



## WHICH ARE THE MOST INFLUENTIAL? DIRECT OR INDIRECT COMMUNICATION: A STUDY ON JORDANIAN BUYERS OF ELECTRICAL PRODUCTS

Iyad A. Al-Nsour<sup>1</sup>; Hassan M. Al-Somili<sup>2</sup>

<sup>1</sup>Associate Professor, Faculty of Media and Communication, Al Imam Muhammad Ibn Saud Islamic University, Saudi Arabia, [Nsour\\_2005@yahoo.com](mailto:Nsour_2005@yahoo.com).

<sup>2</sup>Assistant Professor, Faculty of Media and Communication, Al Imam Muhammad Ibn Saud Islamic University, Saudi Arabia, [hassansomili@gmail.com](mailto:hassansomili@gmail.com).



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### ABSTRACT

The study aims to investigate the effect of direct and indirect communication using the WOM and TV advertising respectively. The study population consists of all Jordanians buyers who living in the four large cities (Amman, Zarqa, Balqa, and Irbid). The population size reaches 4592680 citizens and a stratified random sampling method is used. The calculated sample size is 387 people. The direct communication using WOM is the most influential on the purchase decision and indirect communication using TV is less used. There are statistical differences in the effect of direct communication, but there are no such differences in indirect communication. The research population consists of Jordanian buyers over the age of 20 years old and who living in one of the four large cities in Jordan (Amman, Balaqa, Irbid, and Zarqa). The study recommends a set of marketing implications that enhance effective communication and some recommendations are presented.

### 1. Introduction

The TV is more than half a century old, during which it has proven efficient in reaching various segments of the public in different markets. And leisure time, as well as the benefit of knowledge and information it offers, has increased its importance recently after entering the satellite channels that broadcast programs via satellite (Allaq&Rababaa2002, p.270). We add that the television is one of the best means of indirect communication because of its advantages made it impose itself everywhere and anytime without the permission of the viewer, as the message transmitted through it represents a combination of image, sound, and movement, and thus increased its impact on the viewer, and the product appears Advertised with a higher level of efficiency and effectiveness. The product in this way does not lose its value when reproduced through television photography, which makes TV the most proper means of advertising compared to other means of communication, and the products advertised became using modern visual media techniques during the presentation.

The advertising has benefited from the techniques and possibilities of television to show the products advertised realistically, clear to the viewer and attracted his attention and interest and persuade them, and improve his desire to get those products and make him decide to buy them. The TV has many positive and negative advantages. The TV has many positive and negative advantages. TV advertising is similar to other means of mass communication in the education and awareness, but it adversely affects the recipient if not properly configured, which requires improving the process of forming trends, consumer patterns, and promote awareness about the advertising materials broadcasted (ur Rehman,Nawaz,Khan,&Hyder,2014, p.405-410).

In contrast, WOM is seen as one of the best direct communication tools in marketing strategies, representing information that is circulated and passed between friends, relatives, and acquaintances, and has an impact on their buying intentions, decisions, and behaviors, so that this information plays an important role in enhancing the knowledge used to build Smart purchasing decisions. Studies have confirmed the strong and direct impact of word-of-mouth on motivating consumers - positively or negatively - towards the adoption of certain products, behaviors or attitudes. Therefore, the use of word of mouth has increased in recent years because of its effectiveness and efficiency compared to traditional communication tools, and has played an important role in the passing and transmission of advertising messages, in addition to its speed and low cost compared to the huge budgets required by commercial advertising. Studies confirm that word of mouth

becomes the most effective alternative to other marketing communication tools, and considers an important tool for understanding and implementing marketing strategies in target markets (BillEnger,Mccall&Eager, 2015).

The Oral communication by WOM increases the personal knowledge of the recipient, and stimulates them to practice optimal purchasing behavior away from purely commercial considerations and interests that businesses consider while using traditional means of communication such as advertising, personal selling, sales promotion, and public relations. Because of its role in increasing the strength of social links between people, and become more important in the communication process in circumstances where the truthfulness of the advertising message content and the high degree of risk involved in the purchase decision.

Therefore, the researcher tries to measure which of the two tools is most effective in influencing the decision to buy electrical products in Jordan, where our current study indicates that both tools are important in marketing communication and have benefited from technological and technical advances, and are able to influence social relations and levels of dealing with them. It contributed quickly and easily to obtain the required information about products or items, making it a vital influence on purchasing behaviors and trends.

## **2. Literature Review**

### **2.1 Effect of WOM on Purchasing Behavior:**

The WOM is a form of non-commercial personal communication (Arndt, 1967). It is defined as a process whereby a group of people influence others through the exchange and passing of information (Sweeney et al, 2008). It is a one to one verbal communication between a sender and a receiver for a particular product or item (Wu&Wong, 2011). The WOM is a non-commercial source of information and has a significant persuasive influence on purchasing decision compared to traditional marketing communication tools (Katz&Lazarsfihd, 1955; Engel, Blackwell&Kegerreis, 1969; Cheung, Anitsal&Anitsal, 2007).WOM represents an informal communication between customers about the businesses' characteristics and the products, and it represents positive or negative feedback of the customer and transmitted to another person (Al Dmour, 2008). Sweden (2009) adds that WOM is an unpaid interactive communication and highly credible tool, because of the nature relationships between the parties, and may be positive, negative, or neutral.

