

**THE EFFECT OF SOCIAL MEDIA MARKETING  
ACTIVITIES ON CUSTOMER-BRAND RELATIONSHIP  
IN THE EGYPTIAN COSMETIC SECTOR**

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**ABSTRACT:**

While social media (SM) is used throughout the world via website-based network apps that assist in exchanging knowledge, information, and simple interactions with others, the actual number of users is believed to be in the millions. Using SM to satisfy several interests is on the rise: people seek digital information and goods.

The purpose of this research was to examine the Social Media Marketing Activities (SMMA) that are used to promote trendy goods in the Egyptian cosmetic sector and to determine the extent to which companies' SMMA activities improve their relationships with consumers and drive purchase intention. For this reason, the focus of this research is to examine the impact SMMA has on the customer-brand relationship in the Egyptian cosmetics industry. Additionally, to better address the question,

how effective are SMMA initiatives in creating brand-consumer connections and driving purchase intent?

The researcher analyzed data from Egyptian cosmetic market respondents to assess the study factors, including social media marketing activities, customer-brand connections, and purchase intention. The researcher used both methods descriptive and fielded analytical approaches and utilized a questionnaire method to gather data. As a result, it is revealed that the relationship between the "customer" and the brand has a significant and positive effect on customers' purchase intention via social media.

**KEYWORDS:** social media marketing; cosmetic sector; purchase intention; brand relationship.

## 1.INTRODUCTION

Due to the incorporation of technology, digital marketing has taken center stage throughout the marketing world, resulting in a highly engaging ecosystem for consumers, especially in social media (Ananda et al., 2019; Zhao et al., 2019). Facebook, Instagram, Google, Twitter, YouTube, and LinkedIn. are just a few examples of social media channels, including Wikis, blogs, discussion boards, podcasts, and vlogs (Luo and Zhong, 2015). These social media sites inspire a considerable number of consumers who share the intention of getting involved in similar activities (Sung et al., 2010). In addition, the usage of social media platforms allows consumers and businesses to deepen their emotional bonds (Yuksel et al., 2010). Social media platforms (SMP) are digital places where

brand image is created, and then connections are generated, sustained, and developed (Song and Yoo, 2016).

People's desire for interpersonal connections has been mirrored in the development of social media SM. Social networking services have facilitated social interactions in the virtual world. Real-time messaging, for example, makes it easier for individuals to share information and make online social relationships. This tendency indicates that businesses are increasingly using social media in their internet marketing efforts. Commercial marketing events or processes that utilize social media to impact customers' purchasing behavior favorably are referred to as social media marketing (Dann, 2010). Many businesses have already started to consider utilizing virtual community websites to expand their communications and interactions with users to create a feeling of intimate and friendly connections and form virtual brand communities in response to the fast growth of virtual community websites (Chen et al., 2014).

## **2.LITERATURE REVIEW**

The following is a compilation and presentation of relevant literature relevant to marketing activities via Social media, including SMMA and customer-brand relationships linked to purchasing intentions:

### **2.1 SOCIAL MEDIA MARKETING ACTIVITIES**

According to a recent study, social media are internet-based networks that allow users to engage with large or specialized

communities that get value from user-generated data and an experience of engagement with others (Carr & Hayes, 2015). Relationships or emotional connections with other users and material produced by an organization, business, or individual increase the importance of utilizing social media. An organization's integrated operations that convert social media communication (networks) and interactions (influences) into effective strategic tools to accomplish targeted marketing outcomes are referred to as a social media marketing strategy (Li et al., 2020).

Kim and Ko (2012) revealed that luxury brands' communities marketing efforts involve five main elements: entertainment, interaction, trendiness, customization, and word-of-mouth, and that such five elements have significant effects on consumers' customer loyalty, purchase intentions, and so on. On the other hand, goods and services are external considerations for consumers, while community marketing is the outcome of interactions between individual states of mind and activities. While every individual may participate in almost the same actions, they are expected to experience different emotions and opinions about a particular event; thus, consumer and user experiences are different (Agapito et al., 2013).

