Electronic Word of Mouth Through Technology Acceptance Model

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ABSTRACT

The main aim of this research is to measure the factors affecting students' behaviours toward using Electronic Word of Mouth considering it a new technology. The Technology Acceptance Model is used as base to analyse the factors taking its independent variables into consideration (Perceived ease of use, Perceived Usefulness, Attitude and Behavioural Intention). This study was conducted following a defined research methodology respecting research ethics and rules and all chapters are designed to meet the main goal or aim of this research.

Four hundred questionnaires were distributed to collect data from students who are currently studying in private and public universities in Rabat, Morocco. The data collected from the questionnaires have been classified and analysed carefully. In parallel with the hypothesis, we made some tests in this study and results have been interpreted according to these hypotheses.

Results showing the six-hypothesis related to the TAM factors were accepted while only two hypotheses relating to the influence of demographic characteristics were rejected, analysis results having shown a totally different statement. This research ended with an open conclusion that states and shows that there is a positive influence of the independent variables on the students' intention to use eWOM.

Keywords: Electronic Word of Mouth (eWOM), Technology Acceptance Model (TAM), Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude (A), Behavioural Intention (BI).

ÖZ

Bu araştırmanın asıl amacı, öğrencilerin yeni bir teknoloji olduğu düşünüldüğünde, Ağız Sözü'nü Elektronik Ağız Kelimesi (eWOM) davranışlarını etkileyen faktörleri ölçmektir. Teknoloji Kabul Modeli, bağımsız değişkenlerini dikkate alan faktörleri analiz etmek için temel olarak kullanılmıştır (Algılanan Kullanım Kolaylığı (PEOU), Algılanan Kullanışlılık (PU), Tutum, Davranışsal Niyet (BI)).

Bu çalışma, araştırma etiğine ve kurallarına saygı gösteren tanımlanmış bir araştırma metodolojisi izlenerek gerçekleştirildi ve tüm bölümler bu araştırmanın asıl amacını veya amacını yerine getirmek için tasarlandı.

Şu anda Fas'ın Rabat kentindeki özel ve devlet üniversitelerinde okuyan öğrencilerden veri toplamak için dört yüz anket dağıtılmıştır. Anketlerden toplanan veriler dikkatlice sınıflandırılmış ve analiz edilmiştir. Hipoteze paralel olarak bu çalışmada bazı testler yaptık ve sonuçlar bu hipotezlere göre yorumlandı.

TAM faktörleriyle ilgili altı hipotezi gösteren sonuçlar kabul edilirken, demografik özelliklerin etkisine ilişkin sadece iki hipotez reddedilmiş, analiz sonuçları tamamen farklı bir ifade göstermiştir. Bu araştırma, bağımsız değişkenlerin öğrencilerin eWOM kullanma niyeti üzerinde olumlu bir etkisi olduğunu belirten ve gösteren açık bir sonuçla sona erdi.

Anahtar Kelimeler: Elektronik Ağız Kelimesi (eWOM), Teknoloji Kabul Modeli (TAM), Algılanan Kullanım Kolaylığı (PEOU), Algılanan Kullanışlılık (PU), Tutum, Davranışsal Niyet (BI).

DEDICATION

To my family

ACKNOWLEDGMENT

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LIST OF ABREVIATIONS

3D	Three Dimensions
3TAM	Technology Acceptance Model Third Version
A	Attitude
ANOVA	Analysis Of Variance
ARPANET	Advanced Research Projects Agency NETwork
BI	Behavioural Intention
E-CRM	Electronic Customer Relationship Management
ERP	Enterprise Resource Planning
eWOM	Electronic Word Of Mouth
IT	Information Technology
LMS	Learning Management System
MAD	Moroccan Dirhams
OECD	Organisation for Economic Co-operation and Development
PC	Personal Computer
PEOU	Perceived Ease Of Use
PhD	Doctor of Philosophy
PU	Perceived Usefulness
SAP	Systems, Applications and Products
SMB	Service Message Block
SME	Small to Medium Enterprise
SMS	Short Message Service
SPSS	Statistical Package for the Social Sciences
TAM	Technology Acceptance Model

TRA	Theory of Rational Action
WOM	Word Of Mouth

Chapter 1

INTRODUCTION

1.1 Introduction

The main objective of this study is to analyse the intention of Moroccan university students of reading and interacting with the Electronic Word of Mouth (eWOM) using the Technology acceptance Model (TAM) to examine the students' interaction with it.

Four hundred students from different universities in the Rabat region were surveyed and the whole data collected were taking into consideration.

1.2 Theoretical background

1.2.1 Technology Acceptance Model (TAM)

Technology Acceptance Model is a theory implemented in the information systems field. It helps to come up with a clear demonstration of how users are reacting toward a new launched technology and how they are going to accept it.

The theory simply draws an understanding of the relationship with different factors that might affect the user's decision to use the new technology.

We list the factors as follow:

- Perceived Ease of Use (PEOU): extent to which the user believes that using this technology will be easy and effortless. (Davis, 1989).

- Perceived Usefulness (PU): extent to which the user will believe in the benefits that this new technology could bring in return (Davis, 1989).

- Attitude (A): the attitude that users show toward a new technology.

- Behavioural Intention (BI): the engagement of the users in the use of the new technology.

1.2.2 Electronic Word of Mouth (eWOM)

The Word Of Mouth (WOM) is often defined as flows of communication, conversation, information exchange, ideas and comments between individuals (Goyette et al., 2010).

Many authors have demonstrated the effectiveness of WOM on several types of consumer responses (Beck, 2007).

The emergence of the Internet as a media and the proliferation of its use has favoured the development of the WOM in its electronic form. Communication by EWOM continues to evolve, and nowadays, consumers often use this form of communication during their purchasing process.

Some authors even claim that the effect of eWOM on consumer behaviour could be more effective and more important than that of traditional WOM (Kulmala, Mesiranta, Tuominen, 2013).

Today, the eWOM has become an indispensable tool in the mix-communication of a company.

1.3 The aims and objectives of the research

The main aim of these researches is to understand an demonstrate the relationship between factors affecting the use of eWOM in Morocco.

To evaluate these relationships, the technology acceptance model is used to come up with more defined and clear results regarding the use of the eWOM as a new technology.

1.4 Sampling procedures, data collection method

To gather and reach the most accurate possible data, a purposive sampling method has been used and data collection has been done from students only from universities in the Rabat region, in Morocco.

Before the starting of the real collection of the needed data, a pilot study was conducted first to ensure that the questionnaire is empty of any mistakes or problems. The data was collected from four hundred students and all identities were kept anonymous.

Questionnaires were generated in both languages (English and French) and were distributed in public and private situated in Rabat city in Morocco.

Questions of the questionnaire were organized as follows:

- A filter question to be sure that only respondents who are aware of the eWOM will continue answering the questionnaire.

- Questions regarding how users perceive the use of eWOM as a new technology (Perceived Ease of use).

- Questions regarding how users perceive the usefulness of the use of eWOM as a new Technology (Perceived Usefulness).

- Questions about the users' attitude toward using the eWOM as a new Technology (Attitude).

- Questions about the users' intention to use the eWOM as a new technology (Behavioural Intention).

- Demographic questions to evaluate their effects on the intention to use eWOM.

1.5 Research hypothesis

H 1: Perceived Ease of Use has a positive and significant effect on the perceived Usefulness of the EWOM.

H 2: Perceived Ease of use has a positive and significant effect on users' attitude toward eWOM.

H 3: Perceived usefulness has a positive and significant effect on users' attitude toward eWOM.

H 4: Users' attitude toward eWOM has a significant and positive effect on intention to use eWOM.

H 5: Perceived Usefulness has a positive and significant effect on intention to use eWOM.

H 6: Perceived Ease of use has a positive and significant effect on intention to use eWOM.

H7: Males and Females have different intention to use eWOM.

H8: Age, Educational Level and income have an influence on the users' intention to use eWOM.

1.6 Structure of the thesis

This study is divided into six chapters as follows:

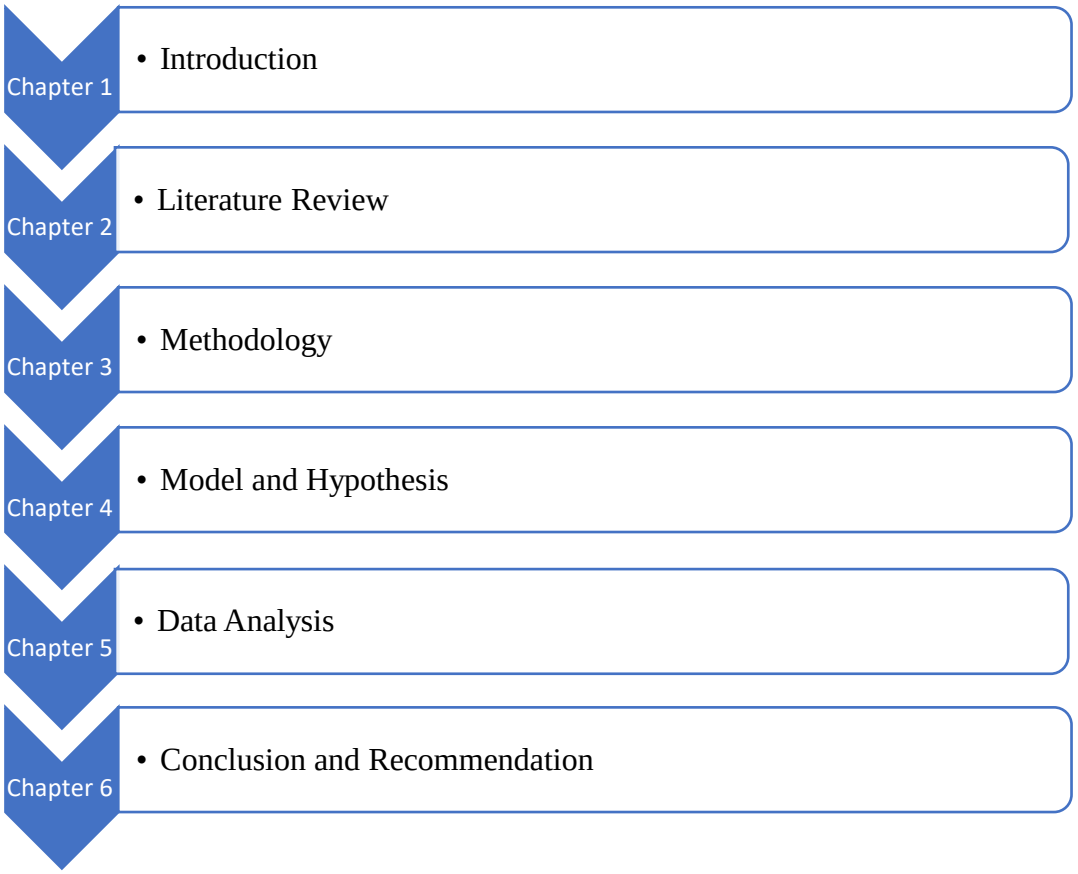

Figure 1: Structure of the thesis

This thesis contains six chapters, each chapter is related to the main subject.

Chapter one is a brief and simple introduction to the main subject of the research with a quick and brief highlight about the topic of the research.

Chapter two is a literature review that starts with a mention of the history of the development of the technology and how it affects the daily lives of humans with a mention of the role of the internet and its relationship with the new technologies. It also covers the use of technology, the behaviour of users toward new technologies and the history of the EWOM, the concept of the technology acceptance model and the adoption of the diffusion of innovation Theory. This chapter is rich of explanations and information regarding the Technology Acceptance Model, its variables and its relationships with the new technologies.

Chapter three is about the research methods suitable that should be used in the research process; how the questionnaire should be built also took a great part in this chapter since is the tool used for the collection of the data needed in this research. Sampling methods, design and ethics issues have been mentioned as well in this chapter.

In this study, chapter four was reserved to expose the research model and the hypothesis. This section is a discussion of both dependent and independent variables that it supposed to be affecting the user's intention to use the eWOM and at the end the hypothesis have been mentioned.

The analysis of the results gathered from the distribution of the questionnaires using SPSS Software have been presented in the chapter five.

Chapter six is a full chapter dedicated to the discussion of the results, recommendations for future studies and the limitations.

Chapter 2

LITERATURE REVIEW

2.1 Introduction

New technologies are an integral part of our lives. They influence our actions but also our daily lives, our relationships to others and to society.

Yesterday, it was the invention of television, CDs, internets, computers. Today we are talking about virtual reality, dealing with almost infinite masses of data with big data, 3D printing and many more.

All areas are concerned: our lifestyles, our work, human relations and organization in a more general way. The integration of new technologies is changing our models and changing the way we do things. The new generations no longer work without a screen, they speak "app" and are permanently connected.

Some say that the 21st century will be a creator of innovations far more than the previous 100,000 years. The OECD is talking about the 21st century as an "era of exciting technological progress."

In the continuity of this evolution, we notice that new technologies can also become a lever of communication or acquisition of new customers and, consequently, to be part of a true marketing strategy which allows to be at the closest of its prospects.

This evolution is also playing a major role to connect many customers from around the world with the organizations. Not only this, but customers now are able to communicate and interact between each other virtually thanks to the new technology and of course the existence of the internet.

Customers now can know more about the products before buying them and ask other users from all around the world about their experiences with it before he act of buying.

Word Of Mouth is also a phenomenon that goes from a normal traditional way to a new virtual environment thanks to the new technology and internet.

An ever-increasing number of buyers have begun communication and interacting with one another over sites like Facebook, Twitter, Pinterest and that's only the tip of the iceberg, and advancing their most loved items on these platforms. This is a great opportunity for business to be known and understand their customers, their needs and wants what satisfies and dissatisfies them; and draw a strategy to improve their products while supporting their customers relationship management.

This chapter will provide an overview about the electronic world of mouth and understanding its nature how it is different from the traditional word of mouth and its importance in marketing.

The chapter will also cover how eWOM affect consumers' behaviour using the Technology Acceptance Model developed by Venkatesh.

2.2 The Internet and the growing use of it

Internet has reformed the universe of PCs and interchanges like never. The creation of the transmit, phone, radio and PC paved the path for this uncommon incorporation of capacities. The Internet is both worldwide spread ability, a data scattering system and means of coordinated effort and collaboration among people and their PCs, paying little respect to their geographic area.

The Internet is one of the best instances of the advantages of continued venture and duty in innovative work of IT bases. Since the absolute first research on packet exchanging, government, industry and colleges have been accomplices in the development and arrangement of this innovation.

This story is intentionally brief, superficial, and incomplete. There are currently many documents on history, technology and the use of the Internet. Shelves filled with documents written on the Internet occupy practically all libraries (Cheung, Thadani, 2012).

Many of us who are engaged with the advancement and development of the Internet share their feelings about its causes and history. This story addresses four unmistakable viewpoints.

There is the innovative advancement that started with early research on bundle exchanging and ARPANET (and related technologies), an area in new research keeps on widening the skylines of foundation in different measurements, for example, scale, execution and features of the most elevated level.

There is the activity and the executive's part of a worldwide and complex operating framework. There is the social perspective, which has driven a large community of Internet clients to cooperate to make and advance technology. Finally, there is the Marketing aspect, which has changed the aftereffects of research all around.

The Internet is today a widespread IT infrastructure, the first prototype of what is often called the national (or global or galactic) IT infrastructure.

Its history is complex and includes many aspects: technological, organizational and community. Its influence affects not only the technical fields of computer communication, but also the whole society as we move more and more towards the use of online tools for community operations, e-commerce and business acquisition.

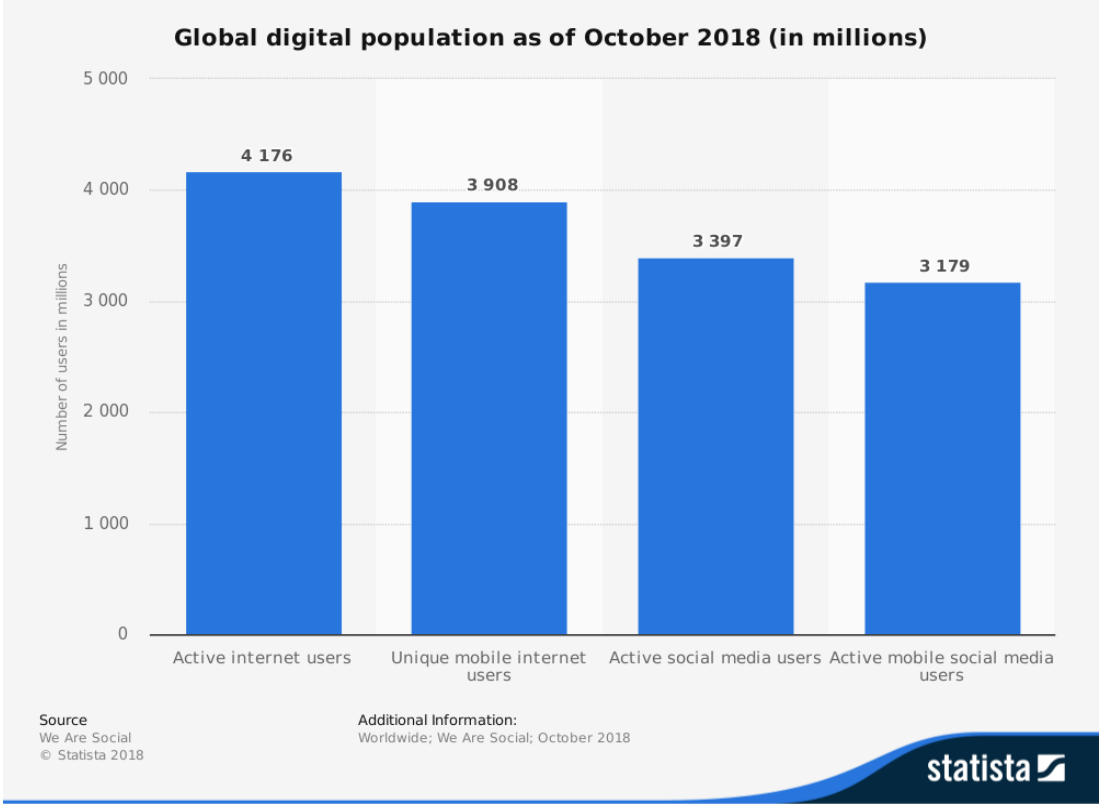

Figure 2: Global digital population as of October 2018 (Statista.2018)

2.3 The new type of marketing, the electronic marketing

2.3.1 History and evolution of E-marketing

Under the influence of digitization, the rise of the Internet and very deep socio-economic changes, the attention of consumers is becoming more and more solicited and especially hard to get. At present, the possibility for brands to exist, is challenged by these recent developments in the modes of communication.