The DET Global Report confirms this finding. it approved that consumers are influenced by social recommendations from others, as a source of valuable and credible information that affects their purchasing decision (DEI Report,2008,p.2).Therefore, the use of WOM communications is more acceptable to businesses as it combines attracting new consumers, lower costs and faster transfer. The WOM effectiveness increased if the internet is used (Trusov, Bucklin &Pauwels, 2009).All of which makes WOM a cheap and effective marketing strategy to achieve the business goals (Whitman, 2006, p3A).Therefore, Wu and Wang (2011) emphasizes the impact of the message's credibility on the effectiveness of the WOM communication, as it shows the positive impact directly on consumer attitudes in selecting the brand. Two groups of variable, the first includes the source of message, credibility and trust, the second consists of the tendency and brand-oriented, and it is found that the high level of credibility reduces perceived risks and improves the brand purchase (Cheung&Thadani, 2010).

We add that the recommendations within the direct social environment of the person is more credible and acceptable, and have a direct impact on the trends formation towards certain brands, while the business firms' recommendations increase the brand awareness and motivate the purchase (Lin&Foster,2013). Therefore, the customers' attraction using the WOM must be taken into consideration of the people motivating to send product information and the power of influence on others (Godes&Mayzalin, 2004) The WOM has positive or negative influences that may affect the purchasing decision. A satisfied consumer will tell the others about his experience because of the sense of pride in buying decision, and then he has an active role in transmitting this experience (Sernovitz et al, 2009). A dissatisfied Consumers may recall the product defects and tell others (Richins, 2009).

The companies believe that the WOM is the key of success in light of increasing level of distrust among customers toward the advertisements, and those customers may be more confident in the counterparts because they have the same interests and intentions (Lake, 2004). The "illusion" approach used by companies to sell their high-quality products is the main reason for distrust, so the customer's response is highly correlated with what they hear from other neutral parties and are not affected by traditional marketing efforts of businesses (Silverman, 2011, p.6). Thus, the WOM is a double-edged weapon especially if the business doesn't use it effectively. A negative WOM may lead to business failure, while a positive WOM is a source of future sales and cash inflows (Lue,2009, p.148), as well as strong impact on customers satisfaction and purchasing behavior as well as trust in the purchase decision.

## 2.2 The Effect of TV advertising on Purchasing Behavior:

TV advertising is the best and most effective way to promote products and influence the purchasing behavior (Abideen&Saleem, 2012). TV advertising defines as a form of paid, impersonal communication used to influence consumer expectations, and helps producers differentiate themselves from competitors (Bogdanovic, 2013). TV advertising is also a channel that transmitting the advertising message from sender to receiver (Al-Allaq&Rababa'a, 2002, p.237), so TV advertising is the proper alternative to personal communication which facing the access and large market difficulties. The American Marketing Association defines TV advertising as an impersonal means of delivering ideas, goods, or services by known third party for a charge (Al Ghalabi&Al-Askari,2003,p.18), and it is paid communication medium to influence the target consumer in an effective and efficient way towards certain products and brands (Haroon,Queshi&Nisar,2010), The other studies show that the function of advertising in the 21st century looks for loyalty and profit maximization (Anjum, Irum&Naheed,2015).

The TV considers one of the most successful advertising methods combines the different features of the media, and this allows the advertiser to use the visual and sound effects (Raven, Hoehn, Lancefield&Robinson, 2004). It can use the technical capabilities during the advertisements such as sound, picture, movement, colors, and music (Kavitha, 2006). TV advertising is also a visual and audiovisual communication tool that has access to almost everyone (Sonkusare, 2013). TV advertising becomes an informational, educational and entertaining tool for all educated customers and less literacy skilled (Ciochetto, 2004). This tool enables the spread of the advertising message relatively with low average cost per viewer, so the TV advertising plays an important role in attracting consumers towards different products (Mengko, Pangemanan&Tumbuan, 2018).

Therefore, the components of advertising message such as picture, sound, movement, and colors have strong impact on the buyer behavior compared to other media means, so TV has a set of features that make it a successful tool to reach large geographical markets. The TV advertising is near to personal communication and has an effect on customers' opinions and attitudes and such advertising depends on the live picture which seems an important and effective tool in attracting the attention. The live picture considers the best expression and persuasion through words (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman&Ahmed, 2013). TV advertising includes a set of functional activities that the advertiser looking for which are, influence the target segments, and create the needed changes in attitudes, preferences and purchasing propensities (Virvilaite& Matuleviciene, 2013).

Based on the above, many studies have shown that TV advertising has a strong influence on the audiences through forming the impressions and persuading them toward certain purchasing decisions (Jolodar&Ansari, 2011). So the strong relationship between TV advertising and purchasing behavior is proved (Faroq et al, 2015; Malik et al, 2013; Anwar, 2012) and there is a strong relationship with changes in the purchasing pattern as well (Bailey &Sood, 1993). These relationships confirm the TV advertising role in selecting and purchasing a certain brand, and its effect on the purchasing preferences, especially in the new products, as well as supporting the shared purchasing decisions (Bishnoi&Sharma, 2009). It is also found that there is a relationship between the picture of TV advertising and the brand, so the consumer is affected by a set of factors such as music, language, and persons, if they are famous and influencers (Bulmer, Buchanan-Oliver, 2004) and we add that TV advertising plays a role in improving customer satisfaction by 56% (Jolodar&Ansari, 2011).

However, the importance of TV advertising and its influence on consumers varies depending on the type of product and target consumer (Hyun, Kim & Lee, 2011). Studies confirm that TV advertising is a preferred tool for young adolescents and children (Chandok, 2005). So business firms target adolescents in their TV advertisements because they have high propensities to consume and purchasing power, as well as their buying role within families and the early loyalty towards some brands (McNeal, 2001; Fox, 1996). The TV advertising that has the influencers and songs is more interested for adolescent girls and children than men (Dubey & Patel, 2004; Hassan, 2015), especially in cosmetics, toiletries, stationery, and gifts (Kotwal et al, 2008).

