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**The Relationship between Electronic Word of Mouth
and Customer Win-Back
An empirical study on the previous customers
of Telecom Egypt Company in Dakahlia governorate**

As partial fulfillment of requirements for the master degree in business administration

by

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Abstract:

This study is an attempt to know the relationship between the electronic word of mouth and customer win-back by implementation on the customers of Telecom Egypt Company in Dakahlia governorate, and in the following, the researcher discusses the contents of this study and they are the theoretical framework and literature review, the problem of study and its questions, and the objectives of study, and the hypotheses of study, and importance of study and the study's technique.

Structure of the thesis:

To achieve these objectives, the researcher will divide them into five chapters as follows:

First chapter: The study's introduction: The researcher discusses (preface, literature reviews, problem of the study, objectives of the study, importance of the study, contents of the study).

Second chapter: Theoretical framework and literature reviews.

Third chapter: Research methodology.

Fourth chapter: Field study.

Fifth chapter: Results and recommendations. Then, the used references in this study will be presented, then the appendixes, and finally the abstract of thesis, a copy in Arabic and another one in English

Introduction:

The marketing communications, through electronic word of mouth, are considered one of the most important forces on the academic and applied aspects recently, as the spoken word is considered a critical reference for the buyers when they determine their purchasing decisions (Hassan, 2012).

Word of mouth is known as positive or negative notices as a result of a service used by an customer to another person, the communication in word of mouth is considered an effectual factor in customers' awareness to the product quality but the problem resides in the difficulty of controlling it, the reasons goes back to the person's independency who transferred the word, the communication mean by word of mouth is free, and the customer's reaction towards the word of mouth depends on itself, experience and personal experiment (Sewidan, 2011)

The network has participated in opening various communications channels which didn't exist in the past in front of the customers such as social media websites as the conversation between individuals via these websites affect significantly which will form hereinafter the ability of building their behaviors and purchasing behaviors, which give importance to the information gathered by him via these social media websites in affecting the process of decision-making, and despite the other marketing means such as advertisements may be important in forming the customer awareness and they may affect his interests towards products and services but the electronic word of mouth abbreviated by (E-WOM) still plays the most important and influential role in changing the customer's attitudes and behaviors towards a specific product or service (Ragab&Khattab, 2014).

This is from one side and from the other side, we can consider that customer win-back or reacquisition is a process of activating the relationship with customer whom the company failed to retain, as customer reacquisition becomes a vital and integral part of marketing strategy for customers at the company, we couldn't neglect the importance of knowing the mechanisms that encourage customers' returning and evaluating it

practically by using the relevant measures. So, it is suitable to use the common measure to apply them on customers' win-back or retention (Pick et al. 2015).

First: Theoretical framework and literature review:

Based on the purpose of this study, this study discusses two variables: electronic word of mouth and customer restoration and the researcher discusses, briefly the theoretical framework, and literature review, for every variable of these two variables:

1. Electronic word of mouth

The researcher discusses the variable of electronic word of mouth, through determining its concept and dimensions, the researcher will discuss the variable of word of mouth electronically, by determining its concept, sub-dimensions, and its literature review, and this as follows:

1-1-Concept of electronic word of mouth:

Various literature reviews are interested in attempting to provide multiple definitions of electronic word of mouth and in the following the researcher discusses the most important ones of these definitions:

(Zaki, 2014) defines the electronic word of mouth as "information exchange between various customers via the internet".

But, (Tarif, 2015) defines the electronic word of mouth as "these communications that happen normally between the consumers about a specific product, in which the product is evaluated, as the evaluation results will be positive or negative, and it may be verbal issued by a satisfied customer, via the internet through social media networks".

Whereas (Nagwa and Rabeh 2015) defines the electronic word of mouth as "expressing the word said by the customers regarding the expression of satisfaction or dissatisfaction of product after they had them and based on this the customer will transfer it to the individuals of society around him whether it is spoken face to face or written by a text message or electronically to be via e-mail or through social media websites".

(Shattara, 2013) defines the electronic word of mouth as "the existing customer in the network or the prospective customers who often seek getting information about products or companies before dealing with them or buying them or exchanging their knowledge, experiences and opinions with each other whether they are positive or negative".

(Severi et al. 2014) defines electronic word of mouth as "kind of personal communications through which the positive and negative opinions, that happen between the existing users and prospective customers in the future, are exchanged via the internet.

Whereas (Cheung and Thadani, 2010) defines the electronic word of mouth as "any positive and negative information offered by the current or prospective customers around a specific product or specific company via the internet".

In the light of previous definitions, the electronic word of mouth can be defined as "an activity in which the information is exchanged between two parties about a product via the internet and it plays an essential role in changing their behaviors and attitudes towards the product and this information may be positive or negative

1.2-Dimensions of electronic word of mouth:

From the studies reviewed by the researcher, the researcher found that there are studies discussed the electronic word of mouth through a group of phrases such as study (Mohammad and Samiei, 2011) but the study of (Chu and Kim, 2011) discussed four dimensions of word of mouth electronically and they are equilibrium power, idealism, normative effect, and informative effect, and there are many studies discussed the electronic word of mouth through six dimensions, they are "the intensity of using

social networking websites, criteria, liabilities, identity, knowledge participation, and word of mouth quality electronically (Choi Scott, 2013) where the study of (Cheung et al. 2008) discussed seven dimension of word of mouth electronically and they are: "relevance, timing, accuracy, comprehensiveness, source experience, source credibility, information benefit".

Whereas the researcher depends on the study of (Lin et al. 2013) and this considered one of studies that offered three dimensions of word of mouth electronically in general, with a survey list which clarifies the measurement of three dimensions, and in the following the researcher shows these dimensions:

- **E-WOM quality:** refers to the extent of word of mouth ability and its including of comments or notices on customers' convenience, as the decision of customer's purchasing is based on some of criteria or conditions which satisfy their needs and determining their desires based on the information quality which they got, so it is important for the consumers to determine the visualization of information quality as an element to evaluate the prospective purchasing decisions.

- **E-WOM Quantity:** refers to the number of comments published about the most preferred/engaged products in the internet because it represents the performance of products in the market, the customer needs to strengthen their confidence to limit the error of taking feeling or risk during the shopping, and the quantity represents the comments of most preferred/ engaged products in the internet, in other words, they consumers may see that more appraisals may represent the highest popularity and significance of the products.

