Impact of the Movable Word (Word-of-Mouth) on the Decision to Purchase of the Youth for the Smart Phones

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Abstract

The study aimed to identify the impact of impact of the movable word (word-of-mouth) on the decision to purchase of the youth for the smart phones. The study population consisted of all youth's of Zarqa City in Jordan, were chosen as appropriate sample consisting of (366) young, and was distributed the study questionnaire on them. The study found a number of results most notable was:

a. The results showed that the evaluation of the youth for the (WOM) dimensions which are the (family members, friends, work colleagues, and celebrities), were in degree (high) for all dimensions.

b. The results indicated that there exist a statistically significant impact at a significant level (\( \alpha = 0.05 \)), for the movable word (WOM) dimensions (family members, friends, work colleagues, and celebrities) on the decision to purchase of the youth for the smart phones.

The study concluded that a number of the recommendations and conclusions.

Keywords: Movable word, Word-of-Mouth, Decision to Purchase, Smart Phones, Zarqa City in Jordan.

1. Introduction

The behavior of individuals affected daily, and continuously with large amount information, that came from the different sources, whether through the promotional activities for the constructors or movable word (word-of-mouth) that they receive through their interaction with the reference groups as the (family, friends, work colleagues, study, and opinion leaders in the community) which affects the buying decision. And in particular the movable word where considered a more credible than any other source of information. And which are often in the form of advice or recommendation, the fact that the sender had no material interest. And have a positive impact in case that the sender had scab the product or service and has achieved a level of required gratification, making it feel by satisfaction about the decision to buy it, which plays an effective role in the composition of a mental image positive about the product, which encourages him to transfer his experience and his feelings to others, and will be have a positive effect on the their recipients towards making a purchase decision. At the same time, for the movable word (WOM) a negative impact of past experience, especially when the sender to be a failure, in the sense that he had previously bought the product or service and did not achieve its desired level of satisfaction and gratification.

Often the buying decision of consumers affected by the movable word when buying the services being a product is not a concrete, and the buyer can not examine them and make sure of the
suitability of his need and desire. So do the new goods or which are developed continuously as organs
smart phone, which is witnessing a big demand by the consumers, especially young people. At the
same time, the smart phone technology in the continuous and rapid development, prompting the
consumers to collect information continuously, in order to make a purchase decision, which will bring
them the desired satisfaction and help them to avoid economics and social risks. Thus the movable
word considered an important and trusted source of such information.

The researchers and practitioners in the field of marketing focuses on the study of the effect of
the movable word on the consumers purchase decision, because it considered one of the non-
controlling factors by organizations not be able to be directed way that serves their interests. Therefore,
these organizations resorting to airing advertising messages that affect on the purchase decision and to
provide high quality products to the needs and desires of consumers and check them gratification and
satisfaction which they seek to reach it. Which encourages them to give a positive image transmitted
through word of the groups to which they belong.

Whatever the organization promote for their products through advertising and other means of
promotion, it remains for the movable word a large and active role in affecting on the purchase
decision for the consumers. (Day, 1971) refers out that, some of studies have suggested WOM is nine
times as effective as advertising in converting unfavorable or neutral predispositions into positive
attitudes.

Also (Lang, 2013) refers to that there are a lot of factors that affect the movable word, such as
the consumers satisfaction and their trust in the product and their sense of emotional, cognitive, and
behavioral, which have a far-reaching impact on the attitudes and behavior of consumers and
organizations.

And (Borgida & Nisbett, 1977) and (Grewalet, et al., 2003) finds the movable word effect on
the consumer behavior may be greater than the effect of promotional activities undertaken by the
organization as a result of the belief the consumers that the information they get from personal contacts
with others be a more credible because of their call not they have an interest in promoting a particular
product which make them are honest in the transfer of what they feel.

(Mahajan, et al., 1990) refers to the contact through of the movable word represents an
important source of information and greatly affect on the evaluation of the products when making a
purchase decision. The marketers are giving great importance to the positive movable word and seek to
achieve, which is based on the consumers experiences of the product.

2. Methodology
2.1. The Study Problem
The organization is seeking to spread the information and to promote for their products, in order to
effect a purchase decision, but the results may not also expects the organization, as a result of the effect
of movable word, through traded between reference groups which may give a positive or negative
results toward the product. As the organizations are not able to control them and working intensively in
order to draw a positive image among consumers, in order to transfer of his information to the
reference groups, the form in which affect their decision of purchasing, because not being able to that
will generate a negative image which pay the individuals to transfer the information which do not serve
the organization’s policy and its products, so the problem of the study can be formulated as follows:

a. Is for the movable word an impact on young people buying decision for smart phones?
b. Is for the movable word by the family individuals an effective role on young people buying
decision for smart phones?

c. Is for the movable word by work colleagues an effective role on young people buying decision
for smart phones?
d. Is the movable word by the friends an effective role on young people buying decision for smart phones?

e. Is the movable word by celebrities an effective role on young people buying decision for smart phones?

