



**The mediating role of electronic Word of Mouth (E-WOM) in testing the effect of celebrities on the consumer's decision to Brand Switching  
"An applied study on YouTube app users in Mansoura city"**

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**The mediating role of electronic Word of Mouth (E-WOM) in testing the effect of celebrities on the consumer's decision to Brand Switching**  
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**Abstract:**

This study aimed at testing the mediating role of electronic Word of Mouth (E-WOM) in testing the effect of celebrity's on the consumer's decision to Brand Switching. In all of the study hypotheses, the researchers employed the descriptive approach, which involves gathering data, applying statistical analysis to it, and deriving conclusions from it. Due to the availability of the conditions for its usage, a virtual internet sample (snowball sampling) was used, and the sample size was 385 sample. The population of this study is represented in all customers of the YouTube application and followers of celebrities of various kinds in the Arab Republic of Egypt. The data of the study were analyzed by using (Cronbach's Alpha test, The descriptive analysis, The Pearson correlation coefficient, Stepwise regression analysis, T-test, Simple linear regression analysis). The results of the study confirmed that E-WOM has a mediating effect in the role of celebrities s on the consumer's decision to switch brands, with a degree of congruence between E-WOM and Celebrities s with the majority of regression coefficients being high in morale , and the results indicate that the mediating influence further explains the role of Celebrities s, on the consumer's decision to Brand Switching where the value of C.R was (18.771), and the estimate value was (0.684). In addition to that there is significant effect of Celebrities s on the consumer's decision to Brand Switching, and Celebrities s' dimensions have a considerable impact on price, brand quality, loyalty to the brand, and trust.

**Keywords:** Electronic Word of Mouth (E-WOM) - Celebrities s - consumer's decision - Brand Switching.

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## **1. Introduction:**

The entertainment world depended on featuring the main stars and images to have an extraordinary impact on the crowd, and this impact was appeared by their spread in different media, as their general acknowledgment was reflected in the lifestyle, and their impact became boundless on mainstream society that looks to copy extravagance, elegance and design. In the reestablished appearances of these VIPs (Al-Banna et al., 2017).

With the approach of current innovation, virtual entertainment has become significant in individuals buying venture. As brands are progressively utilizing web-based entertainment to promote in a person's social media profiles. Individuals utilize web-based entertainment to interface with the famous people they decide to follow. Kim Kardashian, a model and entertainer from the United States, may earn around \$20,000 from a single tweet (Sokolovska, 2020) .

Thus, brand support by superstars is a brand correspondence process, by which the celebrity is viewed as a representative for the brand and declares a brand guarantee utilizing their fame, personality and moxy to certainly stand out. This allows organizations a superior opportunity of getting the message across to customers (Araigy, 2018).

This big name underwriting is utilized by brands to expand mindfulness and assemble believability. In the USA, roughly 19% of promotions highlight numerous famous people who have embraced products and brands. Nike burns through \$475 million every year on VIP supports. In 2003, Chanel picked Nicole Kidman to support its scent. Not long after the advancement, Chanel announced that scent deals had expanded by 30% (Herrera, 2009). Moreover, when Michael Jackson was viewed as the new essence of Pepsi in 1984, following the progress of his album Thrill ride, Pepsi's deals straightforwardly expanded as well as its piece of the pie (Herrera, 2009). In 1995, when George Foreman was named the substance of Russell Hobbs, Home and Kitchen Machines, sales rose to more than 100 million units (Port, 2009).

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## **2. Theoretical framework and development of research hypotheses:**

### **2.1 Independent Variable: Celebrities**

#### **2.1.1. The concept of celebrities:**

Celebrities are the substance makers who have the ability to impact the way of behaving and mentalities of others via virtual entertainment stages (Li, 2018, p. 533).

Celebrities are characterized as the impact that VIPs have via virtual entertainment by superstars, which are another sort of free outsider supporter who shapes crowd attitudes through online journals, tweets, and the utilization of other web-based entertainment channels (Fredberg et al., 2011). Through locales, for example, Instagram, YouTube, Twitter and Facebook, virtual entertainment powerhouses make content that advances explicit brands determined to earn endlessly brand respect (Glucksman, 2017).

Conventional big name figures are alluded to as film symbols, artists, sports stars and television entertainers. While contemporary superstars are additionally alluded to as online famous people, including bloggers, YouTube symbols, and well known web-based entertainment characters (Chahal, 2016; Kowalczyk and Pounders, 2016).

Big name supports are a typical type of promoting used to tempt customers to remember and potentially buy a brand. A superstar endorser is "any person who appreciates public acknowledgment and utilizations that acknowledgment for a shopper by showing up with him in a advertisement" (Das et al., 2018).

Celebrities are individuals who draw in a great deal of focus on business in genuine life or on the web and consequently have turned into the focal point of online networks. What's more, Web big names can also be said that they are customary individuals who are exceptionally famous on the Web. (Cai, 2020).

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They are individuals who appreciate public appreciation by an enormous piece of a specific gathering and utilize that appreciation for the benefit of the shopper by showing up with them in commercials known as VIPs (Sir, 2018).

Celebrities s was characterized as a type of publicizing where an organization utilizes a famous individual who utilizes their ubiquity to assist with advancing an item, administration, or brand. It used to be more on television and print media however these days it has extended to incorporate virtual entertainment. Other than celebrity supports, there are different words to portray this sort of showcasing called force to be reckoned with marketing. At the point when you impact promoting, you find somebody who understands what they are doing, has a fan base (supporters), is regarded and has similar qualities as your organization or association they address. Forces to be reckoned with are typically exceptionally dynamic via virtual entertainment and can be alluded to as brand advocates or specialty advertisers (Rantanen, 2017).

Superstar support has been characterized as the technique that organizations use when they recruit high-profile VIPs who can utilize their prominence to advance a specific item, products or services and subsequently guarantee the proceeded with presence of the brand (Kotler and Armstrong, 2008). Where VIP endorsed promoting unequivocally affects buyers since VIPs follow an enormous number of individuals, organizations get to know their items/products/benefits productively with customers by employing big names (Samadova, 2016).

## **2.1.2 Dimensions of Celebrities s:**

The authors will rely upon the components of superstars in the ongoing review agreeing to the review (Al-Banna et al., 2017) because of its importance and reasonableness to the targets and nature of the ongoing review, which are as follows:

### **2.1.2.1. Celebrities Credibility**

Celebrities Since they primarily affect the level of acceptance of the message by its beneficiaries, credibility is reflected in their positive traits that affect the recipient's assessment of the message. It also reflects the likelihood of tolerating the allegations or charges made by famous people, whose level of conviction requires higher believability than previously. famous individuals (Awasthi and Choraria, 2015; Pereira et al. 2015; Ong and Ong, 2015).

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As it alludes to the sincerity, respectability, and reliability that the celebrity values, and in this way reflects the positive qualities and traits that he values, celebrities' credibility is perhaps one of the most significant and best tools in increasing the degree of customer trust for the brand. This results in an expansion in the degree of recognition of the publicising message when used to suggest products. For notices (Ha and Lam, 2017).

Celebrities Credibility also reflects how well-known the recipient of the superstar's public relations message is, as well as knowledge or experience that makes it possible to offer unbiased opinions and reliable information. In light of its beneficial impact on the trend towards the brand and its ability to motivate customers to make purchases, it serves as a strong and vital argument to prevent this (Saranagan, 2016; Priyankara et al., 2017).

#### **2.1.2.2. Celebrities Attractiveness**

Celebrities Attractiveness mirrors the actual allure and character attributes of the VIP (Awasthi and Choraria, 2015), where the big name's engaging quality alludes to the celebrity's appearance, elegance, character, solid presence, acknowledgment or level of profound respect by his watchers, and afterward the social worth The apparent appeal of the VIP, and consequently, attractiveness doesn't just mean the actual appeal or appeal of the appearance of the VIP, however reaches out to incorporate quite a few decent attributes that consumers find in the presence of the VIP (Saranagan, 2016).

Celebrities Attractiveness is more connected with the physical attributes, which brings about closeness, commonality and appreciation for the superstar, which are significant variables in the underlying judgment of individuals, as the general population will in general shape positive stereotypes or generalizations about such VIPs as per their appearance. Outside (Pereira et al., 2015). In any case, it ought to be underlined that the idea of engaging quality doesn't just include actual appeal, however stretches out to incorporate the individual attributes of big names, their abilities in sports exhibitions, notwithstanding the way of life of superstars and such. It resulted in an expansion in the craving of customers to impersonate or mimic the popular (Priyankara et al., 2017).

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### **2.1.2.3. Celebrities Expertise**

Celebrities Expertise decides the degree to which the superstar is a substantial wellspring of product suggestion, which straightforwardly influences the readiness to acknowledge the message, and indirectly on the interest and comprehension of the publicizing message by its beneficiaries (Awasthi & Choraria, 2015; Bergkvist et al., 2016). Priyankara et al., 2017).

Celebrities Expertise alludes to the degree of familiarity with the beneficiary of the promoting message of the VIP's capacity to give a legitimate suggestion, or substantial certifications, and this concept likewise mirrors the apparent capability in giving exact information (Ong and Ong, 2015; Saranagan, 2016).

Celebrities Expertise of items in promotions happens when VIP names are associated with items despite the fact that they might be specialists in them. Suggestion about the elements and advantages of the brand to buyers to inspire them to utilize it (Ndlela and Chuchu, 2016).

This expects that the notice feature the information, experience and abilities of the celebrity in a similar field. Accordingly, the Celebrities Expertise must be truly specialists in the field, yet customers should endlessly accept that the VIP has this experience, as the particular superstar is really persuading and rouses them to purchase Maker (Saranagan, 2016; Priyankara et al., 2017).

### **2.1.2.4. Celebrities / products Fit**

This aspect can be represented by alluding to the case of Lux items being involved by numerous buyers as magnificence cleanser, after it was suggested by Miss Aishwarya Rai (Sharma and Kumar, 2013). For promoting adequacy, publicizing viability is accomplished when the image of the VIP coordinates the messages related with the items (Awasthi and Choraria, 2015).

