

# **EXAMINING EFFECTIVE ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA ON THE CUSTOMER'S PURCHASE INTENTION: A QUANTITATIVELY APPROACH IN LIBYANS' MARKETS**

**Dr. Fouad Omran Elgawash**

Department of Marketing and Social Technical Information Systems,  
University of Az-Zawiya- Libya  
E-mail: eraouff2014@gmail.com

**Dr. Abulkasem Dowa**

Department of Economics, faculty of Economic, University of Zawia, Libya  
E-mail: a.dowa@academy.edu.ly

**Dr. Khalid Ahmed**

Department of International Economic Relations; School of Strategic and International Studies; Libyan Academic for Postgraduate studies- Tripoli  
E-mail: khalid.ahmed@academy.edu.ly

**Dr. Abdesalam Salem Elhatab**

Department of Accounting, Faculty of Economics, University of Zawia, Libya  
E-mail: Elhatab@zu.edu.ly

## **Abstract**

The purpose of this paper is to provide a comprehensive research of the effects social media developed in an essential part of marketing strategy for its ability to generate co-created value by EWOM. As a result of the advanced Technological revolution, the industries operations have grown a unique rate and creating multiple opportunities for marketing in online backgrounds. Recently, Technologies have been involved within modern marketing activities to promote their products and services and its approach is to evaluate products and services availabilities by using various platforms like social media, online review websites, blogs and discussion forums in the form of visual information.

At the present time, social media has developed in an essential part of marketing strategy for its ability to generate co-created value, to interactively connect brands to consumers, to monitor brand-related discussions and sentiments, to guide consumers in the decision-making process, to activate Electronic Word of Mouth interactions, and transform consumers into brand supporters.

This study highlights the role of key various digital channels by using applications of social media to be examined on the consumer buying decisions and intention with a mediating effect of the EWOM.

It carried out A quantitative research approach was used to achieve objectives and examine the hypothesized research framework by using a questionnaire in the retailing sector. A total of 384 valid responses were considered for further analysis by using SSPS 21 software to conduct the key analyses.

The results revealed the significant effect and role of all digital channels on the consumers buying decisions, with the moderated role of the EWOM on the effect of digital channels on consumer buying decisions. The study offers additional contributions to the existing literature and supports the assumptions to provide a better grasp about the study topic. Its originality and a unique approach for data collecting and using the schema theory of e-WOM to understand the phenomenon of social media influence on customers intention of destination services / brands.

**Keywords** Social-Media; EWOM; Credibility; A awareness; Usefulness Share information; and Purchase Intention.

## **INTRODUCTION**

The Internet has facilitated access to information, to knowledge. The credibility of the statements transmitted through advertising can now be easily verified. People are using the internet for social purposes, fact that reduces people's feeling of loneliness and depression as well as helping people's self-esteem and their perceived social support. There seem to be one main desire, which is that people would like to feel part of a group and have social interactions with individuals within the group (Chiosa 2014).

The social media helps customers become more permitted and engaged in their acquisition and interactions. While also providing them with new tools in their search, evaluation, choice and purchases of mix marketing offerings. Recently, Social media users in Arabic countries specifically in Libya are increasing by the speed of 4G internet. Business and stakeholders are using this as one of the things covered (Naem 2021).

Opportunities to get potential target become one of the reasons of appear social media advertising concepts. As a new alternative face to face Word of Mouth by media promotion. Social media needs to be assessed through theoretical farmwork. The features and systems needed in social media need to be supported by an understanding of the theories (Vinerean 2017).

This is important given the enormous opportunities on social media as an alternative

to marketer innovation. One form of social media that develops is viral marketing promotion and e-WOM. Where there are concepts in viral and e-WOM as a positive viral, in accordance with the factors inflicted against the company services or product. With the understanding of the theory then the function of social media can be utilized by the company as one of the promotional media. For consumers, it acts as a source before making a decision. Thus, it is expected that the optimization of the use of social media as a media campaign to be more developed. This paper purposes to systematically, consolidate, synthesize and extend the knowledge on e-WOM using multiple platforms perspective. Communication through word-of-mouth usually plays a vital role in effecting and shaping consumer attitudes and behavior intentions (Siddiqui, Siddiqui et al. 2021 ).

Along with it, it also attempted to identify the possible outcome of electronic word of mouth on purchase intention of Libyan Markets. The specific objectives of the study are:

☐ To analyses and understand the impact of e-WOM in social media and explore factors affecting e-WOM Involvement on purchase intention of Libyan markets in social networking websites.

