

The Impact of Electronic Word-of-Mouth (e-WOM) on Consumers' Purchasing Decision: Evidence from Five-star Hotels in Egypt

Mohamed A. Mohamed
Faculty of Tourism and Hotel
Management, Helwan
University

Tamer M. Abbas
Faculty of Tourism and
Hospitality, King Salman
International University

Amira H. Abd El Monem
Faculty of Tourism and Hotel
Management, Helwan
University

Abstract

The website communication has a strong impact, which is later how to build their behavior and purchasing decisions, although other marketing means such as advertising may be important in forming the customer awareness, Electronic Word has become a more important and powerful role in changing customer perceptions and behavior towards a product or service. This study aims to explore the impact of electronic word of mouth (e-WOM) on Consumers Purchasing Decision of five star Hotels in Greater Cairo. This study employed a self-administrated interview with the marketing department at a number of five star hotels. The study showed that there is a large percentage of investigated hotels agreed that the word of mouth has an effect on e-marketing in hotels because about of 91% of people read reviews online and are affected by it.

Keywords: Electronic Word of Mouth (E-WOM), Consumers' Purchasing Decision, Five - star Hotels.

Intruduction

The Internet company has opened many channels of communication that were not available to customers before, so that the website communication has a strong impact, which is later how to build their behavior and purchasing decisions, Lopez, and Sicilia, (2014). Although other marketing means such as advertising may be important in forming the customer awareness, Electronic Word has become a more important and powerful role in changing customer perceptions and behavior towards a product or service (Wu, et al., 2014).

The spoken word is defined as positive or negative feedback as a result of a service or product used by a consumer and left to another person Lin, et al., (2013). It is also known as a kind of personal communication about a product that reaches consumers through neighbors, friends, family members and colleagues (Zhang et al., 2013).

The multiplicity and diversity of options offered by goods and services to the customer make him confused when choosing between them Albarq, (2014), which leads him to consult with the trust of relatives and acquaintances, friends and colleagues, it is a spontaneous conversation among consumers about products, services or technology (Cheung and Thadani, 2012).

With the development of the means of communication the spoken word has taken a strong development to become also electronic, (Jo; et al., 2011). The spoken word is a form of spoken word communication by using Internet applications (Almana, and Mirza, 2013).

Research problem is represented in that Social Media has recently become the dominant means of communication in the era of electronic power, Cynthiadewi, and Jury, (2014). This is due to increased awareness of marketers that The Electronic Word method has a high status on Social Media. It is imperative to study the determinants of customer participation in Electronic Word and its impact on purchasing decision, (Alurens, et al., 2013).

The Research Questions

- 1) How Electronic Word effects on the behavior of customers in the decision making process in hotels?
- 2) What are the dimensions of Electronic Word that is more effective in the consumer's purchase decision in the hotels?

Purpose of the Research

The aim of the study is to explore the impact of Electronic Word of Mouth on Consumers Purchasing Decision of five star Hotels in Greater Cairo. The research has three objectives:

- 1) Determine how important the dimensions of the spoken word in the consumer's purchase decision process.
- 2) Measure the effect range of the behavior of customers in the decision making process in hotels.
- 3) Determine the impact of the future confidence in the source of Electronic of Mouth intentions of purchasing decision by customers.

Review of Literarture

Word of mouth is the act of customers providing information to other customers from one person to another, traditional marketing. It has potential mean of shaping customers' attitude and perception about a brand and it has a great influences of product adoption. Customers who have the unique experience of products, services and brands of a company have tendency to include it into the list of their conversation. Customers value the products subjectively and reviewing both negative and positive features of the products or services (Heikkinen ,2012).

The marketing communications, through electronic word of mouth, are considered one of the most important forces on the academic and applied aspects recently, as the spoken word is considered a critical reference for the buyers when they determine their purchasing decisions (Hasan, 2012).

Word of mouth is known as positive or negative notices as a result of a service used by an customer to another person. The communication in word of mouth is considered an effectual factor in customers' awareness to the product quality but the problem resides in the difficulty of controlling it. The reasons go back to the person's independency who transferred die word. The communication mean by word of mouth is free, and the customer's reaction towards the word of mouth depends on itself, experience and personal experiment (Sewidan, 2011).

Word of Mouth has played important role in product adoption process. The importance of WOM was highlighted who identified opinion leaders as active members for spreading word of mouth. (Lis, and Nebler, 2014).

Definition of Electronic word of mouth (E -WOM)

Due to the internet and technological advancements, the way people communicate has been transformed and facilitated and, a new perspective to word of mouth (WOM), along with the new name, "electronic word of mouth (E-WOM)", has arisen. However, E-WOM has been considered a new and important phenomenon only for the last two decades. The term "electronic word of mouth" is known as not only "online word of mouth" but also refers to other expressions, including word of mouth" internet WOM and electronic word of mouth communication (Rensink,2013).

