

**STUDYING THE ROLE OF POSITIVE ELECTRICAL WORD OF MOUTH (EWOM) ON THE WILLINGNESS TO BUY, WITH CONSIDERING THE MODERATING ROLE OF CONSUMER'S PERSONALITY**

(Recibido el 23-06-2017. Aprobado el 07-09-2017)

**H. Kamalinasab**

*Department of Management, Neyshabour Branch,  
Islamic Azad University, Neyshabour, Iran.*

**Abstract.** In today's highly competitive markets, companies are looking for new ways to attract new consumers' attention and influence their behavior. One of the most effective methods of this form of communication that takes place among individuals is word of mouth that became electronic with the advent of internet and digital social networks. Word of mouth is important since it affects people's willingness to buy and reducing the risk associated with customers' purchasing decisions. The aim of this study is to investigate the influence of word of mouth on the willingness to buy, with note of the moderating role of personality. The results indicate that the personality of the information receiver can overshadow the influence of EWOM on the consumers' willingness to buy. The relationship between personality types as extrovert, agreeable, neurotic and open to experience with the willingness to buy that is impressed by electronic word of mouth, shows the importance of the fitness of information with the personality of the receiver.

**Keywords:** ecommerce, electronic word of mouth (EWOM), personality, willingness to buy.

## 1. INTRODUCTION

Increasing development of information technology has prepared a platform for communication with new customers through word of mouth electronic (Ewom) advertising. Ewom is a positive or negative statement made by potential, real and earlier customers about products or organization so that it is communicated through networks to many individuals and organizations. (Henning-Thurau et al, 2004). Internet has made it possible to discuss easily about information and experiences related to the products with other people. This ease of communication, dramatically increases the potential impact of word of mouth on consumers (Schindler & Bickart, 2005). Consumers can be easily influenced by the comments (ewom) and / or the other people's real purchase decisions in social platforms and learn from them (Cheung et al, 2012). So for it is increasingly common practice for consumers to gather information before buying products and read other people's comments about online products for the formation of a willingness to buy (Jalilvand & Samiei, 2012).

Martilla (1971) found that wom is more important in the final stages of the buying process because it gives confidence to consumers and reduces their uncertainty after purchase. (Sweeney et al, 2008). As a result, their willingness to buy and decision making can be more under the impact (Jalilvand & Samiei, 2012).

Based on previous studies, the impact ewom on the willingness to buy depends on a number of factors that can be included in several categories of attributes of data receiver, attributes of data sender, attributes of the message, attributes of the channel and the nature of the product or service (Cheung & Thadani, 2012). While many studies have focused on the significant influence of the word of mouth on recipient's personalities such as individuality, self-reliance, sensitivity to normative effect, need to be unique (Wien, 2015), prior knowledge, compatibility with prior beliefs, the amount of involvement in the purchase of the product, motivation in use of the information, gender, personal preferences, the receiver's level of pessimism and method of perception (Cheung & Thadani, 2012), the will to be different (Khare et al, 2011; Cheema & Kaikati, 2010), but few studies examined the role of recipient's personality as a moderating factor in the impact of EWOM on their willingness to buy. Some of these studies are in Table 1.

Table 1. Studies on the mediating variables of information receptor in the influence of EWOM on the willingness to buy

Mediating variables	Definition	Study
Prior knowledge/expertise	The amount of Prior knowledge/expertise that the information receiver has had about the product or the purchase process.	Riegner (2007) Park&Kim (2008) Doh&Hwang (2009) Cheung&Xiao&Liu (2012) Fan&Miao (2012)
Confirmation of prior belief	The level of compatibility / incompatibility between received data and prior beliefs related to studied product / service.	Cheung & Luo & Sia & Chen (2009) Zhang&Watts (2008)
Involvement	Product People that have more involvement with informational and technical dimensions of product, they accept more effects from others' opinions.	Doh & Hwang (2009) Cheung& Xiao& Liu (2012) Fan & Miao (2012) Wu& Wang (2011)
	Product How much a product has important for buyer.	Lee & Park & Han (2008)
	Target Consumer's target for doing purchase.	Park & Lee (2008)
Motive for processing information	The inherent interest of the buyer (receiver) for processing information.	Gupta & Harris (2010)
Personal motives	One's personal potential motivations for reviewing messages.	Hennig-Thurau et al (2004)
Products preferences	Rational or emotional motives of the buyers for purchasing.	Lee & Lee (2009)
Pessimism	How pessimistic is every receiver about the information they receive.	Sher & Lee (2009)
Cognitive personalization	Individual's ability to put themselves in similar situations	Xia & Bechwati (2008)
Cognitive need	How do individuals analyze messages within them	Lin et al (2011)

It seems however that marketers pay little attention to the exploitation of personality differences (of consumers) from this phenomenon.

