

ENHANCING ENTERPRISE COMPETITIVENESS AND SUSTAINABILITY USING EWOM: THE CASE OF EGYPT

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Abstract

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The digital marketing transformation of the Internet has significantly experienced a paradigm shift, i.e., a transformation from a passive source of information to an interactive and engaging participatory web. This study demonstrates the ability of electronic word-of-mouth (eWOM) as a participatory web tool that enables enterprises to achieve profitable growth, resilience, business sustainability, and competitiveness, through developing operational strategy. This study adopts a conclusive descriptive cross-sectional survey research design, which allows the collection of quantitative data through structured questionnaires. The data were obtained from Egyptian social media users through a convenience sampling method. To test the hypotheses regression analysis was conducted. Results indicate that eWOM positively influences the brand image and purchase intention, which consequently enables the enterprises to achieve business sustainability. Accordingly, enterprises wanting to achieve strategic competitiveness must integrate social media into their marketing mix which would generate positive eWOM. Using convenience sampling might result in the inability to generalize the findings. This study is designed to study the effect of eWOM using social media platforms in general, however, future studies should replicate this study to specified types of different social media platforms, to identify which platform generates the highest impact. The proposed conceptual model tests a relationship that connects eWOM dimensions, namely, credibility, quality, and quantity, to purchase intention and brand image. There is lack of research in the Egyptian context on the implications of eWOM on enterprise competitiveness and sustainability.

Keywords: Enterprise, Business Sustainability, Competitiveness, eWOM, Purchase Intention, Brand Image

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1. INTRODUCTION

Achieving sustainable development processes in enterprises demands new kinds of communication between humans and technology. Digital media is increasingly playing a crucial role in ensuring sustainable development processes in an organization, where it enables the organization to gather marketing intelligence which improves the business productivity and efficiency (Sivarajah, Irani, Gupta, & Mahroof, 2020) through the integration of the discovered knowledge into its product design and marketing plans (Liang, Lai, & Ku, 2006). Whereas it allows feedback from the implementation phase that enables taking corrective action and reaching the optimal solution (Gończ, Skirke, Kleizen, & Barber, 2007). Furthermore, Gunasekaran, Rai, and Griffin (2011) argued that the resilience of an enterprise depends on the integration of advanced technological tools into the enterprise's activities to meet customers' requirements.

Within the current digitized environment, electronic word-of-mouth (eWOM) is considered among the most powerful tools that can be used for digital marketing (Amini & Morande, 2014), where it enables enterprises to gain insight into customers' needs and wants (He, Zha, & Li, 2013). The eWOM platforms have emerged to engage consumers in a non-commercial way (Chevalier & Mayzlin, 2006), by allowing them to share their opinions about goods and services (Yan, Wu, Zhou, & Zhang, 2018). However, its ability to facilitate sustainable business activities has lacked focus in the business and marketing literature to date (Gamal, Wahba, & Correia, 2022).

Under the Egypt Vision 2030, the country is committed to progress toward achieving Sustainable Development Goals and the Development Agenda (ElMassah & Mohieldin, 2020). Egypt has displayed a commitment to the 2030 Agenda by launching its programs and projects for economic development that outline its commitment to developing information and communication technology industries (Egyptian Cabinet of Ministers, 2016).

Moreover, the Egyptian Cabinet of Ministers (2016) emphasized that the sustainable development strategy is built on the social, economic, and environmental dimensions. The economic dimension has been referred to as the business development and profit-making of an enterprise (Hamdallah & Srouji, 2022; Mazenda & Cheteni, 2021; Hill, 2001).

Whereas eWOM has been recognized as an effective tool for influencing purchase decisions (Bickart & Schindler, 2001; Kumar & Benbasat, 2006; See-To & Ho, 2014) and influencing brand image (Senecal & Nantel, 2004). Accordingly, eWOM can be proposed to help in driving enterprise profitability and achieving business sustainability.