The E-WOM refers to any positive or negative statement made by potential, actual, or former customers about a product or company, available to a multitude of people via the internet in addition, E-WOM as informal communication between consumers about a particular product or service, which requires networking technology, with the specialty of large scale, anonymity, and immediacy, whereas in Bussiere, definition, it was mentioned that on online chat rooms, and other online media, consumers share positive or negative experiences with a product or service on their own right (Rui, et al. 2013).

Definition of the Term Purchase Decision

The term "Purchase Decision" has been used widely in business circles and has been defined by various authors. Prominent among the definitions put forth are those discussed in the following section.

Firstly, Kotler, (2003), presented the most recognized model of consumer purchase decision-making. This model divides the consumer purchase decision process into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior. Previously, Mowen and Minor 2001 stated that consumer decision making is a series of processing results from perceiving problems, searching for solutions, evaluating alternatives, and making decisions.

Earlier, Kotler, (2003), mentioned that purchase decision can be divided into unplanned buying, partially planned buying and fully planned buying. Unplanned buying means that consumers make all decisions to buy a product category and a brand in a store. It can be regarded as an impulse buying behavior. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop. Kotler (2003) proposed that individual attitudes and unpredictable situations will influence purchase decision. Individual attitudes include personal preferences to others and obedience to others' expectation and unpredictable situations signify that consumers change purchase decision because a situation is appearing, for example, when the price is higher than expected price (Dodds, et al. 1991).

Predicting consumer behavior is one of the deadliest tasks for any business as it keeps on altering under the influences of unknown and doubtful factors; therefore, leading to a purchase decision which is difficult to measure under diverse conditions Yang, (2012).

Purchase decision in literature is defined as the situation in which a customer is agreeable to make a transaction with the retailer. Schiffman and Kanuk, (2009), mentioned that purchase decision comes into deliberation when a customer is most likely attempting to purchase some product or service. For marketers purchase decision is of vast meaning as their forecasted consumer behavior is highly dependent on this purchase decision of the customers. The focus is on the buyer's intent not behavior. Intent has mostly implications

and will often influence individual action. Several studies claimed that purchase decision is a function of monetary deliberations too, and not only of behavior.

Furthermore, apparent affordability is an economic variable that can influence behavioral decision (perceived economic control). Hence, the purchase of that goods is prompted by the professed ability to afford a product, no matter whether the buyer becomes attentive of the product as pricey or low-priced Yang (2016), This study is interested in the consequences self-assessment of information about the product by the buyer and how it affects buyer's purchase decision.

The Concept of Consumer Purchase Decision

Researchers have proved many times that celebrity endorsement, customer knowledge and Product packaging/ design increase purchase decision of customers towards an organizations product. Recently some researchers have proved that celebrity endorsement, customer knowledge and product packaging help customers in evaluation of the product which is also called perceived value. After evaluation of the product or identifying the perceived value of the product customers generate purchase decisions towards the product (Engel, et al 1995).

Product knowledge or customer knowledge help in better evaluations of the product by the customers and purchase decision is more objective by them rather than subjective. A research conducted on consumer's knowledge about the product or product evaluations, indicated that consumers having more knowledge about a product are able to solve their problem with lesser efforts compared to less knowledgeable consumers. Also consumers with higher knowledge are not biased in making their decisions related to product purchase. Product knowledge plays a significant role in purchase decisions when the product is new or is manufactured in other countries and is distributed in rest of the countries (Bamber, et al. 2010).

The Relationship between E-WOM and Consumers Purchasing Decision

The Word of mouth (WOM) has been recognized as one of the most influential resources of information transmission since the beginning of human society (Godes and Mayzlin,2004). Prior to the Internet era, consumers shared each other's product related experiences through traditional WOM (e.g discussions with friends and family). The internet's global nature has created a medium for electronic word of mouth (EWOM) communication between consumers who have never met. Today the Internet makes it possible for consumers to share experiences and opinions about a product via E-WOM activity.

The E-WOM phenomenon has been changing people's behavior because of the growth of Internet usage, People often make offline decisions on the basis of online information, furthermore, they tend to rely on the opinions of other consumers when making decisions about matters such as which movie to watch or what stocks in invest in the online market, enables customers to write recommendations that influence potential consumers. The electronic word of mouth is network user's information exchange and discussion on some products or services by network media (Aslam et al., 2011).

The traditional word of mouth (WOM) is a mode of communication that was described originally as a means of sharing opinion and comments as regards to products and services that people were transacting. However, word of mouth has evolved into an entirely new form of communication that exploits modern technology. The advent and growth of the digital age built on the foundation of computing and the internet has seen the development and adoption of new ways of accessing and assessing consumer trends (Aslam et al., 2011).