Personality is the innate structure of the world which is in every one's mind that doesn't change over time or in different conditions (Turkyilmaz et al, 2015).

According to the theory of consumer information search, in the consumer behavior theory, consumers depend on outer information for purchase or for making decision, though with different intensity (Hui, 2011).

Previous studies suggest that personal behavior is one of the factors that determine how a person processes information processing from the environment (Azzadina et al, 2012). The same provision may make very different responses in different recipients (Cheung et al, 2012).

If the profile of the reviewer and that of the reader fit or if the profile of the reviewer clarifies how the reader knows a particular condition the review would be considerably acceptable. Customers would like to use customized commodities according to their personalities that gives them messages that increases their correspondence and reaction. (Xia & Bechwati, 2008).

After all the relation between personality and the willingness to buy is based on trait theory. According to trait theory, every human being has unique personality differentiating them from other individuals and people are classified according to their dominant personalities. A trait is what differentiates a person from any other person in a fixed and constant way. Every trait is a particular way of responding and personality is defined as a specific combination of these personalities (Babaei & Ahadi, 2010).

Studying individual differences can make an opportunity to enhance the effect of EWOM and this way the five-factor model of personality (Big Five) has been used. The framework of traits the Big Five (Costa & McCrae, 1992) creates a powerful model for understanding the relationships between different academic personality and behaviors (Komarraju et al, 2011). Big Five factors that have been proven to be generally fixed over time and in different cultures (White et al, 2004).

Many studies in recent years have confirmed the validity of the Five Factor Model and hence it is known as a basis for all other models (Gholipour, 2014, 2019). According to the Big Five theory

consumers' personalities can be divided into five different dimensions of extraversion, agreeableness, conscientiousness, neuroticism and openness to experience. Due to differences in the nature and effect of positive and negative electronic word of mouth, in this study the effect of positive EWOM on the willingness to purchase has been chosen and in that, the variable of the customer's personality as receiver in the process of EWOM will be assessed. This choice was made because, according to the findings of Chevalier & Mayzlin (2006) based on the higher average of positive messages than negative ones, can be generalized as informants tend to look for positive information to help to reduce dissonant thoughts related to purchase decision (Schindler & Bickart, 2005).

Better understanding of customers who are affected by word of mouth in their decision to buy is one of the outstanding aspects of this study. By understanding the personality of impressive people can direct this new phenomenon in the appropriate direction. Thus this study aims to assess the potential moderating effect of each personality dimensions in the EWOM effecting process to finally answer these questions as to whether customers with different personality traits profit of EWOM in the same manner? and which customers' personality types are affected more by EWOM?.

## 2. RESEARCH HYPOTHESES

**Extroversion** refers to the comfort of the person in their relationships. Extroverted people are sociable and decisive (Gholipour, 2014) active, dominant and cheerful and they have a positive attitude towards life.

People with this tend to be warm with others, acceptable for others, have high confidence, do a lot of activities and look for excitement. They look for relations with other people (Turkyilmaz et al, 2015). They would like to make the most output from their relations, but this may require a lot of attention that in turn increases the energy and the time they have to invest in this process (Milfont & Sibley, 2012).

According to Henning-Thurau et al (2004) people's inherent tendency to partnership in social relations is one of incentives to participation in the EWOM. Based on the definition of an extrovert, the trait of tendency to engage in social relations can be a sign of extraversion in people. Extraversion has a potential effect on replicating other people's decisions. Fundamental and unique differences of extrovert people, as well as their interest in social interaction and motivation seem

to have a systematic effect on the choices that they make in copying (Duhachek & Iacobucci, 2005). On the other hand, word of mouth is related with a variety of personality traits, including extraversion or pseudo-personality structures personalities like extraversion and features or truths resulting from extraversion such as "sociability" and "social needs".

Wom is also related to extraversion through "opinion leaders" (Mooradian & Swan, 2006).

Felfe & Schyns (2006) believe those who are highly extravert and follow the advertisement, receive transformational leadership more than others (Hrivnak & Nielsen, 2008) which has an influence on the structure for personality to leave an effect on results of individuals and groups and at the same time focuses on self-confidence, comprehension, maturity and self-esteem (Hassan et al, 2016). This kind of leadership can give a motivation to people to go beyond the expectations they have in the beginning so that they can fulfill their abilities (Hrivnak & Nielsen, 2008). Mooradian & Swan (2006) have concluded people that are found to be very extravert in their culture are very much under the influence of WOM information delivered by individuals. Ranjbarian et al (2013) believe one may find WOM information to be more influential among those who are extravert and take risks.

**H1: There is a significant relationship between extroversion and the willingness to buy that is affected by positive EWOM.**

**Agreeableness** refers to respect for others. Agreeable people have a spirit of cooperation, sincerity and trustworthiness (Gholipour, 2014). People who are agreeable tend to be rather accepting others, help them, are friendly to them, care for them, easily forgive them and trust them and being in relations with them is very important for them (Turkyilmaz et al, 2015).