Future marketing competitions will be focusing on brand community marketing activities. Therefore these marketing activities should include concepts and positive emotions to excite

consumers and leave a positive impression (Tsaur et al., 2007). Customers no longer concentrate only on product characteristics; instead, companies must offer users memorable experiences (Komppula & Gartner, 2012).

Companies have customized marketing efforts to the requirements of various users; they must predict customers' wants and discover the products and services they need to plan events that create a lasting impact (Kim & Perdue, 2013).

The importance of marketing efforts in consumers' hearts and minds significantly affects consumers' ongoing usage (Hsu and Tsou, 2011).

## **2.2 CUSTOMER-BRAND RELATIONSHIPS**

The CBR idea emerged as a logical outgrowth of Relationship Marketing's emergence. As a result, it began to supplant the short-term focused approach to one-time transactions in the 1990s (Fournier, 1998). During this time, scholarly concern in consuming for symbolically and emotional purposes grew. Included are purchases that enable customers to build, strengthen, and express their sense of self (Kleine et al., 1995).

Previous studies have shown that customer-brand relationships enhance brand loyalty (Park et al., 2006), brand durability (Ahluwalia et al., 2000), and customers' willingness to pay higher prices (Thomson et al., 2005).

Hon and Grunig (Hon & Grunig, 1999) used interpersonal connection theories, and as a result, they identified six widely

accepted relationship dimensions. These dimensions are referred to as "trust," "Satisfaction," "Commitment," "Control Mutuality," "Exchange Relationship," and "communal Relationship" are all terms that may be used to describe a relationship. Many studies verified that the concept of "trust, satisfaction, and commitment" are parameters that have been considered as a suitable measure of relationship (Men & Tsai, 2001; Ulaga & Eggert, 2006).

Therefore, this study has selected these three criteria to evaluate the relationship strength between consumers and brands.

Trust is concerned with both partners' willingness and confidence in an open relationship (Kujur & Singh, 2020). Hon and Grunig (1999) revealed that trust consists of three distinct characteristics: "integrity," "dependability," and "competence." When a person shows reliability and capability, it indicates that they are "willing and capable of doing what it says it will" (McKnight & Chervany, 2001). According to Hung (2006), satisfaction may be an optimistic feeling toward the other person they may appreciate due to their expectation of a positive connection.

The commitment relates to both applicants' desire to strengthen a relationship (Grunig & Huang, 2000). Previously conducted study identified two distinct kinds of commitment: "continuance commitment" and "affective commitment." The first is described as a dedication to a particular course of action based on affective commitment, while the second is referred to as an organization's emotional connection (Grunig & Huang, 2000).

### 2.3 PURCHASE INTENTIONS

The intention to purchase is a combination of consumer interests and the possibility of buying a product. Access and evaluation goods are usually linked to "customer" attitude, perceptions, and behavior (Mirabi et al., 2015; Younus et al., 2015). As a result of numerous investigations, consumers' needs and perceptions of a brand or product are strongly connected. Therefore, the assessment of purchase intention considers customers' future behavior depending on actual attitudes (Yadav et al., 2017). Customer equity is a behavioral variable that accounts for essential purchasing histories. At the same time, intention to purchase is a behavioral variable used to evaluate potential purchasers contributing to a brand. So predicting consumer behavior in the future has become a significant concern for businesses; future conduct should be assessed more accurately (Kim and Ko, 2012).

Purchase intention is often utilized to evaluate customers' behavioral intentions since it represents their subjective preferences for a specific product (Fishbein and Ajzen, 1975). For example, according to Schiffman and Kanuk (2009), willingness to purchase refers to a customer's potential to buy a specific product; a higher desire to buy corresponds to a higher chance. In addition, previous studies revealed that purchase intention is a significant indicator of consumer behavior and the emotional inclination for buying behavior (Lu et al., 2010; Kim and Chung, 2011).

According to Boyd and Mason (1999), eagerness to buy relates to a consumer's level of interest in a specific product. Previous studies revealed that the time gaps between product purchases are used to assess willingness to buy. However, some empirical researches show that it isn't easy to define and monitor whether a specific action (such as a purchase or a recommendation) occurred. Therefore, consumers will seek appropriate information based on their own experience and the surrounding environment while purchasing goods (Fishbein and Ajzen, 1975).

