MEU جامعة الشرق الأوسط
MIDDLE EAST UNIVERSITY

Factors Affecting the Word of Mouth on Telecommunication Services Providers in Amman

العوامل المؤثرة في الكلمة المنقولة على مزودي خدمات الاتصالات في عمان

Prepared by

Khaldoun Mousa Sweidan

Supervisor

Prof. Laith Salman AL-Rubaiee

A Thesis Submitted in Partial Fulfillment of the Requirements for the Master Degree in Business Administration

Department of Business Administration

Faculty of Business

Middle East University

Augest,2016

Authorization

Khaldoun Mousa Sweidan authorize Middle East University to make copies of my dissertation to libraries, institutions, or people when asked

Name :   Khaldoun Mousa Sweidan

Date :   27/8/2016

Signature:
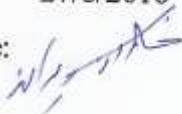
Discussion Committee Decision

This dissertation was discussed under title

Factors Affecting the Word of Mouth on Telecommunication Services Providers in Amman

It was approved on August 2016

Date: 9 / 8 / 2016

Discussion Committee Members		University	Signature
Dr. Sameer Jabaly	President	MEU	
Prof. Laith AL-Rubaiee	Supervisor	MEU	
Dr. Sima Magatef	External Member	Petra	
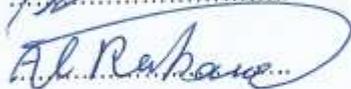
Acknowledgements

First of all I thank god for giving me health ,power, and for helping me achieve my goal, I also wish to express my thanks to my respected supervisor ,Prof. Laith Al-Rubaiee , without his advanced experience and unfailing patience this thesis would not have been completed. I am also grateful for his faith in this study and for his countless hours of reflecting, reading, encouraging, I will always appreciate what he has done during every stage of the development of this thesis.

I would like to extent my deepest gratitude and appreciation to the members of committee for all their efforts and time spent on reviewing and evaluating my work. Lastly, I would like to express my heartfelt gratitude toward people I respect that has assisted me in so many ways during my study.

Khaldoun Mousa Sweidan

Dedication

I dedicate this work to my precious family who helped and encouraged me in every way it was needed, and for their endless support throughout my life to reach this stage and for enabling such a study to take place today.

To My role models and best friends, my great father Mousa & My wonderful mother Manal

Thanks for your continuous support and praying during my study. I am honored and blessed to have you as my parents, thanks for giving me a chance to prove and improve myself. Love you.

To My mate and love Laila

I am really honored to have you in my life, without your encouragement and support this won't be done.

To My sole, the lovely kids Hamzah & Yasmin

Your dad did it for you and because of you kids, I will make sure that you will do it in the future Enshallah.

To my lovely family, my sister and brother Yasmin & Zaidoun. My father and mother in law, Nabil & Lamis. My friend and supporter my brother in law Mohammed

Thank you all for your support and wishes

To the perfect Sponsor, Umniah mobile company

Your support was tremendous, and I will work to make sure this will return on the business very soon Enshallah

Khaldoun Mousa Sweidan

Table of Contents

Table of Contents

Table of Contents

List of Tables

List of Tables

List of Figure

Appendices

No.	Subject	Page
1	Names of arbitrators	79
2	Questionnaire	80

Factors affecting the word of mouth on telecommunication services providers in Amman

Prepared by
Khaldoun Mousa Sweidan

Supervised by

Prof. Laith Salman AL-Rubaiee

Abstract

The study aimed to investigate the effect of the Social influence, Brand Image and Brand Love on the Word of Mouth on the telecommunication providers in Amman. The study population consisted of the telecommunication providers customers (Zain, Orange and Umniah) in Amman, the purpose of choosing the providers customers as they are the main core element in each company.

The study sample is convenience and consisted of (3) telecommunication providers (Zain, Orange and Umniah). The unit of analysis composed of the providers customers in which of (550) questionnaires were distributed, (523) answered questioners, were the number of questionnaire that are valid for study were (504). To achieve the study objectives, the study used descriptive analytical method in addition it used multiple regression analysis and path analysis to test the hypotheses of the study, the study came up with eight hypothesis that are based on the study questions to find the direct and indirect effect between the independent variable ,the dependent variable and the mediator. The independent variable is (Social Influence), while the dependent variable is (Word of Mouth), and the mediators are (Brand Image and Brand Love).

The study reached a number of results which are; there is a positive significant statistical effect of the social influence on brand image, brand love and the WoM in the telecommunication market in Amman at level ($\alpha \leq 0.05$); there is a positive significant

statistical effect of the brand image on brand love and WoM in the telecommunication market in Amman at level ($\alpha \leq 0.05$); there is a positive significant statistical effect of the brand love on word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$); there is a positive indirect significant statistical effect of brand image as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$); there is a positive indirect significant statistical effect of brand love as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

The study recommended that telecommunication services providers should present new ideas that help to keep a good relation with the community so they will keep having a positive word of mouth about them which will support their market position as CSR activities and public events that help communities. Companies must present new solutions that actually meet customer's expectations and to focus more on the brand image that directly affect the word of mouth, while focusing on the social influence side is important to gain customers and influencing the community around them.

Keywords: WoM (Word of Mouth), Brand love, Brand Image, Social influence

العوامل المؤثرة في الكلمة المنقولة على مزودي خدمات الاتصالات في عمان

إعداد

خلدون موسى سويدان

إشراف

الأستاذ الدكتور ليث سليمان الربيعي

الملخص

هدفت هذه الدراسة للبحث في الأثر للتأثير الاجتماعي، صورة العلامة التجارية وحب العلامة التجارية على الكلمة المنقولة على مزودي خدمات الاتصالات في عمان.

تكون مجتمع الدراسة من زبائن مزودي خدمات الاتصالات (زين، أورنج، أمنية) في عمان، والهدف من اختيار زبائن المزودين هو لأنهم العنصر الأساسي في كل شركة.

عينة الدراسة هي من النوع الهادفة، وتكونت من مزودي خدمات الاتصالات (زين، أورنج، أمنية)، بينما تكونت وحدة التحليل من زبائن المزودين، وتم توزيع (550) استبانة وتم الإجابة على (523) استبانة، بينما كان عدد الاستبانات الصالحة للدراسة هو (504) استبانة.

ولتحقيق أهداف الدراسة، استخدمت الدراسة المنهج الوصفي التحليلي، بالإضافة الى استخدام تحليل الانحدار المتعدد وتحليل المسار لاختبار فرضيات الدراسة، وقد أتت الدراسة بثمانية فرضيات تأسست على أسئلة الدراسة لايجاد الأثر المباشر وغير المباشر بين المتغير المستقل والمتغير التابع والوسيط.

كان المتغير المستقل (التأثير الاجتماعي)، والمتغير التابع هو (الكلمة المنقولة)، والوسيط (صورة العلامة التجارية وحب العلامة التجارية).

توصلت الدراسة الى عدد من النتائج وهي : وجود أثر إيجابي بدلالة إحصائية للتأثير الاجتماعي على صورة العلامة التجارية وحب العلامة التجارية ، وعلى الكلمة المنقولة في سوق الاتصالات في عمان على مستوى؛($\alpha \leq 0.05$) ، و وجود أثر إيجابي بدلالة إحصائية لصورة العلامة

التجارية على حب العلامة التجارية و الكلمة المنقولة في سوق الاتصالات في عمان على مستوى;(0.05≥α) ، و وجود أثر إيجابي بدلالة إحصائية لحب العلامة التجارية على الكلمة المنقولة في سوق الاتصالات في عمان على مستوى ;(0.05≥α) و وجود أثر إيجابي مباشر بدلالة إحصائية لصورة العلامة التجارية كوسيط على العلاقة بين التأثير الاجتماعي والكلمة المنقولة في سوق الاتصالات في عمان على مستوى ;(0.05≥α) و وجود أثر إيجابي مباشر بدلالة إحصائية لحب الشركة كوسيط على العلاقة بين التأثير الاجتماعي و الكلمة المنقولة في سوق الاتصالات في عمان على مستوى;(0.05≥α).

أوصت الدراسة أن على مزودي خدمات الاتصال عن بعد ان يقدموا الأفكار الجديدة التي تساعد على الحفاظ على العلاقة الجيدة مع المجتمع حتى يبقون على الكلمة الإيجابية المنقولة عنهم، مما سوف يدعم وضعهم في السوق مثل نشاطات المسؤولية الاجتماعية للشركة والمناسبات العامة التي تساعد المجتمعات.

على الشركات ان تقدم الحلول الجديدة التي فعلياً تلبي توقعات الزبائن وزيادة التركيز على صورة العلامة التجارية التي تؤثر مباشرة على الكلمة المنقولة، بينما التركيز على التأثير الاجتماعي له الأهمية لكسب الزبائن والتأثير على المجتمع من حولهم.

الكلمات المفتاحية:الكلمة المنقولة(WOM) ، حب العلامة التجارية، صورة العلامة التجارية، التأثير الاجتماعي

CHAPTER ONE

Study Background and its Significance

(1-1): Introduction

(1-2): Study Problem Statement

(1-3): Study Purposes

(1-4): Study Significance

(1-5): Study Questions and Hypotheses

(1-6): Study Model

(1-7): Study Limitations

(1-8): Study Delimitations

(1-9): Study Terminologies and Operational Definitions

(1-1): Introduction

The brand image plays a major role in all companies in all industries, and looking at the telecommunication sector, the brand image plays the same major role. It impact the consumer's love toward the operator as will people influence each other's by the social influence power on the brand image and love. All of these factors affect the word of mouth toward a service or product provided by any company.

There has been considerable research into the global phenomenon of brand consumption, but relatively few studies have explored key factors influencing the word of mouth. This research aims to consider the respective roles of social influence, brand love and brand image, and to set these relationships within a broader theoretical context of the literature on affecting the word of mouth directly or indirectly.

In the consumer market, there is a major role for the word of mouth (WoM) in influencing the brand image and the purchase intention (Samiei Mohammed, 2012). Also, the brand image is considered as a determinant of brand love that affects the word of mouth (Spinelli Ahmed, 2012).

Also brand love is a central concept in the consumer-brand relationship domain. Brand managers tend to create more lovable brands, e.g. McDonald's "I'm lovin it" slogan. Furthermore, the impact of brand image on brand love has not been investigated in any empirical research. Results revealed that only brand image is considered as a determinant of brand love that affects WOM (Spinelli Ahmed, 2012).

Also, as per (e.g. Aaker, 1996; Kapferer, 1997) brand management scholars have argued that brand image is an essential part of powerful brands which enable brands to differentiate their products from their competitors. Brand image is made up of brand association (Koubaa, 2008) it is a set of perceptions about a brand as reflected by the brand associations held in the consumers' memory (Herzog, 1963). (Aaker 1991) defines brand associations as "the category of brand's assets and liabilities that include anything 'linked' in memory to a brand." Associations are informational nodes linked to the brand node in

memory that contains the meaning of the brand for consumers (Keller et al., 1998, cited in Koubaa, 2008). Dobni and Zinkhan (1990) argued that the product image is the result of the interaction between the receiver and the product stimuli. Sources of image formation could be either through direct experience with the brand or brand communication (Dobni and Zinkhan, 1990).

Recent decades have witnessed an unprecedented research interest on love. Starting by Rubin's (1973) work, he defines love as "an attitude held by a person toward a particular other person, involving predispositions to think, feel, and behave in certain ways toward that other person". Many studies on love in psychology have identified different love styles (Lee, 1977; Taraban and Hendrick, 1995). For example, Lee (1977) have developed a typology identifying six styles of love: Eros, Ludus, Storage, Pragma, Mania and Agape. Sternberg (1986) has offered a triangular theory of love with three components: intimacy, passion and decision/commitment. The unidimensional construct of love was presented by some scholars (e.g. Hatfield and Sprecher, 1986). Later they have developed passionate love scale (Hatfield and Sprecher, 1986). Aron and Aron (1986) have conceptualized love in terms of self-expansion. Subsequently, scholars have offered an overwhelming amount of measurement items to measure the feeling of love such as: trust, caring, respect, concern for other's well-being, commitment and accepting the other (e.g. Fehr, 1988, as cited in Albert et al., 2008).

WOM is described as the process that allows consumers to share information and opinions that direct buyers toward and away from specific products, brands and services (Hawkins et al., 2004). There is a focus on WOM in the literature on relationship marketing as a potential responses that can emerge from efforts directed at forming relationships with consumers (e.g. Sheth and Parvatiyar, 1995; Verhoef et al., 2002). The basic idea behind WOM is that information about anything can spread from one consumer to another. WOM communication includes any information about a target object, transferred from one individual to another either in person or via some communication medium (Brown et al., 2005). More specifically, (Harrison-Walker 2001) defined WOM as "informal, person-to-person communication between a perceived non-commercial communicator and a receiver

regarding a brand, a product, an organization or a service". In that study, they expect that brand love and brand image will have a positive influence on WOM. That is, if consumers feel they love their brands that in turn may translate into a desire of the recommend it to friends and relatives.

Nevertheless, another research in marketing has linked brand image and WOM, for example, Yavas and Shemwell (1996) propose WOM as one of the main sources of image formation. However, in that study, they argue that both brand image and brand love will have a positive impact on WOM, and the social influence has a positive impact on both brand love and brand image which by the end all variable will be impacting the purchase intention positively toward a certain brand.

(1-2): Study Problem Statement

Companies focusing on offering multiple products and depends on the provided services without giving a high focus on the impact of its brand image, brand love roles and the word of mouth effects to influence the consumers in selecting their products and services and in penetrating more.

More recent studies also demonstrate that consumers can experience a feeling of love for their brand (Albert et al., 2008a; Batra et al., 2012). Drawing on important work by Shimp and Madden (1988) and Ahuvia (1993), studies of brand love tend to focus on its conceptualization (Ahuvia, 1993) and measurement (Carroll and Ahuvia, 2006). But even as brand image has emerged as an important consumer-brand relationship construct, we still know little about what generates the image relationship and what its behavioral consequences may be (e.g. repeat purchase). For example, brand image may be influenced by product or brand characteristics (e.g. hedonic product, brand quality) and may influence loyalty toward the brand (Carroll and Ahuvia, 2006; Batra et al., 2012). Yet few studies have conceptualized or explored how established constructs from the consumer brand relationship paradigm explain brand image (e.g. commitment, trust, identification). Because

image is essentially a relational construct, it logically should be linked to other relational constructs.

We therefore investigate how brand image, social influence and brand love plays that major role in the word of mouth which will be having a reflection as a recommendations toward that brand.

Accordingly, we will demonstrate on to what extent does the brand image, brand love and social influence impact the word of mouth.

(1-3): Study Purposes

The research aims to achieve the following objectives:

- Determine the effect of social influence on brand image in the telecommunication market in Amman.
- Determine the effect of social influence on brand love in the telecommunication market in Amman.
- Determine the effect of social influence on the word of mouth in the telecommunication market in Amman.
- Determine the effect of brand image on brand love in the telecommunication market in Amman.
- Determine the effect of brand image on the WoM in the telecommunication market in Amman.
- Determine the effect of brand love on the WoM in the telecommunication market in Amman.
- Determine the mediation effect of Brand Image on the relationship between Social Influence and WoM in the telecommunication market in Amman
- Determine the mediation effect of Brand Love on the relationship between Social Influence and WoM in the telecommunication market in Amman

(1-4): Study Significance

The study derived its importance from two sides:

Theoretical importance: the importance of this study is its contribution to the existing knowledge related to the relationships between study variables and the word of mouth in influencing the consumer's actions and reactions.

Applied importance: The results of this study provided empirical data for decision makers in considering the focusing on the study variables and its influence impact on their products pickups and how the other variables impact the corporate image position.

(1-5): Study Questions and Hypotheses

This research must answer the following questions:

1. To what extent does the Social Influence affect the Brand Image in the telecommunication market in Amman.
2. To what extent does the Social Influence affect the Brand Love in the telecommunication market in Amman.
3. To what extent does the Social Influence affect the Word of Mouth in the telecommunication market in Amman.
4. To what extent does the Brand Image affect the Brand Love in the telecommunication market in Amman.
5. To what extent does the Brand Image affect the Word of Mouth in the telecommunication market in Amman.
6. To what extent does the Brand Love affect the Word of Mouth in the telecommunication market in Amman.

7. To what extent does the Brand Image affect the relationship between Social Influence and Word of Mouth in the telecommunication market in Amman as a mediator.

8. To what extent does the Brand Love affect the relationship between Social Influence and Word of Mouth in the telecommunication market in Amman as a mediator.

Based on previous researches related to the research matter, and according to the research questions, the following hypotheses will be tested:

H1: There is a positive significant statistical effect of the social influence on brand image in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

H2: There is a positive significant statistical effect of the social influence on brand love in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

H3: There is a positive significant statistical effect of the social influence on word jof mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

H4: There is a positive significant statistical effect of the brand image on brand love in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

H5: There is a positive significant statistical effect of the brand image on word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

H6: There is a positive significant statistical effect of the brand love on word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

H7: There is a positive indirect significant statistical effect of brand image as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

H8: There is a positive indirect significant statistical effect of brand love as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

(1-6): Study Model

As per all previous studies, most of this study variables were assessed neither in different industries nor for some of the variables of the proposed model.

