

The Role of Brand Equity in the impact of Social Media Influencers Marketing and E-Word of Mouth on Purchase Intention: A Field Study Applied on the Customers of Mobile Phone Companies in Egypt

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مستخلص

تناول هذا البحث دور قيمة العلامة التجارية (الوعي بالعلامة، الارتباط الذهني بالعلامة، الجودة المدركة، الولاء للعلامة) كمتغير وسيط، والتسويق بالمؤثرين عبر وسائل التواصل الاجتماعي والتسويق بالكلمة الإلكترونية كمتغيرات مستقلة، وأخيرا نية الشراء كمتغير تابع. وذلك بالتطبيق على قطاع شركات خطوط الهاتف المحمولة في مصر، وقد تم الاعتماد على جميع عملاء شركات خطوط الهاتف المحمولة (أورنج، فودافون، اتصالات، وى) كوحدة للمعاينة. وهدف البحث الى التعرف على مدى تأثير التسويق بالمؤثرين عبر وسائل التواصل الاجتماعي على قيمة العلامة، والتعرف على مدى التسويق بالكلمة الإلكترونية على قيمة العلامة، والتعرف على مدى تأثير قيمة العلامة على نية الشراء، والتعرف على مدى تأثير التسويق بالمؤثرين عبر وسائل التواصل الاجتماعي والتسويق بالكلمة الإلكترونية على نية الشراء وذلك في ضوء قيمة العلامة كمتغير وسيط وأمكن تجميع (343) قائمة استقصاء صالحة للتحليل الإحصائي. وأوضحت نتائج التحليل الإحصائي مجموعة من النتائج أهمها، ان هناك تأثير إيجابي مباشر للتسويق بالمؤثرين عبر وسائل التواصل الاجتماعي على قيمة العلامة، وان هناك تأثير إيجابي مباشر للتسويق بالكلمة الإلكترونية على قيمة العلامة، وان هناك تأثير إيجابي مباشر لقيمة العلامة على نية الشراء، وان التسويق بالمؤثرين والتسويق بالكلمة الإلكترونية لهما تأثير إيجابي مباشرة وغير مباشر على نية الشراء وان قيمة العلامة التجارية تتوسط هذه العلاقة.

الكلمات المفتاحية: التسويق بالمؤثرين، التسويق بالكلمة الإلكترونية، قيمة العلامة، نية الشراء.

Abstract

This research discussed the role of brand equity as mediating variable, and social media influencers marketing and E-WOM as independent variables, and finally purchase intention as a dependent variable, with applied on mobile phone companies in Egypt.

To achieve the objectives of the research, the researcher relied on a set of statistical techniques which represented in: descriptive statistics, correlation coefficient, structural equations model. The results of the statistical analysis showed a set of results, the most important of which is that there is a direct positive effect of social media influencers marketing on brand equity, and that there is a direct positive effect of E-WOM on brand equity, and that there is a direct positive impact of brand equity on purchase intention, and (social media influencers marketing, E-WOM) has a direct and indirect positive effect on purchase intention and brand equity mediates this relationship in mobile phone companies in Egypt.

Keywords: Influencers marketing, E-WOM, brand equity, purchase intention

Introduction

The past decade has witnessed various change in shopping ways, especially, with covid existence, people turns to online shopping. So, organizations shift their attention to online marketing, and especially social media marketing. The growth of influencer marketing accelerated as people increasingly turned to social media for entertainment, and virtual social experiences. thus, influencer marketing has become a critical part of digital marketing strategy as a touch point, for reaching a target audience (Kim and Kim, 2021).

In the increasingly competitive social-media environment, influencer marketing has evolving into long-term partnerships, between brands and influencers. Marketers have determined the value of continuously weaving their marketing messages, into influencers' narratives over a long timeframe, to attain greater engagement from followers, indicating that influencer marketing could be viewed as, multi-layered relationship marketing including influencer-consumer, influencer-brand, and brand-consumer relationships. Specially, influencers deliver the brand's message, to followers by influence the pre-established relationship and trust that they have cultivated (Kim and Kim, 2021).

The presence of Internet has provided a competitive platform, for online trading and marketing. As, It provides the opportunity not only for, influencers and celebrities, but also for all users to, express their opinion. The use of the internet as a place for expressing opinions, on products has become a critical marketing tool, to compete for customer attention and visits. These electronic opinions called the electronic word of mouth (E-WOM), which is the modern version of the word of mouth (WOM) (Lee, 2009).

Providing customers, a platform to raise their voice, opinions and monitoring its electronic word of mouth (WOM), activity has become a business. With the declining trust in advertising, Word of Mouth has become the most influential communication channel. Online customer reviews offer a trusted source of product information for other customers, and therefore, a potentially valuable sales asset. Positive customers reviews on product or company, is one of the best predictors of business growth (Lee. 2009). Nowadays, electronic WOM communication is well thought

out as the trustworthiness form of advertisement. Therefore, it has become an important loop, which has a critical impact on various marketing outcomes such as: purchase intention, online purchase intention, brand equity dimensions, consumer decision-making process, and value co-creation (Abir, et al; 2020).

Most of the time, satisfied consumers tend to recommend brand to others, whether, these consumers are influencer or ordinary people they can recommend it through their ways, therefore, managers and marketers, try to produce quality products that would satisfy the consumers. And to compete and have competitive advantage over competitors businesses, they try to retain customers, satisfy them, and build loyalty among them, by serving the products of high quality, and marketing it in the way that the consumers trust and prefer them, this called building brand equity (Ali and Muqadas, 2015).

Business attempts to build brand equity, to retain their consumers. Brand equity was first introduced by Kevin Lane Keller, in the mid of 1960's. By the same time, the concept of loyalty emerged. The concept of equity was used to determine the effect of memory factors on customer buying behavior, whereas concept of loyalty, is used to determine the consumer's act of continuous preference (Ali and Muqadas, 2015). Branding as a communication strategy, is to develop perceived differences between competing offers in a customers' mind, and this is done through a long-term communication process involving various stages that contribute to brand equity for customers. Branding today, is conceived as a co creation process, during which brand equity, is created through interactions between stakeholders and personalized customers (Leung, 2016).

Purchase intention is a kind of decision making, that studies the reason to buy a specific brand by customer. Morinez et al. (2007) define purchase intention, as a situation where customer tends to buy a specific product in certain condition. Consumers purchase decision, is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of customers. Researchers also, referred to purchase intention, as an effective tool, to predict buying process (Mirai, et al; 2015). Purchase intention might be changed under the influence of price, or perceived quality, and value. Additionally, customers are affected by internal, or

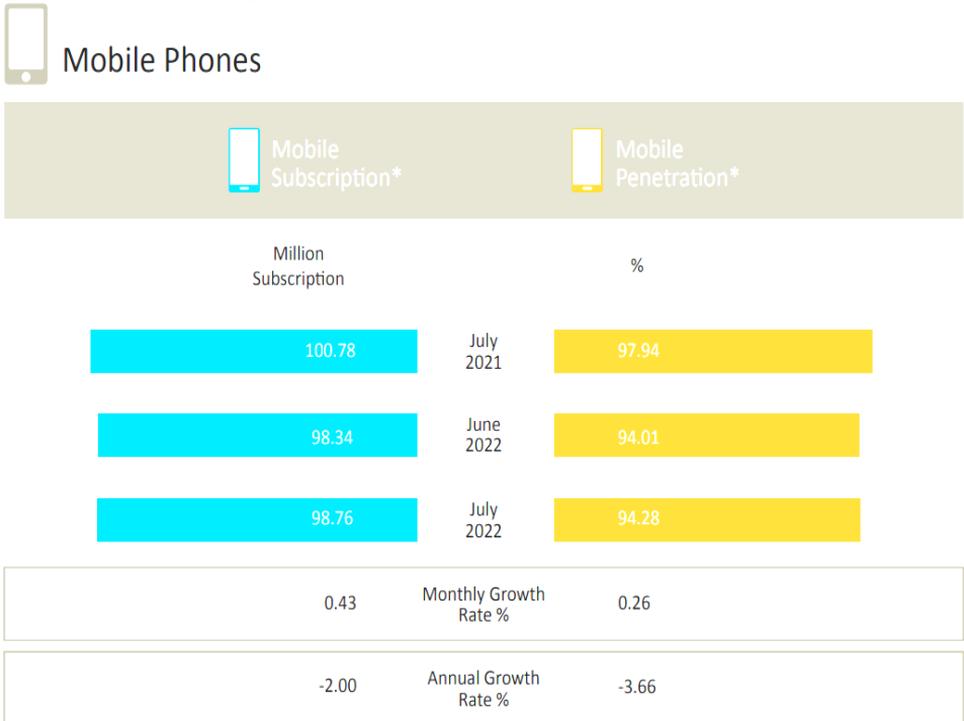
external motivations, also they are influenced by live, and online motivators during the buying process (Gogoi, 2013).

Based upon the above this research tries to study the effect of social media influencers marketing and electronic word of mouth on consumers purchase intention in the light of brand equity of mobile phone companies in Egypt.

1- Research problem

The telecommunications sector contributes 10.7% of the GDP, and the number of mobile phone users has reached more than 98 million lines, while the number of mobile Internet users has reached more than 57 million lines.

Figure 1: Mobile Phones and Internet Users



*The decrease in mobile subscriptions and penetration is attributed to following the ITU methodology to publish the active lines subscriptions instead of registered lines.

Source: Ministry of Communications and Information Technology



Internet		Unit	July 2021	June 2022	July 2022	Monthly Change Rate %	Annual Change Rate %
Mobile Internet Users	Million Subscription		60.10	68.53	69.47	1.36	15.59
USB Modem Subscription	Million Subscription		3.21	2.09	2.04	-2.45	-36.39
Source: Ministry of Communications and Information Technology							
		Unit				2021/2022	
Internet Penetration		%				72.2	
According to results of "ICT access and use by households and individuals survey for 2021/2022."							

Source: Ministry of Communications and information technology.

Increasing and developing technology has various influences for its users. The internet today, is one form of technological development. It facilitates the activities of people, one of them is shopping. People no longer have to go out, and shop at the supermarket, they can just sit at the computer, or via cell phone, choose and order, their favorite items, buy and sell items via internet, on online stores, which called e commerce or online shopping. The purpose of online shopping, is a situation where customers aim, and want to be involved in, online transaction activities(Takaya, 2016).

Customers' buying decision, is very complex. often purchasing intention, is related with customers' behavior, perception, and their attitude. Purchase behavior is a critical key point for customers during considering and evaluating of specific product. Researchers also, referred to purchase intention, as an effective tool to predict buying process (Mirai, et al; 2015). Once the customers decide to purchase the product at specific store, they would be driven by their intention. thus, purchase intention may be altered by, the influence of price, quality perception, value perception or opinions of others(Gogoi, 2013).