This way they may make much more reliable relationship with other people in the society, but may also as well be exploited by the people they are in contact with them (Milfont & Sibley, 2012).

Cognitive personalization variable is related to the ability of the individual to put themselves in the position of others and understand them sentimentally. Because researchers believe the variable of compatibility is the same as agreeableness. Xia & Bechwati (2008) found in their study that cognitive personalization influences the willingness to buy.

Ferguson et al (2010) stress that extraversion and agreeableness as two traits of personality will have a great impact on wom, values born in the society and positive intentions of wom.

**H2: There is a significant relationship between the buyers' agreeableness and their willingness to buy that is affected by positive EWOM.**

**Conscientiousness** means reliability in an individual. Conscientious people are responsible, consistent, structured and trustworthy (Gholipour, 2014).

The trait conscientiousness includes the traits of a feeling of achievement, hard work, being reliable and responsible. They prefer to avoid risks as much as they can and create timely bonds that last for long (Turkyilmaz et al, 2015).

Hughes and colleagues (2012) concluded that people with rather conscientious behaviors gather information they need from social networks (Rensink, 2013).

**H3: There is a relationship between conscientiousness trait and the willingness to buy of buyers that is affected by positive EWOM.**

**Neuroticism.** People with mental neuroticism feel unsafe, insecure, depressed and anxious (Gholipour, 2014). People who have neuroticism feel the traits of worry, fear, dejection and poor emotions. They prefer not to show up in social environments and avoid being in situations where some self-control is needed (Turkyilmaz et al, 2015). People with this particular trait prefer to stay in the immediate environment of intimate connections, close watching of the advent of new connections and care or not being rejected by others (Milfont & Sibley, 2012).

According to definition people with neuroticism usually worry and anxiety for future is always with them. It can be then said that these people are somehow pessimistic and based on the researches of Sher & Lee (2009) pessimists are affected less online comments than others.

People who have neuroticism are easy to impress with negative feelings and mainly is reasons for verifying all the information they receive. Since they believe they can't achieve what they need to achieve they try very little and normally don't persist in gathering data. Thus, unfavorable state of feeling can be an obstacle in successfully retrieving information (Heinström, 2003).

**H4: There is a relationship between neuroticism and the willingness to buy that is affected by positive EWOM.**

**Openness to experience** signifies interest and fascination towards phenomena and new experiences. Such individuals are creative, inquisitive and sensitive. On the other side, there are people follow traditions and are more comfortable in familiar situations (Gholipour, 2014).

These people have a holistic approach in which all people's ideas are welcome. They have a tendency to invest much of what they have in finding new solutions for problems and at the same time may lead to some unfavorable new actions notably in conditions where more care must be taken (Milfont & Sibley, 2012). These people mean to undertake new measures and develop new thoughts (Turkyilmaz et al, 2015).

People who are open to experience are seeking the truth. In order to satisfy their curiosity they are willing to investigate the most extant information. Gupa and Harris (2010) and Lin et al (2011) concluded that these people are spending more time to study ideas of other people and their decisions are rather affected by word of mouth.

**H5: There is a significant relationship between openness to experience and the buyers' willingness to buy that is affected by positive word of mouth.**

### 3. RESEARCH MODEL

Reviewing research literature on the role of personality in the word of mouth and its effect on the willingness to buy lead to designing the following model. Accordingly, it was assumed that personality types can influence consumers' willingness to buy that is affected by EWOM and for designing the model and assessment of consumers' personalities the Big Five Factor Model was used.

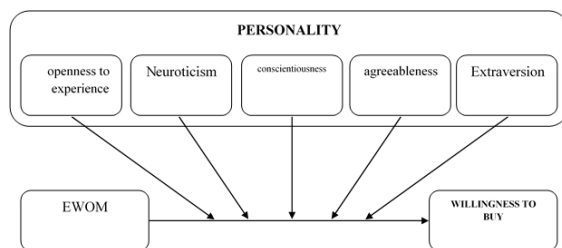


Figure1: research model

### 4. METHOD

The present study is applied in its aim and survey-causal in method. This study is done to investigate the impact of EWOM on customers' willingness to buy in the mobile phone industry; the population of this research includes Persian-language cell phone buying guide channels members in Facebook and Instagram social networks. So the sample consists of all Persian-language cell phone professional buying guide channels members in Facebook and Instagram who announced their willingness to cooperate with this investigation. Data was collected during a period of 50 days after correspondence with all page members and 408 healthy questionnaires were received. So the data collection could be considered a nonrandom and census survey.