In this study, we will focus on assessing the direct and indirect impact of each variable in affecting the word of mouth.

The below Figure (1-1) clarifies the model variables and the proposed relations to be measured:
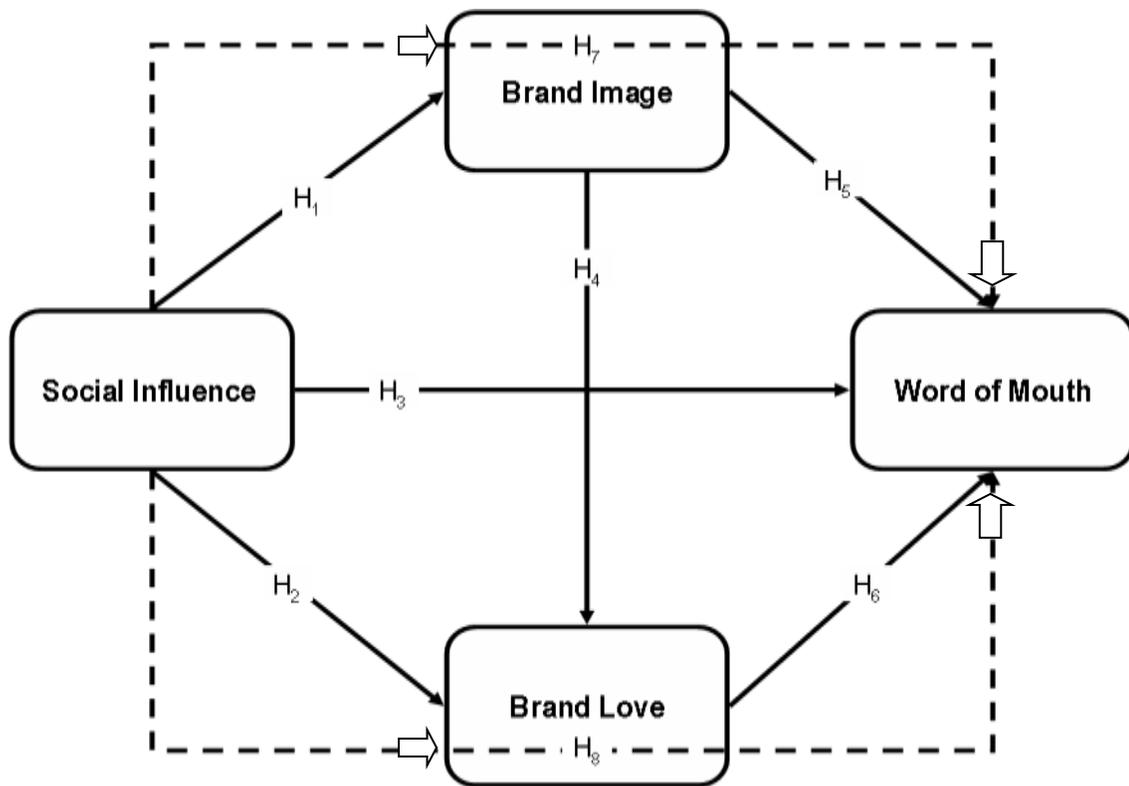
Figure (1–1): Study Model

The study model built based on the following studies:

Effects of brand love, personality and image on word of mouth which studied the relation between brand image and brand love also between the brand image and the WoM Ismail A & Spinelli G, (2012).

The effect of product category on consumer brand relationships which was conducted by Fetscherin, M; Boulanger, M; Filho, C & Souki, Q, (2014) was studied the relation between the brand love and the WoM.

As will the study of the role of brand love in consumer-brand relationships assessed the role of the brand love on the WoM Albert N & Merunka D, (2013).

Antecedents of positive word-of mouth intentions by Ferguson, R; Paulin, M & Bergeron J, (2010) studied the impact of the social role influence on the WoM.

Also another study studied the same relation which is the Factors influencing word of mouth effectiveness: receiver perspectives by Sweeney, J; Soutar, G & Mazzarol T, (2008).

(1-7): Study Limitations

The results of the study deals with the following Limitations:

Human Limitations: The study targeted the telecommunications company's services provider's users in Amman, Jordan.

Place limitations: telecommunications companies provider's users in Amman, Jordan, and there was a limitation in the questioner distribution mechanism and the answer acceptance.

Time Limitations: The time absorbed to study accomplishment at year 2016.

(1-8): Study Delimitations

The use of one industry limits its generalizability to other industries. The study was carried out in Amman; therefore, generalizing results of one industry and/or Amman setting to other industries and/or countries and cities may be questionable. Extenting the analyses to other industries and countries or cities represent future research opportunities, which can be done by further testing with larger samples within same industry, and including other industries will help mitigate the issue of generalizing conclusions on other sectors and

industries. Moreover, further empirical researches involving data collection over diverse countries and cities. Also, the study should be conducted from the providers prospective to support the research findings to be able to understand the overall situation.

(1-9): Operational Definitions

In this research, we defined the model variables as below:

Social influence: is the impact of others opinions and considerations by the social power on selecting the products of the telecommunications services providers.

Brand image: is the way that the mobile users has perceived the service provider image position and the other providers in the telecommunication market in Amman.

Brand love: is the feeling and association between the users and the services providers in the Jordanian telecommunication market in Amman.

Word of mouth (WoM): is the positive or negative feedback that mobile users are saying or writing about their service providers and reaching others based on their experience or based on others experience.

CHAPTER TWO

Theoretical Literature and Previous Studies

(2-1): Introduction

(2-2): Theoretical Literature

    (2-2-1): Social influence

    (2-2-2): Brand Image

    (2-2-3): Brand Love

    (2-2-4): Word of Mouth

(2-3): Previous Studies

(2-4): Study Contribution to Knowledge

(2-1): Introduction

In the consumer behaviour literature, the relevance of social influence in consumer behaviour is well established (Mangleburg, et al., 2004).

The conclusion from this previous research demonstrates that consumer, shopping behaviour, product evaluations and investment decisions are subjected to influences from various people including family members, friends, or even celebrities that an individual aspires to belong to (Shukor, 2011)

The area of branding has emerged to a top priority for management in the last 20 years. In fact, brands are one of the most valuable intangible assets within a firm (Keller and Lehmann, 2006). The brand name encompasses the years of advertising, good will, quality evaluation, product experience and other beneficial attributes the market associates with the product.

The concept of the brand can be traced back to product marketing, where the role of branding and brand management has been primarily to create differentiation and preference for a product or service in the mind of the customer (Knox and Bickerton, 2003).

As well as the development of product branding over the past 30 years is characterized by layers of added value built around the core functionality of the product or service to create and maintain distinction in a particular market (Knox and Bickerton, 2003).

From Graham, et. al., (1994) perspective branding is a significant marketing tool and is used to differentiate an organization's product(s) in the marketplace.

Keller (2008) reveals that the brand and what it represents is the most important asset for many companies and is the basis for competitive advantage and profits.

Graham, et. al., (1994) is suggesting that a strong brand not only benefits the firm and the product but offers benefits to the customers also, for example, a strong brand name is usually associated with quality and trust, and therefore, a customer will feel more comfortable buying the product.

Keller (2003) agrees that brand values provide a promise of sameness and predictability.

Dawar (2004) concludes that brands are an indispensable part of modern business and he also states that for many companies, brands are their most valuable assets.

Kotler and Pfoertsch (2006) emphase the importance of brands through clarify that well be used as a holistic marketing strategy communication tool, can differentiate itself by offering

additional value, especially under severe competition in homogeneous markets where globalization has created price pressure.

Word of Mouth is a second party recommendation and is a part of the publicity promotional mix; as well as, Word of Mouth is a term used to refer to those consumers--to—consumer conversations that take place (Mangold & Faulds, 2009). The sender is independent of the market and it is a consumer—dominated channel of marketing communication (Brown, et al, 2007).

(2-2): Theoretical Literature

(2-2-1): Social Influence

Social influence in the consumer context is often referred to as reference group influence. A reference group is defined as a person or a group of people that can significantly influence one's behaviour. Reference groups may also include groups to which a person actually belongs, to which he aspires to belong to, or dissociative groups to which he aspires not to belong. Reference groups serve as frames of reference for individuals in their purchase or consumption decisions (Schiffinan and Kanuk, 2007). Through reference groups a person is exposed to new behaviour, and lifestyle which influences the person's attitudes and create pressures to conform that may affect the person's buying behaviour. Group membership involves the individuals in the acceptance of a degree of conformity, and the group itself evolves norms of behaviour which specify the ideal actions to which members should conform (Evans, et al., 2009).

People differ in their responses to social influence. Some individuals are naturally more inclined to social influence than others. The extent to which social information affects consumers' decisions depends on their susceptibility to interpersonal influence. Susceptibility to interpersonal influence is defined as the need to identify or enhance one's image with those of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and the tendency to learn about products and brands by observing others and seeking information from others. Susceptibility to interpersonal influence has been conceptualized into two dimensions: normative influence (which relates to how much people change to meet the expectations of

others) and informational influence (which relates to how much people look to others for information) (D'Rozario, 2001).

The influence of others on consumer behaviour has long been a subject of interest to academics and marketers, from marketing and consumer behaviour perspectives, the influence of others is referred to as reference group influence, social group influence, or interpersonal influence (Delre, et al., 2008).

A reference group is defined as an actual (or imaginary) individual (or group) conceived of having significant relevance upon an individual's evaluation, aspirations, or behaviour. Reference groups may also include groups to which a person actually belongs, to which he aspires to belong, or dissociative groups to which he aspires not to belong (Ken, et al., 2002).

Past consumer research documents source type as an important factor that drives the impact of social influence on consumer behavior. For instance, studies compare peer versus family influence, peer versus expert influence, and socially close versus distant peers' influence on consumer behavior (Zhao and Xie 2011). Extenting this line of work, we focus here on comparing peers and non-peers with respect to their influence on consumer behavior under differing conditions. Within the social influence literature, similarity has been identified as an important construct which differentiates peers from non-peers. For example, two people would typically become friends on a social networking site because they share something in common such as being coworkers or being classmates in high school/college or attending the same conference. Homophily (or similarity) can be defined as the degree to which pairs of individuals are similar in terms of certain attributes (or share certain attributes), such as age, sex, education, and social status (Wood & Hayes, 2012).

Prior studies suggest that the greater the similarity with the source, the stronger the influence will be (Gilly et al. 1998). In other words, similar others are likely to be more influential than dissimilar others (Godes, et al., 2005). Some studies also argue that there is a positive relationship between social tie strength (e.g., close friend or acquaintance) and similarity between two individuals (Hartmann, et al., 2008). Moreover, there are also studies suggesting that consumers perceive sources similar to them to be more trustworthy, which results in greater influence. Whether due to frequent activation of social ties, perceived similarity itself or high trustworthiness, people are likely to be influenced more strongly by others who are similar to them (compared to those who are not similar) (Al-Azzam, 2014).

Social Influence is a broad term that relates to many different phenomena. Below are some major types of social influence that are being researched in the field of social psychology (Oriña, et al., 2002).

Social influenced is the effect that people have upon the beliefs or behaviors of others (Aronson, 2004).

Kim, et al., (2012) define the Social Influence as actions, reactions, and thoughts of an individual are influenced by other people or groups. Social influence may be represented by peer pressure, persuasion, marketing, sales, and conformity.

Hans, et al., (2014) identify three aspects of Social Influence, which are:

- Social influence in which individuals change their attitudes or behaviour in order to adhere to existing social norms.
- A form of social influence involving direct request from one person to another.
- A form of social influence in which one person obeys direct orders from another to perform some action(s)

Amaldoss & Jain (2015) identify three types of Social Influence, are: referent, expert, and positional social influencers all playing distinct and important roles. Which one is most important may vary slightly based on the purchase, but the fact remains that you need to account for these three distinct types of social influencers in your marketing campaigns. If you're a marketer trying to positively affect a purchasing decision, you must market not just to the consumer but also to these influencers as well. ***Referent influencers,*** a referent influencer is someone who participates on the social platforms. These users are typically in a consumer's social graph and influence brand affinity and purchasing decisions through consumer reviews, by updating their own status and Twitter feeds, and by commenting on blogs and forums. In some cases, the social influencers know the consumers personally. ***Expert influencers***, a consumer who's mulling over a high-consideration purchase might also consult an expert influencer. An expert influencer is an authority on the product that the consumer is considering purchasing. Also called key influencers, they typically have their own blogs, huge Twitter followings, and rarely know their audiences personally. ***Positional influencers,*** a positional influencer is closest to both the purchasing decision and to the consumer. Called peer influencers sometimes, they are typically family members or part of the consumer's inner circle.

They influence purchasing decisions most directly at the point of purchase and have to live with the results of their family member's or friend's decision as well.

Social influence and influencers are critical elements when it comes to the success of businesses. It is very interesting that social influence measurement has the potential to turn into a real time business application. You, as a business owner, may be the most intelligent, creative, experienced person in the universe but that does not mean that there is nothing that anyone can teach you. There is always more to learn and the business world is so fortunate that there are social influencers who can offer guidance and help so that goals can be accomplished successfully.

(2-2-2): Brand Image

Brand procedures and branding principles are a necessity to establish an effective brand campaign. From Kotler and Pfoertsch (2006) perspective the successful branding relies on the most importance of five branding principles, namely:

1. **Consistency**: Organizations brand consistency is about more than just setting the standards. Keeping organizations brand consistent means the organizations must uniformly brand to current prospects and existing customers.

2. **Clarity**: brand clarity is based on the vision, mission, core values and core competencies of the organization. Brand Clarity means simplicity for organization business, this is what the organization does to communicate and understand stakeholders.

3. **Continuity**: Continuity is an important principle to develop brand equity and trust on the long term. Successful continuity is established through strong communication and a conscious effort in keeping organization communication channels updated with key messaging and upcoming campaigns.

4. **Visibility:** Brand visibility is all about increasing brand exposure and developing brand awareness.

5. **Authenticity:** Brand authenticity is the extent to which consumers perceive a brand to be faithful toward itself, true to its consumers, motivated by caring and responsibility, and able to support consumers in being true to themselves"

Kotler and Pfoertsch (2006) argue to follow a five-step brand building process: (1) brand planning, (2) brand analysis, (3) brand strategy, (4) brand building, and (5) brand audit.

Kapferer (2008) stated that the brand must be:

(1) Embodied in products, services and places.

(2) Put into practice by people at contact points.

(3) Activated by needs and behaviors.

(4) Communicated.

(5) Distributed.

The concept of brand image dates back to the 1950s when the assumption that overall character of the brand might be more important to consumers than just technical features of the product firstly appeared in marketing literature. Further, brand image as consisting of functional and psychological attributes (Skoog & Sderström, 2015).

Developing a brand image involves integrating personality and human characteristics into the brand in order for the consumer to identify with the brand (Hamilton & Xiaolan, 2007).

Río, Vásquez and Iglesias (2001) see brand image as perceptions that are a result of a cluster of brand associations that are linked in the consumer's memories.

Keller (2008) defined brand image as a consumer's perceptions and feelings associated with a brand, its offerings, and imagery attributes, such as user profiles, purchase/usage situations, brand personality, values, history, heritage, and experiences.

According to Riezebos (2003), the perception of brand image in a consumer's mind appears when the consumer is evaluating personal experiences, associations and thoughts of the brand. Consequently, brand image in consumers' minds is influenced by marketing communication, consumption experience and social influences.

Brand image occur on the receiver's, which is the consumer's, side (Nandan, 2005). The image refers to the way consumers decode the signals originating from a specific brand and how it is perceived (Ghodeswar, 2008). Based on subjective perceptions of relation and thoughts that consumers have about a certain brand they ascribe an image to the brand (Srivastava & Kamdar, 2009).

Research conducted by Dobni & Zinkhan (1990) shows that brand image is not a concept inherent in the physical, functional or technical attributes of the product; it is rather affected and formed by marketing activities, by the perceiver's characteristics and by context variables.

Researchers agree that branding provides a variety of important benefits to the industry. First, a clear brand identity helps marketers successfully differentiate their offerings from their competitors (Aaker, 2007). Second, successful branding helps firms reduce advertising costs by increasing awareness of the brand name (Keller & Lehmann, 2006). Third, branding helps a firm to become a leader among the competitors in the same product category (Keller, 2008). As a consequence, a desirable brand identity not only helps increase the profit margin resulting from consumers'willingness to pay a premium for products, it may lead to profitable brand extensions into the same or different market. Finally, certain characteristics of branding help firms safeguard their product features through legal protection from counterfeiting (Keller, 2008).

Branding provides consumers with three major benefits: risk reduction, information efficiency, and self-expression (Riesenbeck & Perrey, 2007).

Keller (2008) argued that branding helps consumers decrease the chance of choosing a product that may not perform well or meet their expectations. Thus, risk reduction is accomplished by providing assurance of consistent quality. Riesenbeck and Perrey (2007) suggested that branding may help consumers recognize and become aware of offerings in a specific product category, which helps them efficiently categorize vast amounts of information available about the product. Finally, branding involves creating cognitive structures that help consumers organize knowledge and experience regarding different products, which may help consumers transfer characteristics of the brand onto themselves (Riesenbeck & Perrey, 2007). This process, in turn, could affect consumers'perception of a brand as a reflection of their personality, character, social status, and lifestyle (Aaker, 2007).