### **3. RESEARCH PROBLEM**

COVID-19 is an unprecedented global event that has affected the cosmetics world industry, usually known as the world of solid growth across all categories. It adapts to the market fluctuations witnessed by the markets as a result of the Covid-19 crisis. The Egyptian cosmetics market responded to the e-marketing solutions that cosmetics companies resorted to in the Egyptian market. This effect was evident in the performance of the Egyptian cosmetics market during the years 2020/2021.

According to what was announced by the Egyptian Medical and Pharmaceutical Export Council, the exports of the medical sectors "medicine, medical supplies, and cosmetics" rose to record \$176 million in the first quarter of 2021, compared to \$118 million in the first half of 2020, to record a 49% increase.

In its monthly report, the council also announced that the sector's exports during January 2021 recorded 1.59 million dollars,

compared to 32 million dollars in January of last year, and February exports amounted to 59 million dollars, compared to 44 million dollars. In addition, March exports amounted to 56 million dollars, compared to 42 million dollars.

The council revealed that cosmetics exports recorded in January 2021 a value of 37 million dollars, compared to 12 million dollars in the same month last year, and 38 million dollars in February 2021, compared to 24 million dollars in the same month of 2020. Furthermore, it amounted to 25 million dollars in March of this year, compared to 23 A million dollars just the same month last year (Saleh, 2021).

Social media is playing an increasingly important role in the corporate world, with marketers now using it as a powerful tool. It includes customer interactions and makes the customers more motivated to purchase. On the social media platform, consumers have access to additional data and targeted goods that adds value. Social media does connect consumers with the brand (Sarkar,2019; Bilgin,2018).

Although many studies have looked at the impact of social media on human behavior, brand image, emotional attachment, and thinking styles in different sectors, the debate over whether SMMA impact the consumer-brand connection and purchase intentions is still raging. Therefore, to fill this research gap, this study investigates if social media activities significantly affect the consumer-brand relationship and purchase intentions in the

Egyptian cosmetic sector. Therefore, this study aims to assess the effect of perceived social media marketing activities deployed to promote various cosmetic brands on the customer-brand relationship in the Egyptian cosmetic sector. And to answer the question, to what extent do brands' SMMA efforts improve consumer relationships and drive purchasing intention?

#### **4. RESEARCH OBJECTIVE**

The main research objective is to examine how social media marketing activities affect the customer-brand relationship and drive purchase intentions in the Egyptian cosmetic sector.

#### **5. RESEARCH METHODOLOGY**

This study focused on consumers of the Egyptian cosmetic sector. Given that this study requires a descriptive and field analytical approach, the researcher employed both techniques to evaluate the study variables, including social media marketing activities, customer-brand relationships, purchase intention, and the analysis of data collected from respondents.

The Egyptian cosmetics sector's customer was considered while determining the target sample for the questionnaire distribution. Appropriate samples were obtained by using a Google form. Respondents under the age of 18 were chosen as the study's minimum age limitation. Respondents were asked about their exposure to cosmetic products on social media platforms, particularly "Facebook" and "Instagram," as part of the study.

They were also assessed in terms of their preferences for Egyptian cosmetic brands. The responses of participants who say yes were considered for the complete structured questionnaire-based survey. The questionnaire for this study was adapted from previous literature with minor changes to meet the research aim and objectives. The classified questions in this research are based on a five-point Likert scale ranging from "strong disagreement" to "strong agreement."