Electronic questionnaire of this survey has four parts. The first part is related to demographic questions. In the second part after showing an image of a mobile phone and its specifications (retrieved from www.digikala.com) respondents' willingness to buy was measured. In the third part respondents' personalities were measured based on five-factor standard questionnaire of personality (Big Five) provided based on Gholipour (2014). In the fourth part in addition to providing the cell phone image and specifications, respondents are asked to read some positive comments of Digikala website users and again report on their willingness to purchase. It must be noted that all measures were developed and tested using a five-point Likert-type scale ranging from (1) "strongly disagree" to (5) "strongly agree".

This study assesses the effects of the independent variable of EWOM on the basis of the "pre-test and post-test" project on consumers' willingness to buy according to their personality type. For this, first, with respect to the normal distribution of data, the effect of EWOM on consumers' willingness to buy was tested using pre-test and post-test statistical methods and paired t-test and then the relationship among personality types on consumers' willingness to buy as influenced by positive EWOM using multiple regression.

### 5. DATA ANALYSIS

#### 5-1. Questionnaire validity and reliability

Validity of the questionnaire narrative structures and each of its dimensions was assessed using confirmatory factor analysis techniques using SPSS VER18 software. In doing the factor analysis, it must first be ensured that available data can be used for analysis. In other words, is the volume of data suitable for factor analysis? For this purpose, KMO index and Bartlett's test were used and the results (Table 2) indicate the

suitability of data for factor analysis. Then the validity and reliability of the questionnaire was evaluated using factor authentication and Cronbach's alpha. There are different ideas about the basis of signification of factor loadings. But according to an empirical principle provided by researchers and statisticians who have worked with factor analysis factor loadings greater than  $\pm 0.3$  are considered as significant, Factor loadings greater than  $\pm 0.4$  have a high significance level and loadings higher than  $\pm 0.5$  are very significant (Kalantari, 2012, 341). After calculation of three variables EXT6, AGR6, OPE7 were excluded from the analysis because their factor loading significance is lower than 0.3. The internal consistency of tools was evaluated using Cronbach's alpha coefficient. Cronbach's alpha coefficient is a number between zero and one, alpha values of less than 0.6 indicate poor reliability, 0.7 indicates acceptable reliability and over 0.8 is good reliability (Skaran, 2002: 277). Cronbach's Alpha amounts calculated for all variables was higher than 0.7 (table 2).

Table 2. Results of testing the validity and reliability

variable	factor	Factor loading	KMO	Bartlet	Cronbach's alpha
Extraversion	EXT1	0/548	0/723	0/000	0/744
	EXT2	0/682			
	EXT3	0/714			
	EXT4	0/682			
	EXT5	0/666			
	EXT6	0/243			
	EXT7	0/499			
Agreeableness	AGR1	0/450	0/714	0/000	0/709
	AGR2	0/578			
	AGR3	0/551			
	AGR4	0/618			
	AGR5	0/471			
	AGR6	0/294			
	AGR7	0/454			
	AGR8	0/492			
	AGR9	0/489			
Conscientiousness	CON1	0/677	0/846	0/000	0/773
	CON2	0/564			
	CON3	0/404			
	CON4	0/570			
	CON5	0/665			
	CON6	0/784			
	CON7	0/622			
	CON8	0/633			
	CON9	0/443			
Neuroticism	NEU1	0/596	0/834	0/000	0/814
	NEU2	0/699			
	NEU3	0/531			
	NEU4	0/696			

Openness to experience	NEU5	0/651	0/802	0/000	0/814
	NEU6	0/496			
	NEU7	0/692			
	NEU8	0/685			
	OPE1	0/750			
	OPE2	0/487			
	OPE3	0/701			
	OPE4	0/548			
	OPE5	0/801			
	OPE6	0/462			
Willingness to buy	WTB1	0/855	0/669	0/000	0/787
	WTB2	0/785			
	WTB3	0/896			

## 5-2. The Demographic Findings

From the eligible gender questions respondents, 190 people were male and 218 persons were female. 19 persons of them were high school undergraduate, 166 persons were high school graduate, 189 people were BA/BS and 34 persons were MA/MS. The age of the respondents also indicates that 219 people were under 25, 161 people between 26 and 35 years, 27 people between 36 and 45 years and 1 person was over 46.

## 5-3. The effect of EWOM positive impact on the willingness to buy

In order to investigate the effect of positive word of mouth on the willingness to buy, the willingness to buy average scores before and after positive word of mouth were studied. First, the willingness to buy normal data distribution before and after word of mouth was tested using skewness and kurtosis tests that the results displayed the data obtained was normal.

According to the normality of the data, in order to test EWOM significant positive impact on the willingness to buy, paired t-test was used. The following table indicates the mean and standard deviation of before and after EWOM.