Brand image has been discussed as an important concept in consumer behavior, because consumers'brand and product choices are based on their assessment of brand image. Traditionally, marketing researchers (Keller, 2008) have acknowledged the cognitive and affective facets of experience associated with brand image; however, most studies have not captured the sensory aspect of brand experience.

According to Roberts (2004), these three dimensions of brand image positively contribute to creating a love mark experience, which leads consumers to become avid fans of a certain offering by a company. *Mystery* The cognitive aspect of brand image reflects mental thoughts of a brand, which consumers establish by considering product attributes, service, performance,

and symbolic or psychological meanings of a brand. ***Sensuality*** The sensory aspect of brand image refers to brand experiences, shaped through a consumer's physical senses (i.e., vision, smell, sound, touch, and taste). Sensuality reflects pleasant sensory experiences (Roberts, 2004). ***Intimacy*** The emotional aspect of brand image refers to brand experiences involved a consumer's feelings of interacting with a brand. Intimacy captures the affective and connective experiences between consumers and brands (Roberts, 2004).

Riezebos's (2003) summary of inductive inference, which refers to the processes that affect the image of a brand in consumers' minds.

First factor, marketing communication, is a powerful tool to give content to the brand image. Companies reveal the values they offer through marketing communication, in particular – advertising. Marketing communication creates the first impression of a brand which can results in image of brand in consumers' minds. Such initial image forming is very important for companies and is very difficult to change over time.

Riezebos (2003) stated that even though the marketing communication might be well implemented, it does not mean that personal consumption experience with the branded product or service can no longer impact the brand image. Therefore the quality of the service plays the key role in consumption experience, as brand image factor. The more satisfied customers are with the service, the better image of the brand they have in minds (Malik, et al., 2012).

The last factor that contributes to brand image is social influences. This includes word-of-mouth as a communication tool. Meaning that other consumers' shared experiences can also result in either positive or negative image in consumers' mind. This tells us that if consumers have never experienced a particular good or service and the marketing communication is well implemented, other persons' shared opinion can still affect the way they perceive the brand (Riezebos, 2003).

(2-2-3): Brand Love

Roberts (2004) talked about how important it is for brand managers to pay attention to brand love.

The "brand love" is a relatively recent marketing construct that applies to products with a major hedonic component. However its interest arises not only as concept on its own but also

as a dimension within other concepts, such as the relationship of brand quality and emotional connection (Bergkvist and Bech-Larsen, 2010).

Brand love refers to the behaviour of satisfied consumers after they have purchased the brand (Carroll & Ahuvia, 2006).

Albert, et al (2009) defines brand love as a strong affection or deep emotional attachment consumers have for a certain brand.

Batra et al. (2012) argued that brand love should firstly be based on the customer's experience and thereafter connections to interpersonal theory can be made.

Albert et al. (2009) foresee three positive outcomes of brand love: trust, positive word of mouth, and loyalty.

Carroll and Ahuvia (2006) established five brand love dimensions: (1) passion for the brand, (2) brand attachment, (3) positive evaluation of the brand, (4) positive emotions in response to the brand, and (5) declarations of love towards the brand.

Batra et al. (2012) investigate the strength of brand love and one result of their study is their higher-order prototype model that includes seven elements. These elements are:

- Passion-driven behavior.
- Self-brand integration.
- Positive emotional connection.
- Anticipated separation distress.
- Long-term relationship.
- Positive attitude valence.
- Attitudes held with high certainty and confidence

Albert et al. (2009) found 11 brand love dimensions: (1) passion, (2) duration, (3) self-congruity, (4) dreams, (5) memories, (6) pleasure, (7) attractions, (8) uniqueness, (9) beauty, (10) trust, and (11) declaration.

Halloran (2014) identify eight Phases of Brand Love, are:

- ***Know yourself:*** The consumer relationship starts with the brand. Before you even meet the consumer, you must fully understand your brand. If you don't know who you are as a brand, and what makes you different, better, and special, how do you expect a consumer to? You must clearly define a brand's product benefits to set up more intimate, emotional bonds. It is these emotional bonds that will form the basis of a lasting consumer relationship.

- *Know your type*, every brand has an ideal consumer-someone who, when they connect with the brand, feels that that brand was made for her. The trick for marketers is to identify that ideal consumer, her functional, emotional, and social needs, and perfect the match between those needs and what your brand offers.

- *Meet memorably,* the first few meetings between brand and consumer dictate whether the relationship has potential or whether it remains in the mere acquaintance phase. It is essential that we establish connections that are so special and memorable that a consumer desires to keep coming back for more.

- **Make it** *mutual*, when we are excited about our own relationships, we want to tell the world. With consumers and brands, it is no different. In this stage, we need to identify our category's influencers, those consumers' whose advice is sought out, and encourage them to spread our message to others. We can do this by providing them a rich experience with our brands. Time after time it has been shown that a positive brand *experience* trumps more passive brand engagements such as traditional advertising or social media in generating effective word of mouth.

- **Deepen the connection**, at this stage, the bond with our consumer is so strong that they feel that the brand is "a brand made for me." This is the commitment stage, where the brand and consumer relationship has hit its peak – the brand continues to romance the consumer and the consumer stays loyal to the brand.

- **Keep love alive**, all relationships go through "ruts." As the brand and consumer relationship matures, it is essential to "keep the spark" going by rejuvenating the relationship through innovation and news. The Apple brand is almost 40 years old, yet continues to be perceived as cutting edge. Why? Apple is always evolving, creating an ongoing stream of new products and innovations. And the apps designed by third-party developers help keep their products fresh in between launches.

- **Make up**, just like our own relationships, brands and consumers go through crises. This can either be a slow developing issue over time or a sudden, dramatic event. How a brand responds to a relationship crisis will dictate whether it reenergizes its relationship with the consumer or sends it into a tailspin.

- **Break up**, Relationships end. We either recalibrate our existing brand and start engaging with a new consumer group or we fail forward, eliminate the brand, and use the lessons to develop consumer relationships with different product/service offerings.

(2-2-4): Word of Mouth

Word of Mouth is considered as the most powerful, influential and persuasive force in the marketplace. Word of Mouth is about delivering experiences independently, which makes it credible. It is also self –generating and exponentially growing, which makes it unlimited in speed and scope. Word of Mouth can originate from relativity small number of sources. While it can be timesaving and efficient, it is often negative (Silverman, 2001). A study conducted by Inc. Magazine showed that 82 percent of the fastest growing private companies use word-of-mouth techniques (Ferguson 2008).

A simple definition of Word of mouth according to the Word of Mouth Marketing Association (2008) is that it is "The act of consumers providing information to other consumers". Kotler (2006) defines the word of mouth influence as "personal communication about a product between target buyers and neighbors, friends, family members, and associates"

According to Kimmel and Kitchen (2013) Word of mouth is the action of consumer generating and/or distributing marketing-- relevant information to other consumers.

Word-of-mouth has different levels, the nature and intensity is not the same all the time. Silverman divides the word-of-mouth into nine different levels, starting from negative that includes four levels, to neutral or positive that has five different levels (Silverman 2001).

The minus 4 level is highly negative and usually relates to scandal that leads people engaging in harmful conversation. People complain about the product, and encourage other people to boycott the product. The next level, minus 3 is much the same, but does not yet include the scandalous proportions. At minus 2 level, people do not anymore actively seek people to badmouth the product, but the talk is highly negative and slows sales. Marketing at this level can be dangerous, as the more people get involved with the product; the more negative word-of-mouth is created. At the last negative level, minus 1, the customers are still slightly unsatisfied, but do not anymore badmouth the product. There is neither positive discussion, nor active complaining. (Silverman 2001)

Most products are at the neutral level, where people use the products, but don't really have much to say about it. At the first plus level, people have positive things to say if asked. For example if a restaurant has been good, is said as it is true. At this level, the traditional marketing is a good boost for the word-of-mouth. At the next level, plus 2, people are already really excited about the product when asked, and traditional marketing is no longer enough to increase the word-of-mouth, people need the channels to rave about the product. At level 3, people convince other people to try the product, or for example restaurant and it is the thing that everybody talks about. At the last positive level, the product is a subject of constant word-of-mouth. The publicity is high and even the influentials are talking and promoting the products. (Silverman 2001)

Word of Mouth characteristics are such as valence, focus, timing, solicitation and intervention (Blennsjö & Stenberg, 2014):

▪ **Valence**, is illustrated when good news, statements and endorsements anticipated by the company are expressed and thereby positive Word of Mouth is occurring. There is evidence according to researchers that management can influence the frequency and path of word of Mouth by complaint management processes, service recovery programs and unconditional service guarantees on post—purchase word of Mouth.

▪ **Focus** characteristic involves the six--markets model which points out that marketers are concerned with building and maintaining mutually beneficial relationships in a variety of domains. These domains include: customers, suppliers/alliances, employees, and influencer, recruitment and referral markets.

▪ **Timing** refers to word of Mouth that might be expressed either before or after a purchase. Input word of Mouth is when word of Mouth operates as an important source of pre—purchase information. When customers express word of Mouth after the purchase or consumption experience it is called output word of Mouth.

▪ Word of Mouth, can be offered with our without **solicitation,** which means that it may or may not be sought. Nevertheless when information is being sought, the listener might seek the input of an opinion leader or influential.

▪ In an effort to stimulate and manage word of Mouth activity an increasing number of companies are pro---actively **intervening**, with such as role models. Thus there might be

problems associated with celebrity endorsements that have to be taken into consideration by the companies.

(2-3): Previous Studies

Due to limited space the researcher will take only a snapshot from selected previous studies. The section will focus on Social influence, brand image, brand love and word of mouth.

- Bian & Moutinho (2011) study entitled "***The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits***".

Aimed to examine the impact of perceived brand image, direct and indirect effects (mediator and moderator effects) of product involvement and product knowledge on consumer purchase intention of counterfeits in the context of non-deceptive counterfeiting. The study tests the conceptual model and hypotheses developed based on the existing literature. Four focus groups (ranging from six to eight participants in each group) are used to construct the research instrument. The conceptual model and hypothesis are tested using hierarchical regression analyses with survey data from 321 consumers in the UK. Results show Involvement/knowledge has no significant influence on counterfeit purchase intention. Evidence of involvement as a moderator does not exist. Brand image is not a mediator of the effects of involvement/knowledge on purchase intention.

- Shah, et. al., (2012) study entitled "***The Impact of Brands on Consumer Purchase Intentions***".

The objective of this study is to analyze environmental consequences on purchase intention with other brand related independent variables. Furthermore contribution to literature is that this study has incorporated environmental consequences as an independent variable in the model of our study associated with other brand dimensions in order to view impact of these variables as a whole on purchase intentions of customers. The method of sampling was non-random, convenient sampling, so the sample was based on non-probability data. Survey was conducted in the year 2010 and questionnaire was based on 5 point likert scale. Sample size consists of 150 respondents of the vicinity of Satellite town and Chaklala Scheme III

Rawalpindi in Pakistan. The population was male smokers of the above vicinity. The targeted brand was Pakistan Tobacco Company (PTC). Results show that core brand image and brand attitude has positive impact whereas environmental consequences have negative effect on the purchasing intention of customers (smokers).

- Ismail & Spinelli (2012) study entitled "***Effects of brand love, personality and image on word of mouth".***

Aimed to address this gap by developing a causal model incorporating brand love, brand personality, brand image and word of mouth (WOM) to investigate the relationships among them. Data were collected using a survey method and usable questionnaires were completed by 250 undergraduate students. Path analysis was used to test the hypotheses. Results revealed that only brand image is considered as a determinant of brand love that affects word of mouth along with brand personality.

- Albert & Merunka (2013) study entitled "***The role of brand love in consumer-brand relationships".***

Aimed to propose and test a model of brand love that includes both its antecedents and its consequences. The model is rooted in a causal approach and features established consumer-brand relationship constructs (brand identification, brand trust and brand commitment).The conceptual model and associated hypotheses are tested with a sample of 1,505 consumers. Data were analysed through partial least squares structural equation modelling. The results demonstrate strong relationships between the two antecedents (trust and identification) and brand love, and between brand love and its consequences (brand commitment, positive word of mouth, and propensity to pay a higher price for the brand).

- Yulisar & Sutikno (2013) study entitled "***Effects of Brand Love, Personality and Image on Word of Mouth: The Case of Fashion Brand among Young Consumers in Yogyakarta".***

Aimed to investigate the effect of brand love, brand personality, and brand image on word of mouth. The data used in this study is primary data, obtained by distributing online survey based on purposive sampling method to the criteria of the respondents whom aged between 16-23 years old with the total sample 150 respondents. The finding of this research

explains that brand personality has positive impact on brand image. Brand personality and brand image have positive impact on brand love. Lastly, brand personality, brand image, and brand love have positive impact on word-of-mouth

- Yasin & Shamim (2013) study entitled "***Brand Love: Mediating Role in Purchase Intentions and Word-of- Mouth"***.

Aimed to determine the impact of brand experience, brand trust and affective commitment on purchase intentions. And is to ascertain the mediating role of brand love in the relationships of purchase intentions and word-of-mouth. The data was obtained from 265 cell phone customers from Islamabad and Rawalpindi cities of the Islamic Republic of Pakistan. Simple random sampling technique was used for the collection of data and the data was analyzed in SPSS where correlation and regression analyses were performed. Results indicate that brand experience, brand trust and affective commitment have significant positive impacts on purchase intentions. In this relationship, the intensity of the impact of affective commitment is quite high as compared to other variables. Other results revealed that purchase intentions significantly predict brand love and word-of-mouth, and brand love also significantly predicts word-of-mouth. And finally, brand love has partial mediation affect in the relationship of purchase intentions and word-of-mouth.

- Unal & Aydin (2013) study entitled "***An Investigation on the Evaluation of the Factors Affecting Brand Love"***.

Aimed to investigate the effect of social self, variety-seeking and brand image on creating brand love was investigated. Data were collected by means of face-to-face interview method. The questionnaires were administered to the students of Atatürk University. Convenience sampling method was used as a sampling method. Structural Equation Model was used to test the research model. As a result of the research, it was determined that brand image and social self-had a positive effect on brand love and that variety-seeking had no significant effect on brand love. Variety-seeking has a negative effect on brand loyalty. Brand love has a positive effect on brand loyalty and word-of-mouth communication.

- Arslan & Zaman (2014) study entitled "***Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan***".

Aimed to determine the relationship between brand image, service quality and price on consumer purchase intention. Normative and informative susceptibility has indirect effect on consumer purchase intention. The empirical analysis were determined by collecting data from sample of 301 consumers of large retail stores. The findings of study reveal the positive effect of brand image and service quality on consumer purchase intention. Results reveal the insignificant relationship between price and consumer purchase intention. Normative and informative susceptibility have positive effect on brand image.

- Wang & Tasi (2014) study entitled "***The Relationship between brand image and purchase intention: Evidence from award winning mutual funds***".

Aimed to investigate the relationships and effects of brand image, perceived quality, perceived risk, perceived value, and purchase intention, as well as to examine the effects of demographic variables on these five dimensions. The researchers design the questionnaire items for six dimensions: brand image, perceived quality, perceived risk, perceived value, purchase intention, and demographic variables. The researchers administered the questionnaires to investors living in Taiwan using random sampling from October 5, 2012 to December 31, 2012. A total of 795 responses were distributed, and 691 usable responses were collected. The findings show significant relationships between brand image, perceived quality, perceived value, and purchase intention. In addition, some demographic variables may lead to significant differences in these five dimensions. Finally, the results from structural equation modeling show that there are positive and direct effects among brand image, perceived quality, perceived value, and purchase intention. Brand image indeed increases investors purchase intentions. The purchase intention is affected mainly by perceived quality, not by perceived risk.

- Wallace, et al, (2014) study entitled "***Consumer engagement with self-expressive brands: brand love and word of mouth outcomes***".

Aimed to explore attitudes of consumers who engage with brands through Facebook "likes". It explores the extent to which these brands are self-expressive and examines the relationship between brand "liking" and brand outcomes. Brand outcomes include brand love

and advocacy, where advocacy incorporates word of mouth and brand acceptance. a pilot test with 15 Facebook users, students were surveyed using the Survey Monkey online survey hosting site. In total, 265 complete responses were received. Brands "liked" are expressive of the inner or social self. The study identifies a positive relationship between the self-expressive nature of brands "liked" and brand love. Consumers who engage with inner self-expressive brands are more likely to offer word of mouth for that brand. By contrast, consumers who engage with socially self-expressive brands are more likely to accept wrongdoing from a brand.

- Mira, et al, (2014) study entitled "***The Role of Excitement and Brand Image in Word of Mouth***".

Aimed to examine the role of excitement and brand image in performing word of mouth among consumers. Statistical community of the present research are all consumers of automobile and clothes in Mashhad city that statistical sample selected in this community based on Cochran sample volume formula are 384 people. Analysis of this research is performed by using structural equation technique and LISREL software. Results of the present research shows which all of three hypotheses this research effect of brand image on word of mouth, effect of excitation on word of mouth and effect of excitation on brand image is confirmed. Results of the present research confirm all of the three hypotheses of the research i.e. brand image effect on word of mouth, motivation effect on word of mouth, and finally motivation effect on brand image.

- Maisam & Mahsa (2016) study entitled "***Positive Word of Mouth Marketing: Explaining the Roles of Value Congruity and Brand Love***".