The term similarity has been managed in the logical writing on the determinants of the viability of commercials suggesting famous people on the other hand with a few terms such as: similitude, consistency, closeness, compatibility between the imprint and big names and the appropriateness among them, and this aspect is considered among the most significant determinants of the viability of promotions suggesting VIPs. The apparent poor fit prompts a negative assessment that outcomes in bad references that forestall consideration or interest in the brand (Bergkvist et al., 2016).

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### **2.1.2.5. Celebrity Popularity (Familiarity)**

Celebrity Popularity alludes to the level of the ideal interest group's information and admiration for the big name, as some consider it to be the opposite side of Celebrity Popularity (Awasthi & Choraria, 2015), and where Celebrity Popularity mirrors the crowd's information on the celebrity, the objective market should know Notable as being valid, or likewise dependable (Saranagan, 2016).

Ubiquity likewise suggests that it is an impression of knowledge of customers' sensation of emotional closeness or harmoniousness, which is reflected in their craving to speak with the celebrity, and the impact of big name prevalence on shopper patterns increments at whatever point communication go on over somewhat brief periods. It ponders decidedly the expansion in its popularity, which expands the chance of its impact on its fans when it is utilized in advertisements (Ha and Lam, 2017).

### **2.1.2.6. Celebrity Specialty:**

It is a common principle that the singular you trust is a wellspring of powerful influence on the grounds that there is an undetectable load of that individual, so this individual turns out to be more dependable than the other in web-based entertainment. What is more than that, that's what will be in the event that this individual is furthermore an expert in the field he is promoting, he keeps up with the adherence of the buyer and bit by bit turns out to be more influential on him. A few examinations have inspected the impact of matching spotlight on experience and specialization on the impacts of matching between a games VIP's insight (eg experience and information) in sports (eg games and exercise) and the games item. To put it plainly, in light of the fact that athletes are exceptionally knowledgeable about sports, they are trustworthy and can successfully support sports-related merchandise. Thusly, big name specialization enormously impacts the buying choice of many items (Koernig and Boyd, 2009).

In particular, it is more powerful for competitors to underwrite items and brands connected with athletics or sports since they are accepted to have critical involvement with those areas and with those sorts of items. Since competitors frequently use sports-related items while performing sports-related exercises,



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they are bound to be familiar with the highlights and advantages of the games products they use, and hence, can be viewed as specialists in these kinds of items by purchasers. Till and Busler (1998) showed that a support of a renowned competitor was more viable in promoting the demeanor towards goal to buy an energy bar than an underwriting of a famous entertainer. Koernig and Boyd (2009) found that when a games superstar embraced a game related item as opposed to a style brand, buyers had more uplifting perspectives toward the endorser and the brand (Koernig and Boyd, 2009).

## **2.2 Dependent variable: Switching brands:**

### **2.2.1. The concept of Switching brands:**

Assael (1998) characterizes elective marking as "the second when a shopper or gathering of consumers changes their dedication starting with one brand then onto the next. For this situation, purchasers leave the brand and purchase items from another brand." (Siti et al., 2018).

Then again, the shift to brands is likewise the aftereffect of the quest for variety. According to Hoyer and Ridway (1984) the shopper's choice to change to elective brands is not just impacted by the need to look for variety, but on the other hand is affected by many factors such as dynamic system, situational factors, regulating variables, and disappointment with the previous brand, and critical thinking methodology. Shoppers who are intellectually connected with a brand are the buyers most impacted by the brand change because of showcasing boost (Dharmesta, 1999).

Kumar and Charlas (2011) characterize replacement moving as "the interaction by which a consumer changes from utilizing one item to one more result of a similar class". In our day-to-day life, Customers switch brands after first favouring one even though they are really delighted with it (Afzal et al., 2013).

Zikiene and Bakanauskas (2006) characterize shopper shift conduct as the way of behaving that constrains both the purchaser and the firm to lay out long haul connections, and equal breaks the recently grew long haul connections (Ahmed et al., 2015). .).

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Likewise, Zikiene and Bakanauskas (2006) characterize purchaser shift conduct as basically the conduct of shoppers in changing their disposition from one brand (item) to another brand (product) (Ahmed et al., 2015).

Buyer shift conduct is viewed as an intricate investigation of the variables that persuade shopper behavior towards moving purchasing process between various brands (Ahmed et al., 2015).

There are a few calculated methodologies that expand on the above definition and are frequently utilized by organizations to invigorate exchanging conduct towards elective brands in customers. The function of the showcasing blend advancement isn't simply restricted to publicizing and correspondence, but additionally deals advancement (Kotler and Armstrong, 2008), a significant and generally utilized marketing apparatus, which likewise plans to stay with the's clients comparable to the organization. In other words, showcasing endeavors, for example, deals advancement, publicizing and brand dedication are likewise other impacting factors, which act to animate shopper changing way of behaving to elective brands (Nagar, 2009). The contentions made by (Marshal et al., 2011) support the cases of Kotler and Armstrong (2008) and Nagar (2009). As indicated by the consequences of an exploration study, companies center around selling items, yet in addition on building long haul associations with their clients. As advertisers accept that guaranteeing devotion and diminishing overabundance are two choices, they foster great client connections as well as lessen client transformation conduct (Marshal et al., 2011).

### **2.2.2. Dimensions of consumer decision to switch to alternative brands**

(Afzal et al., 2013) depended on the accompanying as aspects of the purchaser's choice to switch to elective brands:

#### **2.2.2.1. Brand loyalty**

Jacoby (1971) considers brand steadfastness to be the reaction of an individual or buyer to purchasing at least one elective brands over a predefined timeframe from a gathering of alternative brands. Regarding the significance of brand devotion, Aaker (1991) and Reichheld (1996) showed that brand faithfulness has turned into a vital component for advertisers and consumer

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searchers. The review demonstrates that an association that has numerous unwavering clients will lead them to a bigger offer and higher benefit (1985, Jensen and Hansen, 2006, Raj, 1985). This is the assessment of Dick. furthermore, Basu (1994) that clients who are faithful to the brand will draw in with the positive verbal exchange for the organization and not acknowledge contenders' showcasing strategies.

#### **2.2.2.2. price**

As per Kotler and Armstrong (2010), one of the significant variables that plays a crucial role in the shift to elective brands is cost. Cost is the sum that a purchaser pays for any product or administration, while buying or utilizing that item or administration. In the event that specialist organizations charge reasonable expenses and give preferable administrations over those made by consumer loyalty, less consumers will change to another brand, since value decency is a basic concern prompting satisfaction (Martin et al., 2007). ) This implies that the cost emphatically affects changing to alternative brands. In the event that a specialist co-op charges an exorbitant cost, more purchasers will change to another brand (Herrmann et al., 2007)

#### **2.2.2.3. Quality of service**

Administration quality is characterized as a methodology that can be characterized by the administrations got by customers contrasted with the assumptions connected with them (Parasuraman et al., 1988) as recommended by all (Guatam, 2011 and Chandhok) to client assumptions and saw execution for the presence of An immediate relationship for a superior encounter of seen nature of administration. This can be estimated by the nature of administration through the accompanying factors:

- a) answer
- b) guarantee
- c) The nature of the client's apparent organization
- d) esteem added administrations

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#### **2.2.2.4. Trust:**

Trust is a significant consider building connections among clients and the association. It is believe that carries clients nearer to the association (Morgan and Chase, 1994) Trust is building when the association vows to offer great assistance to clients, and succeeds in furnishing them with quality help while building trust (Nawaz and Usman, 2011).

The specialist will embrace these aspects because of their significance to the targets and problem of the review.

### **2.3 The mediating variable: E-WOM**

#### **2.3.1 E-WOM Definition:**

The world's best yet least known advertising approach is casual trade, according to Misner (1999). Researchers immediately concentrated on the messages that clients received from appraisal pioneers (Katz despite Lazarfeld, 1955; Pauwels despite Aksehirli, 2015). About 30 years ago, Westbrook (1987) (Pauwels and Aksehirli, 2015) proposed to compile "all amiable correspondences produced at various clients about the ownership, utilisation, or qualities of specific objects irrespective undertakings or their sellers." Essentially, this includes keeping an eye on the activities of friends, such as relatives, friends, or essentially different clients. Childers, Rao, and Godes et al. (1992), Narayan et al. (2011), and (Pauwels excluding Aksehirli, 2015). For instance, we might discover about a coat since a web friend just bought it, or we might be influenced because she left a nice review (Pauwels aside from Aksehirli, 2015).

By influencing consumer choice, standard casual (WOM) has demonstrated that it can have a substantial role in buyer purchasing decisions (Katz notwithstanding Lazarfeld, 1955; Arndt, 1967; Engel et al., 1969; Richins, 1983; Richins notwithstanding Root-Shaffer, 1988). WOM is more practicable than standard exhibiting devices of individual contribution and traditional advancing media, according to earlier studies (Katz and Lazarfeld, 1955; Engel et al., 1969). In this way, it has long played a crucial role in promoting experts as well as experts (Cheung et al,2008).

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"Relaxed correspondence facilitated toward various buyers about the ownership, use, or qualities of explicit product notwithstanding companies as well as their sellers," according to Westbrook (1987). (B. Gab et al,2013).

Kotler Keller (2008) argued that message senders should carefully consider the type of message they should send to their intended audience if they want to receive the expected response. In addition, Keller described how an advancement bid should demonstrate a benefit, consolation, understanding of some kind, or reason notwithstanding why customers should focus on or purchase the product. They categorize message demand into the following two groups:

1-sensible interest - using the customer's benefit as the motivation to demonstrate product quality; in addition to

2-energetic interest - demand that can rouse customer good or gloomy sentiments to excite purchase capacity.

Dichter (1966) recognized four essential persuasive orders for giving positive WOM correspondence: thing commitment, self-affiliation, other-consideration notwithstanding message-incorporation. In addition, he observed that a man is moved to check out notwithstanding follow up on an idea considering the way that the WOM provider (Andreassen notwithstanding Streukens,2009):

1-has explicit data of the thing grouping being alluded to.

2-shares the crowd's benefit.

3-has an individual relationship with the crowd.

4-is truly stressed over the crowd's flourishing; or.

5-gives obvious affirmation.