Table 3- The mean and standard deviation of the willingness to buy before and after EWOM

Status	Mean	Standard deviation	Low limit	High limit	Statistics	Significance	Result
Before	3/04	0/67	-	-	-2/943	0/003	There is difference.
After	3/16	1/08	-	-			
Gap	0/125	0/85	0/208	0/041			

Due to the negative difference between the willingness to buy before and after EWOM and according the significance of the paired t-test statistic it can be concluded that there is a significant difference between the willingness to buy before and after the positive EWOM. In other words, we can say that the willingness to buy has increased after positive electronic word of mouth and that the positive EWOM can be effective on the consumers' willingness to buy.

#### 5-4. Testing the hypotheses

As mentioned above, to test the hypotheses of this study due to the presence of five independent variables, multiple regression was used. Generally speaking, a researcher can use linear regression if the following conditions hold: 1) average errors is zero 2) errors variance is fixed. Conditions 1 and 2 mean that errors distribution must have a normal distribution, 3) there is no correlation between model errors, 4) the data has normally distribution, 5) there is no alignment between independent variables (Momeni & Faal Ghaiyoomi, 2011).

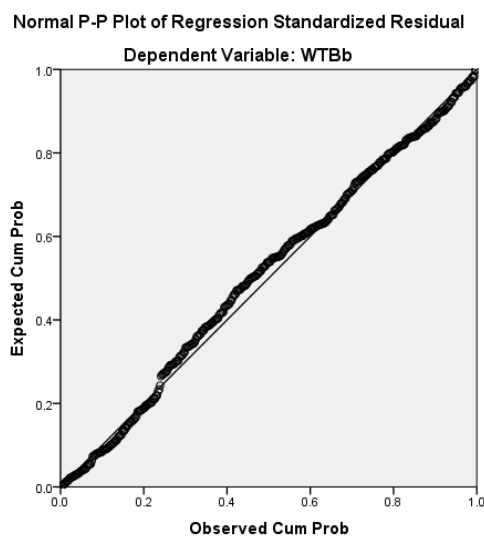


Figure 2- P-P Plot of errors distribution

The P-P plot was used for assessment the normal distribution of errors. As the chart above shows the errors possesses of normal distribution.

In order to evaluate the independence of the errors of each other the Durbin - Watson test is used. If the test statistic is in the range of 1.5 - 2.5, H0 (no correlation between errors) is accepted and otherwise H0 (there is a correlation between errors) is rejected. As seen in Table 4, given that the Durbin-Watson statistic is estimated to be as of 1.899 and this amount is within 1.5 - 2.5, the hypothesis that there is no correlation between errors cannot be ruled out and regression could be used.

A situation in which an independent variable is a linear function of other independent variables, is called alignment and that means that there is a high correlation between independent variables and despite a high coefficient of determination, model has little validity (Momeni & faal Ghaiyoomi, 2011). Multiple alignments is examined by Tolerance, variance inflation factor (VIF), Eigenvalue and Condition Index. When Tolerance and Eigenvalue are near zero or VIF is greater than 2, multiple alignments are a serious problem for predictability of the dependent variable. But, critical value for Condition Index is quantities over 30 that is determinant for judgment about alignment between independent variables. These values are presented in Table 4 illustrates that that there are no multiple alignments between independent variables

Table 4- Tests of Durbin-Watson and not alignment

Variable	Tolerance	VIF	Eigenvalue	Condition Index	Durbin-Watson
Extraversion	0/864	1/157	0/094	7/844	1/899
Agreeableness	0/892	1/121	0/011	29/040	
Conscientiousness	0/882	1/134	0/052	10/532	
Neuroticism	0/840	1/191	0/040	12/058	
Openness to experience	0/962	1/040	0/020	17/041	

Furthermore, Skewness and kurtosis tests displayed that the data has the normal distribution. These quantities were between (-3,3) and (-5,5) respectively.

After ensuring the appropriate data for regression analysis, research hypotheses are examined. In order to examine the research hypotheses a regression equation is used as follows.

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \epsilon$$

Where Y is the willingness to buy as influenced by positive word of mouth,  $\alpha$  is a constant, X1 is extroversion, X2 is agreeableness, X3 is conscientiousness, X4 is neuroticism, X5 is openness and  $\epsilon$  is a random intervening factor.

The F-statistic and the significance level (sig) for this test are respectively calculated to be 25.804 and 0.000. This means that the relationship between the willingness to buy and the independent variables shows the linearity of their relationship and therefore beta values can be calculated.