2.2. The Study Importance

The individuals do not live in isolation from the others, but are affected by and affect those who surrounds them through the process of communication and information that which they exchange among themselves, so the importance of the study stems from the importance of studying the purchasing behavior for the consumer and the importance of the role played by movable word in the composition of the behavior of individuals and their purchasing decisions, since the movable word is one of the oldest communication means in the exchange of information between individuals and groups remain. The organizations focus on urged the individuals in the transfer of positive information about them and their products, because this information will have a positive impact on the purchasing decision. So the study is gaining its importance through:

a. The role played by movable word in the composition of the purchasing decision.
b. Studying the purchasing behavior and the process of making a purchase decision for the benefit of organizations producing and marketing of the smart phones and enable them to market their products.
c. Studying the impact of the movable word on the purchasing decision will help the production and marketing organizations of the smart phones to identify the role of reference groups in affecting this decision and determining any of them more effective in order to focus on more than others.

2.3. The Study Objectives

This study aims to demonstrate the impact of the movable word on the decision to purchase the smart phones for the category of the youth, through the achievement of a set of objectives, namely:

a. Identify the role it plays the movable word in affecting the decision to purchase of the youth for the smart phones.
b. Identify the role it plays the movable word by the family members in affecting the decision to purchase of the youth for the smart phones.
c. Identify the role it plays the movable word by the work colleagues in affecting the decision to purchase of the youth for the smart phones.
d. Identify the role it plays the movable word by the friends in affecting the decision to purchase of the youth for the smart phones.
e. Identify the role it plays the movable word by the celebrities (opinion leaders) in affecting the decision to purchase of the youth for the smart phones.
f. Submitting some recommendations and suggestions in light of the expected results, which may help the organizations of production and marketing of the smart phones to steer the movable word that serves achieve their objectives.

2.4. The Hypothesized Model

The following study model was built to explain the relationship between the movable word dimensions and the decision to purchase of the youth for the smart phones. The figure No. (1), explain the hypothesized model:
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Figure 1: Hypothesized Model

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Dependent Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movable Word Dimensions</td>
<td>Decision to Purchase of</td>
</tr>
<tr>
<td>Movable word by the family members</td>
<td></td>
</tr>
<tr>
<td>Movable word by the friends</td>
<td></td>
</tr>
<tr>
<td>Movable word by the work colleagues</td>
<td></td>
</tr>
<tr>
<td>Movable word by the celebrities</td>
<td></td>
</tr>
</tbody>
</table>

2.5. The Study Hypotheses

To achieve the study objectives, it has been putting one hypothesis as a null form (H₀), as follows:

\[ H₀: \] There is no a statistically significant impact at the significance level (\( \alpha \leq 0.05 \)), for the movable word (WOM) dimensions on the decision to purchase of the youth for the smart phones.

Stems from the study hypothesis a number of the following sub-hypotheses:

\[ H₀¹: \] There is no a statistically significant impact at the significance level (\( \alpha \leq 0.05 \)), for the movable word by the family members on the decision to purchase of the youth for the smart phones.

\[ H₀²: \] There is no a statistically significant impact at the significance level (\( \alpha \leq 0.05 \)), for the movable word by the friends on the decision to purchase of the youth for the smart phones.

\[ H₀³: \] There is no a statistically significant impact at the significance level (\( \alpha \leq 0.05 \)), for the movable word by the work colleagues on the decision to purchase of the youth for the smart phones.

\[ H₀⁴: \] There is no a statistically significant impact at the significance level (\( \alpha \leq 0.05 \)), for the movable word by the celebrities (opinion leaders) on the decision to purchase of the youth for the smart phones.

3. Theoretical Framework and Previous Studies

3.1. The Movable Word Concept

The movable word was defined by many researchers, we remind them:

Arndt (1967) define the word-of-mouth as the oral, person-to-person communication between a perceived non-commercial communicator and a receiver concerning a brand, a product, or a service offered for sale.

Westbrook (1987) define the movable word or the word-of-mouth (WOM) as the informal communication directed at other consumers about ownership, or characteristics of particular goods and services and / or their sellers.

Anderson (1998) define the word-of-mouth (WOM) as the informal communication between people that involves the evaluation of products or services.

