credibility, source identity, source tie strength, source homophily, source knowledge".

The analysis of variance for the regression model. F=23.796, Sig. = 0.000, so there is a significant relationship between the dependent variable in household customers' behavioral intention to switch their current ISP and the independent variables E-WOM source and its factors "source type, source credibility, source identity, source tie strength, source homophily, source knowledge".

Aforementioned, H1a hypothesis will be accepted. In more details, it is concluded:

- For the variable **"E -WOM source type",** the t-test =4.163, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E -WOM source type on household customers' behavioral intention to switch their current ISP. Therefore, it is concluded that the E-WOM source type is affecting positively on the household customers' behavioral intention to switch their current ISP.

- For the variable **"E-WOM source credibility"**, the t-test =8.271, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E -WOM source credibility on household customers' behavioral intention to switch their current ISP. Thus, it is concluded that the E-WOM source credibility is affecting positively on the household customers' behavioral intention to switch their current ISP. This finding is consistent with the results of (Ruiterkamp, 2013) which found that the E-WOM source credibility had a significant impact on a customers' brand attitude, purchase intention, and perceived quality. Also, it similar to the findings of (Abd-Elaziz et al., 2015) which found that the E-WOM impact relies on its source credibility. Furthermore, it close to the results of (López & Sicilia, 2014) which found that the higher E-WOM source credibility leads to more influential of the E-WOM.

• For the variable **"E -WOM source identity",** the t-test =1.927, the P-value (Sig.) =0.033, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E -WOM source identity on household customers' behavioral intention to switch their current ISP. Therefore, it is concluded that E-WOM that posted by identifiable E-WOM source who is using his real name, photo, or location is affecting positively on household customers' behavioral intention to switch their current ISP. This result can supported by the findings of (Xie et al., 2011) which found that E-WOM with personally identifying information produced a higher level of perceived credibility than those without it.

• For the variable **"E-WOM source tie strength"**, the t-test = 0.271, the P-value (Sig.) =0.787, which is greater than 0.05, hence this variable is statistically insignificant. Then there is insignificant impact of the variable E-WOM source tie strength on household customers' behavioral intention to switch their current ISP. Therefore, it is concluded that the strong social ties between the E-WOM source and the E-WOM receiver are not affecting on the household customers' behavioral intention to switch their current ISP. This result supported by the findings of (Abd-Elaziz et al., 2015) which found that strong social ties between the E-WOM source and the E-WOM receiver had a negative impact on a customer purchasing decision. Moreover, the findings of (Cheng & Zhou, 2010a) which found that tie strength does not impact on the receiver assessment of the credibility of the E-WOM content. Also, the findings of (Steffes & Burgee, 2009) which found that weak social ties between the E-WOM source and the E-WOM receiver are influenced on his decision-making but in low percentage. On the other hand, this finding is inconsistent with the results of (Khattab, 2014) which found that tie strength between the E-WOM source and the E-WOM receiver had a significant impact on his purchasing decisions' stages. Also, the findings of (Steffes & Burgee, 2009) which found that strong social ties between the E-WOM source and the E-WOM receiver are more influential on decision-making than the weak ties between of them.

• For the variable **"E-WOM source homophily"**, the t-test = -0.701, the P-value (Sig.) =0.484, which is greater than 0.05, hence this variable is statistically insignificant. Then

there is an insignificant impact of the variable E-WOM source homophily on household customers' behavioral intention to switch their current ISP. Thus, it is concluded that the similarities in characteristics between E-WOM source and E-WOM receiver, such as the similarities in gender, age, interests or ISP are not affecting on the household customers' behavioral intention to switch their current ISP. This finding is consistent with the results of (Abd-Elaziz et al., 2015) which found that the similarities in characteristics between E-WOM source and E-WOM receiver are not affecting the customers' purchasing decisions. Per contra, it is inconsistent with the findings of (Jain et al., 2016) which found that reviewer age, place of reviewer residence, and reviewer gender had an impact on customers' online purchasing decisions. Likewise, the findings of (Khattab, 2014) which found that the source homophily had a significant impact on the customers' purchasing decisions'. Also, the results of (Steffes & Burgee, 2009) which found that E-WOM that disseminate by homophilous sources is more influential on customer's decision-making process than E-WOM disseminated by heterophilous sources.

- For the variable **"E-WOM source knowledge"**, the t-test =3.700, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is a significant positive impact of the variable E-WOM source knowledge on household customers' behavioral intention to switch their current ISP. Therefore, it is concluded that the household customers' behavioral intention to switch their current ISP are affecting positively by the higher of the source awareness of ISPs and his ability to provide abundant knowledge in his E-WOM. This finding is consistent with the results of (Abd-Elaziz et al., 2015; C. Lin et al., 2013; Ruiterkamp, 2013; Zangeneh et al., 2014) which found that the E-WOM source expertise had an impact on purchasing intentions and decisions. Furthermore, the findings of (Racherla & Friske, 2012) which found that E-WOM provided by E-WOM source with high expertise are perceived more useful than E-WOM provided by E-WOM source with low expertise. Likewise, the findings of (Ruiterkamp, 2013) which found that E-WOM source expertise had a positive impact on brand attitudes and customers' perceived brand quality. Eventually, the findings of (Cheng & Zhou, 2010a; Ruiterkamp, 2013) which found that, E-WOM receiver assessment credibility of E-WOM through E-WOM source expertise.

Finally, based on the P-value (Sig.), the most significant independent variable is E-WOM source credibility, then E-WOM source type, then E-WOM source knowledge, then E-WOM source identity, then E-WOM source homophily and E-WOM source tie strength. Thus, it is concluded that the credibility of the E-WOM source is the most important E-WOM source factor that affects the household customers' future decision about changing their current ISP. The source tie strength between E-WOM source and receiver and the homophily between of them are the least important factors even they do not affect the household customers' future decision about changing their current ISP.

5.5.1.3 The impact of E-WOM platform on "behavioral intention to switch ISP"

H1b: There is a statisticaly significant impact of E-WOM platform (platform type and platform characteristics) on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

Multiple regression analysis was employed to explore the relationship between E-WOM source and "behavioral intention to switch ISP".

Table (5.17): Result of Multiple Linear Regression Analysis - H1b

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	1.880	17.638	0.000*	0.482	0.232	98.280	0.000**
E-WOM platform type	0.206	7.481	0.000*				
E-WOM platform characteristics	0.253	8.841	0.000*				

* The variable is statistically significant at 0.05 level

* * The relationship is statistically significant at 0.05 level

From the previous table, it is concluded that the multiple correlation coefficient R =0.482 and R-Square = 0.232. This means 23.2% of the variation in household customers' behavioral intention to switch their current ISP is explained by all of the independent variables together "platform type and platform characteristics".

The analysis of variance for the regression model. F=98.280, Sig. = 0.000, so there is a significant relationship between the dependent variable in household customers'

behavioral intention to switch their current ISP and the independent variables "platform type and platform characteristics".

