Evaluating the Impact of Words Of Mouth on Consumption Behavior of Jordanian Customers:

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The purpose of this study is to examine the impact of words of mouth on consumption behavior of Jordanian customers: “To examine this impact the present study is based on main hypothesis on which states that there is no significant impact of words of mouth on consumption behavior. Self administered questionnaire was used as a research instrument to collect the needed data, which was distributed to 349 consumers in order to get the data necessary for as statistical analysis. Results of the regression analysis demonstrated that there is a positive and significant relationship between words of mouth and consumer behavior in Jordan. Implication of this research and directions for future research work one discussed. Finally this paper provided the necessary recommendations for related from the result of the present study.

Keywords: words of mouth information sources, promotion, consumption behavior, Jordan.

Track: Marketing