

Factors Impact Customers Engagement in eWOM on SNSs of Non-Profit Organizations: The Moderating Role of Habit

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Abstract

The purpose of this research is to investigate factors impact Jordanian customer engagement in electronic word of mouth eWOM on social networking sites SNSs of non-profit organizations NPOs. Through a thorough literature review, the researchers developed a framework to describe the relationships between the research independent, dependent and moderating variables. The research sample consisted of 367 respondents who only have running accounts on at least one of these SNSs (Facebook, Twitter, YouTube and Instagram); and who also have had in seeking or sharing for information about one or more of these NPOs in Jordan (king Hussein cancer center, tkiyet um ali and injaz corporation). Accordingly, multiple regression analysis has been used; the research findings confirmed that perceived trust in contacts on SNSs, customer involvement in SNSs and perceived usefulness respectively impact customers engagement in eWOM on SNSs of NPOs. Moreover, the moderating role of habit was also supported. Thus, the conclusions of this research, recommendations and directions for other researchers within the same field also have been discussed.

Keywords: customer involvement, perceived usefulness, perceived trust, habit, eWOM, NPOs, Jordan

1. Introduction

The internet high and speed development with its superior communication means has noticeably enlarged the scale and scope of different marketing communication efforts, which offered a fruitful base supporting the complicated world of electronic word-of-mouth eWOM (Bataineh, 2015). The freedom from time and place restrictions; make the eWOM communications quickly spread locally and globally. Similarly make possible for consumers to get in touch with bulky audiences at the same time. The effect of traditional marketing programs sounds to be on its last legs (Gil-Or, 2010). Customer's journey of searching for reliable and believable information can be started with looking for an advice of products/services, and ended with negative or positive experience with the products/services; which can be reflected in the cyberspace world as a post or comment on companies websites or their social networking sites SNSs, which make clear the success of eWOM as a marketing powerful tool. People became more and more as means in distributing content and different type of communication (San José-Cabezudo & Camarero-Izquierdo, 2012). As well as, the new media technologies granted customers superior power, so they can decide how, when, and where to use content generated by other customers. Furthermore, the advent of SNSs have given high interest between practitioners and scholars; by make it possible for customers to get involved in a dynamic social connections and interactions. SNSs have become an emerging tool for social communication and sharing of information throughout the world in the last 15 years. It even became a vital way for companies to reach their target audience, communicate their intended messages, build customers relationships and increase their involvement. They have rapidly gained more popularity as a promising tool to communicate with the public and engage in public relation by non-profit organizations NPOs as well (Nah & Saxton, 2013).

Social media concept is extended to a new viewpoint, "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so" (Campbell et al., 2011). According to Chi (2011) social media marketing can be defined as a "connection between brands and customers, which present a personal channel and currency for user social interaction." Recent statistics by (Pewglobal, 2013)

showed that; on the Arab nations level Jordan came secondly after Lebanon in Internet usage, whereas (84%) of them are using SNSs; keeping on touch with family and friends is the main motivation that force users to use SNSs, what is more, (69%) of social network users share their views about music and movies, (64%) share views about religion, and (63%) share views about politics. To get trust in a local business, customers still read more online information (eMarketer, 2014). Despite marketers presently spend substantial resources aims to encourage customers to create and disseminate positive eWOM in SNSs; unfortunately, research on why and how eWOM generated still limited.

Customer's engagement in eWOM in this research will be viewed from two perspectives; (1) opinion seeking; and (2) opinion sharing. The main reasons behind choosing the prior perspectives; first- according to the researchers best knowledge; there are no researches done to measure customer's engagement on SNSs for NPOs in Jordan; second- there are low retention rates by volunteers or target audience to nonprofits activities, so customers might needs more evidence and support from their contacts to get confidence of those organizations; third- lack of electronic marketing expertise in building and sustaining marketing strategy through SNSs. Based on that, the main objective of this research is to examine factors impact customer's engagement in eWOM through SNSs of NPOs working in Jordan.