The research say that the urban people buying the brand according to their real need (Hassan, 2015), while 45% of the rural people are interested with the WOM (Kishor, 2014). Dhaliwa (2016) show that female students consider the TV advertising as a source of purchase, so it has a great impact on their lifestyle through buying clothes and food, but Bishnoi and Sharma (2009) confirmed that males' behavior is most affected by TV advertising. Finally, Merskin (2002) confirms that TV advertising has a clear impact on the self-esteem and the beliefs of children about others. But there is a negative effect of such advertising through diseases, human health and the research confirm that TV advertising increases the demand for fast food while watching. Studies suggest that using women in TV advertising has a negative impact on religious consumers (Anjum, Irum&Naheed, 2015). The fake products and information will decrease the customer trail and intent and buying behavior (Asalaos, 2000).

### 3. Research Model and Hypotheses

The following figure represents the model used in this study. It aims to determine the direction of the relationship between independent and dependent variables and the four hypotheses are developed.

- H1: There is a statistical significant effect of the TV adverting communication on purchasing decision of the Jordanian consumer at the 0.05 significance level
- H2: There is a statistical significant effect of the WOM communications on purchasing decision of the Jordanian consumer at the 0.05 significance level
- H3: There are statistical significant differences in the level TV adverting communications on purchasing decision of the Jordanian consumer according to the demographic factors at the 0.05 significance level.
- H4: There are statistical significant differences in the WOM communications on purchasing decision of the Jordanian consumer according to the demographic factors at the 0.05 significance level.

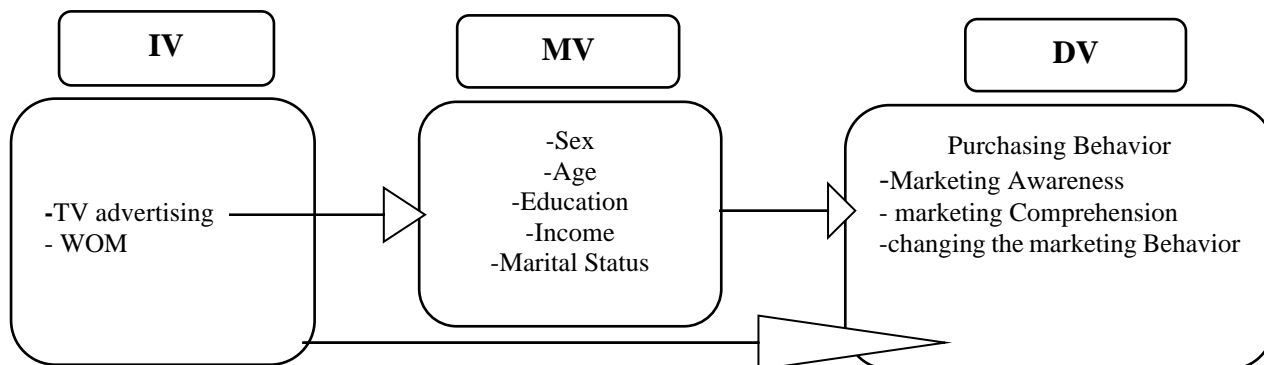


Fig. 1. Research conceptual model.

### 4. METHODOLOGY

#### 4.1 The Sampling:

Research population consists of Jordanians who living in the four large cities in Jordan (Amman, Balqa, Zarqa and Irbid) and the age over 20 years old. The 2018 estimates show that research population reaches 4.59 million, or 80% of total Jordanians in the kingdom (Department of Statistics, 2018). The stratified random sampling method is used to collect the data needed. The sample reached 387 of Jordanians in the large four cities who are over the age of 20 at a significant level of 0.05. 400 persons are withdrawn from the population (Bazaraa, 1996). The researcher designed an e-questionnaire on the Google drive, then it distributes according to the city's proportion to get the suitable percentage from each city in Jordan randomly using e-mail, social networking sites, mobile applications, social media accounts, and by the assistance of colleagues in surveyed cities. Accordingly, 377 questionnaires or 94.3% of total distributed questionnaires are returned. The unit of analysis is the Jordanian buyer over 20 years old and who living in one of the four large cities.

Table 1: Sample Distribution according to Large Cities in Jordan

N	The City	% of Total Population	Questionaries' Distrusted	Questionaries' Retuned
1	Amman	42	210	199
2	Al-Balqa	5.2	30	25
3	Al-Zarqa	14.3	75	71
4	Irbid	18.5	85	82
The Total		80	400	377

#### 4.2 Measurement:

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered a measure of scale reliability. Cronbach's alpha is not a statistical test, so it is a coefficient of reliability (or consistency). The Cronbach alpha coefficients of the research variables are between 0.0.959 - 0.984. This means that the variables have relatively accepted. Internal consistency of all variables and all the coefficient values are statistically accepted since it is more than the statically permitted rate of 60%. The five points Likert scale is used, which expresses the degree of response and the consistency between the statements and the respondent's opinions, where the value (5) is

given for very high response, (4) is high response, (3) is given for neutral response, a low response is given for the value (2), and the value (1) is given for very low response. In order to analyze the research results, the descriptive statistical analysis (arithmetic mean, standard deviation, and relative frequency) are calculated. The degree of response of the variables are evaluated according to the relative mean as follows: more than 4.2 is very high, (2) 4.2 – more than 3.4 is high, (3) 3.4- more than 2.6 is average (moderate), (4) 2.6 – 1.8 is weak and less than 1.8 is very weak.