Dichter's provider aim groupings were subsequently loosened up by Engelet al. (1993) with an additional perspective in partaking in negative WOM: clamor decline. Sundaram et al. (1998) cleared up help on this issue likewise for recognized four significant classes for taking part in sure WOM (unselfishness, thing commitment, self-redesign as well as helping the association) notwithstanding four goals in taking part in regrettable WOM direct (selflessness,

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anxiety decline, counter notwithstanding admonishment pursuing). Customers typically look for summaries of information as well as facts relating to relationships or objects from personal sources, such as family, friends, or coworkers (andreassen and Streukens, 2009).

Goyette et al., (2010) indicated that Verbal informal communication is taking place face-to-face, by phone, email, mailing list, or another particular way with relation to a business or a decent.

According to Velázquez et al. (2015), an idea source can be exclusive or open to all. Compared to regular WOM, e-WOM is traded even more swiftly and successfully across a variety of online media archiving websites for growth to online networks (Thorson notwithstanding Rodgers, ,2006; Dwyer, 2007; Kasabov, 2016).

While there is a vast amount of research on the precursors and effects of WOM in a very intimate and private context (as stated above), there are some aspects of PC-intervened correspondence that may have a different impact on buyer-to-client trades. Customers may initially be more receptive to e-WOM because they are already looking for the information (for example stirred to handle the information they recuperate). Second, there are social influence-related variables (such casual affiliations, organization, source anonymity, type of ties, despite framework size) that could affect how abundant e-WOM is. Third, there are problems with source plausibility. Due to the absence of very close and personal touch with computer-mediated email, the supervisor can utilize information prompts to determine the veracity of the source. Finally, it has been determined that problems with ambiguity and the absence of the significance of connecting with quality have an impact on the strategy for web relations (McKenna & Bargh, 2000; Andreassen besides Streukens, 2009).

Previous analyses have revealed that participating in WOM involves a certain amount of thinking styles (Dichter, 1966; Sundaram et al.,1998, Hennig-Thurau et al.,2004). modified (Dichter,1966, despite Sundaram et al's.,1998) incentives to a web-based situation, proposed (and empirically tested) a few reasons why a customer might engage in e-WOM correspondence, six of which are of interest for the current study, to be specific (B. Gab et al,2013):

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- 1-A buyer's desire to share their knowledge in order to enhance their own perception of themselves as savvy customers is mirrored by positive self-redesign.
  - 2-Social advantages occur when a client transmits a WOM message for identifying evidence aside from amicable coordination goals.
  3. Give advice when you are worried about the need to acquire advice and support from others in order to understand and use something or a company.
  4. Concern for varied clients is related to sincere suggestions that would enable different purchasers to make better purchasing judgments.
  - 5-Assisting the association refers to a customer's desire to support an organization as a result of a particularly rewarding usage experience.
  - 6-Venting gloomy thoughts is related to a depressing usage experience that makes the user expect to vent their dissatisfaction and unease through unfavorable word-of-mouth.

Numerous studies have linked careful and active involvement in planning promotion advances (Hotchkiss, 1949; Kotler and Keller, 2008; Simon, 1971), as well as precisely examined the genuineness of such requests (Banget al., 2005; Chen et al, 2005; Hetsroni, 2000; Wu &Wang, 2011).

These two interests' organizing implications are similar to the one described by (Kotler notwithstanding Keller , 2008; Wu &Wang,2011). As a result, this assessment used sound and energetic interest request for the e-WOM message, as demonstrated by fundamental message bid grouping by Kotler and Keller (Wu & Wang, 2011).

E-WOM refers to any positive or negative remarks made about a product or Organization by potential, actual, or previous customers that are made public to a sizable audience outside of businesses through the Internet (Hennig-Thurau et al., 2004; Cheung et al., 2008). It can also be seen as the spread of traditional social correspondence into the web era. It has served as the focal point of a lot of growing customer research, particularly regarding how e-WOM affects usage (Cheung et al,2008). Stauss (1997, 2000) examined the dangers as well as opportunities for Organizations brought about by the increase in online client

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clarifications (Cheung et al., 2008). Notwithstanding Senecal Using an exploratory analysis of how buyers use online suggestion sources, Nantel (2004) studied what e-WOM means for product choice (Cheung et al., 2008).

Since a shockingly long time ago, the wider composition on WOM has perceived opinion chasing, despite the nature of social linkages inspiring such pursuits as forming assessment streams (Kimmel notwithstanding Kitchen, 2014; Kasabov,2016). Studies on web-based relationships and inspiration combine strong/weak bonds and friendly capital hypotheses in the more specialized research area of e-WoMand e-WoM in SNSs (Steffes and Burgee, 2009; Chu and Choi, 2011; Hsu et al., 2011; Kasabov, 2016). Despite differences among experts, the majority of researchers believe that users of social networking sites (SNS) prefer to maintain weak links rather than strong ties with online outcasts (Steffes notwithstanding Burgee, 2009; Kasabov,2016).

In spite of what customers may encounter through visiting or online sheets, E-WOM is a WOM structure that exists in virtual space in which messages are delivered or obtained related to items or Organizations (Lee et al,2013). In a continuing study, e-WOM was defined as relational communication between customers regarding a company, product, or service using web-based development (Noh, Lee, Sohn, in addition to Kim, 2013; Lee et al., 2013).

Hennig-Thurau et al. define e-WOM as "any helpful or cynical explanation given by potential, genuine, or previous customers about a thing or association, which is made available to a huge number of individuals besides foundations through the Internet" (2004). To achieve the assessment's main goal, e-WOM is defined as any specific or unfavorable brand-related content created by consumers and disseminated online among peers (Chu notwithstanding Sung,2015).

Numerous research fields, including presenting, client-led, PC-mediated conversation, in addition to financial perspectives, are giving the mark of e-WOM correspondence more attention. A few clear definitions have been put forth for practices connected to e-WOM correspondence. According to Sun et al. (2006), e-WOM correspondence is a "online end Organization." "Which focused on the tactic used by individuals to influence the viewpoints or behaviours of



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partners when they feel like pioneers. It is assumed that e-WOM correspondence demonstrates how people have significant influence over others. In Hsiao (2011), "open web-based buyer crying practices" were depicted "such as requesting a change from the Organization or reaching out to the unreachable online. Negative e-WOM contact was viewed as an effort to recuperate hardships caused by illegal activities or organizations. These definitions, regardless, deduce specific motivations essential a client's e-WOM correspondence rehearses (Fu et al,2015).

They portrayed e-WOM "as each relaxed correspondence composed at buyers through electronic advancement related to the utilization or characteristics of explicit items also to adventures, or their dealers" (Jalilvand notwithstanding Samiei,2012).

Notwithstanding Senecal Using an exploratory analysis of how consumers use online idea sources (Jalilvand aside from Samiei, 2012), Nantel (2004) evaluated what e-WOM entails for product selection.

The different platforms that assist e-WOM, such as talk sheets and other online specific devices, are furthermore logically being examined for what they mean for the community as well as the consumption of goods and services (Subramani moreover Rajagopalan, 2003; Jalilvand also Samiei, 2012).

While Tarif characterizes e-WOM as "those contacts that regularly happen among clients about a thing, it is the evaluation, with the objective that the deferred consequences of the examination, either certain or negative, as might be oral confirmations of purchaser fulfilled Endeavor incredibly this thing, through the Internet through the methodologies for social correspondence" (Tarif ,2015).

Despite the fact that they are both known as "an appearance of talk, which applies to its clients notwithstanding conveys fulfillment or client thwarted expectation about the thing following testing before them, despite the effect communicated by the client to individuals from the Organization around him, whether talked eye to eye or in making a text or electronically to be through email or through lengthy reach (Najwa, despite RabeH, 2015).

Likewise, Shatara is intimately acquainted with e-WOM and how "the client, who is on the Web or expected clients, who are looking for constantly get data about things or relationship prior to supervising them or make them despite offer their insight notwithstanding encounters notwithstanding perspectives with each other whether they are certain or negative" use it. (Shatara,2013).

Given the aforementioned definitions, it can be said that E-WOM is "a movement wherein the exchanging of information between two social events for a thing on the web in addition to expect a vital part in changing the lead notwithstanding mindsets of the thing in addition to this information may be certain or negative."

### **2.3.2 E-WOM dimensions:**

**Table (1) shows the dimensions of the E-WOM**

	<b>Source</b>	<b>Dimensions</b>
1	(Cheung et al,2008)	(Relevance, timeliness, correctness, and comprehensiveness, in addition to the source's expertise and trustworthiness, as well as the information's utility).
2	(Andreassen & Streukens,2009)	1. Problems with business practice. 2. Utilize the issues from experience. 3. inquiries for details 4-release newly developed or new products.
3	(Y.Y. Chan & Ngai,2011)	- Input (social equalizer, reader motivation, desire for information, prior knowledge, experience, sharing of cost, risk, and purchasing uncertainty, incentive, information-giving, opinion leaders/students, and market motivation). - Operations (platform E-WOM, system E-WOM recommendation, E-WOM characteristics, and information processing E-WOM). - Output (decisions regarding product purchases and sales, consumer behavior and loyalty, product acceptability, marketing effects, and E-WOM measurement).
4	(Chu & Kim,2011)	Power dynamics, idealism, the standard's influence, as well as the media's influence, all play a role.
5	(Wu & Wang,2011)	The message's source's dependability Appeal letter Brand participation Product involvement
6	(Abrantes et al,2013)	- Intragroup E-WOM - E-WOM among outsiders
7	(Ahrens et al,2013)	1. Chat rooms as well as networking websites. 2-Messages. 3. The system's standing in the industry. 4-Search for products on the internet.
8	(B. Yap et al,2013)	- Reasons for participating in E-WOM Promote a positive self-image. 2.social advantages.



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There are studies on E-WOM, according to research by both & Samiei, 2011; Velázquez et al., 2015; Jalilvand & Samiei, 2012 (Mohammed), among others. This is where the research into the three-dimensional aspects of E-WOM is more extensive, with a list illustrating the measurement of the three-dimensional in addition to the below display:

- **E-WOM Quality:** Describes how effective word-of-mouth is at persuading customers as well as any relevant remarks or observations. Customers must evaluate the information's quality since the consumer's choice to buy depends on a number of aspects or conditions that meet their wants and enable them to choose their preferences based on the calibre of the information they got.