In addition to, Bansal & Voyer (2000) stated that consumers are dependent on the accepted word-of-mouth information in making decisions. Because consumers have high reliability and acceptance on word-of-mouth, this shows that word-of-mouth is quite important in the transfer of data in the market and entrepreneurs should give importance to it.

Silverman (2001) define the (WOM) as a highly credible information source as the sender is usually independent of the organization providing the service and is not seen to gain directly from advocating the service.
Derbaix and Vanhamme (2003) define the word-of-mouth (WOM) as the most important communication source between consumers.

Tang (2009) indicated that the influence of the word-of-mouth is three times greater than that of traditional advertisement. Compared to traditional advertisement, word-of-mouth has 90% effectiveness of converting the dislike or neutral attitude of consumers on a product into positive attitude.

Sweden (2009) refers to the cases that are likely to respond to the other of information that source, namely:

a. When is a difficult to evaluate the product by using objective criteria's.
b. Not ability of the individual to evaluate the product or service
c. Dominated on the advertiser sources it did not have the credibility of the individual.
d. Influential has the ability to access faster than the other sources.
e. There exist a strong social relationship between the influential and the future.

3.2. The Previous Studies

- **Study of Al-Zoabi & Al-Batayneh (2013)**, this study aimed to explore the nature, mechanisms and evaluation methods, of consumer purchasing decision, stating types of reference groups that influence such purchase decisions, determining types of informative and normative influence, and the degree each type influences the car-purchasing decision. 
  a. The reference groups (informatively and normatively) influenced the consumer purchasing decision of the selected commodity.
  b. The Family, friends and opinion leaders and prior experience, were the first source of information in this respect.

- **Study of Houshang & et al., (2013)**, shows the results that employee competence has a negative effect on word-of-mouth communication. Reliability and physical evidence has positive effect on the word-of-mouth communication.

- **Study of Christy & et al., (2009)**, indicated despite the extensive use of online reputation mechanism such as products reviews forum to promote trust and purchase decisions, there has been little empirical evidence to support the notion that positive word-of-mouth (WOM) plays a role in impacting trust and purchase intentions. Using the belief-attitude-intention framework as a foundation, we suggest that positive WOM reinforces consumers’ original belief and attitude towards vendors in the aspect of trust. Through a laboratory experiment, we investigate the moderating effect of positive (WOM) on the relationships among consumers’ belief, i.e. (cognitive trust - competence & integrity), attitude (i.e. emotional trust), and behavioral intention to shop online. Results of this study show that positive (WOM) strengthens the relationship between consumers’ emotional trust and their intention to shop online, as well as the relationship between consumers’ perceived integrity and attitude. Implications for the current investigation and future research directions are provided.

- **Study of Sweden (2009)**, this study aimed to know the effect of the movable word on the purchase decision in terms of his choice of the mark and loyalty of her word. Results of the study indicated that there is the effect of the word movable issued from friends and relatives on the purchase decision and those males are more affected than females' word movable.

- **Study of East & et al., (2005)**, this study aimed to analysis the effect of the recommendation on the decision to choose the trademark, researchers have distinguished between the recommendation that consumers is looking from the different sources and those that come by chance. The researchers found that the positive movable word is responsible for increasing the size of sales between (9% - 61%), according to the trademark class. As the study showed that the advice they is looking for individuals affect between (1.5-2) times more than those that do not is looking for.
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- **Study of Florien and Tomas (2004)**, examined the effects of the word-of-mouth (WOM) on the receiver's attitudes and intentions have been studied at length, but the question under which conditions WOM leads to a behavioral outcome (such as a purchase or switching decision) has received less attention. This paper studies the effects of (WOM) in the context of service provider switching. An empirical study is presented which researches whether perceived influence of a switching referral is related to subsequent switching behavior, and whether the variables that have an effect on perceived influence of the switching referral also predict switching. Results show that the strength of (WOM) influence is determined by perceived communicator characteristics. Perceived risk dimensions, in turn, moderate these effects.

- **Study of Marsha and Teri (1988)**, examines the opinion leadership literature to determine how consumer behavior researchers have viewed opinion leadership at the sender level and identifies the model implicit in their work. This implicit model is expanded and tested empirically. The results of this study of opinion leadership for automobiles have shown that:
  a. Enduring involvement appears to give rise to opinion leadership.
  b. Enduring involvement has links with some forms of word-of-mouth outside the opinion leadership construct, as normally measured in marketing.
  c. Situational involvement is not related to opinion leadership.
  d. Situational involvement has its strongest influence on word-of-mouth about one's own experiences.
  e. Opinion leadership is most strongly associated with word-of-mouth comments that include information and advice-giving. Further research can determine the generalization of these findings to other product classes. Additional work refining the most frequently used opinion leadership scale items and assessing their validity at the extreme end of the construct is also warranted.