## **6. ANALYTICAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES**

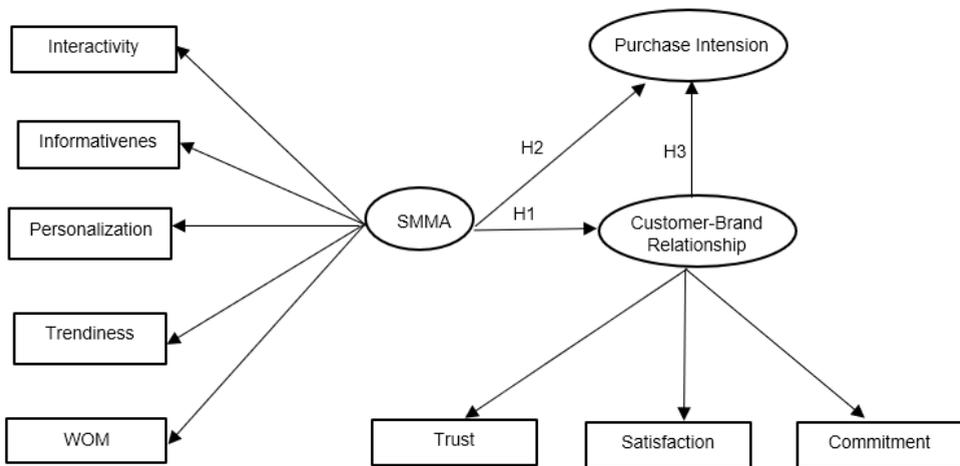
To generate research hypotheses, an extensive literature study was performed in digital marketing, branding, consumer behavior, social media, and the cosmetic sector. According to the literature, social media marketing activities have five elements that can be used to measure this variable and examine its influence on customer-brand relationship and drive purchasing intention "Interactivity," "Informativeness," "Word-of-Mouth (WOM)," "Personalization," and "Trendiness" ( Kim and Ko, 2012). The conceptual framework examines how online marketing activities on social media platforms influence customer-brand relationships and generate purchasing intention in the Egyptian cosmetics sector (Figure 1).

The researcher developed the following hypotheses and the conceptual framework in light of the research problem and the reviewed literature:

**H1:** Perceived Social Media Marketing Activities have a positive effect on customer brand-relationship.

**H2:** Perceived Social Media Marketing Activities have a positive effect on purchase intention.

**H3:** A perceived customer-brand relationship has a positive impact on purchase intention.



**Figure (1): The Conceptual framework**

## **7.MEASUREMENT TOOL AND DATA COLLECTION**

### **7.1. QUESTIONNAIRE DESIGN AND VALIDITY**

The survey questionnaire approach has been used to collect data in this study. A total of 15 elements were selected from previous studies with necessary amendments for assessing social media marketing activities (Bilgin, 2018; Yadav, 2017; Koivulehto, 2017). Previous research has validated scales for social media marketing activities, which defined "5-dimensions of perceived social media marketing activities" of cosmetic companies ("Interactivity," "Informativeness," "Word-of-Mouth (WOM)," "Personalization," and "Trendiness"). Furthermore, according to Grunig and Huang (2000), ten measures for assessing consumer-brand relationships were selected from this research, which indicated three relationship elements: trust, satisfaction, and commitment. Finally, according to Hung et al. (2011) and Park et al. (2007), four questions were used to assess purchasing intentions.

### **7.2. SAMPLING AND DATA COLLECTION**

The researcher distributed the questionnaire using a random sample technique. First, the researcher created an online questionnaire form using the Google Forms application then utilized social media different channels to disseminate these surveys among the Egyptian cosmetics customers segment. After

distributing 500 surveys in two rounds, the researcher acquired 267 valid questionnaires or 53.4 % of the total distributed.

## **8. DATA ANALYSIS AND THE STATISTICAL METHODOLOGY**

This section presents the data analysis part of our study. The statistical package of social science (SPSS V.24) and The Partial Least Square-Structural Equation Modeling (PLS-SEM V 3.3.3) methods have been used for analyzing the data and testing our hypotheses.

The PLS-SEM is referred to as variance-based structural equation modeling as it uses the total variance to estimate model parameters. The steps of the PLS-SEM analysis are: 1) Specifying the Structural Model, 2) Defining the Measurement Models, 3) Data Collection and Examination, 4) PLS-SEM Model Estimation, 5) Assessing PLS-SEM Results for Measurement Model, 6) Assessing PLS-SEM Results for Structural Model and 7) Interpretation of Results and Draw Conclusion (Hair et al., 2017). This section included sample profile, descriptive statistics, and the PLS-SEM results.