### **1. LITERATURE REVIEW**

#### **I. Social Media**

The concept of 'social media' by focusing on its interactivity and co-creation of user-generated

content in the relationships established between organizations and their customers. Also, it defined as a facilitator of connectivity and interactions with existing and prospective customers. Whereas business establish the source of e-WOM in meeting business goals, as they relate to consumer equity, loyalty, satisfaction and purchase intention (Vinerean 2017).

Social media has facilitated e-WOM communications by providing ever-increasing space for consumers to share personal opinions and experiences. Also, it provides quick access to information. In this way, consumers can easily reach the content created by other consumers regarding brands, products, and services (Pang 2021).

Social media websites, discussion forums, and review websites are useful platforms for tracking e-WOM conversations. Tracking customers' and potential customers' opinions is very important for marketers seeing as they can shape their strategies more appropriately by using those valuable feedbacks (McQuitty, Wolf et al. 2019).

Social media is based applications (Facebook, TikTok, Instagram, Snapchat, Twitter, linked) that are available on the Internet and allow developing, consuming and sharing User Generated Content. These applications have created many opportunities for anyone to create personal content, share it and exchange experiences, ideas in interactive frameworks, that take different forms, from blogs, wikis, microblogging, and general social networking website (Vinerean2017).

Social media websites have become very popular in recent years. It resulted social media websites have changed the way people communicated and it has been defined as Internet-based services which create an environment in which customers can build their personal profiles and networks values. It's being a group of Internet-based applications which allow for the creation and exchange of user-generated content (Sadek, Elwy et al. 2018).

Due to the growing users' number of social media websites. They are spending more time with them. In particular, young generations spend 21 hours per month just on social media because Social media encourages people to build and maintain their friends' network by social professional interaction (Erkan 2016).

A definition of social media marketing, based on their comprehensive as a holistic approach of social media marketing and also explained the strategic level of social media marketing which covers an organization's decisions about social media marketing scope, culture, structure, and authority (Vinerean 2017).

Consumers have found a great opportunity for conveying and discussing their opinions and experiences regarding products, services, and brands with their friends and connections. This is why social media websites are considered absolutely appropriate platforms for e.WOM (Erkan 2016).

Various types of content and marketing communications that are created, developed and shared on social media by consumers and customers of a brand or organization can then be re-purposed and transformed in advertising campaigns. Social media can serve as a productive and useful tool for organizations or brands in developing, sustaining, and maintaining emotional and social relationships with consumers, to establish a solid and lengthy connection with them (MajlesiRad and Shoushtari 2020).

Several companies use social media to contribute in increasing customer experience and customer relationship management by creating, posting and sharing various types of content on social media platforms, consumers are more likely to engage with brands in online settings, thus, cultivating their level of interactivity and involvement in a more profound relationship with an organization (Jiang, Liu et al. 2021).

Social media definition that business's ability in generating, integrating, and responding to information obtained from customer

interactions that are facilitated by innovated technologies (Vinerean 2017).

Social media is a group of Internet-based applications that build on the ideological and technological foundations that allow the creation and exchange of User Generated Content. The main roles of online social networks are distributing information, opinions and influences among their members. Information provided by peers in social networks is often viewed as credible and trustworthy (Ho Suh 2017).

Communication on social media differs from traditional marketing through: interaction, dynamic, consumer feedback, involvement, and confidence. By engaging in social media, brands can develop marketing strategies that enhance consumer loyalty and maintain a positive image of the brand (Fang and Liu 2020).

Social media is an online platform that allows people to use the internet to interact and communicate with others. Social media provides facilities for users to create, share and discover content and establish communication with other people based on common interests and interests through social networks, blogs, forums and applications for sharing videos and photos. These days, the rise in popularity of social media may be directly attributed to its capacity to simulate the typical social interactions of humans in their daily lives. According to the next step that will inevitably be taken is the adoption of utilising social media for activities related to online shopping (Putri and Sharif 2023).

## **II. Electronic Word of Mouth**

Word of Mouth used as a marketing tool because it can drive sales levels effectively because marketing activities are carried out through intermediaries from individual to other individuals through oral, written, communication tools related to user experience, purchasing, and using goods and services. Electronic Word of Mouth is a type of marketing communication carried out by potential consumers and former consumers through

positive or negative statements about company goods and services on internet social media (Putri and Sharif 2023).

Electronic Word of Mouth e-WOM Consumers are exposed to great number of advertisements through many different media. Besides, the printed media, such as newspapers and magazines, other media platforms, including television, radio and Internet, have also provided a huge amount of information for consumers. In fact, consumers can obtain information regarding brands, products, events, ideas and services even by using their mobile phones (Poturak and Turkyilmaz 2018).