Previous researches has revealed specific driving forces, that impact on the intention to purchase online. Many models are available for the analysis of online purchase behavior. Previous researches provide a high connection among relative brand equity, and the buying power of customers. Brand equity, which is based on consumers, happens when they have some positive, well-built, and exceptional brand image stored in their memory. And this value of the brand in the mind of the consumers plays a key role in consumers' intentions and purchase decisions. (Rungtornkiet and Sirinapatpokin, 2019)

Consumers have a positive, or negative perception, about the brand, so, when they react favorably, towards a certain brand, it is said to be brand equity of that brand. Customers increasingly use online tools, (such as: social media, blogs, etc.), to share their opinions about the products, and services they consume, and to research organizations that sell them. These tools are significantly changing everyday life, and the relationship among consumers and businesses. Social media, especially has given a big impact on marketer, to promote their brands, covering worldwide marketing, increasing the sales, and building the community compared to conventional media (Alcocer, 2017).

The presence and expansion of Web 2.0 gave way various online platforms, which have become a natural source of publishing consumer opinions and experiences (Abir, et al; 2020). Influencers, represent a new category of opinion leaders, with a position somewhere among celebrities and friends, that has existed with the growth of social media opportunities. Influencers may be described as self-made "microcelebrities. Such developments have encouraged the continued, and expanding use, of influencer marketing campaigns, on Instagram, especially in sectors, that require some minimum level of expertise. Brands in those sectors seek positive returns on their investments, in influencer marketing campaigns, in the form of enhanced purchase intentions, recommendations, engagement, and attitudes to the sponsored brand, or brand awareness (Belanche, et al; 2021).

Also, the electronic word of mouth (e-WOM), considers as online platform. The internet especially, its social media arm, enables customers to interact, connect with each other, and share information on products or

services related experiences. Thus, in addition to, the traditional WOM communication, referred to as face-to-face WOM, computer-mediated platforms, also facilitate electronic word of mouth (e-WOM) communication. Just like the traditional WOM, e WOM media, offers consumers a reliable source of information. It has been argued within literature that consumers depend on online reviews, product ratings, micro blogs like: Twitter and experiences recounted on Facebook, WhatsApp, and other social media platforms, to make purchase decisions. (Oraedu, et al; 2021)

Based upon the above, we can say that social media and internet become ubiquitous, and brands and advertisers today cannot success without the online reviews and opinions whether from social media influencers or electronic word of mouth from ordinary users (Jarrar, et al; 2020). This rapid growth of online communication through social media, websites, blogs, etc., has increased academic interest into social media influencers and electronic word of mouth (e-WOM). Hence, the purpose of this research is to analyze the influence of social media influencers and E-word of mouth on purchase intention in the light of brand equity of mobile phone companies in Egypt.

Based on this background, the problem identified in the following questions:

- 1/1 Is there an effect of social media influencers marketing on brand equity in mobile phone companies in Egypt?
- 1/2 Is there an effect of electronic word of mouth on brand equity in mobile phone companies in Egypt?
- 1/3 Is there an effect of brand equity on purchase intention in mobile phone companies in Egypt?
- 1/4 Is there an effect of social media influencers marketing on purchase intention in mobile phone companies in Egypt?
- 1/5 Is there an effect of electronic word of mouth on purchase intention in mobile phone companies in Egypt?
- 1/6 Is there an effect of brand equity as mediator variable in the relationship between social media influencers marketing and purchase intention in mobile phone companies in Egypt?
- 1/7 Is there an effect of brand equity as mediator variable in the relationship between electronic word of mouth and purchase intention in mobile phone companies in Egypt?

2- Objective of the research

The current research seeks to achieve the following objectives:

- 2/1** Identifying the effect of social media influencers marketing on brand equity in mobile phone companies in Egypt.
- 2/2** Identifying the effect of electronic word of mouth on brand equity in mobile phone companies in Egypt.
- 2/3** Identifying the effect of brand equity on purchase intention in mobile phone companies in Egypt.
- 2/4** Identifying the effect of social media influencers on purchase intention in mobile phone companies in Egypt.
- 2/5** Identifying the effect of electronic word of mouth on purchase intention in mobile phone companies in Egypt.
- 2/6** Identifying the effect of brand equity as mediator variable in the relationship between social media influencers marketing and purchase intention in mobile phone companies in Egypt.
- 2/7** Identifying the effect of brand equity as mediator variable in the relationship between electronic word of mouth and purchase intention in mobile phone companies in Egypt.
- 2/8** Reaching a proposed framework for understanding the effect influence of social media influencers marketing and electronic word of mouth as independent variables, brand equity as a mediator variable, and purchase intention as dependent variable in mobile phone companies in Egypt.
- 2/9** Establishing recommendations based on the research results that can support Consumers' buying decision and increase the level of purchase intention through brand equity.

3- Significance of the research

This research derives its importance from several considerations, some scientific and the other applied, including the following: -

3/1 Practical considerations (academic):

The scientific importance of this research is emerged from the following points:

- 3/1/1** There is scarcity of Egyptian studies that show relationship between social media influencers marketing and E-word of mouth and

purchase intention, which makes this research, presents a contribution in this area.

- 3/1/2 This research introduces relatively a new concept (social media influencers) in the field of marketing within the Egyptian environment that may be useful for future research.
- 3/1/3 This research introduces relatively a new concept (Brand equity) in the field of marketing within the Egyptian environment that may be useful for future research
- 3/1/4 This research is applied in mobile phone companies in Egypt which is considered as a relatively new field in Egyptian research and may be useful for future research.
- 3/1/5 this research attempts to study the relationship between social media influencers and E-word of mouth and purchase intention from contingency approach by focusing on the role of brand equity in strengthening this relationship.

3/2 Applied Considerations

- 3/2/1 This research stems its practical significance from the importance of application area which are represented in mobile phone companies in Egypt are one of the sectors most dependent on social media.
- 3/2/2 The telecommunications and information technology sector is the second largest sector in the country in terms of economic growth, and the importance of the mobile telecommunications sector is due to it being a vital sector, as it has an impact in adding new job opportunities and increasing income levels, as the sector contributes 10.7% of the national GDP, while the number of mobile Internet users has reached more than 57 million lines. Therefore, the current research is trying to provide the mobile line companies sector with conclusions and recommendations that enable them to know the variables that are directly and indirectly related to knowing the motives of intentions to purchase Mobile lines, so that these companies can develop new electronic marketing policies for customers, that suiting changes in the competitive environment, especially with regard to influencers marketing and marketing by e-word (Ministry of Communications and Information Technology, 2022).

4- Theoretical background of the research and previous studies

4/1 Previous studies that examined social media influencers marketing

Advertising is associated with an audio, or visual form, of promoting communication, that simply upheld, impersonal message to provide, service, or conveying people attention on the construct, awareness, need, and company exposure. This promotional tool normally caters toward large groups for wide exposure requiring basic evaluation of content and media used to strengthen the message. Advertising today, take different forms than before. Web based social networking today, represents a central platform for advertising, through influencers. Influencers today, are used by companies to transfer advertising messages, to their followers. an influencer could achieve consumers utilizing their online journals, and interpersonal companies that the company would most likely be unable to. this technique, is known to be a standout, among the most intense and successful methods, for getting the message over (Khan and Phung, 2021).

An influencer, is a marketing “rising star”, whose popularity has been fueled by social media. So, social media based influencers, refer to individuals who have built a large social community, of followers on one, or more social media platforms. Influencer marketing, refers to influencers using their reach to transfer messages about an organization’s product or brand, to their community. People today, tend to refuse, to believe direct advertising messages, about brands, but are inclined to believe influencers, as they think that direct advertising’s goal, is merely to sell products, while influencers do not have such goal (Pick, 2021).

social media influencers, represent a unique, and relatively newer version of celebrity endorsers, but they are very different. On a conceptual basis, celebrities and influencers, differ in nature, whereas celebrities, are known for their nonsocial media activities like: sports or music, influencers, are “born” on social media, where they develop the main activity, for which they are known. Therefore, influencers’ reputation, derives only from the content they post, and their social media activity, usually in collaboration, with their followers (Belanche, et al; 2021).

Social media influencers, usually focus on a more segmented audience, with whom they share similar interests, as a kind of virtual friend. As influencers seem closer to their specific audiences, they also tend to

appear more trustworthy, or credible, than conventional celebrities. They come to serve as opinion leaders, or experts among their followers, in their respective fields, so followers tend to seek out, or depend on their opinions, to inform their purchase decisions, revealing the relevance, and potential impacts, of social media influencers (Tsen and Cheng, 2021).

also, influencers' promotions, do not take place at the same way as traditional commercials, with celebrity endorsements do; the contents here, are generated by influencers, and presented in social media platforms, to followers, who are actually interested in the influencers' daily lives, and opinions (Jin, et al; 2021).

Influencers, are recognized as opinion leaders, and are viewed by their consumers as being trustworthy, knowledgeable, and authentic. The 3 levels of influence, depend on follower numbers: mega, macro or micro. Mega influencers: have more than a million followers, and are typically celebrities or social stars. At the other hand, the moderate popularity of micro influencers: fewer than 100,000 followers, depends exclusively on the content which they have produced. Somewhere in the middle, the term macro influencer: refers to professional bloggers, or famous journalists. (Lee, et al; 2021)

So, we can say that, Influencer marketing is an evolution of celebrity endorsement, which has transformed by digital, into a leading strategic marketing option. but, there is no commonly agreed academic definition of influencer marketing, it has been regarded as a type of social media marketing, that pushes brand communications, to a larger consumer market (Lee, et al; 2021). Digital and social media marketing, allows organizations to achieve their marketing goals at a relatively low cost. The decline of traditional communication channels, and societal reliance on brick-and-mortar operations, require businesses to seek best practices, using digital and social media marketing strategies, to retain and increase market share. Nowadays organizations need to consider, not only existing marketing strategies such as: sales, profits, growth rate and customer loyalty, but also new marketing strategies, and value propositions for customers such as: value, brand, and relationship equity (Masuda, et al; 2022).

The recent growth of influencer marketing could be attributed to the intersection of various forces :-(Campbell and Farrell, 2020)

- First:** customers have shifted their media consumption, from print to online media.
- Second:** customers react differently, to advertising, when they are online. When online, customers are known to be goal directed, that makes them more averse, to overt advertisements.
- Third:** customers spend a large proportion, of their time online, on social media, a fact not exclusive to millennials. Unlike print media, social media platforms, like Instagram and YouTube, are open forums, where customers compete to garner audiences.
- Fourth:** social media extends the consideration, and evaluation stages, in customer decision making, requiring lighter, but more frequent exposure to information, on products and brands.
- Finally:** the internet, enables easy aggregation of customers based on shared interests. This facilitates the emergence of influencers, who appeal to relatively niche, long-tail audiences. And, this has created a rapidly expanding, increasingly powerful group, of influencers and constitutes a prominent shift, in online marketing (Campbell and Farrell, 2020).

Importance of influencer marketing: -

The substantial impact of influencer marketing, derives from its capacity to shape brand equity, and to generate higher returns on investment (ROI), for companies, than traditional advertising (Lee, et al; 2021). Brown and Hayes, 2008, define the word (influencer) as: A third party, who significantly shapes the consumer's purchasing decision, but might ever be accountable for it. Influencers, represent a new type, of independent third-party endorser, who shapes audience attitudes, through blogs, tweets, or the use of other social media. According to Freberg et al. 2011, SMIs, shape audience attitudes via blogs, tweets, and the usage of other SM channels, and are free, independent third-party endorsers. They are also able to think as modern-day opinion. The result, is that influencers opinion, has been found influential on the customer's decision making process, brand-preference and purchase intention (Yetimoğlu and Uğurlu, 2021).