- **Sender's expertise:** When he said a comment in customer reviewing, this will result in attracting the users to information adoption and taking purchasing decisions.

1.3-Literature review of electronic word of mouth:

The study of (Fan and Miao, 2012) aims to identify the effect of electronic word of mouth on the customers' intentions to purchase from the perspective of differences between the two genders. And the study's results show that there is a significant effect on knowing the credibility of electronic word of mouth, and the study's results show also that the credibility of electronic word of mouth has a significant effect on its acceptance, and intention of purchasing and the study's results will show also the behaviors of shopping and electronic commerce vary regarding males than females.

Study of (Ragab&Khatab 2014) aims to identify the role of electronic word of mouth in purchasing decisions for youth by application on the goods of shopping, and this study concluded many of results, the most important one is that the effect of word of mouth may be stronger to an extent that its strength may change the consumers' view about purchasing a specific product even if he is in the last stages of purchasing decision, and the positive word of mouth represents a moving advertisement for the favor of brand, as many of promoting failed to do such role, the organization are planning for it via their different promoting programs and the consumers executed them, and also the credibility of word of mouth lies in that it is the summary of actual experiments of various social effects which are faced by consumers.

Besides, study of (Zaki, 2013) discussed social media sites and electronic word of mouth as it aims to identify its dimension from the point of view of universities' students and the extent of agreement between them about these dimensions, and also the degree of students' differences around these dimensions regarding the type, besides discussing the effect of social media sites' dimensions on the electronic word of mouth, i.e these dimensions are more influential than others, and the study concluded many results, the most important one is that 87% of the total sample confirmed that their participation in social media sites takes most of the time in the internet, and the study concluded that

there is a significant difference between the students around the dimensions of social media sites and also about the dimensions of electronic word of mouth, and finally the study concluded that there is a significant effect of social media sites' dimensions on the electronic word of mouth, and the strength of relationship, familiarity and leverage in affecting others, are the most influential dimensions of social media sites in electronic word of mouth.

The study of (Choi and Scott, 2013) discussed the relationship between social networking sites, knowledge exchange, and electronic word of mouth, and the study's results showed that there is a positive correlation between the intensity/density of using social network sites on the quality of electronic word of mouth, and the study concluded that there is a positive effect of electronic word of mouth on knowledge exchange, and also the study concluded that female users are affected by electronic word of mouth when they trust the others, or when they see that they are belonging to the community of their social networking sites.

Also, study of (Wu and Wang, 2011) aims to identify the effect of electronic word of mouth on the attitudes towards the brand, and also the study concluded that there is a positive effect of electronic word of mouth on the attitudes towards the brand's value.

Also, the study of (Jalilvand and Samiei, 2011) aims to identify the effect of electronic word of mouth on the value of brand and purchasing intentions – an applied study on Iranian vehicles industry, and also the study concluded that the electronic word of mouth is one of the most important influential factors that affect the reputation of brand and purchasing intentions.

The study of (Lin et al. 2013) aims at identifying the role of electronic word of mouth and reputation of brand, and the study's results concluded that the dimensions of electronic word of mouth have positive effect representing in electronic word of mouth and the quantity of electronic word of mouth on the brand's reputation.

2-Customer win-back

The researcher will discuss the variable of customer win-back, by determining its concept, and its literature review, as follows:

2.1-Customer win-back concept:

In real, most of current strategies of customer win-back is a reaction to the customers' decision by reacting to events (service failure, tender by the competitors) which led to his withdrawal, and also the possible cost of customer win-back strategy as a result of lost opportunities to reach the customers is large if the strategy of reaction is utilized which means waiting for his withdrawal before communicating with him before is withdrawal, and the individual can argue that the strategies of win-back can be done according to a previous and early conception and not as a reaction because these strategies are aiming the customers who ended already their relationships, whereas thinking in strategies of customers win-back in isolating of strategy of customer retention, but we should remember the learned lessons of previous researches, which approved the error of handling the process of managing various customers relationship separately, so this study shows that the vision of customers win-back strategies along prevents the companies from integrating the strategies of customers retention and win-back in a comprehensive process, and as a result, this logic prevents the companies from achieving the maximum total profits from the first and second lives of the customer.

As a remedy, we suggest in this study a strategy of proactive win-back which aims the customers who are already withdrawn, and those who haven't withdrawn yet. And this contrasts the strategies of win-back which are adopting the policy of reaction which targets the customers who have already withdrawn (Sun, 2008).

(Tokman and Colleagues 2007) define customer win-back as "The perceived overall value of the offer extended to customers who have defected in an effort to attract these customers back to their previous services supplier".

(Nicita, 2008) defines customer win-back as "a strategy enacted by the dominant firm to regain former customer".

I.e.: customer who already have switched to and are receiving service from other competitors.

Whereas (Tang et al. 2010) discuss customer win-back as "a cognitive process of satisfaction change from a low level to a higher level with services recovery strategy as the stimulus".

After reviewing the literatures around customers win-back, it is shown that most of researches focused on the customer's intention to withdraw or his made this decision, from the point view of company, and the conceptual aspects focused on getting the customers again and looked at the intentions of going back, and classification of reverting relationship, also some of other studies focused on the customers conceptions around specific offers or activities, which aims at getting them back, where the others are paying an attention to the behaviors after getting them again in general, these researches showed that the researchers in these studies usually choose to handle specific stage from the process of getting the withdrawn customers back. The efforts of different researches around customers win-back have been unified and this by supposing that customers win-back can be imagined in the stages that represent the interaction between communicating with external customers, and handling of internal customer, in addition to the companies' activities towards the customers, so this approach has a specific importance regarding the contractual relationships as it enables the companies to determine the stages of customers' withdrawal, and this as follows (Pick et al. 2015):

Stage 1: customer defection decision and relationship termination.

Stage 2: Customer rationalization of the defection decision .

Stage 3: Extending the offer of winning-back

Stage 4: The customer's processing with the winning-back offer.

Stage 5: The customer's return decision.