### **8.1 SAMPLE PROFILE**

The researcher depends on the questionnaire as a tool for data collection. The target population was the Egyptian cosmetics customers segment, the sample size determining based on the

random method. 350 questionnaires were distributed 350, 270 questionnaires are received, 4 questionnaires are excluded. So, 266 questionnaires were valid for statistical analysis with a response rate of 76% (266/350). Table (1) shows the Profile of respondents

### 8.1.2. DESCRIPTIVE STATISTICS

Table (2) shows the descriptive statistics for main variables (SMMS, CBR, and Purchase Intention) and its indicators (SMMS, CBR Interactivity, Informativeness, Personalization, Trendiness, Word-of-Mouth, Trust, Satisfaction, and Commitment). The results show the data variation is low as the Coefficient of variation percentage for all variables is small. Furthermore, the mean of all variables is more than 3; this means the respondents agreed on the most questions related to the research variables.

**Table (1) Profile of respondents**

Sample Description	Frequency	Percentage (%)
1-Age		
18– 30 years old.	220	82.7
31–40 years old.	36	13.5
41 – 50 years old.	1	0.4
More than 50 years old.	9	3.4
2- The highest level of education		
High School	57	21.4
Bachelor's Degree	188	70.7
Master's Degree	20	7.5
Ph.D. or higher	1	0.4

3- Gender		
Male	76	28.6
male	190	71.4
4- I used to visit malls for shopping:		
Once per month.	82	30.8
Once per week.	64	24.1
Only on occasions.	60	22.6
More than once a week.	7	2.6
During offers.	53	19.9

**Table (2) descriptive statistics**

Variables	N	Mean	Std. Deviation	Coefficient of variation%
Interactivity	266	3.54	.736	21
Informativeness	266	3.28	.532	16
Personalization	266	3.54	.690	19
Trendiness	266	3.81	.686	18
Word-of-Mouth	266	3.51	.726	21
SMMA	266	3.54	.521	15
Trust	266	3.58	.691	19
Satisfaction	266	3.58	.685	19
Commitment	266	3.64	.740	20
CBR	266	3.60	.631	18
Purchase Intension	266	3.48	.653	19

## 8.2. PLS-SEM RESULTS

The SEM model is composed of two parts: the relationships between the manifest and latent variables, which is called the measurement or outer model, and the other representing the

relationships between the latent variables, the so-called structural or inner model (Mehmetoglu & Venturini, 2021). The research model was estimated using PLS-SEM, as shown in figure (2).

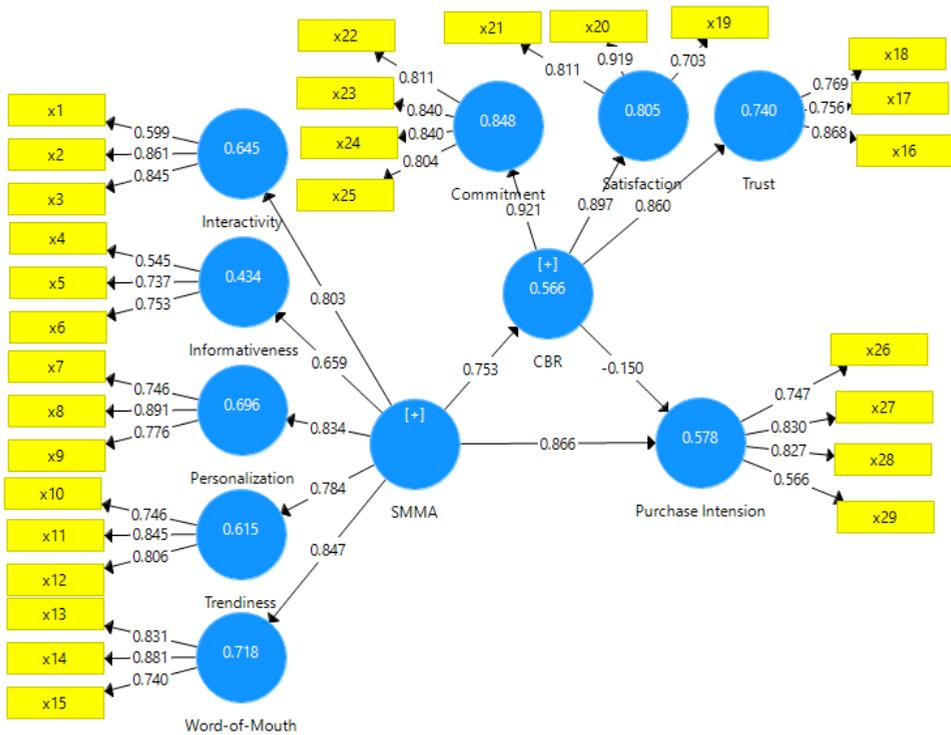


Figure (2). Research model after using PLS-SEM

### 8.2.1 ASSESSMENT MEASUREMENT MODEL

To assess the validity and reliability of the reflective measurement model, construct reliability (Cronbach's Alpha and

Composite Reliability) and construct validity (convergent and discriminant validity). Table (3) show the validity and reliability of the measurement model.