On type of E-WOM is online consumer reviews. It consists of analysis and commentaries generated and posted by the end users of products who have spent their money on the product

and indeed used by businesses to make corrective of improvement measures on their products and services. Through online reviews, different customers share their shopping experiences. Online shoppers always undertake a review of other shopper's comments and experiences before they buy products online (Cheung and Thadani, 2010).

E-WOM refers to any attempt by a former, potential or actual customer to highlight the positive or negative attributes of a product or company in an online platform. Although E-WOM presents a high similarity in terms of characteristics with traditional WOM communication it presents a contritely new perspective to WOM communication. (Cheung and Lee, 2012).

Materials and Methods

In this study, both qualitative and quantitative approaches were used to collect the data. The chosen methodology was supported by two methods which are a pilot study and a self-administrated questionnaire form in order to identify and examine the impact of electronic word of mouth on consumers purchasing decision in hotels. These methods help the researcher to achieve the specific research objectives.

Pilot study

The pilot study was done through telephone calls and field visits in order to find out the level of internet marketing application and the variety of online marketing communication tools used in hotels. This survey study was conducted during June - July 2020.

Questionnaire pre-testing

A self-administrated Questionnaire is used in this study as a quantitative method with a sample of hotel guests in order to examine factors influence their decisions. To increase the reliability and validity of the Questionnaire and to measure its attributes adequateness, clearness and understanding, the questionnaire was reviewed by some academic scholars. Most of the suggestions were taken into consideration during designing the final form.

Questionnaire design

Questionnaire form was designed to investigate the impact of electronic word of mouth on consumers purchasing decision in hotels. The five – level scale ranging from 1” strongly disagree” to 5” strongly agree” was used to design the Questionnaire form. The Questionnaire is divided into five main parts.

The first part consists of seven questions focusing on demographic profile namely, gender, age, educations, income, length of stay, visit to Egypt and the use of the internet. The second part consists of six questions focusing on the credibility of spoken word. The third part is concerned with the source of spoken word. The fourth part consists of five questions focusing on the sensitivity of spoken word. The fifth part consists of nine questions focusing on the influences of the internet content on the purchasing decision.

Data analysis

Different methods are used to analyze the data collected from the valid forms. A descriptive analysis was applied to analyze the obtained data. Descriptive statistics were used to compute mean and standard deviation and correlation. The Statistical Package for Social Sciences (SPSS) Version 20 was applied. Mann-Whitney U test and Kruskal -Wallis test, were applied to investigate the reliability and validity of the questionnaire.

Sample and Data collection

A total number of 150 questionnaires was distributed to customers in hotels in Greater Cairo. (28) A sample of five hotels were chosen as follows; Sheraton Cairo hotel, Hilton hotel, Nile Ritz hotel, Nile plaza hotel and Kempinski hotel. Only 125 valid questionnaires have been collected. On the other hand, personal interviews were conducted with marketing managers.

Results and Discussions

The statistical analysis and methods that were used to answer the hypotheses, are as follows:

Reliability and Validity:

-To check the reliability and validity the coefficient "Alpha Cronbach", was used As shown below its value is 0.807 and 0.898 respectively. This indicates high degree of reliability and validity (See Table 1).

Table (1): Reliability and Validity of the dimensions of Word of Mouth as measured by "Cronbach alpha coefficient

ser	Dimensions	Reliability	Validity
	Total: The Impact of Electronic Word of Mouth	.753	0.867
	Total : Consumers Purchasing Decision In Hotels	.827	0.909
	The Impact of Electronic Word of Mouth on Consumers Purchasing Decision In Hotels	.807	0.898

The first part: Demographics variables

Table (2) states the profile of the respondents

Table (2): Profile of the respondents

Items		Freq.	percent	Rank
Gender	Female	31	24.8	2
	Male	94	75.2	1
	Total	125	100	-
Age	18-24	7	5.6	5
	25-34	10	8	3
	35-44	43	34.4	2
	45-54	50	40	1
	55-64	9	7.2	4
	65+	6	4.8	6
	Total	125	100	-
Education level	Secondary school	-	-	-
	Bachelor Degree	121	96.8	1
	Master	1	0.8	3
	PhD	3	2.4	2
	Total	125	100	-

Approximately monthly income	Under 2000 L.E.	-	-	-
	From 2001to 3000 L.E.	1	0.8	3
	From 3001to 4000 L.E.	19	15.2	2
	From 4001to 5000 L.E.	-	-	-
	From 5001and above.	105	84	1
	Total	125	100	-
Length of stay	Day and overnight tour	-	-	-
	From 2 days to less than one week	123	98.4	1
	From one weeks to 15 days	2	1.6	2
	More than 15 days tour	-	-	-
	Total	125	100	-
Visit to Egyptian	The first time	9	7.2	3
	The second time	81	64.8	1
	The third time	4	3.2	4
	More than three time	31	24.8	2
	Total	125	100	-
Using the internet	Less than 1 year	-	-	-
	1-2 years	-	-	-
	3-5 years	3	2.4	3
	6-10 years	79	63.2	1
	More than 10 years	43	34.4	2
	Total	125	100	-