Stage 6: Relationship of second life period

And the researcher defines customer win-back in this study as "winning-back proactive strategy targets both of customer who are already withdrawn, and those of haven't withdrawn yet.

2.2-The previous studies of customer win-back:

The study of (Huang and Xiong, 2010) aims to identify the effect of customer win-back strategy on the returned relationship between customer and trade (BCR brand-consumer relationship) through studying the three approved strategies: apology, tangible reward provision, privilege) and the study concluded that these strategies have different effects on the intention of consumers to get back the relation between him and his brand, whereas the three strategies showed positive effects for customer win-back but the customers' awareness to the apology has the most important effect, besides, this study tested the role of the relationship of brand quality on customer win-back, the results showed that there is a good relationship between the customer and brand before withdrawal, so the strategies of customer win-back have the most positive effects on returning the customer's relationship with the brand, and vice versa.

The study of (Pick et al .2015) aims to evaluate the customers' inclination go back to company before presenting any offers to get them back. And in this study, a new variable of marketing relationship and general willingness to return (GWR), and the study concluded that there is a strong and positive relationship between him and the decision of

actual returning and the term of new relationship. And the integration between the elements of attribution theory with current explanations to go back, which focus on the concepts of economic, social and emotional values, give comprehensive comprehension to the factors of previous relationship effect on the general willingness to go back. What is more important than this, and regardless the one who decided to make the ending decision, that if the company can eliminate the reasons of ending and change them, the withdrawn customer has the willingness to go back to his previous relationship with the company. And also the study concluded that the period of withdrawn absence affects his willingness and his decision to go back again, and the extent of customer satisfaction before his withdrawal and entering into a new relationship with another company with a longer period for withdrawal gives him a basis to distinguish between the old and new companies.

Whereas the study of (Sun, 2008) proposed a dynamic structural framework that integrated the management of customer win-back and customers retention and highlighting the important effects, dynamics of customers to design and execute strategies of customer win-back, and studying the logical basis to offer win-back plan (unique package of designed services to get the customers back), and also exploring the full capabilities of such these strategies, and the main results of study concluded that Markov model includes the customers' dynamics and outperforms the models which ignore the customers' dynamics, the superior decision base for the company is in the specialization and anticipatory and the proactive strategy achieve the best performance in general from reaction strategy.

Study of (Liu, 2012) aims to identify the extent of the effect of culture and environment differences to get the customer back, and the study compared between to various samples regarding the culture (American, Chinese) to identify the influential factors on customer win-back and the study concluded that economic incentive is one of the most important influential factors to get the customer back in every one of samples despite culture differences and the study concluded that culture differences affect the acceptance of presented offers by the company to get the customer back.

Whereas the study of (Homburgo, Christian 2007) aim to analyze and discuss successful experiments to get the customer back and the study concluded that the success of customer win-back lies in the extent of interaction success between the organization and customer which is reflected in the level of customer satisfaction who affects in turn on the response strength to get the customer back.

Second: Problem of the study

The researcher made a survey, by preparing an initial survey list to a simple sample of 70 customers of Telecom Egypt Company in Dakhalia governorate to get their opinions around the variables of study, and in the light of data analysis, the sample is divided according to the mean to three groups, the first one: lower than the mean, the second: neutral, the third: higher than the mean, as shown in table number (1):

Table (1)
Analysis of survey data for the study's variables on the basis of mean

Statement	Lower than mean		Neutral		Higher than mean	
	Number of respondents	percentage	Number of respondents	Percentage	Number of respondents	Percentage

Electronic word of mouth	38	54%	12	17%	20	29%
Customer win-back	24	34%	18	26%	28	40%

Source: prepared by the researcher depending on the statistical analysis results for the survey data.

In the light of analyzing survey data, we see the following:

1-54% of the sample respondents see a decrease in the level of electronic word of mouth, whereas 29% of the sample respondents that there is a raise in the level of electronic word of mouth compared to the mean, but a percentage of 17% are neutrals in this regard.

2-It is shown that 34% from the sample respondents can't communicate with the company again, but 40% of the sample respondents can communication again with the company. whereas a percentage of 26% are neutrals in this regard.

In the light of survey results, the researcher can articulate the problem in the following questions:

1.Is there a relationship between the dimensions of electronic word of mouth and customer win-back?

2. Is there an effect for the electronic word of mouth on customer win-back?

3- Are there any differences in the views of customers of Telecom Egypt Company in Dakhalia governorate regarding the study variables (electronic word of mouth, and customer win-back) according to their demographic variables (gender, age, social status, place of residence and education level)

Third: Importance of the study

The importance of the study can be clarified on the scientific and applied levels as follows:

A-Scientific importance:

Scientific importance of this study comes from that it discusses some of new concepts in the literatures of marketing management and they are represented in electronic word of mouth, and customer win-back especially that there is no study (Arabic or foreign) discussed these concepts in the study and analysis in one model (according to the researcher's knowledge), thus this study represents an attempt from the researcher to instill these concepts and identify the ability of its activation, from here this study comes as an attempt from the researcher to highlight the various dimensions of these factors, and the researcher sees that this represents an addition which fills a gap in the field of scientific research and provides the Arabic library with new dimensions that rich the knowledge in the field of marketing.

B-Applied importance

The applied importance of this study comes from the participation of its result in helping marketing managers in Telecom Egypt Company in determining the electronic word of mouth, and customer win-back, and this to help them to provide clear picture about the points of strength and weakness in their companies for the point view of their customers which participate in developing their products, services and performance.

Also enhancing the confidence in services offered by the company, and this if it is approved that there is a positive significant effect of the dimensions of electronic word of mouth as a independent variable on the customer win-back as dependant variable.