Risks of influencer marketing:

Marketing managers must be aware that influencer marketing campaigns, also come with risks. One risk, comes simply through involving multiple people, in content creation for a brand. If clear guidelines, are not in place, brands risk, diluting their brand meanings, or even diverging from corporate objectives. Brands, also run the risk of close, and negative associations, with individuals, prone to personal indiscretions, or scandal. With the growth of influencer fame, comes increased public visibility. Brands that partner with mega and celebrity influencers, should remain aware of the often sensitive and fickle nature, of highly visible partnerships.

Another risk, inherent to influencer marketing, arises because of, a historical focus on metrics, which causes various influencers, to pay for follower bots, or engagement bots, in order to inflate their success metrics. As such, managers must assess the full spectrum of engagement, and view historical follower count patterns, to check for drastic, and inexplicable increases in followers. Finally, we caution marketers, that they are responsible for, ensuring adequate disclosure, is present on any posts made by influencers, on their behalf. Since the influencer market, is an evolving space, best practices may change, and advertisers who employ influencers, will be wise to keep abreast of those changes (Campbell and Farrell, 2020).

Influencer credibility:

According to the source credibility model, information sources could influence their persuasive effect, on the target customer through reliability, attractiveness and expertise, according to Ohanian, 1991. On social media, because target customers cannot communicate face to face with social media influencers, they hold contradictory, or skeptical beliefs, about their behavioral motives, in the early. Customers might not trust social media influencers, until the influence is successfully exerted. The social media influencers' credibility could be divided into(Li and Peng, 2021):-

- **The attractiveness:** refers to the extent, to which SMIs attract target customers visually, or aesthetically.
- **The expertise:** refers to the extent to which SMIs, could provide correct, and effective relevant knowledge, or experience to the target customers.
- **The originality:** refers to the extent to which SMIs, perform certain behaviors, to give the target a sense of novelty, and difference.

- **The homophily:** denotes the extent to which SMIs, are similar with customers, in terms of certain attributes, like: age, gender, education, lifestyle, and interests.
- **The interaction:** refers to the extent to which SMIs, communicate and exchange information with customers.
- **Trustworthiness:** is the attribute of dignity, believability and honesty, posed by the endorser, and observed by the customers.

In summary, based upon previous studies we can define the source credibility of social media influencer, as six major characteristics: attractiveness, expertise, originality, homophily, interaction and trustworthiness. Those six characteristics work together to change the attitude of customers. This study followed Ohanian's conceptualization, and operationalized, and define social media influencers credibility into three components: attractiveness, trustworthiness and expertise, as (Pick, 2021) and (Mammadli, 2021) showed that the purchase intention is most influenced by these three source effects.

Based upon the above, researchers provided that there is a relationship between social media influencer and purchase intention.

4/2 Previous studies that examined Electronic word of mouth (E-WOM)

The fast growth, of the Internet with its improved communication capabilities, has considerably amplified the scale and scope of word of mouth, WOM, communication; which presented a fertile base, for e- WOM (Bataineh, 2015). Internet, has created a new paradigm in communication, and empowering WOM to be Electronic (e-WOM). E WOM, made the spread of words has no limit within face to face communication, but, already in the wide form, through any internet media, such as World Wide Web (WWW) (Damayanti and Subriadi, 2016). This form of communication, has taken on special importance with, the emergence of online platforms, which have made it, one of the most influential information sources, on the Web(Alcocer, 2017).

E WOM worked powerfully, when consumers or potential consumers, looked for information, about the product, or the company profile, sharing knowledge, experience or opinions, both positive, and negative, via internet (Bataineh, 2015).The Internet's far reaching, transparency, and accessibility,

have set new meaning to “WOM” concept, and that’s, what made marketers more interested, to get involve in, WOM activities (Porto, et al; 2022).

The escalating use of organizations’ social networking sites, (SNSs), presents consumers with high opportunities, to start searching for more trusted information, about products, and simultaneously; allow consumers to provide their own experience, with the products. As respondents, still read more online reviews, before putting trust, in a local business. As well as, in order to, exchange product information; customers, started increasingly use different types of Web 2.0 tools, such as, customer review sites, weblogs, social network sites and online discussion forums (Bataineh, 2015).

The concept of e-WOM, emerged in marketing literatures, only one decade ago. Because of that; the concept, is not considered as a precise concept, between scholars and practitioners. Therefore, e-WOM reflects a precious area, of research to be examined (Bataineh, 2015). One of the most comprehensive conceptions, of e-WOM was proposed by Litvin et al. 2008, who described it, as all informal communication, via the Internet addressed, to customers, and related to the use, or characteristics of goods, or services, or the sellers thereof (Alcocer, 2017).

E-WOM, gave customers a new world, in which they can communicate, and influence each other. By the increasing of internet popularity, e WOM, grown from a single communication, to become communication, among unlimited networks, and dispersed nature. This done due to the WWW, Internet network, allowed the word of mouth as: (1) a natural form of communication, (2) to be spread widely, (3) broader coverage, (4) faster, (5) effective, (6) efficient, and (7) cheaper through online media, and became e WOM (Bataineh, 2015).

Moreover, e WOM represents an assessment, of the content, or direction of the comment positive- negative-or neutral. Hennig, Thureau, et al. (2004) list the primary motivations, for customers, to engage in a positive e WOM. Among them, are a concern, for other customers, help for the organization, easiness to praise, and an expression, of emotions, and positive feelings, with the brand. Additionally, Balagi et al. (2016), show that the primary motivations, for engaging in negative e WOM, are the feeling of injustice, a bad reputation, of the company, the extent to which

the customer attributes the failure, of the product or service, to the company, the intensity of use of social networks, among others (Porto, et al; 2022).

Also Selvi and Thomson, 2016, identified 2 major types, of context of e WOM. The first type of e WOM (is information, oriented which consists of websites, such as customer review forums, and product feedback pages). Reviews in such contexts, tend to be specifically focused on product performance. A second type of e WOM context (is emotion oriented, and includes, non-product focused online communities, and social networks). Here, customer reviews, tend to emphasize broader product experiences, that are more subjective in nature. Those tools, are often presented on social media.

Sumangla and Panwar (2014) and Lugina and Azis (2015), argue that, there are 4 dimensions that could be used to measure e WoM: (Bahi, et al; 2020):-

- a) **Relevance**: which refers to, the extent to which the message, is valid, and useful, for customer decision making. This means that customers want information, that is easy to find, and easy to access.
- b) **Timeless**: how messages, are presented, and updated, at the right time.
- c) **Accuracy**: which shows the recipient's perception, that the information is correct.
- d) **Comprehensiveness**: the completeness, of the message, which refers to the completeness, of information

From traditional WOM to E-WOM:

Word of mouth communication “WOM”, has long been regarded as, a very critical topic for researchers, and practitioners in the field of marketing. Some researchers, consider WOM to be a strong, and credible influence on customer behavior. A similar view, was expressed by Litvin et al. (2008), which emphasize how powerful the influence of WOM, in inducing the action taken by the consumers (Setiawan, 2014). Over the years, researchers have explained this term, (WOM), in a variety of ways. Katz and Lazarsfeld, provided the earliest explanation in the late 1960s, describing it as a key means of exchanging product related information, among customers (Nuseir, 2019).so, Traditional WOM, could be defined as, a face to face conversation, among customers, about a product, or service experience (Lopez and Sicilia, 2014).

With advances in information-technology, the use of the internet, and social media, have become extremely widespread; they have greatly influenced the modes of communication used, and preferred by people. E WOM has become the most commonly used medium, to share opinions, and reviews, about various products, and services, available in the market (Nuseir, 2019). So, it can be said that, Today, the spread of WOM, takes place not only through conventional means, and face to face. In particular, the internet, has evolved into a resource, or means, where E WOM takes place, among the consumers (Setiawan, 2014).

Although WOM and e-WOM both provide customers' opinions, about a product, or brand, they do not use the same channels, to transmit information, and therefore, are dissimilar. Authors, show the differences in several ways.

As with any WOM, the existing studies, show that E WOM, has a higher credibility, empathy and relevance, for the consumer when compared to the resources, which are created by marketers, through their websites. Meanwhile, there are 4 things that differentiate between the E WOM and traditional WOM according to (Setiawan, 2014):-

First: the spread E WOM, is faster and wider.

Second: E WOM communication, is more persistent and more accessible.

Third: E WOM communication, is measurable.

Finally: the electronic properties of E WOM, in most of its applications could reduce the ability of the receivers, to assess the credibility of the senders, and the messages they send.

Alcocer, 2017, also provided that the differences among E-WOM reviews, and traditional WOM reviews as:

- Credibility, as an information source, since it could influence customers' attitudes toward products, or services, as many studies have argued that customers use E WOM, more to reduce risks in decision making. So, E WOM, tends to be more credible, when the customer using previous experience of other customer.
- Message privacy, is another feature, that sets the 2 media apart, since with traditional WOM information, is shared through private, real time, face to face dialogs, and conversations. In contrast, information shared through E-WOM, is not private, and could sometimes be seen by anonymous people,

who do not know each other. Furthermore, reviews could be viewed at different points in time.

- Indeed, because E WOM reviews, are written, customers and companies, could check them at any time; this stands, in contrast to traditional WOM, where, once the message, has reached the receiver, it tends to disappear.
- Another salient difference, between the 2 media, is the speed of diffusion, of the message; E WOM statements, spread much faster than, WOM statements, because of where they are published, as it published on the Internet, and Online platforms, which set E WOM apart from traditional WOM, they make the reviews, accessible to more customers on no time(Alcocer, 2017).

Lopez and Sicilia, 2014, provided also, WOM, is a face-to-face conversation, that is usually private, and conducted among 2 parties: the source of the information, and the receiver. The source, and the receiver, are usually friends, relatives, or acquaintances, and the source is independent, who has no commercial interest in providing WOM, and thus, this communication process, is more credible, than firm generated information.

On the other hand, E WOM, is any positive, or negative statement, made by potential, actual, or former consumers about a product, or company, which is made available, to a multitude of people, and institutions, via Internet. So, in E WOM, the conversation, is not a simultaneous, and bidirectional. The source, writes an opinion, on the Internet, that could stay there for a long time. Thus, many customers could see this opinion, and decide whether to answer the source. The permanence of the opinion, increases the level of information exchange, compared to traditional WOM communication. In addition, unlike WOM, the source, and receiver, do not usually know each other, in E WOM, most of the time, the source, remains anonymous(Lopez and Sicilia, 2014).

So, it can be said that E-WOM resulted from technological advances, and it could increase the effectiveness of marketing, but it also could destroy the reputation of the organization's brand image, that has been built difficultly if it has not match the expectations of customers, and from here the importance of E-WOM generated.

