

“Factors Affecting Customers Engagement in Electronic Word of Mouth on Social Networking Sites for Non-Profit Organizations: The Moderating Role of Habit” By Ghadeer Ahmad Al Khwaldeh

Supervision

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Abstract

This study aimed to identify factors affecting customers engagement in electronic word of mouth on social networking sites for non-profit organizations: the moderating role of habit. In this study, (396) respondents from (500) candidates were distributed randomly, (11) questionnaire were excluded, which means rate of (79.2%). The researcher relied on the questionnaire designed for the study to gather data, and she has followed and used the descriptive analytical method, and used the SPSS V.20 program and Cronbach's alpha in order to examine the internal consistency of the research instrument, and simple linear regression and variance inflation factor (VIF) To test the extent to which there is an overlap between the independent variables and the normal distribution of the study data, and structural equation modeling (SEM) to analyze the moderating role of habit. A number of results have been identified, most notably the statistical impact of customer involvement in social networking sites, the perceived usefulness of social networking sites, and the perceived trust of people in social networking sites on customers engagement in electronic word of mouth through social networking sites of nonprofit organizations. In light of the findings of the study, the researcher recommended the following: Non-profit organizations need to pay attention to the content of the information provided on their social networking pages because of its positive impact by increasing both the perceived interest and confidence of current and prospective clients. Non-profit organizations should be interested in interacting with their followers and constantly review their views and suggestions to work on solve all the issues that are common to these pages, and cooperate with Famous People and opinion leaders in ad campaigns on social networking sites for nonprofits as a premier carrier for information that is considered more credible from the point of view of customers.

Keywords: Customer Engagement in Ewom, Customer Invement in Ewom, Perceived Trust, Perceived Usefulness, Social Networking Sites, Habit, Non-Profit Organizations.