Fourth: objectives of the study:

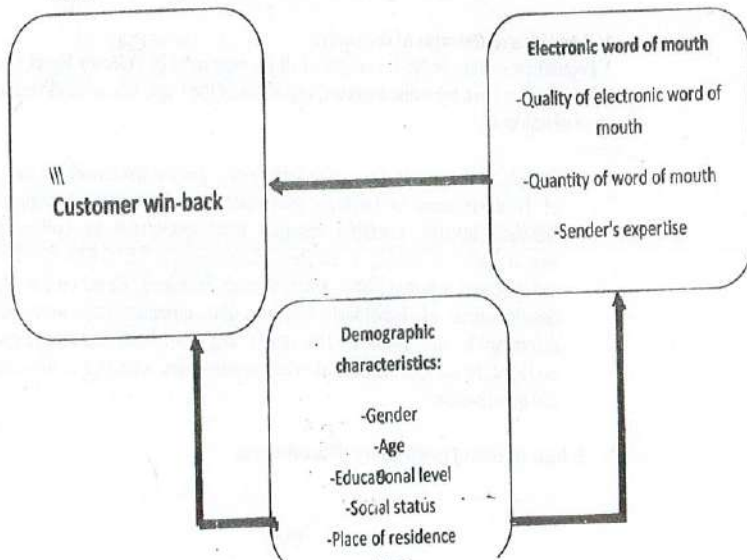
In the light of resulting studies and questions, the researcher in this study seeks to achieve the following objectives:

1. Determining the relationship between the dimensions of electronic word of mouth and customer win-back.
2. Measuring the effect of electronic word of mouth on customer win-back.
3. Knowing whether there are differences on the views of customers of Telecom Egypt Company in Dakkahlia governorate regarding the study's variables (electronic word of mouth, customer win-back) according to demographic variables (gender, age, monthly income, social status, place of residence, education level and company).

Fifth: Hypotheses of the study

In the light of previous objectives, this study seeks to test the following hypotheses:

- 1- There is no significant correlation between the electronic word of mouth and customer win-back.
- 2- There is no significant effect relationship for the electronic word of mouth on Customer win-back.
3. There are no significant differences in the views of customers regarding the study's variables (electronic word of mouth, customer win-back) according to demographic variables (gender, age, monthly income, social status, place of residence, education level and company), and this main hypothesis is divided into the following sub-hypotheses:
 - 3/1 There are no significant differences in the customer's views regarding the study's variables according to the gender.
 - 3/2 There are no significant differences in the customer's views regarding the study's variables according to the age.
 - 3/3 There are no significant differences in the customer's views regarding the study's variables according to the social status.
 - 4/3 There are no significant differences in the customer's views regarding the study's variables according to the residence.
 - 5/3 There are no significant differences in the customer's views regarding the study's variables according to the education level.



Model of study

Source: prepared by the researcher based on literature review

Sixth: Research Method

Includes all of required data for the study and its sources, population of the study, sample, technique of data gathering, technique of data analysis, study's variables and techniques of their measure and tool of data gathering, and this as follows:

1) Required data and its sources:

First: Approach of the study: The researcher used the descriptive method based on data collection and subjecting them to statistical processing and extracting results from them, in all hypotheses of the study.

Second: Method of the Study: The method of study includes the following:

1. Types of the data required and its sources:

In this study, the researcher relied on two types of data:

A. **Secondary data:** It is represented in the data obtained from the Arab and foreign references, which dealt with the variables of the study and subjects related to them so as to enable the researcher to root the concepts and prepare the theoretical framework of the study.

B. **Preliminary data:** It is represented in the data collected through the questionnaire. This data consisted of three groups: the first group: the electronic word of mouth, the second group: sales activation and the third group: Customer win-back and its analysis, so that the researcher could test the validity or the invalidity of the study's hypotheses and conclusions.

2. Population and sample of the study:

* **Population of the study:** It consists of all the customers of Telecom Egypt Company whom services have been disconnected, regardless of their age, sex, educational level, or place of residence.

o **Sample of the study:** Due to the absence of a specific framework for the number of Telephone users in Dakahlia governorate, an electronic questionnaire was launched through scientific research sites specialized in collecting data electronically and relying on members who frequented the social networking sites and relied on a probabilistic sample through Facebook, Based on the answered questionnaires of individual numbers, 290 questionnaires were collected according to this method. The unmet and completed questionnaires were excluded, so the total number of valid questionnaires submitted to the analysis is 260 questionnaires.

3. Instruments of preliminary data collection

The researcher depended, when collecting data of the field study from its preliminary sources, on an electronic questionnaire that was designed at the website (www.esurveyspro.com) and it was sent to the researcher via the internet to be answered by him. The researcher prepared the questionnaire for the purpose of this research to include a set of questions to measure variables of the study (word of mouth, customer win-back) and it is based on the 5-point Likert scale to measure all sub-dimensions of variables of the study.

4. Measurement of variables of the study:

This study contains two variables:

A. Electronic word of mouth:

They were measured in three dimensions: The quality of electronic word of mouth, the quantity of electronic word of mouth, and the sender's expertise. The researcher relied on measuring each of these dimensions on a set of phrases that were proven to be reliable and consistent in study of Lin et al. (2013).

b- Customer Win-back:

The researcher relied on the measure of customer win-back based on a set of phrases which were proven to be valid and reliable in Pick (2015).

5. Tests of validity and reliability:

After the initial design of questionnaire, the researcher conducted a test of reliability and validity of the phrases of this questionnaire as follows:

A. Test of validity:

This test is used to demonstrate the validity of the phrases of the questionnaire in the measurement of what is designed for it, and to emphasize that the phrases of the questionnaire gives the subject the same meaning and concept as intended by the researcher, and to confirm the veracity of the terms of the survey both practical and practical, and to assure of the validity of the questionnaire's phrases whether from the practical or the applied aspect, and to assure that the phrases of the questionnaire given to the subject of the same meaning and concept as intended by the researcher, the researcher relied on the test of validity on the validity of content.

- **Validity of the content:** To validate the content of the questionnaire, the researcher took the following steps:
 - Dependence on the phrases which the previous studies approved its validity and reliability.
 - The survey list was presented in its preliminary form to the supervisor of the study. After the necessary amendments were presented to some of the arbitrators of the professors of business administration at the Faculty of Commerce - Mansoura University. These arbitrators showed a number of observations on the phrases mentioned in the questionnaire, and the researcher amended the questionnaire according to these observations.
 - Distribution of the questionnaire to a sample of the study's population to determine the extent of the accuracy of the phrases used and degree of their clarification, accordingly, the formulation of some phrases was amended.

B. Test of reliability:

The reliability of the questionnaire means that this questionnaire gives the same result if the questionnaire was redistributed several times under the same circumstances and conditions, or with another phrase, the reliability of the questionnaire means that the results of the questionnaire are stable and will not change significantly if they are redistributed to the respondents of the sample several times through specific periods.