However, minimal research has been done on eWOM and its implications on the competitiveness, resilience, and sustainability of enterprises operating in Egypt. Accordingly, the goal of the current study is to examine the use of the digital marketing tool "eWOM" in enhancing the competitiveness of the enterprises operating in Egypt by investigating the relationship between perceived eWOM and the purchase intention and brand image.

The remainder of this paper is organized as follows. Section 2 presents the literature review that introduces the topic by discussing the conceptualization of eWOM, purchase intention, and brand image. Furthermore, it provides an operationalization of the dimensions of the eWOM, namely, credibility, quality, and quantity. At the end of the section, the relationship between eWOM (independent variable) and each of the dependent variables; which are the purchase intention and brand image, are discussed. Section 3 presents the research methodology by discussing the sample, data collection procedure, and questionnaire measures. Besides a quick review of the pilot study that was conducted. Furthermore, it provides the techniques used for data analysis as well as the key findings. Section 4 presents the discussion that focuses on explaining and interpreting the research results. Finally, Section 5 presents the conclusion section that provides a brief discussion of the managerial and theoretical implications, followed by the limitations that faced the researchers while conducting the study, as well as recommendations for future research.

2. LITERATURE REVIEW

2.1. Conceptualizing electronic word-of-mouth

A new form of online WOM communication has emerged: eWOM (Yang, 2017). It is defined as "any statement based on positive, neutral, or negative experiences made by potential, actual, or former consumers about a product, service, brand, or company, which is made available to many people and institutions via the Internet (through websites, social networks, instant messengers, news feeds, etc.)" (Kietzmann & Canhoto, 2013, p. 39).

Moreover, eWOM is considered an important tool because consumers nowadays can trust online reviews when deciding which brand to buy offline or which brand to get from (Dellarocas, Fan, & Wood, 2004). In addition, eWOM is now more important for companies than traditional WOM as it enables them to analyze the features that encourage the customers to post their reviews and test the impact of those reviews on the other customers (Cantalalops & Salvi, 2014).

Electronic word-of-mouth on social media

Many scholars have referred to social media platforms as internet-based facilities that build an atmosphere where individuals could interact with each other and access the private accounts and networks of others (Boyd & Ellison, 2007).

By using eWOM through social media, companies can create and shape their brand image (Severi, Ling, & Nasermoadeli, 2014). In addition, the eWOM communication channel can be used with the firm's advertising strategy. Moreover, the client now understands what is best, cheapest, and highest value, mainly because of social media networks (Cateora, Gilly, & Graham, 2016). Besides, company advertisements published on social network pages are likely to be ignored by people, as the firm itself produces such advertisements, and thus, these advertisements are perceived as deceiving (Diffley, Kearns, Bennett, & Kawalek, 2011). Customers tend to search for information about goods and services on discussion platforms, where they

consider these sites credible because the consumers themselves write the reviews (Kraiwani, 2021; Cheong & Morrison, 2008).

2.2. Operationalization of perceived eWOM

2.2.1. Electronic WOM credibility

The eWOM credibility is referred to as the degree to which the recommendations by others are perceived as believable from certain sources (Fogg, Lee, & Marshall, 2002).

Whereas, Bataineh (2015) has indicated that when customers perceived the reviews or comments of goods and services as credible sources, they may utilize them while they are considering a purchase. Moreover, it has been emphasized that source credibility is considered a fundamental feature that facilitates consumers' judgment of online information (Wathen & Burkell, 2002), where consumers consider interpersonal product interaction among the most reliable sources of data than material generated by the marketer (Mangold & Faulds, 2009).

2.2.2. Electronic WOM quality

Yusuf, Che Hussin, and Busalim (2018) contended that information quality is considered a persuasive force of eWOM message.

Cheung, Lee, and Rabjohn (2008) found that customer selection and purchase intention could be based on particular criteria that satisfy their requirements. The level to which data are useful, clear, and simple to comprehend could therefore be among the highest applications in importance in determining the consumer's understanding of information quality as a component for assessing their potential purchases.