- **E-WOM Quantity:** refers to the volume of comments left on the Internet about your favourite products or products that are widely used because it is believed that this reflects how well the products do on the market. Consumers may believe that more reviews reflect the performance of the products on the market in addition to representing the volume of comments made about these products or products because they need a signal to boost their confidence to reduce the likelihood that they will make a mistake or take a risk when shopping (Lin et al,2013)..

- **Sender's Expertise:** Comments made by previous customers encourage future customers to absorb the knowledge to make a purchasing decision (Lin et al,2013). Since it was clear from prior research and the theoretical underpinnings that there were numerous gaps in the study's variables.

The researcher attempted to address these major problems in the current investigation in the following main question:

**What is The mediating role of E-WOM in testing the role of celebrities s on the consumer's decision to Brand Switching by applying on YouTube app users in Mansoura city?**

This main question can be divided into the following sub-questions:

1. What is the Most used social media sites according to the study sample?

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2. What is the most followed areas of social media celebrities according to the study sample?
  3. What is the most purchased products by social media users according to the study sample?
  4. What is the goal of following social media according to the study sample?
  5. What is the Purpose of using social media sites according to the study sample?

#### **2.4 Research hypothesis:**

H1: There is No significant effect of celebrities 's dimensions on consumer's decision to Brand Switching.

H2: There is no significant statistical indication between E-WOM as a mediating variable in the role of celebrities s on the consumer's decision to Brand Switching.

### **3. Research Methodology**

#### **3.1 Study Approach:**

The researchers used the descriptive approach based on collecting data and subjecting it to statistical treatment and drawing conclusions from it, in all the study hypotheses (Ibrahim, 2014: 84).

#### **3.2 Study method:**

It includes the following:

##### **3.2.1 Types of data required and sources for obtaining them:**

In this study, the researcher relied on two types of data:

**3.2.1.1 Secondary data:** It was obtained by reviewing Arab and foreign scientific books, studies and research that dealt with the variables of the study and in a way that enables the researcher to establish concepts and prepare the theoretical framework for the study.

**3.2.1.2 Preliminary data:** These were collected from the clients under study and analyzed to enable the researcher to test the validity or falseness of the study's hypotheses and reach the results.

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### **3.2.2 Study population and sample:**

#### **3.2.2.1 Study population:**

The population of this study is represented in all customers of the YouTube application and followers of celebrities s of various kinds in the Arab Republic of Egypt

#### **3.2.2.2 Study sample:**

The researchers present it in the following points:

##### **3.2.2.2.1 Sample type:**

A virtual internet sample (snowball sampling) was relied upon, due to the availability of the conditions for its use, which are: the first condition, which is the presence of a large degree of homogeneity between the vocabulary of the community with regard to the characteristics to be studied for the YouTube application, and the second condition, which is the presence or The absence of a framework for the research community, based on the results of the literary survey of previous studies that the researcher based on, and due to the lack of a specific framework for the study population number of clients, the researcher assumed that the number of YouTube application clients and followers of celebrities s of various kinds in the Arab Republic of Egypt during the period From 1/6/2022 until 1/8/2022 more than 100.000 customers, so the sample size is 385 items as a minimum. (Bazara'a, 1996: 98) indicated that if the study population exceeds 100,000 items, the size of the sample will be The sample is 384 single, and the researcher relied on taking a sample from the customers of the YouTube application and followers of celebrities s of various kinds in the Arab Republic of Egypt, where the researcher designed the survey list on the search engine Google forms and placed through the YouTube application for two months from the period 1/6/ 2022 to 1/8/2022 The survey was completed in two phases, each phase three weeks, and a number of YouTube users who sent the electronic questionnaire link to the list resent the link to the list via social networking sites to their friends (snowball sampling).

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### **3.2.2.2 Method of withdrawing the sample items:**

Due to the difficulty of obtaining a framework with the names of the study population, the second case of the regular sample was relied upon, which is the absence of a framework for the population.

Two months were chosen for followers of celebrities' ads on YouTube, starting from 1/6/2022 until 1/8/2022, in two phases, each phase three weeks.

The researcher published the questionnaire electronically, and linked the responses of the respondents to the researcher's e-mail so that the data was collected electronically in an excel sheet after the respondents finished answering the questions of the questionnaire, and this continued over a period of six weeks within two months for the selected websites until the required and completed sample items were completed suitable for statistical analysis.

### **3.3 The primary data collection tool for the study:**

In completing this study, the researcher relied on the following two methods:

#### **3.3.1 Theoretical study:**

It includes reviewing Arab and foreign references from books, periodicals, research and letters that dealt with the topics of celebrities s, its dimensions and methods of measurement, in addition to the consumer's decision to switch to alternative signs, its dimensions and methods of measurement, which enables the researcher to prepare the theoretical framework for the study. As well as access to records, periodicals and statistics of the community under study

#### **3.3.2 field study:**

In compiling the field study data from its primary sources, the researcher relied on a survey list, which was prepared specifically for this purpose in light of the results of previous research and studies.

### **3.4 Measuring the study variables**

The study variables were measured based on a survey list designed specifically for this purpose. The dimensions of each study variable are detailed below:

This study contains three types of variables:

**3.4.1 The independent variable: celebrities s via the YouTube application:**

This variable is measured using 6 dimensions, on which most of the previous studies that dealt with the celebrities' variable were unanimously agreed, so the researcher relied on these dimensions, and the table (2) shows that as follows:

**Table (2) The independent variable: the celebrities s**

No.	Sentences	Ref.
<b>The independent variable: the celebrities s</b>		
<b>Celebrities Credibility</b>		
1.	I trust the information that the celebrity transmits through the YouTube app	[Al Banna, 2017; Ha and Lam (2017), Awasthi & Choraria, 2015 ; Gupta et al., 2015; Lee & Koo, 2015 ; Ong & Ong, 2015 ; Pereira et al., 2015; Bergkvist et al., 2016 ; Sarangan, 2016 ; Priyankara et al., 2017; Koernig & Boyd, 2009 ]
2.	The channels I follow usually use a credible celebrity	
3.	The celebrity offers personal incentives to YouTube users to purchase.	
4.	The advice that the famous transmits through the YouTube application helps in choosing products	
5.	Followers of the celebrity are convinced of the information he transmits through the YouTube app.	
<b>Celebrities Attractiveness</b>		
1.	The attractiveness of a celebrity controls the degree of interaction with ads presented on social media	[Al Banna, 2017; Ha and Lam (2017), Awasthi & Choraria, 2015 ; Gupta et al., 2015; Lee & Koo, 2015 ; Ong & Ong, 2015 ; Pereira et al., 2015; Bergkvist et al., 2016 ; Sarangan, 2016 ; Priyankara et al., 2017; Koernig & Boyd, 2009 ]
2.	When the famous person uses the products, the desire to buy these products increases	
3.	The outward appearance of the celebrity increases the desire to buy the products they promote	
4.	The information that the celebrity transmits through the YouTube application increases the desire to buy products	
5.	The elegance of the famous is an attractive factor to buy the products he promotes through the YouTube application	
<b>Celebrities Expertise</b>		
1.	The experience of the celebrity serves to provide a valid recommendation for the products they are advertising	[Al Banna, 2017; Ha and Lam (2017), Awasthi & Choraria, 2015 ; Gupta et al., 2015; Lee & Koo, 2015 ; Ong & Ong, 2015 ; Pereira et al., 2015; Bergkvist et al., 2016 ; Sarangan, 2016 ; Priyankara et al., 2017; Koernig & Boyd, 2009 ]
2.	The experience of a celebrity has a great influence in motivating and convincing his followers to buy women's products	
3.	The experience of the celebrity drives his followers to buy products from the brand that he transmits through the YouTube app.	
4.	The followers of the famous trust his experience to acquire everything that is new and wonderful by promoting products through the YouTube application.	



No.	Sentences	Ref.
5.	The experience of the celebrity reduces the hesitation of his followers when making purchases through the YouTube app	
<b>Celebrities / products Fit</b>		
1.	The personality of the celebrity corresponds to the type of product advertised	[Al Banna, 2017; Ha and Lam (2017), Awasthi & Choraria, 2015 ; Gupta et al., 2015; Lee & Koo, 2015 ; Ong & Ong, 2015 ; Pereira et al., 2015; Bergkvist et al., 2016 ; Sarangan, 2016 ; Priyankara et al., 2017; Koernig & Boyd, 2009 ]
2.	YouTube channels use a popular app that has a strong connection to the advertised products	
3.	The celebrity affects the image of the product in the minds of consumers	
4.	The famous sportswear fits all types of products.	
5.	The followers of the fashion celebrity are more interested in buying the clothes and shoes that he advertises	
<b>Celebrity Popularity (Familiarity)</b>		
1.	The popularity of a celebrity influences the buying trends of the products it advertises	[Al Banna, 2017; Ha and Lam (2017), Awasthi & Choraria, 2015 ; Gupta et al., 2015; Lee & Koo, 2015 ; Ong & Ong, 2015 ; Pereira et al., 2015; Bergkvist et al., 2016 ; Sarangan, 2016 ; Priyankara et al., 2017; Koernig & Boyd, 2009 ]
2.	The frequent appearance of a celebrity on social media increases the possibility of his influence on his fans to buy products	
3.	I am influenced by the advertisements that a celebrity makes about a particular brand.	
4.	I aspire to live the same famous lifestyle of the advertised product	
5.	The followers of the celebrity feel the value of the products through his presentation of them	
<b>Celebrity Specialty</b>		
1.	The famous person’s specialization in the products he advertises increases the demand of his followers to buy those products	[Al Banna, 2017; Ha and Lam (2017), Awasthi & Choraria, 2015 ; Gupta et al., 2015; Lee & Koo, 2015 ; Ong & Ong, 2015 ; Pereira et al., 2015; Bergkvist et al., 2016 ; Sarangan, 2016 ; Priyankara et al., 2017; Koernig & Boyd, 2009 ]
2.	The specialization of the celebrity influences the tendency to buy the products he advertises on social media	
3.	The celebrity’s specialization in the advertised product makes his followers satisfied with the product, which motivates them to buy it	
4.	Followers of the celebrity who specializes in advertising through the YouTube application make the decision to buy the products he promotes	
5.	The famous specialty gives confidence and reassurance to his followers to make the purchase	