Table 2: Cronbach's Alpha Measure

N	Research Variables	Reliability
1	WOM in Post Purchase Stage	0.984
2	WOM in Purchase Stage	0.982
3	WOM in Pre Purchase Stage	0.959
WOM in All Purchase Stages		0.982
4	TV Advertising in Post Purchase Stage	0.984
5	TV Advertising in Purchase Stage	0.976
6	TV Advertising in Pre Purchase Stage	0.983
TV Advertising in All Purchase Stages		0.99
Total Reliability		0.99

#### 4.3 Methods of Data Collection:

The Secondary Data: The review of the various literature related to the subject of this study, the Arabic and English books, and theses, as well as specialized websites and statistics issued by the relevant Saudi and international formal institutions. The Primary Data: In order to answer the questions of the research problem and testing the hypotheses, the proper measurement tool (questionnaire) is developing to collect the needed primary data for this purpose by reviewing the earlier studies related to the hypotheses and research variables, and to analyze the needed research data and test hypotheses, we calculate the Cronbach's alpha coefficients as follows in table 2 below.

#### 4.4 Research Limitations:

The research population consists of Jordanian buyers over the age of 20 years old only. The place limit by the four large cities in Jordan: Amman, Balqa, Zarqa, and Irbid. The total share of such cities is 80% of total Jordanians. The research includes all of domestic and foreign electrical brands available in Jordan.

### 5. Data Analysis and Results

#### 5.1 What is The Impact of Direct Communication Using WOM on the Purchasing Decision of Electrical Products in Jordan?

##### 5.1.1 The Role of WOM in the Pre Purchase Stage.

The results show that 82.3% of Jordanian buyers have positive experiences and they shared such experiences with friends and relatives. These experiences have a crucial part in forming intentions and social awareness of certain electrical products. In detail, it is found that there is a difference in the impact of Jordanian buyers on the purchasing decisions for their counterparts in the society, so 53.2% of Jordanian buyers have an active role at this stage to promote the early positive thinking, planning, and evaluation of the purchasing decision. In promoting a sense of need and fulfilling a buyer's desire towards a certain brand.

It appears that the buyer searches for the necessary information about the product, and then begins the process of attention towards certain purchase decision. Therefore, at this stage, 55.4% of Jordanian buyers collect the information related to the quality of electrical products, and 15.4% focuses on the availability and place of products to be purchased. 14.6% of those buyers looking to buy, and it is found that 7.7% of buyers looking for price information. As a result, 98.5% at this stage don't use the advertising means as a source for information. Finally, it seems that most of the purchasing situations facing the buyers of electrical products at this stage have no standards or personal judgments according to 80% of buyers.

##### 5.1.2 The Role of WOM in the Purchase Stage.

In the last stage, the consumer forms his preferences toward the electrical products, and he selects the proper brand for his attention to make the buying later. At this stage, the buying decision includes a set of trends and past experiences stored in the minds of people, and such factors influence the alternative preferences and modify the consumer behavior

to buy or not. Therefore, the results show that 71.5% of buyers at this stage, depend on the purchasing experiences and situations of others, and this will have an actual impact on the buying behavior. The results also show that 82.3% of the existing buyers are willing to share their purchasing experiences with others in the society.

We add that there are two situations in which the buyers rely on the purchasing experiences of others, and it is found that 54.6% of Jordanian buyers are interested in the opinions, experiences and previous impressions of other buyers when purchasing electrical appliances. In more detail, it is found that 22.3% of Jordanian buyers depend on the others if there is a lack of information about the needed electrical products, 16.9% of Jordanian buyers looking for general knowledge about the electrical products in the market, while 4.6% are restricted by the opinions and reference groups, in order to make unified and consistent purchasing decisions.

The second important factor is the unanticipated situational factors that have high influence on the customers' interests and desires under some circumstances. Changing of tastes, fashion, financial ability, purchasing interests and economic conditions are unanticipated factors reduce the dependency on the others, so we can forecast the buying behavior for them later. The inflation rate in Jordan reaches 4.65% in 2018 and it causes the high prices of many products in the market, and thus reduces the purchasing power of most people in Jordan. This causes vital changes in their daily routines and lifestyle patterns, this happens in light of the low-income pressures of 53.8% of Jordanians families for less than JD1200 monthly. From a marketing perspective, these factors increase the risk of buying decisions and increases the level of involvement degree in this decision, so it becomes more complex. The Jordanians have rational behaviors toward such factors include: reschedule the buying priorities, postpone and cancel the expensive purchases that have no effects on the daily life. Many Jordanian buyers gather information from friends and relatives, so most of them looking for guarantees and warranties for electrical products and they prefer local products. In this study, we confirm that 81.5% of Jordanian buyers looking for local products.

### 5.1.3 The Role of WOM in the Post Purchase Stage.

This stage has the actual use of the purchased electrical products, so the buyer comes to check the experience and using the product. This stage also reflects the level of the buyer's impression about the perceived quality. So it is very necessary to know and get the buyers' feedback by marketers and businesses. We also note that the customers' satisfaction is one of the most important concepts in the post-purchase stage

Therefore, the current study shows that 89.7% of Jordanian buyers are highly satisfied with their purchasing decisions of the electrical products. This result explains that the high level of satisfaction is mainly due to the quality of information previously obtained from others in the society using the WOM. In detail, 40% of Jordanian buyers strongly believed that friends and relatives have an effect on their purchasing decisions, while 43.1% believe they have a medium influence. On the other hand, it finds that the high level of satisfaction has a strong impact on the preferences of other consumers, where our results show that 82.3% of Jordanian buyers are willing to share their positive experiences with others.

Table 3: Descriptive Statistics of the WOM according to purchase stages.

