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INVESTIGATING THE ANTECEDENTS THAT CREATE INFLUENTIAL WORD OF MOUTH (WOM) WHICH IMPACTS CITIZENS' ATTITUDES TOWARDS POLITICAL ISSUES IN EGYPT

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ABSTRACT

Social influence plays a vital role in impacting peoples way of thinking. The aim of this paper was to identify various antecedents that create influential WOM, which impacts citizens' attitude towards various political matters. This study contains a cross-sectional design and an exploratory purpose. The variables were identified through the use of qualitative research approaches. Nineteen interviews and five observed locations (reflections arose multiple times) were conducted until the saturation level. The empirical findings illustrated that socialization did play an important role in the formation of people's political opinions. Social influence impacted Egyptians' attitude towards various political matters (governmental, civil, constitutional, partisan, and electoral). In addition, the study recognized and portrayed the prominent triggers of WOM (the sender, the message, interpersonal traits, and the situation). These discoveries clarified that people in the Egyptian community sought advice and news from different social ties. Various people's verbal messages created powerful impact due to their wide range of personal characteristics and how they delivered the information. Further, their WOM were significant during certain situations when desiring the message. This study contributed on the theoretical level by: adding to the field of interpersonal social influence and political socialization in the Middle East context; and establishing a proposed conceptual framework concerning influential WOM antecedents on attitude formation towards political matters.

KEYWORDS: Attitude, Political Socialization, Word of Mouth (WOM)