Aimed to evaluate the roles of value congruity, brand love, and brand image in creating a consumer commitment that leads to positive word of mouth. The sample is comprised of makeup consumers in Rasht, Iran. At first, thirty stores were selected in the city center. Then, 384 questionnaires were distributed with sampling available in selected stores. Amos 22 was used to test the conceptual model. The results show that the value congruity of the brand consumer has a positive impact on the brand image and brand commitment. Moreover, brand love and brand commitment have a significant positive impact on positive word of mouth. But

the impacts of brand image and brand love on brand commitment are rejected. Also, brand image has a significant positive impact on brand love.

(2-4): Study Contribution to Knowledge

To clarify what distinguishes the current study from previous studies, some comparisons have been made, which are presented as follows:

1. **Environment:** Most previous studies have been carried out in different countries outside the Arab region. The current study will be carried out in Jordan, as one of the Arab region countries.

2. **One of** the rare studies to conduct the Factors affecting the word of mouth on telecommunication services providers in Amman up to the researcher knowledge.

3. **Purpose:** most of the previous research works were conducted to measure the impact of brand image on brand love, on word of mouth, few studies were carried out to study the Factors affecting the word of mouth on telecommunication services providers in Amman.

4. **Comparison:** The researcher will compare results of his work with the results of previous studies mentioned earlier to highlight similarities and differences that might be there.

CHAPTER THREE

Study Methodology

Method and Procedures

(3-1): Introduction

(3-2): Study Methodology

(3-3): Study Population

(3-4): Study Sample

(3-5): Personal and Occupational Characteristics

(3-6): Study Tools and Data Collection

(3-7): Validity and Reliability

(3-8): Study Variables

(3-9): Statistical Treatment

(3-10): Normal Distribution of Study Variables

(3-1): Introduction

In this chapter the researcher will describe in details the methodology used in this study, the study population and its sample. After that, the researcher describe the study unit of analysis, Personal and Occupational Characteristics, explain the study tools, the way of data collections and Study Variables. After that, the researcher will discuss the Validity and Reliability, statistical treatment that is used in the analysis of the collected data. Then the researcher has tested the Normality of the study variables.

(3-2): Study Methodology

This study is descriptive, quantitative in nature, aiming to investigate the Factors affecting the word of mouth on telecommunication services providers in Amman. More specifically, the study intends to empirically investigate the mediating effect of brand image and brand love in the relationship between Social influence and Word of Mouth. Neuma (2003) Investigation research was deemed the most suitable technique of measuring the quantitative data. Leedy and Ormrod (2005) defined Investigation research as research include gathering of information about the subject of the object to be measured from the members of the study sample and analyzing their responses to a set of predetermined questions. It starts with literature review that explores the independent variable of the study and their effect on project success. Then, a panel of judges will be conducted to confirm the items to be included in the questionnaire will be carried out. Empirical data were collected and analyzed through a quantitative investigate approach. This approach was chosen because the current study was concerned with testing the validity and discerning the suitability of the constructed evaluatory model. Finally, the data treated through Statistical Package for Social Sciences (SPSS V.22) and (Amos V.22). Finally, the results will be compared with previous researches work.

(3-3): Study Population

The study population consisted of all mobile telecommunications customers in Amman capital which is Umniah, Zain and Orange.

(3-4): Study Sample

The study sample is convenience and consisted of (550) customers.

(3-5): Personal and Occupational Characteristics

After distributing (550) questionnaires on study sample. A total of (523) from (550) answered questionnaires were retrieved, of which (19) were invalid, Therefore, (504) answered questionnaires from study unit of analysis were valid for study.

Tables (3-1); (3-2); (3-3); (3-4); and (3-5) shows the Personal and Occupational Characteristics of the study sample (Gender; Age; Educational Qualification; Job (Position) Title; and Brand).

Table (3-1)

Descriptive of the study sample according to Gender

Variable	Categorization	Frequency	Percent
Gender	Male	393	78
	Female	111	22
Total		504	100

Table (3-1) clarify the gender of the study sample, that (78%) of the study sample were male and (22%) of the study sample were female.

As well as, table (3-2) shows that the (42.5%) of the study sample range aged between 18 – 25 Years, (28%) of the study sample range aged between 25 – 35 Years, (16.5%) of the study sample range aged between 36 – 45 Years, (9.9%) of the study sample range aged between 46 – 60 Years, Finally, (3.2%) of the study sample range aged 60 Years or more.

Table (3-2)

Descriptive of the study sample according to Age

Variable	Categorization	Frequency	Percent
Age	From 18 – 25 Years	214	42.5
	From 26 – 35 Years	141	28
	From 36 – 45 Years	83	16.5
	From 46 – 60 Years	50	9.9
	60 Years or more	16	3.2
Total		504	100

Table (3-3)

Descriptive of the study sample according to Educational Qualification

Variable	Categorization	Frequency	Percent
Educational Qualification	BSc	244	48.4
	High Diploma	57	11.3
	Master	20	4
	PhD	5	1
	others	178	35.3
Total		504	100

Descriptive analysis of the Educational Qualification in the table (3-3) shows that the (48.4%) of study sample having BSc, (11.3%) of study sample having high Diploma, (4) of study sample having Master, (1%) of study sample having PhD, finally, (35.3%) of study sample having other Educational Qualification.

As well as, table (3-5) shows that the (57.9%) of the study sample were employee, (23.2%) of the study sample were free business, (16.9%) of the study sample were Unemployed, Finally, (2%) of the study sample were Housewife.

Table (3-4)

Descriptive of the study sample according to Job (Position) Title

Variable	Categorization	Frequency	Percent
Job (Position) Title	Employee	292	57.9
	Free business	117	23.2
	Unemployed	85	16.9
	Housewife	10	2
Total		504	100

Table (3-5)

Descriptive of the study sample according to Brand

Variable	Categorization	Frequency	Percent
Brand	Zain	354	70.2
	Umniah	112	22.2
	Orange	35	6.9
	Not subscribed	3	0.6
Total		504	100

Table (3-5) shows that the (70.2%) of the study sample were Zain Brand Subscribed, (22.2%) of the study sample were Umniah Brand Subscribed, (6.9%) of the study sample were Orange Brand Subscribed Finally, (0.6%) of the study sample were not subscribed.

(3-6): Study Tools and Data Collection

The current study is twofold, theoretical and practical. In the theoretical part, the researcher relied on the scientific studies that are related to the current study. Whereas in the practical side, the researcher relied on descriptive and analytical methods using the practical manner to collect, analyze data and test hypotheses.

The data collection, manners of analysis and programs used in the current study are based on two sources:

1. Secondary sources: Will be collected from books, journals, theses, researches, dissertations, articles, working papers, and the Worldwide Web.

2.Primary source: Framework and questionnaire will be used to collect data for the purpose of this study, both primary and secondary data was used.

3.The data collected for the model was gathered through questionnaires. After conducting a thorough review of the literature pertaining to study variables, the researcher formulated the questionnaire for this study.

The questionnaire instrumental sections are as follows:

Section One*:* **Personal and Occupational Characteristics**. The Personal and Occupational Characteristics information was collected with closed-ended questions, through (5) Characteristics (Gender; Age; Educational Qualification; Job (Position) Title; and Brand).

Section Two: **Social Influence.** This section was measured the Social Influence through (6) items from item number (1) to item number (6).

Section Three: **Brand Image.** This section was measured the Brand Image through (7) items from item number (7) to item number (13).

Section Four: **Brand Love.** This section was measured the Brand Image through (12) items from item number (14) to item number (25).

Section Five: **Word of Mouth.** This section was measured the **Word of Mouth** through (18) items from item number (26) to item number (43).

All items of the questionnaire were measured on a Likert scale as follows:

Strongly Agree	Agree	Somewhat Agree	Neutral	Somewhat Disagree	Disagree	Strongly Disagree
7	6	5	4	3	2	1

(3-7): Validity and Reliability

(3-7-1): Face Validity

To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research constructs was thoroughly performed by academic reviewers from Middle East University and other universities specialized in faculty and practitioners Business Administration, Marketing. Some items

were added, while others were dropped based on their valuable recommendations. Some others were reformulated to become more accurate to enhance the research instrument. The academic reviewers are (9) and the overall percentage of respond is (100%), (see appendix "1").

(3-7-2): Construct Validity

(3-7-2-1): Exploratory Factor Analysis

To assess construct validity, Exploratory Factor Analysis (EFA) was performed. The components of the Social Influence, Brand Image, Brand Love and Word of Mouth constructs were tested in order to confirm the variables of the concept which have been defined and to indicate which of the items are most appropriate for each variable (Sekaran & Bougie, 2010). To conduct the EFA, four assumptions were followed (Hair et al., 2010):

1- Sampling adequacy (Kaiser-Meyer-Olkin measure greater than 0.3).

2- The minimum Eigen value for each factor to be one.

3- A factor loading of 0.30 for each item as the threshold for item retention.

4- Varimax rotation was used. Kaiser's measure of sampling adequacy (KMO).

For Social Influence exploratory factor analysis, the KMO measure was (0.832), Bartlett's test of Sphericity Chi-square $\chi2$ was statistically significant ($p \leq 0.00$) in all cases. Based on that, factor analysis is important for data analysis in all instances. In addition to that, eigen values for the resulting factors in the cases of all constructs were greater than one (1), and all items had loadings greater than (0.3). Fulfilling the aforementioned assumptions, Social Influence emerged explaining 51.348% of the total variance. All 6 items with numbers (1, 2, 3, 4, 5, 6) originally developed to measure the Social Influence was loaded on one factors.

Tables (3-6) show the results of EFA for the Social Influence.

Table (3-6)

Exploratory Factor Analysis results for Social Influence

	Questions	Social Influence
1	Before subscribing to a mobile operator, it is important to know what brands will make good impression on others	0.738
2	My friends and I tend to buy the same brands	0.633
3	Before purchasing a mobile operator products, it is important to know what kinds of people buy certain brands products	0.800
4	Before purchasing a mobile operator products, it is important to know what others think of people who use certain brands products	0.845
5	I like to know what branded products make good impressions on others	0.811
6	I actively avoid subscribing to a mobile operator that are not in style	0.352

For Brand Image exploratory factor analysis, the KMO measure was (0.774), Bartlett's test of Sphericity Chi-square χ2 was statistically significant ($p \leq 0.00$) in all cases. Based on that, factor analysis is important for data analysis in all instances. In addition to that, eigen values for the resulting factors in the cases of all constructs were greater than one (1), and all items had loadings greater than (0.3). Fulfilling the aforementioned assumptions, Brand Image emerged explaining 41.022% of the total variance. All 7 items with numbers (7, 8, 9, 10, 11, 12, 13) originally developed to measure the Brand Image was loaded on one factors.

Tables (3-7) show the results of EFA for the Brand Image.

Table (3-7)

Exploratory Factor Analysis results for Brand Image

	Questions	Brand Image
7	When deciding to subscribe to a telecommunication product, I consider the Fashionable and trendy	0.736
8	When deciding to subscribe to a telecommunication product, I consider the Reputation for quality	0.720
9	When deciding to subscribe to a telecommunication product, I consider the Sophisticated	0.764
10	When deciding to subscribe to a telecommunication product, I consider the Well-known and prestigious	0.808
11	In comparison to other brand services, this brand has high quality	0.522
12	This brand services has a rich history	0.427
13	Customers (we) can reliably predict how this brand services will perform	0.348

For Brand Love exploratory factor analysis, the KMO measure was (0.924), Bartlett's test of Sphericity Chi-square $\chi 2$ was statistically significant ($p \leq 0.00$) in all cases. Based on that, factor analysis is important for data analysis in all instances. In addition to that, eigen values for the resulting factors in the cases of all constructs were greater than one (1), and all items had loadings greater than (0.3). Fulfilling the aforementioned assumptions, Brand Love emerged explaining 56.824% of the total variance. All 12 items with numbers (14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25) originally developed to measure the Brand Love was loaded on one factors.

Tables (3-8) show the results of EFA for the Brand Love.

Table (3-8)

Exploratory Factor Analysis results for Brand Love

	Questions	Brand Love
14	This is a wonderful brand	0.549
15	This brand makes me feel good	0.741
16	This brand is totally awesome	0.795
17	I love this brand	0.810
18	This brand is a pure delight	0.770
19	I'm very attached to this brand	0.834
20	I am passionate about this brand	0.803
21	In truth, the love I have for this brand required friendship first	0.776
22	I expect to always be friends with this brand	0.772
23	The love I have for the brand is the best kind because it grew out of a long friendship	0.785
24	The friendship with the brand merged gradually into love over time	0.702
25	I may make necessary sacrifices to stay with the brand	0.663

For Word of Mouth exploratory factor analysis, the KMO measure was (0.924), Bartlett's test of Sphericity Chi-square $\chi2$ was statistically significant ($p \leq 0.00$) in all cases. Based on that, factor analysis is important for data analysis in all instances. In addition to that, eigen values for the resulting factors in the cases of all constructs were greater than one (1), and all items had loadings greater than (0.3). Fulfilling the aforementioned assumptions, Word of Mouth emerged explaining 56.824% of the total variance. All 18 items with numbers (26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43) originally developed to measure the Word of Mouth was loaded on one factors.

Tables (3-9) show the results of EFA for the Word of Mouth.

Table (3-9)

Exploratory Factor Analysis results for Word of Mouth

	Questions	Word of Mouth
26	I encourage friends and family to buy this brand	0.604
27	I recommend this brand whenever anyone seeks my advice	0.597
28	If the brand been mentioned in a conversation, I would recommend this brand	0.577
29	I have actually recommended this brand to my friends and/or family	0.593
30	I often read other consumers' online product reviews to know what products/brands make good impressions on others	0.767
31	To make sure I buy the right brand services, I often read other consumers' online services reviews	0.783
32	I often consult other consumers' online services reviews to help choose the right brand services	0.785
33	I frequently gather information from online consumers' services reviews before I buy a certain brand services	0.773
34	If I don't read consumers' online services reviews when I buy a brand services, I worry about my decision	0.769
35	When I buy a brand services, consumers' online services reviews make me confident in purchasing the brand services	0.784
36	I click "Like" for this brand in order to talk up the brand to my friends	0.808
37	I click "Like" for this brand as it enhances my Facebook profile	0.779
38	I click "Like" for this brand in order to spread the good word about this brand	0.799
39	I give this brand a lot of positive word-of-mouth online	0.820
40	I have recommended this brand to lots of people	0.668
41	I "talk up" this brand to my friends	0.663
42	I try to spread the good word about this brand.	0.629
43	I give this brand tons of positive word-of-mouth advertising.	0.641

(3-7-2-2): Confirmatory Factor Analysis

Social Influence is presented by one dimension and (6) items and based on results of the confirmatory factor analysis as shown in figure (3-1),

Social Influence constructs indicate an excellent fit with Chi^2 statistic of (35.319) with DF = 9 and p < 0.000, with the Chi^2/df ratio having a value of (3.924). Arbuckle (2008) suggested that it should be less than 5 which indicating good fit. In contrast, GFI and AGFI values were 0.977 and 0.947, respectively. Both values were within acceptable limits. In addition, NFI and CFI values were 0.964 and 0.973, respectively, both values

were acceptable. These values are very close to (1.0) where a value of (1.0) indicates perfect fit (Hair, et. al., 2006). The next set of fit statistics focus on the root mean square error of approximation "RMSEA" which is (0.076). Hair, et. al., (2006) proposed that values less than (0.08) indicates good fit. With regard to factor loadings, the standardized coefficient estimates are between (0.349) and (0.843). All these are considered good which is above the acceptable level of (0.000). Figure (3-1) shows the results of the confirmatory factor analysis to Social Influence.

Figure (3-1)

Results of the confirmatory factor analysis to Social Influence
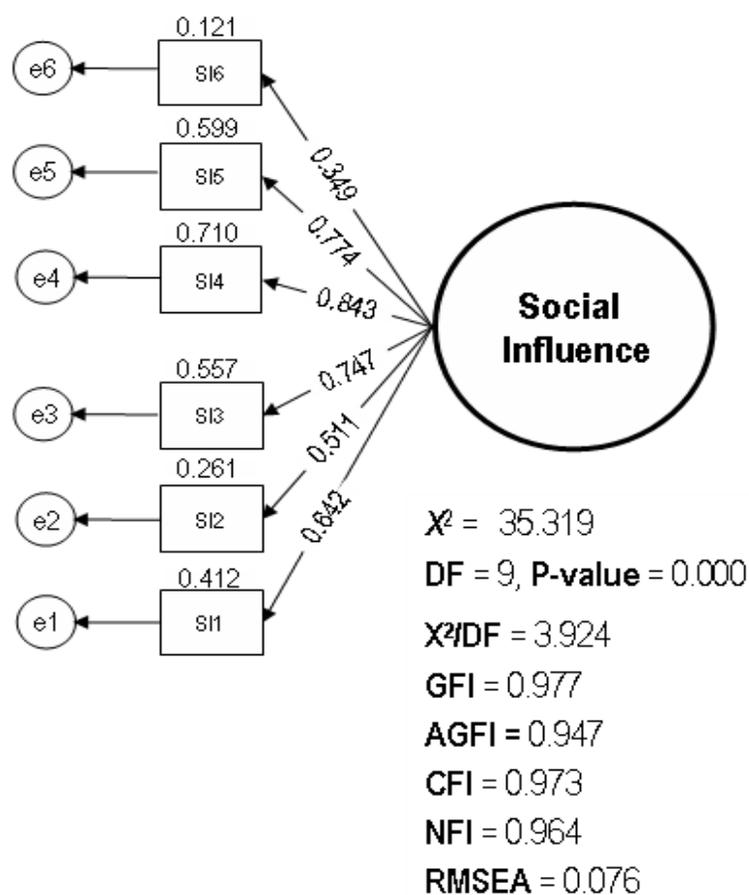
Based on the analysis, the researcher found that all of the standardized loadings were over (0.30) as Janssens, et. al., (2008) argue that the factor loading for each latent variable be equal to or greater than (0.30), and must also be significant.