The Stage	VH	H	M	L	VL	Mean	SD	Level of Effect
The Role of WOM in Pre Purchase Stage	24.8	36.4	44	164	107.8	2.20636	1.155984	Low
The Role of WOM in Purchase Stage	70.6	212.6	44.4	24.8	24.4	3.73898	1.03904	High
The Role of WOM in Post Purchase Stage	107	221.4	21.4	12.6	14.6	4.04404	0.881554	High
All Stages	67.5	156.8	36.6	.267	48.9	3.32979	1.02553	Medium

## 5.2 What is The Impact of in Direct Communication Using TV advertising On the Purchasing Decision of Electrical Products in Jordan?

### 5.2.1 The Role of TV advertising in the Pre Purchase Stage

Television is one of the best means of advertising used to show the symbols and impressions. It also can explain the uses and characteristics of the product, knowing the customers' feedback through online TV advertising is a must, finally the TV advertising has the ability to access the large markets with different demographic and psychological characteristics. TV advertising is using the picture, movement, colors, high flexibility in choosing the best time and proper channel to attract the target audience and influence them later.

At this stage, the need to acquire a certain electrical product is an objective. Originally, TV advertising plays an important role in exploring and stimulating these needs and buying the product later. However, the results show that TV advertising has a low-level if use at this stage. 1.5% of Jordanian buyers used TV advertising as a source of information about electrical products, with 83.8% of buyers watched these advertng. Remarkably, 60.8% of Jordanian buyers used TV advertising to collect the updates of functions and benefits of electrical products, while 14.6% to collect the price information of electrical product. Remarkably, most of the needed information is not available at all. We also add that 13.3% of buyers used TV advertising to collect information about the new additional services in such products, and 2.3% to find the sales and distribution points of electrical Products.

As a result, it is found that the Jordanian buyer used TV advertising in the wrong way to collect the information, and such information can be obtained from more accurate and less expensive sources. 91% of buyers believe that TV advertising have no such information. Therefore, neither TV advertising at this stage achieve the core goals of advertising, nor could it change the consumer behavior. Providing of information, TV advertising didn't have an impact on the consumer behavior, nor does it help the buyers to explore the products' functions. It is clearly shown that entertainment is the motive of watching advertising by 88% of Jordanian buyers. Meanwhile, sound, picture, color, decoration and beautiful women are responsible factors for TV watching by 57.7 % and 8.5% of Jordanian buyers, respectively. The art form of TV advertising such as the idea and content is the reason for watching TV according to 13.3% of Jordanian buyers, especially if we know that local businesses use TV advertising to show the changes and updates in the products according to 43.1% of Jordanian buyers.

### 5.2.2 The Role of TV Advertising in the Purchase Stage.

Trial the product is the exploratory stage by the consumer who try to check the product performance and attribute. After trial, the consumer will repurchase with large quantities of product in the future, but in the case of electrical products, the buyer move directly from the evaluation stage into buying without any chance to trial.

TV advertising has a limited positive role in the early stage, especially by in changing the desires and trends according to 30% of Jordanian buyers, but there are 80% of buyers have the early propensity, willingness and preference to acquire local products of electrical devices. However, the local brands have no ability to satisfy Jordanian needs and desires, so the salesmen and marketers have been able to shift these desires towards the foreign products. The E-advertising through social media and mobile applications have a major role in changing these desires into new ideas the last pre-purchase stage according to 37.5% and 15.5% of Jordanian buyers respectively.

E-advertising plays an important role in directing the consumer preferences towards certain brands of electrical products. 24.3% of buyers' preferred Samsung products, 14.6% of buyers preferred LG, 13.9% and 10.4% preferred Sony and Toshiba products, respectively. The four largest companies accounted for 63.2% of the local market of electrical products. The salesman and marketers are able to change preferences toward the international brands. The level of quality and product specifications are highly satisfied. The newspapers and magazines accounted for 5.5% of information sources, outdoor advertisements reach 4.5%, radio reaches 2.5%, and the company's website reaches 4%. All of the above figures clearly show the importance of e-advertising versus traditional television advertising in enhancing buyers' preferences and attention towards smart purchasing decisions. This result shows that the information broadcasted through E- advertising improves the buying of electrical products. These products are suitable and satisfied by 95.5% of Jordanian buyers.

### 5.2.3 The Role of TV Advertising in the Post Purchase Stage.

At the post-purchase stage, the consumer evaluates the post-purchase behavior of the electrical product and he compares the gap between the perceived and the expected performance of such products. The consumer takes into consideration the sources of information used to make the purchasing decision. It is found that 54.6% of the users have a high degree of acceptance and satisfaction about their decision in the purchase stage.

They believe that the right choice of purchased electrical products mainly due to the quality of information obtained through e-advertising in social media and mobile applications. All of these results, in light of the absence of the real role of TV advertising in the purchasing choices and, have no influence on the satisfaction levels of Jordanian buyers at this stage.

Table 4: Descriptive Statistics of the TV advertising according to Purchase Stages

The Stage	VH	H	M	L	VL	Mean	SD	Level of Effect
The Role of TV advertising in Pre Purchase Stage	30	41	27.2	131.6	170.6	2.11404	1.303746	Low
The Role of TV advertising in Purchase Stage	22.2	23	23.6	112.6	195.6	1.84244	1.122754	Low
The Role of TV advertising in Post Purchase Stage	6.2	21.2	23.4	116	221	1.58142	0.846996	Very Low
All Stages	19.5	28.4	24.7	120.1	195.7	1.8459667	1.0911653	Low

### 5.3 There Are Statistical Differences in the Effect of Direct Communication Using WOM According to the Demographical Factors of the Jordanian Buyer (Gender, Age, Income, Education and Marital Status) at the Significance Level 0.05.