• **Results of internal consistency:**

Table (2) shows the coefficient of correlation between the phrases of the first dimension of the electronic word of mouth and the total degree of this dimension, indicating that the correlation coefficients shown are significant at $0.05 = \alpha$, so the field is valid for what is being measured.

Table (2)

The correlation coefficient between the phrases of first dimension of the word of mouth and the total degree of this dimension

S	Paragraph	Correlation coefficient	Total value
1.	I can get information about the company online.	0.71	*0.000
2.	I present my problems with the company's service on social networking sites.	0.71	*0.000
3.	I would like to know the views of others on social networking sites about the company's services.	0.58	*0.000
4.	Social networking sites are considered a reliable mean of obtaining information about the company's services.	0.69	*0.000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

Table (3)

The correlation coefficient between the phrases of second dimension of the word of mouth and the total degree of this dimension

S	Paragraph	Correlation coefficient	Total value
1.	I am keen to write my views about the service on my personal page.	0.74	*0.000
2.	I would like to share comments with information about the service provided by the company.	0.71	*0.000
3.	I think that a lot of positive feedback from users reflects quality of service.	0.83	*0.000
4.	I share information about the company's services.	0.79	*0.000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

Table (4) shows the coefficient of correlation between the phrases of the third dimension of the electronic word of mouth and the total degree of this dimension, indicating that the correlation coefficients shown are significant at $0.05 = \alpha$, so the field is valid for what is being measured.

Table (4)
The correlation coefficient between the phrases of third dimension of the word of mouth and the total degree of this dimension

S	Paragraph	Correlation coefficient	Total value
1	I think people who make positive comments are experienced.	0.86	*0.000
2	I think that posting positive comments by people will be based on successful personal experiences.	0.85	*0.000
3	The person who makes the comments offers observations that were not in my mind.	0.56	*0.000
4	I would recommend my friends and relatives to rely on websites to collect information about the company's services.	0.62	*0.000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

Table (5)
The correlation coefficient between the phrases of customer win-back and the total degree of word of mouth.

1.	I am ready to review my previous decision not to deal with this company.	0.57	*0.000
2.	I want to renew my subscription with this company.	0.62	*0.000
3.	I am ready to sign a new contract with this company.	0.73	*0.000
4.	Offers of the fourth network (we) push me to get my landline back.	0.61	*0.000

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

• Results of reliability and validity test of the variables used in the study

Table (6) shows results of reliability and validity test for the variables used in the study

Variables	Alpha coefficient	Reliability coefficient
1-Quality of the word of mouth electronically.	0.871	0.933
2-Quantity of the word of mouth electronically.	0.800	0.894
3- The sender's expertise.	0.898	0.947
4- Electronic word of mouth.	0.702	0.837
5-Customer win-back	0.766	0.875

Source: Prepared by the researcher based on the results of statistical analysis using SPSS

From the previous table it can be said that all the values of the stability coefficient for all variables and dimensions are acceptable values¹. A test of validity was also carried out to ensure that the questionnaire measures what was set for it and it was calculated by finding

¹ The acceptable value of the reliability coefficient of Alpha-Cronbach recommended by Nunnally (1978) and Cronbach (1970) is 70%, while Amir & Sonderpandian, 2002 (Sekaran, 2000) estimates that the acceptable percentage is 60%.

the square root of the stability coefficient. All values are acceptable, so it is possible to depend on the questionnaire to measure what was prepared for it.

6. Methods of statistical analysis used in the study:

The researcher adopted the following methods:

1. **Multiple regression analysis method:** It is used to measure direct relationships between variables of the study. It was used to test the first hypothesis of the study hypotheses.
2. **Mann Whitney test:** It is used to measure the significance of differences between two groups and was used to measure differences according to the demographic variables in the second hypothesis of the study's hypotheses.
3. **Kruskal-Wallis test:** It is used to measure the significant differences between more than two groups. It was used to measure differences according to the demographic variables in the second hypothesis of the study's hypotheses.

The following statistical packages were used: SPSS for Windows (version 20).

Analyzing the study data and the results:

This section is devoted to analyzing the study's data and discussing the results. The researcher divided this section into two parts. The first section dealt with the analysis of the descriptive data of the study's sample. The second section examined the validity of the study's hypotheses in order to achieve its objectives and draw conclusions in light of the results of the Statistical analysis of field study's data. These two sections can be presented as follows:

First section: Analysis of the descriptive data of the study's sample:

First: Demographic characteristics of respondents of the study's sample:

The respondents within the study's sample consisted are 260 respondents, 151 males at 58.1%, 109 females at 41.9%, and the category of residents in the city was 152 respondents at 58.5%, while the number of residents in the village was 108, (41.6%). The social status "single" was the highest, with a percentage of 59.6%. The higher education qualification was the most common, with 41.9%. Finally, the monthly income level from 3000 to lower than 6000 Egyptian pounds as its percentage reached (39.2%). The researcher can present the demographic characteristics of the study sample in the following table (1).

Table (1)
Demographic characteristics of the study's sample

Demographic characteristics		Number of respondents	Percentage
Gender	Male	151	58.1%
	Female	109	41.9%
Place of residence	City	152	58.5%
	Village	108	41.5%
Social status	Single	155	59.6%
	Married	105	40.4%
Education level	Less than average	54	20.8%
	Average	96	36.9%
	University	109	41.9%

Monthly income level of the family	Less than 3,000 EGP	154	55.8%
	From 3,000 EGP to less than 5,000 EGP	102	39.2%
	From 5,000 EGP onwards	13	5.0%

Source: Prepared by the researcher based on the results of the statistical analysis.

Second: The arithmetic mean and the standard deviation of the responses of the sample of the study sample:

* With regard to electronic word of mouth:

The following table number (2) shows the arithmetical means and the standard deviation of the responses of the sample's respondents with respect to electronic word of mouth as one of the factors affecting the customer win-back.

