

**The Impact of Using Social Media on the Jordanian Private Universities  
Students Intentions to Buy e-Products: The Moderating Role of Reference  
Groups.**

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**ABSTRACT**

This study aims to measure the impact of using social media on the purchasing intentions of e-Products among students of private universities in Jordan. A group of independent social media variables consists of e-WOM, brand awareness, brand name, after-sales service, and online communities on the study's dependent variable, which is the buying intentions of e-Products through the moderating role of reference groups.

Quantitative research based on numeric information was used to measure variables, and a descriptive analytical approach based on the distribution of questionnaires to the targeted sample. (400) questionnaires were taken as a final sample distributed to the students via Google Forms. The study used statistical analysis methods, which included, mean, standard deviation, simple regression, multiple regression, Pearson correlation coefficient (R), value analysis (T) and (F) and the Alpha Cronbach scale to discuss research hypotheses.

The results showed that all the variables of social media had a significant impact on the buying intentions of e-Products. The most influential variable was the online communities, followed by, brand awareness that also had a strong impact on customers; thus, social media is used as a marketing tool for the company's products in a more distinctive and attractive style than traditional media. This marketing tool raises customer's brand awareness, and then motivates them to buy e-Products. Moreover, after-sales service is significantly influencing customer-buying intentions for e-Products. Whereas, e-WOM allows the buyer to evaluate the products before purchasing them. Finally, consumers fully distinguish branded and unbranded products because in their view, branded e-Products are more reliable and safer than unbranded ones. Reference groups also play an important role in shaping decisions about buying e-Products. This explains its role in modifying the relationship between social media, and the intentions of buying e-Products among Jordanian private universities students.

Finally, it is highly recommended for any company that relies on social media to market their products to pay attention to review the online feedback and comments received regarding their products to find solutions for any existing problems to improve their reputation and brand name. Companies that rely on social media for marketing and selling their products must provide true and accurate information about their products to increase customer's confidence and trust.

***Keywords: Social media, e-WOM, Brand awareness, Brand name, After-sales service, Online communities, e-Products, Private universities, Jordan***