2. Literature Review and Building Hypothesis

2.1 eWOM Engagement in SNSs

In general, customers engage in traditional WOM activity to enhance confidence, reduce time pressure, especially if the product were of a high value for them (Sweeney et al., 2008). According to Wallace et al. (2009) eWOM through SNSs is much more helpful in affecting customers purchase intentions than conventional advertising through these sites. SNSs can be used to share information about oneself to others, including updates of one's recent activities, experiences, appreciated things and lifestyle (Dunne et al., 2010). Friend's recommendations of a specific company/product within certain group will be highly recognized from receivers in this group, since friends often have similar interests (Diffley et al., 2011). According to Cheong & Morrison (2008) users of SNSs most likely become friends with a given brand, and then show support for it, which can lead to a positive eWOM. Furthermore, when SNSs users notice a particular product on friends' profiles, the intention for purchasing this product almost will be high, especially if the products fall within current needs of these users. Through engaging in eWOM communications, customers are capable to gather unbiased information of certain product offered by other customers based on their own consumption related advice (Hennig-Thurau et al., 2004). The social effect of eWOM works as a trend in which people may make changes to their attitudes, thoughts, or behaviors resulting from interacting with others in online environment (Jobs & Gilfoil, 2012).

The growing sophistication of products and services played a crucial role for sharing and reading online opinions (Gil-Or 2010). Previous researches showed that content distribution was found to make the main distinction between traditional WOM and eWOM communication (e.g. Chu & Choi, 2011; Henke, 2011; San José-Cabezudo & Camarero-Izquierdo, 2012). eWOM not only information giving and seeking, but also information sharing (Shu-Chuan & Yoojung, 2011). According to Shu-Chuan and Yoojung (2011) opinion passing behavior or (opinion sharing) possibly high occurs in the context of online channels, since the Internet allow and open multichannel for communication. One of the key reasons that make customers to share opinions with others is when they have a worry for others and already they tend to enhance their own sense of worth (Amblee & Bui, 2011). This can be clear between Jordanian customers, whether concerning others or to gain self-worth. Online customers looking for brand related information, generating content and willing to share content with others is tremendously helpful in escalating brand engagement (Shu-Chuan & Yoojung, 2011). Based on the above discussion, customers' engagement in eWOM activities (seeking and sharing opinions) through SNSs might be affected by different variables, especially that NPOs activities in Jordan are directed to a tiny audience, which make the chance to get engage between prospect customers with these organizations SNSs very weak .

2.2 Customers Involvement in SNSs

Involvement is a critical factor in the field of consumer behavior. It seems that involvement a fuzzy concept in view of the fact that it is similar to various concepts such as; engagement, participation etc. According to Mollen & Wilson (2010) they identified three major differences between involvement and engagement, which they are: (1) Involvement needs a consumption object (e.g. product category). (2) Dissimilar to engagement; involvement refers to additional passive portion of mental resources over an active relationship with the object of consumption. (3) Engagement requires a certain degree of emotional attachment, achieved by pleasant and satisfying experiences. Involvement is a vital dimension of engagement, and therefore an essential relational

concept to discuss (Mollen & Wilson, 2010). The concept has to be found more impressive and common with studies of social psychology; which described human involvement in general as the relationship between person and an object moderated by specific goals. In marketing, product involvement can have a significant impact on purchasing product, needed time for information search, customers preferences and attitudes of certain product, customers perception concerning alternatives in the same product category and brand loyalty (Harari & Hornic, 2010). Involvement has been defined as an inner state used to reveal an ongoing concern by the customer towards a product derived from the perceived interest and significance of the purchase process (Bowden, 2009). Product involvement influences on both pass-along possibility and likelihood of attending a performance. Moreover, low involvement customers were found to be more active in sharing provocative content online than high-involvement ones (Henke, 2011). On the other hand Fan and Miao (2012) confirmed that customers who have higher involvement are ready to take on opinions provided by other customers.