Table no. (2)
The arithmetical means and the standard deviation of the responses of the sample's respondents with respect to electronic word of mouth as one of the factors affecting the customer win-back

Sub dimensions	Phrases	Arithmetic mean	Standard deviation	Ranking
Quality of electronic word of mouth	I can get information about the company online.	4.25	0.573	1
	I present my problems with the company's service on social networking sites.	3.73	1.081	3
	I would like to know the views of others on social networking sites about the company's services.	2.33	1.093	4
	Social networking sites are a reliable means of obtaining information about the company's services.	4.00	0.847	2
Quantity of electronic word of mouth	I am keen to write my views about the service on my personal page.	3.67	1.103	3
	I would like to share comments with information about the service provided by the company.	3.69	0.972	2
	I think that a lot of positive feedback from users reflects quality of service.	2.35	1.085	4
	I share information about the company's services.	3.99	0.835	1
Sender's expertise	I think people who make positive comments are experienced.	3.89	0.883	1
	I think that posting positive comments by people will be based on successful personal experiences.	2.33	1.100	4
	The person who makes the comments offers observations that were not in my mind.	3.07	1.390	3
	I would recommend my friends and relatives to rely on websites to collect information about the company's services	3.38	0.645	2

Source: Prepared by the researcher from the results of the statistical analysis of the phrases of the questionnaire (1 to 12).

Table (2) shows the general order of the relative importance of the expressions used to express the sub-dimensions of quality of the electronic word of mouth, as follows:

- **For the first dimension: Quality of the electronic word of mouth:**
 - The phrase "I am able to obtain information about the company online ranked first with an arithmetic mean of (4.25).
 - While the phrase "Social networking sites are a reliable means of obtaining information about the company's services" ranked second with arithmetic mean of (4.00).
 - The phrase "I present my problems with the company's service on social networking sites" ranked third, with an arithmetic mean of (3.73).
 - The phrase "I would like to know the views of others on the social networking sites about the services of the company" ranked fourth with an arithmetic mean of (2.33).
- **For the second dimension: Quantity of the electronic word of mouth:**
 - The phrase "I share information about the company's services" ranked first with an average of 3.99.
 - Whereas, the phrase "I prefer to share comments with information about the service provided by the company" ranked second with an arithmetic mean of (3.69).
 - The phrase "I am keen to write my views on the service on my personal page, ranked third, with an arithmetic mean of (3.67).
 - The phrase "I think that posting positive comments by people will be based on successful personal experiences" with an arithmetic mean of 2.35.
- **For the third dimension: The sender's expertise**
 - The phrase "I think people who make positive comments are experienced" is ranked first with an arithmetic mean of (3.89).
 - While the phrase "I would recommend my friends and relatives to rely on websites to collect information about the company's services" ranked second with an arithmetic mean of (3.38).
 - The phrase "The person who makes the comments offers observations that were not in my mind" ranked third with an arithmetic mean of (3, 07).
 - The phrase "I think that people who make positive comments have accurate information about the service provided by the company" ranked fourth and last with an arithmetic average of (2.33)

Second: With regard to customer win-back:

The following table number (4) shows the arithmetical means and the standard deviation of the responses of the sample's respondents with respect to the phrases used to express the dimension of customer win-back.

Table no. (4)
The arithmetical means and the standard deviation of the responses of the sample's respondents with respect to the phrases used to express the dimension of customer win-back

Sub dimensions	Phrases	Arithmetic mean	Standard deviation	Ranking
1	I am ready to review my previous decision not to deal with this company.	2.38	1.135	3
2	I want to renew my subscription with this company.	3.94	0.861	2
3	I am ready to sign a new contract with this company.	3.98	0.840	1
4	Offers of the fourth network (we) push me to get my landline back.	3.84	1.010	3.84

Source: Prepared by the researcher from the results of the statistical analysis of the phrases of the questionnaire (13 to 16).

The following table number (4) shows the general ranking of the relative importance of the phrases used in expressing the dimension of customer win-back from the perspective of respondents of the study's sample, as follows:

- The phrase "I am ready to review my previous decision not to deal with this company." ranked first with an arithmetic mean of (3.98).
- While the phrase "I want to renew my subscription with this company." ranked second with an arithmetic mean of (3.94).
- The phrase "Offers of the fourth network (we) push me to get my landline back." ranked third with an arithmetic mean of (2.84).
- The phrase "I am ready to sign a new contract with this company." ranked fourth with an arithmetic average of (2.38)

Section II: Testing the hypotheses of the study:

Third: Differences between the opinions of the sample's respondents on the variables of the study according to the demographic variables:

The first main hypothesis of the study's hypotheses stipulates that "There are no significant differences between the opinions of the study's sample on the variables of the study represented in (electronic word of mouth, sales activation and customer win-back) according to the demographic variables. This main hypothesis is divided into the following sub-assumptions:

- **The first sub-hypothesis:** There are no significant differences⁰ between the opinions of the study's sample on the dimensions of the study variables represented in each of (electronic word of mouth, sales activation, and customer win-back) according to the difference of gender.
- **The Second sub-hypothesis:** There are no significant differences between⁰ the opinions of the study's sample on the dimensions of the variables of the study represented in each of (electronic word of mouth, sales activation and customer win-back) according to the difference of place of residence.
- **The third sub-hypothesis:** There are no significant differences between the opinions of the study's sample on the dimensions of the variables of the study represented in each of (electronic word of mouth, sales activation and customer win-back) according to the social status.
- **The fourth sub-hypothesis:** There are no significant differences⁰ between the views of the sample of the study on the dimensions of the variables of the study represented in each of (electronic word of mouth, sales activation and customer win-back) according to the difference of level of education.
- **The Fifth sub-hypothesis:** There are no significant differences between⁰ the views of the sample of the study on the dimensions of the variables of the study of the (electronic word of mouth, sales activation, and customer recovery) according to the difference of monthly income level.

These sub-assumptions were tested as follows:

- First sub-hypothesis:

There are no significant differences between the opinions of the study's sample on the dimensions of the variables of the study of (electronic word of mouth, sales activation, and customer win-back) according to the difference of gender.

The Mann Whitney test was used to confirm the validity of the first sub-hypothesis, which is used to identify the differences between two groups. Table (5) shows the results of differences in the opinions of the sample's respondents on the variables of the study according to gender.