The importance of E-WOM:

As a result, of technological advances, those new means of communication, have led to changes in customer behavior, because of the influence, they enable customers to exert on each other, by allowing them to obtain, or share information about organizations, products, or brands (Alcocer, 2017). According to the literatures, the influence of E WOM communication, has been classified into 2 levels:

(1) Market-level analysis and (2) Individual-level analysis.

the market-level analysis: at which researchers were paying high attention to the market parameters, for example sales volume; whereas in the second level, the researchers assumed E-WOM, as a personal influence process, in which communications, among a communicator “sender” and a receiver could change the receiver’s attitude, toward buying decision(Bataineh, 2015).

Because the effects, and benefits, that could be achieved with the use of E WOM, people in both the professional, and the academic communities, have become increasingly interested in studying it, with Other relevant aspects of marketing, such as the purchase intentions of customers, brand image, brand awareness, brand equity, message source credibility, and trust in the opinions, posted online to gain clearer insight. Research has provided that people have developed high levels of trust, in anonymous people who post their reviews online, while they have low levels of trust, for reviews on TV, radio, newspapers, and magazines (Nuseir, 2019).

Some researchers point consequences of E WOM, such as the message's credibility, and the customer's faster decision making. Furthermore, Trusov et al. (2009), show that E WOM could have a more significant effect, than formal advertisements, made by organizations in the purchase decision, due to its credibility, and social persuasion. On the other hand, E WOM studies also, show that negative comments, have a more significant effect on customer decisions, regarding brands, than positive comments. But, this result is not unanimous, positive comments could have a more significant effect, on the purchase decision, than negative ones(Porto, et al; 2022).

So, based upon the above, we can say that E-WOM worked powerfully, when consumers looked for information, about the product, or the organization

profile, sharing knowledge, experience and opinions, both positive, and negative, via internet, which affects consumer purchase intention, and decision, and it also might affect the brand image, reputation and equity.

Based upon the above, researchers provided that there is a relationship between electronic word of mouth and purchase intention.

4/3 Previous studies that examined brand equity

Before 1990, there were few channels, available where an organization can communicate with a customer: at an event, by fax, through direct mail, by phone, or television, through radio, or in a print magazine or newsletter. Now, there are literally hundreds of channels, where customers access content. The rise of Web 2.0 applications, and the ability for users, to generate content, has changed the nature of online interactions, how consumers learn and share about services and products, and how marketing is done (Hutagalung and Situmorang, 2017). So, to compete in this new world, and to have competitive advantage over competitors companies, it is easier, to try to retain consumers, satisfy them, and build loyalty between them, by serving the products of high quality. Most of the time satisfied consumers tend to recommend brand to others, therefore, managers and marketers, try to produce quality products, that will satisfy the consumers (Ali and Muqadas, 2015).

Consumers have a positive, or negative perception, about the brand, so when they react favorably, towards a specific brand, it is said to be brand equity of the brand. Brand equity, which is based on consumers, happens when they have some positive, well-built, and exceptional brand image, stored in their memory. And the value of a brand, in the mind of the consumers plays a vital role, in making the purchase decisions (Rungtornkiet and Sirinapattapokin, 2019).

Brand equity was first introduced by Kevin Lane Keller, in the mid of 1960's. By the same time, the concept of loyalty emerged. The concept of equity, was used to measure the effect of, memory factors on customer buying behavior, whereas concept of loyalty, is used to measure the customer's act of continuous preference loyalty. (Ali and Muqadas, 2015)

Until the end of the 1970s, researchers were most interested in the total effect, created by the product, and the brand. They generally did not distinguish, the effect of the brand, from the effect of the product, on the

customer. The fundamental article by Srinivasan, (1979), which demonstrated that, the brand had its own added value, independent of that of the product, and the studies, conducted by the Marketing Science Institute, radically, called into question this very approach. Henceforth it was accepted that the brand, and the product, are 2 distinct components, of a single supply. This separation into 2 components, lies at the origins of the concept, of *brand equity*, which a group of experts, defined as “the ensemble of associations and behaviors that permits, branded products, to achieve greater sales volumes, and greater profit margins, than they would have been able to achieve, without the brand name” (Jourdan,2022).

Brand equity, has been studied in various perspectives, by different researchers. Some authors tried to explain it by looking from financial perspective, and calculating profit margin, that stems from brand itself. It is called Firm based brand equity, (FBBE), which is defined as: “the incremental cash flows, which accrue to branded products, over and above the cash flows, which would result from the sale, of unbranded products”(Ngan, et al; 2019). On the other hand, some authors look from consumer perceived value perspective. In this view, brands’ products, leads to customers’ biased dispositions, toward the brand (Civelek and Ertemel, 2019). The perspective of the customer is naturally perceived as more favorable, than that of the firm itself, as there is little, to no significance, if a particular brand, has no value for the consumer (Ngan, et al; 2019).

Brand equity, is a multi-dimensional, and complex concept. As such, it is important, to understand the concept of brand equity, for both researchers and practitioners. Farquhar (1989), defined brand equity, as the added value, endowed by the brand, to the product (Ngan, et al; 2019). also, the framework, of Aaker (1991), and Keller (1993), were recognized as 2 main constituents, of brand equity. Both researchers, have defined it differently, while taking into account customer’s perspective. Aaker (1991), provides a definition of brand equity which is: “a set of brand assets, and liabilities, linked to a brand, its name and symbol, that add to or subtract from the value, provided by a product, or service, to a firm or to that firm’s consumers”. While Keller (1993), defined brand equity as “the differential effect, of brand knowledge, on customer response, to the marketing of that brand”, here the researcher, identifies that, the brand’s knowledge, of a

customer depends upon associations, like features, benefits, users and overall attitude, this knowledge, depends on prior investment, for advertisement, promotion and marketing activities. Methods, which are used to measure the brand equity, could be categorized in one, of the 3 categories: financial, customer and combined (Ali and Muqadas, 2015).

There are many definitions, for the concept of brand equity, they are primarily inherited from the definition of Aaker, 1991, which is cited and applied frequently by authors (Ngan, et al; 2019).

Dimensions of Brand Equity:

Current literature, includes many studies, aiming to identify, and validate the sub-dimensions of brand equity (Civelek and Ertemel, 2019).

There is little agreement, on exactly what the dimensions of brand equity, entail. Aaker, 1991, proposes brand equity, with the 5 dimensions of brand: awareness, perceived quality, brand associations, brand loyalty and other proprietary brand assets. Keller, 1993, focuses on 2 components, of brand knowledge, signified as brand awareness, and brand image. In addition, Lassar, 1995, proposes 5 basic components, of brand equity: performance, social image, value, trustworthiness and attachment. According to Atilgan , 2009, brand equity, consists of perceived quality, brand loyalty, brand associations and brand trust. Other dimensions, have also been proposed by many researchers (Rungsrisawat and Sirinapatpokin, 2019).

However, Aaker's model, (1991), is clearly the most popular, brand equity model, and has been used, by a large number of studies. It could be understood easily, and adheres to the concept, of overall brand equity, as evaluated by consumers (Ngan, et al; 2019).

Therefore, this research uses the brand equity model of Aaker,(1991) consisting of four core dimensions: brand awareness, perceived quality, brand associations, and brand loyalty.

First: Brand awareness

Brand awareness, is "the ability, of the potential buyer, to recognize, and recall, that a brand is a member, of a specific product category". According to Keller, (1993), brand awareness, refers to the ability, to identify the brand, easily in the consumer's mind. Thus, brand awareness, includes brand recognition, and brand recall. Precisely, brand recall, relates

to a brand name, that could be recalled correctly, by consumers, when they see a kind of product. In contrast, brand recognition, refers to the ability, of a consumer to distinguish a brand, based on information, that they have seen, or heard before (Rungtornsupavan and Sirinapatpokin, 2019).

Second: Perceived quality

Perceived quality refers to the customer's judgment, about a product's overall excellence, or superiority, by Zeithaml, (1988). This term does not refer to the goal quality, of the products. Perceived quality, is a subjective quality, based solely on the customer's perception, while objective quality, is based on the product, or production process. High perceived quality, happens when consumers recognize the difference, and superiority of the brand, in relation to the competitor's brand (Buil, et al; 2013).

Third: Brand associations

Aaker, (1991), defined brand associations, as "anything, linked in memory to a brand". Brand associations, are complicated, and closely inter connected. The concept, consists of multiple ideas, episodes, instances, and facts, that establish a solid network, of brand knowledge. It is formed by the consumer's belief, in the brand, created through direct experience, with the product, or based on available associations. The combination, of tangible, and intangible attributes, creates brand identity, in turn leading to brand associations (Civelek and Ertemel, 2019).

Fourth: Brand loyalty

The concept of consumer loyalty, in past decades, has usually been investigated from 2 perspectives: behavioral, and attitudinal loyalty. Behavioral loyalty, emphasizes the frequency of repurchase. According to attitudinal perspective, loyalty, relates to the psychological commitment, such as a purchase intention, without undertaking the repurchase behavior. The behavioral perspective, has been strongly criticized, while the attitude perspective, is more appropriate, for studying loyalty, due to the fact, that consumers could be loyal to a product, even if, they do not buy that product (Severi, et al; 2014).

Brand loyalty, is defined as the attachment, that a consumer has to a brand. According to Yoo et al. (2001), brand loyalty, refers to loyalty, to a specific brand, as exemplified by the brand, always being the first choice, when consumers intend to buy. Brand loyalty, is the result, of brand trust, or

the promise, of building high-value connections, among consumers and brands (Buil, et al; 2013).

Accordingly, the researcher can provide according to the previous literature that there is a relationship between social media influencer and brand equity, and there is a relationship between brand equity and purchase intention. So, the researcher proposes that brand equity mediates the relationship between social media influencer and purchase intention.

The researcher also can provide that there is a relationship between electronic word of mouth and brand equity, and there is a relationship between brand equity and purchase intention. So, the researcher proposes that brand equity mediates the relationship between s electronic word of mouth and purchase intention.

4/4 Previous studies that examined purchase intention

According to Ajzen (1991), "Intentions: are assumed to capture the motivational factor's that influence behavior, they are indications, of how hard people, are willing to try, of how much of an effort, they are planning to exert, to perform, the behavior." People with high intention, to perform a behavior, are highly motivated, to realize said behavior. Thus, there is a significant probability, that the behavior, would be realized. Fundamentally, the intention, is motivation (Keni, et al; 2019). Purchase intention, is a topic, of critical attention, to strategy creators, and commercial experts, and it is vital, to recognize, which variables, in a certain buyer group, impact purchase intention. It is considered, to be a prime input, that marketers, and now online marketers, utilize to project, forthcoming sales, and manipulate actions, to impact purchasing behavior (Ali, et al; 2020).

A plan, or an idea of a customer, for the purchase, of a particular brand, is called Purchase Intent. It is the likelihood, that a customer, is going for a certain brand, with a reason, to justify his needs (Rungsrisawat and Sirinapatpokin, 2019). Lu, et al. (2014), defined purchase intentions, as Consumers' willingness, to buy a given product, at a certain time, or in a specific situation. This shows that, developing purchase intentions, makes a customer more likely, to go through with the actual purchase. Therefore, it is a facto,r worth considering, when trying to predict future sales (El-Baz, et

al; 2018). the idea, for the purchase, of the same brand, could be based on the name, of the brand, or the image, built-in the customer's mind, through other consumers' opinions or celebrities influences, or because of brand equity (Rungsisawat and Sirinapatpokin, 2019).