In this research, involvement can be defined as degree of customer dependence on SNSs to fulfill his/her needs for information in order to gain knowledge before dealing with specific NPOs. Moreover, because the intangible nature of services provided by NPOs, customers seems to spend much time looking for information provided by NPOs on their SNSs to support their engagement level, whether during information search stage or after using services provided by NPOs. Thus, we can hypothesize:

H1: Customer involvement on SNSs impact eWOM engagement in SNS of NPOs.

2.3 Perceived Usefulness of SNSs

In online context, perceived usefulness PU is defined as the degree to which a customer's believes that e-shopping will improve the performance of a specific transaction (Chiu, 2009). The significance of PU as a key motivating variable were derived from technology acceptance model TAM (Davis et al. 1989), which propose that PU influence user acceptance as a result of reinforcement values of outcomes. PU has been found to be linked with customer's satisfaction and continuance intentions to use products/services in different studies such as e-learning systems (Almahamid et al., 2011), e-shopping (Maghrabi et al., 2011). Perceived usefulness in this research refers to perceived benefits by customers' of using SNSs for different purposes like save time enhance communications and so on. Thus, we can hypothesize:

H2: Perceived usefulness of SNSs impact eWOM engagement in SNS of NPOs.

2.4 Perceived Trust in Contacts on SNSs

According to Mangold and Faulds (2009) suggested, consumers perceive social media as a more reliable source of information about brands than marketer-generated content communicated via the traditional promotional mix comprising advertising, sales promotion and public relations. Promotional campaigns of companies on their SNSs is expected to be ignored by online users, since being company generated and thus perceived as untrustworthy (Diffley et al., 2011). According to (Dou et al., 2012) source credibility is a critical predictor in the early phase when a customer is selecting a Website, and support perceived trustworthiness of content on the site. In addition, individuals' conformity to turn out to be friends and get the profiles of each other's, might leads to improve the reliability of their contacts, and motivate further confidence on social level (Shu-Chuan & Yoojung, 2011). Customer's perceptions towards products and companies can be formed based on negative or positive assessments of their friends on SNSs(Diffley et al., 2011). Perceived trust in contacts in SNSs is an additional related variable that is of a vital significance in examining customers' decisions to engage in eWOM in SNSs (Shu-Chuan & Yoojung, 2011). Therefore, perceived trust in this work can be reflected as customers' reliance on the contacts list such as family, peers and friends etc., and not in the message itself like reviews or comments provided by NPOs on their SNSs. Thus, we can hypothesize:

H3: Perceived trust in contacts on SNSs impact eWOM engagement in SNS of NPOs.

2.5 Habit

According to Wood et al. (2002) behavior performance requires tiny of the individual's attention and minimal mental effort; once a habit is established. Habit is the degree of which behavior has become automatic as a consequence of prior learning (Limayem et al., 2007). Information system IS researchers have the same opinion that if persons are habitually performing a certain behavior like using an IS, the continuing use in the future could be mostly determined by habit rather than any reasoned action (Leu, Cheung, & Lee, 2011). Customers' responses to eWOM might automatically be established by their existing habits of using the Internet in daily life to seek and spread product/service related information. Therefore, customers' habitual reliance on online communication through SNSs seems to be inherent goal that followed routinely with no cognitive processing efforts. Beside depending on perceived involvement, perceived usefulness and perceived trust in contacts on

SNSs; as Jordanian customers being expected to seek or share online communication through SNSs of NPOs, this goal might be moderated by the habit construct. Thus, we can hypothesize:

H4: The impact of customers' involvement in SNSs, perceived usefulness of SNSs and perceived trust in contacts on SNSs on eWOM engagement in SNS of NPOs is moderated by habit.

3. The Research Model

Based on a comprehensive examination of relevant literature related to customers' engagement in eWOM of SNSs, figure 1 shows the suggested research model, which clarifies the relationships between the research variables.