Therefore, companies focus on the consumer and seek to bring him an adding value by building good and lasting relationships with him. To do this they do not stop offering content on the internet, via their websites or any electronic media.

2.3.2 Definition and characteristics of E-marketing

This extraordinarily effective and typically captivating way for marketers, is the subject of a generous realization of traffic to their websites and increases the visibility of the brand or company. In its simplified form, marketing is all actions designed to promote the behaviour of the consumer it is interested in and promoting it to create its own interests.

These statements range from forward to give a definition and features clear on electronic marketing.

2.3.3 Definition of E-marketing

The simplest definition of e-marketing is given by Grégory Bressols: "The process of planning and implementing the development, pricing, communication, distribution of an idea, product or service allowing create exchanges, in whole or in part using digital technologies, in coherence with individual and organizational objectives" (Grégory,1989).

According to the definition, e-marketing is about achieving marketing goals through electronic means such as websites, social networks. It's all activities a company establishes to find, attract, win and then retain customers.

E-marketing is an element of communication and marketing dealing with planning, pricing, promotion and distribution of products and services via channels electronic (internet and mobile). It is a subjacent discipline of marketing and favours the marketing of a product or service through the inventions of the new technology.

2.3.4 The most relevant objectives of E-marketing

To improve its brand image, the establishment of a notoriety operation is judged essential to raise awareness of its long-term supply. However, companies are called to lead buzz in their actions for the sole purpose of resuscitating a presence and visibility vis-à-vis its market. Increasing sales truthfully is an economic mechanism by which groups of companies strive to obtain a return on investment by encouraging purchase, to derive more added value by differentiating communication thus developing their online sales.

Also, optimizing the customer relationship through the world wide web allows as much prospecting and attracting of the clientele as promoting close beneficial relationships, and the seduction of this actor allows the firm to conquer others. The electronic management of the customer relationship (E-CRM) is one of the strategies that serves to better satisfy customers and so to gain growth and profitability.

2.3.5 The best benefits of E-marketing

E-marketing is the set of practices and formulas on the internet. The knowledge and the perfect mastery of these can represent a competitive advantage for the company.

For the advertiser, governing the site with attractive personalization, reveals the spirit of visitors. The ease of accessing the internet offers opportunities in terms of transformation and attractiveness, even more so, niche strategies become possible, measurable and testable. In prime time, advertising can cost so much that organizations take time to study it before its diffusion. The time to evolve with the Internet, the studies and promotions that cost an arm and a leg, are no longer worth the same density and the targeting is more beneficial.

2.4 Internet, social media and consumers

Many consumers nowadays are interacting together through many different websites and social media platforms such as Facebook and Twitter and they are posting, writing and sharing their reviews and opinions regarding products or services.

This is a great opportunity for business to be known and understand their customers, their needs and wants what satisfies and dissatisfies them; and draw a strategy to improve their products while supporting their customers relationship management (Nair, 2011).

To make sure the consumers are feeling valuable will help the businesses to be unique and ahead of their competitor in the market. The marketing game for business has changed complete since the appearance of the social media. Nowadays companies rely the importance of the social media and the role of it in marketing.

The fast and rapid advancement of the social media has forced academics and industries to understand the pros and cos of that advancement and look for new and effective strategies to adopt with the new situation and get good results (Reaching their main goal which is making good profits using social media as a tool) (Siamagka et al., 2015),

The booming use of the social media platforms and the increased number of customers who are using these platforms daily alerts the customers behaviour toward businesses and changed the relationship between the customers and businesses.

That fast development of the technology presented new changes on the way how business and organizations are interacting with existing and future customers (Siamagka et al., 2015). For example, in 38 years the radio finally attracted 50 million listeners while television as a new technology has taken 13 years to attract the same number of watchers. However, Facebook took only 18 months to reach 50 million users! (Nair, 2011).

According to a research published in Statista 2016, more than 1.65 billion users are active in Facebook, posting liking or sharing. In WhatsApp, almost one billion are active monthly (Statista, 2016). According to researchers, around 2.4 billion will use social media around the world in 2018 (Szolnoki et al., 2016).

The interactive feature that social media offers to users have made consumers to change their roles from simple passive observers to active participants who participate in many different actions and creating content through their interaction online.

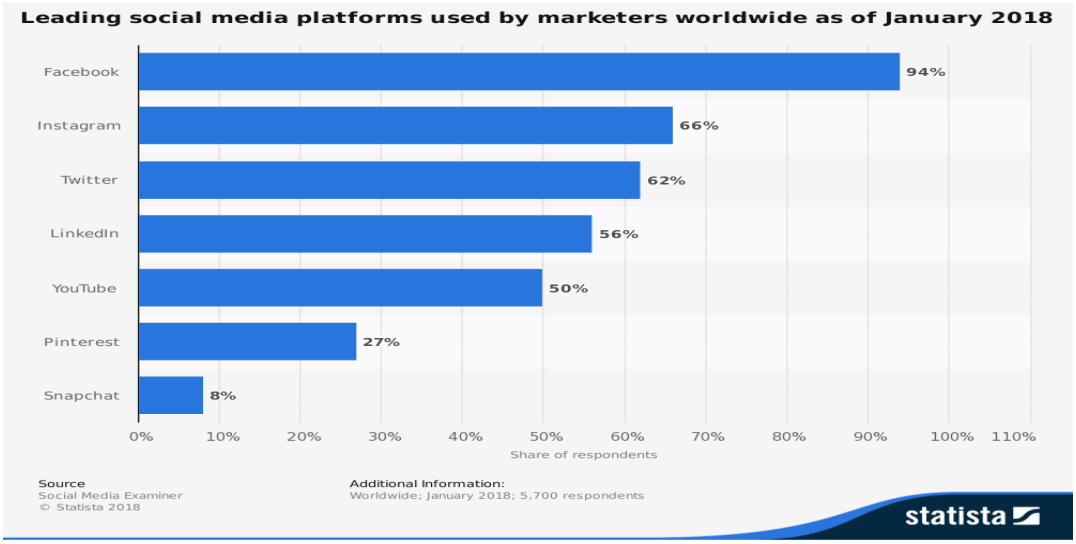

Figure 3: Leading social media platforms used by marketers worldwide as of January 2018 (Statista.2018)

2.5 The Electronic Word of Mouth (eWOM)

With the high advancement and developments of the internet, internet technologies and the successive growing of the communication via the internet, companies and customers are now interacting more often (Bickert, Schindler 2001).

Without any doubt we cannot ignore the big role that social media is playing as one of the clear results of the technological development: it brought new opportunities and possibilities to the marketers and consumers. Marketers are now able to reach their potential customers and consumers and they can easily interact with each other. In another hand, internet, and to be more specific, social media, help consumers and customers to communicate and join, which increase how often consumers talk and interact about a certain brand product or service. This phenomenon, that is usually happening online in special virtual platforms, is called the Electronic Word of Mouth in short eWOM (Hennig-Thurau et al., 2004 ; Koszinets et al., 2010).

2.5.1 Electronic Word of Mouth definition

In the classic context of marketing and based on the relational approach, word-of-mouth is defined as communication, conversation, exchange of information, ideas, comments between individuals (Anderson 1998, Kim, Han and Lee 2001). Researchers have proved its role through its power on consumers (Stambouli, Briones, 2002).

Similarly, Goyette et al. (2010) define the word-of-mouth under the communication by e-mail. The source of recommendation can be personal or impersonal.

Today, the Internet has become a powerful means of communication and a medium of choice for companies. It is used today as a tool E-Mail for Sun et al., 2006). In short, eWOM is considered like to use "interact to Electronic Change" (Riegner, 2007).

2.5.2 eWOM Vs Traditional WOM

At first glance, we can easily differentiate the eWOM and the normal traditional WOM by simply saying that both are similar, but the only difference is where and how it occurred (one virtually and another face to face), but many studies have differentiated between the two types based on four dimensions: validity, privacy, diffusion speed and accessibility.

The primary contrasts its validity as a data source (Cheung, Thadani.2012), it can impact consumer behaviour towards another product or a service (Veasna et al., 2013), because otherwise the secrecy of online messages could negatively impact consumer creditability.

Any consumer who uses eWOM more obviously wants to lower and minimise the

risks. (Hussain et al., 2017). In almost all situations, eWOM appears to be easy to achieve and doable when there is a contact with consumer (Sotiriadis, Van Zyl, 2013).

Message privacy is just one component that links the two types, again because usual WOM data is shared via private, continuous, direct eye discussions and conversations. Additionally, data shared mostly through eWOM is not private and can be shared here and there, which can be seen by strange individual people who have little knowledge of one another. In contrast, reviews are shown in various ways.

Certainly, the claim that eWOM studies are made up, customers and companies can both review them whenever; this comes in differentiation to traditional WOM, where once the message has accomplished the recipient, it tends to disappear and there is no way back to changing it (Cheung, Thadani, 2012).

Another striking distinction: the speed of the message spreading in the eWOM is faster than the normal traditional WOM and that is thanks to the internet and other technologies (Gupta, Harris, 2010).

Social Media Sites (social media) for data transfers (web - based life, sites, web journals, etc.) are what separates eWOM from the classical WOM (Cheung, Thadani, 2012). What makes eWOM unique and different from the traditional word of mouth is precisely the fact that it allows customers to spread their opinions (Cheung, Thadani.2012).

Lastly, the reviews and opinions are written, and they can stay and remain available for some time since they are written (Hennig-Thurau et al., 2004).

2.5.3 eWOM and consumers

Many studies have identified the key role played by eWOM as an online marketing mix that vigorously contributes to the improvement of the brand identity, attitude and intention of net surfers (Chatterjee, 2001 ; Tabane, Hamouda, 2013).

In the latter paragraph, there is a clear hint of the eWOM and how the data transmitted mostly by the eWOM usually affects consumers and how they connect with it now.

In many studies led by researchers on the relationship with the eWOM and consumers, researchers did find many dimensions that really impact how consumers are impacted. Gender has already played a major role in previous studies and always plays a key role in how customers make their purchasing decisions and how they interact with a certain product.

Gender is also important in the eWOM, and many studies have shown that the women consumers are much more cautious when it comes to eWOM messages. They usually look and read as much as they can of reviews and that care about the credibility of the information while men are more pragmatic while making any buying decision. Yet both men and women are affected by the credibility of the information gathered by the eWOM and really impact the intention to buy for either of them (Yi, 2012).

Several researchers have already figured out that eWOM influences the buyer's decision - making process (Lee et al., 2006). Senecal and Nantel (2004) looked at the impact of eWOM on the choice of an item via an experimental study.

Once more, Jalilvand and Samiei (2012) have said that completely different platforms,

forums, social networks and other means of online communication affect the implementation and use of services and products.

While also, eWOM is a reliable source for consumers to establish their decision - making (Jalilva, Samiei, 2012). Consumer attitudes and intentions are significantly influenced by electronic word-of-mouth communication (Xia, Bechwati, 2008). Word of mouth is now a mean of communication with enormous persuasiveness because of its credibility perception and reliability (Godes, Mayzlin, 2004 ; Jalilvand, Samiei, 2012).

The creation of the Internet, and in specific social networks, has offered Internet users the ability to interact with one another through a multiplicity of tools (Cheung, Thadani, 2012).

Tabane and Hamouda, (2013), view eWOM as a way of influencing both consumer and thus the corporation. It positively influences the purchase intention of further customers. It adds passionately to the expansion of a favourable image of the whole company and its brand and helps reduce marketing fees. Consumers' purchasing motivations are strongly affected by eWOM. This was stated by many academics (Crocker 1986, Ying, Chung 2007).

Similarly, Sen and Lerman (2007) state that eWOM, whether positive or negative, substantially impacts the surfer's attitude. For other researchers, EWOM significantly affects the purchase intention of the consumer, provided that the information collected affects the attitude more, towards the product and has a positive impact on the aim to purchase on consumers (Xiaofen, Yiling, 2009).

The literature reviewed shows that posts, recommendations and assessments of online products / services influence the consumer's purchasing intentions, brand attitudes, purchasing decisions (Park, Kim, 2008 ; Davis, Khazanc, Cheung et al., 2009).

Lee et al. (2008) argued that the opinions found online written by users are very useful to consumers and influence them positively or negatively on their intention and attitude toward the product; respecting the product / service. EWOM has an undeniable influence and effects on the image of the brand and leads indirectly to the purchase intention.

That is also a proof that make the study of Jalilvand and Samiei (2012) makes sense, we can conclude that the authors claim that the eWOM has a direct and indirect on the intention of consumers on buying the mentioned product also Tabbane and Hamouda (2013) said that there is a positive and significant relationship between eWOM and the consumer's attitude towards the product.

2.5.4 eWOM opportunities and challenges

2.5.4.1 Positive eWOM and Negative eWOM

As stated before, eWOM includes any positive or negative information made by individuals ancient, current or possibilities for such a product or business through the Internet, sharing information between the small groups of individuals in synchronous mode; eWOM is an online system that provides product information that is convincing and appropriate for potential customers, it can be said that it is impossible.

In China, for example, it is important today to claim the eWOM impact that should be measured around the Chinese online market to evaluate the brand's position.

2.5.4.2 Negative eWOM

Brand identity is an intrinsic part that the company can develop from an eWOM campaign, the implications in fulfilling the contractual obligations that consumers are called to expect support a origin of damaging rumours about the company when they are visible in social media. The most important implication is the standardization of data to effectively manage the reputation of the brand online.

Complaining and the complaining behaviour in general has been presented as one of the motives for the spread of the negative eWOM since the consumer is having a space where he/she can talk about the bad experience or touch point with any service or product thanks to the free e-communities.

These online communities are allowing the consumer to express and release his/her feelings toward the product online in order to gain intimate satisfaction. These consumers now can communicate and share their negative feelings with the rest of the group looking for a significant relief from the bad experience and that underlying a

non-satisfaction that breeds complaint behaviour, and the negative eWOM as well.

Taking Facebook as an example of a very popular space where it has been a victim of several rumours and bad buzz that netizens helped to spread through the eWOM. However, there are sites specifically adapted to the verification of information and which make studies to confirm or deny these rumours.

Nevertheless, one of the characteristics that these consumers have in common is that they are dissatisfied with an experience. This is where campaigns can be catch up, by engaging in the Web care, the companies take the modality of recovery in resolving, making excuses, and providing compensation for any failure to product or service that causes consumers to be dissatisfied.

2.5.4.3 Positive eWOM

The eWOM message itself can be disseminated from the views that the consumers infiltrate into their attitudes, from which a unique influence is attributed on the valence of negativity or positivity.

Among the different sources of communication, the eWOM is viewed the most reliable and trustworthy. Its effectiveness as an assistant for the decision-making manner for the consumer, as nicely as his understanding and reliability are of a credibility base. The similarity between people encourages the communication and leads them to share their experiences with others. Others are looking for recommendation when thinking about a new product, and despite the negative eWOM, some buyers preserve their product adoption decisions.

2.5.4.4 The five T's of eWOM

For consumers, it is important to listen to the opinions and comments of others before, during or even after their purchases. While they do this with their acquaintances, family members and friends in the traditional WOM, today they can get information that they want being close in the interaction with the consumers they do not know but with whom they share similar interests on the net. However, Andy Sernovits has put 5T as basic elements that illustrate a good word of mouth campaign.

- Talkers:

A circle of people who can be anyone who will transfer the word of mouth, like chatting agents who will be perfectly able to form and maintain a relationship with the targets.

Talkers can be under a special program or just randomly presenting the product in a certain way and transmitting information, opinions or recommendation, these people can be bloggers who are trying to present a new product and share with the rest of people information and even personal opinions about it.

- Topics:

Choosing the right flashy and handy topics that may make people interested to talk about, most of the time can be simple or good sources to build a friendly relationship with the consumers.

Presenting these topics in an interesting and good manners can be enough to motivate the talkers and help them to look through more questions and help them spread the good word of mouth online.

- Tools:

Tools are the techniques that are in the case of the eWOM are basically related to the technology and specifically internet and social media.

It is important to choose the right technique and tools that you are going to use to monitor and spread the ideas perfectly and efficiently, and to choose the right tool for the right situation.

- Taking part:

Taking section in the dialog is the hardest part for marketers. In the end, receivers expect advertisers to take part in dialogue, inspire them to discuss about their personal stories, to tackle responses to their messages or interviews, accept comments on the site, and take part in the dialogue board. Once the doorways of rumours are open, there is no way to close them. When negative feedbacks, personnel should listen and research to take over the first conversation in order to win admire and recommendations from customers and build long-term and effective reports.

- Tracking:

The last years have shown the limitless evolution of technologies that have solicited amazing tools to apprehend how word-of-mouth conversations tour between humans and how controllers can follow what the consumers say about companies. Rapid increase of blogs and communities have put a lot of consumer-to-consumer verbal conversations, which are a great deal simpler to measure. From there, these discussions can be taken to use them into the offline world. The task is to learn how to consider this consumer's real comments and use it to construct better advertising campaigns of Word Of Mouth.

As a conclusion, we can say that the spread of electronics and technologies, without any doubt, is the main reason of the continuous virtual interactions among consumers and that has magnified social media which helped eWOM to be ranked as the first largest source of information.

Indeed, new entries are increasingly available to improve the effectiveness of communication. New approaches to acquisition and conversations cause a phenomenon of interpersonal influence online since Internet users have a powerful power to influence others.