Aforementioned, H1b hypothesis will be accepted. In more details, It is concluded:

- For the variable **"E-WOM platform type"**, the t-test =7.481, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E-WOM platform type on household customers' behavioral intention to switch their current ISP. Therefore, it can conclude that the type of the E-WOM platform has a significant positive impact on household customers' behavioral intention to switch their current ISP. This finding is consistent with the results of (Abd-Elaziz et al., 2015) which found that type of E-WOM platform affects customers' hotel purchasing decisions in Egypt.

- For the variable **"E-WOM platform characteristics"**, the t-test =8.841, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E-WOM platform characteristics on household customers' behavioral intention to switch their current ISP. Thus, it can conclude that the popularity, reliability, and internationality of the E-WOM platform has a significant positive impact on household customers' behavioral intention to switch their current ISP. This finding is consistent with the results of (Abd-Elaziz et al., 2015; Yaylı & Bayram, 2010) which found that the characteristics of E-WOM platform (reliability, internationality, and popularity) had a significant impact on customers' purchasing decisions.

Eventually, based on the P-value (Sig.), the most significant independent variable is E-WOM platform characteristics, then E-WOM platform type. Thus, it is concluded that the characteristics of the E-WOM platform such as popularity, reliability, and internationality have more impact on household customers' behavioral intention to switch their current ISP than the type of the E-WOM platform.

5.5.1.4 The impact of E-WOM receiver on "behavioral intention to switch ISP"

H1c: There is a statisticaly significant impact of E-WOM receiver (E-WOM receiver expertise) on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

Simple linear regression analysis was employed to explore the relationship between E-WOM source and "behavioral intention to switch ISP".

Table (5.18): Result of Simple Linear Regression Analysis- H1c

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	2.340	19.499	0.000*	.316	0.100	72.006	0.000**
E-WOM receiver expertise	0.297	8.486	0.000*				

* The variable is statistically significant at 0.05 level

* * The relationship is statistically significant at 0.05 level

From the previous table, it is concluded that the correlation coefficient R =0.316 and R-Square = 0.100. This means 10% of the variation in household customers' behavioral intention to switch their current ISP explained by E-WOM receiver expertise.

Table (5.18) shows the analysis of variance for the regression model. F=72.006, Sig. = 0.000, so there is a significant relationship between the dependent variable household customers' behavioral intention to switch their current ISP and the independent variable "E-WOM receiver expertise".

It can conclude that the household customers' expertise in ISPs and familiarity with Internet channels are affecting positively on the household customer' behavioral intention to switch their current ISP.

Based on the foregoing discussion, H1c hypothesis will be accepted. This finding is consistent with the results of (Abd-Elaziz et al., 2015) which found that the receiver expertise had a significant impact on the hotel customer purchasing decision. Also, the findings of (López & Sicilia, 2014) which concluded that there is a significant relationship between customers' Internet experience and the influence of E-WOM. The experienced

customer is more influenced by the E-WOM. Furthermore, the findings of (Saremi, 2014) which found that the effectiveness of positive E-WOM on customers' perceptions of adopting experience services is dependent on the customers' prior knowledge of the service context and the customers' experience with the service. Per contra, this finding is inconsistent with the results of (Fan et al., 2013) which found that a customer expertise had not a significant impact on perceived E-WOM credibility.

5.5.1.5 The impact of E-WOM content on "behavioral intention to switch ISP"

H1d: There is a statisticaly significant impact of E-WOM content (E-WOM valence, E-WOM quality, E-WOM volume, E-WOM presence, E-WOM sidedness, E-WOM consistency, E-WOM orientation) on household customers' behavioral intention to switch their current ISP at $\alpha \leq 0.05$.

Multiple regression analysis was employed to explore the relationship between E-WOM content and "behavioral intention to switch ISP".

Table (5.19): Result of Multiple Linear Regression Analysis - H1d

Variable	B	T	Sig.	R	R-Square	F	Sig.
(Constant)	1.076	8.172	0.000*	0.638	0.408	63.093	0.000**
E-WOM valence	0.063	2.073	0.039*				
E-WOM quality	0.245	8.499	0.000*				
E-WOM volume	0.024	0.713	0.476				
E-WOM presence	0.209	6.483	0.000*				
E-WOM sidedness	-0.016	-0.523	0.601				
E-WOM consistency	0.190	6.082	0.000*				
E-WOM orientation	0.082	2.987	0.003*				

* The variable is statistically significant at 0.05 level

* * The relationship is statistically significant at 0.05 level

From the previous table, it is concluded that the multiple correlation coefficient R =0.638 and R-Square = 0.408. This means 40.8% of the variation in household customers' behavioral intention to switch their current ISP explained by E-WOM content factors.

The analysis of variance for the regression model. F=63.093, Sig. = 0.000, so there is a significant relationship between the dependent variable in household customers' behavioral intention to switch their current ISP and E-WOM content factors.

Based on the foregoing, H1d hypothesis accepted. In more details, it is concluded:

- For the variable **"E-WOM valence"**, the t-test =2.073, the P-value (Sig.) =0.039, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E -WOM valence on household customers' behavioral intention to switch their current ISP. This result indicated that positive E-WOM has a positive impact on household customers' behavioral intention to switch their current ISP. This finding is consistent with the results of (Tabbane & Hamouda, 2013) which found that positive E-WOM improves Tunisian customers' attitudes towards hotels.

- For the variable **"E-WOM quality"**, the t-test =8.499, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E-WOM quality on household customers' behavioral intention to switch their current ISP. Thus, it is concluded that timely E-WOM, up to date E-WOM, E-WOM that contain accurate information, and E-WOM that include all necessary information about an ISP are affecting positively on the household customers' behavioral intention to switch their current ISP to this an alternative provider. This finding is consistent with the results of (Al Mana & Mirza, 2013) which found that the recency of E-WOM is a major factor in making online purchasing decisions. Also, the findings of (Erkan, 2016; Zangeneh et al., 2014) which found that the quality of E-WOM had a significant impact on customers' purchase intentions. Furthermore, the findings of (C. Lin et al., 2013) which found that quality of E-WOM had a significant impact on customers' purchasing decisions. Likewise, the findings of (R. Cheung, 2014) which found that E-WOM timeliness and

comprehensiveness, the trustworthiness of E-WOM, and E-WOM quality had a positive impact on E-WOM usefulness, which in turn predicts the customers purchasing intentions. Eventually, the findings of (Jain et al., 2016) which found that reviews' timeline and reviews' accuracy had a significant impact on the customers' online purchasing decisions.