Wu et al. (2011), found that, the right image of the store, increases the purchases, of private label products(Rungsisawat and Sirinapatpokin, 2019). Previous studies, all attest to the same finding; that customers are more likely, to consider a brand, and develop intentions, to purchase it, when this brand, is viewed as highly credible. Customers, have the tendency, to prefer the brand, with the higher credibility. Hence, it is recognized that organizations, should be, willing to invest in developing, a long-lasting credibility, for their brands, to be able to stimulate stronger positive purchase intentions, from their customers, regarding their brand (El-Baz, et al; 2018).

According to the theory of planned behavior, intentions, offer strong predictions, of how consumers behave subsequently, such that, they represent consumers' willingness to perform a particular behavior. Purchase intentions, reflect consumers' conscious plans, to provide economic outlays, to acquire a product, or service, and a greater chance, that consumers actually buy the products. If consumers develop positive attitudes, toward a product, or brand, they also are more prone, to recommend it to others. Intentions, to recommend a product, predict whether the customer offers positive assessments. Formally then, customers' attitudes, should guide their intentions, to purchase or recommend a sponsored product (Belanche, et al; 2021).

The use of the internet, at the time of purchase, would affect purchase intention, on the internet, and lead to the development of attitudes, on this issue. The concept of online purchase intention, of consumers, has also been developed, from this point, and is defined as: the intention of a customer to launch a certain purchase behavior, through the internet, and to participate in online processing. In addition, Azerbaijan's, neighboring countries, Iran and Turkey, also has been researched, and found that, electronic word of mouth and communication styles, have impact on purchase intention (Mammadli, 2021).

Online Purchase Intention, is a situation when a consumer is willing, and intends to engage, in online transactions. Online transactions, could be

considered as activities, where the process of information retrieval, information transfer, and product purchase (Takaya, 2016). Moreover, many studies, pointed out the vital importance, of social media, on customers’ buying intentions. Researchers, have been showing increasing interest, in how customers engage with electronic word of mouth, and its effects on purchase decision of customers (Hassan, et al; 2020).

Inspired by the relationships between research variables, which derived from the theoretical background of the research variables and problem of research, the researcher reached to the following research model (2):

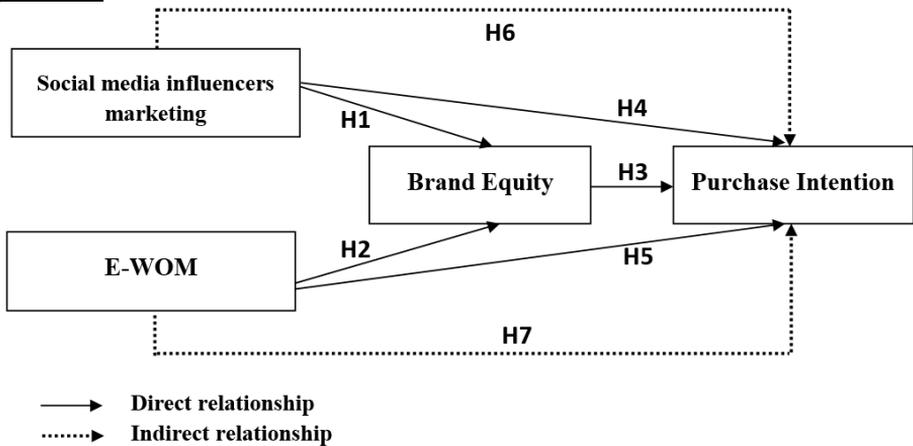


Figure (1): Research Model

Source: by the researcher based on previous studies

5- Hypothesis of the research

This research is based on seven basic hypotheses:

- 5/1 **The first hypothesis:** there is positive effect relationship with statistical significance between social media influencers and brand equity in mobile phone companies in Egypt.
- 5/2 **The second hypothesis:** there is positive effect relationship with statistical significance between electronic word of mouth and brand equity in mobile phone companies in Egypt.

- 5/3 The third hypothesis:** there is positive effect relationship with statistical significance between brand equity and purchase intention in mobile phone companies in Egypt.
- 5/4 The fourth hypothesis:** there is positive effect relationship with statistical significance between social media influencers and purchase intention in mobile phone companies in Egypt.
- 5/5 The fifth hypothesis:** there is positive effect relationship with statistical significance between electronic word of mouth and purchase intention in mobile phone companies in Egypt.
- 5/6 The sixth hypothesis:** brand equity affects as mediator variable in the relationship between social media influencers and purchase intention in mobile phone companies in Egypt.
- 5/7 The seventh hypothesis:** brand equity affects as mediator variable in the relationship between electronic word of mouth and purchase intention in mobile phone companies in Egypt.

6- Research Methodology and Approach

The researcher relied on the descriptive analysis method, which is the appropriate method for this type of research, because it is based on collecting data related to the problem of research, and the associated phenomena, and then analyze these data in a way that contributes to shed light on the problem of the research, which lead to test the validity of research hypotheses, and help in achieving reliable results in the empirical study, the research also based on a combination of the methods of study both library study and empirical study as follows:

- 6/1 Library Study:** The researcher used the deductive approach to obtain the secondary data needed to contribute to the achievement of the research objectives, and to define the proposed research relationships between social media influencers, electronic word of mouth, brand equity and purchase intention, through the access to a set of scientific references that dealt with the subject of the research, whether they are available in the library or websites in order to build the intellectual framework for research.
- 6/2 Empirical Study:** The researcher used the inductive approach, in order to obtain the preliminary data needed for the research subject, which cannot be provided by the library study, which is necessary to achieve

the research objectives from the research population through E-questionnaire design to measure how variables affect the sample. And then analyze the data obtained, using statistical methods, and reach through the results of the research.

7- Research Population and Sample

The research population and sample were specified as follow:

7/1 Research Population:

The research population consists of all customers (male/female) of mobile phone companies (Orange, Vodafone, Etisalat, WE) in Egypt.

7/1/1 Research Sample:

In light of the lack of a framework for the research population, and the inability to form it by the researcher, and in light of the phenomenon that the research is concerned with, and in view of the large volume of customers of mobile phone companies, a sample of customers in the Arab Republic of Egypt was selected on the basis that it is a non-random sample and that it is a facilitated sample for the researcher , by following these steps:

- The E-statistical tables used to determine the sample size were used, in the light of that the degree of confidence required of (95%) which is a common level in administration science research, and standard error limits ($\pm 5\%$), which are also acceptable error limits in business management research (Bazrah, 2015). Because of the absence of studies on the availability of the characteristics required for study in population the researcher assumed that the largest probability of the availability of these characteristics is not less than 50%, and thus the size of the sample(384) unit.
- The researcher relied on online survey internet-mediated questionnaires, which were designed in the form of (link prepared via Google Form) using social media (Facebook, Twitter, WhatsApp, Yahoo). The questionnaire form was designed so that all the questions contained are mandatory, and the researcher relied on the electronic survey in order to match the conditions of the application on the current research. Whereas (Saunders, et al; 2011) emphasized that in order to apply an electronic survey, the research population units must be able to deal with the Internet, and that the questions directed to the respondents should be closed and short as possible, in addition to the large size of the sample and its geographical dispersion.

- The determinants of sampling were represented in a preliminary question at the beginning of the electronic survey in order to find out whether the respondent uses a mobile line of one of the mobile phones companies, and exclude from the research sample those who do not own a mobile line, in order to reach representative results of the purpose of the research and to achieve the objectives of the research.

7/1/2 Sampling Unit:

The sampling unit in this research is represented in the customers of mobile phone companies in Egypt, whether male or female, who deals with social media and accepts cooperation with the researcher, and this category was chosen because they are always aware of the latest social media marketing strategies carried out by organizations. In addition, they are the target group for the research objectives.

8- Research Variables and Its Measures

The current research relied on the electronic survey as a tool for collecting the necessary data for this research. The researcher designed the survey list in light of the research hypotheses and objectives, in order to measure the dimensions of the research variables. A five-point Likert scale was used, as this scale determines the degree of agreement and importance for each statement.

8/1The Independent Variable:

- Social media influencers marketing: (q1-q12): (12) items, it is measured by the scale used by (Mammadli, 2021), (Pick, 2021).
- Electronic Word of Mouth: (q13-q18): (6) items, it is measured by the scale developed by (FarzinandFattahi,2018) and used by (Alrwashdeh, et al; 2019)

8/2The Mediating Variable: Brand Equity: (q19-q33): (15) Items, it is measured by the scale developed by (Lee and Leh, 2011) and used by (Khudri and Farjana, 2017),

8/3The Dependent Variable: Purchase Intention: (q34-q39) :(6) Items, is measured by the scale used by(Alrwashdeh, et al; 2019).

9- Validity and Reliability of the research measures

Validity: Content validity was used to make sure that phrases which used to measure the dimensions of the variables of the research are appropriate. By reviewing the questionnaire by the academic professors

specialized in the field of business administration and a small sample of customer in Egypt to evaluate the importance and clarity of the language of statements and their relationship to what is required to measure. And in the light of their guidelines, the researcher made some modification and omission to questionnaire statements, so that the research tool becomes more relevant.

What also supports the validity of these measures that it was used in previous studies, as the researcher relied on the measuring the research variables on the measures that used in previous studies, which have high rates of validity, stability and internal consistency, and the researcher also made some appropriate adjustments to suit the nature of research.

Construct validity also was used by using correlation coefficients between each phrase and the dimension measurements as whole and by using confirmatory factor analysis through Lisrel 8.80 program.