The preceding elements have a greater interest in the contextual aspects that the marketing literature that contributes to this concept. Dimensional knowledge of eWOM and its effects on organization seeks to promote its brand capital profile.

2.6 The acceptance of technology by users

No one can deny the important role that technology played in making human's life easy but still there is an issue that have been highlighted by many researchers, which is how humans are accepting the new technologies and interact with it taking into consideration how it influences them and their behaviour.

The eWOM is a new phenomenon that is practised by consumers in the internet which is obviously a new technology but before talking about the eWOM we should investigate how consumers accept or reject any new technology introduced to them.

Introducing new technologies to consumers is often a process of change and innovation that can lead to the change of how consumers will behave (purchase intention). How then to explain that a technology is accepted or diverted, or even rejected by users? What are the psychological processes and determinants that promote the actual use of technology?

The notion of using IT has an intuitive understanding, but enough frequently, measures to determine how much is being used technology are measures of frequency of use, appropriate to the intentions of the authors of the studies on this subject. This notion is nevertheless complex multidimensional and is influenced by a variety of factors both at individual rather than organizational level. The evolution of psychometric scales is going towards the introduction of qualitative, perceptual measures, capable of better capture the dimensions of use, especially in combination with quantitative.

In this context, the acceptance of a technology is the passing of use it, but also to continue to use it in time and reduction of preferred practices prior to this introduction.

Many of the studies go beyond the intention of using a technology, in conducting longitudinal studies (over time) to study fluctuations in use.

In the study of how people and consumers in general accept the technology Roger conducted a research to understand well, how this is working and according to not everyone will immediately adopt to any new technology even if it comes with clear, obvious delightful benefits. After many years of research, Rogers came up with some interesting personality traits that help to tide how people will accept a new technologies and innovations in general and he sum up everything as a cycle that explains the stages that any users of the new technologies will go through.

2.6.1 Innovators (2.5%)

First users that are usually tent to adopt to any new technology or innovation are called the Innovators and they are according to Roger a minority of 2.5%.

They are usually young, ready to take risks, very social, have a great financial lucidity (Rich) and are always updated with the newest innovations and technologies. So without any hesitations, they are willing to try and take the risk to try the new technology. Risk tolerance makes them embrace new technologies which may eventually come up short. Money related assets help assimilate these failure or dissatisfaction (Rogers.1962).

2.6.2 Early Adopters (13.5%)

This is the second quickest classification of people who adopt and accept new technology. These people have the most elevated level of opinion leadership among the other adopter types.

Early adopters are regularly more youthful in age, have a higher economic wellbeing,

have more money related clarity, propelled instruction, and are more socially forward than late adopters and more discrete in reception decisions than trend-setters. Acknowledge sensible decision of appropriation will enable them to keep up focal communication position (Rogers,1962).

2.6.3 Early Majority (34%)

People in this classification receive a new technology after a shifting level of time. This season of adoption is essentially longer than Innovators and Early Adopters. Early Majority will in general be slower in the adoption procedure, have better than expected economic stability, contact with early adopters, and only here and there hold places of opinion leadership in a framework or system (Rogers,1962).

2.6.4 Late Majority (34%)

People in this class will embrace a new technology after the normal individual from the public. These people approach an innovation with a high level of doubt and after the greater part of society has received the new technology. Late Majority are regularly distrustful around an innovation, have underneath normal societal position, almost limited financial lucidity, in contact with others in late larger part and early adopters, also a no or little opinion leadership. (Rogers,1962)

2.6.5 Laggards (16%)

People in this classification are the last to receive a new technology. In contrast to a portion of the latter classes people in this class indicate almost no feeling of authority. These people regularly have an abhorrence for change-operators and will in general be progressed in age. Laggards regularly will in general focused around "Tradition", tend to have most minimal economic wellbeing, least economic status, be the eldest people in a comparison with every single other adopter, in contact with just family and close friends, and a limited to no opinion leadership at all (Rogers,1962).

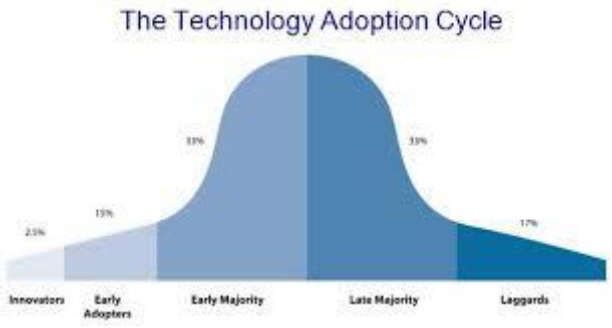

Figure 4: The technology Adoption Cycle; Rogers (1962)

2.7 The theory of diffusion of innovation

The theory of diffusion of innovation, whose basic idea is the communication, was developed by Rogers in 1983, based on a synthesis of a very large number of previous studies on this subject. This theory was developed in a context outside of the organization but even Rogers had considered as applicable also within organizations.

The theory sees the diffusion of innovation as a process taking place under the influence of the reduction of uncertainty among potential adopters, which is achieved through the communication of information on innovation using different channels of communications over time (Rogers,1983).

Rogers has identified 5 general attributes of innovations, that a significant number other studies considered significantly influencing adoption: relative advantage, which represents degree to which an innovation is seen to concur with the officially existing qualities, the necessities and past experience of customers, the multifaceted nature, speaking to the degree to which development is seen as hard to utilize, recognizability, which speaks to how much a development is perceptible by others and the testability ("trialability"), how much development can be tried before selection.

To use the theoretical bases provided by the theory of diffusion of Rogers' innovation, Moore and Benbasat (1991) add two more constructed: the image, defined as the degree to which the use of an innovation is perceived as improving the status or social position of someone in the social system (Rogers had also emphasized the importance of this concept, but he considered it as only one aspect of the relative advantage) and the voluntarism. Authors showed that there are differences between a situation of obligation and a voluntarism and that, quite often, used in studies that assume that users are willing can considered as situations in which they felt a certain degree of obligation. So, it is better to not use the current voluntarism, but the perception of the phenomenon itself (Moore, Benbasat 1991).

The resulting model, oriented towards a factorial analysis, gave results mixed, in the sense that authors could not separate the benefit factors and compatibility and that the influence of the testability factor has been significant.

They explained this result as context-dependent organizational structure of the study, believing that in a personal context, expectations are different.

One of the advantages of using the theory of diffusion of innovations is the implicit considering of the time dimension, as well as the emphasis placed on the role of society in this process.

2.8 The Technology Acceptance Model

The technology acceptance model was introduced by Davis in 1986, as an adaptation of the theory of reasoned action to model user acceptance of information systems. Its purpose is to provide an explanation of the determinants of acceptance of technology use and related technologies in a wide range of technologies and groups of users.

TAM was formulated to track the impact of external factors on beliefs, attitudes and intentions by identifying a limited number of variables suggested by previous research relating to the determinants of cognitive and affective nature of computer acceptance and using TRA theoretical basis for demonstrating the theoretical relationships between these variables.

The model is based on general two beliefs, perceived utility (or perceived usefulness) and perceived ease of use are of paramount importance for the acceptance behaviours of the use of technology.

The TAM is the theoretical model most widely applied in the field of information systems (Lee, 2003). This model, adapted from social psychology, particularly from the theory of rational action or TRA (Fishbein, Ajzen, 1975), specifies the causal link between perceived utility (PU) and perceived usability (PEOU) on the one hand, and in the other hand, "attitude, intent and actual use" (Davis, 1989).

The model therefore aims to measure the perceptions of an individual confronted with a new information technology at the time of its initial adoption or its dissemination within the organisation. This instrument is inspired by its five characteristics of innovation (Rogers, 1995) which we can sum them up as follow: the relative

advantage, Compatibility; the complexity, the opportunity to observe the results of the innovation, and the opportunity to try it.

Many studies, conducted by researchers to test the model, look for real evidences that can support or deny the usefulness of the model in explaining users' behaviour toward any new technology in different fields.

2.8.1 Variables of the TAM

The basic postulate of the TAM is that actual behaviour (Actual Behaviour) is determined by the intention to behave (Behavioural Intention). Many researches will confirm this causal link. The model looks at the antecedents of this intention and identifies two factors: attitude and subjective norm. In the TRA, external variables act only through attitude, norm, or by influencing the relative weight of one with respect to the other. Davis (1989) will highlight the importance of these mediating variables that make it possible to overcome the individual study of each of the external variables.

The TAM retains only two variables: perceived utility (PU) and perceived ease of use (PEOU). Almost all studies tested and examined the role of the three main dimensions that the model is based on , the usefulness , the ease of use and the social influence and they ended up admitting the role and importance of these dimensions in how the users of any technology are accepting the new technologies introduced to them (Alrylated al .2013)

2.8.2 Attitude, Intention and Behaviour

Two dependent variables are commonly used in adoption patterns: intention and behaviour. In past research the existence of a correlation between intention and behaviour. The former acts as a mediator between the other determinants of adoption and behaviour. While by nature, the intention is raised in the form of statements (self-

reported intention), the behaviour can, under certain conditions, be observed. In practice, many searches use the declared behaviours (Venkatesh and Brown, 2001).

In an extra-organisational context, where the choice of technology is user-driven, acceptance does not necessarily translate into adoption and use, since other technologies that are also acceptable may compete. The dependent variable selected will be the attitude towards any new technology introduced to the users for the first time.

Perceived utility and perceived ease of use are adapted from Davis (1989) and Chen (2006); the perceived usefulness of an SP-e refers to the extent to which a potential user expects an SP-e to improve its performance in the transaction. Increasing the perceived usefulness of a PE-e has a positive impact on the attitude towards the use of this system (Davis,1989)

In the other hand, the perceived usefulness, when it comes to consumers, is all about how does the outcome forms this certain technology: Is it a gain or a loss?

Perceived usefulness is defined as the limit to which a person believes that using a certain type of technology will enhance the productivity or at least there is one or two positive advantages to gain from using it (Davis et al.,1992).

The perceived ease of use refers to the degree to which a person believes that the use of a new technology will be effortless and easy. Increasing the perceived ease of use of a new technology has a positive impact on the attitude towards the use of it and the perceived usefulness of this system.

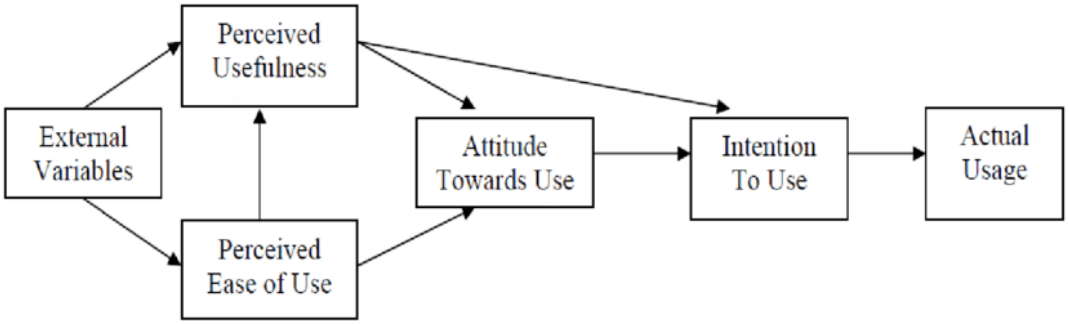

Figure 5: Technology Acceptance Model (TAM) by Davis (1992)

TAM has incontestable to be a key theoretical model in serving to know and justify the utilization, behaviour and attitude of the users of any technology or an activity that is conducted with the help of employing a technological tool like web (e-commerce) adoption.

It has been evaluated in various empirical studies and fairly verified to be of quality and to yield statistically dependable results used against alternative analysis tools. Understanding the essence of TAM can guided and helped several students and researchers to reinforce the model and develop it to install numerous and different human interplay interfaces for several and totally different shoppers, and as a result attain high adoption to the new technology utilized in any activity (e commerce).

The Technology Acceptance Model is the most known and used model to understand and predict humans' behaviour toward any new introduced technology.

Many researchers had agreed on the effectiveness of the TAM model that has been shown through statistically correct outcome of the results.

The classical version of the TAM is reinforced with adding different extensions that can cover the missing important variables such as the quality and trust.

The researchers have suggested TAM among alternative adoption areas like the comparative studies from different field is important to be conducted and green computing and cloud computing are both helpful for such studies.

In depth analysis of the different variables of the TAM have been done by employing the model in different technology adoption cases, taking e-commerce as an example. In the case of the virtual stores, according to researchers, the perceived ease of use of the service showed a great impact on how users perceive the service ad its use (Chen, L, D, M, L, Gillenson, and D, L, Sherrell.2002).

When the perceived ease of use is high of the virtual shopping websites, it affects the perceived usefulness of it directly (Hassanei, Head .2007).

Taking the example of the shopper acceptance of the new technologies: there is the case of the e shopping as in Turkey where it is found that the intention with other factors that is not found in the classical Technology Acceptance Model is affecting the shoppers decision. These variable are enjoyment, trust and the quality of the service as whole ; and relate the two major variables: intention and attitude.

In the e-commerce field, the adoption of the TAM usage comes with many advantages, but it has some disadvantages in other words weakness and have been expressed by different researchers.

The empirical study done by Hassan and Fatemeh (2011) regarding the TAM improvement showed that the TAM needs extra variables, so they came up with two extended variable, trust and quality.

Using the TAM, they structured an exhaustive variant for appeal of electronic business age of innovation inside organisations. An examination system that become anticipated by Gapar and Janatul (2011) offers a pressure on TAM factors that added to the web-based business acceptances.

An extra zone unique 3TAM, TECTAM—Thai E-trade age acknowledgment model, shows how web-based business adoption amongst clients could be drew nearer in a sound way in increasing more information about the selection and utilization of e-commerce and trade (Gapar, Janatul 2011).

An additional test of TAM in Australian local communities' context, their attitudes and intentions to use e-trade would be helpful as it could inspire adoption (Wayne, Michelle.2003).

Elizabeth & archangel (2002) extend the empirical observation of TAM by way of comparing considerably the maximum variables, Perceived Strategic worth and Adoption of digital commerce.

In the e-banking field, TAM and others have been used as models to support the underpinning theories on the idea of robust theoretical bases, hooked up empirical helps, and pertinency to large choice of technology innovation (Nahian, Shahria, Nayeema,2009).

Despite TAM having full-size informative electricity, its primary weakness is low descriptive richness to be able to allow researchers and managers to attract conclusion upon. Moreover, to its screw ups, TAM relationships famous imperfections; there exists massive deviation within the foreseen results in a few researches with diverse samples of customers and systems, but exclusive variables are enforced to change TAM and consequently leverage on this weak spot (William, Jun,2006).

Chapter 3

REASEARCH METHODOLOGY

3.1 Research design

Conducting a marketing research project needs a proper layout and structure that should be followed by the researcher from the early beginning of the research till the end.

This structure that goes step by step through the whole research process called the research design and according to Malhotra (2011), the research design of a marketing research project is a handy and practical since it draws the whole process of the research from A to Z.

The researcher will solve the problem at hand easily and efficiently, however the research design is important because is rich of important information and details and that can help the research again to come up with a prior broad approach to the problem.

A research design contains six primary related steps that should be followed by the researcher to come up with a solution that suits the problem at hand at the end of the research.

The first step is all about stating the needed and necessary data related to the problem: this step is about the description.

The second step is where the research should step in to choose and set the type of research to follow according to the nature of the problem, later on the choice of the measurement, scaling procedure follows and again of course the research should take into consideration the problem at hand and the goal of the research to choose the right ones.

Later the collection of the data and the mention of the sample and its characteristics that again matches the research objectives with the data collection process as well should be set and announced by the researcher and last and not least the setting of a clear plan to analyse the data collected to come up with a final solution of the problem. (Malhotra,2011).

Scholars classified the research design into two different broad types: the exploratory research design and conclusive design, the figure bellow show this broad classification.

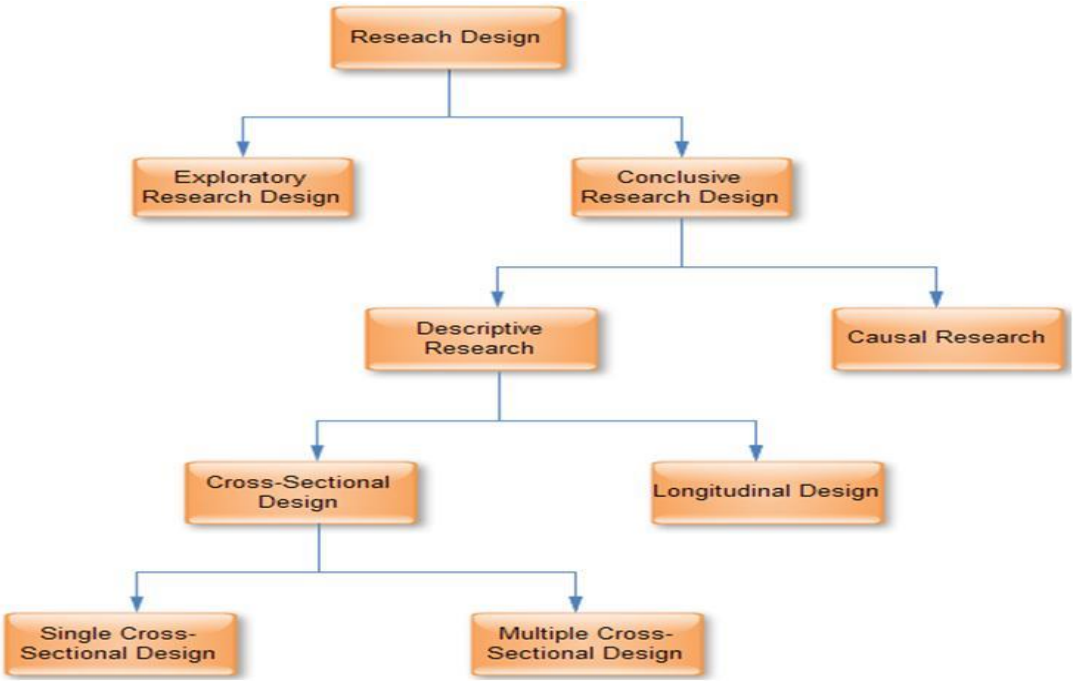

Figure 6: Marketing research design types (Malhotra 2011)

Exploratory research is characterized as an examination used to explore an issue which is not plainly characterized. It is led to have a superior comprehension of the current issue yet will not give decisive outcomes. For such an exploration, an analyst begins with a general thought and uses this examination as a medium to recognize issues, that can be the concentration for future research. An imperative viewpoint here is that the specialist ought to be eager to change his/her bearing subject to the disclosure of new information or understanding. Such an examination is generally done when the issue is at a fundamental stage. It is regularly alluded to as grounded hypothesis approach or interpretive research as it used to answer addresses like what, why and how (Malhotra.2011).