Moreover, Cheung et al. (2008) argued that on social media, consumers' buying behavior could be affected by the information quality of the WOM given by their friends. However, the expansion of the Internet and mobile phone availability for almost all people allows for the widespread publication and dissemination of product or service evaluation, which may lead to diminishing data quality. Thus, within the context of social media, the quality of the information is important for consumers as it increases trust toward the brand, thereby enhancing brand image (Matute, Polo-Redondo, & Utrillas, 2016).

2.2.3. Electronic WOM quantity

The eWOM quantity can be explained as the number of reviews that is available or the review's length (Chevalier & Mayzlin, 2006; Duan, Gu, & Whinston, 2008).

For increasing the confidence of customers who are seeking online reviews, companies must enhance their social media pages and engage more with customers to encourage people to post their reviews about their brand (Bataineh, 2015). Thus, the higher the number of customer comments about the goods and services of the company, the higher the customers' perception of the brand (Lee, Park, & Han, 2008). Therefore, if a high proportion of customers publish online reviews of products, they will enhance the amount of available data which will increase the purchase intention

of other customers (Cheung & Thadani, 2010). Furthermore, Chatterjee (2001) stated that the number of comments or reviews is not only crucial for customers but also more important for companies as it enhances the brand's image.

2.3. Brand image

Severi et al. (2014) have indicated that the transmission of an organization's strong image to specific consumers has been essential to the operations of marketers for centuries. Moreover, marketers having transfer capacities related to the choice of products implies going to the industry at the beginning, which includes other competitors, and handling the brand image throughout the company. This will guarantee that the company's brand is viable over the long term (Al Halbusi & Tehseen, 2018). Additionally, Zhang (2015) added that organizations should concentrate on establishing consumer relationships that are auspicious and eager to have a favorable image of the brand.

Moreover, Aydin and Özer (2005) added that communication advertising has quickly risen to greater levels with the growth of eWOM; it further reinforced the image of a brand. Furthermore, Jalilvand and Samiei (2012) stated that strategic communication advertising positively impacts the growth of the brand image and brand acceptance. Consequently, eWOM is now a new way of advertising or marketing a brand; thus, eWOM has a great influence on the brand image (Jalilvand & Samiei, 2012).

2.4. Purchase intention

Consumers' purchase intention is now considered among the main factors that researchers focus on to know more about consumers' behavior (Coyle & Thorson, 2001). Rezvani et al. (2012) have defined the intention to buy as "the decision to act or psychological action showing the behavior of an individual according to the product" (p. 56).

Customers' attitude toward buying is affected positively or negatively according to the amount of positive and negative online reviews (Bueno & Gallego, 2021; Sardar, Manzoor, Shaikh, & Ali, 2021). Furthermore, the possibility of a customer recommending a product is greatly associated with the intention to purchase and can also affect the customer's choice (Chang & Chin, 2010).

Marketers must focus on the factors that influence purchase intention. Thus, marketers view customers' reviews, comments, and feedback as important (Park, Lee, & Han, 2007). Besides that, the findings have indicated that the quality and quantity of online information have a great influence on the customers' buying decisions.

2.5. The relationship between eWOM and brand image

Advertising, WOM, celebrity endorsement, and press are some instruments used to create an image for the brand (Petrauskaite, 2014). Moreover, each brand is different from its competitors; thus, each one is seeking to have the best image presented to consumers (Lim & Weaver, 2012). Consequently, customers who are attached to a brand and have

a good feeling toward the brand image tend to talk positively about it with their family and friends (Petrauskaite, 2014). Furthermore, several authors found that consumers who tend to follow up with the brand online and share their opinions on social media tend to enhance the brand's image (Hanna, Rohm, & Crittenden, 2011).