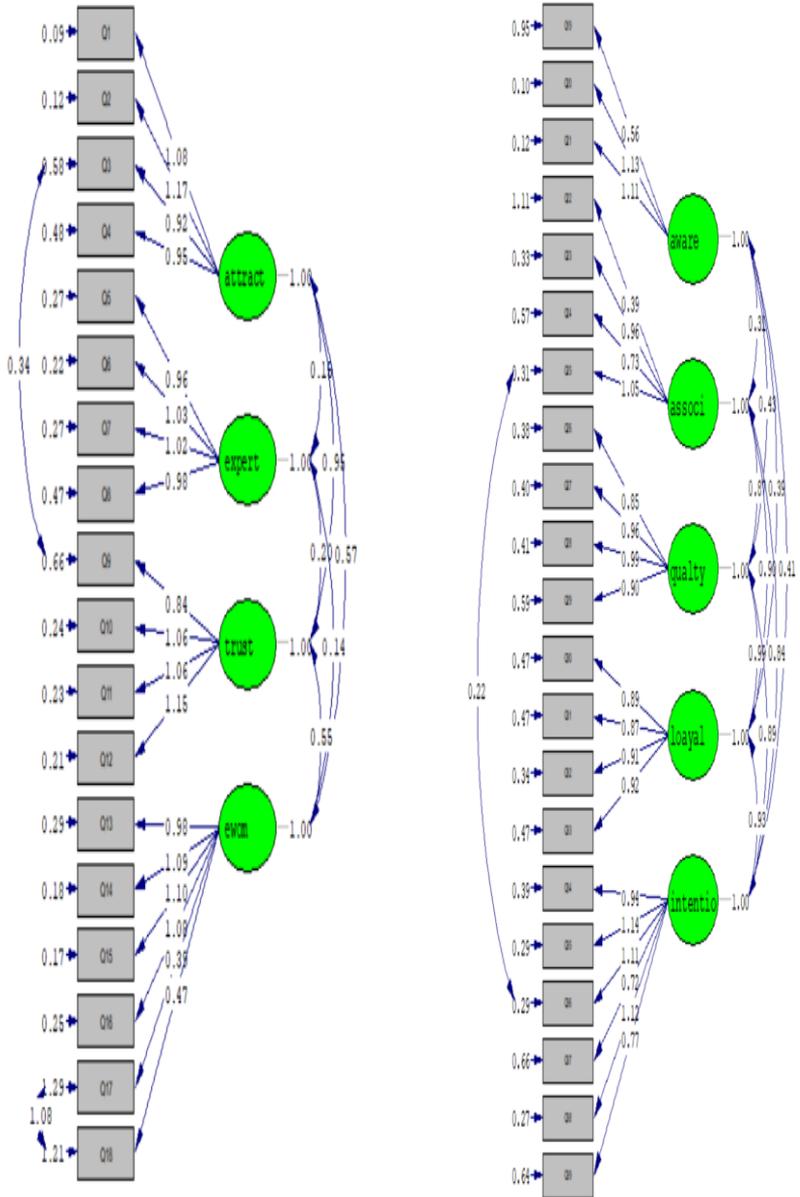
By conducting the confirmatory factor⁽¹⁾ analysis on the social media influencers marketing scale (12) phrases, electronic word of mouth scale (6) phrases, the **brand equity** scale (15) phrases, and the **purchase intention** scale (6) phrases, it was concluded that all the phrases obtained a loading coefficient greater than (0.40). Thus, all expressions are considered acceptable according to Figure (3), as the T test for the value of the path parameter showed that all loading coefficients were significant, as they were greater than (± 1.96), as shown in Figure (4).

Normed Fit Index (NFI) = 0.90, Non-Normed Fit Index (NNFI) = 0.92, Comparative Fit Index (CFI) = 0.90, Incremental Fit Index (IFI) = 0.90, Relative Fit Index (RFI) = 0.91, and all indicators are considered acceptable because it is greater than (0.90) (Bollen, 1989), and the value of Root Mean Square Residual (RMR) = 0.09.

The reliability of the measurements of the questionnaire was tested by **Cronbach Alpha test**, reliability means the possibility of obtaining the same results when re-search by using the same measurements and the same individuals. Where the results of the analysis show that Alpha coefficient of the measurement as whole is (0.96), as the closer the value of Cronbach alpha (of the measurement) to 1 the more stable was the measurement.

Internal Construct validity also was used by using correlation coefficients between each phrase and the dimension measurements as whole, As shown in the table (1): -

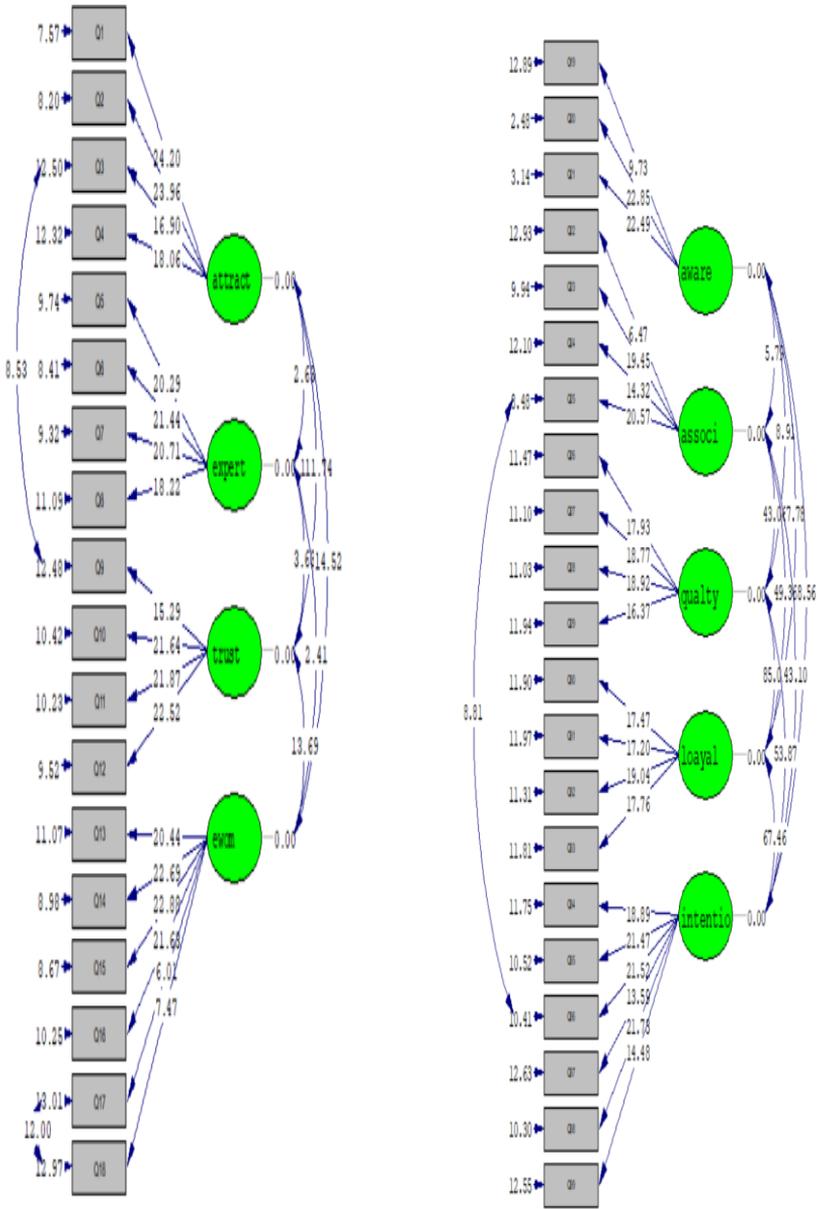
This test required distributing questionnaire before its final use on convenience sample (38) unit, i.e., 10% of the planned sample, and the data was unloaded and analyzed using Lisrel 8.80 program.



Chi-Square=1075.89, df=127, P-value=0.00000, RMSEA=0.048

Chi-Square=1977.73, df=178, P-value=0.00000, RMSEA=0.072

Figure (3): confirmatory factor analysis for all items of questionnaire



Chi-Square=1075.89, df=127, P-value=0.00000, RMSEA=0.046

Chi-Square=1977.73, df=178, P-value=0.00000, RMSEA=0.072

Figure (4) significance of the loading coefficients, through confirmatory factor analysis.

Table (1): Correlation coefficient and alpha coefficient values for phrase related to the search

Dimension	Code	Correlation	Cronbach's
Attractiveness (4) items	Q1	0.93	93%
	Q2	0.94	
	Q3	0.88	
	Q4	0.89	
Expertise (4) items	Q5	0.90	92%
	Q6	0.91	
	Q7	0.90	
	Q8	0.88	
Trust (4) items	Q9	0.81	91%
	Q10	0.92	
	Q11	0.93	
	Q12	0.92	
E-WOM (6) items	Q13	0.87	87%
	Q14	0.86	
	Q15	0.85	
	Q16	0.84	
	Q17	0.72	
	Q18	0.68	
Brand equity (3) items	Q19	0.73	82%
	Q20	0.92	
	Q21	0.92	
Brand associations (6) items	Q22	0.66	80%
	Q23	0.83	
	Q24	0.77	
	Q25	0.86	
Perceived quality (4) items	Q26	0.84	87%
	Q27	0.88	
	Q28	0.87	
	Q29	0.82	
Brand loyalty (4) items	Q30	0.85	87%
	Q31	0.87	
	Q32	0.85	
	Q33	0.83	
Purchase intention (6) items	Q34	0.82	92%
	Q35	0.90	
	Q36	0.92	
	Q37	0.77	
	Q38	0.88	
	Q39	0.79	

10- Data Collection, revision and encoding

After reaching the final design of the questionnaire and conducting the validity and stability tests to verify its validity to collect data as described. After completing the collection of questionnaires that were filled out by the research sample, these questionnaires were reviewed by researcher. The invalid questionnaires were excluded for the purpose of statistical analysis. In (7) weeks, (343) questionnaires were obtained and were valid for statistical analysis purposes, with a percentage of (89.3%) of the planned sample, which is acceptable to be used in the analysis of the data. After reviewing the data in questionnaires, Coding and emptying were done in Excel file in preparation for statistical analysis by using the appropriate statistical methods to purpose of the research.

11- Results of describing the research variables

SPSS V.25 program was used to determine the general Mean, as shown in Table (2):-

Table (2): The Mean score of the search variables

Variable	Sample	Mean	Standard Deviation
social media influencers (attractiveness)	343	3.865	1.164
social media influencers (expertise)	343	3.940	1.121
social media influencers (trust)	343	3.960	0.035
social media influencers	343	3.921	0.802
E-WOM	343	3.975	0.909
Brand equity (brand awareness)	343	3.783	1.139
Brand equity (brand associations)	343	4.055	1.097
Brand equity (perceived quality)	343	3.912	1.122
Brand equity (brand loyalty)	343	3.990	1.093
Brand equity	343	3.945	0.791
Purchase intention	343	3.986	0.983

Based upon the table above, the general Mean of the sub-dimensions of (social media influencers marketing) is (3.865) for attractiveness, (3.940) for expertise, and (3.960) for trust. Therefore, the researcher finds that the degree of trust in the research population is greater than the presence of other sub dimensions. and the general Mean of the sub-dimensions of (brand equity) is (3.783) for brand awareness, (4.055) for brand associations,

(3.912) for (perceived quality) and (3.990) for brand loyalty. Therefore, the researcher finds that the degree of brand associations in the research population is greater than the presence of other sub dimensions. Finally, the researcher concludes from Table (2) that the general Mean of the variable (purchase intention) reaches (3.986) which indicates the high degree of purchase intention in the research population.

Bivariate linear correlation coefficients between the research variables

The Bivariate linear correlation coefficient is used to measure the degree of correlation between two variables and to determine whether there is a significance relationship between the independent variable, the intermediate variable, and the dependent variable.

The correlation coefficient value, regardless of the signal, expresses the strength of the relationship between the variables. Although there is no specific relationship to describe the degree of relationship between the two variables based on the correlation coefficient value, some approximate indicators can be used to judge the degree of this relationship. If the value of the correlation coefficient is between (zero: 0.5), this indicates the weakness of the relationship, if its value is between (0.5: 1), this indicates the strength of the relationship and the relationship between the two variables is not exist if the correlation coefficient is zero. Table (3) provide Bivariate linear correlation coefficients between each dimension of the dimensions of the search variables, as well as the correlation coefficients of each variable with the rest of the search variables.