Electronic Word of Mouth the Internet has transformed and facilitated the way people communicate. As an example, it has made the sharing of personal opinions and experiences more convenient. This progress has brought a new, ground-breaking perspective to e-WOM, along with the new name: "electronic word of mouth (e-WOM)". EWOM has been defined as: 'any positive or negative statement made by potential, actual, or former customers about a product, services or business, which is made available to a multitude of people and institutions via social media (Erkan 2016).

One of the most definitions of e-WOM as being an oral, person-to-person communication between a receiver and a sender messages. As e-WOM communications simply occur between receivers and senders, the relationship between them is one of the major factors which influence the results of e-WOM. Strong relationships between receivers and senders increase the power of EWOM (Suh 2017).

The information sender, who is sharing opinions, and the receiver, who is receiving the information, constitutes the two sides of e-WOM as communication way. The relationship between the sender and the receiver is the determinant factor in terms of reliability. If the ties between the sender and receiver of the information are strong, the credibility of the information will be high enough for the receiver to believe that the seller is reliable (Erkan 2016).

Also, it is drawing attention to the importance of the level of knowledge which the EWOM source. For example, EWOM sources could either be people or platforms because their level of knowledge is of essential importance. In other words, the level of knowledge influences the reliability of EWOM and source; and, depending on that reliability, the EWOM will affect the consumers' purchase intentions. In addition, the intention of senders for providing information is another critical factor on EWOM when the receivers feel that the sender's intent is for the purpose of advertising it, they try to avoid these "hidden ads." Being natural is one of the major appealing sides of EWOM because consumers would prefer to learn about real opinions and experiences rather than company-based suggestions (Poturak and Turkyilmaz 2018).

EWOM can be more influential when the receiver really wants to learn the information in order to reduce risks as well. The e-WOM information which is because the receiver has expressed an interest in receiving that kind of information is more effective than random e-WOM information introduced by senders (Khwaja, Mahmood et al. 2020).

Also, sharing personal experiences is another important element which makes e-WOM information more influential. Consumers can find specific information that meets their personal demands while they are learning about other consumers' experiences (Kim, Kim et al. 2020).

Actually, e-WOM consists of real reviews and actual information about products, ideas and services, so it is one of the most valuable resources that consumers can utilize in order to make better decisions. Consumers prefer to obtain information from more personal sources, such as family members, friends, or from the experienced people around them. E-WOM is also advantageous for marketers (McQuitty, Wolf et al. 2019). For example, marketing messages can quickly be conveyed amongst consumers without any costs when customers share their positive experiences with the people around them, it may bring positive results for

marketers as well.

While the information on the social media is often provided by marketers via company-generated websites, online communities enable people to share their views with others by creating media content as pictures, videos, texts, Blogs, consumer review websites, discussion, forums, shopping websites, and all different types of e-WOM platforms (Jiang, Liu et al. 2021).

On the one hand, this is a great opportunity for marketers to introduce their products and services in a cost-effective way and on the other hand, this gives consumers a chance to acquire visually-supported information which will, in turn, help them to make better intention and decisions (Elgahwash 2018).

E-WOM affects consumers' decision-making process and can lead them to change their decisions and / or Purchase Intention. E-WOM usually occurs on web platforms through which purchase decisions are performed when consumers take e-WOM messages into consideration. It can immediately turn into purchase action either through shopping websites. This makes eWOM very powerful and leads researchers to be interested in how EWOM influences purchase intention (Al Kurdia, Alshuridehb et al. 2022).

E-Word-of-Mouth on social media Marketing as innovative platforms, existing customers are able to talk about their brand experience, influencing other potential customers. Business can listen in on these customers' comments and rebuild their social media marketing strategies accordingly. As a result, electronic word of mouth has a higher impact on social media marketing because it can reach more people in online settings and influence their future decisions or perceptions related to services and various brands and relative to traditional interactions between customers and business (Wu 2018).

## **2. STUDY FARMWORK**

However, several factors which influence consumers' purchase intentions such as Brand

Awareness; Credibility; Reputation Sharing Information; Perceived e-WOM Usefulness.

**i. Brand Awareness in Social-media**

The best brands have a strong emotional appeal that makes people want to talk about their experience with the brand. They do this by providing high-quality products and services, engaging with their community, creating an aesthetically pleasing environment, and offering a variety of ways to share their experience. Customers are more likely to recommend your brand when they feel that they have made a meaningful connection with it. This could be a strong sense of loyalty, a shared mission, or simply that the product or service they received exceeded their expectations (Ho Suh 2017, Al Kurdia, Alshuridehb et al. 2022).