**Table (3) validity and reliability of measurement model**

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
<b>Trust</b>	0.717	0.841	0.639
<b>Satisfaction</b>	0.747	0.855	0.666
<b>Commitment</b>	0.842	0.894	0.679
<b>Informativeness</b>	0.449	0.722	0.469
<b>Interactivity</b>	0.691	0.818	0.605
<b>Personalization</b>	0.730	0.848	0.651
<b>Trendiness</b>	0.718	0.842	0.640
<b>Word-of-Mouth</b>	0.752	0.859	0.672
<b>Purchase Intension</b>	0.735	0.835	0.563

Construct reliability examines the internal consistency of a construct; the most popular index used to check the reliability of a construct is Cronbach's alpha, which provides an estimate for the reliability of a construct based on the item intercorrelations. A Cronbach's alpha larger than 0.7 has been suggested to provide empirical evidence for construct reliability. In our example, all Cronbach's alpha values are above 0.7 except Informativeness and Interactivity, due to the low number of items (3 items to every construct). Hair et al. (2016) argue that a number of indicators influence the calculation of Cronbach's alpha, especially in scales with fewer than 10 items. To ensure that

construct reliability, the researcher depends on the Composite Reliability measure to overcome the Cronbach's alpha measure problem that assumes all the indicators have equal outer loadings. A Composite Reliability larger than 0.7 has been suggested to provide empirical evidence for construct reliability. The results given the table (3) show the Composite Reliability of all constructs above 0.70.

Convergent validity is the extent to which the indicators belonging to one latent variable measure the same construct. The average variance extracted (AVE), typically used to assess convergent validity. Indicates how much of the indicators' variance can be explained by the latent variable. An AVE larger than 0.5 has been suggested to provide empirical evidence for convergent validity. In our example, all AVE values are close to 0.5 (table 3). Discriminant validity is about the distinctiveness of constructs, showing how a construct captures variance of its associated items relative to that of items associated with other constructs in the measurement model. The higher the correlation between a construct and its items compared to its correlation with the other items in the model, the more distinct the construct is. To obtain empirical evidence for discriminant validity, one should consider the Hetrotrait – Monotrait (HTMT). The HTMT should be lower than 0.85 (stricter threshold) or 0.90 (more lenient threshold), or significantly smaller than 1. In our

example, the HTMT of all constructs has values less than the defined threshold. Table (4) present HTMT values

### 8.2.2 ASSESSING THE STRUCTURAL MODEL

The assessment of a structural part in PLS-SEM is commonly practiced when examining a statistical model tested using linear regression. In other words, we first should evaluate the share of a dependent variable's variance explained (R-squared) by one or a combination of several independent variables. Second, the sign, significance, and size (so-called "3S") of path coefficients should be considered. Finally, the effect sizes ( $f^2$ ), Predictive Relevance ( $Q^2$ ), and goodness-of-fit of the full model should be assessed (Mehmetoglu & Venturini 2021).

**Table (4) HTMT values**

	CBR	Commitment	Informativeness	Interactivity	Personalization	Purchase Intension	SMMA	Satisfaction	Trendiness	Trust	Word-of-Mouth
CBR	0.728										
Commitment	0.921	0.824									
Informativeness	0.425	0.307	0.685								
Interactivity	0.615	0.532	0.504	0.778							
Personalization	0.594	0.485	0.518	0.537	0.807						
Purchase Intension	0.502	0.384	0.441	0.659	0.629	0.750					
SMMA	0.753	0.625	0.659	0.803	0.834	0.754	0.616				
Satisfaction	0.897	0.749	0.374	0.517	0.530	0.386	0.665	0.816			
Trendiness	0.657	0.563	0.372	0.509	0.582	0.538	0.784	0.611	0.800		
Trust	0.860	0.668	0.474	0.594	0.590	0.587	0.734	0.679	0.586	0.799	
Word-of-Mouth	0.631	0.517	0.431	0.628	0.611	0.664	0.847	0.551	0.576	0.630	0.820

#### 8.2.2.1 R-SQUARED

The R-squared is a popular goodness-of-fit metric in linear regression that quantifies the percentage of variance in the dependent variable explained by a set of independent variables.