Table 5- Linear regression analysis

Variables	B	Std. Error	Beta	T value	sig	Hypotheses	Results
Constant	1/759	0/706		2/493	0/013		
Extraversion	0/204	0/071	0/134	2/874	0/004	H <sub>1</sub>	ACCEPTED
Agreeableness	0/299	0/101	0/136	2/954	0/003	H <sub>2</sub>	ACCEPTED
Conscientiousness	0/079	0/063	0/058	1/261	0/208	H <sub>3</sub>	REJECTED
Neuroticism	-0/218	0/061	-0/171	-3/601	0/000	H <sub>4</sub>	ACCEPTED
Openness to experience	0/383	0/055	0/310	7/007	0/000	H <sub>5</sub>	ACCEPTED
R-Squared = 0/243							

Linear regression analysis results (Table 5) indicate that the independent variables of extroversion, agreeableness and openness to experience have a significant positive effect (sig <.05, t > 1.96) and neuroticism has a negative and significant effect on the willingness to buy influenced by positive EWOM and conscientiousness has no significant effect on the willingness to buy (sig >.05, t < 1.96). The obtained result means that people who have extroversion, agreeableness and openness to experience, can be positively influenced by the EWOM in their willingness to buy. These results can be traced in reducing the level of neuroticism in individuals. But positive EWOM has no effect on conscientious people's willingness to buy. Based on the above, assumptions 1, 2, 4 and 5 are approved and

hypothesis 3 is rejected. According to the amount of R-Squared it can be concluded that only 24.3% of the changes in the willingness to buy was affected by positive Ewom in people's personality and the rest are factors that were not considered in the model.

According to coefficients obtained from multiple regressions, regression equation for this study will be as follows.

$$Y = 1.759 + 0.204 X_1 + 0.299 X_2 + 0.079 X_3 - 0.218 X_4 + 0.383 X_5 + \epsilon$$

## 6. CONCLUSIONS AND RECOMMENDATIONS

This research assessed positive EWOM as an independent variable affecting the dependent variable of the willingness to buy and found a strong relationship between them. The reason for this choice is that many studies in different industries have investigated the effect of positive EWOM on the willingness to buy and the results of all these studies indicate a strong positive relationship between the two variables (Cheung et al., 2009; Doh, Hwang, 2009). Therefore, it is suggested that, and electronics retailers and companies be more careful about market understanding and customer satisfaction of their company, products and services so that positive EWOM is provided. What makes a belief about a company or its products can be one's own experience or what may be inferred from others' signs and clues that lead to such judgments and finally become a belief. Sometimes these beliefs are in line and sometimes in conflict with companies' profits. So, managers need to use electronic textual communication order to boost the products and thus take steps to reform and change negative beliefs. In order to make a positive experience and produce customer satisfaction it must be determined what aspects of the product or service is more interesting for customers. Making a plan for realizing this, requires market segmentation and making good strategies for each market segment. In this process market can be divided in different parts according to different criteria like customers' personalities. After customer satisfaction is realized, they must have conditions and incentives to disseminate and strengthen the positive word of mouth about these products on the website.

About the influence of consumers' personalities enjoying the views of others when buying goods, these results are somewhat consistent with Lee and Lee (2009) research. They concluded in their study that while the average positive EWOM about products increases with a rational purchase



process such as digital products, more people accept more emotional criteria and less reasonable approximation purchasing decisions.

Based on the results of multiple regression analysis, this study concluded that the personalities of extraversion, agreeableness and openness to experience have a positive and significant effect on the willingness to buy as affected by EWOM. Although Beta coefficients indicate that these effects are small and on the contrary, personalities like neuroticism have a negative impact on the willingness to buy as influenced by the positive EWOM, and in the conscientiousness this impact is not significant. So one may say those who are more social and enjoy the company of other people, those who are willing to adapt to others and inherently more honest and reliable, people who are more creative and look for new experiences are influenced by other peoples' positive comments in their purchase decision. Also other people's positive electronic comments are not a motivational factor for those who are anxious and worrisome and show nervous behavior but are only deterrent. About those who are goal-oriented and have perseverance and planning for achieving the goal, rational criteria seem to make up their purchase decisions not the views of others.

However, the biggest challenge for managers is how to achieve a personality profile of customers. To this end, companies can encourage customers to provide them with their personal information, including during request membership on the website. Another solution can be recording activities and routes used by customers in the site (clickstream). Clickstream provides online marketplace information necessary to understand the buying patterns and buying behavior of consumers like what products consumers have seen or what products they have added to their shopping cart and what products they have bought, can provide the rout, motivations, manner of evaluating and use method of the necessary information by consumers (including ewom) while buying goods and make it possible to get more accurate analysis of customers' preferences and personality.

Based on the obtained results some personality dimensions are triggered more by EWOM. As a result of this the companies affected by EWOM can design the comments section of their site appropriate according to the personality of those who make the most the use of comments.

it can be suggested in this regard that, given that extroverts have an inherent tendency to participate in social relations that we consider a place for

resounding to the opinions of others in the comments section, and also in the chat room, in addition to satisfying their inherent will for having data, we can provide them with appropriate and targeted data. Designing and setting up the comments section must be more innovative, so that people with more openness to experience will be enticed to read them. These people tend to discover information so that targeted classification of information makes it easier for them to get new up to date information and could be another factor for attracting open people. Agreeable people are very willing to conform themselves to the society, so providing a summary of the whole existing comments in the form of a scheme or written comment can considerably help individuals decide. Due to the fact that neurotic people accept negative effects by word of mouth, using site design techniques and the right colors can attenuate their anxiety and nervousness to make more use of experiences of others.