Moreover, Torlak, Özkara, Tiltay, Cengiz, and Dulger (2014) explored the effect of eWOM among youth on mobile phone brand image and findings indicated that a strong brand image of mobile phones is highly related to the positive eWOM. Moreover, they found that the more credible the source, the more it reflects on the brand image (Torlak et al., 2014). Besides, Lee and Cranage (2014) have investigated the effect of eWOM on brand image among the youth. The findings indicated that the quality and quantity of the comments or reviews present on social media can affect the brand's image either positively or negatively.

Nevertheless, Chiou and Cheng (2003) have measured the relationship between the credibility of eWOM and its effect on the brand's image. Their findings indicated that the more the reviews are credible and large in quantity, the more pronounced is its effects on the brand image (Chiou & Cheng, 2003). Accordingly, eWOM enables enterprises to gain competitiveness and resilience (Konstantopoulou, Rizomyliotis, Konstantoulaki, & Badahdah, 2019).

Previous research has shown that eWOM impacts brand image among the youth, which affects the competitiveness, resilience, and business sustainability of the enterprise. However, there is a lack of research on that topic in the Egyptian context. Accordingly, the following hypotheses have been developed:

H1: Perceived eWOM positively influences brand image among Egyptian youths.

H1a: eWOM credibility positively influences brand image among Egyptian youths.

H1b: eWOM quality positively influences brand image among Egyptian youths.

H1c: eWOM quantity positively influences brand image among Egyptian youths.

2.6. The relationship between eWOM and purchase intention

The findings of a significant amount of research have indicated that eWOM has a great influence on the purchasing intentions of customers (Chan & Ngai, 2011; See-To & Ho, 2014). Moreover, as Barton (2006) stated, eWOM is more likely to occur on online platforms where purchase intention is generated. In case customers have considered the eWOM messages, they would make a purchase decision straight away whether through shopping webpages or through the companies' websites (Barton, 2006). That leaves eWOM influential, leading scholars to be concerned about how eWOM influences purchase intention (Luo, Luo, Schatzberg, & Sia, 2013).

Furthermore, the literature review on social media has taken into consideration several internet data features, such as quality, quantity, and credibility (Bataineh, 2015). Thus, Bataineh (2015) explored the influence of eWOM on social media sites on the customers' purchasing intentions. The findings

showed that in the presence of the three factors, namely, quantity, quality, and credibility of online reviews, eWOM positively influences purchase intention.

Among the scholars who examined the relationship between eWOM and purchase intention were Bickart and Schindler (2001). Their study focused on comparing consumer response to user-generated eWOM versus marketer-generated eWOM. The results indicated that customers go for user-generated eWOM as it is more credible and evokes empathy within them; it also had a greater effect on purchase intention.

Moreover, Chevalier and Mayzlin (2006) tested the sales of Amazon books and found that online reviews positively influence the purchase decisions of consumers. Results reveal that the greater the number of reviews and the better the quality, the higher the level of purchasing actions.

In addition, Wang, Yu, and Wei (2012) investigated the relationship between eWOM and purchase intention through social media websites. Their findings indicated that eWOM communications on social media affect purchase intention positively if the information is credible enough to grab the attention of the consumers and thus influence them to purchase the good or service (Wang et al., 2012), which consequently enables the enterprise to gain competitiveness and resilience (Konstantopoulou et al., 2019).

Previous research have found that eWOM impacts purchase intention among the youth, which affects the competitiveness, resilience, and business sustainability of the enterprise. However, there is a lack of research on that topic in the Egyptian context. Accordingly, the following hypotheses have been developed:

H2: Perceived eWOM positively influences purchase intention among Egyptian youth.

H2a: eWOM credibility positively influences purchase intention among Egyptian youth.

H2b: eWOM quality positively influences purchase intention among Egyptian youth.

H2c: eWOM quantity positively influences purchase intention among Egyptian youth.

3. RESEARCH METHODOLOGY

3.1. Pilot study

A pilot study was performed on the questionnaire on a sample of 55 which indicated that the results are consistent, reliable, and valid.