Compared exploratory research conclusive research is much more planned and official and it is generally divided into two main types: descriptive research and causal research.

The descriptive research is a simple research whose object is the detailed description of a phenomenon. Based on precise collection methods, it requires a prior knowledge of the environment and / or the problem studied. The descriptive research is usually used as a technique to identify, analyse and interpret the data collected from a certain study where the problem is clear and known.

There are two general types of descriptive research design, quantitative and qualitative and choosing one or the two types always depends on the nature of the problem and chosen solution. Furthermore, the descriptive research design is always depending on special tools when collecting data such interviews and surveys, observation or portfolios (Knupfer, MCLellan,1996).

In a different context the description research is also divided into cross sectional research design and longitudinal research design.

Both designs are designs used to collect data from a sample, however the cross sectional is all about collecting the data from a sample only one time while longitudinal research design require a long process where the research is obliged to collect the data from only one sample several times in a long-time span.

The cross-sectional research design can also be single or multiple depending on the sample. It refers to a cross sectional research design when there is only a sample and data is collected only from it, while in another hand, multiple cross-sectional research design there are multiple different sample and the research is collecting the data from all of the different samples one time each (Malhotra, 2011).

In another hand there is the causal research where the researcher is basically looking for the causes and the sources of the problem at hand and it also studies deeply the relationship between the different dimensions and how they affect each other.

Marketers are usually using that design since it makes things clear and the relationship between the dimension is clearly defined and that make it easy for them to make the correct decision regarding the solution of the problem.

In this research paper, a cross sectional research design was followed with a descriptive research and quantities approach as this study is trying to study the factors that influence users toward using the eWOM.

Results are presented with numbers and statistics; the quantities approach be the proper approach that is matching the research area.

3.2 Questionnaire design

During the primary data collection step, the questionnaire is an important tool that helps the researcher to collect data and without it, the surveys won't be efficient and effective: a well-designed questionnaire is a necessity.

Writing a well-designed questionnaire needs to write well defined questions that targets the right needed information then should not lead to a complete misunderstanding.

The results from this questionnaire will be affecting the research results parasitically however designing a well and good questionnaire with clear and understandable questions can help the research to gather the needed information easily and quickly and it will also help avoid the errors that normally results from the reach errors.

While deigning a questionnaire three objectives should be taking into consideration to come up with a good questionnaire that will suit the research we are conducting.

First, the order and the exact information should be taking into consideration and researchers should come up with questions that will completely serve the objective of the research.

Proper wording of the questions for example will help the respondent to answer and the research will avoid one of the major errors in the research.

Secondly, the building of the questionnaire should be simple and interactives to avoid the boredom of the respondents and order the questions in easy order that helps the respondents to go through the questionnaire step by step.

Last and not least, the third objective is the response error that the researcher can face during the data collection process, so while building the questionnaire the questions should be clear and easy to understand to avoid the inaccuracy of answers that can affect the flow of the research and the results of our analysis.

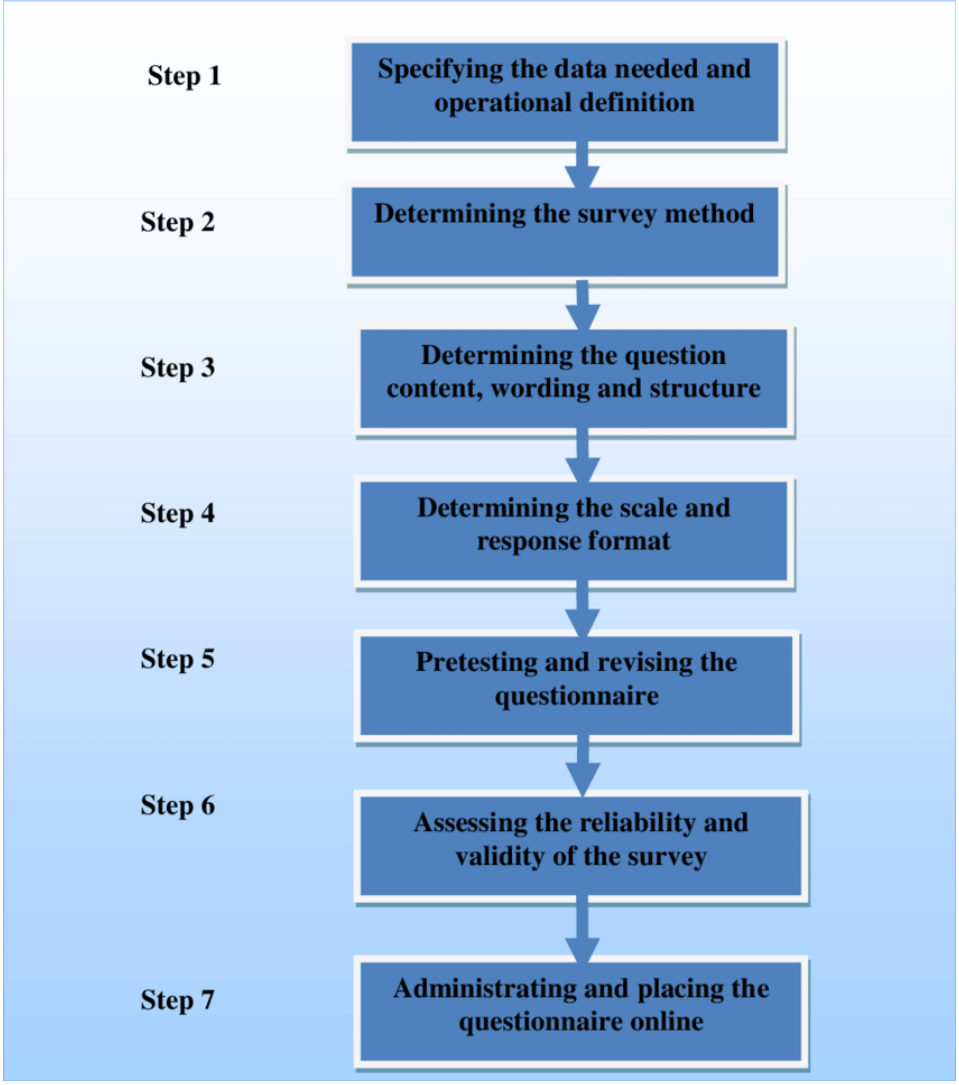

Figure 7: Questionnaire design step: Malhotra (2011)

3.2.1 The specification of the needed information

The first and most important step in the questionnaire forming process is the specification of the information needed. This step is all about providing the correct data and make sure all the important questions are included and they right and serve the right objective of the whole study.

It should be also taking into the consideration that the questions should contain the main hypothesis of the study.

In another hand the sample is also take an important place in that stage, the sample is important since the questionnaire we are preparing is for a certain type of people (Sample). For this reason, in such process, the researcher should always take the sample into consideration during the data collection stage.

In this research, all participants are student from private and public universities in Rabat, Morocco.

3.2.2 Questionnaire Approach

Questionnaires and interviews are both categories of surveys that helps to collect relevant data to come up with results.

Both, questionnaires and interviews are tools that help the researcher to gather the needed information by asking questions related to the study they are working on.

Survey can be completely oral and face to face or it can be via phone however questionnaire can come as structured or unstructured and the researcher has the complete freedom to choose between the two types of course according to the goal and

the objectives of the research.

The structured types of the questionnaires are presented by simple close-ended question that selected, prepared and presented beforehand in a formal way to serve the researcher and gather the information needed.

However, the unstructured questionnaires contain open ended questions that give the participants the complete freedom to mention their opinions without any barriers.

In the case of this study, questionnaires were the tools chosen and used to gather the needed information with structured open-ended questions that are completely focused on gathering information about the intention of students to use the EWOM.

3.2.3 The determination of the contents

The last step on the questionnaire design is the determination of the content that the questionnaire will cover. At this step the researcher must choose a perfect content that will suit the use of the questionnaire.

Since the questions are the elements that build the questionnaire and should be clear and sat in an order that convey the objectives to reach the maximum level of data collection.

3.2.4 The unwillingness to answer

Finding a good sample where respondents are ready to answer all the questions in the questionnaire without any problems is difficult.

Respondents are taking the act of answering the questions as an act with too much efforts and that can result to many problems that can reflect on the analysis part of the

data gathered from the questionnaires.

The major problems that can be faced during the gathering of the information using the questionnaire is the way how the respondents are answering the questions, sometimes are incomplete and sometimes the respondent does not get the question and that result into a wrong answer.

However, to succeed in dealing with such problems the researcher can decrease the unwillingness to answer the questions by creating a questionnaire with questions that are frank, uncomplicated and easy to understand and answer and all of that will work to decrease the efforts of the respondents while answering the questionnaire.

In another hand there is also another issue that can somewhat annoy the respondents, this issue is mainly related to the sensitive information. Many individuals find some questions that ask the respondents of their wages, family status, religion etc. sensitive and they do not feel comfortable to answer them and they might even feel offended or embarrassed in such situation it is better for the researcher to just give up on asking such questions or placing them at the end of the questionnaire and that might help to solve the unwilling of respondents to answer so the research can be able to collect valuable and accurate answers. In this study, we tried to minimize the effort of answering questions by using a clear and easy language and placing the sensitive questions at the need of the questionnaire.

3.2.5 Choosing questions structure

Following a proper structure during the making of a questionnaire is required and a researcher should considerate which type of questions to use depending on the information needed.

Structured and unstructured questions are the two types available to choose from, structured are leaving the respondents to choose one answer from multiple ones; multiple choice questions and the Likert scale are the most popular examples of structured questions. Thus, the unstructured questions spare to the respondents the ability to answer the question their own words without any restrictions.

In this study, both types have been used, structured and unstructured.

Likert scale questions were used and allowed respondents to choose from Strongly agree or strongly disagree referring to their own opinion.

Multiple choice questions were used at the end of the questionnaire to ask the demographic information of the respondents.

3.2.6 Choosing questions wording

Choosing the exact and right words for questions is very important as one of the steps of the questionnaire design, wording questions should match the level of understanding of the respondents to avoid any misunderstanding and let the answer the questions easily with no extra efforts.

If the researcher did not pay attention to the word using into the process of the questions building, the use of many hard, tricky and complicated words may lead to

the respondent's unwillingness to answer questions or maybe will answer them wrongly.

Thus, researches should try to match the words and terms used in the questions directly related to the segment or the target of the research and link it to their level of knowledge.

During the building of the questions related to this research, all the above remarks were taking into consideration and all questions were made with the respect of the respondent's level of understanding and knowledge in general.

3.2.7 Determining the order of the questions

Making the respondents feeling comfortable while answering the questionnaire is the main objective of this step. Respondents should not feel obliged or forced to answer a set of questions that have no life and extremely boring.

Table 1: Questionnaire structure

The measured variable	The source
Question 2: Perceived Ease Of Use seven-point Likert scale, ranging from highly disagree to highly agree). 2.a) The interaction with other people online and spreading eWOM is clear and understandable	A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies Author(s): Viswanath Venkatesh and Fred D. Davis Source: Management Science, Vol. 46, No. 2 (Feb. 2000), pp. 186-204

2.b) Interaction online and spreading the eWOM does not require a lot of mental effort. 2.c) I find spreading the WOM online easy 2.d) I find it easy to go online and spread and read WOM.	
Question 3 Perceived Usefulness (PU) (Seven-point Likert scale, ranging from highly disagree to highly agree). 3.a) I can decide more quickly and easily on which product/service I want to use than in the past. 3.b) I can better decide which product to use 3.c) I am better informed about new products/services 3.d) I can decide more quickly whether I want to buy/use a product/service or not	User Acceptance of Hedonic Information Systems Author(s): Hans van der Heijden Source: MIS Quarterly, Vol. 28, No. 4 (Dec. 2004), pp. 695-704 Published by: Management Information Systems Research Centre, University of Minnesota

3.e) I can better decide whether I want to buy/use a product/service	
Question 4 Attitude (A) Seven-point Likert scale, ranging from highly disagree to highly agree). 1.a) Reading reviews and comments online is a good idea. 2.b) Using the existing online Word of Mouth is a wise idea. 3.c) I am positive about the EWOM.	Park, S. Y. (2009). An Analysis of the Technology Acceptance Model in Understanding University Students' Behavioural Intention to Use e-Learning. Educational Technology & Society, 12 (3), 150–162.
Question 5 Behavioural Intention: (BI) (seven-point Likert scale, ranging from highly disagree to highly agree) 1.a) I predict I will still read EWOM in the future. * 2.b) I would read online reviews rather than any other offline reviews. * 3.c) If everything goes as I think, I will keep reading consumers' online reviews in the future	A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies Author(s): Viswanath Venkatesh and Fred D. Davis Source: Management Science, Vol. 46, No. 2 (Feb. 2000), pp. 186-204

The questionnaire should be designed with questions in a specific order that can make the respondents comfortable and ready to answer the whole questionnaires without

feeling any sort of boredom.

Questions should be ordered respecting the links between each other and organized according to a logical schema by starting the questions that ask for the opinion of the respondents and ending it with the more personal questions.

3.2.8 Form and layout

The physical appearance of a survey can has a huge impact upon both the amount and nature of advertising information obtained. The amount of information is a component of the reaction rate. Not well-planned surveys can give an impression of intricacy, medium and too huge a period duty. Information quality can likewise be influenced by the physical appearance of the survey with superfluously befuddling formats making. It progressively troublesome for questioners, or respondents because of self-finishing polls, to finish this undertaking precisely. Consideration regarding only a couple of essential subtleties can have an excessively profitable effect on the information acquired through a survey.

3.2.9 The reproduction of the questionnaire

When it comes to the latter steps that have been mentioned throughout all the previous parts of this chapter, another critical point can be considered as important as the previous steps.

The quality of the questionnaire paper should also be taking into matter, since the paper is the only tool that can convince the respondent to answer the whole questions or not.

Respondents are always checking how the questionnaire paper looks and then they decide on answering or not, depending on the materials such as the paper; colours, design and the calligraphy used play a major role and can easily make the respondent

thinking of answering or not answering the questionnaire.

Before being used the questionnaire must undergo an assessment, a verification. The question sheet will be put to the test with a few people who have the same characteristics as those of the population selected for the survey. The pre-test makes it possible to clarify, to specify, to change certain terms, to delete, add to one or more questions, to judge the place of implicating or difficult issues.

The pre-survey finally gives essential information to help the investigator to present and introduce the questionnaire. This can be done thanks to the questions, concerns, reluctance of questioned person.

An important step that examines the prefinal questionnaire that has been prepared for a specific research. Before starting the collection of the data needed is it important to test the questionnaire to avoid any further problems that can affect the quality of the data collected later.

The pretesting process is basically about choosing a small group within the sample you are working in and check if there is any missing, deceptive and correct them in the go before starting the real collection of the needed data. In this study, we pretested the questionnaire with 30 participants in the same sample we are willing to target.

Some unclear wording of some questions has been noticed and has been edited before the starting of the collection of data.

3.3 Sampling design

To obtain reliable results, it is necessary to carry out the survey among a population

consistent. A population is a homogenous group of people with common characteristics. Here the population will be the resuscitation nurses. But the question is whether these are those who are currently in intensive care, or those who have done so or only those who have chosen the specialty, etc. Answers are to be determined according to the purpose of the survey. The time, the various means, the population will be factors that will enter the choice of sampling. It always raises problems of validity and representativeness of the mother population. The object of this article is not the calculation and the choice of the sample, it is simply indicated its importance if the results of the survey are to be generalized. It is sometimes necessary to seek advice.

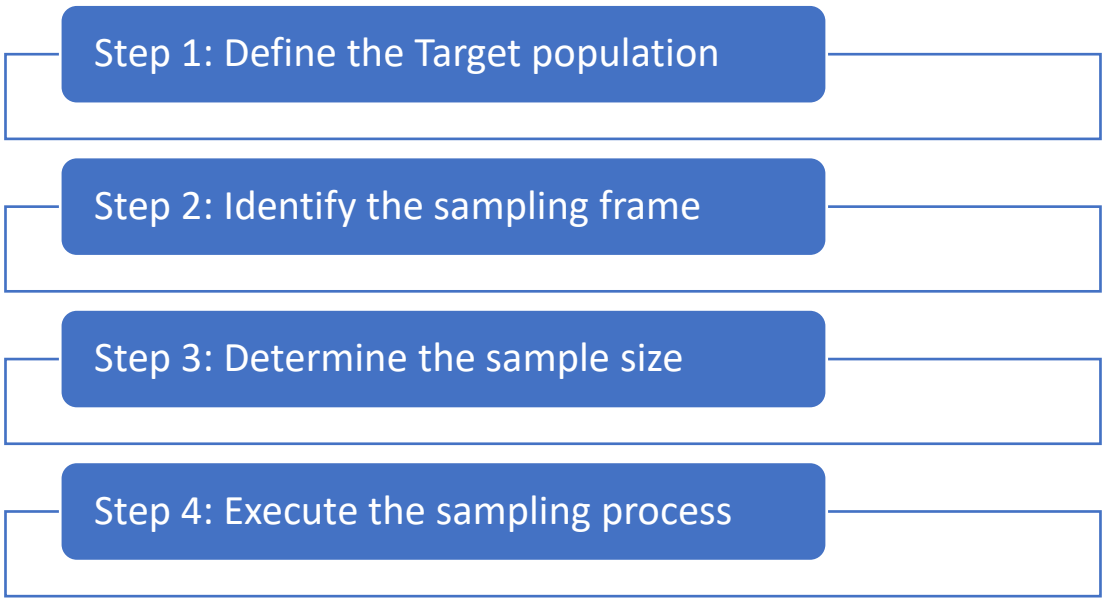

Figure 8: Sampling design: Malhotra 2011

3.3.1 Define the target population

When it comes to the design of the sample, choosing and defining the target sample is crucial since it is very important to choose the right and suitable one for the sake of the study, otherwise the research we are conducting will not be accurate.