**Source: (prepared by the researchers based on previous studies)**

**3.4.2 The dependent variable: consumer’s decision to Brand Switching:**

The researcher relied on the dimensions of (brand loyalty, price, brand quality, trust), which was developed by (Afzal et al., 2013) as dimensions of the consumer's decision to switch to alternative brands, due to his high degree of honesty and stability, and this variable is measured using 4 dimensions, on which

most of the previous studies that dealt with the consumer’s decision to Brand Switching variable and were unanimously agreed, so the researcher relied on these dimensions, and the table (3) shows that as follows:

**Table (3) The dependent variable: consumer’s decision to Brand Switching**

No.	Sentences	Ref.
<b>The dependent variable: consumer’s decision to Brand Switching</b>		
<b>Loyalty to the brand</b>		
1.	Celebrities s help increase loyalty to the exhibited product	[ Afzal et al., 2013 ]
2.	Celebrities s make me buy the product more often	
3.	My celebrities s create loyalty towards the offered product	
<b>The Price</b>		
1.	Price plays a pivotal role in influencing my purchasing decisions	[ Afzal et al., 2013 ]
2.	Compare the price of each product before making a purchase decision	
3.	Celebrities s play a big role in demonstrating the competitive prices of new products	
<b>Brand quality</b>		
1.	Celebrities s show the quality of the products well	[ Afzal et al., 2013 ]
2.	Celebrities s greatly influence my decision to switch to alternative products	
3.	Celebrities s help change my attitude towards the product	
<b>Trust</b>		
1.	Celebrities s increase my confidence in the product	[ Afzal et al., 2013 ]
2.	Celebrities s use all possible methods to instill confidence in consumers towards the product	
3.	I really trust the products that celebrities s use	

**Source: (prepared by the researchers based on previous studies)**

### **3.4.3 - The mediating variable: E-WOM:**

The investigation of both and Samiei, 2011; Velázquez et al., 2015; Jalilvand and Samiei, 2012 (Mohammad), while any specialist to depend on the review (lin et al., 2013) is where the investigation of the studies introduced three components of the E-WOM is broader, with a rundown showing investigate estimating the three-layered, notwithstanding beneath show, were a portion of the studies the analyst found.

**Table (4) The mediating variable: E-WOM**

No.	Sentences	Ref.
<b>The mediating variable:E-WOM</b>		
<b>E-WOM Quality</b>		
1.	I find clear comments when browsing the Internet	[ lin et al, 2013]
2.	I find incomprehensible comments when browsing the Internet	
3.	I find helpful comments when browsing the internet	
4.	Surfing the internet, I find comments I can trust	
5.	When browsing the Internet, I find enough reasons to support opinions	
6.	In general, the quality of all comments is increasing.	
<b>E-WOM Quantity</b>		
1.	The number of comments reflects the acceptance of the product by consumers	[ lin et al, 2013]
2.	The large number of comments reflects that the product is selling well	
3.	Lots of advice reflects that the product has a good reputation	
<b>Sender's Expertise</b>		
1.	I think the people commenting are experienced	[ lin et al, 2013]
2.	I think the people who comment have a lot of information about the product	
3.	I think the people who comment have the power to judge the product	
4.	The person making the comments offers a few different ideas from other sources.	
5.	The person making the comments is giving feedback that wasn't on my mind	

Source: (prepared by the researchers based on previous studies)

### 3.5. Data analysis methods

**The researchers relied on the following methods:**

1. Cronbach's Alpha test was used to test the stability of measures of all dimensions and variables of the study, and the value of the coefficient (Cronbach's Alpha) equal to (0.60 at least is an acceptable value to judge the study tool).
2. The descriptive analysis to present the results of the study sample's opinions about the dimensions and variables of the study included the use of arithmetic averages and standard deviations.
3. The Pearson correlation coefficient was used to determine the strength and direction of the relationship between the independent variable (celebrities s) and its dimensions (celebrities s' credibility, celebrities s' attractiveness, celebrities s' experience, match between celebrities s and products, popularity of celebrities s, specialization of celebrities s) and the dependent

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variable (consumer decision to switch to brands) alternative and its dimensions (brand loyalty, price, brand quality, trust).

4. Stepwise regression analysis was used to measure the impact of celebrities s dimensions (celebrities s credibility, celebrities s attractiveness, celebrities s experience, match between celebrities s and products, celebrities s popularity, celebrities s specialization) as independent variables on the dependent variable decision. The consumer shifts to alternative brands and its dimensions (brand loyalty, price, brand quality, trust).
5. To test the significance of each independent variable separately, the researcher used the T-test at a level of significance less than (0.01).
6. Testing the significance of the quality of fit of the model:
7. To test the significance of the model as a whole, the researcher used the F-test
8. Simple linear regression analysis was used to measure the effect of the independent variable (celebrities s) on the dependent variable (consumer's decision to switch to alternative signs).
9. The Mann Whitney method was used, which is used to find out the differences between two groups, in order to find out the differences between the opinions of YouTube application users about the dimensions and variables of the study.

### **3.6. The limitations of the study:**

The limits of the study are divided into human, temporal and spatial limits as follows:

#### **3.6.1 Human limits:**

This study was done from the viewpoint of subscribers and followers of celebrities s through the YouTube application, due to their relevance to the subject of the study and the great importance of the YouTube application, and due to the large size of their followers and subscribers, and the study did not address all other social networking sites such as Twitter, SNAPCHAT, INSTAGRAM, Telegram, and TikTok.

### 3.6.2 Time limits

This study was conducted from 1/6/2022 to 1/8/2022.

### 3.6.3 Place limits:

This study was conducted on the followers of celebrities s through the YouTube application, because it is one of the largest social networking sites with follow-up and subscriptions via the Internet, and one of the most important methods of the sites used by celebrities s and their followers.

## 4. The results of the study:

### 4.1 Reliability and validity of the measures:

The coefficient of Cronbach's alpha (Hair et al., 2006) was utilized to examine the relativity of the field study's outcomes in summing up the discoveries to survey the dependability of the rundown of the Examination as an information assortment device. Assuming the coefficient of alpha is more than 0.070, it is suitable for use in research. As per the Cronbach's alpha coefficient and this condition, Table (5) shows the unwavering quality and legitimacy coefficients for the rundown addressed to Address 5 as well as the legitimacy coefficient, validity coefficient =  $\sqrt{\text{Cronbach's alpha coefficient}}$  :

**Table (5) The Coefficients of validity and reliability values for the questionnaire**

phases	Study variables	Number of Phrases	Cronbach's Alpha coefficient values	Validity's coefficient
First phase	<b>The celebrities s</b>	<b>30</b>	<b>.868</b>	<b>0.955</b>
	Celebrities Credibility	5	.863	0.942
	Celebrities Attractiveness	5	.870	0.940
	Celebrities Expertise	5	.878	0.938
	Celebrities / products Fit	5	.868	0.939
	Celebrity Popularity (Familiarity)	5	.862	0.928
	Celebrity Specialty	5	.859	0.933
Second phase	<b>Consumer's Decision to Brand Switching</b>	<b>12</b>	<b>.855</b>	<b>0.924</b>
	Loyalty to the brand	3	.879	0.937
	The Price	3	.879	0.937
	Brand quality	3	.886	0.941
	Trust	3	.884	0.940
Third phase	<b>E-WOM</b>	<b>14</b>	<b>.845</b>	<b>0.919</b>
	E-WOM Quality.	6	.866	0.930
	E-WOM Quantity.	3	.883	0.939
	Sender's Expertise.	5	.872	0.933
<b>Total</b>	<b>All variables</b>	<b>56</b>	<b>0.881</b>	<b>0.938</b>

Source: (prepared by the researchers based on statistical analysis)

Table (5) demonstrates that all phases and phrases included in the list of the Inquisition have appropriate values for the Cronbach's alpha coefficient and the Validity's coefficient. The scale is more steady the closer the Cronbach's alpha coefficient value is to the right value.

According to the table, the alpha Cronbach values ranged from 0.866 to 0.854. The independent, dependent, and mediating variables' respective alpha coefficients are (0.868, 0.855, and 0.845), and the list of the Inquisition as a whole has an alpha coefficient of (0.881), indicating a high level of dependability.

Furthermore, the Legitimacy's coefficient values went from (0.955-0.928), The Legitimacy's coefficient values for the free, subordinate, and interceding factors each had two qualities (0.919, 0.924), and the rundown of the Examination overall had a worth of (0.938), demonstrating a high level of Legitimacy on the rundown of the Probe.

## **4.2 Questions and Hypotheses Test:**

### **4.2.1 Most used social media sites:**

Table No. (6) Presents a descriptive analysis of the study sample according to social networking sites

**Table (6) The results of the descriptive analysis of the study sample according to the sites that deal with it**

Social Media Sites	Always deal with it		Sometimes deal with it		Never deal with it		Favorite social media site		
	No.	%	No.	%	No.	%	No.	%	Arrangement
<b>FACEBOOK</b>	300	77.9%	79	20.5%	6	1.6%	182	47.3%	1
<b>TWITTER</b>	106	27.5%	111	28.8%	168	43.6%	46	11.9%	4
<b>SNAPCHAT</b>	50	13%	146	37.9%	189	49.1%	0	0	5
<b>NSTGRAM</b>	244	63.4%	124	32.2%	17	4.4%	48	12.5%	3
<b>YOUTUBE</b>	256	66.5%	107	27.5%	22	5.7%	109	28.3%	2

**Source: (prepared by the researchers based on statistical analysis)**

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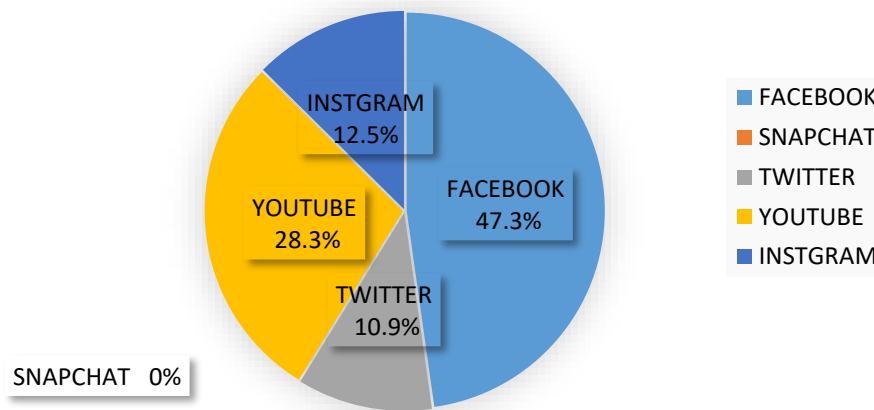
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From Table (6), it is clear that:

- Facebook comes in first place in terms of priority for users of social networking sites.
- YouTube comes in second place in terms of priority for users of social networking sites.
- Instagram comes in third place in terms of priority for users of social networking sites.
- Twitter is ranked fourth in terms of priority for users of social networking sites.
- Snapchat comes in fifth place in terms of priority for users of social networking sites.