Using SPSS Statistics version 23, findings show that the values of Cronbach's alpha for the scales were consistent and reliable: eWOM quantity (0.883), credibility (0.700), eWOM quality (0.630), purchase intention (0.671), and brand image (0.596).

3.2. Sample and data collection procedure

Using convenience sampling, 402 young Egyptian social media users participated in the study. Among the 402 participants, 43.3% were males, whereas 56.7% were females. The respondents' age ranges are 16-18, 19-21, 22-24, and above 24 years old with a percentage of 12.2%, 38.8%, 28.9%, and 20.1%, respectively. The respondent profile is shown in Table 1.

The data were collected from late October through mid-December 2021 through an online questionnaire that was distributed via emails and

social media platforms like Facebook, WhatsApp, and Instagram.

Table 1. Demographics, profile of respondents

Variable	Categories	Frequency	Percentage
Gender	Male	174	43.3
	Female	228	56.7
Age	16-18	49	12.2
	19-21	156	38.8
	22-24	116	28.9
	Above 24	81	20.1
Education	Bachelor's degree	172	42.8
	Undergraduate	167	41.6
	High school graduate	55	13.8
	Master's degree	3	0.7
	Ph.D.	3	0.7
	Other	2	0.4
Academic major	Business Administration	130	32.3
	Economic	21	5.2
	Political Science	10	2.5
	Pharmacy	25	6.3
	Engineering	36	9.0
	Computer Science	68	16.9
	Dentistry	32	7.9
	Medicine	5	1.2
	Nursing	2	0.5
	Law	8	2.0
	Applied Arts	11	2.7
	Mass Communication	24	6.0
	Other	30	7.5

3.3. Measures

Electronic word-of-mouth — eWOM: This scale was adopted from Bataineh (2015) that comprises eWOM credibility, eWOM quality, and eWOM quantity. Items were designed with a five-point Likert scale, where 1 = “Strongly disagree”, and 5 = “Strongly agree”.

Brand image: This scale was adopted from Shukla (2011), where this scale includes 3 items. Items were designed with a five-point Likert scale, where 1 = “Strongly disagree” and 5 = “Strongly agree”.

Purchase intention: That scale was adopted from Jalilvand and Samiei (2012), where this scale includes 3 items. Items were designed with a five-point Likert scale, where 1 = “Strongly disagree” and 5 = “Strongly agree”.

Gender: It was measured using a dichotomous variable: (1 = male, 2 = female).

Age: It was classified as per the following age

categories: 1) 16-18 years, 2) 19-21 years, 3) 22-24 years, and 4) above 24 years.

Frequency of social media usage: It was measured using a nominal scale technique where the following options were provided for respondents to choose from: 1) 1-5 hours, 2) 5-10 hours, 3) 10-15 hours, and 4) more than 20 hours.

3.4. Statistical procedure

This study provides a unique methodology, to the best of the researchers' knowledge, for measuring the relationship between the three dimensions of eWOM, namely, credibility, quality, and quantity, and each of the purchase intention and the brand image.

The researchers conducted a linear regression analysis to measure the relationship between the dimensions of the perceived eWOM (credibility, quality, and quantity) and the independent variables (brand image and purchase intention).

Table 2. Model summary (Dependent variable: Brand image)

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	0.521 ^a	0.271	0.266	0.43301

Note: a. Predictors: (Constant), eWOM quantity, eWOM credibility, eWOM quality.

The relationship between the dimensions (credibility, quality, and quantity) and brand image was tested using linear regression analysis as shown in Table 2. Thus, R is equal to 0.521, whereas R² is equal to 0.271, which indicates that the 27% variance

in the dependent variable (i.e., brand image) is explained by the variation in the independent variables (credibility, quality, and quantity). Meanwhile, the remaining 73% is explained by other unknown variables.

Table 3. ANOVA (Dependent variable: Brand image)

Model	Sum of squares	Df	Mean square	F	Sig.	
1	Regression	27.778	3	9.259	49.383	0.000 ^a
	Residual	74.624	398	0.187		
	Total	102.401	401			

Note: a. Predictors: (Constant), eWOM quantity, eWOM credibility, eWOM quality.

