

# Table of Contents

## International Journal of Online Marketing

Volume 8 • Issue 4 • October-December-2018 • ISSN: 2156-1753 • eISSN: 2156-1745

*An official publication of the Information Resources Management Association*

### Research Articles

- 1 **Influence of Electronic Word of Mouth (e-WOM) on Brand Credibility and Egyptian Consumers' Purchase Intentions**  
Basma El-Sayed El-Baz, Ain Shams University, Cairo, Egypt  
Reham Ibrahim Elseidi, Ain Shams University, Cairo, Egypt  
Aisha Moustafa El-Maniaway, Ain Shams University, Cairo, Egypt
- 15 **Social Media as Political Participation Tool Among Millennials: An Applied Research on Egyptian Social Media Users**  
Tamer Abbas Awad, German University in Cairo, Cairo, Egypt  
Enas Kamel Farghaly, German University in Cairo, Cairo, Egypt
- 38 **Social Media Ambiance Can Make Strong Message for Consumer Brand Purchase Behavior**  
Gursimranjit Singh, IK Gujral Punjab Technical University, Kapurthala, Jalandhar, India  
Maninder Singh, Department of Management Studies, Amritsar College of Engineering and Technology, Amritsar, India
- 49 **The Quality of Autism Spectrum Disorders Online Websites Promoting Awareness and Supporting Parents: The Case of Arabic Website**  
Ereny Gobrial, Faculty of Education, University of Zagazig, Zagazig, Egypt
- 59 **The Effects of Task Characteristics on the Continuous Usage of Mobile Applications**  
Chen-Ya Wang, Department of Management and Information, National Open University, New Taipei, Taiwan

### COPYRIGHT

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2018 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Online Marketing* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; PsycINFO®; The Standard Periodical Directory; Ulrich's Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)