From the above table it is clear that the majority of respondents are males, and most of them are from the age category “45-54”. Most of the respondents have “Bachelor Degree” . A high percentage of respondents i.e. 84% are of high level in regards to their income they receive more than 5001 L.E per month. In regards to the Length of stay most of the respondents are in the category “from 2 days to less than one week” which accounted for 98.4%. Also most of the respondents visited Egypt for the second time. About two thirds of them used internet from 6 – 10 years, followed by third who used it more than 10 years, and only a very small percentage (2.4%) used internet only from 3 – 5 years .

The second Part : credibility of spoken word

- The analysis of answers towards this issue is shown in Table (3)

Table (3): Analysis of credibility of spoken word

variable	Sub-variable	Freq.	%	Mean	Std.	R.
1-When I book a hotel, I ask people that I know to give me advice via some tools such as e-mails, instant messages, etc	Strongly Disagree	-	-	4.36	0.48	3
	Disagree	-	-			
	Neither	-	-			
	Agree	80	64			
	Strongly Agree	45	36			
	total	125	100			
2-I feel more that comfortable when I have gotten opinions from people that I know electronically.	Strongly Disagree	-	-	4.55	0.49	1
	Disagree	-	-			
	Neither	-	-			
	Agree	56	44.8			
	Strongly Agree	69	55.2			
	total	125	100			
3- Electronic communication with people that I known influences my choice of hotel.	Strongly Disagree	-	-	4.34	0.47	4
	Disagree	-	-			
	Neither	-	-			
	Agree	82	65.6			
	Strongly Agree	43	34.4			
	total	125	100			
4- Online positive and negative opinions influence my hotel choice.	Strongly Disagree	-	-	4.42	0.67	2
	Disagree	2	1.6			
	Neither	7	5.6			
	Agree	52	41.6			
	Strongly Agree	64	51.2			
	total	125	100			
5- I rarely seek online opinions where to travel	Strongly Disagree	29	23.2	2.28	1.11	6
	Disagree	56	44.8			
	Neither	27	21.6			
	Agree	2	1.6			
	Strongly Agree	11	8.8			
	total	125	100			

6- When making hotel choice, other people's online opinions are important to me.	Strongly Disagree	-	-	4.23	0.57	5
	Disagree	-	-			
	Neither	9	7.2			
	Agree	78	62.4			
	Strongly Agree	38	30.4			
total	125	100				
Mean Average				4.03	0.38	-

From the above table it is clear that The trend of the sample for “credibility of spoken word” is towards the agreement, with mean of (4.03), and the Std. Deviation (.38).

The third part: The answers of respondents towards the dimensions of “source of spoken word”

Table (4): Responses regarding the “Source of spoken word”

variable	Sub-variable	Freq.	%	Mean	Std.	R.
7-I mention quite frequently this hotel name on Facebook.	Strongly Disagree	1	.8	3.54	1.14	1
	Disagree	33	26.4			
	Neither	18	14.4			
	Agree	43	34.4			
	Strongly Agree	30	24			
	total	125	100			
8- I seldom miss an opportunity to tell others about this hotel on Facebook.	Strongly Disagree	-	-	3.30	.084	2
	Disagree	23	18.4			
	Neither	49	39.2			
	Agree	45	36			
	Strongly Agree	8	6.4			
	total	125	100			
9- I have told people on Facebook about this hotel more than I've told about other online hotels.	Strongly Disagree	9	7.2	2.70	0.92	5
	Disagree	48	38.4			
	Neither	43	34.4			
	Agree	2	17.6			
	Strongly Agree	3	2.4			
	total	125	100			
10- When I tell others about this hotel on Facebook, I tend to talk in great detail	Strongly Disagree	9	7.2	3.22	1.06	3
	Disagree	22	17.6			

	Neither	36	28.8			
	Agree	48	38.4			
	Strongly Agree	10	8			
	total	125	100			
11- I rarely talk to my Facebook friends about this online hotel.	Strongly Disagree	5	4	3.18	1.18	4
	Disagree	43	34.4			
	Neither	22	17.6			
	Agree	35	28			
	Strongly Agree	20	16			
	total	125	100			
Mean Average				3.18	0.49	-

From the above table it is clear that the trend of the sample for the dimension “source of spoken word” indicates that it is towards the (Neither), with mean of (3.18), and the Std. Deviation (.49). The most agreeable statements are, (I mention quite frequently this hotel name on Facebook), (I seldom miss an opportunity to tell others about this hotel on Facebook.), (When I tell others about this hotel on Facebook, I tend to talk in great detail), with Mean, (3.54), (3.30), (3.22) respectively. And the least agreeable statements are, (I have told people on Facebook about this hotel more than I’ve told about other online hotels), with Mean-arithmetic, (2.70).