4. Methods and Procedures

4.1. The Study Approach

The study used the descriptive and analytical approaches for the completion of this study, it was used descriptive approach to describe the evaluation of the youth in Zarqa city at Jordan, as the study was used the analytical approach to measure the impact of the movable word (word-of-mouth) on the decision to purchase of the youth for the smart phones.

4.2. The Study Population and its Sample

The study population consists of all youth in Zarqa city at Jordan with different categories totaling (500) young. It was chosen as appropriate sample of the young. The researcher distributed (500) questionnaires were retrieved (412) questionnaire, with reaching retrieval percentage of (82.4%), and thus the number of valid questionnaires for statistical analysis (366) questionnaire. In light of the previous table information, the valid questionnaires for the statistical analysis was (88.8%) from the retrieved questionnaires number.

4.3. The Study Tool

To achieve the objectives of the study, and after returning to the administrative literature, the tool is designed to analysis of impact of the movable word (word-of-mouth) on the decision to purchase of the youth for the smart phones. The tool consisted of three parts, the first part of which dealt with the personal variables, while the second part dealt with the movable word (word-of-mouth) dimensions, while the third part included the decision to purchase of the youth for the smart phones. And was used
(Likert Scale) to measure the degree to evaluation the (word-of-mouth) dimensions, and the decision to purchase. It was the adoption of a scale to measure the (word-of-mouth) dimensions, and the decision to purchase is divided into three levels, where the calculated cut-off grade by dividing the difference between the highest value of the scale (5) and the lowest value in it (1) at three levels, namely that the cut-off grade is \(((1-5)/3 = 1.33\). And thus the three levels as follows:

<table>
<thead>
<tr>
<th>Low evaluation degree</th>
<th>Medium evaluation degree</th>
<th>High evaluation degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2.33</td>
<td>2.34-3.67</td>
<td>3.68-5</td>
</tr>
</tbody>
</table>

After that was measured the tool sincerity and its reliability, as follows:

a. Tool Sincerity

Has been verified the (Face Validity) of the study tool, and through the presentation to a group of arbitrators with expertise and knowledge of administrative literature at Jordanian universities, and was the aim of the arbitration verify the extent of items belonging to the study variables, an appropriate degree of drafting items Linguistically, has been taking into account the comments of the arbitrators, where been modification reworded drafting some of items, so that the questionnaire is designed in its final form.

b. Tool Reliability

To check the questionnaire reliability, the stability coefficient was calculated for the tool (the internal consistency of the questionnaire items) using coefficient (Cronbach's Alpha) coefficient, and the reliability coefficient for the overall tool is (0.823), as shown in Table (1) the following:

<table>
<thead>
<tr>
<th>The Variables</th>
<th>No. of Items</th>
<th>Cronbach's Alpha</th>
<th>Stability Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movable word by the family members</td>
<td>7</td>
<td>0.814</td>
<td>81.4%</td>
</tr>
<tr>
<td>Movable word by the work colleagues</td>
<td>7</td>
<td>0.727</td>
<td>72.7%</td>
</tr>
<tr>
<td>Movable word by the friends</td>
<td>7</td>
<td>0.736</td>
<td>73.6%</td>
</tr>
<tr>
<td>Movable word by the celebrities</td>
<td>6</td>
<td>0.691</td>
<td>69.1%</td>
</tr>
<tr>
<td>Decision to Purchase of the Youth</td>
<td>4</td>
<td>0.774</td>
<td>77.4%</td>
</tr>
<tr>
<td>Overall Tool</td>
<td>31</td>
<td>0.823</td>
<td>82.3%</td>
</tr>
</tbody>
</table>

4.4. The Statistical Methods

After that was finished of the emptying the data in the computer, were used some statistical descriptive and analytical methods, which its available in the Statistical Package for Social Sciences (SPSS), in order to answer the study questions and test the hypotheses, so the statistical methods that were used for the purposes of the statistical analysis of data are:

a. Cronbach's Alpha Coefficient.
c. Multiple linear regression analysis.

5. Results and Discussion

The purpose of this section to present the results of statistical analysis of data which represent by the youth responses was reached through using the Statistical Package for Social Sciences (SPSS):

5.1. Results Related to the First Question

What the Evaluation Level of the Youth at the Dimensions of the (WOM)?