In another hand a population can be defined as a set of objects or individuals having characteristics of their own (Ex: the male population in a certain city) while a sample is a subset of a population. A good sample must always be impartial and must be representative of the population from which it derives. Studies generally relate to a sample from a population.

In this study, the target population was university students who are currently living in Rabat, Morocco.

3.3.2 Determining a sampling frame

The first step of the sampling design is basically about defining the population related to the study and choosing the length of the sample we are going to work with throughout the whole study that of course should a good representative of the population.

People who are related to the phenomenon we are studying should be taking into consideration and selected as a sample.

Choosing a sample to conduct a study is the most favourable since it has more cons then pros, it is less expensive and less time consuming. Through the sampling design process, this research was conducted using the deliberate sampling technique so university students from Rabat region can easily participate.

3.3.3 Select sampling technique

Using a suitable sampling technique will help the researcher mainly to meet the goal of the research, in this research, the sampling technique chosen to be used are the purposive sample and the stratified sample according to a sequence which is gathering the information from the students who are showing the intention to use the eWOM.

3.3.4 Determine the sample Size

The sample size plays an important role since it influences negatively or positively the quality of the findings at the end of the research.

Choosing a large sample can be expensive and time consuming while a very small one can lead to difficulties in term of the accuracy of the data collected and that can affect the results of the research drastically. For all these reasons, 400 participants were involved in this research through answering the produced questionnaire.

3.3.5 Executing the sampling process

The last step of the sampling design is the collection of data from the participants.

In this study, students who are living in the Rabat region in Morocco were the main participants.

The whole questionnaire was structured as follow:

The first question is basically asking the respondent if he/she is using the EWOM and they have the choice to say yes or no. Respondents who answered with yes can continue answering the rest of questions while respondents who answered with a no are asked politely to stop answering.

From the second question of the questionnaire, respondents are asked about their usage

of the eWOM and their opinions related to the latter.

A Likert scale from scale 1 to 7 was the main tool used in these questions, In the question 7 participants were asked about their demographic information such as their gender, age, marital status, education level and their weekly budget.

3.4 Ethics in data collection

Adhering the ethical norms while conducting a research is very important since it helps to promote the objective of the research and avoid any type of errors. In another hand it helps also to gain the trust of the participants in the research. In this research, ethical norms were taking into consideration.

3.5 Data collection and analysis

The data have been collected using questionnaires, to understand the users will to use the eWOM and the factors that impact their intention.

The gathered data will be analysed by using SPSS Software and the results will be interpreted according to the hypothesis of this study.

SPSS is a software designed and developed from 1968 to 1975 by Norman H. Nie, C. Hadlai Hull and Dale H. Bent. From 1975, SPSS became a company that commercializes software and develops and improves its performance even more. Originally, the acronym SPSS stands for "Statistical Package for the Social Sciences".

To reach and come up with reliable results, various types will be done:

Firstly, demographic tests to demonstrate demographic features of the participants, such as gender, age, marital status, educational level and weekly budget.

Secondly, measuring the reliability and validity of the questionnaire's used scales.

Thirdly, the independent sample T-test will be done to assess two various groups. Compare two types of groups with the ANOVA test.

Correlation test to analyse and calculate the strength direction among the variables: Perceived Ease of use, Perceived Usefulness, Attitude and Intention.

Finally, a regression analysis will be done in order to measure the influence of each variable on the other.

Chapter 4

MODEL AND HYPOTHESIS

4.1 Introduction

This chapter will clearly discuss and show the existence of the Technology Acceptance Model variables and exhibits and explains the TAM model deeply by studying the relationship between its variables closely.

The TAM variables that we will discuss later in this chapter are “perceived ease of use”, “perceived usefulness”, “attitude” and “intention”.

A further discussion of how the relationships between these variables will affect the ending behaviour of users toward the use of technology and specifically the EWOM will be also covered in this chapter with the help of the previous studies.

At the end of this chapter a hypothesis will clearly defined based on the previous studies and researchers before the running of the analysis of this research.

4.2 The relationship between perceived ease of use and perceived usefulness

Perceived ease of use and perceived of usefulness are both components of the TAM model brought by Davis 1989.

Perceived ease of use according to Davis and many other researchers who dig deeper into the TAM model and studied each variable closely is easy to use of any kind of technology and the uncomplication of the procedure of the use.

Users are finding the use of a certain technology or service that is provided to them using technology easy to use and not complicated and they can use it without any further negative complications.

Looking into the second variable the model also is mentioning the perceived usefulness as one of its variables and Davis defined it as “the degree to which a person believes that using a particular system would enhance his/her job performance.

That simply means that the user is trusting the service that he or she is using, with the help of the technology and he or she believes that this technology will help her or him to achieve the goal behind using it.

The two variables are generally mentioned in many researchers that took the TAM as a model to measure and understand the behaviour of people toward technologies and services that is provided to customers using techno systems, however what is important is to understand if there is any relationship between the variable to understand customers behaviour easily and to provide further explanations.

Some studies concealed this issue and tried to conduct researchers to provide insights about the relationship between the two variables (perceived ease of use and perceived usefulness).

Most researchers had concluded that there is a relationship between the PEOU and the PU, and they pointed out that the relationship is mostly positive and significant.

A research that has been conducted by Dennis A. Adams and few other researchers from different universities in Canada and the United States tried to understand the relationship between the PEOU and PU.

The study was basically about unveiling the relationship between the perceived ease of use and the perceived usefulness under the study of the behaviour of the users of both voice and electronic mail systems in organisations.

The both systems are known by their benefits, that make employees who are working under the same organization to communicate easily, the systems are facilitating the communication in the working environment (Rice and Steinfeld 1996).

The researchers used adapted measurement scales from the Davis 1989 model to conduct this study and they deleted two items from the scale of ease of use.

The data collection was founded on distributing questionnaires in 10 different organizations who are using different E-mail and Voice Mail Packaging systems and the respondents were asked to answer either one of the questionnaire or the two according to their experience (if they used both systems they will answer both

questionnaires if they are only using one the systems they will answer only one questionnaire)

After collecting data, a validation of the results has been conducted using sampling method “conducted using an independent, heterogenous sample that included respondents from the 10 different organisations.

Since the scales were sensitive enough; the research ended with a success on picking the difference between the types of the two systems and made it easier to conclude the relationship between the PEOU and the PU.

The study ended with a conclusion that the PEOU and PU are indeed have a relationship as the previous studies concluded.

The study indicates that the PU is indeed related to the PEOU but the PEOU is slightly less important in determining the use of the E mail and Voice mail systems.

In another context, a study about the interactive mobile applications usage in Malaysia measured the perceived ease of use and perceived usefulness variables and the users’ usage of the interactive maps.

The study was also conducted using questionnaires to gather data, 60 questionnaires were distributed, and the respondents were all from the university of Utara Malaysia.

The mobile interactive map application is an application that provide users with help to allocate their places, to determine their path while they are walking or driving, it is

supposed to help people to avoid mistakes and errors while they are heading somewhere or showing the way to someone.

This study as well concluded that there is a relationship between the perceived usefulness of the map application and the perceived ease of use, and they do influence each other positively.

H 1: Perceived Ease of Use has a positive and significant effect on the perceived Usefulness of the EWOM.

4.3 The relationship between perceived ease of use and attitude

According to Davis, perceived ease of use happened when the user of a technology is trusting it, he/ she believes that is going to be easy to use and free of efforts (Davis 1989).

Cheng and Chen also described the perceived ease of use as one of the dominants that motivates the users and their attitudes. (Cheng and Chen. 2011), They are clearly stating that the perceived ease of use is an important variable that build the users attitude.

Users are always showing an attitude toward a technology that they are using. in general, the attitude is “The degree of evaluative affect that an individual associate with using the target system or technology in his/her daily life.” (Cheng and Chen, 2011).

Many researches have ended showing the same results and it shows that the PEOU is very important in determining and controlling users’ attitude toward the technology

they are using.

In the research conducted by Cheng and Chen in 2011, the results were very clear that the PEOU is indeed a measure of users' perceptions and attitude. The research proved the relationship between the PEOU and the attitude by conducting a research based of online learning users the later ended with showing a positive correlation between PEOU and Attitude.

Another research under the same topic of distance learning was conducted by Malaysian researchers, the research was conducted by designing and distributing 450 questionnaires using scales to measure the relationship between PEOU and attitude the main respondents were the online distance learning students in the Klang Valley institute in Malaysia.

From the 450 questionnaires only 338 were returned and analysed by researchers, and the analysis showed results that the PEOU has a positive and significant correlation with the attitude of the students, this research is supporting that there is a relationship between the PEOU and the Attitude of users.

Under the same field, another research but this time it was conducted under the title of the online shopping specifically the online airline ticket purchase.

Questionnaire were designed to understand and find out the relationship between the attitude of users of the online shopping and the PEOU of online shopping.

This research is also in line with the previous researches, and the analysis has ended

with a conclusion that states that the perceived ease of use if directly influencing the attitude of online shoppers toward the online shopping of airlines tickets positively.

At the end the research concluded that the attitude of users of such online shopping is positive when the customers are feeling and sensing the great benefits such as the easy process of booking using faster tickets search, minimum efforts and cost saving that they might benefit from using the online shopping service to book their airlines tickets.

H 2: Perceived Ease of use has a positive and significant effect on users' attitude of EWOM.

4.4 Relationship between perceived usefulness and attitude

Users attitude toward a certain technology is a composition of the users' beliefs, feelings and behavioural intention toward the elements that are important parts of this technology, however these elements are usually seen as a complete one object which make the consumers (users) react to it according to this complete representation.

Davis' TAM model put attitude a variable that build the final actions and behaviour of consumers toward using a certain technology.

In the TAM model, Davis expressed the importance of the perceived usefulness variable and its importance and impact on building users' attitude toward a certain technology.

Davis explained that there is a strong relationship between the two variables, and some researchers around the world took the risk to examine and test the nature of this relationship.

In Thailand for example, some researchers tried to understand this relationship by conducting a research taking the SMB owners and the use of E-Marketing.

The collection of data for this research was from the SMB owners in three southern border provinces of Thailand, collected and obtained from the department of business development, the ministry of commerce in Yala, Pattani and Narathwas provinces.

Out of 893 SME's owner, a sample of 430 owners were randomly selected for the research and all of them answered questionnaires that were saved for the final data analysis.

After the compilation of the data analysis, results showed and negative relationship between the PU and the attitude in this case, which means that the attitude toward using the E-Marketing in the three Thai provinces was not directly affected by the perceived usefulness of the E-Marketing, that provides us with a no support of for Davis 1989 findings.

In another hand , some other researchers had provided a greater support to Davis 1989, taking the Attitude towards online shopping usefulness towards online airlines ticket purchase paper where the researcher found out that there is relationship between the Perceived Usefulness and the Attitude, where most users of the online ticketing are using the system just because it is useful and they can get discounts and good prices while using the system.

H 3: Perceived usefulness has a positive and significant effect on users' attitude toward EWOM.

4.5 Relationship between perceived usefulness and behavioural intention

The TAM model studies the different variables and their influence on the users and the way how they interact with different type of technologies. Davis in his research defined the intention as the person's will to use a technology and it is a direct influencer on how the users are behaving toward using it (Davis,1989).

Davis as well as many researchers stated that the behavioural intention of any users of a technology are mainly influenced by the perceived usefulness of the technology at hand.

To test this statement, many searchers were conducted to test if there is really a relationship between the perceived usefulness and the behavioural intention of the users; as an example, the study of the Enterprise Resource Planning (ERP) case.

The study was carried out in a large and global organization that is in the process of implement the ERP, to be more specific they were working on implementing the SAP software.

Researchers used mail surveys that consists valid and reliable scales of measurements and sent to 1562 employees of the organization who are in different areas in the United States.

The behavioural intention of using the new system (ERP) was assessed using two items and asking about how frequent users tend to use the system and how they find the quality of their experience while using the system (Jackson et al., 1997).

Only 571 answered the questionnaires with a representation of 37% and by analysing all the data obtained from all these questionnaires the results showed a correlation between the behavioural intention of employees who are going to be able to use the system and the Perceived ease of use as well as the perceived ease of use.

The researchers concluded that both perceived ease of use and the perceived usefulness have a positive direct and significant effects on the behaviour intention of the users of the SAP software;

These results showed an agreement with Davis statement, and that is a clear conclusion that the perceived usefulness has a direct positive effect on the behavioural intention to the use of the technology, moreover this study showed that in fact the most important variable that has a huge effect on the behaviour intention is the perceived usefulness.

Based on all these evidences we can sum up everything in a hypothesis as follow:

H 4: Users' attitude toward eWOM has a significant and positive effect on intention to use eWOM.

4.6 Relationship between attitude and intention

Many studies provided many evidences on the positive and the significant relationship between the attitude of the users toward the technology and their intention on using it.

Lei and li 2005 and Cheng et al. 2006 were able to confirm this relationship under their researchers about the internet banking.

Another recent research that has been conducted in India under the same topic which

the internet banking system that used the same tools and scales used in the previous researchers to provide evidence that there is a relationship between the two (Attitude and intention), specifically the influence of the Indian consumers' attitude on their intention of use of banking system.

Like any other previous studies , again this research ended up with results as an evidence that attitude has an impact on the attitude of the banking system users , however this time the research added a new idea that indicates that the importance of the attitude is even greater since they found out that attitude can be used to mediate variables to even impact the perceived ease of use and the perceived usefulness on consumers' intention to use the internet banking system.

In another context, a study under the title of "Using the Technology Acceptance Model in Understanding Academics' Behavioural Intention to Use Learning Management Systems", conducted by Steve Drew and Saleh Alharbi from the Griffith university who tried to understand how students' behavioural intentions are toward the use of the Learning Management Systems (LMS).

The whole study was conducted using the technology acceptance model, and its variables; information was gathered using online surveys and participants were members from the different colleges and different department.

After the analysis of all the data he correlation analysis of the results observed showed a positive relationship between the attitude toward using the LMS and the behavioural intention to use the LMS, however the relationship was not significant and not that strong but still it was statistically supported.

Based on these findings, this study advanced the following hypothesis:

H 5: Perceived Usefulness has a positive and significant effect on intention to use eWOM.

4.7 The relationship between perceived ease of use and intention

Most old studies supported the positive relationship between the perceived ease of use and the intention to use technologies.

Zhang and Mao 2008 said that there is a relationship between the perceived ease of use and the intention of use according to their study that examined the acceptance of SMS advertising, other researchers such as oh and Yeon 2009, Schierz, Shilke and Witz 2010 also supported this statement but under different context.

A recent research was conducted in Gauteng Province at Vaal University of Technology and North West University Campus in Vander and park in June 2013 about the mobile social software use.

The study's data were collected from the same university with the distribution of 160 questionnaires and using 150 questionnaires at the end for the analysis: scales used for the measurement of the intention of use are adapted from lee, Xiong and Hu 2012 and the scales used to measure the perceived ease of use of the mobile social software were adapted from (Hern'ndez-orteg, 2011).

Findings states that the mobile social software ease of use is indeed has a strong impact on the university's student's intention to use such software's moreover, the researches indicates that the relationship between the user's perception of the us of the mobile

social software ease of use and the students' intention to use such software is positive and significant.

From these later findings from these different studies and researchers we can write the following hypothesis as follow:

H 6: Perceived Ease of use has a positive and significant effect on intention to use eWOM.

4.8 Effect of gender, age, educational level and income on the users' intention to use eWOM

Demographic characteristics are usually affecting the customers buying behaviour that is why putting their characteristics into research is very important to understand if there are any effects of these characteristics on the intention of users to use any new technology.

Different studies have been mentioning these characteristics as influencers of users' intention to use any new technology however many studies ended up with a conclusion that there are no differences between the behaviours that the groups are showing toward new technologies.

For example, a study in Malaysia ended with a conclusion that demographic characteristics are not always predicting the users' intention to use eWOM (Foon, Fah 2011).

Based on these findings, this study advanced the following two hypotheses:

H7: Males and Females have different intention to use eWOM

H8: Age, Educational Level and income have an influence on the users' intention to use eWOM.

4.9 Conceptual framework for Electronic Word of Mouth

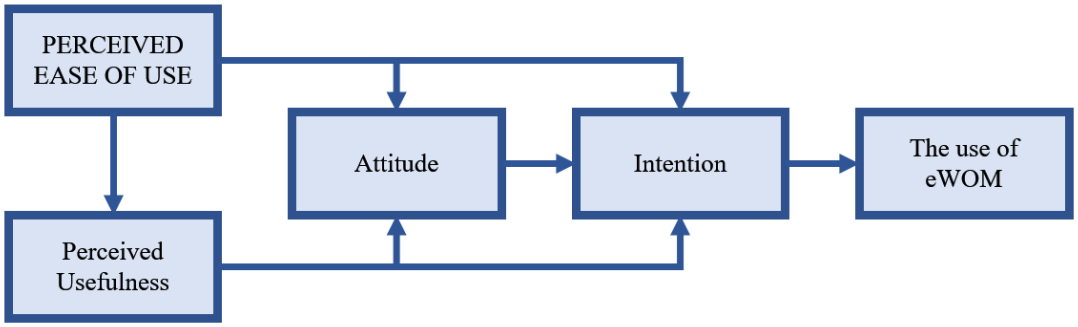

Figure 9: Conceptual framework of the research.