- For the variable **"E-WOM volume"**, the t-test = 0.713, the P-value (Sig.) =0.476, which is greater than 0.05, hence this variable is statistically insignificant. Then there is an insignificant impact of the variable E-WOM volume on household customers' behavioral intention to switch their current ISP. Therefore, it is concluded that a large number of the E-WOM about an ISP is not affecting on the household customers' behavioral intention to switch their current ISP to this an alternative provider. This finding is consistent with the results of (Zangeneh et al., 2014) which found that the volume of E-WOM had not an impact on purchasing intentions. On the other hand, it is inconsistent with the findings of (López & Sicilia, 2014) which found that there are high correlations between customers' attitude towards the product or the service and the volume of positive E-WOM. Moreover, they indicated that the volume of E-WOM had an influence on customers' decision-making. Also, the findings of (C. Lin et al., 2013) which found that the E-WOM volume had a significant impact on the purchasing decisions. Likewise, the results of (Al Mana & Mirza, 2013) which found that number of E-WOM are important factors in making online purchasing decisions. Furthermore, the results of (Goswami, 2015) which concluded that "amount of reviews are pivotal in developing online purchase intention."

- For the variable **"E-WOM presence"**, the t-test =6.483, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E-WOM presence on household customers' behavioral intention to switch their current ISP. Thus, it is concluded that the presence of the E-WOM about an ISP is affecting positively on the household customers' behavioral intention to switch their current ISP to this an alternative provider. This finding is consistent with the results of (Gupta & Harris, 2010) which found that, in the presence of E-WOM, customers with a high need for cognition tend to switch from their attribute preferences towards the product or the service.

• For the variable **"E-WOM sidedness"**, the t-test = -0.523, the P-value (Sig.) =0.601, which is greater than 0.05, hence this variable is statistically insignificant. Then there is an insignificant impact of the variable E-WOM sidedness on household customers' behavioral intention to switch their current ISP. Therefore, it is concluded that the household customers' behavioral intention to switch their current ISP is not affecting by two-sided E-WOM that contains both pros and cons attributes of the ISP. This finding is consistent with the results of (M. Cheung et al., 2009) which found that there is no difference between two-sided E-WOM and one-sided E-WOM on Chinese customers' perceived to E-WOM credibility.

• For the variable **"E-WOM consistency"**, the t-test =6.082, the P-value (Sig.) =0.000, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is a significant positive impact of the E-WOM consistency on household customers' behavioral intention to switch their current ISP. So, it can conclude that the household customers' behavioral intention to switch their current ISP are affecting positively by E-WOM that are similar to the majority of other customers' E-WOM about the ISP. This finding is consistent with the results of (Al Mana & Mirza, 2013) which found that the E-WOM consistency is an important factor in making online purchasing decisions. Also, the results of (M. Cheung et al., 2009) which indicated that, if the E-WOM is consistent with the majority of other communicators' E-WOMs about the same service or the same product, the E-WOM receiver will be unconfused and will perceive the E-WOM as more credible. Furthermore, the findings of (Jain et al., 2016) which revealed that reviews' consistency had a significant impact on the customers' online purchasing decisions.

• For the variable **"E-WOM orientation"**, the t-test =2.987, the P-value (Sig.) =0.003, which is smaller than 0.05, hence this variable is statistically significant. Since the sign of the test is positive, then there is significant positive impact of the variable E-WOM orientation on household customers' behavioral intention to switch their current ISP. Thus, it is concluded that the household customers' behavioral intention to switch their current ISP are affecting positively by E-WOM orientation. These findings are consistent

with the results of (Jain et al., 2016) which found that reviews' orientation had a significant impact on the customers' online purchasing decisions.

• **Finally,** based on the P-value (Sig.), the most significant independent variable is E-WOM quality, then E-WOM presence, then E-WOM consistency, then E-WOM orientation, then E-WOM valence, then E-WOM volume and E-WOM sidedness. Therefore, it is concluded that the quality of the E-WOM is the most important E-WOM content factor that affects the household customers' future decision about changing their current ISP. The volume and sidedness of this content are the least important factors. Moreover, household customers depend on E-WOM presence to help them in their switching decision. Their switching decision is affected by the consistent E-WOM. Furthermore, they rely on the attribute-value E-WOM.

5.5.2 Moderating Variables Hypotheses

H2: Customer-firm relationships characteristics are statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

This hypothesis divided into the following sub-hypotheses:

5.5.2.1 The moderating role of customer-firm relationships characteristics "Length"

H2a: Customer-firm relationships characteristics "Length" is statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

Table (5.20): Statistics for Two Models with and without the Interaction Term "Length"

Model	R	R Square	Adjusted R Square	Change Statistics		Durbin-Watson
				R Square Change	Sig. F Change	
1	.532[a]	0.283	0.281	0.283	0.000	
2	.540[b]	0.292	0.288	0.009	0.005	1.931

a. Predictors: (Constant), Length, E-WOM

b. Predictors: (Constant), Length, E-WOM, E-WOM*Length

Table (5.20) shows that the "R Square Change", demonstrates the increase in variation explained by the addition of the interaction term "Length" (i.e., the change in R^2). It is concluded that the change in R^2 reported as .009, which is a proportion. More usually, this measure is reported as a percentage. So it can be said that the change in R^2 is 0.9% (i.e., .009 x 100 = 0.9%), which is the percentage increase in the variation explained by the addition of the interaction term. It is noted that this increase is statistically significant (Sig. =.005), a result the researcher obtain from the "Sig. F Change" column. It can be concluded that customer-firm relationships characteristics "Length" does moderate the relationship between the E-WOM and household customers' behavioral intention to change their current Internet service provider. Thus, the length of the relationship between the household customer and his current ISP are affecting the relationship between the E-WOM and his behavioral intention to change his current Internet service provider. The long length of their relationship will less the household customers switching intentions.

Table (5.21): Final Regression Model: Length

Variables	B	Std. Error	T	Sig,	VIF
(Constant)	3.335	0.023	147.540	0.000	
E-WOM	0.356	0.023	15.739	0.000*	1.003
Length	0.052	0.023	2.294	0.022*	1.000
E-WOM*Length	0.063	0.022	2.801	0.005*	1.002

* The variable is statistically significant at 0.05 level

Table (5.21) shows the final regression model for "Length" variable. For "Length" variable, b=0.052, t=2.294 with Sig. = 0.022, this result indicates that the "Length" variable is statistically significant. Since the sign of t-test is positive, then it is concluded that there is significant positive impact of "Length" variable on household customers' behavioral intention to switch their current ISP. Therefore, the recent acquisition of Internet services positively influences the probability of switch the ISP. This result is

consistent with the findings of (Lopez et al., 2006), which found that customers had short length relationship with their current services provider had more intention to switch it.

For the interaction term "E-WOM*Length", b=0.063, t=2.801 with Sig. = 0.005, this result indicates that the interaction term "E-WOM*Length" is statistically significant. This result clarifies and confirms that the customer-firm relationships characteristics "Length" does moderate the relationship between the E-WOM and household customers' behavioral intention to switch their current Internet service provider.

Using the values obtained in the table (5.21), it could report the regression equation as follows:

$$\text{Household customers' behavioral intention} = 3.335 + (0.356x\ \text{E-WOM}) + (0.052\ x\ \text{Length}) + (0.063\ x\ \text{E-WOM*Length}) \quad (5.1)$$

Note:

1. From Table (5.20), Durbin-Watson statistic = 1.931 (DL=1.738, DU=1.799), so there is no problem of serial autocorrelation in the final model. Hence, the assumption of the independence of the error term is satisfied.