To answer the first question, it has been calculated the means and standard deviations to evaluate the youth responses on each dimension of (WOM), as follows:
5.1.1. The First Axis

Table (2), indicates to the analysis results of the youth responses, about the level to evaluate the (WOM) by the family members:

Table 2: Means and Standard Deviations for the first axis (N=366)

<table>
<thead>
<tr>
<th>No.</th>
<th>Impact of (WOM) by the family members</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Ranks</th>
<th>Evaluation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The information which conveyed for you by parents a convincing and encouraging to making a purchase decision for smart phone.</td>
<td>3.86</td>
<td>1.76</td>
<td>5</td>
<td>High</td>
</tr>
<tr>
<td>2</td>
<td>The information which conveyed for you by parents was honest, and encouraging to making a purchase decision for smart phone.</td>
<td>3.66</td>
<td>1.16</td>
<td>7</td>
<td>Medium</td>
</tr>
<tr>
<td>3</td>
<td>The information which conveyed for you by parents was motivational, and encouraging to making a purchase decision for smart phone.</td>
<td>4.56</td>
<td>0.73</td>
<td>1</td>
<td>High</td>
</tr>
<tr>
<td>4</td>
<td>The information which conveyed for you by parents based on trust, and encouraging to making a purchase decision for smart phone.</td>
<td>4.55</td>
<td>0.72</td>
<td>2</td>
<td>High</td>
</tr>
<tr>
<td>5</td>
<td>Consult with the parents before making a decision to buy the smart phone.</td>
<td>4.53</td>
<td>0.70</td>
<td>3</td>
<td>High</td>
</tr>
<tr>
<td>6</td>
<td>The previous experiences of parents encourage to buy the smart phone.</td>
<td>4.28</td>
<td>0.86</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>7</td>
<td>Operates to transfer the information that you get from parents about the smart phone to others.</td>
<td>3.73</td>
<td>1.09</td>
<td>6</td>
<td>High</td>
</tr>
<tr>
<td>-</td>
<td>H₁</td>
<td>4.17</td>
<td>0.48</td>
<td>-</td>
<td>High</td>
</tr>
</tbody>
</table>

The results in Table (2), refers to the means of the youth responses, about evaluate level of impact of the (WOM) by the family members (H₁) (4.17), and the mean larger than the test criteria (3) of (5) on (Likert Scale). These results indicate to possession of the youth, a clear vision about the importance of the family members, which indicates that the evaluation was (positive).

Also, the item (3) (The information which conveyed for you by parents was motivational, and encouraging to making a purchase decision for Smart phone) got on ranked (first) in terms of its importance for youth, and mean was (4.56) and standard deviation of (0.73), and finally the item (2) (The information which conveyed for you by parents was honest, and encouraging to making a purchase decision for Smart phone) came at ranked (seventh) and the last on the ladder of priorities estimates of the youth, with mean (3.66) and standard deviation of (1.16).

5.1.2. The Second Axis

Table (3), indicates to the analysis results of the youth responses, about the level to evaluate the (WOM) by the friends:

Table 3: Means and Standard Deviations for the second axis (N=366)

<table>
<thead>
<tr>
<th>No.</th>
<th>Impact of (WOM) by the friends</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Ranks</th>
<th>Evaluation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>The information which conveyed for you by friends a convincing and encouraging to making a purchase decision for smart phone.</td>
<td>3.89</td>
<td>0.92</td>
<td>5</td>
<td>High</td>
</tr>
<tr>
<td>9</td>
<td>The information which conveyed for you by friends was honest, and encouraging to making a purchase decision for smart phone.</td>
<td>3.50</td>
<td>1.17</td>
<td>7</td>
<td>Medium</td>
</tr>
<tr>
<td>10</td>
<td>The information which conveyed for you by friends was motivational, and encouraging to making a purchase decision for smart phone.</td>
<td>3.51</td>
<td>1.21</td>
<td>6</td>
<td>Medium</td>
</tr>
<tr>
<td>11</td>
<td>The information which conveyed for you by friends based on trust, and encouraging to making a purchase decision for smart phone.</td>
<td>4.13</td>
<td>1.04</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>12</td>
<td>Consult with the friends before making a decision to buy the smart phone.</td>
<td>4.56</td>
<td>0.77</td>
<td>1</td>
<td>High</td>
</tr>
<tr>
<td>13</td>
<td>The previous experiences of friends encourage buying the smart phone.</td>
<td>4.31</td>
<td>1.21</td>
<td>2</td>
<td>High</td>
</tr>
<tr>
<td>No.</td>
<td>Impact of (WOM) by the friends</td>
<td>Mean</td>
<td>Std. Dev.</td>
<td>Ranks</td>
<td>Evaluation Level</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------------</td>
<td>-------</td>
<td>-----------</td>
<td>-------</td>
<td>-----------------</td>
</tr>
<tr>
<td>14</td>
<td>Operates to transfer the information that you get from friends about the smart phone to others.</td>
<td>4.22</td>
<td>1.21</td>
<td>3</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td><strong>H2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4.02</td>
<td>0.61</td>
<td></td>
<td>-</td>
<td>High</td>
</tr>
</tbody>
</table>