As shown in Table 3, the significance level is 0.000 ($p = 0.000$). Moreover, the value is below 0.05, indicating that the model is statistically significant

at a confidence level of 0.05 (5%). This confirms that the dimensions (credibility, quality, and quantity) can reliably predict the brand image outcome.

Table 4. Coefficients (Dependent variable: Brand image)

Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. error	Beta		
1	(Constant)	1.647	0.166		9.938	0.000
	eWOM credibility	0.178	0.042	0.217	4.290	0.000
	eWOM quality	0.247	0.051	0.262	4.864	0.000
	eWOM quantity	0.145	0.036	0.186	3.974	0.000

Table 4 shows that the three independent variables, namely, credibility, quality, and quantity have a positive and a significant impact on brand image indicated by β : eWOM quantity ($\beta = 0.186$), eWOM quality ($\beta = 0.262$), and eWOM credibility ($\beta = 0.217$). Moreover, the p-value and t-value in these dimensions are significant: the t-values are above one in all dimensions (ranging from 3.974 to 9.938). The t-values that are greater than one mean that the results are important and accurate.

Furthermore, as shown in Table 4, eWOM credibility, quality, and quantity significantly impact brand image. The significant level (p-value) is equal to zero, indicating a strong positive relationship between the independent variables eWOM (credibility, quality, and quantity) and the dependent variable brand image. Accordingly, the p-value is considered accurate and significant when it is less than 0.5 ($p < 0.5$). Thus, *H1a*, *H1b*, and *H1c* are accepted.

Table 5. Model summary (Dependent variable: Purchase intention)

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	0.443 ^a	0.196	0.190	0.54392

Note: a. Predictors: (Constant), eWOM quantity, eWOM credibility, eWOM quality.

Table 5 illustrates that *R* is equal to 0.443, whereas *R*² is equal to 0.196, indicating that a 19.6% variation in the purchase intention is explained by

the variation in the independent variables (credibility, quality, and quantity). The remaining 80.4% are explained by other unknown variables.

Table 6. ANOVA (Dependent variable: Purchase intention)

Model	Sum of squares	Df	Mean square	F	Sig.	
1	Regression	28.753	3	9.584	32.396	0.000 ^a
	Residual	117.748	398	0.296		
	Total	146.501	401			

Note: a. Predictors: (Constant), eWOM quantity, eWOM credibility, eWOM quality.

Table 6 indicates that the significance level is 0.000 ($p = 0.000$). Moreover, the value is below 0.05, showing that the model is statistically significant at

a confidence level of 0.05 (5%). The results confirm that the constructs (credibility, quality, and quantity) can reliably predict purchase intention.

Table 7. Coefficients (Dependent variable: Purchase intention)

Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. error	Beta		
1	(Constant)	1.753	0.208		8.421	0.000
	eWOM credibility	0.080	0.052	0.081	1.528	0.127
	eWOM quality	0.342	0.064	0.304	5.375	0.000
	eWOM quantity	0.148	0.046	0.159	3.220	0.001

Table 7 illustrates that the three independent variables, namely, eWOM quantity ($\beta = 0.159$), eWOM quality ($\beta = 0.304$), and eWOM credibility ($\beta = 0.081$), have a positive and significant impact on purchase intention. Furthermore, the p-value and t-value in these dimensions are significant: the t-values are above one in all dimensions (ranging from 1.528 to 8.421). The t-values, which are greater than one, mean that the results are important and accurate.

Furthermore, as shown in Table 7, eWOM credibility, quality, and quantity significantly impact brand image. The significant level (p-value) is equal to zero, indicating a strong positive relationship between the independent variables eWOM (credibility, quality, and quantity) and the dependent variable purchase intention. Accordingly, the p-value is considered accurate and significant when it is less than 0.5 ($p < 0.5$). Thus, *H2a*, *H2b*, and *H2c* are accepted.