2. From Table (5.21), Variance Inflation Factor (VIF) is smaller than 5 for each variable in the final model, so there is no problem of multicollinearity in the final model. Hence, the assumption of the multicollinearity of the independent variables is satisfied.

5.5.2.2 The moderating role of customer-firm relationships characteristics "Breadth"

H2b: Customer-firm relationships characteristics "Breadth" is statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

Table (5.22): Statistics for Two Models with and without Interaction Term "Breadth"

Model	R	R Square	Adjusted R Square	Change Statistics		Durbin-Watson
				R Square Change	Sig. F Change	
1	.528[a]	0.279	0.277	0.279	0.000	
2	.528[b]	0.279	0.275	0.000	0.810	1.928

a. Predictors: (Constant), Breadth, E-WOM

b. Predictors: (Constant), Breadth, E-WOM, E-WOM*Breadth

Table (5.22) shows that the "change in R^2" reported as 0.000, so it can say that the change in R^2 is 0.0%. Also, it can be seen that this increase is statistically insignificant (Sig. =0.810**)**. It can be concluded that customer-firm relationships characteristics "Breadth" does not moderate the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP. Thus, the breadth of the relationship between the household customer and the ISP is not affecting the relationship between the E-WOM and his behavioral intention to switch his current Internet service provider. On other words, it can be concluded that the investing of customers in complementary services are not affecting the relationship between the relationship between E-WOM and their behavioral intention to switch their current ISP.

Table (5.23): Final Regression Model: Breadth

Variables	B	Std. Error	t	Sig,	VIF
(Constant)	3.336	0.023	145.987	0.000	
E-WOM	0.362	0.023	15.825	0.000	1.005
Breadth	0.025	0.023	1.107	0.269	1.004
E-WOM*Breadth	0.006	0.023	0.240	0.810	1.001

* The variable is statistically significant at 0.05 level

Table (5.23) shows the final regression model for "Breadth" variable. For "Breadth" variable, b=0.025, t=1.107 with Sig. = 0.269, this result indicates that the "Breadth" variable is statistically insignificant. It is concluded that there is an insignificant positive

impact of "Breadth" variable on household customers' behavioral intention to switch their current ISP. This result is inconsistent with the findings of (Lopez et al., 2006), which found that customers were investing in complementary services had less intention to switch the service provider.

For the interaction term "E-WOM* Breadth", b=0.006, t=0.240 with Sig. = 0.810, this result indicates that the interaction term "E-WOM*Breadth" is statistically insignificant. This result clarifies that the customer-firm relationships characteristics "Breadth" does not moderate the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

Using the values obtained in the table (5.23), it could report the regression equation as follows:

$$\text{Household customers' behavioral intention} = 3.336 + (0.362 \times \text{E-WOM}) + (0.025 \times \text{Breadth}) + (0.006 \times \text{E-WOM* Breadth}) \quad (5.2)$$

Note:

1. From Table (5.22), Durbin-Watson statistic = 1.928 (DL=1.738, DU=1.799), so there is no problem of serial autocorrelation in the final model. Hence, the assumption of the independence of the error term is satisfied.

2. From Table (5.23), Variance Inflation Factor (VIF) is smaller than 5 for each variable in the final model, so there is no problem of multicollinearity in the final model. Hence, the assumption of the multicollinearity of the independent variables is satisfied.

5.5.2.3 The moderating role of customer-firm relationships characteristics "Depth"

H2-c: Customer-firm relationships characteristics "Depth" is statistically significant at $\alpha \leq 0.05$ moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

Table (5.24): Statistics for Two Models with and without Interaction Term "Depth"

Model	R	R Square	Adjusted R Square	Change Statistics		Durbin-Watson
				R Square Change	Sig. F Change	
1	.534[a]	0.285	0.283	0.285	0.000	
2	.534[b]	0.285	0.282	0.000	0.766	1.938

a. Predictors: (Constant), Depth, E-WOM

b. Predictors: (Constant), Depth, E-WOM, E-WOM*Depth

Table (5.24) shows that the "change in R^2" reported as 0.000, so it can say that the "change in R^2" is 0.0%. It is noted that this increase is statistically insignificant (Sig. =0.766). It can conclude that customer-firm relationships characteristics "Depth" does not moderate the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP. Thus, the depth of the relationship between the household customer and the ISP is not affecting the relationship between the E-WOM and his behavioral intention to switch his current ISP. On other words, it can be concluded that the frequency of using of customers for Internet services are not affecting the relationship between the E-WOM and their behavioral intention to switch their current ISP.

Table (5.25): Final Regression Model: Depth

Variables	B	Std. Error	t	Sig,	VIF
(Constant)	3.337	0.023	145.293	0.000	
E-WOM	0.369	0.023	16.026	0.000	1.027
Depth	0.060	0.023	2.624	0.009	1.025
E-WOM*Depth	0.007	0.023	0.298	0.766	1.006

* The variable is statistically significant at 0.05 level

Table (5.25) shows the final regression model for "Depth" variable. For "Depth" variable, b=0.06, t=2.624 with Sig. = 0.009, this result indicates that the "Depth" variable

is statistically significant. Since the sign of t-test is positive, then it is concluded that there is significant positive impact of "Depth" variable on household customers' behavioral intention to switch their current ISP. Therefore, the low-frequency use of Internet services positively influences the probability of switch the ISP. This result is consistent with the findings of (Lopez et al., 2006), which found that customers were using Internet services less had more intention to switch the service provider.

For the interaction term "E-WOM* Depth", b=0.007, t=0.298 with Sig. = 0.766, this result indicates that the interaction term "E-WOM*Depth" is statistically insignificant. This result clarifies that the customer-firm relationships characteristics "Depth" does not moderate the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP.

Using the values obtained in the table (5.25), it could report the regression equation as follows:

$$\text{Household customers' behavioral} = 3.337 + (0.369 \text{ x E-WOM}) + (0.060 \text{ x Depth}) + (0.007 \text{ x E-WOM* Depth} \quad (5.3)$$

Note:

1. From Table (5.24), Durbin-Watson statistic = 1.938 (DL=1.738, DU=1.799), so there is no problem of serial autocorrelation in the final model. Hence, the assumption of the independence of the error term is satisfied.

2. From Table (5.25), Variance Inflation Factor (VIF) is smaller than 5 for each variable in the final model, so there is no problem of multicollinearity in the final model. Hence, the assumption of the multicollinearity of the independent variables is satisfied.

Finally, it can be concluded that customer-firm relationships characteristics "Length" is only moderates the relationship between the E-WOM and household customers' behavioral intention to switch their current ISP. Breadth and depth of the relationship between of them do not. Therefore, it can be said that household customers had long lasting relationship with ISP; their switching behavioral intentions will be less

affected by E-WOM. On the other hand, household customers investing in complementary services and their daily using rate to Internet services had not an impact on the relationship between E-WOM and their behavioral intention to switch their current ISP.