This can be illustrated in Figure (1)

Figure (1)  
favourite social media sit



#### **4.2.2. The most followed areas of social media celebrities for the study sample:**

Table (7) presents the descriptive analysis of the study sample according to the domains of the most followed social media celebrities.

Table (7) The results of the descriptive analysis of the study sample according to the areas of famous social networking sites that you follow

celebrity fields	Always follow		Sometimes follow		Never follow		Mean	S.D.	Arrangement
	No.	%	No.	%	No.	%			
Sports celebrities	107	27.8%	152	39.5%	126	32.7%	2.25	0.502	1
Acting celebrities	96	24.9%	249	64.7%	40	10.4%	2.15	0.577	2
celebrity cooking	52	13.5%	143	37.1%	190	49.4%	1.64	0.708	7
Beauty Celebrities	82	21.3%	139	36.1%	164	42.6%	1.79	0.771	5
Celebrity fashion and accessories	119	30.9%	144	37.4%	122	31.7%	1.99	0.792	3
famous jewelry	57	14.8%	139	36.1%	189	49.1%	1.66	0.723	6
Celebrities explained and analyzed	83	21.6%	168	43.8%	134	34.8%	1.87	0.74	4

**Source: (prepared by the researchers based on statistical analysis)**

From Table (7) it is clear that: Sports celebrities on social networking sites are the most followed by users of social networking sites, followed by celebrities of acting and then each of (famous fashion and accessories, celebrities explaining and analyzing human behavior, beauty celebrities, jewelry celebrities, cooking celebrities) in order

**4.2.3. The most purchased products by social media users:**

Table (8) presents the descriptive analysis of the study sample according to the consumer products they prefer to buy through social networking sites.

Table (8) The results of the descriptive analysis of the study sample according to consumer products that can be purchased through social media sites

Products	Always purchase		Sometimes purchase		Never purchase		Mean	S.D.	Arrangement
	No.	%	No.	%	No.	%			
accessories	60	15.6%	191	49.6%	134	34.8%	1.81	0.684	2
Perfume	92	23.9%	123	31.9%	170	44.2%	1.80	0.801	3
clothes and shoes	136	35.3%	201	52.2%	48	12.5%	2.23	0.653	1
Makeup	68	17.7%	133	34.5%	184	47.8%	1.70	0.752	4
Jewelry	15	21.3%	82	21.3%	288	74.8%	1.29	0.534	9
Cooking utensils	35	9.1%	115	29.9%	235	61%	1.48	0.658	7
Movies and music	65	16.9%	94	24.4%	226	58.7%	1.58	0.763	6
and game software	28	7.3%	123	31.9%	234	60.8%	1.46	0.629	8
electronic equipment	45	11.7%	168	43.6%	172	44.7%	1.67	0.675	5

**Source: (prepared by the researchers based on statistical analysis)**



From Table (8) it is clear that: Among the products that can be purchased through social networking sites, clothes and shoes come in the first place in terms of priority of purchase by social networking users, followed by (accessories, perfumes, cosmetics, electronics, Movies, music, games, cooking utensils, electrical appliances, jewelry) respectively.

**4.2.4. The goal of following social media:**

Table (9) presents the descriptive analysis of the study sample according to the purpose of using social media site

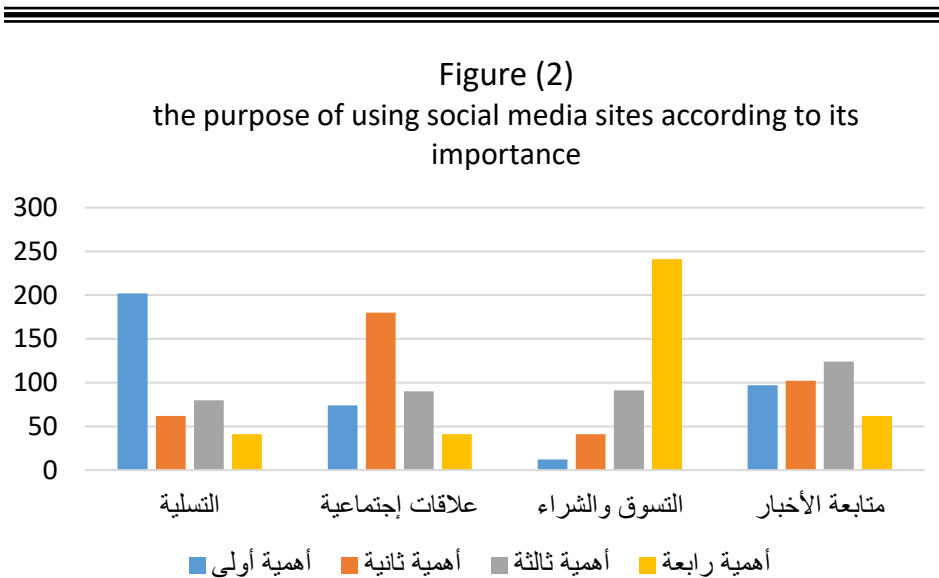
**Table (9) The results of the descriptive analysis of the study sample according to the purpose of using social media sites**

Purpose	First importance		Second importance		Third importance		Fourth importance		Mean	Arr.
	No.	%	No.	%	No.	%	No.	%		
<b>Entertainment</b>	202	52.5%	62	16.1%	80	20.8%	41	10.6%	3.10	1
<b>Social relationships</b>	74	19.2%	180	46.8%	90	23.4%	41	10.6%	2.75	2
<b>Shopping and buying</b>	12	3.1%	41	10.6%	91	23.6%	241	62.6%	1.54	4
<b>Follow the news</b>	97	25.2%	102	26.5%	124	32.2%	62	16.1%	2.61	3

From Table (9) it is clear that:

- Entertainment comes first in terms of the goal of using social networking sites.
- Social relations come in second place in terms of the goal of using social networking sites.
- Follow-up to the news comes in third place in terms of the goal of using social networking sites.
- Shopping and buying come in fourth place in terms of the goal of using social media sites.

This can be illustrated in Figure (2)



#### 4.2.5 Purpose of using social media sites:

Table (10) presents the descriptive analysis of the study sample according to the purpose of using social media sites

Table (10) The results of the descriptive analysis of the study sample according to the celebrities on social media sites

Celebrities On Social media sites	Always follow		Sometimes follow		Never follow		Favorite Celebrity		
	No.	%	No.	%	No.	%	No.	%	Arrang.
Samer Khouzami (cosmetic)	4	1%	66	17.1%	315	81.8%	1	0.3%	11
Hani Al-Beheiry (fashion designer)	50	13%	144	37.4%	191	49.6%	12	3.1%	8
Sally Fouad (cooking)	49	12.7%	153	39.7%	183	47.5%	19	4.9%	4
Nelly Karim (Jewelry and Fashion)	49	12.7%	120	31.2%	216	56.1%	19	4.9%	4
Paris Hilton (Beauty and fashion)	45	11.7%	109	28.3%	231	60%	4	0.3%	11
MOUNIR (Hairdressing and beauty)	53	13.8%	102	26.5%	230	59.7%	7	1.8%	9
Huda Beauty (Beauty) (cosmetic)	91	23.6%	93	24.2%	201	52.2%	19	4.9%	4

Joelle Mardinian Stories (Various products)	45	11.7%	86	22.3%	254	66%	15	3.9%	7
Sherbini Chef (cooking)	42	10.9%	123	31.9%	220	57.1%	4	1.0%	10
Dina Ragheb (Beauty expert and product reviewer)	74	19.2%	9	23.6%	220	57.1%	41	10.6%	3
Mohamed Salah (Professional soccer player)	184	47.8%	129	33.5%	72	18.7%	145	37.7%	1
Ahmed Helmy (Comedian, actor, film producer, TV presenter, author, well-known TV personality)	216	56.1%	139	36.1%	30	7.8%	99	25.7%	2

**Source: (prepared by the researchers based on statistical analysis)**

From Table (10) it is clear that:

- Mohamed Salah (professional football player) comes in first place in terms of the most followed celebrity by social media users.
- Ahmed Helmy (comedian, actor, film producer, TV presenter, author, well-known TV personality) comes in second place in terms of celebrities most followed by users of social networking sites.
- Dina Ragheb (beautician and product reviewer) comes in third place in terms of the most followed celebrities by social media users.
- Nelly Karim (jewelry and fashion) comes in fourth place in terms of the most followed celebrities by users of social networking sites.

#### **4.2.5 Hypotheses testing:**

##### **4.2.5.1 Testing the first hypothesis:**

**H1: There is No significant effect of celebrities 's dimensions on the dimensions of consumer's decision to Brand Switching, and this hypothesis divided into the following sub-hypotheses:**

H<sub>1 a</sub>: There is No significant effect of celebrities 's dimensions on Loyalty to the brand.

H<sub>1 b</sub>: There is no significant effect of celebrities 's dimensions on The Price

H<sub>1 c</sub>: There is no significant effect of celebrities 's dimensions on Brand quality.

H<sub>1 d</sub>: There is no significant effect of celebrities 's dimensions on Trust .

**First step: The effect of celebrities s on consumer’s decision to Brand Switching:**

The researchers employed straightforward linear regression analysis to examine the veracity of this claim. When we want to investigate the relationship between two variables, x and y, and utilise it to forecast y from x, we employ linear regression. The experimenter has control over the values of the independent variable x. In addition to being dependent on x and being prone to random errors, the variable y, recall that the variables are connected by the formula if the relationship between y and x is exactly a straight line.

$$y = \beta_0 + \beta_1 x \text{ equal to } y = a + \beta x$$

Where  $\beta_0$  shows the catch of the line with the y hub and  $\beta_1$  addresses the slant of the line, or the adjustment of y per unit change in x (Johnson, Bhattacharyya, 2014, 443 446).