Table 8. Model summary (Dependent variable: Brand image)

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	0.517 ^a	0.267	0.266	0.43305

Note: a. Predictors: (Constant), perceived eWOM.

As shown in Table 8, the relationship is tested directly between perceived eWOM and brand image. Thus, R is equal to 0.517, whereas R^2 is equal to 0.267, which indicates that the 26.5% variation in

the brand image is explained by the variation in the independent variables perceived eWOM. The remaining 73.5% are explained by other unknown variables.

Table 9. ANOVA (Dependent variable: Brand image)

	Model	Sum of squares	Df	Mean square	F	Sig.
1	Regression	27.390	1	27.390	146.055	0.000 ^a
	Residual	75.012	400	0.188		
	Total	102.401	401			

Note: a. Predictors: (Constant), perceived eWOM.

As shown in Table 9, the significance level is 0.000 ($p = 0.000$). Moreover, the value is below 0.05, showing that the model is statistically significant at

a confidence level of 0.05 (5%). This confirms that the perceived eWOM can reliably predict the brand image.

Table 10. Coefficients (Dependent variable: Brand image)

	Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. error	Beta		
1	(Constant)	1.667	0.164		10.168	0.000
	Perceived eWOM	0.565	0.047	0.517	12.085	0.000

Table 10 shows that the independent variable, which is the perceived eWOM ($\beta = 0.517$), has a positive and significant impact on brand image. Moreover, the p-value and t-value in these dimensions are significant: the t-values are above one in all dimensions (ranging from 10.168 to 12.085). The t-values that are greater than one indicate that the results are important and accurate.

As shown in Table 10, perceived eWOM significantly impacts the brand image. The significant level (p-value) is equal to zero, indicating a strong positive relationship between the independent variable perceived eWOM and the dependent variable brand image. Accordingly, the p-value is considered accurate and significant when it is less than 0.5 ($p < 0.5$). Thus, $H1$ is accepted.

Table 11. Model summary (Dependent variable: Purchase intention)

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	0.427 ^a	0.182	0.180	0.54730

Note: a. Predictors: (Constant), perceived eWOM.

Table 11 illustrates the relationship between perceived eWOM and purchase intention is tested directly. Thus, R is equal to 0.427, whereas R^2 is equal to 0.182, which indicates that an 18.2% variation in the dependent variable (i.e., purchase

intention) is explained by the variation in the independent variables (i.e., perceived eWOM). Meanwhile, the remaining 81.8% are explained by other unknown variables.

Table 12. ANOVA (Dependent variable: Purchase intention)

	Model	Sum of squares	Df	Mean square	F	Sig.
1	Regression	26.686	1	26.686	89.092	0.000 ^a
	Residual	119.815	400	0.300		
	Total	146.501	401			

Note: a. Predictors: (Constant), perceived eWOM.

As shown in Table 12, the significance level is 0.000 ($p = 0.000$). Moreover, the value is below 0.05, showing that the model is statistically significant

at a confidence level of 0.05 (5%). This confirms that perceived eWOM can reliably predict purchase intention.

Table 13. Coefficients (Dependent variable: Purchase intention)

	Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. error	Beta		
1	(Constant)	1.832	0.207		8.840	0.000
	Perceived eWOM	0.558	0.059	0.427	9.439	0.000

Table 13 illustrates that the independent variable, which is perceived eWOM ($\beta = 0.427$), has a positive and significant effect on purchase intention. Furthermore, the p-value and t-value in this dimension are significant: the t-values are above one in all dimensions (ranging from 8.840 to 9.439). The t-values that are greater than one indicate that the results are important and accurate.

Furthermore, as shown in Table 13, perceived eWOM significantly impacts purchase intention. The significant level (p-value) is equal to zero, indicating a strong positive relationship between the independent variables perceived eWOM and the dependent variable purchase intention. Accordingly, the p-value is considered accurate and significant when it is less than 0.5 ($p < 0.5$). Thus, $H2$ is accepted.