The results in Table (3), refers to the means of the youth responses, about evaluate level of impact of the (WOM) by the friends (H2) (4.02), and the mean larger than the test criteria (3) of (5) on (Likert Scale). These results indicate to possession of the youth, a clear vision about the importance of the friends, which indicates that the evaluation was (positive).

Also, the item (12) (Consult with the friends before making a decision to buy the smart phone) got on ranked (first) in terms of its importance for youth, and mean was (4.56) and standard deviation of (0.77), and finally the item (9) (The information which conveyed for you by friends was honest, and encouraging to making a purchase decision for Smart phone) came at ranked (seventh) and the last on the ladder of priorities estimates of the youth, with mean (3.50) and standard deviation of (1.17).

### 5.1.3. The Third Axis

Table (4), indicates to the analysis results of the youth responses, about the level to evaluate the (WOM) by the work colleagues:

**Table 4:** Means and Standard Deviations for the third axis (N=366)

<table>
<thead>
<tr>
<th>No.</th>
<th>Impact of (WOM) by the work colleagues</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Ranks</th>
<th>Evaluation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>The information which conveyed for you by work colleagues a convincing and encouraging to making a purchase decision for smart phone.</td>
<td>3.96</td>
<td>1.06</td>
<td>7</td>
<td>High</td>
</tr>
<tr>
<td>16</td>
<td>The information which conveyed for you by work colleagues was honest, and encouraging to making a purchase decision for smart phone.</td>
<td>4.38</td>
<td>0.84</td>
<td>5</td>
<td>High</td>
</tr>
<tr>
<td>17</td>
<td>The information which conveyed for you by work colleagues was motivational, and encouraging to making a purchase decision for smart phone.</td>
<td>4.50</td>
<td>0.64</td>
<td>3</td>
<td>High</td>
</tr>
<tr>
<td>18</td>
<td>The information which conveyed for you by work colleagues based on trust, and encouraging to making a purchase decision for smart phone.</td>
<td>4.62</td>
<td>0.61</td>
<td>1</td>
<td>High</td>
</tr>
<tr>
<td>19</td>
<td>Consult with the work colleagues before making a decision to buy the smart phone.</td>
<td>4.40</td>
<td>0.82</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>20</td>
<td>The previous experiences of work colleagues encourage buying the smart phone.</td>
<td>4.59</td>
<td>1.06</td>
<td>2</td>
<td>High</td>
</tr>
<tr>
<td>21</td>
<td>Operates to transfer the information that you get from work colleagues about the smart phone to others.</td>
<td>4.06</td>
<td>0.86</td>
<td>6</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td><strong>H3</strong></td>
<td>4.26</td>
<td>0.38</td>
<td>-</td>
<td>High</td>
</tr>
</tbody>
</table>

The results in Table (4), refers to the means of the youth responses, about evaluate level of impact of the (WOM) by the work colleagues (H3) (4.26), and the mean larger than the test criteria (3) of (5) on (Likert Scale). These results indicate to possession of the youth, a clear vision about the importance of the work colleagues, which indicates that the evaluation was (positive).

Also, the item (18) (The information which conveyed for you by work colleagues based on trust, and encouraging to making a purchase decision for Smart phone) got on ranked (first) in terms of its importance for youth, and mean was (4.62) and standard deviation of (0.61), and finally the item (15) (The information which conveyed for you by work colleagues a convincing, and encouraging to making a purchase decision for Smart phone) came at ranked (seventh) and the last on the ladder of priorities estimates of the youth, with mean (3.96) and standard deviation of (1.06).
5.1.4. The Fourth Axis

Table (5), indicates to the analysis results of the youth responses, about the level to evaluate the (WOM) by the celebrities:

**Table 5:** Means and Standard Deviations for the fourth axis (N=366)

<table>
<thead>
<tr>
<th>No.</th>
<th>Impact of (WOM) by the celebrities</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Ranks</th>
<th>Evaluation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>The information which conveyed for you by celebrities a convincing and encouraging to making a purchase decision for smart phone.</td>
<td>3.85</td>
<td>1.12</td>
<td>5</td>
<td>High</td>
</tr>
<tr>
<td>23</td>
<td>The information which conveyed for you by celebrities was honest, and encouraging to making a purchase decision for smart phone.</td>
<td>3.87</td>
<td>1.08</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>24</td>
<td>The information which conveyed for you by celebrities was motivational, and encouraging to making a purchase decision for smart phone.</td>
<td>3.83</td>
<td>1.25</td>
<td>6</td>
<td>High</td>
</tr>
<tr>
<td>25</td>
<td>The information which conveyed for you by celebrities based on trust, and encouraging to making a purchase decision for smart phone.</td>
<td>4.38</td>
<td>1.57</td>
<td>2</td>
<td>High</td>
</tr>
<tr>
<td>26</td>
<td>Opinion of the celebrity encourages you on the decision to buy the smart phone.</td>
<td>3.90</td>
<td>1.12</td>
<td>3</td>
<td>High</td>
</tr>
<tr>
<td>27</td>
<td>Operates to transfer the information that you hear from celebrities about the smart phone to others.</td>
<td>4.39</td>
<td>1.18</td>
<td>1</td>
<td>High</td>
</tr>
<tr>
<td>-</td>
<td>$H_4$</td>
<td>3.98</td>
<td>0.59</td>
<td>-</td>
<td>High</td>
</tr>
</tbody>
</table>

The results in Table (5), refers to the means of the youth responses, about evaluate level of impact of the (WOM) by the celebrities ($H_4$) (3.98), and the mean larger than the test criteria (3) of (5) on (Likert Scale). These results indicate to possession of the youth, a clear vision about the importance of the celebrities, which indicates that the evaluation was (positive).

Also, the item (27) (Operates to transfer the information that you hear from celebrities about the smart phone to others) got on ranked (first) in terms of its importance for youth, and mean was (4.39) and standard deviation of (1.18), and finally the item (24) (The information which conveyed for you by celebrities was motivational, and encouraging to making a purchase decision for smart phone) came at ranked (sixth) and the last on the ladder of priorities estimates of the youth, with mean (3.83) and standard deviation of (1.25).

5.1.5. The Fifth Axis

What the evaluation level of the purchase decision from the perspective of the youth in Zarqa city at Jordan?

Table (6), indicates to the analysis results of the youth responses, about the purchase decision of the smart phones:

**Table 6:** Means and Standard Deviations for the fifth axis (N=366)

<table>
<thead>
<tr>
<th>No.</th>
<th>Decision to purchase the smart phones</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Ranks</th>
<th>Evaluation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>For the family members an influential role on the decision to buy the smart phone.</td>
<td>4.22</td>
<td>1.02</td>
<td>3</td>
<td>High</td>
</tr>
<tr>
<td>29</td>
<td>For the friends an influential role on the decision to buy the smart phone.</td>
<td>4.55</td>
<td>0.71</td>
<td>1</td>
<td>High</td>
</tr>
<tr>
<td>30</td>
<td>For the work colleagues an influential role on the decision to buy the smart phone.</td>
<td>4.38</td>
<td>0.82</td>
<td>2</td>
<td>High</td>
</tr>
<tr>
<td>31</td>
<td>For the celebrities an influential role on the decision to buy the smart phone.</td>
<td>4.00</td>
<td>1.05</td>
<td>4</td>
<td>High</td>
</tr>
<tr>
<td>-</td>
<td>$H_5$</td>
<td>4.29</td>
<td>0.53</td>
<td>-</td>
<td>High</td>
</tr>
</tbody>
</table>
The results in Table (6), refers to the means of the youth responses, about evaluate level of the purchase decision of the smart phones \((H_3)\) (4.29), and the mean larger than the test criteria (3) of (5) on (Likert Scale). These results indicate to possession of the youth, a clear vision about the purchase decision of the smart phones, which indicates that the evaluation was (positive).

Also, the item (29) (For the friends an influential role on the decision to buy the smart phone) got on ranked \((\text{first})\) in terms of its importance for youth, and mean was (4.55) and standard deviation of (0.71), and finally the item (31) (For the celebrities an influential role on the decision to buy the smart phone) came at ranked \((\text{fourth})\) and the last on the ladder of priorities estimates of the youth, with mean (4.00) and standard deviation of (1.05).

### 5.2. Results Related to Test the Hypothesis

The researcher will test the study hypothesis as follows:

**\(H_0\):** There is no a statistically significant impact at the significance level \((\alpha \leq 0.05)\), for the movable word (WOM) dimensions on the decision to purchase of the youth for the smart phones.