As a full PLS-SEM model is generally a complex one including several dependent variables, we may expect a better prediction of some of these than the others in the model (Mehmetoglu & Venturini 2021). Nevertheless, Falk and Miller (1992) suggest that the variance explained for each dependent variable should, as a rule of thumb, be greater than 10 percent. Table (6) show the R-squared and adjusted R-squared.

Table (5) illustrates the R2 of CBR as a dependent variable equal to 0.566, meaning that SMMA can explain about 57% of the variation in CBR. the R2 of Purchase Intension as dependent variable equal 0.578, indicating that SMMA and CBR can explain about 58% of the variation in Purchase Intension. Following these guides proposed by Falk and Miller (1992), all R2 values are more than 10% in our example.

**Table (5) R-squared and adjusted R-squared**

	<b>R Square</b>	<b>R Square Adjusted</b>
CBR	0.566	0.565
Commitment	0.848	0.848
Informativeness	0.434	0.432
Interactivity	0.645	0.644
Personalization	0.696	0.695
Purchase Intension	0.578	0.574
Satisfaction	0.805	0.804
Trendiness	0.615	0.614
Trust	0.740	0.739
Word-of-Mouth	0.718	0.717

### 8.2.2.2 PATH COEFFICIENTS

Path coefficients are estimates that help us to assess the hypothesized relationships in the structural model. This assessment is done through an examination of the sign, significance, and size of path coefficients. These path coefficients are commonly presented in a standardized form equivalent to standardized betas in linear regression (Mehmetoglu & Venturini 2021). Table (6) show the path coefficients related to the research hypotheses.

**Table (6) model path coefficients**

Hypothesis	Path	Estimate	T Statistics	P Values	Decision
H1	SMMA -> CBR	0.753	19.603	0.000	Accepted
H2	SMMA -> Purchase Intension	0.866	15.500	0.000	Accepted
H3	CBR -> Purchase Intension	-0.150	2.397	0.017	Rejected

Table (6) illustrates a positive association between Social Media Marketing Activities and customer brand-relationship at a 1% level. And the direct positive association between Social Media Marketing Activities and Purchase intention at 1% level. On the other hand, there is a direct negative association between the customer brand-relationship and Purchase intention at 5% level. The indirect effect of Social Media Marketing Activities on Purchase Intention equal  $-0.113$  ( $0.753 * -0.150$ ), the total effect = direct effect + indirect effect =  $0.866 + (-0.113) = 0.754$ .

### 8.2.2.3 EVALUATION OF EFFECT SIZE ( $f^2$ )

The practical relevance of significant effects should be investigated by considering the effect sizes of the relationships between the constructs. The effect size is a measure of the magnitude of an effect that is independent of sample size. The  $f^2$  values range from 0.020 to 0.150, 0.150 to 0.350, or larger or equal to 0.350, indicating weak, medium, or large effect size respectively (Cohen, 1988). The results are given in table (7) illustrate that all constructs have significant effects.

**Table (7) effect size**

	<b>CBR</b>	<b>SMMA</b>
<b>Commitment</b>	5.595	
<b>Informativeness</b>		0.767
<b>Interactivity</b>		1.819
<b>Personalization</b>		2.288
<b>Satisfaction</b>	4.126	
<b>Trendiness</b>		1.600
<b>Trust</b>	2.842	
<b>Word-of-Mouth</b>		2.548

### 8.2.2.4 PREDICTIVE RELEVANCE ( $Q^2$ )

$Q^2$  the value indicates the model's out-of-sample predictive power. When a model has a predictive power or relevance, it can accurately predict data not used in the model estimation. Table (8) presents the  $Q^2$  values obtained from the analysis. The values of  $Q^2$  for SMMA are higher than 0, so it can be safely concluded that the model has a good predictive relevance.