5.6 Summary

This chapter discussed the findings of this research according to its objectives. It revealed that E-WOM and its dimensions had a significant impact on household customers' behavioral intention to switch their current ISP. The results further indicated that length of the relationship between a household customer and an ISP does moderate relationship between E-WOM and household customers' behavioral intention to switch their current ISP. On contrast, depth and breadth of their relationship do not moderate the relationship between E-WOM and household customers' behavioral intention to switch their current ISP. Generally, the vast majority of the research results are in line with the previous studies about E-WOM, which confirms the reliability of the results and confirms the impact of E-WOM on household customers' behaviors intentions.

The next chapter ends the research with conclusions, recommendations of the research, and suggestion for future researchers.

Chapter 6:

Conclusions and Recommendations

Chapter 6

Conclusions and Recommendations

6.1 Introduction

This chapter concludes this research. For this purpose, the first section concludes the main research findings. Thereafter, section two presents the recommendations of this research. Finally, future researchers are outlined in the last section of this chapter.

6.2 Conclusions

Several conclusions can be concluded from this research. In the beginning, it was revealed that Hadara dominates ISPs market in Gaza Strip. In addition, there is a high percentage of Gazans household customers switching their ISPs, almost 70%.

Many Gazans household customers using the Internet in order to find an alternative ISP (Almost 70% answer with always and sometimes). When they are searching for new ISP, they depend on social platforms at first degree. Then, the advisements of their families, friends, or coworkers. Then, TV and radio advertisements. Indeed, when they are searching for new ISP, they depend on independent platforms such as social platforms and instant messaging more than provider-generated platforms such as ISP pages on social networking sites and ISP websites and more than blogs.

The results of this research illustrated that E-WOM had a significant impact on household customers switching behavioral intentions. Indeed, it showed that all E-WOM dimensions had a significant positive impact on household customers switching behavioral intentions. Furthermore, it noted that E-WOM content is the most important dimension, then E-WOM platform, then E-WOM source, and then E-WOM receiver.

This research indicated those household customers' switching behavioral intentions influenced positively by E-WOM source factors. Specifically, E-WOM source type, E-WOM source credibility, E-WOM source knowledge, and E-WOM source identity disclosure. ISPs' E-WOM, customers' E-WOM, and editors' E-WOM had different impacts on household customers. The Gazans household customers agreed to E-WOM

that posted by ISPs' customers more than that posted by editors. Their agreement to E-WOM that posted by ISPs is the least and insignificant. Moreover, when perceived E-WOM source had a high degree of knowledge on ISPs and its services and a high level of credibility, his E-WOM is more influential on customers' switching behavioral intentions. Furthermore, more information that E-WOM source show about his identity, more impact of his E-WOM on household customers' switching behavioral intentions. On the other hand, household customers do not consider the strength of tie and homophily with E-WOM source as significant factors on their switching behavioral intentions.

It revealed that E-WOM platform dimension had a positive impact on household customers' switching behavioral intentions. It can be said that E-WOM platform characteristics are significant. Indeed, switching behavioral intentions for household customers affected positively by E-WOM that posted on a platform that is popular, reliable, and international.

Another conclusion of this research is that household customers with a high degree of experience in the Internet, Internet platforms, ISPs, and involved in reading and writing E-WOM are more intention to switch their ISP based on E-WOM. Because they had an experience that makes them more effective in information search process. They also can discover manipulated and fake information and avoid it. They also know best platforms that introduce trusted E-WOM.

This research showed those household customers' switching behavioral intentions influenced positively by E-WOM content factors. Specifically, E-WOM valance, E-WOM quality, E-WOM presence, consistent E-WOM, and E-WOM orientation. There is a significant positive impact of positive E-WOM on household customers' switching behavioral intentions. It is also noted E-WOM that is timely, up to date, contain accurate information, and include all necessary information about ISP and its services, is more influential on customers' switching behavioral intentions. Furthermore, it can be said that household customers' switching behavioral intentions depend on consistent E-WOM. Indeed, the household customers' switching behavioral intention are affecting positively by attribute-value E-WOM more than simple E-WOM. In contrast, household customers

do not consider a number of E-WOM about ISP and two-sided E-WOM as significant factors on their switching behavioral intentions.

Eventually, the research results revealed that length of the relationship between household customers and ISP does moderate relationship between E-WOM and household customers' switching behavioral intentions. Breadth and depth of the relationship between of them do not. Therefore, it can be said customers had long lasting relationship with ISP; their switching behavioral intentions will be less affected by E-WOM. On the other hand, customers investing in complementary services had not impact on their switching behavioral intentions. Contrariwise, their daily using rate to Internet services had an impact on their switching behavioral intentions. Household customers who daily using rate to Internet services are low had more intentions to switch their current ISP.

6.3 Recommendations

This research approved empiricaly the existence of switching phenomenon in the ISP industry in the Gaza Strip. Therefore, it is better for ISPs' managements investigating customers' switching high percentage causes in order to explore needed remedies to overcome this big and critical problem.

As long E-WOM becomes a way for household customers to obtain information about ISPs and their services before taking switching decisions, it would be an efficient way for ISPs to manage their E-WOM activity. Therefore, there are some of the proposed recommendations for ISPs' managements:

- Through E-WOM, they can increase their brand awareness, build a good reputation, and improve their marketing campaigns.
- Through monitoring customers' E-WOM, they can understand customers' responses to their services, discovering what customers say good or bad about their experience with them, solving customers' problems, monitoring their reputation, and monitoring their competitors' performance. Even they can use special software to track customers' E-WOM and their competitors' E-WOM.

- ISPs can benefit from a credible known people who are experienced in this field to write about their services on their pages on social networking sites and different Internet platforms. They can also benefit from famous, trusty, and activist people.
- They can encourage satisfied customers to write about their positive experiences with them. Even they can reward customers who are sharing positive E-WOM about of them. Rewards could be a simple gift, money, or extra days over their subscriptions. On the other hand, this type of customers can use by ISPs to advocate for them against unsatisfied customers. They can also help ISPs to invite unsatisfied customers from their competitors to try their services.
- ISPs would be better if they pay more attention to their performance on different Internet platforms. For instance, they can support and sponsor online groups that related to their services or even activist people pages on social networking sites.
- In general, they should focus on introducing E-WOM through platforms that are popular, international, and reliable, such as Facebook and YouTube.
- ISPs should focus on enhancing their E-WOM content. More specifically, they should concentrate on introducing E-WOM that are timely, up to date, contain accurate information, and include all necessary information about their services. They should concentrate on introducing E-WOM that rational, objective, factual, and concentrate based on facts about their services.

6.4 Future Researches

To overcome the research limitations, there is a need for further discussion. This research can be conducted on different service sectors such as banking, university education, healthcare, and insurance. On the other hand, it is useful to use a qualitative approach in order to study switching behavioral intention to get a more deep understanding of this phenomenon. Furthermore, it is valuable to adopt a panel study for switching behavioral intention phenomenon in order to study the actual behavior.