H1: Brand Awareness by e-WOM in Social-Media is positively related to consumers' purchase intention.

**ii. E-WOM Reputation in Social-Media**

E-WOM Reputation is the process of ensuring that when people look up on the name of the brand or the company in the search engines or on social media. A good reputation is an asset that can increase buyers' expectations about what a company offers and it reduces uncertainty about the performance of the product or service (Rahmani, Halim et al. 2022).

A study by Horn et al. (2015); was define reputation on social media as existence built mostly by community participation, collaboration and other content ranked by search engines. A reputation as a valuable asset of most business that needs to be protected by all means. Reputation can thus be summarized as the public perception of an organization. Reputation management indicates taking harm to the company's reputation seriously and, in turn, actively developing strategies to treat each case individually (Horn, Taros et al. 2015).

Actually, Customers will find the right information as the brand or company desired Using word-of-mouth marketing can help a business build trust and credibility with

customers, as well as strengthen relationships with potential employees and partners. It can help your business develop a comprehensive strategy for leveraging word-of-mouth marketing to promote your brand (Elmada and Elmaresa 2022).

The percentage of American adults who use social media has steadily increased from 5% in 2005, to 50% in 2011, and to 72% today. Social Media refers to Internet-based applications that allow for the creation and sharing of user-generated content. For Examples of Social Media platforms include forums, podcasts, video sharing, blogs, microblogs, networks and professional networks. Social Media allows its users to make empowered decisions that can affect various aspects of their lives, and health care is no exception. This information revolution is not without obstacles; any smartphone can instantly become a broadcasting tower, and thus, the flow of realistic information regards to customers and their life style (Rahmani, Halim et al. 2022, Kream and Jerdan 2023).

Another way to improve reputation is by developing a unique product that is worth talking about. This could be something as simple as selling a starter packet that includes all of the ingredients needed for an authentic Asian meal. Or it could be delivering above-and-beyond customer service that no other competitor can match (Rachbini 2023).

H2: EWOM Reputation in Social-Media is positively related to consumers' purchase intention.

**iii. E-WOM Credibility**

Brand Credibility of e-WOM refers to the recipient's perception of the message's trustworthiness, not the message itself. People are entitled to express their feelings about specific products or services without revealing their true identities in an online environment. Therefore, the reliability of different opinions depends on how users identify and feel. For the factor the credibility of e-WOM, the study uses four observed variables including message

recipients who find those sources of information to be authentic, accurate, reliable, and persuasive (Truc Ho, Phan et al. 2021).

Credibility of information determines how much the receiver of this information learns from and adopts the received information: if the received information is perceived as credible, the receiver will have more confidence to use it for the purchase decision. Taking into consideration that online information exchanges occur between people who may have no prior relationship, it is essential to consider how perceived credibility of information influences consumer behavior. Some studies have examined the relationship between e-WOM credibility and purchase intention (Ismagilova, Slade et al. 2019).

Information credibility is a crucial component in consumer perception, as reported at the infancy of internet communication and in adoption of e-WOM on social networks. Therefore, it is worth paying attention to: How credibility of information reflects in a consumer's response when business is communicated via social media? This investigation is especially relevant, taken that increased message credibility could lift customers trust and thus engagement. Consumers trust was further associated with brand authenticity which enhanced brand credibility and value perception. Moreover, corporate credibility, reflecting believability of company's intentions and communications at a particular moment in time, influences attitudes and purchase intention. Consumers respond most positively to corporate initiatives perceived to be oriented to help others while responding negatively to a company's motivation perceived as stakeholders oriented. Credibility perception seems to play a role in consumer response towards a company's efforts. Credibility perception will effect of attitudes on willingness to participate in a campaign, to spread e-WOM and to purchase (Bialkova and Paske 2021).

H3: E-WOM credibility in Social-Media is positively related to consumers' purchase

intention.

#### **iv. Perceived EWOM Usefulness**

It is the requirement of information adoption, the degree to which information receivers enhance or improve their perceived EWOM and is defined as the extent to which people make online decisions by seeking and adopting the opinions and comments of other social media users, which affects users' willingness to use. Social word-of-mouth spreading of business environment, perceived usefulness can bring beneficial and valuable content to information receivers, which can improve the economy, knowledge, and mood of information receivers. In this study, the perceived e-WOM usefulness is represented by relationship quality. Consumer satisfaction, consumer trust and consumer commitment in the relationship quality are all consumers' true feelings towards social media. Electronic word-of-mouth communication, which are also regarded as a further emotional enhancement of consumers' perceived usefulness. In the word-of-mouth communication of social media consumers reach a certain recognition or consensus on the value conveyed by the information, thus forming their own value positioning (Fang and Liu 2020).