**Table (8) Predictive Relevance test**

	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1-SSE/SSO)</b>
<b>CBR</b>	2660.000	1888.517	0.290
<b>Commitment</b>	1064.000	458.846	0.569
<b>Informativeness</b>	798.000	646.952	0.189
<b>Interactivity</b>	798.000	512.445	0.358
<b>Personalization</b>	798.000	443.167	0.445
<b>Purchase Intension</b>	1064.000	726.961	0.317
<b>SMMA</b>	3990.000	3990.000	
<b>Satisfaction</b>	798.000	380.925	0.523
<b>Trendiness</b>	798.000	494.110	0.381
<b>Trust</b>	798.000	429.797	0.461
<b>Word-of-Mouth</b>	798.000	421.878	0.471

### 8.2.2.5 GOODNESS-OF-FIT

An additional global criterion of goodness-of-fit (GoF) has been proposed by Tenenhaus et al. (2004), who's intent is to account for the model performance at both the measurement and the structural. The GoF index is obtained as the geometric mean of the average communality index and the average R-squared value (Tenenhaus et al., 2004). In our example, the GOF equals 64%, meaning the model is considered to fit according to Wetzels, Odekerken-Schroder, and van Oppen (2009), who argue the model is a large fit when GOF is greater than 36%.

## 9. DISCUSSION AND CONCLUSIONS

This research aims to assess the impact of social media marketing on customer-brand relationships and purchase

intentions in the Egyptian cosmetic market. Furthermore, the study investigated the role of the customer-brand relationship in mediating purchase intentions. To validate the direct and indirect relationships, we proposed three hypotheses. The first hypothesis was confirmed when we observed that social media marketing activities statistically impact customer-brand relationships. As a result, H1 has been verified.

Consequently, when "consumers" participate in various aspects of SMMA via platforms such as Facebook, they gradually develop confidence in cosmetic brands, experience significant pleasure with the brands. Furthermore, they feel pretty committed to that particular cosmetic brand. In addition, while evaluating the characteristics of the relationship, it was found that commitment had the most significant impact on relationship development, followed by satisfaction and trust.

The impact of SMMA on customer purchasing intentions is the focus of the second hypothesis. According to the findings, the two variables had a significant positive relationship; this indicates that when "consumers" engage in activities related to cosmetic brands on social media platforms such as Twitter, Facebook, and Instagram, their desire to purchase that specific product increases. As a consequence, they are willing to pay for that particular cosmetic brand. As a result, H2 is acceptable.

The study's third hypothesis investigates the function of the customer-brand relationship in mediating purchase intentions.

The results show a clear negative connection between the customer-brand relationship and purchase intentions in the Egyptian cosmetic market. As a consequence, H3 is rejected.

### **9.1. PRACTICAL IMPLICATIONS**

In terms of practical implications, marketing professionals should concentrate on involving "customers" in different brand-related activities on social media channels to build a solid and long-term connection with them.

Companies should incorporate SM to encourage consumers to share positive WOM by providing maximum interaction, precise details on goods, customized suggestions, and trending products. These actions will influence consumers' purchase intentions and then build relationships by converting them into purchasers.

### **9.2 CONCLUSIONS**

It is determined that the relationship between the "customer" and the brand positively affects the "customer's" purchase intention via SM. These findings mean that as "customers" build confidence in cosmetic brands, they demonstrate increased delight and loyalty to such brands, indicating a high level of purchase intention among consumers. Therefore, marketing managers should prioritize building trust, contentment, and commitment via various brand-related activities to trigger consumers' purchase intentions due to the practical consequences.

## **9.2. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

This research only focused on one element of social media marketing: social platforms, such as Facebook. However, since we are now in the twenty-first century, the digital world today's companies are imaginative, and their organizational structure has transformed. Therefore, It is underlined that further research into the many aspects of SMMA is needed to understand better how companies use SM in different situations. Second, the study's sample was limited to the cosmetics industry, which has certain limitations. In the future, academics may look into other sectors to see how social media marketing affects purchase intentions in various sectors.

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