Based on the previous literature some factors influencing E-WOM impact and did not discuss in this research. Therefore, there are factors that could be added as independent variables, mediating variables, or moderating variable. For instance: customer's need for

cognition, customer's involvement with E-WOM, service type, service popularity, E-WOM recommendation emotions, E-WOM recommendation rating, visual cues, the length of E-WOM, and disconfirming information.

Moreover, it is useful to use a controlled laboratory experiment research to study E-WOM impact. In addition, it is a good idea studying E-WOM impact through analyzing a set of data from customers' posts over different E-WOM platforms.

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Appendixes

Appendix A: English Version & Arabic Version of the Questionnaire

First: General Data

1. Sex	☐ Male	☐ Female
2. Age	☐ Less than 30 years ☐ 40 – 49 years	☐ 30 – 39 years ☐ 50 years and more
3. Material status	☐ Single ☐ Married	☐ Divorcee/Divorced ☐ Widower/Widow
4. Educational level	☐ High school and less ☐ Bachelor	☐ Diploma ☐ Master and more
5. Monthly income of the family	☐ 1000 ILS and less ☐ 3001 – 5000 ILS ☐ More than 7001 ILS	☐ 1001 – 3000 ILS ☐ 5001 – 7000 ILS

Second: the relationship with the Internet services provide:

6. My current Internet services provider	☐ Citynet ☐ NetStream ☐ Orange Palestine ☐ Mada Al Arab	☐ Hadara ☐ SpeedClick ☐ Fusion
7. My previous Internet services providers **(tick all that apply)**	☐ Citynet ☐ NetStream ☐ Orange Palestine ☐ Mada Al Arab	☐ Hadara ☐ SpeedClick ☐ Fusion

8. When I looking for an Internet services provider often do my search the alternatives online

☐ Always ☐ Sometimes ☐ Rarely

9. The main sources to get information about Internet services providers are **(tick all that apply)**

☐ Social Platforms: Facebook, Twitter, YouTube, Instagram	☐ Affiliated platforms
☐ Instant messaging: Messenger, WhatsApp, Viber	☐ Specialized platforms
☐ Internet services provider website	☐ Blogs
☐ Internet services provider pages on social networking sites	☐ Emails
☐ Electronic newspapers and magazines	☐ Discussion boards
☐ Family, friends, coworkers advisements	☐ TV and radio advertisements

10. I subscribe to my current Internet services provider recently (Less than 3 months)	☐ Yes	☐ No
11. I purchase complementary services from my current Internet services provider	☐ Yes	☐ No
12. I am using Internet daily	☐ Less than 3 hours/day	☐ 3 hours/day and more

Third: Independent Variable (E-WOM)

a) E-WOM Source

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My current Internet services provider switching decision influenced by an E-WOM that posted by						
13.	Internet services provider					
14.	Internet services provider customers					
15.	editors					
16.	E-WOM source is a credible source.					
17.	The E-WOM come from a trustworthy source.					
18.	The E-WOM source describes the Internet services provider and its services truly.					

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My current Internet services provider switching decision influenced by an E-WOM source his						
19.	real name is revealed.					
20.	real photo is revealed.					
21.	location is revealed.					

My current Internet services provider switching decision influenced by an E-WOM source						
22.	I know him personally.					
23.	I talked to him online before.					
24.	is in my online friend list.					

My current Internet services provider switching decision influenced by an E-WOM that from a person who						
25.	is in my age group.					
26.	has my same gender.					
27.	has the same interests as I have.					
28.	use my Internet services provider.					
My current Internet services provider switching decision influenced by an E-WOM source						
29.	I think he is experienced on Internet services providers.					
30.	I think he has the ability on judgment on Internet services providers.					
31.	who provided different ideas than others.					
32.	who mentioned some things I had not considered.					

b) E-WOM Platform

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
33.	I rely more on E-WOM posted in Internet services provider sponsored platforms than independent platforms.					
34.	I trust on E-WOM posted on the Internet services provider's platforms.					
35.	I rely on E-WOM posted on the Internet services provider's pages on social networking sites.					
36.	Reliability of the platforms that present E-WOM affects my Internet services provider switching decision.					
37.	The internationality of the platforms that present E-WOM affects my Internet services provider switching decision.					
38.	The popularity of the platforms that present E-WOM affects my Internet services provider switching decision.					

c) E-WOM receiver

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
39.	I am familiar with all internet channels such as (social media, blogs, forums, review sites…etc.).					
40.	I read customers' reviews for selecting the Internet services provider.					

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
41.	I write online reviews about the Internet services provider I subscribe from it.					
42.	I think I am experienced in Internet services providers and their services.					
43.	I think I have the ability on judgment on Internet services providers and their services.					

C) E-WOM Content

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My current Internet services provider switching decision influenced by						
44.	a positive E-WOM about the Internet services provider.					
45.	an E-WOM that describe the advantages of the Internet services provider.					
46.	an E-WOM that describe the services of the Internet services provider positively.					
47.	an E-WOM that describe the positive customer experience with the Internet services provider.					
48.	E-WOM about Internet services provider provides me with accurate information about Internet services provider.					
49.	E-WOM about Internet services provider is timely.					
50.	E-WOM about Internet services provider is up to date.					
51.	E-WOM about Internet services provider includes all necessary information that I need.					

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
52.	The number E-WOMs is large, inferring that the Internet services provider has a good reputation.					
53.	The number of E-WOMs is large, inferring that the Internet services provider is popular and famous.					
54.	The more the Internet services provider is discussed in front of me the more it influences my switching decision to it.					
E-WOM presence about an Internet services provider is						
55.	helpful for my switching decision to it.					
56.	make me confident in the switching decision to it.					
57.	made it easier for me to make switching decision to it.					
My current Internet services provider switching decision influenced by an E-WOM that						
58.	includes two sides of information (positive and negative).					
59.	includes advantages and disadvantages.					
60.	Includes strengths and weaknesses.					
61.	My current Internet services provider switching decision influenced by an E-WOM that consistent even positively or negatively.					
62.	The consistent E-WOM is more confident.					
63.	I rely on the consistent E-WOM when I am taking the Internet services provider switching decision.					

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My current Internet services provider switching decision influenced by E-WOM that						
64.	Experiential and describing a customer experience with an Internet services provider.					
65.	Subjective and describing an Internet services provider and its services.					

Fourth: Dependent Variable (The Household Customer Behavioral Intention to Chang the Internet Services Provider)

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
66.	E-WOM are helping me in taking Internet services provider switching decision.					
67.	E-WOM are motivating me to make Internet services provider switching decision.					
68.	E-WOM has enhanced my effectiveness in making Internet services provider switching decision.					
69.	E-WOM are making me more confident in the Internet services provider switching decision.					
70.	I benefit from E-WOM to take the Internet services provider switching decision.					
71.	I rely on E-WOM when I take the Internet services provider switching decision.					
72.	E-WOM has affected my decision to switch to another Internet services provider.					
73.	I intend to switch to the Internet services provider that					

No.	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
74.	I intend to continue my current subscription but will change the current Internet services provider.					
75.	I switched to another Internet services provider based on the E-WOM.					