Brand Image is presented by one dimension and (7) items and based on results of the confirmatory factor analysis as shown in figure (3-2), Brand Image constructs indicate an

excellent fit with Chi^2 statistic of (15.718) with DF = 7 and p < 0.028, with the Chi^2 /df ratio having a value of (2.245). Arbuckle (2008) suggested that it should be less than 5 which indicating good fit. In contrast, GFI and AGFI values were 0.991 and 0.965, respectively. Both values were within acceptable limits. In addition, NFI and CFI values were 0.982 and 0.990, respectively, both values were acceptable. These values are very close to (1.0) where a value of (1.0) indicates perfect fit (Hair, et. al., 2006). The next set of fit statistics focus on the root mean square error of approximation "RMSEA" which is (0.050). Hair, et. al., (2006) proposed that values less than (0.08) indicates good fit. With regard to factor loadings, the standardized coefficient estimates are between (0.303) and (0.756). All these are considered good which is above the acceptable level of (0.000). Figure (3-2) shows the results of the confirmatory factor analysis to Brand Image.

Figure (3-2)

Results of the confirmatory factor analysis to Brand Image
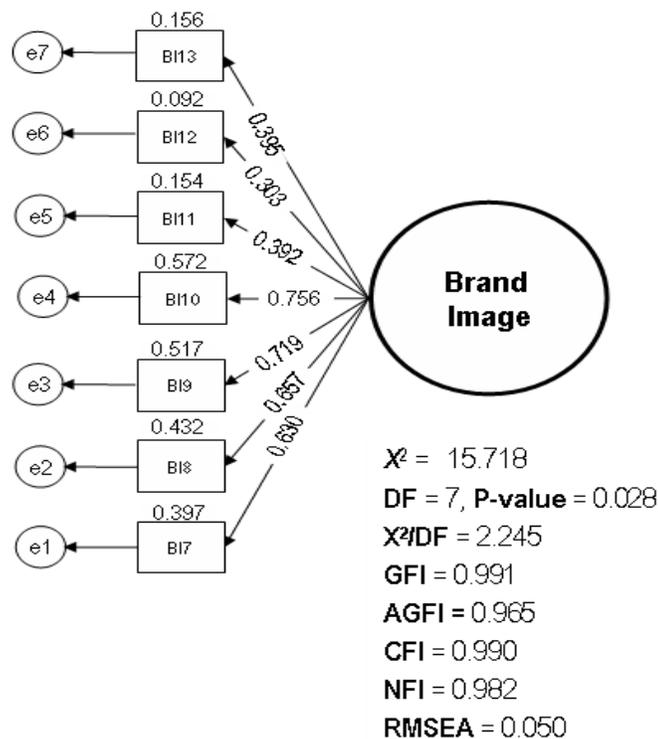
Based on the analysis, the researcher found that all of the standardized loadings were over (0.30) as Janssens, et. al., (2008) argue that the factor loading for each latent variable be equal to or greater than (0.30), and must also be significant.

Brand Love is presented by one dimension and (12) items and based on results of the confirmatory factor analysis as shown in figure (3-3), Brand Love constructs indicate an excellent fit with Chi^2 statistic of (22.306) with DF = 7 and p < 0.002, with the Chi^2 /df ratio having a value of (3.187). Arbuckle (2008) suggested that it should be less than 5 which indicating good fit. In contrast, GFI and AGFI values were 0.993 and 0.920, respectively. Both values were within acceptable limits. In addition, NFI and CFI values were 0.997 and 0.995, respectively, both values were acceptable. These values are very close to (1.0) where a value of (1.0) indicates perfect fit (Hair, et. al., 2006). The next set of fit statistics focus on the root mean square error of approximation "RMSEA" which is (0.066). Hair, et. al., (2006) proposed that values less than (0.08) indicates good fit. With regard to factor loadings, the standardized coefficient estimates are between (0.497) and (0.852). All these are considered good which is above the acceptable level of (0.000). Figure (3-3) shows the results of the confirmatory factor analysis to Brand Love.

Figure (3-3)
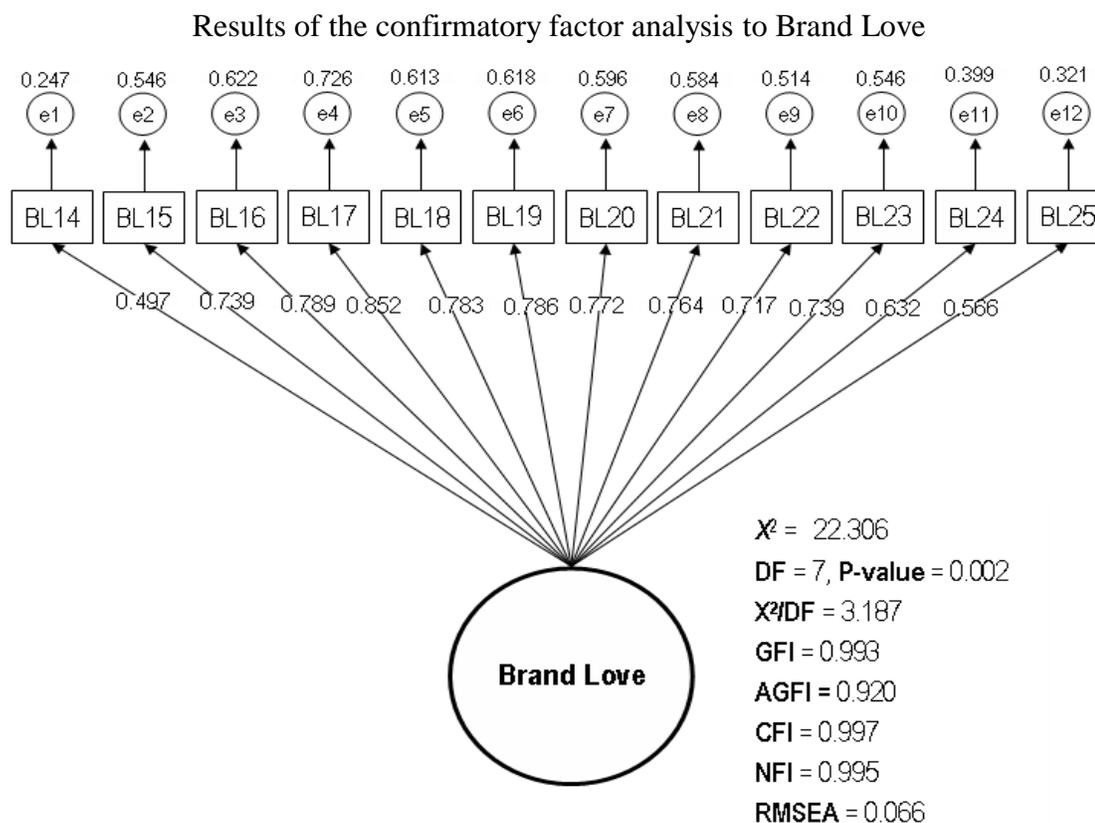
Results of the confirmatory factor analysis to Brand Love

Based on the analysis, the researcher found that all of the standardized loadings were over (0.30) as Janssens, et. al., (2008) argue that the factor loading for each latent variable be equal to or greater than (0.30), and must also be significant.

Word of Mouth is presented by one dimension and (18) items and based on results of the confirmatory factor analysis as shown in figure (3-4), Word of Mouth constructs indicate an excellent fit with Chi^2 statistic of (7.306) with DF = 7 and p < 0.000, with the Chi^2 /df ratio having a value of (1.043). Arbuckle (2008) suggested that it should be less than 5 which indicating good fit. In contrast, GFI and AGFI values were 0.900 and 0.899, respectively. Both values were within acceptable limits. In addition, NFI and CFI values were 0.915 and 0.955, respectively, both values were acceptable. These values are very close to (1.0) where a value of (1.0) indicates perfect fit (Hair, et. al., 2006). The next set of fit statistics focus on the root mean square error of approximation "RMSEA" which is (0.063). Hair, et. al., (2006) proposed that values less than (0.08) indicates good fit. With regard to factor loadings, the standardized coefficient estimates are between (0.506) and (0.707). All these are considered good which is above the acceptable level of (0.000). Figure (3-4) shows the results of the confirmatory factor analysis to Word of Mouth.

Figure (3-4)
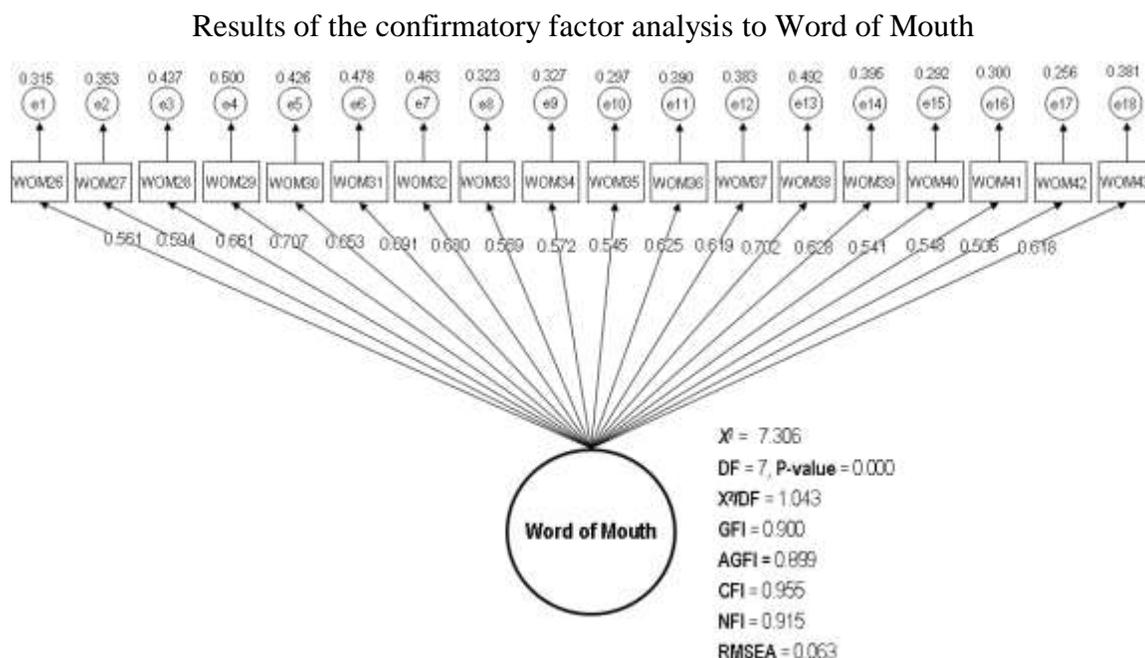
Results of the confirmatory factor analysis to Word of Mouth

Based on the analysis, the researcher found that all of the standardized loadings were over (0.30) as Janssens, et. al., (2008) argue that the factor loading for each latent variable be equal to or greater than (0.30), and must also be significant.

(3-7-3): Reliability

Cronbach's alpha, was used to determine the internal consistency reliability of the elements comprising the four constructs as suggested by Gregory (2004) Reliability should be (0.60) or higher to indicate adequate convergence or internal consistency .The results shown in Table (3-10) are acceptable levels as suggested by (Sekaran & Bougie, 2010: 184).

Table (3-10)

Reliability of Questionnaires Dimensions

No.	Variable	No of items	Cronbach's alpha Value
1	*Social Influence*	6	0.805
2	*Brand Image*	7	0.734
3	*Brand Love*	12	0.928
4	*Word of Mouth*	18	0.929
	Total	43	0.945

(3-8): Study Variables

The researcher identifies and measures the independent Variable (Social influence) through literature review based on (Kuang-peng, et al., 2012). As well as, to identify and measure the mediate Variables (Brand image) the researcher adopted the proposed idea form (Ismail & Spinelli, 2012), (Wu & Wang, 2011). (Brand love) the researcher adopted the proposed idea form (Ismail & Spinelli, 2012), (Wallace, et al., 2014).

Finally, the researcher identifies and measures the dependent Variable (Word-of-Mouth) through literature review based on (Ismail & Spinelli, 2012), (Wallace, et al., 2014) and (Fetscherin, 2014)

(3-9): Statistical Treatment

The data collected from the responses of the study questionnaire were used through Statistical Package for Social Sciences "SPSS Ver.22"³ & "Amos V.22" for analysis and conclusions. Finally, the researcher used the suitable statistical methods that consist of:

(3-9-1): Descriptive Statistics Methods

- Percentage and Frequency.
- Arithmetic to identify the level of response of study sample individuals to the study variables.
- Standard Deviation to Measure the responses spacing degree about Arithmetic Mean.
- Relative importance, assigned due to:

  The Low degree from 1- less than 2.5

  The Medium degree from 2.5 – 4

  The High degree from 4.1 and above.

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Level}}$$

$$\text{Class Interval} = \frac{7 - 1}{4} = \frac{6}{4} = 1.5$$

(3-9-2): Inference Statistics Methods

- Exploratory Factor Analysis.
- Confirmatory Factor Analysis.
- Cronbach Alpha reliability (α) to measure strength of the correlation and coherence between questionnaire items.
- Kolmogorov-Smirnov Normality Test to verify the normal distribution of variables.
- One sample t-test.
- Variance Inflation Factor and Tolerance to make sure that there are no Multicollinearity between independent variables.
- Simple Regression analysis to Measure the effect of Independent Variable on mediate Variable and dependent Variable.

- Path Analysis to measure the indirect effect of independent variables on dependent variable through the mediate variables.

(3-10): Normal Distribution of Study Variables

In order of verification of the study results, the researcher carry out the Kolmogorov – Smirnov Test, to verify the absence study data from the statistical problems that may adversely affect the results of the test study hypotheses, as is shown in the table (3-11).

Table (3-11)

Normal Distribution of Study Variables

No.	Variable	Kolmogorov – Smirnov	Sig.*	Result
1	*Social Influence*	0.806	0.908	Follows a normal distribution
2	*Brand Image*	0.661	0.711	Follows a normal distribution
3	*Brand Love*	0.700	0.774	Follows a normal distribution
4	*Word of Mouth*	0.564	0.534	Follows a normal distribution

*Distribution is normal when the significance level (0.05> α).

In view of the above table and at the significance level of ($\alpha > 0.05$) it is apparent that the distribution of all variables was normal. Where the normal distribution ratios for each variables is greater than (0.05) which is approved level in the statistical treatment of the current study.

CHAPTER FOUR
Analysis Results & Hypotheses Test

(4-1): Introduction

(4-2): Descriptive analysis of study variables

(4-3): Study of Hypotheses Test

(4-1): Introduction

According to the purpose of the research and the research framework presented in the previous chapter, this chapter describes the results of the statistical analysis for the data collected according to the research questions and research hypotheses. The data analysis includes a description of the Means, Standard Deviations for the questions of the study, Simple Regression analysis and path analysis.

(4-2): Descriptive Analysis of Study Variables

(4-2-1): Social Influence

The researcher used the arithmetic mean, standard deviation, one sample t-test, item importance and importance level as shown in Table (4-1).

Table (4-1) Clarifies the importance level of Social Influence, where the arithmetic mean for these variable ranges between (4.920 - 6.111) compared with General Arithmetic mean amount of (5.538). We observe that the highest mean for the "*I actively avoid subscribing to a mobile operator that are not in style*" with arithmetic mean (6.111), Standard deviation (1.169). The lowest arithmetic mean was for the "*Before purchasing a mobile operator products, it is important to know what kinds of people buy certain brands products*" With Average (4.920) and Standard deviation (1.704). In general, it appears that the Importance level of Social Influence in the telecommunication market in Amman from the study sample viewpoint was high.

Table (4-1)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Social Influence

No.	Social Influence	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	Before subscribing to a mobile operator, it is important to know what brands will make good impression on others	5.759	1.442	27.399	0.000	2	High
2	My friends and I tend to buy the same brands	5.609	1.343	26.887	0.000	4	High
3	Before purchasing a mobile operator products, it is important to know what kinds of people buy certain brands products	4.920	1.704	12.128	0.000	6	High
4	Before purchasing a mobile operator products, it is important to know what others think of people who use certain brands products	5.218	1.566	17.461	0.000	5	High
5	I like to know what branded products make good impressions on others	5.613	1.513	23.934	0.000	3	High
6	I actively avoid subscribing to a mobile operator that are not in style	6.111	1.169	40.531	0.000	1	High
	General Arithmetic mean and standard deviation	5.538	1.043	33.118	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.647)
t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-2) Clarifies the importance level of Brand Image, where the arithmetic mean for these variable ranges between (5.535 - 6.482) compared with General Arithmetic mean amount of (6.025). We observe that the highest mean for the "***When deciding to subscribe to a telecommunication product, I consider the Reputation for quality"*** with arithmetic mean (6.482), Standard deviation (1.002). The lowest arithmetic mean was for the "***Customers (we) can reliably predict how this brand services will perform***" With Average (5.535) and Standard deviation (1.304). In general, it appears that the Importance level of Brand Image in the telecommunication market in Amman from the study sample viewpoint was high.