The fourth part: sensitivity of spoken word

The analysis of the sensitivity is shown in Table (5)

Table (5): Sensitivity of spoken word

variable	Sub-variable	Freq.	%	Mean	Std.	R.
12- Though I bought from this hotel but I wouldn’t really recommend it to my Facebook friends.	Strongly Disagree	9	7.2	3.38	1.16	4
	Disagree	15	12			
	Neither	48	38.4			
	Agree	26	20.8			
	Strongly Agree	27	21.6			
	total	125	100			
13- If I talked to my Facebook friends about this hotel, I would tell them to avoid buying from there.	Strongly Disagree	14	11.2	3.24	1.19	5
	Disagree	15	12			
	Neither	43	34.4			
	Agree	33	26.4			
	Strongly Agree	20	16			
	total	125	100			
14- I have only good things to say	Strongly	-	-	4.26	0.69	1

about this online hotel.	Disagree					
	Disagree	-	-			
	Neither	18	14.4			
	Agree	56	44.8			
	Strongly Agree	51	40.8			
	total	125	100			
15- I would recommend this hotel to my Facebook friends.	Strongly Disagree	-	-	3.65	0.78	3
	Disagree	10	8			
	Neither	38	30.4			
	Agree	63	50.4			
	Strongly Agree	14	11.2			
	total	125	100			
16- I am pound to tell my Facebook friends that I bought from this hotel.	Strongly Disagree	10	8	3.78	0.92	2
	Disagree	-	-			
	Neither	10	8			
	Agree	93	74.4			
	Strongly Agree	12	9.6			
	total	125	100			
Mean Average				3.66	0.56	

From the above table it is clear that the trend of the sample for the dimension “sensitivity of spoken word” indicates that it is towards the (agreement), with mean of (3.66), and the Std. Deviation (.56). The most agreeable statements are, (I have only good things to say about this online hotel), (I am pound to tell my Facebook friends that I bought from this hotel), with Mean, (4.26), (3.78), respectively. And the least agreeable statements are, (If I talked to my Facebook friends about this hotel, I would tell them to avoid buying from there), with Mean-arithmetic, (3.24).

The Fifth Part: the influence of internet content on the purchasing decision.

This is shown in Table (6)

Table (6): The influence of internet content on the purchasing decision

variable	Sub-variable	Freq.	%	Mean	Std.	R.
17 - The hotel provides care and individualized attention to the customers through internet that affect my purchase decision.	Strongly Disagree	-	-	4.06	0.71	6
	Disagree	-	-			
	Neither	28	22.4			
	Agree	61	48.8			
	Strongly Agree	36	28.8			
	total	125	100			
18 - The well – designed Facebook pages offer me the best decision.	Strongly Disagree	-	-	4.57	0.49	2
	Disagree	-	-			
	Neither	-	-			
	Agree	54	43.2			
	Strongly Agree	71	56.8			
	total	125	100			
19 - I intend to continue purchasing products from the internet in the near future.	Strongly Disagree	-	-	4.18	0.97	5
	Disagree	7	5.6			
	Neither	29	23.2			
	Agree	23	18.4			
	Strongly Agree	66	52.8			
	total	125	100			
20 - I don't mind buying from Facebook page's which I never bought before.	Strongly Disagree	-	-	4.26	0.91	4
	Disagree	6	4.8			
	Neither	22	17.6			
	Agree	30	24			
	Strongly Agree	67	53.6			
	total	125	100			

Continued
Table (6) (Continued).

variable	Sub-variable	Freq.	%	Mean	Std.	R.
21 - I always use the internet for hotel pricing comparability regarding value based pricing.	Strongly Disagree	-	-	4.74	0.44	1
	Disagree	-	-			
	Neither	-	-			
	Agree	33	26.4			
	Strongly Agree	92	73.6			
	total	125	100			
22 - There are many risks for me in using the internet as an information source in purchasing decisions of hotel services.	Strongly Disagree	-	-	3.73	1.08	8
	Disagree	21	16.8			
	Neither	31	24.8			
	Agree	34	27.2			
	Strongly Agree	39	31.2			
	total	125	100			
23 - The Internet content about Egyptian hotels affects my purchasing dictions	Strongly Disagree	-	-	3.68	0.90	9
	Disagree	16	12.8			
	Neither	29	23.2			
	Agree	59	47.2			
	Strongly Agree	21	16.8			
	total	125	100			
24 - The reliable and secured hotel websites influence my perceptions of online purchasing.	Strongly Disagree	-	-	4.42	0.49	3
	Disagree	-	-			
	Neither	-	-			
	Agree	72	57.6			
	Strongly Agree	53	42.4			
	total	125	100			
25 - Previous customers experiences and tips in internet video formats effect on my final	Strongly Disagree	-	-	4.03	0.70	7
	Disagree	1	0.8			

hotel purchasing decisions.	Neither	26	20.8			
	Agree	66	52.8			
	Strongly Agree	32	25.6			
	total	125	100			
Mean Average				4.18	0.31	-