The researcher concludes that there is a positive correlation between the external variables related to social media influencers marketing, E-WOM with purchase intention, brand equity, in Egypt, At a significance level (0.01). Therefore, there are positive and significance relationships between the independent variable and each of the intermediate variables and the dependent variable. This also indicates the validity of the structural consistency of the research variables.

As a result of proving that these correlations correspond to trends of initial hypothesized relationships, it suggests that these relationships can be tested by using the Structural Equation Model to determine the significant effect of external variables on both intermediate and internal variables.

Table (3): Bivariate linear correlation coefficients of the research variables

		Correlations			
		social media influencers marketing	E-WOM	brand equity	Purchase intention
social media influencers marketing	Pearson Correlation	1	.790**	.794**	.827**
	Sig. (2-tailed)		.000	.000	.000
	N	343	343	343	343
E-WOM	Pearson Correlation	.790**	1	.705**	.787**
	Sig. (2-tailed)	.000		.000	.000
	N	343	343	343	343
brand equity	Pearson Correlation	.794**	.705**	1	.845**
	Sig. (2-tailed)	.000	.000		.000
	N	343	343	343	343
Purchase intention	Pearson Correlation	.827**	.787**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	343	343	343	343

** . Correlation is significant at the 0.01 level (2-tailed).

12- Results of the tests of research hypotheses by using the Structural Equation Model

To test the direct and indirect effects between the research variables, the researcher relied on structural equation modeling (AMOS), as this method is considered the best method of correlation and multiple regression when testing the hypotheses associated with a multivariate phenomenon (Byrne, 2010). Figure (5) shows path analysis of the structural equations modeling of direct and indirect relations between the research variables of the final structural model of the research.

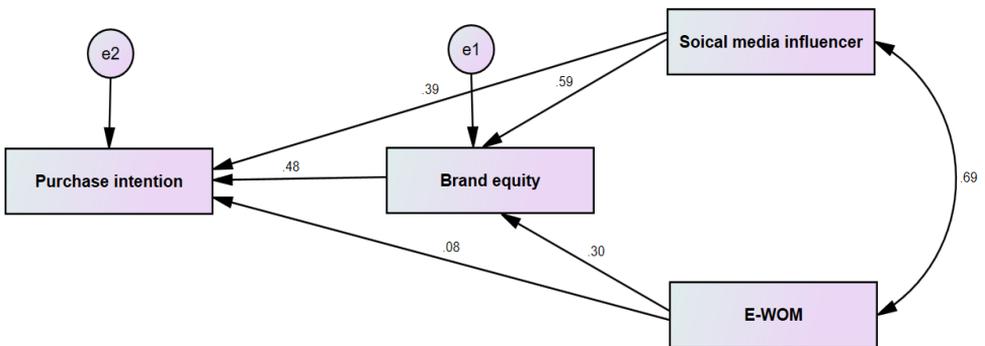


Figure (5): the analysis of the paths of the structural equations modeling of direct and indirect relations between the research variables of the final structural model of the research

In the light of the model quality indicators, the researcher finds that all the indicators are within the acceptable limits, thus the possibility of matching the actual model of the estimated structural model.

The following tables (4), (5), (6), (7) discuss the in-depth analysis of the relationships between the research variables. While the research model showed a high level of goodness of fit using the SEM method, which means concurrent compatibility of direct and indirect paths, an additional test was performed to assess the existence of intermediation relationships between variables, in order to provide better interpretation of the results.

Table (4): Values of significant paths parameters of the research model

Paths	Estimated Path	Standard Path	Standard Error (S.E)	Critical Ratio (C.R)	Probability Value (P)
Social media influencers marketing → brand equity	0.579	0.587	0.042	13.84	***
E-WOM → brand equity	0.261	0.300	0.037	7.08	***
Brand equity → purchase intention	0.590	0.475	0.055	10.68	***
Social media influencers marketing → purchase intention	0.482	0.393	0.053	9.03	***
E-WOM → purchase intention	0.087	0.081	0.040	2.16	0.03

Table (5): Standardized Total Effects between variables of the research model

Variable	Social media influencers marketing	E-WOM	Brand equity
Brand equity	0.587	0.300	0.000
Purchase intention	0.672	0.224	0.475

Table (6): Standardized Direct Effects between variables of the research model

Variable	Social media influencers marketing	E-WOM	Brand equity
Brand equity	0.587	0.300	0.000
Purchase intention	0.393	0.081	0.475

Table (7): Standardized Indirect Effects between variables of the research model

Variable	Social media influencers marketing	E-WOM	Brand equity
Brand equity	0.000	0.000	0.000
Purchase intention	0.279	0.143	0.000

Table (8): Standardized Indirect Effects - Two Tailed Significance

Variable	Social media influencers marketing	E-WOM	Brand equity
Brand equity	0.000	0.000	0.000
Purchase intention	0.004	0.002	0.000

In light of the previous results, the researcher can discuss the relationship between the variables of research and analyze research hypotheses as follows:

13/1 The impact of social media influencers marketing on brand equity:

The first hypothesis deals with this relationship, stating that " there is positive effect relationship with statistical significance between social media influencers marketing and brand equity in mobile phone companies in Egypt". where social media influencers marketing directly influences brand equity by a coefficient of value (0.587), and this influence is statistically significant as ($P= 0.000$), but the social media influencers marketing does not have an indirect positive effect on brand equity as the coefficient value is (0.000), which means that 59% of the variation in brand equity is due to social media influencers marketing. And as table (4) shows, the value of the path parameter for this relationship is (0.587), the standard error is (0.042), the value of (T) is (C. $R=13.84$), and the significance level is (0.000). The results of table (3) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between social media influencers marketing and brand equity is positive and the correlation coefficient value is ($R = 0.794$), which means that there is positive correlation relation between social media influencers marketing and brand equity. Which means accepting the first hypothesis of the research hypotheses.

13/2 The impact of E-WOM on brand equity:

The second hypothesis deals with this relationship, stating that " there is positive effect relationship with statistical significance between E-WOM and brand equity in mobile phone companies in Egypt". where E-WOM directly influences brand equity by a coefficient of value (0.300), and this influence is statistically significant as ($P= 0.000$), but the E-WOM does not have an indirect positive effect on brand equity as the coefficient value is (0.000), which means that 30% of the variation in brand equity is due to E-WOM. And as table (4) shows, the value of the path parameter for this relationship is (0.300), the standard error is (0.037), the value of (T) is (C. $R=7.08$), and the significance level is (0.000). The results of table (3) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between E-WOM and brand equity is positive and the

correlation coefficient value is ($R = 0.705$), which means that there is positive correlation relation between E-WOM and brand equity. Which means accepting the second hypothesis of the research hypotheses.

13/3 The impact of brand equity on purchase intention:

The second hypothesis deals with this relationship, stating that "there is positive effect relationship with statistical significance between brand equity and purchase intention in mobile phone companies in Egypt" . where brand equity directly influences purchase intention by a coefficient of value (0.475), and this influence is statistically significant as ($P = 0.000$), but the brand equity does not have an indirect positive effect on purchase intention as the coefficient value is (0.000), which means that 48% of the variation in purchase intention is due to brand equity. And as table (4) shows, the value of the path parameter for this relationship is (0.475), the standard error is (0.055), the value of (T) is (C. $R=10.68$), and the significance level is (0.000). The results of table (3) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between brand equity and purchase intention is positive and the correlation coefficient value is ($R = 0.845$), which means that there is positive correlation relation between brand equity and purchase intention. Which means accepting the third hypothesis of the research hypotheses.

13/4 The impact of social media influencers on purchase intention:

The fourth hypothesis deals with this relationship, stating that "there is positive effect relationship with statistical significance between social media influencers marketing and purchase intention in mobile phone companies in Egypt" . Where social media influencers marketing directly influences purchase intention by a coefficient of value (0.393), and this influence is statistically significant as ($P = 0.000$), which means that 39% of the variation in purchase intention is due to social media influencers marketing only. And as table (4) shows, the value of the path parameter for this relationship is (0.393), the standard error is (0.053), the value of (T) is (C. $R=9.03$), and the significance level is (0.000). The results of Table (3) also support correlation coefficients, as the table shows that the implicit correlation between social media influencers marketing and purchase intention is positive and the correlation coefficient value is ($R = 0.827$), which means that there is positive correlation relation between social media

influencers marketing and purchase intention. which means acceptance of the fourth hypothesis of research hypotheses.

13/5 The impact of E-WOM on purchase intention:

The fifth hypothesis deals with this relationship, stating that “there is positive effect relationship with statistical significance between electronic word of mouth and purchase intention in mobile phone companies in Egypt”. Where electronic word of mouth directly influences purchase intention by a coefficient of value (0.081), and this influence is statistically significant as ($P = 0.030$), which means that 8% of the variation in purchase intention is due to electronic word of mouth only. And as table (4) shows, the value of the path parameter for this relationship is (0.081), the standard error is (0.040), the value of (T) is (C. $R=2.16$), and the significance level is (0.000). The results of Table (3) also support correlation coefficients, as the table shows that the implicit correlation between electronic word of mouth and purchase intention is positive and the correlation coefficient value is ($R = 0.787$), which means that there is positive correlation relation between electronic word of mouth and purchase intention. which means acceptance of the fifth hypothesis of research hypotheses.

In light of the fourth and fifth hypotheses, the researcher can say that the degree of correlation social media influencers marketing on purchase intention (0.827) is greater than the degree of correlation electronic word of mouth on purchasing intention (0.787).

13/6 The effect of brand equity as an intermediate variable in the relationship between social media influencers marketing and purchase intention

The sixth hypothesis addresses this relationship, stating that “brand equity affects as mediator variable in the relationship between social media influencers marketing and purchase intention in mobile phone companies in Egypt”. The results of the field study supported the validity of the sixth hypothesis, which refers to the intermediate role of brand equity in the relationship between social media influencers marketing and purchase intention. Table (7) shows the indirect standard effects between the variables of the final model of the research. The table shows that there is an indirect significant relationship between social media influencers marketing and purchase intention through intermediate variables, the value of the path

parameter for this relationship is (0.279), which means that 28% of the variation in purchase intentions due to social media influencers marketing through intermediate variable (brand equity).

Table (8) shows the significance of the indirect relation, The standardized indirect (mediated) effect of social media influencers marketing on purchase intention is significantly different from zero at the 0.01 level ($p=0.004$ two-tailed). This is a bootstrap approximation obtained by constructing two-sided percentile- based confidence intervals.

13/7 The effect of brand equity as an intermediate variable in the relationship between E-WOM and purchase intention:

The seventh hypothesis addresses this relationship, stating that “brand equity affects as mediator variable in the relationship between electronic word of mouth and purchase intention in mobile phone companies in Egypt”. The results of the field study supported the validity of the seventh hypothesis, which refers to the intermediate role of brand equity in the relationship between electronic word of mouth and purchase intention. Table (7) shows the indirect standard effects between the variables of the final model of the research. The table shows that there is an indirect significant relationship between electronic word of mouth and purchase intention through intermediate variables, the value of the path parameter for this relationship is (0.143), which means that 14% of the variation in purchase intention is due to electronic word of mouth through intermediate variable (brand equity).