Table (5)
Differences in opinions of the sample's respondents concerning the variables of the study according to gender

Variable	Sample according to gender	Mean Rank	U	Z	Sig.
Electronic word of mouth	Male	137.42	7184.000	-1.774	0.076*
	Female	120.91			
Customer win-back	Male	140.36	6740.500	-2.589	0.010*
	Female	116.84			

*Significance at level 0.05.

Source: Prepared by the researcher from the results of the statistical analysis.

Table (5) shows that:

- The value of Z equals (-1.774) for the variable of electronic word of mouth at a significant level (0.076), which means that there are significant differences in the opinions of the sample's respondents on the variable of the electronic word of mouth according to gender.
- The value of Z equals (-2.589) for variable of customer win-back at a significant level (0.010) which means that there are no significant differences in the opinions of the sample's respondents on the variable of customer win-back according to gender.

It is shown from previous findings that the error of first sub-hypothesis is partially confirmed.

- Second sub-hypothesis:

There are no significant differences between the opinions of the respondents of the study's sample concerning the dimensions of the study's variables represented in (electronic word of mouth, and customer win-back) according to the place of residence.

The Mann Whitney test was used to confirm the validity of the second sub-hypothesis, where it is used to identify the differences between two groups. Table (6) shows the results of differences in the opinions of the sample's respondents concerning the study variables according to place of residence.

Table (6)
Differences in opinions of the sample's respondents concerning the variables of the study according to place of residence

Variable	Sample according to place of residence	Mean Rank	U	Z	Sig.
Electronic word of mouth	City	132.19	7951.000	-0.437	0.662*
	Village	128.12			
Customer win-back	Male	132.72	7871.000	-0.587	0.557*
	Female	127.38			

*Significance at level 0.05.

Source: Prepared by the researcher from the results of the statistical analysis.

Table (6) shows that:

- The value of Z equals (-1.774) for the variable of electronic word of mouth at a significant level (0.622), which means that there are significant differences in the opinions of the sample's respondents on the variable of the electronic word of mouth according to place of residence.
- The value of Z equals (-0.149) for the variable of sales activation at a significant level (0.881) which means that there are significant differences in the opinions of the sample's respondents on the variable of sales activation according to place of residence.
- The value of Z equals (-0.587) for variable of customer win-back at a significant level (0.557) which means that there are no significant differences in the opinions of the sample's respondents on the variable of customer win-back according to place of residence.

It is shown from previous findings that the error of first sub-hypothesis is fully confirmed.

- Third sub-hypothesis:

There are no significant differences between the opinions of the respondents of the study's sample concerning the dimensions of the study's variables represented in (electronic word of mouth, sales activation, and customer win-back) according to the social status.

The Mann Whitney test was used to confirm the validity of the third sub-hypothesis, where it is used to identify the differences between two groups. Table (7) shows the results of differences in the opinions of the sample's respondents concerning the study variables according to the social status.

Table (7)
Differences in opinions of the sample's respondents concerning the variables of the study according to social status

Variable	Sample according to place of residence	Mean Rank	U	Z	Sig.
Electronic word of mouth	Single	126.45	7509.500	-1.072	0.284*
	Married	136.48			
Customer win-back	Single	126.23	7476.000	-1.156	0.247*
	Married	136.80			

*Significance at level 0.05.

Source: Prepared by the researcher from the results of the statistical analysis.

Table (7) shows that:

- The value of Z equals (-1.072) for the variable of electronic word of mouth at a significant level (0.284), which means that there are significant differences in the opinions of the sample's respondents on the variable of the electronic word of mouth according to social status.
- The value of Z equals (-1.156) for variable of customer win-back at a significant level (0.247) which means that there are no significant differences in the opinions of the sample's respondents on the variable of customer win-back according to social status.

It is shown from previous findings that the error of third sub-hypothesis is fully confirmed.

- Fourth sub-hypothesis:

There are no significant differences between the opinions of the respondents of the study's sample concerning the dimensions of the study's variables represented in (electronic word of mouth, sales activation, and customer win-back) according to educational level.

The Kruskal-Wallis test was used to confirm the validity of the fourth sub-hypothesis, where it is used to identify the differences between two groups. Table (7) shows the results of differences in the opinions of the sample's respondents concerning the study variables according to educational level.

Table (7)
Differences in opinions of the sample's respondents concerning the variables of the study according to educational level

Variable	Sample according to place of residence	Mean Rank	Ka2	Sig.
Electronic word of mouth	Less than average	126.35	7509.500	0.284*
	Average	126.87		
	University	133.68		
Customer win-back	Less than average	122.07	2.318	0.314*
	Average	125.54		
	University	137.85		

*Significance at level 0.05.

Source: Prepared by the researcher from the results of the statistical analysis.

Table (7) shows that:

- The value of Ka2 equals (0.484) at a significant level (0.785), which means that there are significant differences in the opinions of the sample's respondents on the variable of the electronic word of mouth according to educational level.
- The value of Ka equals (2.318) at a significant level (0.247) which means that there are no significant differences in the opinions of the sample's respondents on the variable of customer win-back according to educational level.

It is shown from previous findings that the error of fourth sub-hypothesis is fully confirmed.

- Fifth sub-hypothesis:

There are no significant differences between the opinions of the respondents of the study's sample concerning the dimensions of the study's variables represented in (electronic word of mouth and customer win-back) according to monthly income.

The Kruskal-Wallis test was used to confirm the validity of the fourth sub-hypothesis, where it is used to identify the differences between two groups. Table (8) shows the results of differences in the opinions of the sample's respondents concerning the study variables according to monthly income.

Table (8)
Differences in opinions of the sample's respondents concerning the variables of the study according to monthly income

Variable	Sample according to place of residence	Mean Rank	Ka2	Sig.
Electronic word of mouth	Less than 3,000 pounds	124,51	2,378	0.304*
	From 3,000 to less than 5,000 pounds	136,86		
	From 5,000 pounds onwards	133.68		
Customer win-back	Less than 3,000 pounds	123.69	4.628	0.099*
	From 3,000 to less than 5,000 pounds	135.93		
	From 5,000 pounds onwards.	163.85		

*Significance at level 0.05.

Source: Prepared by the researcher from the results of the statistical analysis.