From the above table it is clear that the most agreeable statements are, “I always use the internet for hotel pricing comparability regarding value based pricing”, “The well – designed Facebook pages offer me the best decision”, “The reliable and secured hotel websites influence my perceptions of online purchasing”, And the least agreeable statements are, “There are many risks for me in using the internet as an information source in purchasing decisions of hotel services”, “The Internet content about Egyptian hotels affects my purchasing dictions”, with Mean-arithmetic, (3.73), (3.68), respectively.

The correlation between the Electronic Word of Mouth and the consumers purchasing decision in Hotels.

This relationship is stated in Table (7)

Table (7): Correlation between the Impact of Electronic Word of Mouth and Consumers Purchasing Decision in Hotels

Relation	r	Sig.
The Impact of Electronic Word of Mouth and Consumers Purchasing Decision In Hotels	0.818	0.001**

** significant level 0.01

From the above table it is clear that Statistically significant relationship between the Impact of Electronic Word of Mouth and consumers Purchasing Decision in Hotels) with a correlation coefficient (0.818) at a level of significant less than (0.01).

Findings and Recommendations

After analyzing the data and testing the hypotheses, the researcher reached the results that were classified as follows:

In terms of "credibility of spoken word," the research found that most customer reviews were directed to a phrase "I feel more that comfortable when I have gotten opinions from people that Online", of high relative importance (91%), the lowest phrases were "I know electronically positive and negative opinions influence my hotel choice", of low relative importance (45%). And in terms of dimension "source of spoken word", It was the highest opinion "I mention quite frequently this hotel name on Facebook", of relative importance (70.8%), the lowest phrases were "I have told people on Facebook about this hotel more than I’ve told about other online hotels”, of relative importance (54%). In terms of dimension "sensitivity of spoken word" It was more a phrase "I have only good things to say about this online hotel", of relative importance (85.2%), the lowest phrases were "If I talked to my Facebook friends about this hotel, I would tell them to avoid buying from there" of relative importance (64.8%).

As for the results related to the dependent variable "Consumers Purchasing Decision in Hotels": Most customer reviews were addressed to "I always use the internet for hotel pricing comparability regarding value based pricing", of high relative importance (94.8%), It was the least opinion "The Internet content about Egyptian hotels affects my purchasing dictions", of relative importance (73.6%).

The general assumption was proven:

There is a statistically significant effect and correlation between: "The Impact of Electronic Word of Mouth" "Consumers Purchasing Decision in Hotels", this has a strong correlation coefficient r (81.8%), and a high degree of influence, where the coefficient of determination is r^2 (66.8%).

The research found that most of the dimensions that affect "Consumers Purchasing Decision in Hotels" was "sensitivity of spoken word" with a value of t (5.629), followed by "source of spoken word" with a value of t (3.171), and the least effective were the dimensions "credibility of spoken word" with a value of t (1.422).

Conclusion

The world of mouth (WOM) is a mode of communication that was described originally as a means of sharing opinion and comments as regards to products and services that people were transacting. Word of Mouth has played important role in product adoption process. The importance of WOM was highlighted who identified opinion leaders as active members for spreading WOM. There is a significant effect of customer knowledge, product packaging/design and celebrity endorsement on purchase decision of a product. The dimensions of the spoken word are important in the consumer's purchase decision process. There is a great effect of the behavior of customers on the decision making process in hotels. Consumer's earlier period experience with immature products could be significant in forming the product-exact perception that would influence potential purchase decision. Furthermore, E-WOM refers to any attempt by a former, potential or actual customer to highlight the positive or negative attributes of a product or company in an online platform. Although E-WOM presents a high similarity in terms of characteristics with traditional WOM communication, the researcher recommends raising the credibility of spoken word in order to increase the Consumers Purchasing Decision In five-star Hotels.

اثر الكلمة المنطوقة إلكترونياً على قرار شراء العملاء في الفنادق

المستخلص

يكون لاتصال موقع الويب تأثير قوي ، وهو فيما بعد يعمل على كيفية بناء سلوكهم وقرارات الشراء ، على الرغم من أن وسائل التسويق الأخرى مثل الإعلان قد تكون مهمة في تكوين وعي العميل ، إلا أن الكلمة المنطوقة إلكترونياً أصبحت لها دوراً أكثر أهمية وقوة في تغيير تصورات العملاء وسلوكهم تجاه منتج أو خدمة و الهدف من الدراسة هو استكشاف تأثير الكلمة المنطوقة إلكترونياً على قرار شراء العملاء للفنادق الخمس نجوم في القاهرة الكبرى. وأظهرت الدراسة أن هناك نسبة كبيرة من الفنادق التي تم فحصها اتفقت على أن الكلمة المنطوقة له تأثير على التسويق الإلكتروني في الفنادق لأن حوالي 91٪ من الأشخاص الذين يقرؤون التقييمات عبر الإنترنت يتأثرون بها.