Table (4-2)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Brand

Image

No.	Brand Image	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	When deciding to subscribe to a telecommunication product, I consider the Fashionable and trendy	5.932	1.256	34.538	0.000	4	High
2	When deciding to subscribe to a telecommunication product, I consider the Reputation for quality	6.482	1.002	55.567	0.000	1	High
3	When deciding to subscribe to a telecommunication product, I consider the Sophisticated	6.371	1.082	49.164	0.000	2	High
4	When deciding to subscribe to a telecommunication product, I consider the Well-known and prestigious	5.853	1.311	31.723	0.000	5	High
5	In comparison to other brand services, this brand has high quality	6.283	0.937	54.667	0.000	3	High
6	This brand services has a rich history	5.722	1.329	29.081	0.000	6	High
7	Customers (we) can reliably predict how this brand services will perform	5.535	1.304	26.438	0.000	7	High
General Arithmetic mean and standard deviation		6.025	0.735	61.821	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.647)
t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-3) Clarifies the importance level of Brand Love, where the arithmetic mean for these variable ranges between (4.565 - 6.146) compared with General Arithmetic mean amount of (5.395). We observe that the highest mean for the "***This is a wonderful bran***" with arithmetic mean (6.146), Standard deviation (1.063). The lowest arithmetic mean was for the "***I may make necessary sacrifices to stay with the brand***" With Average (4.565) and Standard deviation (1.726). In general, it appears that the Importance level of Brand Love in the telecommunication market in Amman from the study sample viewpoint was high.

Table (4-3)

Arithmetic mean, SD, one sample t-test, item importance and importance level of Brand
Love

No.	Brand Love	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	This is a wonderful brand	6.146	1.063	45.309	0.000	1	High
2	This brand makes me feel good	5.865	1.261	33.184	0.000	2	High
3	This brand is totally awesome	5.694	1.392	27.324	0.000	5	High
4	I love this brand	5.696	1.365	27.881	0.000	4	High
5	This brand is a pure delight	5.708	1.330	28.830	0.000	3	High
6	I'm very attached to this brand	5.353	1.536	19.774	0.000	6	High
7	I am passionate about this brand	5.285	1.525	18.919	0.000	7	High
8	In truth, the love I have for this brand required friendship first	5.095	1.615	15.216	0.000	9	High
9	I expect to always be friends with this brand	5.083	1.505	16.152	0.000	10	High
10	The love I have for the brand is the best kind because it grew out of a long friendship	5.035	1.613	14.412	0.000	11	High
11	The friendship with the brand merged gradually into love over time	5.218	1.462	18.700	0.000	8	High
12	I may make necessary sacrifices to stay with the brand	4.565	1.726	7.352	0.000	12	High
General Arithmetic mean and standard deviation		5.395	1.094	28.628	0.000	-	High

t- Value Tabulate at level (α ≤ 0.05) (1.647)
t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-4) Clarifies the importance level of word of mouth, where the arithmetic
mean for these variable ranges between (4.087 - 5.551) compared with General Arithmetic
mean amount of (4.828). We observe that the highest mean for the "*I recommend this
brand whenever anyone seeks my advice"* with arithmetic mean (5.551), Standard deviation
(1.171). The lowest arithmetic mean was for the "*I click "Like" for this brand as it
enhances my Facebook profile*" With Average (4.087) and Standard deviation (1.855). In
general, it appears that the Importance level of word of mouth in the telecommunication
market in Amman from the study sample viewpoint was high.

Table (4-4)

Arithmetic mean, SD, one sample t-test, item importance and importance level of word of mouth

No.	word of mouth	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	I encourage friends and family to buy this brand	5.541	1.252	27.632	0.000	2	High
2	I recommend this brand whenever anyone seeks my advice	5.551	1.171	29.726	0.000	1	High
3	If the brand been mentioned in a conversation, I would recommend this brand	5.410	1.254	25.239	0.000	3	High
4	I have actually recommended this brand to my friends and/or family	5.369	1.311	23.433	0.000	4	High
5	I often read other consumers' online product reviews to know what products/brands make good impressions on others	4.553	1.782	6.971	0.000	11	High
6	To make sure I buy the right brand services, I often read other consumers' online services reviews	4.613	1.799	7.647	0.000	9	High
7	I often consult other consumers' online services reviews to help choose the right brand services	4.535	1.777	6.766	0.000	12	High
8	I frequently gather information from online consumers' services reviews before I buy a certain brand services	4.563	1.804	7.010	0.000	10	High
9	If I don't read consumers' online services reviews when I buy a brand services, I worry about my decision	4.273	1.786	3.440	0.000	16	High
10	When I buy a brand services, consumers' online services reviews make me confident in purchasing the brand services	4.486	1.807	6.037	0.000	13	High
11	I click "Like" for this brand in order to talk up the brand to my friends	4.398	1.845	4.852	0.000	14	High
12	I click "Like" for this brand as it enhances my Facebook profile	4.087	1.855	1.656	0.000	18	High
13	I click "Like" for this brand in order to spread the good word about this brand	4.311	1.842	3.795	0.000	15	High
14	I give this brand a lot of positive word-of-mouth online	4.275	1.746	3.545	0.000	17	High
15	I have recommended this brand to lots of people	5.261	1.370	20.664	0.000	6	High
16	I "talk up" this brand to my friends	5.311	1.355	21.723	0.000	5	High
17	I try to spread the good word about this brand.	5.166	1.345	19.473	0.000	8	High
18	I give this brand tons of positive word-of-mouth advertising.	5.206	1.400	19.338	0.000	7	High
General Arithmetic mean and standard deviation		4.828	1.151	16.161	0.000	-	High

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.647)
t- Value Tabulate was calculated based on Assumption mean to item that (4)

(4-3): Study of Test Hypothesis

In this section the researcher have eight hypotheses, the first six hypothesis testing in simple regression analysis. The seven and eight hypothesis was testing through path analysis.

H₁: There is a positive significant statistical effect of the social influence on brand image in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of social influence on brand image in the telecommunication market in Amman. As shown in Table (4-5).

Table (4-5)

Simple regression analysis to ensure the effect of social influence on brand image in the telecommunication market in Amman

Dependent[Variable	Model Summary			ANOVA			Coefficients		
	(R)	(R^2)	*Adjusted (R^2)*	F Calculate	DF	Sig*	β	T Calculate	Sig*
Brand Image	0.352	0.124	0.122	70.966	1	0.000	0.352	8.424	0.000
					502				
					503				

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-5) shows the effect of social influence on brand image in the telecommunication market in Amman. The regression model achieve a high degree of fit, as reflected by "R" and "R^2" value (0.352) , (0.124), which asserted that (0.124) of the explained variation in brand image can be accounted for social influence. On the other hand, Table (4-5) for the executive data set indicated the slope value of (0.352) for the regression line. This suggested that for a one unit increase in social influence can significantly predict a (0.352) increase in brand image. As well as Table (4-5) shows that the analysis of variance of the fitted regression equation is significant with F value of (70.966). This is an indication

that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that social influence actually effected on brand image in the telecommunication market in Amman with a coefficient of (0.352). Thus, social influence actually affect on brand image. This further supported the first hypothesis.

There is a positive significant statistical effect of social influence on brand image in the telecommunication market in Amman at level (α≤0.05).

H₂: There is a positive significant statistical effect of the social influence on brand love in the telecommunication market in Amman at level (α≤0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of social influence on brand love in the telecommunication market in Amman. As shown in Table (4-6).

Table (4-6)

Simple regression analysis to ensure the effect of social influence on brand love in the telecommunication market in Amman

Dependent[Variable	Model Summary			ANOVA			Coefficients		
	(R)	(R²)	*Adjusted (R²)*	F Calculate	DF	Sig*	β	T Calculate	Sig*
Brand Love	0.300	0.090	0.088	49.759	1	0.000	0.300	7.054	0.000
					502				
					503				

  * the impact is significant at level (α ≤ 0.05)

Table (4-6) shows the effect of social influence on brand love in the telecommunication market in Amman. The regression model achieve a high degree of fit, as reflected by "R" and "R²" value (0.300) , (0.090), which asserted that (0.090) of the explained variation in brand love can be accounted for social influence. On the other hand, Table (4-6) for the executive data set indicated the slope value of (0.300) for the regression line. This suggested

that for a one unit increase in social influence can significantly predict a (0.300) increase in brand love. As well as Table (4-6) shows that the analysis of variance of the fitted regression equation is significant with F value of (49.759). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that social influence actually effected on brand love in the telecommunication market in Amman with a coefficient of (0.300). Thus, social influence actually effect on brand love. This further supported the second hypothesis.

There is a positive significant statistical effect of social influence on brand love in the telecommunication market in Amman at level (α≤0.05).

H₃: There is a positive significant statistical effect of the social influence on word of mouth in the telecommunication market in Amman at level (α≤0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of social influence on word of mouth in the telecommunication market in Amman. As shown in Table (4-7).

Table (4-7)

Simple regression analysis to ensure the effect of social influence on word of mouth in the telecommunication market in Amman

Dependent[Variable	Model Summary			ANOVA			Coefficients		
	(R)	(R^2)	*Adjusted (R^2)*	F Calculate	DF	Sig*	β	T Calculate	Sig*
Word of Mouth	0.228	0.052	0.050	27.516	1	0.000	0.228	5.246	0.000
					502				
					503				

* the impact is significant at level (α ≤ 0.05)

Table (4-7) shows the effect of social influence on word of mouth in the telecommunication market in Amman. The regression model achieve a high degree of fit, as reflected by "R" and "R^2" value (0.228) , (0.052), which asserted that (0.052) of the explained variation in word of mouth can be accounted for social influence. On the other hand, Table (4-7) for the executive data set indicated the slope value of (0.228) for the regression line. This suggested that for a one unit increase in social influence can significantly predict a (0.228) increase in word of mouth. As well as Table (4-7) shows that the analysis of variance of the fitted regression equation is significant with F value of (27.516). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that social influence actually effected on word of mouth in the telecommunication market in Amman with a coefficient of (0.228). Thus, social influence actually effect on brand love. This further supported the third hypothesis.

There is a positive significant statistical effect of social influence on word of mouth in the telecommunication market in Amman at level (α≤0.05).

H₄: There is a positive significant statistical effect of the brand image on brand love in the telecommunication market in Amman at level (α≤0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of brand image on brand love in the telecommunication market in Amman. As shown in Table (4-8).

Table (4-8)

Simple regression analysis to ensure the effect of brand image on brand love in the

telecommunication market in Amman

Dependent[Variable	Model Summary			ANOVA			Coefficients		
	(R)	(R²)	Adjusted (R²)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Brand Love	0.406	0.165	0.163	98.874	1	0.000	0.406	9.944	0.000
					502				
					503				

* the impact is significant at level (α ≤ 0.05)

Table (4-8) shows the effect of brand image on brand love in the telecommunication market in Amman. The regression model achieve a high degree of fit, as reflected by "R" and "R^2" value (0.406) , (0.165), which asserted that (0.165) of the explained variation in brand love can be accounted for brand image. On the other hand, Table (4-8) for the executive data set indicated the slope value of (0.406) for the regression line. This suggested that for a one unit increase in brand image can significantly predict a (0.406) increase in brand love. As well as Table (4-8) shows that the analysis of variance of the fitted regression equation is significant with F value of (98.874). This is an indication that the model is a good one. Since the p-value is less than (0.05), it shows a statistically significant relationship between the variables at (0.95) confidence level. The results also indicate that brand image actually effected on brand love in the telecommunication market in Amman with a coefficient of (0.406). Thus, brand image actually effect on brand love. This further supported the fourth hypothesis.

There is a positive significant statistical effect of brand image on brand love in the telecommunication market in Amman at level (α≤0.05).

H₅: There is a positive significant statistical effect of the brand image on word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of brand image on word of mouth in the telecommunication market in Amman. As shown in Table (4-9).

Table (4-9)

Simple regression analysis to ensure the effect of brand image on word of mouth in the telecommunication market in Amman

Dependent[Variable	Model Summary			ANOVA			Coefficients		
	(R)	(R²)	*Adjusted (R²)*	F Calculate	DF	Sig*	β	T Calculate	Sig*
Word of Mouth	0.042	0.002	0.000	0.888	1 502 503	0.346	0.042	0.943	0.346

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-9) shows the effect of brand image on word of mouth in the telecommunication market in Amman. The regression model achieve a poor degree of fit, as reflected by "R" and "R²" value (0.042) , (0.002), which asserted that (0.002) of the explained variation in word of mouth can be accounted for brand image. On the other hand, Table (4-9) for the executive data set indicated the slope value of (0.042) for the regression line. This suggested that for a one unit increase in brand image can significantly predict a (0.042) increase in word of mouth. As well as Table (4-9) shows that the analysis of variance of the fitted regression equation is not significant with F value of (0.888). This is an indication that the model is a poor one. Since the p-value is less than (0.05), it shows a statistically not significant relationship between the variables at (0.95) confidence level. The results also indicate that brand image actually unaffected on word of mouth in the telecommunication market in Amman with a coefficient of (0.042). Thus, brand image actually unaffected on word of mouth. This further not supported the fifth hypothesis.

There is no significant statistical effect of brand image on word of mouth in the telecommunication market in Amman at level (α≤0.05).

H₆: There is a positive significant statistical effect of the brand love on word of mouth in the telecommunication market in Amman at level (α≤0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of brand love on word of mouth in the telecommunication market in Amman. As shown in Table (4-10).

Table (4-10)

Simple regression analysis to ensure the effect of brand love on word of mouth in the telecommunication market in Amman

Dependent[Variable	Model Summary			ANOVA			Coefficients		
	(R)	(R²)	*Adjusted (R²)*	F Calculate	DF	Sig*	β	T Calculate	Sig*
Word of Mouth	0.267	0.071	0.070	38.602	1	0.000	0.267	6.213	0.000
					502				
					503				

* the impact is significant at level (α ≤ 0.05)

Table (4-10) shows the effect of brand love on word of mouth in the telecommunication market in Amman. The regression model achieve a poor degree of fit, as reflected by "R" and "R²" value (0.267) , (0.071), which asserted that (0.071) of the explained variation in word of mouth can be accounted for brand love. On the other hand, Table (4-10) for the executive data set indicated the slope value of (0.267) for the regression line. This suggested that for a one unit increase in brand love can significantly predict a (0.267) increase in word of mouth. As well as Table (4-10) shows that the analysis of variance of the fitted regression equation is not significant with F value of (38.602). This is an indication that the model is a poor one. Since the p-value is less than (0.05), it shows a statistically not significant relationship between the variables at (0.95) confidence level. The results also indicate that

brand love actually affected on word of mouth in the telecommunication market in Amman with a coefficient of (0.042). Thus, brand love actually affected on word of mouth. This further not supported the sixth hypothesis.

There is a positive significant statistical effect of brand love on word of mouth in the telecommunication market in Amman at level (α≤0.05).

H₇: There is a positive indirect significant statistical effect of brand image as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level (α≤0.05). To test this hypothesis, the researcher uses the path analysis to ensure the indirect effect of brand image on the relationship between social influence and word of mouth in the telecommunication market in Amman. As shown in Table (4-11).

From table (4-11) we observe that brand image has a mediating effect between the social influence and word of mouth in the telecommunication market in Amman. The ***Chi²*** was (2.888) at level (α ≤ 0.05), ***Chi²*** /***DF*** indicated a good fit model with a value of (1.444). Whereas the ***GFI*** was (0.935) Goodness of Fit Index approaching to one. On the same side the ***CFI*** was (0.991) Comparative Fit Index approaching to one, while the ***RMSEA*** was (0.048) approaching to zero, as Direct impact was (0.437) between social influence and brand image, (0.481) between social influence and word of mouth and (0.521) between brand image and word of mouth. Also the Indirect impact was (0.384) between social influence on word of mouth through brand image.

Table (4-11)

Path analysis test results of the mediating effect of brand image on the relationship between social influence on word of mouth

	Chi²	Chi² / df	GFI	CFI	RMSEA	Sig.*	Direct Effect		Indirect Effect	Path	T value	Sig.*
social influence on word of mouth through brand image	2.888	1.444	0.935	0.991	0.048	0.000	Social Influence on Brand Image	0.437		SI → BI	4.583	0.002
							Social Influence on Word of Mouth	0.481	0.384*	SI → WOM	6.620	0.000
							Brand Image on Word of Mouth	0.521		BI → WOM	7.053	0.000

GFI: Goodness of Fit Index must Proximity to One
CFI: Comparative Fit Index must Proximity to One
RMSEA: Root Mean Square Error of Approximation must Proximity to Zero
* Indirect effect is multiplied the values of direct effects to variables
SI: Social Influence
BI: Brand Image
WOM: Word of Mouth

The **T** value calculated coefficient effect of the first path (Social Influence → Band Image) (4.583) which is significant at level ($\alpha \leq 0.05$) while the **T** value calculated coefficient effect of the second path (Social Influence → Word of Mouth) (6.620) which is significant at level ($\alpha \leq 0.05$), finally, the **T** value calculated coefficient effect of the third path (Band Image → Word of Mouth) (7.053) which is significant at level ($\alpha \leq 0.05$).

