

Abstract

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INVESTIGATING THE CREATION OF INFLUENTIAL WORD OF MOUTH (WOM) and ITS IMPACT ON CITIZENS' ATTITUDES and INTENTIONS TO PARTICIPATE IN UNCONVENTIONAL POLITICAL ACTS IN EGYPT

Since the 2011 Revolution, Egypt remains locked in an extended process of political transition. The chaos created a feeling of political anxiety among citizens, stimulating on-going public discussions, verbal debates, protests, demonstrations, petition signage, labour strikes, and deep mistrust in politicians. Prior studies indicated that social interactions are essential during political upheaval. Thus, the aim of this study was to develop a model of the key antecedents that lead to the creation of influential word of mouth and its impact on Egyptian citizens' attitudes and intentions to participate in unconventional politics. This study merged qualitative (semi-structured interviews and ethnographic observations) and quantitative (administrated questionnaires) approaches in a sequential manner to develop a more complete understanding of the research problem to unravel the contexts and meanings behind the studied behaviours to gain several outlooks from multiple assessments to enhance and deepen the research findings and to compare and validate the results in order to create steady conclusions. According data analysis, influential verbal talks significantly impacted citizens' attitudes and intentions to participate in unconventional politics. Furthermore, the analysis showed that powerful word of mouth was created with the support of certain antecedents. The results showed that the situation's associate risk was the strongest antecedent in creating influential word of mouth. The next antecedents that followed, consecutively, were: the sender's trustworthiness, the message's usage of visual aid, the situation in which lack of information exists, messages from strong interpersonal ties, message content strength, the sender's expertise, the situation that contains complexity, and messages from weak interpersonal ties.