الكلمات الدالة: الكلمة المنطوقة إلكترونياً - قرار شراء العملاء - فنادق الخمس نجوم

Appendix
Questionnaire from

The Impact of Electronic Word of Mouth on Consumers Purchasing Decision In Hotels

Dear Respondents.

This questionnaire is intended to gather information for academic purposes only. The information provided will be treated with confidentiality. So please kindly spare some time to fill this questionnaire from to conclude right and accurate results.

Please place attack (√) in e box to represent your answer.

• **Section (I): demographic Profile**

1- Your gender

Female Male

2- Your age

18-24 25-34
35-44 45-54
55-64 65+

3- Your education level

Secondary School Bachelor Degree
Master PhD

4- Approximately monthly hours hold income

Under 2000 L.E. From 2001 to 3000 L.E.
From 3001 to 4000 L.E. from 4001 to 5000 L.E.
From 5001 and above

5- Length of your stay

Day and overnight tour from 2 days to less than onweek
From one weeks to 15 days more than 15 days tour

6- Your visit to Egyptian tourism destination is in:

The first time the second time
The third time More than three times

7- How long have you been using the internet?

Less than 1 year
1-2 years
3-5 years
6-10 years
More than 10 years

Section (II):

Please put a circle (O) around number that most relevant to you.

Statements	Strongly Disagree	Disagree	Neither	Agree	Strongly
<u>Credibility of spoken word</u>					
1) When I book a hotel, I ask people that I know to give me advice via some tools such as e-mails, instant messages, etc.	1	2	3	4	5
2) I feel more that comfortable when I have gotten opinions from people that I know electronically.	1	2	3	4	5
3) Electronic communication with people that I known influences my choice of hotel.	1	2	3	4	5
4) Online positive and negative opinions influence my hotel choice.	1	2	3	4	5
5) I rarely seek online opinions where to travel	1	2	3	4	5
6) When making hotel choice, other people's online opinions are important to me.	1	2	3	4	5
<u>source of spoken word</u>					
7) I mention quite frequently this hotel name on Facebook.	1	2	3	4	5
8) I seledom miss an opportunity to tell others about this hotel on Facebook.	1	2	3	4	5
9) I have told people on Facebook about this hotel more than I've told about other online hotels.	1	2	3	4	5
10) When I tell others about this hotel on Facebook, I tend to talk in great detail	1	2	3	4	5
11) I rarely talk to my Facebook friends about this online hotel.	1	2	3	4	5
<u>Sensitivity of spoken word</u>					
12) Though I bought from this hotel but I wouldn't really recommend it to my Facebook friends.	1	2	3	4	5
13) If I talked to my Facebook friends about this hotel, I would tell them to avoid buying from there.	1	2	3	4	5
14) I have only good things to say about this online hotel.	1	2	3	4	5
15) I would recommend this hotel to my Facebook friends.	1	2	3	4	5
16) I am pound to tell my Facebook friends that I bought from this hotel.	1	2	3	4	5
<u>In flunce of internet content</u>					
17) The hotel provides care and individualized attention to the customers through internet	1	2	3	4	5

Statements	Strongly Disagree	Disagree	Neither	Agree	Strongly
that affect my purchase decision.					
18) The well – designed Facebook pages offer me the best decision.	1	2	3	4	5
19) I intend to continue purchasing products from the internet in the near future.	1	2	3	4	5
20) I don't mind buying from Facebook page's which I never bought before.	1	2	3	4	5
21) I always use the internet for hotel pricing comparability regarding value based pricing.	1	2	3	4	5
22) There are many risks for me in using the internet as an information source in purchasing decisions of hotel services.	1	2	3	4	5
23) The Internet content about Egyptian hotels affects my purchasing dictions	1	2	3	4	5
24) The reliable and secured hotel websites influence my perceptions of online purchasing.	1	2	3	4	5
25) Previous customers experiences and tips in internet video formats effect on my final hotel purchasing decisions.	1	2	3	4	5