Table 5 indicates positive trends in sample responses according to all demographical subjective variables in terms of their ability to influence direct communication using WOM. The statistical rule says for accepting the effect of a variable, if the arithmetic mean value of the scale is greater than the mean value of the variable. To test this hypothesis, a t-statistic is used to find the effect of the gender only, while the variance test F is used for the rest of the demographic variables.

The results show that the significance level values of the demographical variables: gender, age, income, and marital status are greater than the permitted statistical significance level of the test 0.05, and there are no statistically significant differences in the effect of direct communication using the WOM according to these factors. On the other hand, the statistical significance of the educational level variable (0.022) is less than the permitted level of the significance 0.05. Therefore, there are statistical differences in the perception of the effect of direct communication using the WOM according to the educational level. These differences tend to the secondary school holders according to Scheffe statistics.

Table 5: Frequencies, Means, SD of the Responses of The WOM differences

Variable	Group	%	Mean	SD	F	Statistical Decision
Gender	Male	85.4	3.3125	1.0371	0.363 (0.548)	No Statistical Differences
	Female	14.6	3.1667	3.1667		
Age	20-30	8.5	2.8333	1.0078	1.052 (0.383)	No Statistical Differences
	30-40	27.7	3.25	1.10518		
	40-50	36.2	3.4255	0.85325		
	50-60	22.3	3.2069	1.0481		
	+60	5.5	3.5714	0.9759		
Income	Less than 200	4.6	3.8333	0.98139	1.229 (0.296)	No Statistical Differences
	200- Less than 500	15.4	3.2	1.15166		
	500-Less than 800	14.6	3.1667	0.78591		
	800-Less than 1200	19.2	2.92	0.90921		
	1200-Less than 1600	10	3.5385	1.1266		
	1600-Less Than 2000	13.8	3.5	0.98518		
	+2000	22.3	3.3448	0.97379		
Education	Less Than Secondary	1.5	2.5	1.12132	2.75 (0.022)	There Are Statistical Differences
	Secondary School	3.8	3.5	1		
	Diploma	7.7	3.1	0.8756		
	University Degree	32.3	2.9084	0.95788		
	MA Degree	15.4	3.5556	0.6157		
	PhD	39.2	3.549	1.02594		
Marital Status	Married	80	3.2885	0.9821	.0607 (.0612)	No Statistical Differences
	Single	16.2	3.1429	1.10841		
	Separated	3.1	3.75	0.5		
	Widowed	0.8	4	0		

#### 5.4 There Are Statistical Differences in the Effect of in Direct Communication Using TV advertising According to the Demographical Factors of the Jordanian Buyer (Gender, Age, Income, Education, and Marital Status) at the Significance Level 0.05.

Table 6 below indicates positive trends in sample responses according to all demographical subjective variables in terms of their ability to influence indirect communication using TV advertising. The statistical rule says for accepting the effect of a variable if the arithmetic mean value of the scale is greater than the mean value of the variable. To test this hypothesis, a t-statistic is used to find the effect of the gender only, while the variance test F is used for the rest of the demographic variables.

The results show that the significance level values of the demographical variables: gender, age, income, education, and marital status are greater than the permitted statistical significance level of the test 0.05, and there are no statistically significant differences in the effect of indirect communication using the TV advertising according to these factors. Therefore, there are no statistical differences in the perception of the effect of indirect communication using the TV advertising according to the demographical factors in this study.



Table 6: Frequencies, Means, SD of the Responses of The TV advertising Differences

Variable	Group	%	Mean	SD	F	Statistical Decision
Gender	Male	85.4	4.2072	0.6891	0.838 (0.362)	No Statistical Differences
	Female	14.6	4.0526	0.62126		
Age	20-30	8.5	4.3636	0.50452	0.285 (0.887)	No Statistical Differences
	30-40	27.7	4.2286	0.54695		
	40-50	36.2	4.1458	0.61849		
	50-60	22.3	4.1379	0.9901		
	+60	5.5	4.1429	0.37796		
Income	Less than 200	4.6	4.6	0.54772	1.665 (0.135)	No Statistical Differences
	200- Less than 500	15.4	4.2	0.69585		
	500-Less than 800	14.6	4.2632	0.45241		
	800-Less than 1200	19.2	3.88	1.05376		
	1200-Less than 1600	10	4	0.57735		
	1600-Less Than 2000	13.8	4.3889	0.50163		
	+2000	22.3	4.2759	0.45486		
Education	Less Than Secondary	1.5	4.5	0.70711	1.341 (0.251)	No Statistical Differences
	Secondary School	3.8	4.4	0.54772		
	Diploma	7.7	4	0.86603		
	University Degree	32.3	4.1905	0.74041		
	MA Degree	15.4	4.15	0.36655		
	PhD	39.2	4.2549	0.56011		
Marital Status	Married	80	4.217	0.69013	0.169 (.0917)	No Statistical Differences
	Single	16.2	4.1429	0.72703		
	Separated	3.1	4	0		
	Widowed	0.8	4	0		

## 6. Discussion and implications

The results show that the use of direct communication to collect needed information to forming personal awareness toward the product is low in the pre-purchase stage. The early thinking, planning and evaluating of buying heavily depends on the non-personal sources of information by 80% of buyers. This means that the WOM didn't give the consumer more than 20% of the needed information, while the other sources give him the marketing information about the electrical products in the market. Therefore, the Jordanian consumers have a partially planned purchase based initially on the need for certain electrical products. The researcher explains the reasons that reduce the role of WOM at this stage. The weakness use of direct communication through the WOM; the lack of circumstances of successful communication, the recommendations within the direct social environment are credible and acceptable. Literature says that WOM forms the consumer trends towards certain products, increase brand awareness, and motivates the buying process later (Lin & Foster, 2013). Therefore, the way of attracting customers using WOM is insufficient and doesn't consider the core motivations in the broadcasted information and the power to influence others.