Information usefulness is a user perception concerning information reliability, existing comments or reviews on the internet which are valuable. Information usefulness is considered as the main predictors or purchase intention, particularly in the social media environment. Information usefulness determines the extent to which the information readers adopt the information and make the final purchasing decisions. Useful information formulates consumers' perception towards preferred brands since the useful information could enhance the favorability towards the brands. When the brand preference increased, the purchase intention also increased (Perera, Nayak et al. 2019).

H4: Perceived E-WOM information adoption in Social-Media is positively related to consumers' purchase intention.

Information usefulness refers to new information that is informative by providing supporting thoughts to individuals' perceptions in enhancing their performance. Information usefulness being the main predictor of information adoption and purchase intention (Leong, Loi et al. 2022).

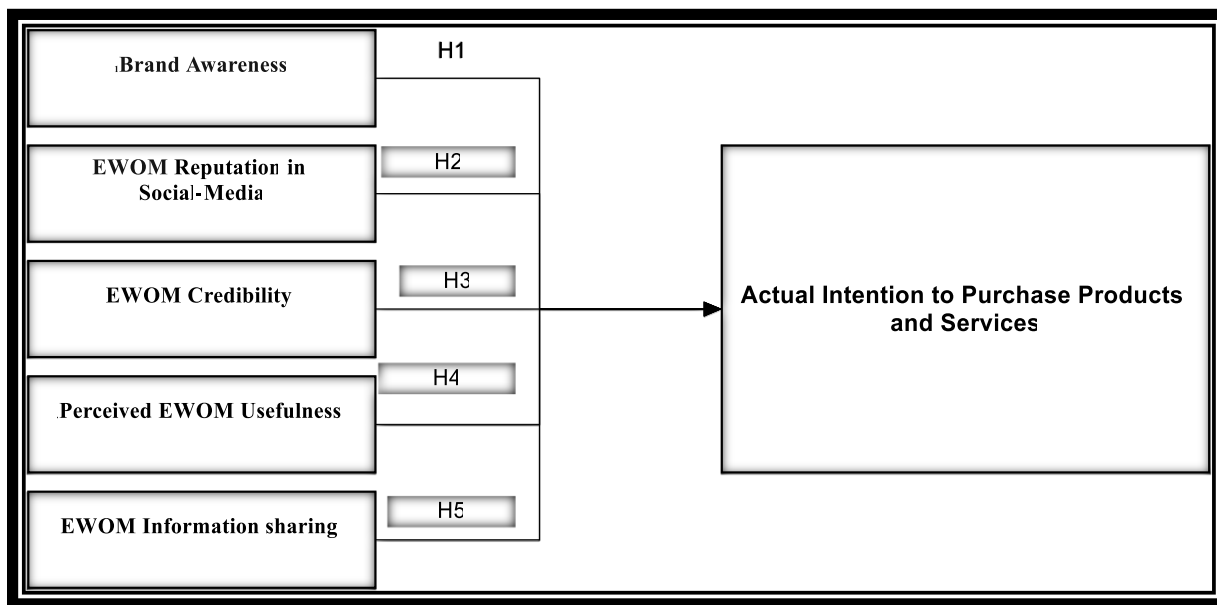
**v. E-WOM Information sharing**

Consumer could be Information Sharing in the word-of-mouth communication of social media. Actually, consumers reach a certain recognition or consensus on the value transported by the information, thus forming their own value positioning. The information released by the information source, for instance will produce the emotional quality of consumers and generate relationship quality. Information in social media, word-of-mouth communication

tends to have a strong emotional such as information that makes users feel happy, interesting or even angry, the more can increase the useful of users and meet their expectations.

By using word-of-mouth communication that consumers pay attention to can meet the needs of its products or services, make users contact with more new things, and enhance the user's knowledge.

At the same time, specific to social media platforms, many enterprises use social media information release platforms to establish close interaction with customers. Consumer information sharing affects the quality of relationships and decisions between business partners which reflected positive or negative of paying intention.



**Fig 1: Study Model and Hypothesis; It designed to this study by authors**

In social media, information sharing is regarded as the expression of the interaction between two parties, which is closely related to the quality of the relationship. Consumers are aware of the potential impact of information sharing on their interpersonal relationships (Fang and Liu 2020).

Through the interaction of social media, consumers can generate the psychology of satisfaction, trust, commitment, and willingness to use social commerce. In other words, based on the reciprocal relationship between social network users and how much others care about users, their recommendation intentions will be



affected (Fang and Liu 2020).