In order to test the validity of the study hypothesis was used the multiple linear regression analysis. As shown in table (7) and (8) below:

**Table 7:** Summary of Multiple Linear Regression Model

<table>
<thead>
<tr>
<th>R</th>
<th>(R^2)</th>
<th>(F_{\text{Ratio}})</th>
<th>Sig.</th>
<th>df.</th>
<th>C.V. of F</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.848</td>
<td>0.719</td>
<td>231.990</td>
<td>0.000</td>
<td>(4, 361)</td>
<td>2.37</td>
</tr>
</tbody>
</table>

[Tabulated \((F)\) with \(\text{df.} (4, 361)\) at the significance level \((\alpha = 0.05)\) = 2.37]

The results in table (7) show that:

a. Validity of multiple linear regression is proven, this is asserted by the calculated value \((F)\) (231.99) which is greater than the critical value of \((F)\) (2.37), and that the significance value \((0.000)\) is less than the significance level \((\alpha = 0.05)\).

b. The value of the \((R^2)\) of (0.719), refers to the dimensions of the (WOM) which are (family members, work colleagues, friends, and celebrities), interprets the percentage (71.9\%) of the changes in the decision to purchase of the youth for the smart phones.

**Table 8:** Results of the Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Leadership Skills Dimensions</th>
<th>Coefficients ((\beta))</th>
<th>(t) value</th>
<th>P-value (Sig.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant ((\beta_0))</td>
<td>0.841</td>
<td>3.765</td>
<td>0.000</td>
</tr>
<tr>
<td>(WOM) by the family members</td>
<td>0.256</td>
<td>21.317</td>
<td>0.000</td>
</tr>
<tr>
<td>(WOM) by the friends</td>
<td>0.167</td>
<td>5.096</td>
<td>0.000</td>
</tr>
<tr>
<td>(WOM) by the work colleagues</td>
<td>0.926</td>
<td>5.601</td>
<td>0.000</td>
</tr>
<tr>
<td>(WOM) by the celebrities</td>
<td>0.357</td>
<td>10.690</td>
<td>0.000</td>
</tr>
</tbody>
</table>

[Tabulated \((t)\) with degree of freedom (361) at the significance level \((\alpha = 0.05)\) =1.96]

The results in the table (8), explained that there exist a statistically significant of regression coefficients (\(\beta\)) for all dimensions of (WOM) by the (family members, work colleagues, friends, and celebrities) is proven, therefore, there is a statistically significance impact at the significant level \((\alpha = 0.05)\) for the above dimensions on the decision to purchase of the youth for the smart phones. Depend on the statistical significant values, and all the values are less than the significant level \((\alpha = 0.05)\), this means that the null hypothesis \((H_0)\) is rejected.
6. Conclusions and Recommendations

This section deals with the most important conclusions of the study, also included on the most important recommendations in light the results, which are as follows:

6.1. Conclusions

The study reached to a number of conclusions, among them the following:

a. The results showed that the evaluation of the youth for the (WOM) dimensions which are the (family members, friends, work colleagues, and celebrities), were in degree (high) for all dimensions.

b. The results refers to the evaluation of the youth for the purchase decision of the smart phones, were in degree (high).

c. There exist a statistically significant impact at the significant level ($\alpha = 0.05$), for the movable word by the family members on the decision to purchase of the youth for the smart phones. The researcher not found any study agrees or differ from the results of the current study.

d. There exist a statistically significant impact at the significant level ($\alpha = 0.05$), for the movable word by the friends on the decision to purchase of the youth for the smart phones. The results of this study agree with the results of a study of Sweden (2009).

e. There exist a statistically significant impact at the significant level ($\alpha = 0.05$), for the movable word by the work colleagues on the decision to purchase of the youth for the smart phones. The researcher not found any study agrees or differ from the results of the current study.

f. There exist a statistically significant impact at the significant level ($\alpha = 0.05$), for the movable word by the celebrities on the decision to purchase of the youth for the smart phones. The researcher not found any study agrees or differ from the results of the current study.

6.2. Recommendations

In light of the results, the study recommended the following:

a. Necessity attention of the youth in the fourth axis ($H_4$) (celebrities) for having a last place at the scale of priorities of the youth.

b. The study suggests that necessity to conduct studies in the future on other social group universities, which uses variables differ from those variables of this study, and to use other statistical methods and taking into account a comparison of their results.

c. Necessity attention of the marketing companies by the (WOM) to spread advertising messages and follow the promotional activities which have a large and active role in the recruitment of the movable word to service the marketing objectives.

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References


