

The Word Of Mouth, And Its Effects on Buying Behaviour of Shares

(Applied Study in Amman's Stock Exchanges Market)

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Abstract

The aim of this study is to identify the word of mouth and its effects on the buying behavior of stocks at the Amman financial exchange market. The researcher used the descriptive analytical method.

The researcher relied on a questionnaire as a means of data collection method for the study.

The study sample consisted of 125 clients who are clients at the Amman financial exchange market who were chosen at random, the researcher used the statistical package (SPSS) for data analysis.

The researcher reached several conclusions, most important ones were that there was a medium level of evaluation for the word of mouth for the clients of the Amman stock exchange financial market reaching (3.55), the research has shown the word of mouth to have an effect of statistical significance (at $p=0.05$) on the buying behaviour of the stocks at the stock exchange including things like dealers, communication, reference groups and the company status.

Based on the results of this study the researcher made several recommendations including working on enhancing awareness of the stock exchange clients about the economic activity that is included in the word of mouth.