The Squared Multiple Correlations (R^2) was (0.190) to Band Image and (0.296) Word of Mouth as shown in figure (4 – 1). This result indicates that brand image has a significant statistical indirect effect between on the relationship between social influence and word of mouth in the telecommunication market in Amman. Thus, accepted the seventh hypothesis that states:

There is a positive indirect significant statistical effect of brand image as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level (α≤0.05).

Figure (4 – 1)

Standardized effect value for Study Variables
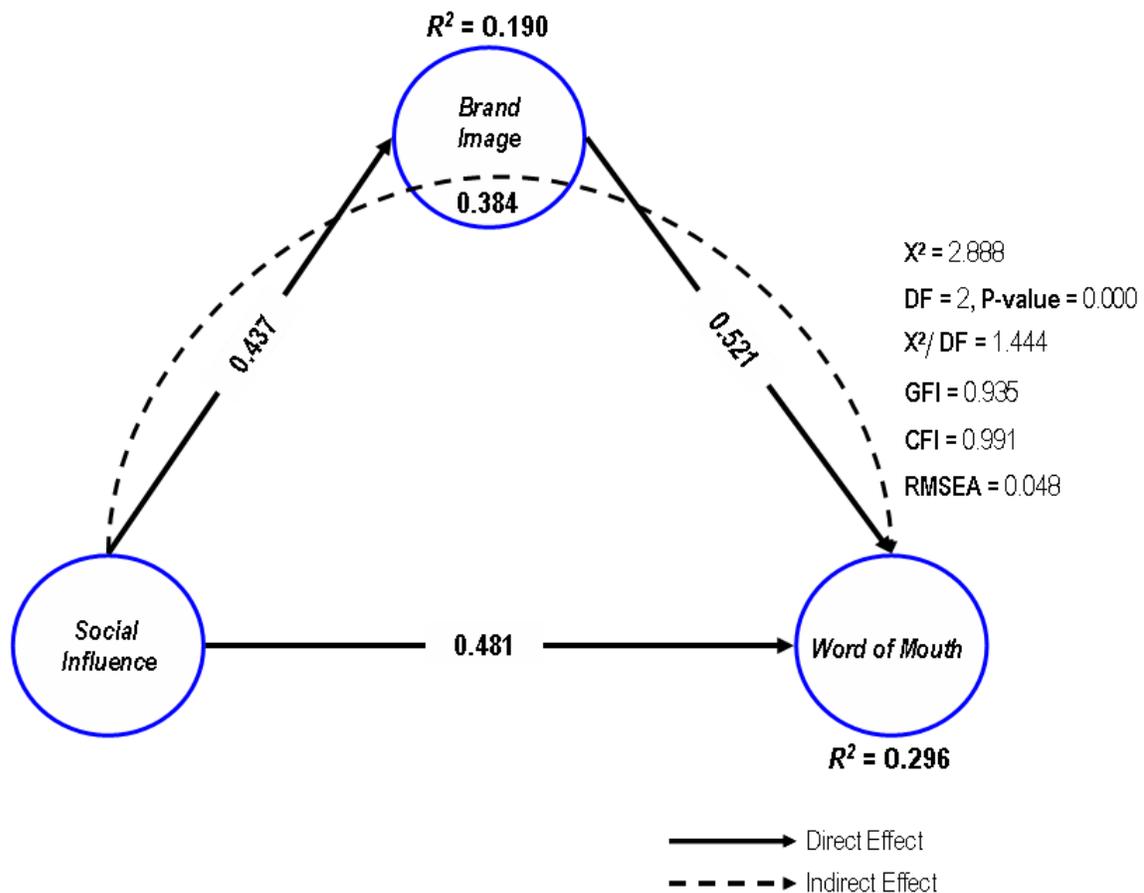
$R^2 = 0.190$

Brand Image

0.384

0.437

0.521

0.481

Social Influence

Word of Mouth

$R^2 = 0.296$

$X^2 = 2.888$
DF = 2, P-value = 0.000
$X^2/DF = 1.444$
GFI = 0.935
CFI = 0.991
RMSEA = 0.048

→ Direct Effect
- - - ▶ Indirect Effect

H₈: There is a positive indirect significant statistical effect of brand love as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level (α≤0.05).

To test this hypothesis, the researcher uses the path analysis to ensure the indirect effect of brand love on the relationship between social influence and word of mouth in the telecommunication market in Amman. As shown in Table (4-12).

From table (4-11) we observe that brand love has a mediating effect between the social influence and word of mouth in the telecommunication market in Amman. The ***Chi²*** was (8.612) at level (α ≤ 0.05), ***Chi² /DF*** indicated a good fit model with a value of (4.306). Whereas the ***GFI*** was (0.908) Goodness of Fit Index approaching to one. On the same side the ***CFI*** was (0.913) Comparative Fit Index approaching to one, while the ***RMSEA*** was (0.078) approaching to zero, as Direct impact was (0.300) between social influence and brand love, (0.162) between social influence and word of mouth and (0.218) between brand love and word of mouth. Also the Indirect impact was (0.066) between social influence on word of mouth through brand love.

Table (4-12)

Path analysis test results of the mediating effect of brand love on the relationship between social influence on word of mouth

	Chi²	Chi² / df	GFI	CFI	RMSEA	Sig.*	Direct Effect		Indirect Effect	Path	T value	Sig.*
social influence on word of mouth through brand love	8.612	4.306	0.908	0.913	0.078	0.000	Social Influence on Brand Love	0.300		SI → BI	7.061	0.002
							Social Influence on Word of Mouth	0.162	0.066*	SI → WOM	3.652	0.000
							Brand Love on Word of Mouth	0.218		BI → WOM	4.914	0.000

GFI: Goodness of Fit Index must Proximity to One
CFI: Comparative Fit Index must Proximity to One
RMSEA: Root Mean Square Error of Approximation must Proximity to Zero
* Indirect effect is multiplied the values of direct effects to variables
SI: Social Influence
BI: Brand Love
WOM: Word of Mouth

The **T** value calculated coefficient effect of the first path (Social Influence → Band Love) (7.061) which is significant at level ($\alpha \leq 0.05$) while the **T** value calculated coefficient effect of the second path (Social Influence → Word of Mouth) (3.652) which is significant at level ($\alpha \leq 0.05$), finally, the **T** value calculated coefficient effect of the third path (Band Love → Word of Mouth) (4.914) which is significant at level ($\alpha \leq 0.05$).

The Squared Multiple Correlations (R^2) was (0.090) to Band Love and (0.095) Word of Mouth as shown in figure (4 – 2). This result indicates that brand love has a significant statistical indirect effect between on the relationship between social influence and word of mouth in the telecommunication market in Amman. Thus, accepted the eight hypotheses that states:

There is a positive indirect significant statistical effect of brand love as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level (α≤0.05).

Figure (4 – 2)

Standardized effect value for Study Variables

$R^2 = 0.090$

Brand Love

0.066

0.300

0.218

$X^2 = 8.612$
DF = 2, P-value = 0.000
$X^2/DF = 4.306$
GFI = 0.908
CFI = 0.913
RMSEA = 0.078

Social Influence

0.162

Word of Mouth

$R^2 = 0.095$

→ Direct Effect
-- -- ► Indirect Effect

=
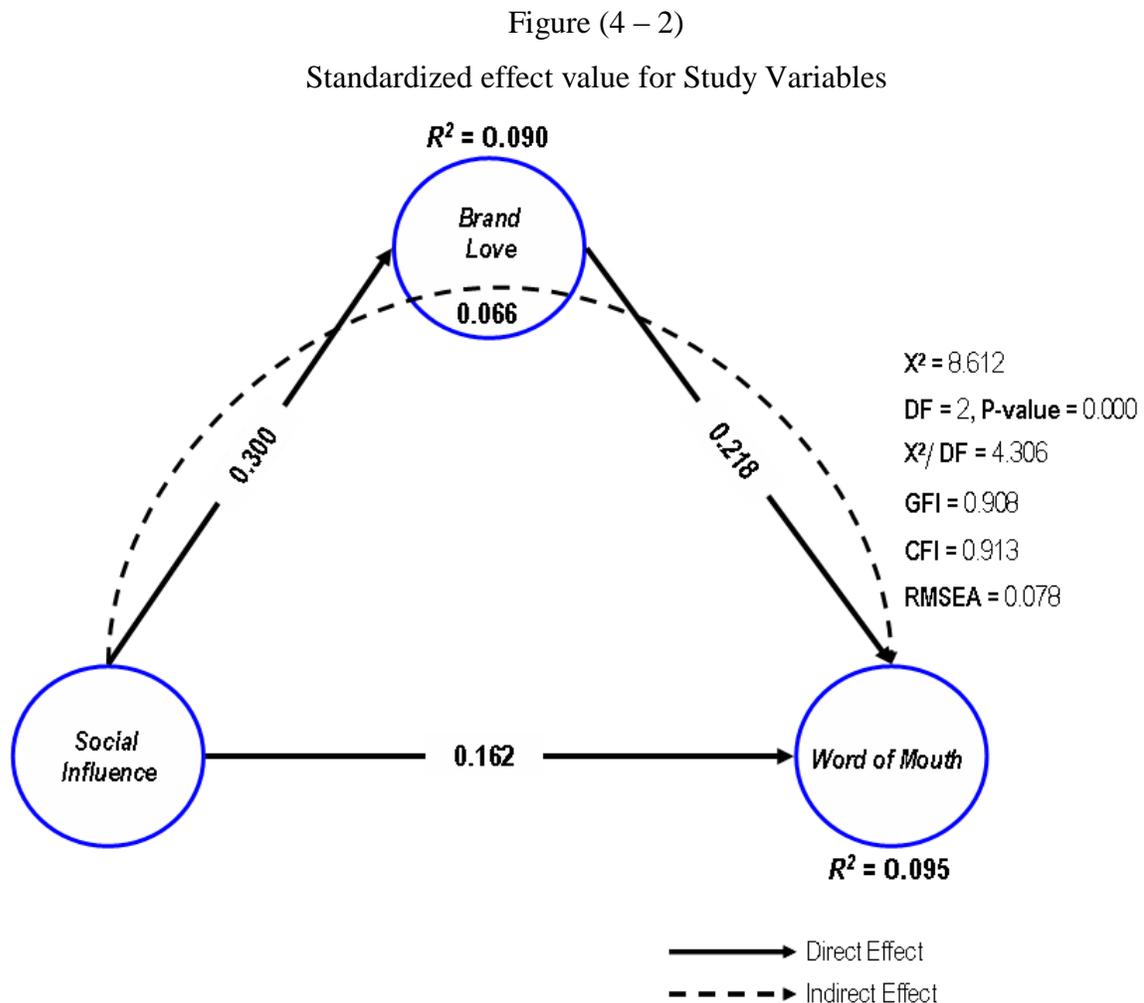
CHAPTER FIVE

Results Discussion and Recommendations

(5-1): Results Discussion

(5-2): Recommendations

(5-1): Results Discussion

This study raised a number of questions, and developed hypotheses related to the study variables. The study results answered the study questions and came up with the following conclusions.

Concerning Social Influence, results show that the importance level of Social Influence in the telecommunication market in Amman from the study sample viewpoint was high with general mean (5.538). Also, the result clarify that the importance level of Brand Image in the telecommunication market in Amman from the study sample viewpoint was high with general mean (6.025). As well as, the result show that the importance level of Brand Love in the telecommunication market in Amman from the study sample viewpoint was high with general mean (5.395). Finally, the importance level of word of mouth in the telecommunication market in Amman from the study sample viewpoint was high with general mean (4.828).

Concerning the hypothesis related to the study variables, the study came up with the following results:

There is a positive significant statistical effect of social influence on brand image in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

This result consistent with Arslan & Zaman (2014) study results that revealed normative and informative susceptibility have positive effect on brand image.

There is a positive significant statistical effect of social influence on brand love in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

This result consistent with Wallace, et al, (2014) study results that revealed consumers who engage with socially self-expressive brands are more likely to accept wrongdoing from a brand.

There is a positive significant statistical effect of social influence on word of mouth in the telecommunication market in Amman at level ($\alpha \leq 0.05$).

This result consistent with Wallace, et al, (2014) study results that revealed there is a positive relationship between the self-expressive nature of brands "liked" and brand love.

There is a positive significant statistical effect of brand image on brand love in the telecommunication market in Amman at level (α≤0.05).

This result consistent with Yulisar & Sutikno (2013) study results that revealed the brand image have positive impact on brand love.

There is no significant statistical effect of brand image on word of mouth in the telecommunication market in Amman at level (α≤0.05).

This result consistent with Ismail & Spinelli (2012) study results that revealed the brand image is effected on word of mouth.

There is a positive significant statistical effect of brand love on word of mouth in the telecommunication market in Amman at level (.(0.05≥α

This result consistent with Ismail & Spinelli (2012) study results that revealed the brand love is effected on word of mouth

There is a positive indirect significant statistical effect of brand image as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level (α≤0.05).

This result consistent with Unal & Aydin (2013) study results that revealed the brand image and social self had a positive effect on brand love. As well as, consistent with Mira, et al, (2014) study results that revealed the brand image effect on word of mouth, motivation effect on word of mouth, and finally motivation effect on brand image.

There is a positive indirect significant statistical effect of brand love as a mediator on the relationship between social influence and word of mouth in the telecommunication market in Amman at level (α≤0.05).

This result consistent with Merunka (2013) study results that revealed a strong relationships between the two antecedents (trust and identification) and brand love, and between brand love and its consequences (brand commitment, positive word of mouth, and propensity to pay a higher price for the brand). As well as, consistent with Yasin & Shamim (2013) study results that revealed the brand love has partial mediation affect in the relationship of purchase intentions and word-of-mouth.

From the researcher point of view, it is essential to focus on the Social influence as a main driver for the word of mouth as well as the other variables in this study

(5-2): Recommendations

Based on the results of the study, the researcher suggests the following recommendations:

1. Telecommunication services providers should provide more focus on their brand love and how the customers perceived them as it affect the word of mouth significantly which affect their image at the customer side.

2. As the word of mouth affected significantly by the social influence, then the services providers should provide a solutions that keep communities connected strongly so they will keep recommending this brand all the time.

3. Telecommunications services providers should focus more on advertising to keep their brand always at the customer's side which will support their brand image position at the customer's minds.

4. Companies should provide more focus about what the customers are saying or writing about them as this will affect their position in the market. According to this study, customers are cautious about others recommendations and experience before making their decision.

5. However in our study the brand image is playing a major role in affecting the word of mouth, but in other studies it plays that role as per their results. Accordingly, companies should provide more care and being more close to their customers in order to create that feeling with their customers.

6. Companies should provide more care for the customer care and after sales services as they provide more confidence for the customers and they feel safe which will influence the WoM.

References

1. Aaker, D. (1996). **Building Strong Brands**. The Free Press, New York, NY.

2. Aaker, D. (2007). **Strategic Market Management**. Hoboken, NJ: John Wiley & Sons.

3. Ahuvia, A. (1993), I love it! Towards a unifying theory of love across diverse love objects. **PhD Dissertation**, Northwestern University, Evanston, IL.

4. AL-Azzam, A. (2014). Evaluating Effect of Social Factors Affecting. Consumer Behavior in Purchasing Home Furnishing Products in Jordan. **British Journal of Marketing Studies**, 2 (7): 80-94

5. Albert, N & Merunka, D. (2013). The role of brand love in consumer-brand relationships. **Journal of Consumer Marketing**, 30 (3): 258 - 266

6. Albert, N; Merunka, D and Vallette-Florence, P. (2008). When consumers love their brands: exploring the concept and its dimensions. **Journal of Business Research**, 61 (10): 1062-75.

7. Amaldoss, W & Jain, S. (2015). Branding Conspicuous Goods: An Analysis of the Effects of Social Influence and Competition. **Management Science**, 61 (9): 2064–2079

8. Aron, A & Aron, E. (1986). **Love and the Expansion of Self: Understanding Attraction and Satisfaction**, Hemisphere, Washington, DC.

9. Aronson, E. (2004). **The Social Animal**. 9th edition. New York: Worth Publishers

10. Batra, R; Ahuvia, A. & Bagozzi, R. (2012), Brand love. **Journal of Marketing**, 76 (2): 1-16.

11. Bergkvist, L and Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. **Brand Management**, 7(7): 504-518.

12. Bian, X & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits. **European Journal of Marketing**, 45 (1/2): 191 – 216

13. Blennsjö, L & Stenberg, O. (2014). Electronic Word of Mouth and its Effects on the Consumer Purchasing Decision. **Unpublished Master Thesis**, Luleå University of Technology.

14. Brown, J; Broderick, A. & Lee, N. (2007). Word of mouth communication within online communities: Conceptualizing the online social network. **Journal of interactive marketing**, 21(3): 2 – 20.

15. Brown, T; Barry, T; Dacin, P & Gunst, R. (2005). Spreading the word: antecedents of consumers' positive word-of-mouth intentions and behaviours in a retailing context. **Journal of Academy of Marketing Science**, 33 (2): 123-38.