H 1: Perceived Ease of Use has a positive and significant effect on the perceived Usefulness of the EWOM

H 2: Perceived Ease of use has a positive and significant effect on users' attitude toward eWOM.

H 3: Perceived usefulness has a positive and significant effect on users' attitude toward eWOM.

H 4: Users' attitude toward eWOM has a significant and positive effect on intention to use eWOM.

H 5: Perceived Usefulness has a positive and significant effect on intention to use eWOM.

H 6: Perceived Ease of use has a positive and significant effect on intention to use eWOM.

H7: Males and Females have different intention to use eWOM.

H8: Age, Educational Level and income have an influence on the users' intention to use eWOM.

Chapter 5

RESULTS AND FINDINGS

5.1 Introduction

This chapter will cover a general analysis of the data collected from questionnaires that have been distributed in private and public university in Rabat, Morocco.

A further discussion is provided at the end of this chapter with a comparison with similar past studies.

5.2 Descriptive Analysis and Reliability Analysis

400 students who are studying in universities in Rabat, Morocco are surveyed in this research. The following tables show their intention to use eWOM and demographic characteristics.

5.2.1 Usage of eWOM

To check the use of the eWOM within the students, data was collected from 400 respondents. The results have shown that most students that are studying the universities in Rabat, Morocco are open to the use of the new technologies.

362 respondents answered with yes to the use of the eWOM with a percentage of 90.5%, in another hand 38 participants stated that they are not users of the eWOM with a percentage of 9.5%.

The Pie chart below shows the distribution of both users and non-users of EWOM:

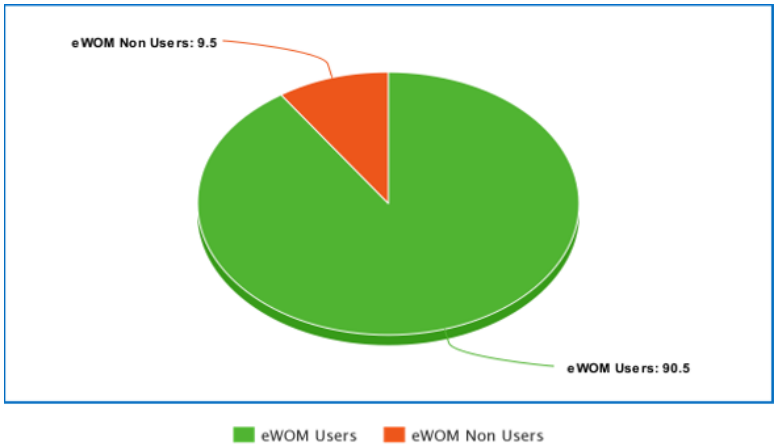

Figure 10: EWOM usage

The next analysis was done taking into consideration the EWOM users only (362 respondents)

5.2.2 Gender

The data collected shows that 171 respondents are males with 47.2 % ,191 respondents were females with 52.8 %.

The illustration of the percentages can be seen in the following pie chart that shows the distribution of genders.

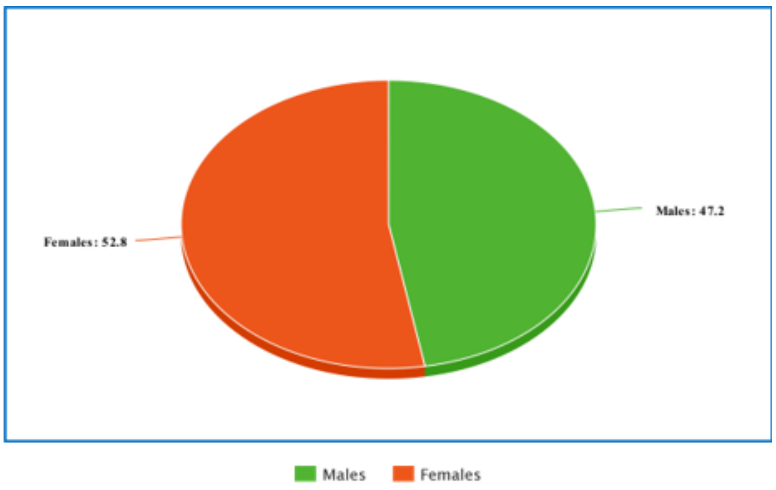

Figure 11: Gender distribution of eWOM users

5.2.3 Age

According to the analysis done, 54 participants in the age group 1 (18-20) and under a percentage of 14.9%,246 participants are under group 2 (21-30) and with a percentage of 68%, 46 participants are under 3(31-40) with a percentage of 12.7 % finally 16 participants are under the 4th group (41-50) with a percentage of 4.4%.

The pie chart below shows the age distribution of the eWOM users.

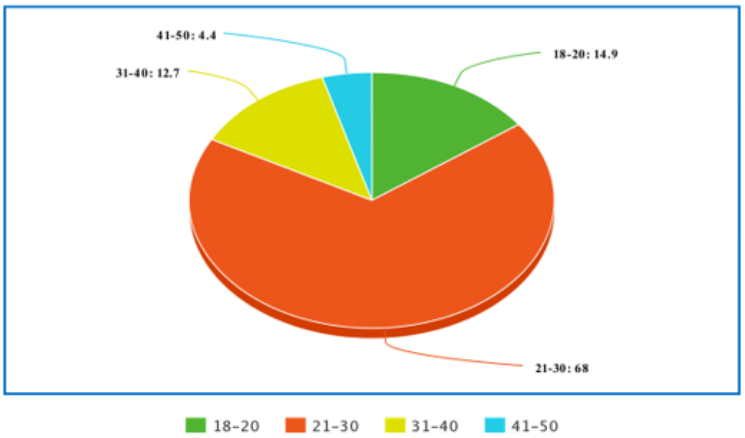

Figure 12: Age distribution of eWOM users

5.2.4 Marital Status

From the 362 students who are users of the eWOM, 288 from them are single with a percentage of 77.6 %, 72 are married under the percentage of 19.6% and lastly there are 2 people who are divorced under the percentage of 6%

Below there is the pie chart that illustrates the distribution of marital status of the eWOM.

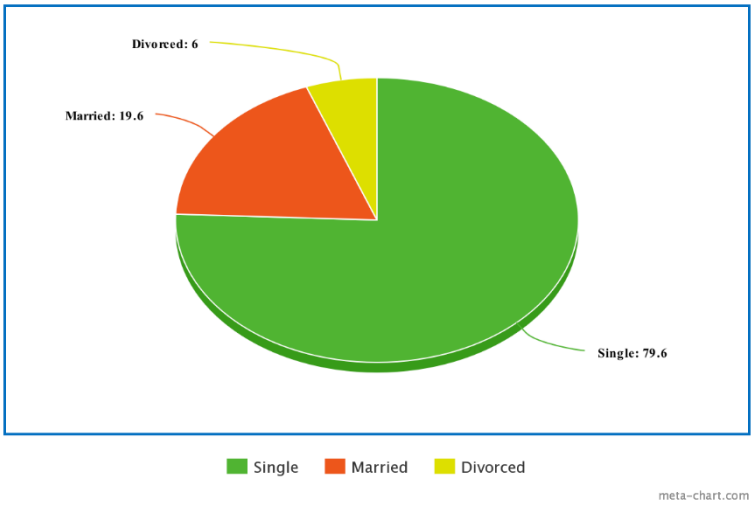

Figure 13: Marital status distribution of eWOM users

5.2.5 Education Level

According to the analysis of the collected data, the number of students who are users of eWOM and currently pursuing their undergraduate studies are 151 with 41.7%. Student who are pursuing their master studies are 137 which represents 37.8 % of the sample and about 74 participants are doing there PhD with a percentage of 20.4%

The below chart illustrates the education level distribution of the eWOM users.

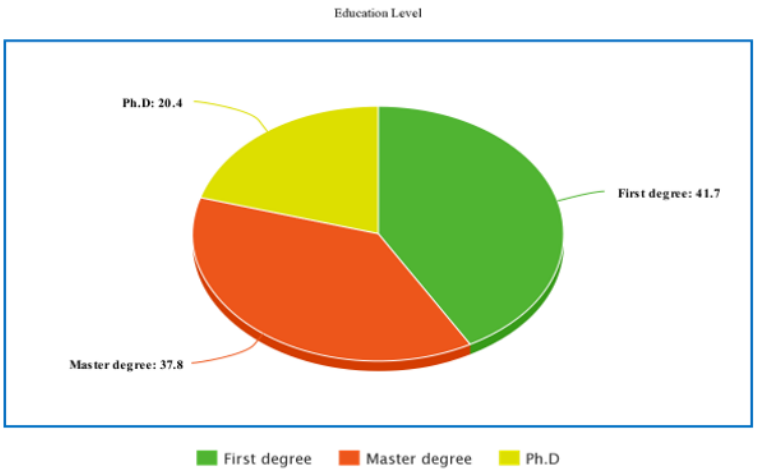

Figure 14: Education level distribution of eWOM users

5.2.6 Weekly budget

When it comes to the weekly budget of the participants, 288 participants (79.6%) stated that their weekly budget can go up to 1000 Moroccan Dirhams (MAD) (500 Turkish Liras).

In another hand 72 participants have stated that their weekly budget is between 1001 MAD to 2000 MAD (501-1000 Turkish Liras) about 19.9% of the population.

Only two people stated that their weekly budget can go up to reach 2001 to 3000 MAD (1001 to 1500 Turkish Liras) with the percentage of 0.6% of the sample while none of the participants has stated that weekly budget was more than 3000 MAD (1500 TL) according to the collected data.

Below, the pie chart that shows the weekly budget distribution of eWOM users.

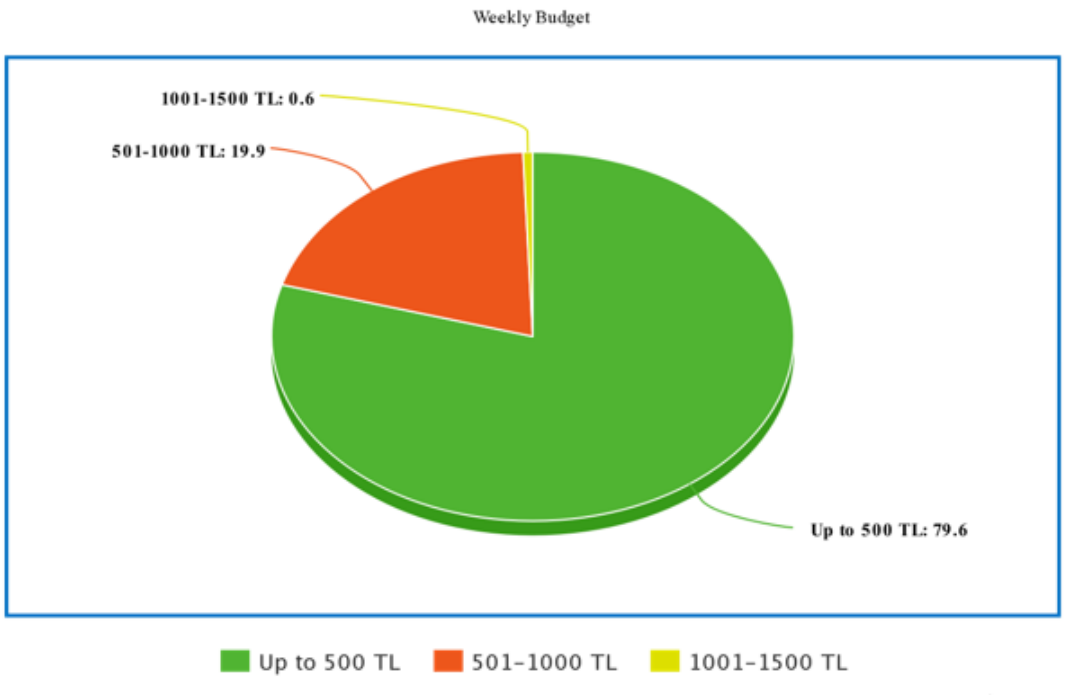

Figure 15: Weekly budget distribution o eWOM users

The following table summarizes all the demographic characteristics of the respondents.

Table 2: Demographic characteristics of respondents

		Frequency	Percentage
Gender	Male	171	47.2
	Female	191	52.8
Age	18-20	54	14.9
	21-30	246	68
	31-40	46	12.7
	41-50	16	4.4
Marital status	Single	288	79.6
	Married	72	19.9
	Divorced	2	0.6
	Other	0	0

Educational Level	Undergraduate	151	41.7
	Master	137	37.8
	PhD	74	20.4
Weekly Budget	Up to 500 TL	288	79.6
	501 - 1000 TL	72	19.9
	1001- 1500 TL	2	0.6
	More than 1500 TL	0	0
Total		362	100

5.2.7 Descriptive analysis of the scale

Table 3: Descriptive analysis of the scale

Item	X	S
Perceived Ease Of Use (PEOU)	1.92	0.73
The interaction with other people online and spreading eWOM is clear and understandable	1.88	0.92
Interaction online and spreading the EWOM does not require a lot of mental effort.	2.03	0.93
I find spreading the WOM online easy	1.95	0.92
I find it easy to go online and spread and read WOM.	1.98	0.92
Perceived Usefulness (PU)	2.08	0.79
I can decide more quickly and easily on which product/service I want to use than in the past.	2.06	0.86
I can better decide which product to use	1.98	0.92
I am better informed about new products/services	2.22	1.10

I can decide more quickly whether I want to buy/use a product/service or not	2.04	0.94
I can better decide whether I want to buy/use a product/service	2.13	1.02
Attitude	1.90	0.76
Reading reviews and comments online is a good idea.	1.7	0.97
Using the existing online word of mouth is a wise idea.	1.95	0.94
I am positive about the eWOM.	2.0	0.91
Intention	1.81	0.65
I predict I will still read eWOM in the future.	1.62	0.85
I would read online reviews rather than any other offline reviews.	1.90	0.78
If everything goes as I think, I will keep reading consumers' online reviews in the future.	1.92	0.94
To make sure I choose the right product, I often read other consumers' online reviews.	1.66	0.75

The table above illustrates the descriptive analysis of the respondents according to the scales.

From the descriptive analysis that have been shown in the table above, we can come up with a conclusion that:

Most respondents think that the eWOM is easy to use and that is what we can see from the mean of the Perceived Ease of use scale (1.92) which illustrates that most respondents who are using the eWOM 'Agree' that the eWOM is easy to use.

Regarding the perceived usefulness from the results we can clearly conclude that respondents are convinced that the eWOM is useful since the mean of the scale is 2.08 which means most respondents agree on the usefulness of the eWOM as a new technology.

The attitude of users toward using the eWOM also has been measured and the results showed that respondents have a positive attitude toward using the eWOM.

The mean of the scale used equals to 1.90 which clearly means that most respondents have "agreed" on all the statement of the scale.

The intention to use the new technology, from the analysis the mean of the scale is 1.81 and that shows that most respondents have a positive intention into using the eWOM.

5.2.8 Reliability Analysis of the Used Scales

Cronbach's alpha is used to measure the reliability and validity of the questionnaires. This method reinforces the accuracy of the applied scales to obtain the needed result whereas 0.7 and above is considered reliable (Tavakol, Dennick, 2011).

Table 4: Cronbach's Alpha test for reliability

Scale	Cronbach's Alpha
Perceived Ease of Use	0.79
Perceived Usefulness	0.88
Attitude	0.73
Behavioural Intention	0.71

The table above illustrates that all used scales during the collection of the needed data for this study are reliable since all the values of Alpha of these scales are above 0.7.

5.3 Independent Sample T-Test Analysis

T-test analysis is used to find if there is any significant relationship among the means of two different separate groups (Pallant,2013)

In this study, gender was taken into consideration with the liaison to the variables (PEOU, PU, A and BI).

In the gender comparison study, the T-test analysis is used to compare between males and females according to the variable (Perceived ease of use, Perceived Usefulness, Attitude and Intention) to find if there is any significant difference between the two groups.

The table below demonstrates the results from the practice of T-test analysis regarding the genders and the variables.

Table 5: Group statistics for gender comparison

	Groupe statistics				
Variables	Gender	N	Mean	Std deviation	Std Error Mean
Perceived Ease of use	Male	171	1.9488	0.73511	0.05621
	Female	191	1.9738	0.73267	0.05301
Perceived Usefulness	Male	171	2.1287	0.81455	0.06229
	Female	191	2.0380	0.77980	0.05642
Attitude	Male	171	1.9474	0.76728	0.05868
	Female	191	1.8691	0.76608	0.05543

Intention	Male	171	1.8090	0.63956	0.04891
	Female	191	1.8255	0.66914	0.04842

Table 6: Independent Sample T-test

		Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perceived Ease of Use	Equal variances assumed	,002	,965	-,323	360	,747	-,02499	,07726	-,17692	,12694
	Equal variances not assumed			-,323	355,359	,747	-,02499	,07727	-,17696	,12697
PUAVERAGE	Equal variances assumed	,613	,434	1,082	360	,280	,09070	,08384	-,07419	,25558
	Equal variances			1,079	351,620	,281	,09070	,08405	-,07460	,25599

	not assumed									
ATTAVERAGE	Equal variances assumed	,031	,859	,970	360	,333	,07826	,08071	-,08047	,23698
	Equal variances not assumed			,970	355,497	,333	,07826	,08072	-,08049	,23700
INAVERAGE	Equal variances assumed	,009	,924	-,239	360	,811	-,01651	,06899	-,15219	,11917
	Equal variances not assumed			-,240	358,450	,811	-,01651	,06882	-,15186	,11883

*PUAVERAGE: Average of PU scale.
*PEOUAVERAGE: Average of PEOU scale.
*ATTAVERAGE: Average of Attitude scale
*INAVERAGE: Average of BI Scale

Before checking the results of the independent samples T-test analysis, checking Levine's test first is essential.

If Levine's test P-Value is more than 0.05 we can directly conclude that the test is insignificant an equal variance in such situation the line of the equal variance should be checked out for the next steps of the T-test analysis.