4. DISCUSSION

The findings of this study have indicated that eWOM positively affects purchase intention, which is consistent with previous studies that determined that eWOM is the most influential factor in consumers' purchasing intention compared with other advertising tools (Chan & Ngai, 2011; See-To & Ho, 2014; Zhang, Craciun, & Shin, 2010).

Furthermore, the current research findings have indicated that eWOM quantity and eWOM quality have a greater influence on purchase intention than eWOM credibility. The findings are in line with the results of Chevalier and Mayzlin (2006). Nevertheless, the results of the current research contradict the results of Wang et al. (2012), who argued that customers who go for purchasing a product are influenced by credible information provided through online reviews and comments on social media, rather than the quantity of the reviews.

Moreover, the findings indicated that both eWOM credibility and eWOM quality have a greater influence on brand image than the eWOM quantity, which is to a great extent consistent with the findings of the previous research (Al Halbusi & Tehseen, 2018; Filieri & McLeay, 2014; Jalilvand & Samiei, 2012; Kala & Chaubey, 2018; Smith, Menon, & Sivakumar, 2005; Senecal & Nantel, 2004; Torlak, 2014). Moreover, the research findings on quality indicate that the online reviews or comments have a higher effect on brand image than the eWOM quantity, which agrees with the findings of Lee and Cranage (2014).

5. CONCLUSION

The results of this study showed that eWOM has a positive influence on purchase intention and brand image, which consequently enables the enterprise to achieve competitiveness and business sustainability.

The findings of this study will be useful for both academics and enterprise managers who are interested in further developing the use of the eWOM tools to achieve business sustainability, resilience, and competitiveness.

This research provides useful insights to marketing managers for their businesses to achieve profitable growth, resilience, business sustainability, and competitiveness, through developing operational strategy and capitalizing on eWOM communication. Thus, to enhance the brand's image and reach the highest potential, firms must pay the highest attention to online reviews and comments on social media. Accordingly, enterprises wanting to achieve strategic competitiveness must integrate social

media into their marketing mix which would generate positive eWOM.

The eWOM is considered the key that will open the door for marketers to understand the market more, and to integrate the discovered knowledge into its product design and marketing plans. Thus, establishing better strategies will improve the brand image.

Additionally, given the impact of eWOM on social media users and its role in influencing behavior and intent to purchase, this study demonstrates that involvement through social media sites can serve a significant part in constructing brand relationships. Hence, the research will help offer a deeper understanding of the significance of eWOM on enterprise resilience enhancement and achieve business sustainability, and thus encourage social media marketers to handle and benefit from user-generated positive eWOM.

That research makes a significant contribution to the emerging literature on eWOM by proposing a comprehensive conceptual framework that combines two dependent variables, namely, brand image and purchase intention. Accordingly, the proposed model serves as a critical point for studying the influence of eWOM on two of the marketing communication outcomes that consequently enhance enterprise profitability and business sustainability, especially since there is the insufficient research evidence on the relationship between the previously mentioned dimensions and brand image (Weitzl, 2017).

Furthermore, this research enriches the literature on eWOM by recognizing its effect on enhancing enterprise competitiveness and sustainability. Despite the research on eWOM gaining increasing attention, limited research has been carried out on examining the implications of enterprise competitiveness and sustainability, especially in the Egyptian market.

That study has used convenience sampling, which might result in a lack of generalizability of the sample. Furthermore, due to time constraints, the respondents were from one governorate only, which is greater Cairo.

Despite that, this study is a useful starting point for studying the influence of eWOM on Egyptian social media users, however, since social media platforms are expanding and evolving in Egypt it is recommended that future studies would replicate this study for each of the types of the social media platforms, namely, Instagram, LinkedIn, Facebook, Twitter, and YouTube to identify, which platform has the highest impact. Lastly, it might be necessary to investigate the influence of eWOM on different age groups.

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