Table (8) shows that:

- The value of Ka2 equals (2.378) at a significant level (0.304), which means that there are significant differences in the opinions of the sample's respondents on the variable of the electronic word of mouth according to monthly income.
- The value of Ka equals (4.628) at a significant level (0.99) which means that there are no significant differences in the opinions of the sample's respondents on the variable of customer win-back according to monthly income.

It is shown from previous findings that the error of fifth sub-hypothesis is fully confirmed.

Second: Results of the relationship between (electronic word of mouth) and customer win-back:

The multiple regression analysis of the relationship between word of mouth and customer win-back was performed and to determine the nature of this relationship, it was quantified in the following linear regression equation:

$$P1 = A + B1X1$$

whereas:

(P1) symbolizes the dependent variable (Customer win-back).

(X1) symbolizes the independent variable (Electronic word of mouth).

(X) represents the unexplained variance in the equation.

The results can be illustrated in Table (9):

Table (9)
Results of multi-regression analysis of the effect (electronic word of mouth) on customer win-back

Independent variables	Dependent variable	Standard regression coefficient	Calculated t	P. Value
Electronic word of mouth	Customer win-back	0.450	7.312	0.000(**)
-Multi-correlation coefficient $R = 0.670$ -Coefficient of determination $Adj-R^2 = 0.449$ -Value of calculated "F" for the significance of regression model = 104,915 -(**) with statistical significance at significance level (0.05).				

Table (9) shows the following:

- Independent variables (electronic word of mouth) are significantly correlated with customer win-back, with a positive multi-correlation coefficient of 0.670.
- Significance of the regression model where the value of (F) calculated for the significance of the regression model 104,915 which is significant at the level (0.05), which confirms the effect of electronic word of mouth on customer win-back.
- According to the coefficient of determination, the independent variables (Quality of electronic word of mouth explain (44.9%) of the size of the variance in the customer's recovery of the company under study. The complementary ratio is due to other factors not mentioned in this thesis.
- All standard regression coefficients of the independent variables are positive and significant, according to "T" test, which means that there is a positive and significant effect of electronic word of mouth on customer win-back at the company under study.

Standard regression coefficients reveal the relative importance of the independent variable (electronic word of mouth) within the regression equation in the prediction of the dependent variable (customer winback)

Result and recommendation;

The main results and recommendations of this study section can be divided into the following:

First: Results:

In light of the review of the results of the hypothesis tests for this study, the following results were obtained:

1. There are significant differences in the views of respondents of the sample on the variable of electronic word of mouth according to gender.
2. There are no significant differences in the views of respondents of the sample on the variable of customer win-back according to gender.
3. There are significant differences in the views of respondents of the sample on the variable of electronic word of mouth according to the place of residence.
4. There are significant differences in the views of the respondents of the sample on the variable of customer win-back according to the place of residence.
5. There are significant differences in the views of the respondents of the sample on the variable of electronic word of mouth according to the social status.
6. There are significant differences in the views of respondents of the sample on the variable of customer win-back according to the social status.
7. There are significant differences in the views of the respondents of the sample on the variable of electronic word of mouth according to the level of education.
8. There are significant differences in the views of the respondents of the sample on the variable of customer win-back according to the level of education.
9. There are significant differences in the views of the respondents of the sample on the variable of electronic word of mouth according to the level of monthly income.
10. There are significant differences in the views of the respondents of the sample on the variable of customer win-back according to the level of monthly income.
11. Effect of electronic word of mouth on customer win-back.

Second: Recommendations:

In the light of the findings of the study, the researcher presents the recommendations as follows:

1. The need to increase the interest of the company under the application of the importance of word of mouth in its performance, because of its significant impact on the customer win-back.
2. The need to focus on the satisfaction of existing customers to ensure that they launch positive electronic words about the services of the company.
3. Conducting continuous research to obtain customer feedback about the services provided by the company under study, their quality, their prices and their suitability to the wishes of the customers and their expected needs.
4. Helping the officials and employees of the company under study to know more about the word of mouth and its impact on the customer's win-back.

Recommendations for future research

The researcher suggests some ideas that could be an area for future research in this regard and they are:

- The effect of electronic word of mouth on sales.
- The relationship between the brand image and the customer's win-back.

- The relationship between perceived quality of service and customer win-back.
- The effect of e-marketing on the customer win-back

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Appendix number (1)
 Exploratory study survey list
 Electronic word of mouth

Please put sign (✓) under the degree of your agreement on the following phrases, knowing that the degree of agreement starts from (5) totally agree to (1) totally disagree:

Number	Phrases	Totally agree (5)	Agree (4)	Neutral (3)	Disagree (1)	Totally disagree (2)
*Electronic word of mouth quality:						
1.	I can get information about the company online.					
2.	I present my problems with the company's service on social networking sites.					
3.	I would like to know the views of others on social networking sites about the company's services					
4.	Social networking sites are a reliable means of obtaining information about the company's services.					
*Quantity of electronic word of mouth						
5	I am keen to write my views about the service on my personal page.					
6.	I would like to share comments with information about the service provided by the company.					
7	I think that a lot of positive feedback from users reflects quality of service.					
8	I share information about the company's services .					

Number	Phrases	Totally agree (5)	Agree (4)	Neutral (3)	Disagree (1)	Totally disagree (2)
*Sender's expertise:						
9	I think people who make positive comments are experienced.					
10.	I think that posting positive comments by people will be based on successful personal experiences.					
11.	The person who makes the comments offers observations that were not in my mind.					
12.	I would recommend my friends and relatives to rely on websites to collect information about the company's services.					

Customer win-back:

Number	Phrases	Totally agree (5)	Agree (4)	Neutral (3)	Disagree (1)	Totally disagree (2)
13.	I am ready to review my previous decision not to deal with this company.					
14.	I want to renew my subscription with this company.					
15.	I am ready to sign a new contract with this company.					
16.	Offers of the fourth network (we) push me to get my landline back .					

Demographic variables:

1-Gender:

() Male () Female

2-Place of residence:

() City () Village

3- Social status:

() Single () Married

4- Level of education:

() Less than Average () Average () University

5-Household monthly income level:

- () Less than 3000 pounds.
 () 3000 to less than 5000 pounds .
 () 5000 pounds onwards.

Thanks a lot for your kind cooperation,

Researcher