الجامعـــــــة الإســـلاميـة – غـزة
شئون البحث العلمي والدراسات العليا
كليـــــــــــة التجـــــــــــارة
ماجستيـــــر إدارة الأعمـــــــــال

The Islamic University– Gaza
Research and Postgraduate Affairs
Faculty of Commerce
Master of Business Administration

استبانة دراسة بعنوان

أثر الكلمة المنقولة الكترونياً على النية السلوكية لأصحاب الاشتراك المنزلي لتغيير مزود خدمات الانترنت : دور خصائص علاقة الزبون – المزود كمتغير معدل

أخي الفاضل / أختي الفاضلة تحية معطرة ..

يقوم الباحث بإعداد بحث ضمن برنامج الدراسات العليا بالجامعة الإسلامية، هذه البحث بعنوان "أثر الكلمة المنقولة الكترونياً على النية السلوكية لأصحاب الاشتراك المنزلي لتغيير مزود خدمات الانترنت، دور خصائص علاقة الزبون – المزود كمتغير معدل".

ينبغي قراءة الأسئلة بعناية، والإجابة عليها بدقة، وذلك بوضع علامة √ في المكان المناسب. إنّ تعاونك مع الباحث له دور كبير في إنجاح هذه الدراسة. مع العلم أن المشاركة تطوعية، وجميع البيانات التي ستقدمها سرية وستستخدم لأغراض البحث العلمي فقط.

ملاحظة/ <u>الكلمة المنقولة الكترونياً هي</u>: أي عبارة إيجابية أو سلبية يقوم بنشرها الزبون الحالي أو السابق أو المحتمل بشأن مزود خدمات الانترنت أو خدماته، وتكون هذا العبارة متاحة لعدد كبير من الأشخاص أو المنظمات عبر الانترنت، كما أنها قد تطلق على العبارة التي يوجهها مزود خدمة الانترنت إلى الزبائن عبر الانترنت.

وتفضلوا بقبول فائق الشكر والتقدير ،،،

الباحث /

أمجد جهاد أبو القمصان

أولاً: البيانات الشخصية:

1. الجنس □ ذكر □ أنثى

2. العمر □ أقل من 30 عام □ 30 – 39 عام
□ 40 – 49 عام □ 50 عام فأكثر

3. الحالة الاجتماعية □ أعزب / آنسة □ مطلق / مطلقة
□ متزوج / متزوجة □ أرمل / أرملة

4. المستوى التعليمي □ ثانوية عامة أو أقل □ دبلوم
□ بكالوريوس □ دراسات عليا

5. متوسط الدخل الشهري للعائلة □ 1000 شيكل فأقل □ 1001 – 3000 شيكل
□ 3001 – 5000 شيكل □ 5001 – 7000 شيكل
□ أكثر من 7001 شيكل

ثانياً: البيانات الخاصة بعلاقتك مع مزود خدمات الانترنت:

6. مزود خدمات الانترنت المشترك معه حاليا هو: □ سيتي نت □ حضارة
□ نت ستريم □ سبيد كليك
□ أورانج فلسطين □ فيوجن
□ مدى

7. قمت بالاشتراك سابقاً مع كل من : **(يمكنك اختيار أكثر من اجابة)** □ سيتي نت □ حضارة
□ نت ستريم □ سبيد كليك
□ أورانج فلسطين □ فيوجن
□ مدى

8. أستخدم الانترنت للبحث عن مزود خدمات انترنت جديد

□ بدرجة كبيرة □ بدرجة متوسطة □ بدرجة قليلة

9. المصادر التي أحصل منها على معلومات عن مزود خدمات الانترنت هي **(يمكنك اختيار أكثر من اجابة)**

□ مواقع التواصل الاجتماعي: فيبسوك، يوتيوب، تويتر (مثلا صفحات أصدقائك)
□ برامج المراسلة: ماسنجر، واتس اب، فايبر وغيرها
□ مواقي مزودي خدمات الانترنت
□ صفحات مزودي خدمات الانترنت على مواقع التواصل الاجتماعي
□ المجلات والصحف الالكترونية
□ نصائح الأصدقاء والمعارف
□ مواقع بيع وشراء الخدمات والمنتجات
□ مواقع التعريف بالخدمات والمنتجات وأماكن بيعها
□ المدونات
□ البريد الالكتروني
□ المنتديات
□ اعلانات الراديو والتلفزيون

10. قمت بالاشتراك مع مزود خدمات الانترنت الحالي حديثا (أقل من 3 شهور) □ نعم □ لا

11. قمت بشراء خدمات أخرى من مزود خدمات الانترنت، مثل: راوتر أو ريسفر □ نعم □ لا

12. عدد ساعات استخدامي للانترنت يومياً □ أقل من 3 ساعات يومياً □ 3 ساعات فأكثر يومياً

ثالثاً: البيانات الخاصة بمتغيرات الدراسة:

أ) مصدر الكلمة المنقولة الكترونيا:

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الكترونياً الصادرة عن						
.13	مزود خدمات الانترنت.					
.14	زبائن مزودي خدمات الانترنت.					
.15	الخبراء أو الكتاب.					

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.16	يعتبر مصدر الكلمة المنقولة الكترونياً ذو مصداقية عالية.					
.17	تصدر الكلمة المنقولة الكترونياً عن مصدر جدير بالثقة.					
.18	يُعَبِر مصدر الكلمة المنقولة الكترونياً عن مستوى مزود خدمات الانترنت وخدماته بصدق.					

قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الكترونياً الصادرة عن مصدر						
.19	يستخدم اسمه الحقيقي.					
.20	يستخدم صورته الشخصية.					
.21	يوضح مكان إقامته الحقيقي.					

قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الكترونياً الصادرة عن مصدر						
.22	أعرفه شخصياً.					
.23	قد سبق وتحدثت معه على الانترنت.					
.24	ضمن قائمة أصدقائي على الانترنت.					

قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الكترونياً الصادرة عن شخص						
.25	في نفس عمري.					
.26	من نفس جنسي.					

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.27	لديه نفس اهتماماتي.					
.28	يستخدم نفس مزود خدمات الانترنت الذي أستخدمه.					

قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الكترونياً الصادرة عن مصدر						
.29	خبير بمزودي خدمات الانترنت.					
.30	لديه القدرة على الحُكم على مزود خدمات الانترنت وخدماته.					
.31	لديه أفكار مختلفة عن الآخرين.					
.32	قد ذكر معلومات لم أكن أفكر بها.					

ب) نوع المنصة التي تتواجد عليها الكلمة المنقولة الكترونيا

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.33	أعتمد بشكل أكبر على الكلمة المنقولة الكترونياً الموجودة في المواقع التي يتم رعايتها من قبل مزودي خدمات الانترنت أكثر من تلك الموجودة في المواقع المستقلة.					
.34	أثق في الكلمة المنقولة الكترونياً الموجودة في المواقع الإلكترونية التابعة لمزود خدمات الانترنت.					