This study also had restrictions. It is limited to investigating the moderating effect of personality on the effects of word of mouth on people's willingness to buy, while as mentioned earlier, moderating variables affect a lot in this process.

This study is only in the mobile market and in the mobile market customer's community. Undoubtedly, randomized experimental research designs that do the research in laboratory conditions with random samples will have fewer errors.

This study only investigated the positive impact of EWOM. At the same time many prior studies have investigated the greater impact of negatives EWOM on the willingness to buy (such as: Chevalier & Mayzlin, 2006). Therefore, the mere studying of positive EWOM cannot be enough.

Furthermore, the brand and model of moblie were seemed as control variables for eliminating their effects on respondents.

## REFERENCES

- Azzadina, I., Nurul Huda, A., Sianipar, C.P.M., (2012), "*Understanding Relationship between Personality Types, Marketing-mix Factors, and Purchasing Decisions*", *Procedia - Social and Behavioral Sciences*, 65, 352 – 357.
- Babaei, M.A, Ahadi, P., (2010), "*studying the relationship between personality characteristics and buying behavior of Internet users in Iran*", *Journal of*

- Cheema, A., & Kaikati, A.M., (2010), "*The effect of need for uniqueness on word of mouth*", journal of marketing research, vol. xlvii, 553–563
- Cheung, C.M.K., Thadani, D.R., (2012), "*The impact of electronic word-of-mouth communication: A literature analysis and integrative model*", Decision Support Systems, 54, 461–470.
- Cheung, C.M.K., Lee, M.K.O., (2012), "*What drives consumers to spread electronic word of mouth in online consumer-opinion platforms*", Decision Support Systems, 53, 218–225.
- Cheung, C.M.K., Xiao, B., Liu, I.L.B., (2012), "*The Impact of observational learning and electronic word of mouth on consumer purchase decisions: the moderating role of consumer expertise and consumer involvement*", 45th Hawaii international conference on system sciences, 3228-3237.
- Cheung, M., Luo, C., Sia C., Chen H., (2009), "*Credibility of electronic word-of-mouth: informational and normative determinants of on-line consumer recommendations*", International Journal of Electronic Commerce, 13, 9–38.
- Chevalier, J.D., Mayzlin, D., (2006), "*The Effect of Word of Mouth on Sales: Online Book Reviews*", Journal of Marketing Research, Vol. XLIII, 345–354.
- Doh, S-J., Hwang, J-S., (2009), "*Rapid communication: how consumers evaluate ewom (electronic Word-of-Mouth) messages*", cyberpsychology & behavior, volume 12, 193-197.
- Duhachek, A., Iacobucci, D., (2005), "*Consumer personality and coping: testing rival theories of process*", journal of consumer psychology, 15(1), 52–63.
- Fan, Y-W., Miao, Y-F., (2012), "*Effect of electronic word-of-mouth on consumer purchase intention: the perspective of gender differences*", International Journal of electronic business management, Vol. 10, No. 3, pp. 175-181.
- Ferguson, R.J., Paulin, M., Bergeron, J., (2010), "*Customer sociability and the total service experience antecedents of positive word-of-mouth intentions*", Journal of service management, vol. 21, no. 1, pp. 25-44 .
- Gholipour, a., (2014), "*Organizational Behavior Management (personal conduct)*", Samt, Tehran, Seventh edition.
- Gupta, P., Harris, J., (2010), "*How e-WOM recommendations influence product consideration and quality of choice: A motivation to process information perspective*", Journal of Business Research, 63, pp.1041-49.
- Hassan, H., Asad, S., Hoshino, Y., (2016), "*Determinants of leadership style in Big Five personality dimensions*", universal journal of management, 4(4), 161-179.
- Heinström, J., (2003), "*Five personality dimensions and their influence on information behaviour*", information research, 9(1) paper 165 [available at <http://informationr.net/ir/9-1/paper165.html>].
- Henning-Thurau, T., Gwinner, K.P., Walsh, G., Gremler, D., (2004), "*Electronic word-of-mouth via consumer-option platforms: what motivates consumers to articulate themselves on the Internet?*", journal of interactive marketing, vol 18 , No 1, 38-52.
- Hrivnak, G.A., Nielsen, T.M., (2008), "*leader-follower extraversion congruence and follower perceptions of transformational leadership: a test using response surface modeling*", extraversion congruence and perceptions of leadership, 1-38.
- Hui, C., (2011), "*Personality's influence on the relationship between online word-of-mouth and consumers' trust in shopping website*", journal of software, vol.6, no.2, 265-272.
- Jalilvand, M.R., Samiei, N., (2012), "*The Effect of electronic word of mouth on brand image and purchase intention*", marketing intelligence & planning, 30, 1–11.
- Kalantari, Kh., (2012). "*Processing and analysis of data in socio-economic research (using SPSS software)*", Farhange Saba, Tehran, Fifth Edition.
- Khare, A., Labrecque, L.I., Asare, A.K., (2011), "*The Assimilative and Contrastive Effects of Word-of-Mouth Volume: An Experimental*