This means that, social media influencers marketing effects on purchase intention through brand equity more than electronic word of mouth

Table (8) shows the significance of the indirect relation, The standardized indirect (mediated) effect of electronic word of mouth on purchase intention is significantly different from zero at the 0.01 level ($p=0.002$ two-tailed). This is a bootstrap approximation obtained by constructing two-sided percentile- based confidence intervals.

14- The results of the field study

The results of the research show full support for the relationships between the variables in the proposed model, in particular role brand equity as mediate the influence of (social media influencers marketing, E-WOM) on. Where the structural model for research was tested through the AMOS

program, and the degree of its agreement was statistically proven in explaining the relationships between the variables included in the model. the effect degree of the independent variables (social media influencers marketing, E-WOM) on the intermediate variable (brand equity) and the dependent variable (purchase intention) are as follows:

- The total direct and indirect effect of social media influencers marketing on brand equity (0.587).
- The total direct and indirect effect of E-WOM on brand equity (0.300).
- The total direct and indirect effect of brand equity on purchase intention (0.475).
- The total direct and indirect effect of social media influencers marketing on purchase intention (0.672).
- The total direct and indirect effect of E-WOM on purchase intention (0.224).

14/1 Discussion and interpretation of the descriptive results of research variables in mobile phone companies in Egypt:

- The descriptive results indicate that the general mean of the variable social media influencers marketing is (3.921). This indicates the high degree of existence of social media influencers marketing in the research population. The most significant dimension of the social media influencers marketing is "Trust". Thus, the degree of existence of trust in the research population is greater than other dimensions as its general mean value is (3.960) which indicates that Influencers are recognized as opinion leaders and are viewed by their customers as being trustworthy (Lee, et al; 2021), as consumers are more likely to respond positively to ads that are relevant to them but also because influencers inherently increase the level of trust within the relationship, as consumers may feel the influencer understands and appreciates them (Campbell and Farrell, 2020; Mammadli, 2021).
- In addition, results indicates that the most dimension of Brand equity is " brand associations", which means the degree of existence of " brand associations" in the research population is greater than other dimensions as its general mean value is (4.055), which indicates that Brand association is a critical part of brand equity concept as Keller (1993), identifies that the brand's knowledge of a consumer depends upon associations dimension as associations measures are considered as antecedents of brand equity like features and benefits , and many researches provides that Brand

associations influence brand choices and can provide competitive advantage (Ali and Muqadas, 2015; Jourdan,2022; Civelek and Ertemel, 2019).

- The descriptive results indicate that the general mean of the variable purchase intention is (3.986). This indicates the high degree of existence of purchase intention in the research population. The most significant variable of the model is "purchase intention ". Thus, the degree of existence of purchase intention in the research population is greater than other variables as its general mean value is (3.986) which indicates that purchase intention is the buyer's real intention towards the product, Increasing and developing technology has a variety of influences on consumers' intention. The internet today facilitates the activities of many people, one of which is shopping. People no longer need to go out and shop at the supermarket, just sit at the computer or via cellphone, choose and order their favorite items, buy and sell items via internet. many studies pointed out the vital importance of social media and internet on consumers' buying intentions (Takaya, 2016; Mammadli, 2021; Hassan, et al; 2020)

14/2 Discussion and interpretation of the results of the effect of social media influencers marketing on brand equity in mobile phone companies in Egypt:

- The research found a positive statistical significance of social media influencers marketing on brand equity, where social media influencers marketing has a direct positive impact on brand equity and this effect is statistically significant. There is no indirect effect of social media influencers marketing on brand equity. The path parameter value is 59% and correlation coefficient (0.794).
- Thus, the researcher achieved the first objectives of the research which is to identify the impact of social media influencers marketing on brand equity in mobile phone companies in Egypt, and this result is consistent with previous studies that contributed to the formulation of this hypothesis, including many studies provided that The substantial impact of influencer marketing derives from its capacity to shape brand equity (Lee, et al; 2021; Masuda, et al; 2022; Hutagalung and Situmorang, 2017) Which confirmed that social media influencers marketing has a direct positive relationship to brand equity.

- This may be due to social media marketing has given big impact on marketer to promote their brands, covering worldwide marketing, increasing the sales and building the community compared to conventional media. Brand equity, which is based on customers, occurs when they have some positive, well-built, and exceptional brand image stored in their memory, the electronic image and value that created by social media influencers play a vital role in building the brand equity in the mind of customers.

14/3 Discussion and interpretation of the results of the impact of E-WOM on brand equity in mobile phone companies in Egypt:

- The results of the research show the positive effect of E-WOM on brand equity, as E-WOM has a direct positive effect on brand equity. This effect is statistically significant and there is no indirect effect of E-WOM on brand equity, as the path parameter value is 30% and correlation coefficient (0.705). the research here proves that the impact of social media influencer on brand equity is greater that the impact of E-WOM on brand equity.
- These results is in line with previous studies that contributed to the formulation of this hypothesis both the professional and the academic communities have become keenly interested in studying E-WOM Because of its effectiveness and the various beneficial outcomes like its critical affect on brand equity (Severi, et al; 2014; Damayanti and Subriadi, 2016; Damayanti and Subriadi, 2016; Nuseir, 2019) that emphasized that E-WOM has a direct positive correlation with brand equity.
- This may be due to brand equity can be affected by the consumer's direct and indirect assessment and evaluation of the particular brand that based on the various sources, such as word of mouth and electronic word of mouth.

14/4 Discussion and interpretation of the results of the impact of brand equity on purchase intention in mobile phone companies in Egypt:

- The results of the research show the positive effect of brand equity on purchase intention, as brand equity has a direct positive impact on purchase intention. This effect is statistically significant and there is no indirect effect on purchase intention, also the path parameter is 47.0%, the correlation coefficient is (0.440).

- These results are consistent with the previous studies that contributed to the formulation of this hypothesis (Rungsrisawat and Sirinapatpokin, 2019, Ngan, et al; 2019; Civelek and Ertemel, 2019; Jang, et al; 2018), that emphasized that brand equity has a direct positive correlation with the purchase intention.
- This may be due to that the knowledge, image, and loyalty that brand equity creates in customers mind have a positive impact and play a critical role in customer purchase intention.

14/5 Discussion and interpretation of social media influencers marketing on purchase intention in mobile phone companies in Egypt:

- The results of the study show the positive effect of social media influencers marketing on purchase intention, as social media influencers marketing has a direct positive effect on purchase intention. The path parameter is 39.3% and the correlation coefficient is (0.827). which means that 39.3% of purchase intention variation is due to social media influencers marketing only.
- These findings are in line with the previous studies that contributed to the formulation of this hypothesis (Belanche, et al; 2021; Tsen and Cheng, 2021; Li and Peng, 2021; Pick, 2021) that confirmed that social media influencers marketing has a direct positive correlation with purchase intention.
- This may be due to that social media influencers nowadays act as role models for customers their opinions, suggestions and experience affect customers' purchase intentions critically

14/6 Discussion and interpretation of E-WOM on purchase intention in mobile phone companies in Egypt:

- The results of the research support the positive effect of E-WOM on purchase intention. The results indicate that there is a direct positive effect of E-WOM on purchase intention, as the path parameter of this direct effect is \wedge .1%, which means that 8.1% of purchase intention variation is due to E-WOM only.
- the researcher can say that the degree of correlation social media influencers marketing on purchase intention (0.827) is greater than the degree of correlation electronic word of mouth on purchasing intention (0.787). This may be due to that as customers trust more in social media

influencers because they provide them with their experiences in comments, videos and vlogs in different social media sites and give them plenty of information about all characteristics of the products and brands with their complete experience.

- These findings are in line with previous studies that contributed to the formulation of the hypothesis (Abir, et al; 2020; Setiawan, 2014; Bataineh, 2015; Nuseir, 2019) which pointed out that E-WOM positively and directly affects purchase intention.

14/7 Discussion and interpretation of the results of the impact of brand equity as a mediating variable in the relationship between social media influencers marketing and purchase intention in mobile phone companies in Egypt:

- The results of the field study supported the validity of the sixth hypothesis, which refers to the mediating role of brand equity in the relationship between social media influencers marketing and purchase intention, as there is an indirect significance relationship between social media influencers marketing and purchase intention through brand equity. The path parameter of the indirect relation as a whole is (0.279), which means that 27.9% of the variance in purchase intention is due to social media influencers marketing through the mediating variable (brand equity).

14/8 Discussion and interpretation of the results of the impact of brand equity as a mediating variable in the relationship between E-WOM and purchase intention in mobile phone companies in Egypt:

- The results of the field study supported the validity of the seventh hypothesis, which refers to the mediating role of brand equity in the relation between E-WOM and purchase intention. There is an indirect significance relationship between E-WOM and purchase intention through brand equity, as the parameter of the path of this relationship is (0.143), which means that 14.3% of the variance in the purchase intention is due to E-WOM through brand equity only.
- This means that, social media influencers marketing effects on purchase intention through brand equity more than electronic word of mouth customers take the decision to buy a product depending upon number of factors one of them is opinion of other customers whether they are

celebrities such as social media influencers or ordinary people such as their friends, relatives and unknown people on internet (E- WOM), but customers appreciate these opinions in different ways as they trust and believe more in influencers' opinions and experiences that creates special brand equity in their minds and affects their intention to purchase more than e-WOM.

15- Research Recommendations and Future Research:

The researcher presented a set of recommendations related to the results that were achieved and were in line with the research objectives and the application of the proposed framework, as well as proposing a set of future study fields, as follows:

15/1 Research Recommendations:

Based on the previous findings of the research, the researcher suggests a set of recommendations, as follows:

- Mobile phone companies should focus on social media influencers marketing to achieve the best results by accurately identifying the target audience and the platforms they specifically use.
- the Effective selection of social media influencers who correspond with the target customers of mobile phone companies in Egypt in terms of the attitudes and trends of influencers
- Enhancing the brand equity of mobile phone companies by focusing on social media influencer marketing campaigns as well as paying attention to the e-word of mouth of customers and their comments on the brand
- Focus on publishing photos and videos of influencers that show their experiences and personal uses of the mobile phone company and publishing positive E WOM of customers around the world via the use of Internet.
- Continuous analysis of social media campaigns to achieve the best results.
- The management of mobile phone companies should use social media platforms as a means of communicating with customers to focus and promote the brand, create distinctive brand equity and spread positive E-WOM.

15/2 Future Research

In light of the current research results, limitations, difficulties, and researches related to the subject of the research, the researcher recommends undertaking several future researches relevant, which would like to be carried out by the researcher in a future study, or by other researchers, to serve as a complementary to this research, namely:

- Conducting further studies which examine the factors that affect the purchase intention through the adoption of the contingency approach, in mobile phone companies in Egypt.
- Since the dimensions of the dependent, independent, and mediating variables in the current study are not all the dimensions, but only some of them, so the researcher recommends conducting the same study with different dimensions of dependent variable, or different dimensions of independent variable, or different dimensions of mediating variables, by deletion or addition of them, and compare the results with the current study in the case of a difference.
- Application of the proposed model to fashionable products, which means sector with a different nature, from education sector.
- Studying the extent of the difference in the results of the study according to the difference in gender, experience and education, especially the perception of customers of the importance of social media.

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