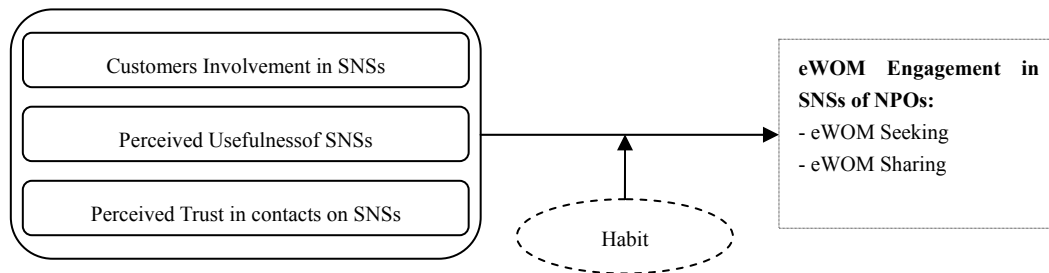


Figure 1. Suggested research model

4. Research Methodology

4.1 Research Population and Sample

According to latest statistics provided by Jordanian ministry of social development (2015) the number of registered NPOs in Jordan is (1197) organizations, more than 50% of them are located in Amman, and the others are distributed on the rest counties in Jordan. Unfortunately, most of these organizations have no marketing efforts whether through online or off-line channels and the main reason behind that is lack of financial resources and the weakness of marketing expertise to run informative and persuasive campaigns for these organizations especially via SNSs. Therefore, this research will focus only on three NPOs Located in Amman and (not registered on the Jordanian ministry of social development site) who have active SNSs like (Facebook, Twitter, YouTube and Instagram), and they are easy to be recognized from most of Jordanian customers; which they are: (1) King Hussein cancer center; (2) Tkiyet um ali; and (3) Injaz corporation.

The population of this research consists of all SNSs users in the Hashemite kingdom of Jordan. According to Bataineh (2015) the capital of Amman considers a representative sample in view of the fact that Amman has high population intensity and wide variety. For this reason, the research sample consisted of all SNSs users who are located in Amman and have active accounts on one of these SNSs (Facebook, Twitter, YouTube and Instagram), and they were seeking or sharing information with others about one of the prior NPOs. A convenience sample was applied since ease of sample selection and data gathering (Diffley et al., 2011). The size of the research sample has been determined to be (500) customers. Unfortunately after distributing the 500 questionnaires through online and offline channels, only 406 questionnaires have been returned. Hence, the valid questionnaires for statistical analysis were (367).

4.2 Research Questionnaire and Data Gathering

With the purpose of collect data from the research sample, a structured questionnaire was developed initially in English language and was also translated into Arabic; to have the chance to attain the targeted sample size (Appendix A). Two filtering questions were applied to make sure that all respondents fall in the sample scope. Moreover, the research measurements have been modified from other researches as shown in table 1.

Table 1. The research variables' measurement items and their sources

Variable measurement	Reference
Customer Involvement	(Beatty & Talpade, 1994)
Perceived Usefulness	(Kim et al., 2009)
Perceived Trust	(Shu-Chuan, 2011)
Habit	(Limayem, 2007)
eWOM Seeking	(Shu-Chuan, 2011)
eWOM Sharing	(Shu-Chuan, 2011)

4.3 The Research Reliability

The research reliability was examined through the Cronbach's alpha coefficient test (Sekaran, 2003). As shown in table 2, all variables were larger than 60% of alpha used in this research, which ranged from (0.665 to 0.895). As a result, the variables in the research questionnaire have internal reliability coefficient.

Table 2. Values of Cronbach's alpha for the research variables

Variables	Number of Items	Cronbach's Alpha
Customer involvement	4	0.665
Perceived usefulness	5	0.798
Perceived trust	6	0.876
Habit	4	0.734
eWOM Seeking	3	0.882
eWOM Sharing	3	0.895

5. Analysis of Data and Findings

5.1 Sample Demographics

Table 3 shows the research respondents demographics. Two screening questions were used to make sure that all respondents have running and active accounts at least of one or more of these SNSs (Facebook, Twitter, YouTube and Instagram), in order to go on with answering the research' questionnaire.