By sharing information, experiences and personal feelings about products and services, online users tend to receive and use online information in their decision-making process. Electronic word of mouth (e-WOM) can include positive and negative reviews made by previous, actual and potential customers about products and services over the social media at the right time. Online customer reviews give potential customers important information about whether to buy products / services. It is therefore evident that online reviews have become an important source of information (Hendrayati and Pamungkas 2020).

H5: E-WOM information Sharing and adoption in Social-Media is positively related to consumers' purchase intention.

E-WOM becomes more effective if it happens in the world of internet and social media. With wider coverage and roaming activities, social media is one of the most effective tools in creating e-WOM communications. The message of a brand becomes more easily spread even real time, because social media impact is so strong (Hendrayati and Pamungkas 2020).

The aim of the present study is to provide original framework for e-WOM in social media via a system-based approach. To do this, after a comprehensive literature review and noticing dimensions and the related measures, professionals were asked to comment.

### **3. METHODOLOGY**

The aim of the current study is to examine the impact of e-WOM and consumer buying intention in the Libyan context, therefore the data was collected from multiple cities including females and males from the age groups 22 to more than 45 years. Primary data was collected by a questionnaire developed for the purpose of this study. The first section of the questionnaire recorded the demographic details of the respondents. The next section asked the names of four social networks regularly used by consumers. The last section consisted of the psychographic instruments to

measure e-WOM aspects, Credibility, information sharing and Purchase Intentions.

Each construct was measured through a set of instruments recorded on a five-point Likert type scale. A reliability analysis was conducted through Cronbach's Alpha on a pilot basis prior to full-fledged data collection so that the instruments could be tested for their internal consistency.

Quantitative analysis of the empirical data was done to diagnose the relationships among variables. Sampling Technique was adopted in selecting only those individuals involved in online buying or having exposure to social media campaigns of companies. More than 384 questionnaires were distributed found to be eligible for data analysis.

A sample is described as any part of the population which is chosen for examination. where the population is described as the full set of cases. Given the research context explained above, the population of this study is social media users in the Libyan markets.

This study applied convenience sampling because of its high efficiency in terms of time, money and effort. Convenience sampling encourages researchers to access the data through the easiest subjects, such as Internet users. Moreover, convenience sampling gives countenance to purposive sample selection which meets the aim and objectives of this study (Elgahwash 2018, Maya 2018). In this paper only respondents that maintained at least one social media account were qualified to participate in the research.

Customers were considered appropriate for this study due to latest statistics which present people between the ages of 22-45 as being the majority of social media users; 90% of this age group use these websites. This paper has examined the influence of e-WOM on social media and purchase intention, as online platforms. Therefore, it had to be conducted with consumers who use both social media websites and shopping websites.

**4. DATA ANALYSIS AND RESULTS**

The research method of this study is survey descriptive in term of data collection and it is

considered as applied research, in term of purpose. The type of questioner is closed and it was designed according to this paper.

**Table 1: Sample characteristics**

Groups	Characteristics	Frequency N = 258	Percent %
Gender	Male	50	19 %
	Female	208	78 %
Age	22-28	114	44 %
	29 - 35	109	42 %
	36 - 45	35	13.5 %
Education Level	High school	155	60 %
	high diploma	85	32.9 %
	high degree	18	6.9 %
Daily of social media using	Several times a day	128	49.6 %
	About once a day	32	12 %
	About one a week	26	10 %
	Every a few weeks	45	17 %
	Less often	27	10 %

Distribution in terms of gender was almost even, although female had little predominance (N = 208; 78%) against males (N = 50; 21%). The age group of 22-28 were the most (N = 114; 14%). Next was a group of respondents from 29-35 years old (N = 109; 42%). The third largest group was respondents aged 36-45 years (N = 33; 12.7%). In the case of education, the most numerous groups were respondents with high school education (N = 146; 56%), next it was respondents with high diploma education (N = 85; 32.9%) and high degree education (N = 34; 13%). Only minimum shares represented other educational groups. Previous studies reach these results, that female’s customers have enough time in spending in social media and then share information, videos and transcribe feedbacks especially young generations (Ali 2021, Sidharta, Syah et al. 2021).

With respect to spending habits online, the descriptive indicate that almost all users are accustomed to purchasing, therefore exhibiting a familiarity with online purchasing. Finally, outcomes (55%) from respondent’s replies confirm recent suggestions that social media users check their accounts very frequently, thus gathering that they spend a lot of time on them on a daily basis (Mikalef, Giannakos et al. 2012). the current study proposed that the amount of time spending on social media for running content would enhance the relationship between a sense of achievements of EWOM in social media and customers intention to make

more sales.