On the other hand, the results show that using TV advertising at this stage is also limited. 1.5% of Jordanian buyers use the TV advertising as a source for planning of the buying process. So the purposes of watching the TV advertising include knowing the updates and new characteristics of electrical products to be purchased. The researcher believes that the planning of the buying process through TV advertising is insufficient, incorrect and inconsistent with the main goals of advertisements. So it is found that the TV advertisements have enough, necessary information at this stage according to 91% of Jordanian buyers. Therefore, TV advertising has no prominent role in guiding and changing consumer behavior. Meanwhile, the entertainment function of TV advertising is the most famous used because it enhances the welfare while watching by 88% of the Jordanian buyers. This finding disagrees with many studies that proved the impact of TV advertising on audiences. TV advertising persuades consumers for certain purchasing decisions and formulates the consumer impressions (Jolodar&Ansari, 2011). TV advertng has no clear role in building the buyers' preferences, but it supports the collective shared purchasing decisions only (Bishnoi&Sharma, No Date). TV advertising has a limited role in targeted groups, and has no ability to create the correct changes in attitudes, preferences, and propensities to purchase, and such advertising fails in creating the early loyalty to certain brands (Fox1996; McNeal, 1999).

In the buying stage, the dependence on the WOM is increasing and it becomes a motive of buying behavior against the pre-planned products. The results show that 71.5% of potential buyers at this stage are using the WOM, and the buying experiences, opinions, and impressions of others to stimulate their purchase. Regardless of the purpose of use WOM, it has an important role in guiding the buyers towards certain brands of electrical products. This role is ultimately increased, in cases of the limited purchasing power of buyers and high levels of prices, therefore the direct communication can reduce the risks of buying any time. Here we note that secondary school holders' benefit from the information more than other groups of buyers, and this conclusion is consistent with the result shows that 45% of the less urbanized population believes the importance of WOM (Kishore, 2014). This result confirms the positive impact of the WOM validity and efficient communications. It is also found that WOM has an impact on the consumers' attitudes to select the brands (Wu&Wang, 2011). Our current study confirms that the WOM reduces the level of perceived risk and improves the purchasing orientation (Cheung& Hadani,2010).In light of increasing the consumer distrust of the commercial advertisements, the individual is more confident and trust with the others because there are shared behaviors and interests among them (Lake,2004).

On the other hand, the TV advertising has a weak positive role no more than 30% in changing the desires and attitudes of Jordanians buyers towards the electrical products, especially the foreign products. This clearly shown the importance of E-advertising in enhance the preferences and attentions of buyers to make the correct and smart purchasing decisions. These decisions help the Jordanian buyers to acquire the electrical products that have expected benefits by 95.5% of buyers. These finding disagrees with other studies that confirm the strong relationship between TV advertising and purchasing behavior (Faroq et al, 2015; Malik et al, 2013; Anwar, 2012) and disconfirm the relationship with purchasing patterns as well (Bailey&Sood, 1993).

Finally, the post-purchase stage has the ability to assess the purchasing decision towards the consumed products, in addition, to know the actual impressions and opinions and the level of satisfaction achieved later. Here, the information collected by direct communication using the WOM improves the satisfaction level for 89.7% of buyers. 83.1% of buyers show a positive impact of the information pass through the WOM. This means that direct communication improves satisfaction according to early purchasing decision and it increases the shared positive experiences with others. These results are consistent with the previous studies that confirmed the satisfied consumer tells the others about his positive experience and pride of buying. This situation gave him the influencer role in broadcasting such trials and experiences (Sernovitz et al, 2009), and the strong positive impact on satisfaction, purchasing behavior and trust is proved (Al-Khatib, 2014).

On the other hand, it notes that a small percent of Jordanian buyers (4.6% only) has a high degree of acceptance and satisfaction with their previous purchasing decisions. This decision resulted from the obtained information using TV advertising. This result disagrees with other studies that confirm the role of TV advertising as a source of formation and purchasing decisions (Pahwa, 2013). The other studies found that TV advertising has a significant impact on the female buyers' lifestyle in clothing and food habits, but on the contrary, the study of Bishnoi and Sharma (2009) confirms that men are the most affected. Meanwhile, the researcher Merskin (2002) finds that TV advertising affects children. The relationship among TV adverting, preferences, choices and customer satisfaction is not proved in our research of any market segment.

## **7. Conclusion**

The consumer develops his personal awareness of a certain brand and begins to think, plan and early evaluate the purchasing decision. He use the non-personal sources to build a partially planned decision on the electrical products to be purchased. In the pre-purchase stage, the WOM and TV advertising has no influence on shaping and forming the buyers' trends towards certain brands of electrical products in the pre-purchase stage. Television is no longer the proper tool of planning in the pre and post-purchase stages, Using TV advertising focuses on the entertainment function rather than the marketing goals such as change or modify consumer behavior, persuade and purchase. These goals enable the marketers to forecast the consumers' expectations and differentiate the producers from other competitors. The circumstances of using TV advertising are changed completely in light of digital media and the internet. It becomes an effective tool of communication with audio and visual services which can get access to everyone anywhere and anytime. The deliverability, flexibility, interactivity, tracking, and social attendance are new features of internet-based TV advertising. In the purchase stage, there are fully dependent on the WOM to motivate the purchasing decision.

The customer approves the importance of WOM in the purchase rather than prepare it. Most of the decisions are partially planned purchase and the buyer doesn't pay the needed efforts to collect all needed details and information to make an effective and fully planned purchase. Therefore, the buyer benefits the expertise, trials, experiences, and impressions of others to stimulate his purchase and reduce the risks associated with this decision. The lack of trust in commercials and the selling illusion are key reasons to make partially planned purchase.