16. Carroll, B & Ahuvia, A. (2006). Some antecedents and outcomes of brand love. **Marketing Letters**, 17 (2): 79-90.

17. Cho, E. (2011). Development of a brand image scale and the impact of love marks on brand equity. **PhD thesis**, Iowa State University

18. Deler, S; Broekhuizen, T & Jager, W. (2008). The Effect of Social influence on Market inequalities in the motion picture industry. **Advances in Complex Systems**, 11 (2): 273–287

19. Dobni, D & Zinkhan, G. (1990). In search of Brand Image: a foundation analysis. **Advances in Consumer Research**, 17 (1): 110-119.

20. Dobni, D. and Zinkhan, G. (1990). **In search of Brand Image: a foundation analysis**, In Goldberg, M.E., Gorn, G. and Pollay, R.W. (Eds), Advances in Consumer Research, Association of Consumer Research, New Orleans, LA.

21. Elaine, W; Isabel, B & Leslie, D. (2014). Consumer engagement with self-expressive brands: brand love and WOM Outcomes. **Journal of Product & Brand Management**, 23 (1): 33 - 42

22. Fehr, B. (1988). Prototype analysis of the concepts of love and commitment. **Journal of Personality and Social Psychology**, 55 (4): 557-79.

23. Ferguson, R; Paulin, M & Bergeron J. (2010). Customer sociability and the total service experience. **Journal of Service Management**, 21 (1): 25 – 44.

24. Ferguson, R. (2008). Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing. **Journal of Consumer Marketing**, 25 (3): 179-182.

25. Fetscherin, M; Boulanger, M; Filho, C & Souki, Q. (2014). The effect of product category on consumer brand relationships. **Journal of Product & Brand Management**, 23 (2): 78 – 89.

26. Ganusauskaitė, R. (2014). Improving "Ryanair" brand image in Europe. **Bachelor Thesis**, Vilnius, ISM University of Management and Economics.

27. Ghodeswar, B. (2008). Building brand identity in competitive markets: a conceptual model. **Journal of Product & Brand Management**, 17(1): 4-12.

28. Gilly, C; John, G; Mary, F & Laura, J. (1998). A Dyadic Study of Interpersonal Information Search. **Journal of the Academy of Marketing Science**, 26 (2): 83-100.

29. Godes, D; Dina, M; Yubo, C; Sanjiv, D; Chrysanthos, D; Bruce, P; Barak, L; Subrata, S; Mengze, S and Peeter, V. (2005). The Firm's Management of Social Interactions. **Marketing Letters**, 16 (3-4): 415-428.

30. Halloran, T. (2014). The Eight Phases of Brand Love. **Harvard business Review,** Feb.

31. Hamilton, M & Xiaolan, S. (2007). Actual Self and Ideal Brand Image: An Application of Self-congruity to Brand Image Positioning. Paper presented at the annual meeting of the International Communication Association, Sheraton New York http://www.allacademic.com/meta/p14451_index.html.

32. Hans, R; Peter, C. & Tammo H. (2014). Dynamic Effects of Social Influence and Direct Marketing on the Adoption of High-Technology Products. **Journal of Marketing**, 78 (2): 52-68.

33. Harrison-Walker, L. (2001). E-complaining: a content analysis of an internet complaint forums. **Journal of Service Marketing**, 15 (5): 397-412.

34. Hartmann, R; Puneet, M; Harikesh, N; Matthew, B; Peter, D; David, G; Kartik, H & Catherine, T. (2008). Modeling Social Interactions: Identification, Empirical Methods and Policy Implications. **Marketing Letters**, 19 (3-4): 287-304.

35. Hatfield, E & Sprecher, S. (1986). Measuring passionate love in intimate relationships. **Journal of Adolescence**, 9 (4): 383-410.

36. Hawkins, D; Best, R & Coney, K. (2004). **Consumer Behavior: Building Marketing Strategy**, 9th ed., McGraw-Hill, Boston, MA.

37. Herzog, H. (1963). **Behavioral science concepts for analyzing the consumer**, Marketing and the Behavioral Sciences, in Bliss, P. (Ed.), Allyn and Bacon Inc, Boston, MA: 76-86.

38. Ismail, A & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth", **Journal of Fashion Marketing and Management: An International Journal**, 16 (4): 386 - 398

39. Kapferer, J. (1997). **Strategic Brand Management: Creating and Sustaining Brand Equity Long Term**, 2nd ed., Kogan Page Limited, London.

40. Keller, K; Heckler, S & Houston, M. (1998). The effects of brand name suggestiveness on advertising recall. **Journal of Marketing**, 62 (1): 48-57.

41. Keller, L & Lehmann, D. (2006). Brands and branding: Research findings and future priorities. **Marketing Science**, 25(6): 740-759.

42. Keller, L. (1998). **Strategic Brand Management: Building, Measuring and Managing Brand Equity**, London: Prentice Hall International.

43. Keller, L. (2008). **Strategic Brand Management: Building, Measuring, and Managing Brand Equity**, 3rd ed.,. Upper Saddle River, NJ: Prentice Hall.

44. Ken, B; Beverley, S & Frances, O. (2002). Effect of social influence on repurchase intentions. **Journal of Services Marketing**, 16 (6): 503 - 514

45. Kim, H; Lee, E & Hur, W. (2012). The Normative Social Influence on Eco-Friendly Consumer Behavior: The Moderating Effect of Environmental Marketing Claims. **Clothing and Textiles Research Journal**, 30, (1): 4-18.

46. Kotler, P & Armstrong, G. (2006). **Principles of Marketing,** 11th ed., Prentice Hall. USA.

47. Koubaa, Y. (2008). Country of origin, brand image perception, and brand image structure. **Asia Pacific Journal of Marketing and Logistics**, 20 (2): 139-155.

48. Lee, J. (1977). A typology of styles of loving. **Personality and Social Psychology Bulletin**, 3 (2): 73-182.

49. Maisam,S & Mahsa, R. (2016). Positive Word of Mouth Marketing: Explaining the Roles of Value Congruity and Brand Love. **Journal of Competitiveness**, 8 (1): 19 – 37.

50. Malik, E; Ghafoor, M & Iqbal, H. (2012). Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication Sector. **International Journal of Business & Social Science**, 3 (23): 123 – 129

51. Mangleburc, T; Doney, P. & Bristol, T. (2004). Shopping with friends and teens' susceptibility to peer influence. **Journal o f Retailing**, 80: 101-116.

52. Mangold, W & Faulds, D. (2009). Social media: The new hybrid element of the Promotion Mix. **Business Horizons**, 52(4): 357-365.

53. Mira, A; Leylan, L; Panahandeh, A & Abbaslu, I. (2014). The Role of Excitement and Brand Image in Word of Mouth. **European Journal of Business and Management**, 6 (17): 170 – 177

54. Nandan, S. (2005). An exploration of the brand identity–brand image linkage: A communications perspective. **Journal of Brand Management**, 12(4): 264-278.

55. Oriña, M, Wood, W & Simpson, J. (2002). Strategies of influence in close relationships. **Journal of Experimental Social Psychology**, 38: 459–472.

56. Riesenbeck, H & Perrey, J. (2007). **Power Brands: Measuring, Making, Managing Brand Success**, New Jersey, NY: Wiley.

57. Riezebos, R. (2003). **Brand Management**, London: Pearson Education.

58. Roberts, K. (2004). **Love marks: the Future beyond Brands**, New York, Power House Books.

59. Rubin, Z. (1973). **Liking and Loving: An Invitation to Social Psychology**, Holt, Rinehart & Winston, New York, NY.

60. Samiei, M. (2012). The effect of electronic word of mouth on brand image and purchase intention. **Marketing Intelligence & Planning**, 30 (4): 460 – 476

61. Sheth, J & Parvatiyar, A. (1995). Relationship marketing in consumer markets: antecedents and consequences. **Journal of the Academy of Marketing Science**, 23 (4): 255-271.

62. Shimp, T & Madden, T. (1988). Consumer-object relations: a conceptual framework based analogously on Sternberg's triangular theory of love. **Advances in Consumer Research**, 15 (1): 163-168.

63. Shukor, S. (2011). Antecedents and Outcomes of social influences: The case of British Muslims in the UK. **PhD thesis**, Cardiff University.

64. Silverman, G. (2001). **The Secrets of Word-of-Mouth Marketing**, Amacom. New York.

65. Spinelli, A. (2012). Effects of brand love, personality and image on word of mouth. **Journal of Fashion Marketing and Management: An International Journal**, 16 (4): 386 398.

66. Srivastava, M & Kamdar, R. (2009). Brand Image formation as a function of involvement and familiarity. **Paradigm**, 13 (1): 84-90.

67. Sternberg, R. (1986). A triangular theory of love. **Psychological Review**, 93 (2): 119-35.

68. Sweeney, J; Soutar, G & Mazzarol T. (2008), Factors influencing word of mouth effectiveness: receiver perspectives. **European Journal of Marketing**, 42 (3/4): 344 - 364

69. Taraban, C & Hendrick, C. (1995). Personality perceptions associated with six styles of love. **Journal of Social & Personal Relationships**, 12 (3): 453-461.

70. Unal, S & Aydin, H. (2013). An Investigation on the Evaluation of the Factors Affecting Brand Love. **Procedia - Social and Behavioral Sciences**, 92: 76 – 85.

71. Verhoef, P; Franses, P & Hoekstra, J. (2002). The effect of relational constructs on customer referrals and number of services purchased from a multiservice provider: does age of relationship matter?". **Journal of Academy of Marketing Science**, 30 (3): 202-212.

72. Wood, W & Hayes, T. (2012). Social Influence on consumer decisions: Motives, modes, and consequences. **Journal of Consumer Psychology**, 22: 324–328

73. Yasin, M & Shamim, A. (2013). Brand Love: Mediating Role in Purchase Intentions and Word-of- Mouth. **Journal of Business and Management**, 7 (2): 101-109

74. Yavas, U & Shemwell, D. (1996). Competing for patients and profit. **Journal of Health Care Marketing**, 16 (2) 30-37.

75. Yulisar, H & Sutikno, B. (2013). Effects of Brand Love, Personality and Image on Word of Mouth: The Case of Fashion Brand among Young Consumers in Yogyakarta. **UNSPECIFIED Thesis**,

76. Zhao, M & Jinhong, X. (2011). Effects of Social and Temporal Distance on Consumers' Responses to Peer Recommendations. **Journal of Marketing Research**, 48 (3): 486-489.

77. Knox, S & Bickerton, D. (2003). The six conventions of corporate branding. **European Journal of Marketing**, 37 (7/8): 998 – 1016.

78. Graham, P; Harker, D; Harker, M & Marshall, T. (1994). Branding Food Endorsement Programs: The National Heart Foundation of Australia. **Journal of Product and Brand Management**, 3 (4): 31–44.

79. Keller, L. (2003). **Strategic brand management: Building, measuring, and managing brand equity**. 2nd., New Jersey: Prentice Hall.

80. Dawar, N. (2004). What are brands good for?. **MIT Sloan Management Review**: 31–37.

81. Schiffman, G and Kanuk L. (2007). **Consumer Behaviour**, 9th ed., Pearson Prentice Hall.

82. Evans, D; McGuire, B; Healy, E & Carley S. (2009). Sexuality and personal relationships for people with an intellectual disability Part II Staff and family carer perspectives. **Journal of Intellectual Disability Research**, 53: 913–921.

83. D'Rozario, D. (2001). The Structure and Properties of the Consumer Susceptibility to Interpersonal Influence Scale in Two Immigrant Populations in the USA. **Journal of International Consumer Marketing**, 13: 77-101.

84. Kotler, P & Pfoertsch, W. (2006). **B2B brand management**. Springer. Berlin.

85. Rio, A; Vazquez, R and Iglesias, V. (2001). The effects of brand associations on consumer response. **The Journal of Consumer Marketing** 18(4/5): 410-425.

86. Kimmel, A & Kitchen, Ph. (2014). WOM and social media: Presaging future directions for research and practice, **Journal of Marketing Communications**, 20 (1-2): 5-20.

87. Shah, S; Aziz, J; Jaffari, A; Waris, S & Ejaz, W. (2012). The Impact of Brands on Consumer Purchase Intentions. **Asian Journal of Business Management**, 4(2): 105-110.

88. Arslan, M & Zaman, R. (2014). Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan. **Research on Humanities and Social Sciences**, 4 (22): 98 – 105.

89. Wang, Y & Tasi, C. (2014). The Relationship between brand image and purchase intention: Evidence from award winning mutual funds. **The international journal of business and finance research**, 8 (2): 27-40

90. Neuman, W. (2003). **Social Research Methods**. Boston: Pearson Education.

91. Leedy, P. & Ormrod, J. (2005). **Practical research: Planning and design**. 8th edition, Upper Saddle River, NJ: Prentice Hall.

92. Sekaran, U. & Bougie, R. (2010). **Research Methods for Business: A Skill Building Approach**. 5th edition., John Wiley & Sons.

APPENDICES

(1): Names of arbitrators

(2): Questionnaire

Appendix (1)

Names of Arbitrators

No.	Name	Specialization	University
1	Prof. Dr. Asaad Abu Rumman	Marketing	Petra
2	Prof. Dr. Kamel Al Mughrabi	Business Administration	MEU
3	Prof. Dr. Mohamed Al Nuaimi	Business Administration	MEU
4	Dr. Sima Ghaleb Magatef	Marketing	Petra
5	Dr.Ahmad Ali Saleh	Business Administration	MEU
6	Dr. Ali Abbas	Business Administration	MEU
7	Dr. Soud Almahamid	Business Administration	MEU
8	Dr. Saedah Afaneh	Tourism Management	MEU
9	Dr. Salem Khanfar	Tourism Management	MEU

Appendix (2)

Questionnaire

Mr / Ms .... Greetings

The Researcher aims to carry out a study entitled "***Factors affecting the word of mouth on telecommunication services providers in Amman***". Where the study mainly aims to investigate the effect of social influence, brand love and brand image on the word of mouth.

Student	Khaldoun Mousa Sweidan	Supervisor	Prof. Dr. Laith Salman Al-Rubaiee

Personal and Occupational characteristics of the study sample

(1) *Gender*			
Male	☐	Female	☐
(2) *Age group*			
From 18 – 25 Years	☐	From 26 – 35 Years	☐
36 – 45 Years	☐	46 – 60 Years	☐
61 Years and above			
(3) *Qualification*			
Bachelor Degree	☐	High Diploma	☐
Masters	☐	PHD	☐
Others	☐		
(4) *Occupations*			
Employee	☐	Freelancer	☐
Unemployed	☐	Home wife	☐
(4) *Brand you subscribed with (multiple answers are allowed)*			
Zain	☐	Umniah	☐
Orange	☐	Not subscribed	☐

Please state your opinion in the following statement about the mobile operators services providers:

No.	Items	Answer alternatives						
		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
Social Influence								
1	Before subscribing to a mobile operator, it is important to know what brands will make good impression on others							
2	My friends and I tend to buy the same brands							
3	Before purchasing a mobile operator products, it is important to know what kinds of people buy certain brands products							
4	Before purchasing a mobile operator products, it is important to know what others think of people who use certain brands products							
5	I like to know what branded products make good impressions on others							
6	I actively avoid subscribing to a mobile operator that are not in style							
Brand Image								
7	When deciding to subscribe to a telecommunication product, I consider the following factors before that: ➢ Fashionable and trendy ➢ Reputation for quality ➢ Elegant ➢ Sophisticated ➢ Well known and prestigious							
8	In comparison to other brand services, this brand has high quality							
9	This brand services has a rich history							
10	Customers (we) can reliably predict how this brand services will perform							
Brand Love								
11	This is a wonderful brand							
12	This brand makes me feel good							
13	This brand is totally awesome							
14	I love this brand							
15	This brand is a pure delight							
16	I'm very attached to this brand							
17	I am passionate about this brand							
18	In truth, the love I have for this brand required friendship first							
19	I expect to always be friends with this brand							
20	The love I have for the brand is the best kind because it grew out of a long friendship							
21	The friendship with the brand merged gradually into love over time							
22	I may make necessary sacrifices to stay with the brand							

	Word of Mouth							
23	I encourage friends and family to buy this brand							
24	I recommend this brand whenever anyone seeks my advice							
25	If the brand been mentioned in a conversation, I would recommend this brand							
26	I have actually recommended this brand to my friends and/or family							
27	I often read other consumers' online product reviews to know what products/brands make good impressions on others							
28	To make sure I buy the right brand services, I often read other consumers' online services reviews							
29	I often consult other consumers' online services reviews to help choose the right brand services							
30	I frequently gather information from online consumers' services reviews before I buy a certain brand services							
31	If I don't read consumers' online services reviews when I buy a brand services, I worry about my decision							
32	When I buy a brand services, consumers' online services reviews make me confident in purchasing the brand services							
33	I click "Like" for this brand in order to talk up the brand to my friends							
34	I click "Like" for this brand as it enhances my Facebook profile							
35	I click "Like" for this brand in order to spread the good word about this brand							
36	I give this brand a lot of positive word-of-mouth online							
37	I have recommended this brand to lots of people							
38	I "talk up" this brand to my friends							
39	I try to spread the good word about this brand							
40	I give this brand tons of positive word-of-mouth advertising							