**i. Reliability Validity Tests**

The error rate estimation is 0.05. Although the calculated sample size according to the Cochran formula was 384, finally 258 valid questionnaires were obtained due to the research constraints, along with the response rate of 66.6 % which could be considered as acceptable.

In order to assess the reliability of the questionnaire, Cronbach’s alpha coefficient was used that the results for the values. With regard to that the number of questions for each variable affects the measuring of Cronbach’s alpha, the reliability of all variables can be considered acceptable as it is more than 70% (Chiosa 2014, Bialkova and Paske 2021, Vi Truc Ho, Phan et al. 2021).

Reliability test is used to make sure the measures are stable and consistent, so that scale can be reliable while measurements are repeated and the outcomes must be consistent. The consistency reliability of the items among the constructs, Cronbach alpha reliability analysis test would be used to evaluate the construct reliability. Cronbach alpha with the value of greater than 0.70 is considered as an acceptable and good. Therefore, it can be concluded that all the measurement scales for the constructs are reliable, stable and consistent (Chiosa 2014, Perera, Nayak et al. 2019, Irfan, Jain et al. 2021).

**Table 2. Summary of Reliability and Validity of Data collected.**

Constructs	Composite Reliability	AVE	KMO
Brand Awareness	0.871	62.29 %	0.845
Reputation Management	0.914	73.33 %	0.928
EWOM Credibility	0.795	56.62 %	0.787
EWOM Usefulness	0.821	54.21 %	0.914
Information Sharing	0.780	72.39 %	0.890

Construct validity is used to measure the validity of dimensions and factor analysis will be utilized to measure the validity of the constructs. The outcomes of the KMO test ranges from 0 to 1 where the values which are closer to 1 are considered excellent.

Results of factor analysis states that when the value of KMO is between 0.5 and 1.0, the factor analysis is appropriate. The factor analysis is not appropriate if the value of KMO is below 0.5. According to the results indicated, the value of the KMO was 0.850 in which means factor analysis is appropriate. Results from the principal components analysis and VARIMAX procedure in orthogonal rotation which were adopted in the factor analysis show that the Eigen-values for all the constructs are bigger than 1 (Erkan 2016).

Factor loading for all the constructs were greater than 0.50. All the related items that measure the particular construct are loaded together with the value of factor loading more than 0.5. Thus, this can be concluded the measurement scales have a higher degree of convergent validity.

## ii. Hypothesis Tests

Regression coefficients are displayed as Beta values ( $\beta$  & P) in the SPSS software. As shown in table 3, H1 proposed the positive effect of a sense of achievement on EWOM intention about the brand awareness. The results of regression analysis confirm the direct effect of a sense of achievement e-WOM intention ( $\beta = .145$ ,  $p < 0.017$ ), supporting H1. Social media communication variables with customers could generated-content E-word of mouth have a direct effect on brand image and purchase intention.

The brand awareness is a sign to evaluate price, service, so EWOM could improve and influence purchase intention of the consumers. It is confirmed that if a consumer has better trust on a brand, they will have a higher chance of making purchase. The brand image as example will influence purchase intention. The business who are able to improve their brand image will

have an increase in purchase intention because there is a consistency between consumer perception and representative image of their products / service (Sidharta, Syah et al. 2021).

In terms of H2 proposed the positive effect of a sense of achievement on eWOM reputation about the business images and customers built positive imaginings. The results of regression analysis confirm the direct effect of a sense of achievement e-WOM reputation ( $\beta = 0.016$ ,  $p$ -value  $< 0.018$ ), supporting 2. A positive online reputation can help build trust between company and customers, leading to higher sales and enhanced customer relationships.

A social media reputation management can make strategy as a plan, businesses use to manage their online reputation across social media platforms. It involves monitoring social media channels, responding to customer feedback, creating positive content and addressing negative feedback. It's important because it helps to maintain a positive online presence, engage with your customers and prevent damage to reputation (Horn, Taros et al. 2015).

In Table 3 shows the results of multiple regression analysis for the (H3) EWOM credibility explained 43 % of the variance in Purchas intention ( $R^2 0.43$ ,  $p < 0.017$ ). Purchase intention was positive and higher with increased credibility ( $\beta 0.145$ ). The test was found significant as the  $p$  value is 0.017. However, the hypothesis is accepted H3 claims that the Credibility of e-WOM information on social media has a stronger effect on consumers' purchase intentions on using shopping websites (Bialkova and Paske 2021).

In terms of H4: ( $R^2$ , 48 %) of the variations in information usefulness were explained by the explanatory variables in purchase intention were explained by EWOM information adoption in Social-Media (Leong, Loi et al. 2022).