- Examination of Online Consumer Ratings*," Journal of Retailing, 87, 111-126.
- Komarraju, M., Karau, S.J., Schmeck, R.R., Avdic, A., (2011), "*The Big Five personality traits, learning styles, and academic achievement*", Personality and Individual Differences, 51, 472-477.
- Lee, J., Lee, G-N., (2009), "*Understanding the product information inference process in electronic word-of-mouth: An objectivity-subjectivity dichotomy perspective*", Information & Management, 46, 302-311.
- Lee, J., Park, D.H., Han, I., (2008) "*The effect of negative online consumer reviews on product attitude: an information processing view*", electronic commerce research and applications, 7 (3), 341-352.
- Lin, C.L., Lee, S.H., & Horng D.J., (2011), "*The effects of online reviews on purchasing intention: the moderating role of need for cognition*", Social Behavior and Personality, 39, 71-82.
- Milfont, T.L., Sibley, C.G., (2012), "*The big five personality traits and environmental engagement: Associations at the individual and societal level*", Journal of Environmental Psychology, 32, 187-195.
- Momeni, m., Faal Ghaiyoomi, A., (2011), *statistical analysis using SPSS* ", Moallem, Tehran, Fifth Edition.
- Mooradian, T.A., Swan, K.S., (2006), "*Personality-and-culture: The case of national extraversion and word-of-mouth*", Journal of Business Research, 59, 778-785.
- Park, D-H., Kim, S., (2008), "*The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews*", electronic commerce research and applications, 7, 399-410.
- Park, D., Lee, J., (2008), "*eWOM overload and its effect on consumer behavioral intention depending on consumer involvement*", electronic commerce research and applications, 7, 386-398.
- Ranjbarian, B., Forghavani, M.H., Ghafari, M., (2013), "*Personality Traits and the Use of Word Of Mouth Communication as a Source of Travel Information among Inbound Tourists who Visited Isfahan*", International Journal of Academic Research in Economics and Management Sciences, Vol. 2, No. 3, 20-26.
- Riegner, C., (2007), "*Word of mouth on the web: the impact of Web 2.0 on consumer purchase decisions*", Journal of Advertising Research, 47, 436-447.
- Rensink, J.M., (2013), "*What motivates people to write online reviews and which role does personality play?*", University of Twente, Master Thesis.
- Schindler, R.M., Bickart, B., (2005), "*published word of mouth: referable, consumer-generated information on the Internet*", Online consumer psychology: Understanding and influencing consumer behavior in the virtual world, vol.32, 35-61.
- Skaran, Lavma, (2002), "*Research methods in management, translation Saleby and Shirazi.*" State Management Training Center.
- Sher, P.J., Lee, S.-H., (2009), "*Consumer skepticism and online reviews: an elaboration likelihood model perspective*", Social Behavior and Personality, 37, 137-144.
- Sweeney, J.C., Soutar, G.N., Mazzarol, T., (2008), "*Factors influencing word of mouth effectiveness: receiver perspectives*", European journal of marketing, vol. 42, No. 3/4, pp. 344-364.
- Turkyilmaz, C.A., Erdem, S., Uslu, A., (2015), "*The Effects of Personality Traits and Website Quality on Online Impulse Buying*", Procedia - Social and Behavioral Sciences, 175, 98 - 105.
- Wien, A.H., (2015), "*Antecedents and consequences of word of mouth*", dissertation of Tromsø University Business School.
- Xia, L., Bechwati, N.N., (2008), "*word of mouse: the role of cognitive personalization in online consumer reviews*", Journal of Interactive Advertising, Vol 9, No 1, pp. 3-13.
- White, J.K., Hendrick, S.S., Hendrick, C., (2004), "*Big five personality variables and relationship constructs*", personality and individual differences, 37, 1519-1530.

Wu, P.C.S., Wang, Y-C., (2011), "*The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude*", Asia Pacific Journal of Marketing and Logistics, Vol. 23 No. 4, pp. 448-472.

Zhang, W. & Watts, S.A., (2008), "*Capitalizing on content: information adoption in two online communities*", Journal of the Association for Information Systems, 9, 73–94.