Table 3. Sample demographics

Variable	Frequency	Percent
Gender		
Male	254	69.3
Female	113	30.7
Age		
Less than 20	40	10.9
20-30	115	31.3
31-40	78	21.2
41-50	97	26.4
More than 51	37	10.2
Educational Level		
High school	45	12.3
College degree	39	10.6
Bachelor's degree	216	58.8
Master's degree	32	8.7
Doctoral degree	35	9.6
Monthly income		
Less than 400 JD	57	15.5
400 – 699	77	21.0
700 – 999	145	39.5
More than 1000	88	24.0
Total	367	100.0

5.2 Hypothesis Testing

A multiple regression test has been used to study the impact of the research' independent variables customer

involvement on SNSs, perceived usefulness of SNSs and perceived trust in contacts on SNSs on the dependent variable eWOM engagement on SNSs of NPOs which includes opinion seeking and sharing; in addition to, to investigate the moderating effect of habit.

H1: Customer involvement on SNSs impact eWOM engagement in SNS of NPOs.

According to table 4, the findings of regression test indicated that there is a significant impact of customer involvement on SNSs on eWOM engagement in SNS of NPOs. As shown in the table 26.1% of the variation in eWOM engagement in SNS of NPOs can be interpreted by the customer involvement on SNSs, and beta is 0.560, significant at (0.000). Accordingly, findings provide support for accepting H1.

Table 4. Regression test for H1

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	H1 Result
.511 ^a	.261	.260	.58164	309.591	.000 ^b	Accepted
Coefficients						
Unstandardized Coefficients		Standardized Coefficients				
B	Std. Error	Beta	T	Sig.		
2.316	.115		21.513	.000		
.441	.021	.560	16.580	.000		

H2: Perceived usefulness of SNSs impact eWOM engagement in SNS of NPOs.

According to table 5, the findings of regression test indicated that there is a significant impact of perceived usefulness of SNSs on eWOM engagement in SNS of NPOs. As shown in the table 32.1% of the variation in eWOM engagement in SNS of NPOs can be interpreted by the perceived usefulness of SNSs, and beta= 0.541 is significant at (0.000). Accordingly, findings provide support for accepting H2.

Table 5. Regression test for H2

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	H2 Result
.567 ^a	.321	.320	.59337	312.362	.000 ^b	Accepted
Coefficients						
Unstandardized Coefficients		Standardized Coefficients				
B	Std. Error	Beta	T	Sig.		
2.254	.108		22.851	.000		
.467	.024	.541	19.559	.000		

H3: Perceived trust in contacts on SNSs impact eWOM engagement in SNS of NPOs.

According to table 6, the findings of regression test indicated that there is a significant impact of perceived trust in contacts on SNSs on eWOM engagement in SNS of NPOs. As shown in the table 35.2% of the variation in eWOM engagement in SNS of NPOs can be interpreted by the perceived trust in contacts on SNSs, and beta= 0.569 is significant at (0.000). Accordingly, findings provide support for accepting H3.

Table 6. Regression test for H3

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	H3 Result
.594 ^a	.352	.351	.66725	112.458	.000 ^b	Accepted
Coefficients						
Unstandardized Coefficients		Standardized Coefficients				
B	Std. Error	Beta	T	Sig.		
3.979	.081		38.447	.000		
.2793	.022	.569	12.422	.000		

H4: The impact of customers' involvement in SNSs, perceived usefulness of SNSs and perceived trust in contacts on SNSs on eWOM engagement in SNS of NPOs moderated by habit.

According to table 7, the findings of regression test indicated that there is a significant impact of customers' involvement in SNSs, perceived usefulness of SNSs and perceived trust in contacts on SNSs on eWOM engagement in SNS of NPOs. Consequently findings offer support for accepting H4. Moreover, table 7 shows that 40.1% of the variation in eWOM engagement in SNS of NPOs can be interpreted by the independent variables. Furthermore, based on the weighted least square regression test (WLS) the findings indicated that perceived trust in contacts on SNSs beta= 0.301 is significant at (0.000), and customers' involvement in SNSs beta= 0.289 is significant at (0.000) are respectively the most influential predictors of the variations. In view of that; and in comparison with the values of R² in the previous tables; the general impact of the independent variables on the dependent variable is higher throughout habit.