H5 Willingness to share information by e-WOM explained 25 % of the variance of purchase intention ( $R^2 0.39$ ,  $P$ -value 0.000). It is means that also increased when the information

sharing ( $\beta$  0.251) and the models concerning that the customers are willingness to trust experience, share information and experiences of e-WOM to friends, families and colleges and the purchase intention had a good explanatory power. In Table 1 for exact statistical outcomes.

The authors believed that when customers spending a significant amount of time using on related social media are satisfied with their performance and feel achievement, they are more likely to shar positive EWOM about products.

**Table 3: Hypotheses Testing**

Hypotheses	Beta	T-Value	P-value	R <sup>2</sup>	Results
Awareness H1	0.145	2.387	0.017	0.437	Supported
Reputation H2	0.016	2.257	0.018	0.059	Supported
Credibility H3	0.433	4.925	0.000	0.43	Supported
Usefulness H4	0.365	3.608	0.000	0.48	Supported
Information sharing H5	0.251	2.625	0.000	0.39	Supported

**( $\beta$  0.50, P < 0.001).**

The interaction term was included in the farmwork predicting EWOM and intention. H1, H2, H3, H4 and H5 R-squares (0.437; 0.595; 0.432; 0.485; 0.396) respectively for the interaction term is statistically significant, they have effect, and are supported. This study reveals that EWOM in social media is positively related to purchase intention, which is in line with the finding other previous studies (Horn, Taros et al. 2015, Erkan 2016, Leong, Loi et al. 2022).

The word of mouth has a significant effect on purchase intention because consumer’s opinion will gain more trust from other customer. E-Word of mouth is done by family, friends, neighbors and colleague about the service provided and gives a personal touch to every opinion, hence increasing the credibility. The positive E-word of mouth can spread better perception about the product and quality of the service, which is affecting the purchase intention. E-Word of mouth relies on the trust between information sources, interest of the sources, strength of the Social Media

relationship, and information of the utility of the product influences purchase intention (Sidharta, Syah et al. 2021, Putri and Sharif 2023, Rachbini 2023).

E-word of mouth is a wide-ranging way to spread information to customers. Due to increase in technology and social networking sites the image of transmitting information has changed, the process of transmitting information could easily affect the consumer buying decision. The acceptance of technology is continuously rising and this is the reason consumers purchase behaviors are also influenced by social media. When consumers do online shopping, they cannot touch or smell the products as they can do in traditional shopping from stores. So, consumers do online shopping on the basis of information available on e-WOM which is considered as demanding source for consumers for making their buying decisions. E-WOM messages is essential ways where consumers can collect information about any product or service. E-WOM helps consumers to feel confident in their purchase decisions

(Aslam, Farhat et al. 2019).

### **5. Limitations & directions for future research**

It is noteworthy that despite the high theoretical value of the study, like any other study, it is not without limitations which provide some suggestions for further research. Although, this study offers a comprehensive theoretical framework which related e-WOM in social media. it is suggested to examine the factors that influencing people's participation in e-WOM marketing with regard to specific structures of social media.

This paper used convenience sampling technique due to the lack of sampling frame. However, the paper tried to increase the level of generalizability by selecting respondents from all over Libya and according to their population percentage. Like many other developing countries, Libya shows vital interregional differences. Future research could examine the differences between two or more regions and make a comparison study. Moreover, the main focus of this paper was on the firm created e-WOM in social media and user generated social media brand communications.

### **6. CONCLUSION**

Addressing the change of customer interactions in the digital era of EWOM and the increased demand for images in social media communication. Therefore, the current paper addresses this research gaps and explores the relationship between e-WOM and purchase intention in the context of social media, and consequently how these interactions relate to desired market outcomes.

Current paper explored how e-WOM via social media, and thus providing full understanding on how to optimize the Purchase intention effectiveness via social media. Based on a profound literature review and a field-research we did on the actual e-WOM in social media behaviors, an online survey was developed. In particular, Brand Awareness, Reputation management, Credibility, usefulness and information sharing with reactions in terms of

willingness to participate in a campaign, towards EWOM and to intention purchase were explored.

In conclusion, the digital version of word-of-mouth in social media has transformed the way businesses engage with consumers by these digital channels effectively, businesses can create trusted connections, drive brand awareness, and eventually, boost their bottom line. As technology continues to evolve, implementation the opportunities offered by digital word-of-mouth will be key for businesses seeking to thrive in the competitive digital site. The results showed that all the independent variables were significantly positively correlated with each other which showed no significant table 3.

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