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.35	أعتمد على الكلمة المنقولة الكترونياً الموجودة في صفحات مزود خدمات الانترنت على مواقع التواصل الاجتماعي.					

.36	تؤثر موثوقية الموقع الإلكتروني الذي أحصل منه على الكلمة المنقولة الكترونياً على قراري بالتحويل إلى مزود أنترنت آخر.					
.37	تؤثر عالمية الموقع الإلكتروني الذي يقدم الكلمة المنقولة الكترونياً على قراري بالتحويل إلى مزود أنترنت آخر.					
.38	تؤثر شعبية الموقع الالكتروني الذي أحصل منه على الكلمة المنقولة الكترونياً على قراري بالتحويل إلى مزود أنترنت آخر.					

ج) مستقبل الكلمة المنقولة الكترونيا

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.39	أنا على دراية بمختلف مصادر المعلومات على الانترنت مثل (مواقع التواصل الاجتماعي، المدونات، المنتديات، مواقع التعليقات، مواقع البيع والشراء، المواقع الالكترونية، وغيرها)					
.40	أقرأ تعليقات ومنشورات الزبائن عند اختياري لمزود خدمات الانترنت الذي سأشترك معه.					
.41	أكتب تعليقات ومنشورات عن مزود خدمات الاننترنت المشترك معه ومستوى الخدمات المقدمة منه.					

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.42	أمتلك الخبرة عن مزودي خدمات الانترنت والخدمات المقدمة منهم.					
.43	أستطيع الحُكم على مزود خدمات الانترنت والخدمات المقدمة منه.					

د) محتوى الكلمة المنقولة الكترونيا

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الالكترونية						
.44	الإيجابية عن مزود خدمات الانترنت.					
.45	التي تتحدث عن مزايا مزود خدمات الانترنت.					
.46	التي تصف جودة خدمات المزود بطريقة إيجابية.					
.47	التي تصف تجربة إيجابية لأحد الزبائن مع المزود.					
.48	تزودني الكلمة المنقولة الكترونياً بمعلومات دقيقة حول مزود خدمات الانترنت.					
.49	تتوفر الكلمة المنقولة الكترونيا عن مزود خدمات الانترنت في وقتها المناسب.					
.50	الكلمة المنقولة الكترونياً عن مزود خدمات الانترنت مُحدّثة بشكل مستمر.					
.51	تحتوي الكلمة المنقولة الكترونياً على جميع المعلومات التي أحتاجها عن مزود خدمات الانترنت.					

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.52	تدل كثرة التوصيات بمزود خدمات الانترنت على أن سمعته جيدة.					
.53	يدل عدد الكلمات المنقولة الكترونياً الكبير على أن مزود خدمات الانترنت واسع الانتشار ومشهور.					
.54	يؤثر النقاش الكثير أمامي حول مزود خدمات الانترنت على قراري بالتحويل إليه.					

تَوفُر الكلمة المنقولة الكترونياً حول مزود خدمات الانترنت						
.55	يساعدني في اتخاذ قرار التحويل إليه.					
.56	يجعلني أثق في قرار التحويل إليه.					
.57	يُسَهِل عليَّ اتخاذ قرار التحويل إليه.					

قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الالكترونية						
.58	التي تتضمن معلومات إيجابية وسلبية عن المزود معاً.					
.59	التي تتحدث عن مزايا ومساوئ الاشتراك مع المزود.					
.60	التي تتحدث عن نقاط الضعف والقوة لدى المزود.					

.61	قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الكترونياً المتوافقة مع غالبية الآراء سواء كانت إيجابية أو سلبية.					
.62	تعتبر الكلمة المنقولة الكترونياً المتوافقة مع غالبية الآراء أكثر ثقة.					

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.63	أعتمد على الكلمة المنقولة الكترونياً المتوافقة مع غالبية الآراء عند اتخاذي لقرار التحويل إلى مزود انترنت آخر.					
قراري بالتحويل إلى مزود خدمات انترنت آخر يتأثر بالكلمة المنقولة الالكترونية						
.64	الناتجة عن تجربة شخصية مع مزود خدمات الانترنت.					
.65	الموضوعية والتي تتحدث عن المزود وخدماته وخصائصه.					

هـ) قرار التحويل إلى مزود خدمات انترنت آخر

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.66	تساعدني الكلمة المنقولة الكترونياً في اتخاذ قرار التحويل إلى مزود خدمات انترنت آخر.					
.67	تحفزني الكلمة المنقولة الكترونياً لاتخاذ قرار التحويل إلى مزود خدمات انترنت آخر.					
.68	تُحَسِن الكلمة المنقولة الكترونياً كفاءتي في اتخاذ قرار التحويل إلى مزود انترنت آخر.					
.69	تجعلني الكلمة المنقولة الكترونياً أكثر ثقة في قرار التحويل إلى مزود انترنت آخر.					
.70	استفدت من الكلمة المنقولة الكترونياً في اتخاذ قرار التحويل إلى مزود انترنت آخر.					
.71	أعتمد على الكلمة المنقولة الكترونياً عند اتخاذ قرار التحويل إلى مزود انترنت آخر.					
.72	أثرت الكلمة المنقولة الكترونياً في اتخاذي لقرار التحويل إلى مزود انترنت آخر.					

م.	البند	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
.73	أنوي التحويل إلى مزود خدمات الانترنت الذي تم نصحي به من خلال الكلمة المنقولة الكترونياً.					
.74	أنوي الاستمرار مع مزود خدمات الانترنت حتى نهاية اشتراكي الحالي، ولكن سأقوم بالتغيير لمزود انترنت آخر.					
.75	قمت بالتحويل إلى مزود أنترنت آخر بناءً على الكلمة المنقولة الكترونياً.					

Appendix B: The Questionnaire Referees

No.	Name	Work Place
1.	Professor Samy S. Abu Naser	Al-Azhar University
2.	Professor Samir K. Safi	The Islamic University of Gaza
3.	Associate Professor Sami A. Abou Al Ross	The Islamic University of Gaza
4.	Associate Professor Mohammad Z. Salem	University College of Applied Sciences
5.	Assistant Professor Wafiq H. Al Agha	Al-Azhar University
6.	Assistant Professor Khalid A. Dahleez	The Islamic University of Gaza
7.	Assistant Professor Yaser A. Alshorafa	The Islamic University of Gaza
8.	Assistant Professor Mohammed J. Fares	Al-Azhar University
9.	Assistant Professor Akram I. Samour	The Islamic University of Gaza
10.	Assistant Professor Ramez A. Bedair	Al-Azhar University
11.	Assistant Professor Nafez M. Barakat	The Islamic University of Gaza
12.	Dr. Nabil A. Al Louh	Director of the General Administration for Training and Development
13.	Dr. Mohammed I. Al Madhoun	Management and Political Academy
14.	Dr. Nader H. Abu Sharakh	Director University of Palestine – North Gaza Governorate Director