However, if the Levine's Test P-Value is less than 0.05, it means that the equal variance not assumed line should be checked for further analysis.

Later, the significance (2 Tailed) of the T-test for equality means should be checked and again they are two situations to consider the first one is when the P-Value is more than 0.05 and the second one is when the P-Value is less than 0.05.

When the P-Value is more than 0.05 the test is insignificant and statistically there is no significant difference between the two groups (Males and Female) in terms of the independent variables.

In another context, if the P-Value is less than 0.05, it is a clear sign that the test is significant and statistically speaking, there is a significant difference between the two groups (Males and Females) regarding the independent variables

Moving forward to the context of this study, the independent sample T-test results showed that:

The Levine's test P-Value is 0.965>0.05 and that means the T-test is significant. Looking into the T-test table the P-Value equals to 0.747>0.05. now we can finally conclude that:
There is no significant difference between Males and Females regarding their Perceived Ease of use of eWOM.

The Levine's test P-Value is 0.434>0.05 and that means the T-test is significant. Looking into the T-test table the P-Value equals to 0.280>0.05. now we can finally conclude that:

There is no significant difference between Males and Females regarding their Perceived usefulness of eWOM.

The Levine's test P-Value is 0.859>0.05 and that means the T-test is significant. Looking into the T-test table the P-Value equals to 0.333>0.05. now we can finally conclude that:

There is no significant difference between Males and Females regarding their Attitude Toward eWOM.

The Levine's test P-Value is 0.924>0.05 and that means the T-test is significant. Looking into the T-test table the P-Value equals to 0.811>0.05. Now we can finally conclude that:

There is no significant difference between Males and Females regarding their Intention to use eWOM.

5.4 One-way ANOVA Test Results

The one-way ANOVA test is like the previous test, the independent sample test however the only difference is the use of it.

ANOVA is often used to test more than two groups (Kozub, 2010).

Again, running the ANOVA test, Levine test must be considerate, and its results should be checked before running the ANOVA test.

When the Levine test results came up insignificant, that directly means that the assumption of the homogeneity of variance is not violate so it is now the next step which is checking the ANOVA test, if the test is insignificant that means there is no

significant difference between the group tested.

In the other hand, if the results come up significant, that means that there is a statistically significant difference between the groups.at the end the Post-Hoc test is useful to observe and see clearly the difference between the groups.

The second situation is where the Levine test is significant that is automatically means there is violation of the assumption of the homogeneity of variance.

In such situation, checking the Robust test results will help more, if the results of the test is insignificant, it is concluded that there is no significant difference between the groups. However, when the results are significant, even if the assumption is violated, it is possible to conclude that the there is indeed a statistically significant difference between the groups and here the Post-Hoc tests will help to identify the difference between the groups (Kozub,2010).

The ANOVA test is used in this research to sum up the statistical diversity between the respondents and their age, educational Levine; weekly budget and their intention to use the eWOM.

Before analysing the statistical differences, a test of homogeneity of variance has been done to check any violation of the assumption of the homogeneity or not.

5.4.1 Age

First, the ANOVA test has been done to identify any statistical differences among respondents regarding their age according to their intention to use the eWOM. However, the test of homogeneity of variance has been done prior the analysis of the

statistical differences, the table below presents the results of the homogeneity of variances tests:

Table 7: Test of Homogeneity of Variances

	Levene's Statistics	Df1	Df2	Sig
Intention to use eWOM	0.420	3	358	0.739

As the result is insignificant (p>0.05), we are not violating the assumption of homogeneity of variances, so, we checked ANOVA test results.

Taking into consideration the ANOVA test results showed above, the P-Value is more than 0.05 which is insignificant (0.608>0.05), there is no statistically significant difference between age groups regarding the intention to use eWOM.

Table 8: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	,789	3	,263	,612	,608

Within Groups	153,845	358	,430		
Total	154,634	361			

5.4.2 Educational level

ANOVA test is used to check the statistical diversities between respondent regarding their education level in terms of their intention to use eWOM. However, before conducting the test, the test of homogeneity of variances has been done gain prior the ANOVA test.

The results are shown in the table below:

Table 9: Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
,111	2	359	,895

Because the result is insignificant ($p>0.05$), we aren't violating the assumption of homogeneity of variances, consequently, we checked ANOVA test results shown below:

Table 10: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	,251	2	,126	,292	,747
Within Groups	154,382	359	,430		
Total	154,634	361			

Taking into consideration the results of ANOVA test, that is insignificant (p>0.05), there is no statistically extensive difference between the education level of the participants and their intention of using eWOM.

5.4.3 Weekly budget

Again, ANOVA is used to test the statistical diversities among respondents concerning their weekly budget in terms of the intention to use EWOM. for this reason, in advance than doing this test, the test of homogeneity of variances is completed once more. The give up result is validated as follows:

Table 11: Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
,214	2	359	,807

The result of the homogeneity of variances test came up insignificant (p>0.05). In different words, we are not violating the belief of homogeneity of variances. consequently, ANOVA test results must be checked to look at if there may be a statistical difference or not.

Table 12: ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	,396	2	,198	,461	,631
Within Groups	154,238	359	,430		
Total	154,634	361			

Taking into consideration the results of ANOVA test, that is insignificant (p>0.05),

there is no statistically extensive difference between the weekly budget of the participants and their intention of using eWOM.

5.5 Correlation analysis

Correlation evaluation is described as a bivariate evaluation that's performed to calculate power and direction of the linear correlation amongst two variables. The values are normally between +1 to -1 while the correlation coefficient value is precisely +1 or -1: it is defined as the perfect degree of correlation. Moreover, if the value of correlation coefficient is toward 1, the connection among the variables is stronger. Also, if the value is towards zero, then the relationship among the variables is weaker. Furthermore, + and – signal demonstrates whether there is a positive or negative relationship between the 2 variables (Hardoon, et al., 2004).

In this research, correlation analysis is achieved so that you can measure the strength and direction of linear relationship of the variables affecting the use eWOM moreover, the correlation coefficient strengths are defined as follows:

Weak= 0.100 to 0.299

Moderate= 0.300 to 0.499

Strong= 0.500 to 0.999

Table 13: Correlations

		PEOUAVERAGE	PUAVERAGE	ATTAVERAGE	INAVERAGE
PEOUAVERAGE	Pearson Correlation	1	,588**	,547**	,567**

	Sig. (2-tailed)		,000	,000	,000
	N	362	362	362	362
PUAVERAGE	Pearson Correlation	,588**	1	,747**	,482**
	Sig. (2-tailed)	,000		,000	,000
	N	362	362	362	362
ATTAVERAGE	Pearson Correlation	,547**	,747**	1	,566**
	Sig. (2-tailed)	,000	,000		,000
	N	362	362	362	362
INAVERAGE	Pearson Correlation	,567**	,482**	,566**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	362	362	362	362

** Correlation is significant at the 0.01 level (2-tailed).
*PUAVERAGE: Average of PU scale.
*PEOUAVERAGE: Average of PEOU scale.

*ATTAVERAGE: Average of Attitude scale
*INAVERAGE: Average of BI Scale

The Perceived Ease of Use positively correlates with perceived usefulness of eWOM, A significant $p<0.01$ moderate and positive correlation r=0. 588. In another words, PEOU positively influences PU and this indicates that students with higher levels of PEOU may also have increased levels of PU.

The Perceived Ease of Use positively correlates with Attitude of users toward eWOM, A significant $p<0.01$ Moderate and positive correlation r=0. 547. In another words, PEOU positively influences A and this indicates that students with higher levels of PEOU may also have increased levels of A.

The Perceived Usefulness positively correlates with the Attitude of users toward eWOM, A significant $p<0.01$ Strong and positive correlation r=0. 747. In another words, PU positively influences Attitude (A) and this indicates that students with higher levels of PU may also have increased levels of A.

The Perceived Usefulness positively correlates with the Behavioural Intention to use eWOM, A significant $p<0.01$ Moderate and positive correlation r=0. 482. In another words, PU positively influences BI and this indicates that students with higher levels of PU may also have increased levels of BI.

The Attitude positively correlates with the Behavioural Intention to use eWOM, A significant $p<0.01$ Moderate and positive correlation r=0. 566. In another words, A positively influences BI and this indicates that students with higher levels of A may also have increased levels of BI.

The Perceived Ease of Use positively correlates with the Behavioural Intention to use eWOM, A significant p<0.01 Moderate and positive correlation r=0. 567. In another words, PEOU positively influences BI and this indicates that students with higher levels of PEOU may also have increased levels of BI.

5.6 Regression

Regression analysis is defined as an analysis which allows you to degree the effect of independent variables on structured variable (Montgomery, 2012). on this study, regression analysis is achieved to examine the effect of overall variables on each other (Perceived ease of use, perceived usefulness, attitude and intention).

5.6.1 Perceived Ease of Use and Perceived Usefulness:

Table 14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,588[a]	,345	,344	,64541
a. Predictors: (Constant), PEOUAVERAGE				

*PEOUAVERAGE: Average of PEOU

The R square (R^2) is 0.345 that indicates that 34.4% of the variance in Perceived Usefulness EWOM is explained by Perceived Ease of Use.

Table 15: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,115	1	79,115	189,927	,000[b]
	Residual	149,959	360	,417		
	Total	229,074	361			
a. Dependent Variable: PUAVERAGE						
b. Predictors: (Constant), PEOUAVERAGE						

*PUAVERAGE: Average of PU scale.
*PEOUAVERAGE: Average of PEOU scale.

The ANOVA table above shows that, F (361) = 189.927 and P-Value <0.05, which means the independent variable (PEOU) statistically significantly predict dependent variable (PU).

The established conceptual model is statistically significant since the P-Value <0.05.

Table 16: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,828	,097		8,527	,000
	PEOUAVERAGE	,639	,046	,588	13,781	,000
a. Dependent Variable: PUAVERAGE						

The Coefficient Table is used to predict the power of independent variable. Therefore, regarding the table above;

• β (PEOU) = 0,588 t = 13.781, and p<0.05. In this case, Perceived Ease of use positively predicts Perceived Usefulness of the eWOM. Therefore, if Perceived Ease of use increases by 1 unit, the intention to use eWOM will increase by 34.5%.

5.6.2 Perceived Ease of Use, Perceived Usefulness and Attitude

Table 17: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,759[a]	,576	,574	,50059
a. Predictors: (Constant), PUAVERAGE, PEOUAVERAGE				

The R square (R^2) is 0.57 that indicates that 57.6% of the variance in Attitude toward eWOM is explained by both: Perceived Ease of Use and Perceived usefulness.

Table 18: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	122,180	2	61,090	243,788	,000[b]
	Residual	89,960	359	,251		
	Total	212,140	361			
a. Dependent Variable: ATTAVERAGE						

b. Predictors: (Constant), PUAVERAGE, PEOUAVERAGE

The ANOVA table above shows that, F(361) = 243.788 and P-Value <0.05, which means the Independent variables (PEOU and PU) statistically significantly predict dependent variable (Attitude).

The established conceptual model is statistically significant since the P-Value <0.05.

Table 19: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,265	,083		3,214	,001
	PEOUAVERAGE	,173	,044	,166	3,902	,000
	PUAVERAGE	,625	,041	,650	15,291	,000
a. Dependent Variable: ATTAVERAGE						

The Coefficient Table is used to predict the power of independent variables. Therefore, regarding the table above;

• β (PEOU) = 0,166 t = 3.902, and $p<0.05$.

• β (PU) = 0,650 t = 15.291, and $p<0.05$.

In this case, Perceived Ease of use and Perceived Usefulness positively predicts Attitude toward using the eWOM. Therefore, if Perceived Ease of use and perceived usefulness increases by 1 unit, the Attitude to use eWOM will increase by 57.6%.

5.6.3 Attitude and Intention

Table 20: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,566[a]	,321	,319	,54014
a. Predictors: (Constant), ATTAVERAGE				

The R square (R^2) is 0.321 that indicates that 32.1% of the variance in Intention toward eWOM is explained by Intention.

Table 21: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F
1	Regression	49,601	1	49,601	170,010
	Residual	105,032	360	,292	
	Total	154,634	361		
a. Dependent Variable: INAVERAGE					
b. Predictors: (Constant), ATTAVERAGE					

The ANOVA table above shows that, F (361) = 170.010 and P-Value <0.05, which means the Independent variable (Attitude) statistically significantly predict dependent variable (Intention).

The established conceptual model is statistically significant since the P-Value <0.05.

Table 22: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,896	,076		11,763	,000
	ATTAVERAGE	,484	,037	,566	13,039	,000
a. Dependent Variable: INAVERAGE						

The Coefficient Table is used to predict the power of independent variable. Therefore, regarding the table above:

• β (Attitude) = 0.566 t = 13.039, and $p<0.05$. In this case, Attitude positively predicts Intention toward using the eWOM. Therefore, if Attitude increases by 1 unit, the Intention to use eWOM will increase by 32.1%.

5.6.4 Perceived Ease of Use, Perceived Usefulness and Intention

Table 23: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,596[a]	,355	,351	,52706
a. Predictors: (Constant), PUAVERAGE, PEOUAVERAGE				

The R square (R^2) is 0.355 that indicates that 35.5% of the variance in Behavioural Intention to use eWOM is explained by both Perceived Ease of Use and Perceived Usefulness.

Table 24: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54,904	2	27,452	98,821	,000[b]
	Residual	99,729	359	,278		
	Total	154,634	361			
a. Dependent Variable: INAVERAGE						
b. Predictors: (Constant), PUAVERAGE, PEOUAVERAGE						

The ANOVA table above shows that, F(361) = 98.821 and P-Value <0.05, which means the independent variables (PEOU and PU) statistically significantly predict dependent variable (Intention).

The established conceptual model is statistically significant since the P-Value <0.05.

Table 25: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,670	,087		7,712	,000
	PEOUAVERAGE	,387	,047	,433	8,274	,000
	PUAVERAGE	,187	,043	,227	4,333	,000
a. Dependent Variable: INAVERAGE						

The Coefficient Table is used in order to predict the power of independent variable. Therefore, regarding the table above;

• β (PEOU) = 0,433 t = 8,274 and $p<0.05$

• β (PU) = 0,227 t = 4.333, and $p<0.05$

In this case, Perceived Ease of use and Perceived Usefulness positively predict Intention toward using the eWOM. Therefore, if Perceived Ease of use and perceived usefulness increase by 1 unit, the Intention to use eWOM will increase by 35.5%.

5.6.5 Testing research hypothesis

After running the correlation analysis, we found out that the factors we are studying are correlated for this reason we wanted to know more about the nature of the correlation they share so we moved on with a regression analysis to understand which factor is predicting the other and their percentage of prediction.

The latter analysis (Regression) has supported the hypothesis we are studying throughout this study and we came up with the results shown below in this table.

H 1: Perceived Ease of Use has a positive and significant effect on the perceived Usefulness of the EWOM.

This hypothesis was used to see if there is any relationship between the perceived ease of use and perceived usefulness or if they are affecting each other in any way.

The hypothesis was accepted since the results from the analysis chapter agrees with the hypothesis statement and that defended that the way how users (Student) are perceiving the ease of use of the eWOM as a new technology is affecting their perceived usefulness of it and this relationship is completely positive and significant.

H 2: Perceived Ease of use has a positive and significant effect on users' attitude toward EWOM.

This hypothesis main goal is to understand the relationship between both variables the perceived ease of use and attitude, the hypothesis sums up their relationship as a significant and positive relationship and the it was accepted at the end of the analysis

chapter since the results from the analysis conducted showed that.

H 3: Perceived usefulness has a positive and significant effect on users' attitude toward EWOM.

The hypothesis states that there is a positive and significant relationship between the how users perceive the usefulness of the eWOM and their attitude toward it.

From the results of the former analysis conducted (Regression Analysis) the hypothesis was accepted at the end as a valid statement.

H 4: Users' attitude toward eWOM has a significant and positive effect on intention to use eWOM.

This hypothesis helped to understand and analyses the relationship between the users' attitude (students) and their intention to use the eWOM.

The hypothesis has been accepted since the results of the analysis done to test it showed that there is a relationship between both variables which is positive and significant.

H 5: Perceived Usefulness has a positive and significant effect on intention to use eWOM.

This hypothesis examines the relationship between the usefulness of the eWOM and the intention of users to use the eWOM.

The regression analysis showed that both variables have a positive and significant

relationship and for this reason the hypothesis has been accepted.

H 6: Perceived Ease of use has a positive and significant effect on intention to use eWOM.

The sixth hypothesis studies the relationship between the perceived ease of use of the eWOM and intention of users to use it.

The analysis (Regression) results showed that the perceived ease of use is affecting the users' intention to use the eWOM and their relationship is positive and significant for this reason the hypothesis has been accepted as a valid statement.

H7: Males and Females have different intention to use eWOM.

H8: Age, Educational Level and income have an influence on the users' intention to use eWOM.

The seventh and eight hypothesis studies the impact of demographic characteristics of users' intention to use eWOM. From the T-test analysis and One-Way ANOVA analysis we can conclude that the results are not supporting this hypothesis

Table 26: Result of Hypothesis Test

Hypotheses	Findings
Perceived Ease of Use has a positive and significant effect on the perceived Usefulness of the eWOM.	Accepted
Perceived Ease of use has a positive and significant effect on users' attitude of eWOM.	Accepted
Perceived usefulness has a positive and significant effect on eWOM users' attitude.	Accepted
Perceived Usefulness has a positive significant effect on the intention to use eWOM.	Accepted

Perceived Ease of use has a positive and significant effect on intention to use eWOM.	Accepted
Perceived ease of use has a positive significant effect on the intention to use eWOM.	Accepted
H7: Males and Females have different intention to use eWOM.	Not Accepted
H8: Age, Educational Level and income have an influence on the users' intention to use eWOM.	Not Accepted

5.7 Discussion of findings

The 7 previous parts of this chapter were dedicated to the different analysis of the questions. Now that the analysis is done, this part will cover a discussion of the results starting with the gender in terms of the rest of dimensions that have been tested using the independents sample T-test later on, the results of the ANOVA test regarding the Age, Educational level and weekly budget of participants will be discussed regarding the dependent variable of this research the intention to use eWOM. At the end the discussion of the results from the regression analysis that explains the impact of variables (PEOU, PU, A, I) on each other will take place at the very end.