References

- Albarq& Abvbas N. (2014), Measuring the impace of online world of Mouth on Tourists, Attiude and Intonations to Visit Jordan; an Empirical Study, International Busyness, Research, Vol 7, No. 1.
- Almana, Amal M. & Mirza, Abdurrahman A. (2013), The impact of Electronic world of Mouth on Consumers Purchasing Decisions, International Journal of Computer Applications, Vol, 82, No9.
- Alurens, J, et al., (2013),Elctronic world of mouth: The Effect of Incentives c- Referrals by sendres and Recivers European Journal of Mareing Vol. 47, No. 7.
- Aslam, E. Jadoon, K. Zaman & S. Gondal(2011), Effect of Word of Mouth on Consumer Buying Behavior, Mediterranean Journal of Social Sciences, 2011.
- Bamber, L. S., Jiang, J., & Wang, I. Y. (2010), What's my style? The influence of top managers on voluntary corporate financial disclosure, The Accounting Review, 85(4), 1131-1162
- Cheung, C. M. & Thadani, D. R. (2010),The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis, in BLED 2010 Proceedings.
- Cheung, C. M., & Lee, M. K. (2012), What drives consumers to spread electronic word of mouth in online consumer opinion platforms, Decision Support system, 53(1), 218-225
- Cheung,C.M.& Thadani,D., (2012), The impact of electronic world of mouth communications: A literature analysis and integrative model, Journal of Decision support systems, Vol. 25.
- Cynthiadewi, putu ruri & Jury Hatammimi, (2014), The influence of electronic world of Mouth toward Brand Image and Puchace International of 13th Shocs, International Conference Economics, Educational and Humanities (ICEEH 14), Doc.
- Dodds, W. B., Monroe, K. B. & Grewal, D. (1991), Effect of price, brand and store Information on buyer's product evaluation, Journal of Marketing Research, 28(3), pp. 307-319.
- Engel, J. F. Blackwell, R. D., & Miniard, P. W. (1995), Consumer behavior (8th Edn.) New York: Dryden Press
- Ghodes D. & Mayzlin, D.,(2004), Using Online Conversations to study workd of Mouth communication, Marketing Science 23 (4).
- Hassan A.(2012), The role of word of mouth in choosing the customers for the physician and applied study on the customers of private clinics, Egyptian magazine for commercial studies, Faculty of commerce- measonra Unversity.
- Heikkinen, I. (2012), Electronic Word of Mouth: An Expe11n1ental Analysis of Online Consumer Reviews of Smariphones, Master Thesis. Master of Science in Economics and Business Administration Aarhus University .Denmark .

Jo Brown; Amanda, J. & Nick Lee (2011), World of mouth communication within online communities conceptualizing the online social network, Journal of Interactive Marketing, Vol. 21, No. 3.

Kotler, P. (2003), Marketing Management (11th ed.), New Jersey: Prentice Hall. Kumar, N. (1996), The Power of Trust in Manufacturer Retailer Relationships, Harvard Business Review, 74 (November-December), 92-107

Lin, C., Wu Y., and Chen, J., (2013), Electronic world of mouth the moderating roles of product involvement and brand image, In Proceedings of 2013 international conference on technology innovation and industrial management.

Lis, B., & Nebler, C. (2014), Electronic Word of Mouth Business and Information system Engineering, 6 (1), 63-65.

Lopez, Manuela & Sicilia, Maria (2014), Determinants of E- WOM Influence: the Role of consumers Internet Experience, Journal of Theoretical and Applied.

Mowen, J. C., & Minor, M. (2001), Consumer behavior: A _____ framework (2nd edn . Upper Saddle River, New Jersey: Prentice-Hall.

Rensink, J.M. (2013), What motivates people to write online reviews and which role does personality play? A study providing insights in the influence of seven motivations on the involvement to write positive and negative online reviews and how five personality traits play a role, Dissertation, University of Twente. P. 24

Rui, H., Liu, Y., & Whinston, A. (2013), Whose and what chatter matters? The effect of tweets on movie sales, Decision Support Systems, 55(4), 863-870

Schiffman, L. G. & Kanuk, L. L. (2009), Consumer behavior. Upper Saddle River, New Jersey, Pearson

Sewidan, N. (2011), the effect of word of mouth on the consumer's purchasing decision regarding his choice and brand loyalty (Batra university, Jordan).

Wu, Mei – Hsin (2014), Relationship among Source Credibility of Electronic world of Mouth, Perceived Risk, and Consumer Behavior on Consumer Generated Media Master's thesis, <http://scholarworks.umass.edu/cgi/viewcontent.cgi?article>.

Yang, J., Kim, W., Amblee, N. & Jeong, J. (2012), The heterogeneous effect of WOM on product sales: Why the effect of WOM valence is mixed? Eur. J. Mark, 2012, 46, 1523–1538

Yang, J., Sarathy, R. & Walsh, S.M. (2016), Do review valence and review volume impact consumers purchase decisions as assumed Nankai Bus. Rev. Int. 7.

Zhang Ni et al (2013), Electronic word of mouth on twitter about physical Activity in the United States: Exploratory informology study, Journal of Medical internet research, Vol. 15, No. 11.