The accompanying table shows the consequence of this factual examination as follows:

**Table (11) The effect of celebrities’ on Loyalty to the brand**

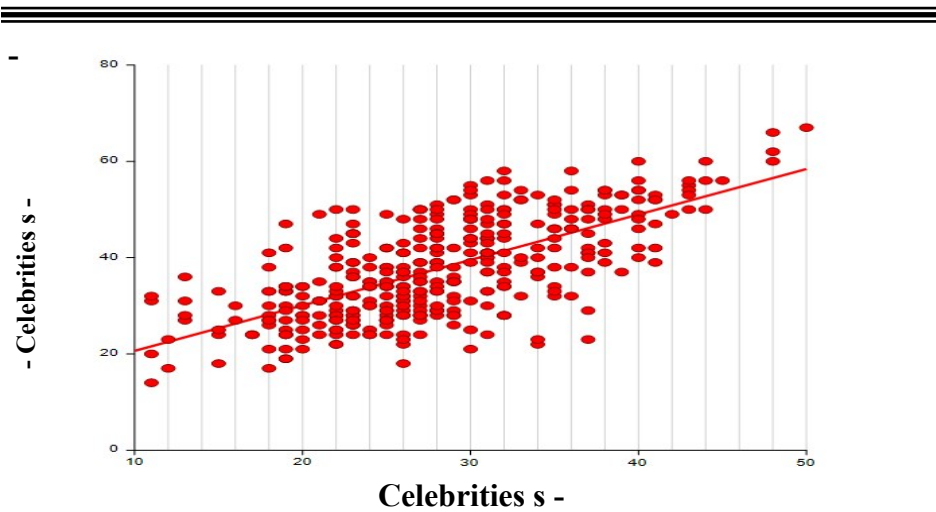
Dependent variable	Independent variable	$\beta_0$	$\beta_1$	Beta	T	Sig	R <sup>2</sup>	F (Sig.)	Sig
the consumer’s decision to Brand Switching	Celebrities s	11.15	0.945	0.677	7.29	0.000	0.458	322.36	0.000

**Source: (prepared by the researchers based on statistical analysis)**

R<sup>2</sup> for this situation is 0.458, which demonstrates that the shopper's choice to Brand Switching made sense of around 45.8% of powerhouses and leftover 54.8% because of different variables not taken into account.

F value = (322.36) is measurably critical at 0.01, and that intends that there is huge effect of Forces to be reckoned with on the customer's choice to Brand Exchanging .

The accompanying figure delineates the impact of the free factor (celebrities s) on the dependent variable (the customer's choice to Brand Switching):



- the consumer's decision to Brand Switching -

**Figure (3) the effect of Celebrities' on Loyalty to the brand**

**Second step: The effect of celebrities' dimensions on the consumer's decision to Brand Switching:**

In order to determine the effect of celebrities 's dimensions on the consumer's decision to Brand Switching each dimension separately, the researcher used simple linear regression analysis:

The following table (12) shows the factual investigation results to decide the impact of celebrities 's aspects on the customer's choice to Brand Exchanging every variable separately:

**Table (12) Statistical analysis results to the effect of dimensions of celebrities on the consumer’s decision to Brand Switching**

Dependent variable	Independents variable	$\beta_0$	$\beta_1$	Beta	T	Sig	R <sup>2</sup>	F (Sig.)	Sig
consumer’s decision to Brand Switching	Celebrities Credibility	1.56	0.787	0.533	5.80	0.000	0.284	33.69	0.000
	Celebrities Attractiveness	1.89	0.984	0.581	6.21	0.000	0.337	38.61	0.000
	Celebrities Expertise	2.03	1.152	0.502	6.77	0.000	0.252	45.84	0.000
	Celebrities / products Fit	1.45	0.776	0.522	5.70	0.000	0.273	32.58	0.000
	Celebrity Popularity (Familiarity)	1.78	0.973	0.570	6.19	0.000	0.326	37.59	0.000
	Celebrity Specialty	1.90	1.095	0.485	6.50	0.000	0.240	44.42	0.000

**Source: (prepared by the researcher based on statistical analysis)**

By inspecting the information in the past table (12), obviously:

- 1- Celebrities' Validity fundamentally impacted buyers' choices to switch brands, accounting for a huge 28.4% of those choices, with the leftover 71.6% attributable to different variables that were not thought about. R2 = (0.284) and F value = (33.69) were both genuinely critical at 0.01.
- 2- Celebrities Allure made sense of around 33.7% of the buyer's choice for switch brands, with the leftover 76.3% inferable from different variables that were not thought of. R2 = (0.337) and F esteem = (38.61) are genuinely huge at 0.01, demonstrating that Celebrities Engaging quality altogether affects the customer's choice to switch brands.
- 3- About 25.2% of customers' choices to switch brands were made sense of by famous people's expertise, with the leftover 74.8% owing to unaccounted-for factors. R2 = (0.252), and F esteem = (45.84) is genuinely huge at 0.01, demonstrating that celebrities' skill and item fit essentially affect buyers' choices to switch brands.

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- 4- Celebrities / products fit statistically significantly ( $R^2 = 0.273$ , F value = 32.58, statistical significance level of 0.01) on the consumer's decision to switch brands, explaining around 27.3% of that decision and leaving the remaining 72.7% owing to other factors that were not taken into account.
  - 5- Celebrity Popularity (Familiarity) explained about 32.6% of the consumer's decision to switch brands, with the remaining 67.4% attributable to other factors that were not considered.  $R^2 = (0.326)$ , and F value = (37.59) is statistically significant at 0.01, indicating that Celebrity Popularity (Familiarity) has a significant impact on the consumer's decision to switch brands.
  - 6- Celebrity Specialty explained about 24.0% of the consumer's decision to switch brands, with the remaining 76.0% attributable to other factors that were not considered.  $R^2 = 0.240$ , and F value = (44.42) is statistically significant at 0.01, indicating that Celebrity Specialty has a significant impact on the consumer's decision to switch brands.

**Third step: The effect of the celebrities 's dimensions on Loyalty to the brand.**

To decide the impact of powerhouse's aspects on Dependability to the brand multiple relapse investigation utilized, and the general type of various relapse models is as per the following (Johnson, Bhattacharyya, 2014, 492)

$$Y_1 = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + e_i \quad i = 1, \dots, n$$

Where  $x_1$  and  $x_2$  are the upsides of the info factors for the  $I$  th trial run and  $Y_1$  is the corresponding response.

The mistake parts  $e_i$  are thought to be free ordinary

Factors with mean 0 and fluctuation  $\sigma^2$  .

The relapse boundaries  $\beta_0$ ,  $\beta_1$ , and  $\beta_2$  are obscure as is  $\sigma^2$ .

The following table (13) shows the factual investigation results to decide the impact of the celebrities 's aspects on Dependability to the brand:

**Table (13) the results of Statistical analysis in order to measuring the impact of the celebrities s dimensions on Loyalty to the brand**

Dependent variable	Independents variable	$\beta_0$	$\beta_1$	Beta	T	Sig	R <sup>2</sup>	F (Sig.)	Sig
Loyalty to the brand	Celebrities Credibility	3.665	0.300	0.206	4.10	0.000	0.366	16.83	0.000
	Celebrities Attractiveness		0.421	0.261	4.94	0.000		24.39	0.000
	Celebrities Expertise		0.594	0.296	6.48	0.000		41.99	0.000
	Celebrities / products Fit		0.295	0.201	4.02	0.000		15.58	0.000
	Celebrity Popularity (Familiarity)		0.415	0.258	4.85	0.000		23.20	0.000
	Celebrity Specialty		0.550	0.252	5.88	0.000		40.22	0.000

**F for all = 162.21     $\beta_0$  for all = 3.665**

**Source: (prepared by the researcher based on statistical analysis)**

R2 for this situation is 0.366, which shows that the powerhouses aspects explained around 36.6% of Unwaveringness to the brand, and leftover 63.4% because of different variables, F value = 162.21 is genuinely critical at 0.01, and that actually intends that there is huge impact celebrities s aspects on the Reliability to the brand.

In view of the past factual outcomes, obviously there is an impact of powerhouse's dimensions on Steadfastness to the brand, and that implies dismissing the invalid speculations (H1 a) and acceptance of the elective theory, and that signifies: "There is a massive impact of celebrities s aspects on Steadfastness to the brand.

**Fourth step: The effect of celebrities ’s dimensions on The Price.**

To decide the impact of force to be reckoned with's aspects on The Value numerous regression investigation used.

. The following table (14) shows the measurable investigation results to decide the impact of powerhouse's dimensions on of The Price:



**Table (14) The results of Statistical analysis in order to measuring the impact of celebrities ’s dimensions on of The Price.**

Dependent variable	Independents variable	$\beta_0$	$\beta_1$	beta	T	Sig	R <sup>2</sup>	F (Sig.)	Sig
The Price	Celebrities Credibility	2.451	0.171	0.210	3.870	0.000	0.254	14.98	0.000
	Celebrities Attractiveness		0.192	0.212	3.707	0.000		13.74	0.000
	Celebrities Expertise		0.237	0.212	4.283	0.000		18.34	0.000
	Celebrities / products Fit		0.222	0.204	4.125	0.000		17.58	0.000
	Celebrity Popularity (Familiarity)		0.212	0.205	3.952	0.000		16.74	0.000
	Celebrity Specialty		0.285	0.260	4.358	0.000		17.95	0.000

**F for all = 99.13     $\beta_0$  for all = 2.451**

**Source: (prepared by the researcher based on statistical analysis)**

R2 for this situation is 0.254, which shows that powerhouse's aspects made sense of about 25.4% of The Cost, and remaining 64.6% because of different elements, F esteem = 99.13 is statistically critical at 0.01, and that truly intends that there is massive impact of force to be reckoned with's dimensions on the Price.