Table 7. Regression test for H4

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	H4 Result
.634 ^a	.401	.400	1.05693	155.604	.000 ^c	Accepted
Coefficients						
Unstandardized Coefficients		Standardized Coefficients				
B	Std. Error	Beta	T	Sig.		
(Constant)	1.804	.104		18.513	.000	
CI	.233	.035	.289	6.021	.000	
PU	.079	.028	.233	3.424	.001	
PT	.251	.042	.301	6.755	.000	

5. Results Discussion and Conclusion

The findings of multiple regression tests point out that there is a significant impact of the research independent variables customers' involvement in SNSs, perceived usefulness of SNSs and perceived trust in contacts on SNSs on the dependent variable eWOM engagement in SNS of NPOs. Over and above, habit has been found as a moderator variable between the prior variables. Hence, all hypotheses have been accepted providing support of this positive relationship between the research variables. Research findings offered an evidence for the growing field of eWOM, which strongly supported and advocated that customer involvement on SNSs, perceived usefulness of SNSs and perceived trust in contacts on SNSs can strongly impact customers' eWOM engagement on SNSs. The multiple regression test findings point out depending on beta values and significance level that; perceived trust in contacts on SNSs is the most influential variable (predictor) on eWOM engagement on SNSs; this result is consistent with previous studies such as (Shu-Chuan&Yoojung, 2011; Dou et al., 2012), and respectively; customer involvement on SNSs found to be consistent with (Fan and Miao, 2012), and inconsistent with (Henk, 2011), whereas perceived usefulness of SNSs found to be consistent with (Maghrabiet.al, 2011). In addition, the findings indicated that habit clearly moderate and support the relationships between the independent

and dependent variables; based on the researchers most excellent knowledge; this finding consider original to the eWOM engagement literatures, and it can be confirmed and demonstrated more through other researchers inside or outside of Jordan. Therefore, customers' involvement in SNSs will form the fertile ground to determine the level of customer engagement in eWOM communications (seeking/sharing), that's why NPOs must pay more attention for SNSs, and to manage its image carefully in the mind of customers by sending mass informative and persuasive messages for their audience. On the other hand, activities such as on line contests through the NPOs' SNSs may improve and strengthen the level of customer involvement on these sites; especially if the customers fairly rewarded. Besides that, selecting comprehensible and useful messages through marketing experts on the NPOs' SNSs possibly will create value for customers, through lowering the needs for spending huge efforts searching online reviews/comments about the NPOs activities and its role in the society. Likewise, since customers highly depends on other customers recommendations about these NPOs; the NPOs can employ well-known opinion leaders in Jordan such as, religious, athletes and actors who are widely recognized by Jordanian customers as trusted people, which might influence customers' attitudes toward these NPOs. Finally, although customer eWOM engagement in SNSs of NPOs might be a sign of habit; continues innovative campaigns on carefully selected SNSs provided by credible sources most likely will turn habitual customers into delight and advocate customers in the future.

6. Recommendations and Directions for Future Research

According to the research empirical findings; customer's involvement in SNSs is very high; thus, the NPOs marketers may possibly explore and examine the most suitable platforms of these SNSs, where their suspects and prospects are really interact. Since NPOs marketing campaigns are limited for ethical and legal issues; the wide coverage of SNSs all over the world allow these organizations to build up systematic marketing programs to reach more customers outside of Jordan; through honest emotional messages about helping patients, poor people and unemployed. In addition, NPOs can give confidence for their current customers to share their positive experience with their contacts on SNSs, and empower them with needed tools like attractive online formats and cameras to record videos and so on. What is important for these NPOs to know that Jordanian culture reflects perfectly strong and deep relationships between people, and now a day's wining one satisfied customer in Jordan means gaining the opportunity to have hundred of prospects, especially through the phenomena of SNSs.

Finally, future research in this area may focus more on how far NPOs are really believe in the effectiveness of this growing tool (SNSs), moreover, further research may apply the research model on other service sector like finance, insurance and tourism etc., with the intention of enhance the overall impact of SNSs on building and sustaining competitive advantage for different organizations in various field.

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