The WOM has a high percentage of contribution to increase the buyers' satisfaction. This satisfaction has positive feedback to share positive experiences with others. So, direct communication has a high persuasive ability to purchasing decision in compared with indirect communication using TV advertising. The WOM becomes the acceptable tool for businesses because it combines the advantages of attracting new consumers, low costs, fast transfer of information, and the effective performance when the modern communication technology is used.

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## Appendix

Table 5.1.1: Descriptive Statistics of WOM in the Pre Purchase Stage

The Statement	Very High	High	Moderate	Low	Very Low	Mean	SD	Decision
The WOM affects my purchasing decision at all times	32	41	39	128	137	2.1379	1.31362	Weak
The purchasing decision can be depend on the opinions of friends, relatives at this stage	15	41	36	149	136	2.0716	1.11692	Weak
I share the WOM with other individuals in the market at this stage	18	36	52	162	109	2.1830	1.09929	Weak
I always seek to benefit from the experiences and impressions of others in the field of purchasing at this stage	32	50	32	179	84	2.3820	1.20835	Weak
WOM provides real experiences for making smart purchasing decision at this stage	27	14	61	202	73	2.2573	1.04174	Weak
Overall Effect	24.8	36.4	44	164	107.8	2.20636	1.155984	Weak

Table 5.1.2: Descriptive Statistics of WOM in the Purchase Stage

The Statement	Very High	High	Moderate	Low	Very Low	Mean	SD	Decision
The WOM affects my purchasing decision at all times	76	199	46	14	42	3.6711	1.17058	High
The purchasing decision can be depend on the opinions of friends, relatives at this stage	51	208	48	40	30	3.5570	1.10008	High
I share the WOM with other individuals in the market at this stage	79	234	21	18	25	3.8435	1.03883	High
I always seek to benefit from the experiences and impressions of others in the field of purchasing at this stage	89	184	71	21	11	3.8408	.95434	High
WOM provides real experiences for making smart purchasing decision at this stage	58	238	36	31	14	3.7825	.93137	High
Overall Effect	70.6	212.6	44.4	24.8	24.4	3.73898	1.03904	High

Table 5.1.3: Descriptive Statistics of WOM in the post Purchase Stage

The Statement	Very High	High	Moderate	Low	Very Low	Mean	SD	Decision
The WOM affects my purchasing decision at all times	128	145	51	19	34	3.8329	1.20997	High
The purchasing decision can be depend on the opinions of friends, relatives at this stage	90	244	28	4	11	4.0557	.78522	High
I share the WOM with other individuals in the market at this stage	84	256	12	14	11	4.0292	.81652	High
I always seek to benefit from the experiences and impressions of others in the field of purchasing at this stage	100	253	12	7	5	4.1565	.68371	High
WOM provides real experiences for making smart purchasing decision at this stage	133	209	4	19	12	4.1459	.91235	High
Overall Effect	107	221.4	21.4	12.6	14.6	4.04404	0.881554	High

Table 5.2.1: Descriptive Statistics of TV advertising in the Pre Purchase Stage

The Statement	Very High	High	Moderate	Low	Very Low	Mean	SD	Decision
The TV advertising affects my purchasing decision at all times	35	33	6	281	175	2.0053	1.29236	Weak
The purchasing decision can be depend on the TV advertising at this stage	17	35	23	117	185	1.8912	1.14917	Weak
I share the WOM with other individuals in the market at this stage	36	48	37	78	142	2.4536	1.42306	Moderate
I always seek to benefit from the TV advertising in the field of purchasing at this stage	31	50	43	67	186	2.1326	1.36578	Weak
TV advertising provides real experiences for making smart purchasing decision at this stage	31	39	27	115	165	2.0875	1.28836	Weak
Overall Effect	30	41	27.2	131.6	170.6	2.11404	1.303746	Weak

Table 5.2.2: Descriptive Statistics of TV advertising in the Purchase Stage

The Statement	Very High	High	Moderate	Low	Very Low	Mean	SD	Decision
The TV advertising affects my purchasing decision at all times	8	12	25	123	209	1.6393	.90056	Weak
The purchasing decision can be depend on the TV advertising at this stage	12	9	22	99	235	1.5782	.94241	Very Weak
I share the WOM with other individuals in the market at this stage	37	32	38	115	155	2.1538	1.30982	Weak
I always seek to benefit from the TV advertising in the field of purchasing at this stage	21	34	19	128	175	1.9337	1.17299	Weak
TV advertising provides real experiences for making smart purchasing decision at this stage	33	28	14	98	204	1.9072	1.28799	Weak
Overall Effect	22.2	23	23.6	112.6	195.6	1.84244	1.122754	Weak

Table 5.2.3: Descriptive Statistics of TV advertising in the Post Purchase Stage

The Statement	Very High	High	Moderate	Low	Very Low	Mean	SD	Decision
The TV advertising affects my purchasing decision at all times	4	12	6	112	243	1.4721	.77521	Very Weak
The purchasing decision can be depend on the TV advertising at this stage	6	6	18	116	231	1.5146	.79588	Very Weak
I share the WOM with other individuals in the market at this stage	8	8	31	111	219	1.6074	.88711	Weak
I always seek to benefit from the TV advertising in the field of purchasing at this stage	4	9	23	123	218	1.5623	.80024	Very Weak
TV advertising provides real experiences for making smart purchasing decision at this stage	9	71	39	118	194	1.7507	.97654	Weak
Overall Effect	6.2	21.2	23.4	116	221	1.58142	0.846996	Very Weak