5.7.1 Gender differences

According to the results of independent sample T-test regarding the genders and the variables, there is no significant differences between both genders regarding the PEOU, PU, A and BI.

Meany other previous researchers ended with the same results with a conclusion that the gender has no effect of the intention of using a new technology.

A research done in Malaysia with 200 of respondents of a survey, ended with a conclusion that gender differences are not significant explaining the intention of the mobile banking users (Foon, Fah .2011)

In another context this time with research regarding the mobile shopping as a new technology, researchers studied the intention of Spanish internet shopping users. At the end of the study, results highlighted that gender does not exhibit significant difference when it comes to the use of the internet shopping but still more variables have a weight of the intention of the users to shop online such as the age, marital status

and the understanding and knowledge of the online shopping tools.

As a conclusion, it is clear that the study conducted came with a result that states that gender differences among Rabat universities students does not play any important role in affecting the independent variables regarding the Intention to use the eWOM. However, we can see that the group of university students in the Rabat region represent a homogenous group regarding the use of the eWOM.

5.7.2 Age differences

To clarify the relationship between the age variation and user's intention to use eWOM an ANOVA test is done.

ANOVA test results showed a none statistically, nonsignificant difference between the students age groups with their intention to use eWOM $p>0.05$

In many other researchers the results came out as our research, Foon and Fah (2011) research in Malaysia as an example regarding the participants intention to use the internet banking, the ANOVA test showed that the internet banking users are not affected by their age and age does not influence the adoption of the internet banking in any other way.

However, many studies claimed that age has an impact of the use of the new technologies, such as Venkatesh, et al (2012). A study that come up with results that agrees with the hypothesis that age has an impact on the acceptance of new technologies indeed, Bigne , Ruiz and Sams (2005) also agrees with it. We can explain these results with the very close difference between the age groups since the sample contains only university students, so the age range is not that large.

5.7.3 Education level

Education level and its effect on the intention to use eWOM has been mentioned by many researches out there, again ANOVA test has been done to understand this study's case.

In the latter section, the age differences results using ANOVA analysis showed a complete statistically no significant difference among the age groups. Again, in the education level analysis the results came up the same as the age; a no statistically no significant difference among the educational levels of the Rabat region university students and the test results is clearly insignificant since the P-Value is more than 0.05.

Previous studies such as the one done in Kuala Lumpur stated that there was no significant difference between the different educational levels the sample of Malaysian people and that completely support our study's results.

In another hand there is a study that has been done in Spain, researchers found that the level of education is affecting the intention of e-shopping users.

The results of the analysis of our survey showed that the differences in the educational level of the respondents does not have any effect on the intention of using the eWOM. In other word, no matter what the educational level of the users is (Undergraduate, Master, PhD) that is not a variable that can affect the intention of students to use EWOM.

We can blame the advancement of the technology as well as the new generation that is more open to use new technologies.

5.7.4 Weekly budget differences

As the age and educational level, ANOVA test has been done to measure the weekly budget differences and its effect on the intention of students to use eWOM.

The results came out the same as the previous variables, with a statistically no significant difference among the weekly budgets on the university student's intention to use eWOM ($p>0.05$).

Again, the Malaysian study support our study, and showed that the monthly budget is not really a factor that should unit as an affecting variable on the intention to use new technologies.

Our test shows that weekly budget the understudies' week by week spending plan does not assume a noteworthy effect on the user's intention to use.

5.7.5 Regression

Measuring the impact of the different TAM variables on each other is important to understand their relationships and test the hypothesis of this research, for those reasons a Regression analysis is done.

The results showed that all variables (PEOU and PU, PEOU and Attitude, PU and Attitude, PU and Intention, Attitude and Intention and PEOU and Intention) have a statistically positive and significant relationship ($P<0.05$) in other words all the latter variables can predict each other.

However, it is noticeable that two variables can predict each other and can influence each other more than the rest.

According to results of the regression analysis PU of the eWOM is predicting the Attitude of users (Students).

Many studies that have been conducted came up with the same conclusion as our study, for example the researcher Denis A Adam conducted a research in Canada and the United States and his study ended with a result that says there is a relationship that is positive and significant between PEOU and PU

Many studies have ended displaying the same effects and it suggests that the PEOU is very vital in determining and controlling customers Attitude toward a new technology they may be using.

Inside the studies conducted with the aid of Cheng and Chen in 2011, results have been very clear that the PEOU is certainly a measure of users' perceptions and Attitude. The research proved the courting between the PEOU and the attitude through carrying out a study based totally of on-line mastering users the later ended with showing a high-quality correlation between PEOU and Attitude.

Regarding the PU and Attitude, Davis explained that there may be a sturdy courting between the two variables, and some researchers around the world took the hazard to have a look at and look at the character of this courting.

In Thailand for example, some researchers tried to understand this relationship by using engaging in a study taking the SMB owners and using E-advertising and that they ended with similar effects as our study.

According to our study results, the PU and Intention have a positive and significant relationship to test this announcement, many previous studies were performed to check if there may be surely a courting among the perceived usefulness and the Intention of the customers; as an instance, the example at of the organization resource making plans (ERP) case. The research has been conducted in a large and global enterprise this is in the technique of enforce the ERP, to be more particular they had been operating on enforcing the SAP software program. At the end of the study they came up with a conclusion that there is indeed a significant and positive relationship between both variables.

Regarding the relationship between Attitude with Intention and PEOU and intention many studies agrees with our studies results.

A study that is done in India about the internet banking system as a new technology, found that users' attitude is affecting positively their intention into using the internet banking system.

Zang and Mao 2008 conducted a study regarding the acceptance of the SMS ads, researchers ended their study with results that show the existence of a positive relationship between the PEOU and the intention.

Chapter 6

CONCLUSION

6.1 Introduction

In the past sections of this study, the main topic has been defining and the methods used to gather necessary data have been mentioned and explained later the data analysis was conducted as needed and the results were explained and discussed at the end of the fifth chapter.

This chapter will cover the managerial implications and decisions that maybe taken by business by using EWOM as a marketing tool.

As any other studies some limitation face our study, and this will take a part of this research with some important suggestions for future studies.

At the end of this chapter a brief description of the study's goals and the results will be shared at the conclusion part.

6.2 Managerial and Practical Implications

At the end of this study, results can be helpful in terms of taking managerial decisions regarding the eWOM as a new technology and even benefits from it as it stills spreading between customers.

The summarized results from this study can show that companies can benefit from the

eWOM to market their products or services more efficiently and with less costs. Managers from any company that provides products or services should be aware that customers nowadays are always willing to read and spread their word of mouth online.

Companies can easily monitor the buzz using the eWOM to build and spread a good brand image and awareness between the current and future customers and reach even more groups of customers.

In other word companies can target any type or group of people regardless of their age, gender or education level by focusing more on how to communicate with customer online and put more efforts in it.

Finding out the main variables affecting customers and their use of the eWOM is very important and that can help businesses to improve their service or product easily and with less costs by generally keep the variables under control.

Companies can convince customers to use the eWOM by easing its use and create platforms that is easy to excess and encourage them to read and write their reviews and thoughts.

The attitude of customers toward the eWOM can be a key aspect that will eventually help managing the market and its sensing procedures to create a good business specifically marketing plan.

Understanding the behaviour of customers toward the eWOM is indeed very beneficial for companies to build an effective marketing plan and marketing promotions by using

the spread of the eWOM and using it to reach to the most possible and different groups of customers.

This study also helps monitoring the external and internal environment of the business as well, knowing the competitors benchmarks and provide a better analysis of the weakness, threats, strengths and opportunities that can face the progress and sustain a good strategic business plan.

6.3 Limitations of the study and suggestions for future studies

As any other study, some limitations faced the research process, but it can be avoided in any future research under similar topic.

6.3.1 Methods used in the data collection

The main tool used in the collection of data for this study is the questionnaire, no interviews were conducted so maybe a combination of unstructured and structured data collection method will be a good idea and might be beneficial in terms of getting more valuable data.

Since the technologies are advancing quickly maybe a longitudinal research will be a good choice to follow and detect any changes and become more aware of the factors affecting the customers' behaviour toward using the eWOM.

In another hand, the group from where the data were collected was so small since only university students from only one region in Morocco answered the questionnaire, a collection that can include a larger sample from more regions will be even more helpful to sake good results.

In another hand, the results from the questionnaires distributed does not represent

Moroccan students but due to the existence of foreign students, the results are a representation of sample of a diverse group (Does not reflect Moroccan students only but other nationalities as well).

6.3.2 Age of users

The group age also takes part in influencing the results, in this research only a specific age group was targeted since most university students are between the age of 18 and 25.

Enlarging the group age will be helpful to understand the different behaviours that different people from other age groups might show toward the use of eWOM and detecting the variable affecting any other age group other than the one studied in this research.

6.4 Suggestions for further studies

In this research only, factors affecting the intention to use eWOM regarding the Technology Acceptance Model were studied however according to some researchers not only these factors are influencers, but they are some other external factors that is also playing a role into affecting the intention to use the eWOM and even affecting the other internal factors as well.

Future studies might take the external factors into account and study their influence between each other and their influence on the intention to use the eWOM.

Other factors such as trust and experience should be also added and researched in detail for a deep and further study since both factors were ignored in this study.

6.5 Conclusion

The advancement of the new technologies that the humanity contributed in growing it has been a very important topic that many researchers are focusing on to understand the behaviour of users toward it and interpret the results from using these technologies.

This study we conducted took the eWOM as a new aspect of the very old eWOM that is apparently been affected by the quick and sustained advancement of technology however this research focused more in studying user's behaviour while connecting the use of the eWOM with the Technology Acceptance Model and its variables

The main goal of this research was studying the user's behaviour toward the eWOM as a new technology with the help of the technology acceptance model and its variables.

The variable included in this study are the perceived ease of use the perceived usefulness, attitude and behavioural intention, all these variables were studied. Moreover, the focus was more into their relationship and their effect on the behavioural intention to use the eWOM.

Results showed that there is a relationship between the variables, and they have a great effect on the behavioural intention toward using the eWOM.

Since the research was conducted in Morocco specifically in private and public universities students in Rabat, we can conclude that Technology Acceptance Model is indeed a very simplified model that helps understanding the behavioural intention toward the use of new technologies as of this research, the model helps to interpret

how students are willing to use the eWOM and even understand the importance of the variables and their relationship and how they impact students' use.

The main goal of this research is studying the relationship between the different variable of the Technology Acceptance Model regarding the eWOM and measuring the students use of it in Morocco.

Variables include in this research are Perceived Ease of Use, Perceived Usefulness, Attitude and Behavioural Intention.

To study the relationship between the variables and the student's intention to use the EWOM as a new technology the following hypothesis were used:

H 1: Perceived Ease of Use has a positive and significant effect on the perceived Usefulness of the EWOM.

H 2: Perceived Ease of use has a positive and significant effect on users' attitude toward EWOM.

H 3: Perceived usefulness has a positive and significant effect on users' attitude toward EWOM.

H 4: Users' attitude toward eWOM has a significant and positive effect on intention to use eWOM.

H 5: Perceived Usefulness has a positive and significant effect on intention to use eWOM.

H 6: Perceived Ease of use has a positive and significant effect on intention to use eWOM.

H7: Males and Females have different intention to use eWOM.

H8: Age, Educational Level and income have an influence on the users' intention to use eWOM.

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APPENDIX

Bouche à oreille (BAO) électronique grâce au modèle d'acceptation de la technologie (MAT)

Ce projet académique concerne les facteurs influant sur l'intention d'utiliser la bouche-à-oreille électronique. Prendre le temps de remplir le questionnaire est d'une importance vitale et votre contribution est très appréciée. Vos réponses resteront anonymes et seront traitées avec la plus grande confidentialité. Il n'y a pas de bonnes ou de mauvaises réponses; ce qui compte vraiment, c'est votre opinion honnête. Merci beaucoup pour votre aide.

BAO :Le bouche à oreille électronique est un mode de promotion (ou dénigrement) d'un produit, d'une offre commerciale ou marketing ou d'une organisation par lequel se sont les consommateurs qui recommandent ou critiquent l'offre ou le produit sur les réseaux numériques. Il s'agit de la version digitale du classique bouche à oreille

* Required

1. **Q 1: Lisez-vous les avis et opinions en ligne (eWOM) sur un service ou un produit en ligne? (si vous choisissez OUI, veuillez continuer le questionnaire, sinon, ne répondez pas au reste des questions) * ***

   Mark only one oval.

   - ◯ Oui
   - ◯ Non

Q2: Veuillez indiquer dans quelle mesure vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes. (Veuillez cocher / encercler une seule case par ligne)

2. **a) Je consulte souvent les avis en ligne d'autres clients pour choisir un produit ou un service.** *

   Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

3. **b) Lorsque j'achète un produit, les avis en ligne des clients me permettent d'acheter ce produit en toute confiance.** *

   Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

5. d)Je trouve facile d'aller en ligne, de diffuser et de lire BAO *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

Q3 Veuillez indiquer dans quelle mesure vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes.

6. a) Je peux décider plus rapidement et plus facilement du produit / service que je souhaite utiliser que par le passé.. *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

7. b) Je peux mieux choisir le produit à utiliser * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

8. c) Je suis mieux informé sur les nouveaux produits / services * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

9. d) Je peux décider plus rapidement si je veux acheter / utiliser un produit / service ou non * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

10. e) Je peux mieux décider si je veux acheter / utiliser un produit / service particulier * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

Q4: Veuillez indiquer dans quelle mesure vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes.

11. **a) Lire des critiques et des commentaires en ligne est une bonne idée.** * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

12. **b) Utiliser la bouche à oreille existant en ligne est une bonne idée.** * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

13. **c) Je suis positif à propos du bouche-à-oreille électronique.** * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

Q5: Veuillez indiquer dans quelle mesure vous êtes d'accord ou pas d'accord avec chacune des affirmations suivantes.

14. **a) Je prédis que je lirai encore le bouche-à-oreille électronique à l'avenir.** * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

15. **b) Je lirais des critiques en ligne plutôt que d'autres critiques hors ligne** * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

16. **c) Si tout se passe comme je le pense, je continuerai à lire les avis en ligne des consommateurs à l'avenir.** * *
Mark only one oval.

	1	2	3	4	5	6	7	
Fortement d'accord	◯	◯	◯	◯	◯	◯	◯	Fortement en désaccord

Veuillez spécifier ci-dessous votre

17. **1. Sexe** *
Mark only one oval.

- ◯ Femme
- ◯ Homme

18. **2. Age** * *

_____

19. **3. Etat civil** * *
Mark only one oval.

- ◯ Célibataire
- ◯ Marié
- ◯ Divorcé
- ◯ Other: _____

20. **4. Niveau d'éducation** * *
Mark only one oval.

- ◯ Licence
- ◯ Master
- ◯ Doctorat
- ◯ Other: _____

21. **5. Budget hebdomadaire** *
Mark only one oval.

- ◯ Jusqu'à 1000 MAD
- ◯ 1000 à 2000 MAD
- ◯ 2000 à 3000 MAD
- ◯ Plus que 3000 MAD

Electronic Word of Mouth (eWOM)Through Technology Acceptance Model (TAM)

This academic project is concerned with the factors affecting intention to use electronic word of mouth. Taking the time to complete the questionnaire is vitally important and your contribution is highly appreciated. Your responses will remain anonymous and be treated in the strictest of confidence. There are no right or wrong answers; what really matters is your honest opinion. Thank you very much for your help.

* Required

Q 1 :Do you read online reviews and opinions (eWOM) about a service or product online ?(if you choose YES please continue the questionnaire , if not please do not answer the rest of questions)

1. *

Mark only one oval.

- ◯ yes
- ◯ No *Stop filling out this form.*

Q2: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

2. **a)The interaction with other people online and spreading eWOM is clear and understandable** *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

3. **b) Interaction online and spreading the EWOM does not require a lot of mental effort.** *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

4. **c) I find spreading the WOM online easy** *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

5. d)I find it easy to go online and spread and read WOM. *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

Skip to question 6.

Q3: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

6. a) I can decide more quickly and easily on which product/service I want to use than in the past. *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

7. b) I can better decide which product to use *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

8. c)I am better informed about new products/services *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

9. d) I can decide more quickly whether I want to buy/use a product/service or not *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

10. e)I can better decide whether I want to buy/use a particular product/service *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

Skip to question 11.

Q4: Please indicate the extent to which you agree or disagree with each of the following statements.

(Please tick /circle only one box per line)

11. **a) Reading reviews and comments online is a good idea.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

12. **b) Using the existing online word of mouth is a wise idea.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

13. **c) I am positive about the electronic word of mouth.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

Skip to question 14.

Q5: Please indicate the extent to which you agree or disagree with each of the following statements.

14. **a) I predict I will still read electronic word of mouth in the future.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

15. **b) I would read online reviews rather than any other offline reviews.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

16. **c) If everything goes as I think, I will keep reading consumers 'online reviews in the future.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Agree	◯	◯	◯	◯	◯	◯	◯	Strongly Disagree

Please specify below your

17. **Gender** *
Mark only one oval.

- ◯ Female
- ◯ Male

18. **Age** *

_____

19. **Marital Status** *
Mark only one oval.

- ◯ Single
- ◯ Married
- ◯ Divorced
- ◯ Other: _____

20. **Education Level** *
Mark only one oval.

- ◯ Undergraduate
- ◯ Master
- ◯ PhD
- ◯ Other: _____

21. **Weekly Budget** *
Mark only one oval.

- ◯ UP TO 100 EUROS
- ◯ 100 EUROS TO 200 EUROS
- ◯ 200 EUROS TO 300 EUROS
- ◯ More than 300 Euros