In view of the past factual outcomes, obviously there is an impact of force to be reckoned with's dimensions on The Cost, and that implies dismissing the invalid theories (H1 b) and acknowledgment of the alternative theory, and that signifies: "There is a massive impact of force to be reckoned with's aspects on the Price.

**Fifth step: The effect of the celebrities ’s dimensions on Brand quality.**

To decide the impact of celebrities ’s dimensions on Brand quality various regression investigation used.

. The following table (15) shows the factual investigation results to decide the impact of celebrities 's dimensions on Brand quality:

**Table (15) The results of Statistical analysis in order to measuring the impact of celebrities 's dimensions on Brand quality.**

Dependent variable	Independents variable	$\beta_0$	$\beta_1$	beta	T	Sig	R <sup>2</sup>	F (Sig.)	Sig
Brand quality	Celebrities Credibility	4.534	0.316	0.262	5.15	0.000	0.346	26.53	0.000
	Celebrities Attractiveness		0.371	0.278	5.18	0.000		26.80	0.000
	Celebrities Expertise		0.320	0.193	4.16	0.000		17.29	0.000
	Celebrities / products Fit		0.301	0.207	4.15	0.000		15.62	0.000
	Celebrity Popularity (Familiarity)		0.422	0.262	4.95	0.000		24.22	0.000
	Celebrity Specialty		0.175	0.215	3.88	0.000		14.80	0.000

**F for all = 125.26     $\beta_0$  for all = 4.534**

**Source: (prepared by the researcher based on statistical analysis)**

**R<sup>2</sup>** for this situation is 0.346, which shows that powerhouse's aspects made sense of about 34.6% of Brand quality, and remaining 64.4% because of different variables, F esteem = 125.26 is statistically critical at 0.01, and that intends that there is huge impact of force to be reckoned with's dimensions on the Brand quality.

In view of the past measurable outcomes, obviously there is an impact of force to be reckoned with's dimensions on Brand quality, and that implies dismissing the invalid theories (H1 c) and acknowledgment of the elective speculation, and that signifies: "There is a huge impact of force to be reckoned with's aspects on Brand quality.

**Sixth step: The effect of the celebrities ’s dimensions on Trust .**

To decide the impact of celebrities ’s dimensions on Trust multiple relapse analysis used.

. The following table (16) shows the factual investigation results to decide the impact of celebrities ’s dimensions on Trust:

**Table (16) The results of Statistical analysis in order to measuring the impact of celebrities ’s dimensions on Trust**

Dependent variable	Independents variable	$\beta_0$	$\beta_1$	Beta	T	Sig	R <sup>2</sup>	F (Sig.)	Sig
Trust	Celebrities Credibility	4.222	0.311	0.252	4.35	0.000	0.255	25.88	0.000
	Celebrities Attractiveness		0.362	0.288	5.18	0.000		24.80	0.000
	Celebrities Expertise		0.310	0.123	4.16	0.000		16.47	0.000
	Celebrities / products Fit		0.299	0.217	4.15	0.000		14.96	0.000
	Celebrity Popularity (Familiarity)		0.327	0.232	4.95	0.000		22.32	0.000
	Celebrity Specialty		0.180	0.235	3.88	0.000		12.74	0.000

**F for all = 116.09     $\beta_0$  for all = 4.222**

**Source: (prepared by the researcher based on statistical analysis)**

R<sup>2</sup> for this situation is 0.255, which demonstrates that powerhouse's aspects made sense of about 25.5% of Brand quality, and remaining 74.5% because of different elements, F esteem = 116.90 is statistically huge at 0.01, and that intends that there is tremendous impact of force to be reckoned with's dimensions on the Trust.

In light of the past measurable outcomes, obviously there is an impact of powerhouse's dimensions on Trust, and that implies dismissing the invalid speculations (H1 d) and acknowledgment of the alternative theory, and that signifies: "There is a tremendous impact of force to be reckoned with's aspects on Trust.

In light of the past measurable outcomes, obviously there is an effect of the celebrities 's dimensions on consumer's decision to Brand Switching, which means rejecting the null hypotheses (H1) and acceptance of the alternative hypothesis, which means: "There is a significant effect of celebrities 's dimensions on the dimensions of consumer's decision to Brand Switching.

**4.2.5.2 Testing the second hypothesis:**

H2: There is no statistically significant evidence linking E- WOM to the involvement of celebrities s in the consumer's choice to switch brands. The Path Analysis method, one of the regression programs, was utilized by the authors with the Amos Ver.18 programme, as well as the Structural Equations Modeling (SEM) method with the Path Analysis programme, which was employed with the AMOS programme and the Maximum Likelihood Estimates (MLE) method. where the mediating impact of E-WOM can be tested.

The results of the AMOS model for E- WOM as a mediating variable in the function of celebrities s on the consumer's choice to switch brands are shown in Table (17).

**Table (17) Findings of the Amos Model of E-WOM as a mediating variable in the role of celebrities s on the consumer's decision to Brand Switching.**

	<b>Estimate</b>	<b>S.E</b>	<b>C.R</b>	<b>P</b>
<b>E-WOM → Celebrities s</b>	<b>0.677</b>	<b>0.083</b>	<b>8.300</b>	<b>***</b>
<b>E-WOM → the consumer's decision to Brand Switching</b>	<b>0.354</b>	<b>0.085</b>	<b>4.936</b>	<b>***</b>
<b>Celebrities s → the consumer's decision to Brand Switching</b>	<b>0.684</b>	<b>0.036</b>	<b>18.771</b>	<b>***</b>

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The results of table (17) showed a degree of congruence between E-WOM and celebrities s, and the majority of the regression coefficients are high in morale, confirming that E-WOM have a mediating effect in the role of celebrities s on the consumer's decision to switch brands. The results also show that the mediating influence further explains the influence of celebrities s, on the consumer's decision to switch brands.

## **5. Conclusion:**

The study resulted in the following results:

The results of the question about: The most used social networking sites: The results of the study were as follows:

- Facebook comes in first place in terms of priority for users of social networking sites.
- YouTube comes in second place in terms of priority for users of social networking sites.
- Instagram comes in third place in terms of priority for users of social networking sites.
- Twitter is ranked fourth in terms of priority for users of social networking sites.
- Snapchat is ranked fifth in terms of priority for users of social networking sites.

As for the question about: the most followed fields of social media celebrities for the study sample: the results showed that sports celebrities on social media are the most followed by users of social media sites, followed by celebrities of acting and then all of (fashion and accessories celebrities, celebrities explain and analysis of human behavior, beauty celebrities, jewelry celebrities, culinary celebrities) respectively

With regard to: The products most purchased by users of social networking sites: The results of the search revealed that among the products that can be purchased through social networking sites, clothes and shoes come in the first place in terms of priority of purchase by users of social networking sites, followed by: (Accessories, perfumes, cosmetics, electronics, movies, music and games, cooking tools, electrical tools, jewelry) respectively.

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With regard to: The objective of following up on social media: The results of the study resulted in the following:

- Entertainment comes first in terms of the goal of using social networking sites.
- Social relations come in second place in terms of the goal of using social networking sites.
- Follow-up to the news comes in third place in terms of the goal of using social networking sites.
- Shopping and buying come in fourth place in terms of the goal of using social networking sites
- With regard to the results of the question about: Celebrities most followed by users of social networking sites: The results of the study revealed the following:
  - Mohamed Salah (professional football player) comes in first place in terms of the most followed celebrities by social media users.
  - Ahmed Helmy (comedian, actor, film producer, TV presenter, author, well-known TV personality) comes in second place in terms of celebrities most followed by users of social networking sites.
  - Dina Ragheb (beautician and product reviewer) comes in third place in terms of the most followed celebrities by social media users.
  - Nelly Karim (jewelry and fashion) comes in fourth place in terms of the most followed celebrities by users of social networking sites.
  - There is a degree of congruence between E-WOM and Celebrities s , and that the majority of regression coefficients are high in morale, confirming that E-WOM have a mediating effect in the role of celebrities s on the consumer's decision to Brand Switching, and the results indicate that the mediating influence further explains the role of Celebrities s, on the consumer's decision to Brand Switching where the value of C.R was (18.771), and the estimate value was (0.684).
  - There is significant effect of Celebrities s on the consumer's decision to Brand Switching .
  - There is a significant effect of celebrities s dimensions on Loyalty to the brand.
  - There is a significant effect of celebrities 's dimensions on the Price.
  - There is a significant effect of celebrities 's dimensions on Brand quality.
  - There is a significant effect of celebrities 's dimensions on Trust.

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## **6. Recommendations:**

From the previously presented results, the researcher recommends the following:

1. Companies must target customers through advertisements that highlight the benefits and uses of products for the targeted customers, in line with the values of society.
2. Advertisers should focus on other factors that would motivate consumers to buy and be more effective, such as product prices, as it was found that products that were not recommended by celebrities, such as product prices, were able to emerge as distinctive brands without being recommended. By celebrities, and therefore products should not be overpriced under the pretext of the high cost of hiring celebrities, and therefore companies should reconsider the pricing of their products to ensure their suitability, without compromising their quality.
3. Conducting more research and studies to identify the role of packaging, in addition to product prices, in influencing the consumer's purchase intention.?
4. Studying the causal relationships between the variables of the current study by applying them to different sectors and to a different sample of Arab and foreign countries in order to expand the geographical scope.?
5. Conducting more studies on social networking sites because of their significant role in determining the purchasing behavior of the consumer and seeking the assistance of experts in the field of advertising design on social media sites.

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## الدور الوسيط للكلمة المنطوقة الإلكترونية في اختبار تأثير المؤثرين على قرار المستهلك بتبديل العلامة التجارية

"دراسة تطبيقية على مستخدمي تطبيق اليوتيوب بمدينة المنصورة"

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### ملخص الدراسة

تهدف هذه الدراسة إلى اختبار الدور الوسيط للكلمة المنطوقة الإلكترونية (E-WOM) في اختبار تأثير المؤثرين على قرار المستهلك بالتحول للعلامات البديلة. في جميع فروض الدراسة، استخدم الباحثون المنهج الوصفي، والذي يتضمن جمع البيانات، وتطبيق التحليل الإحصائي عليها، واستخلاص الاستنتاجات منه. نظرًا لتوافر الشروط لاستخدام هذا المنهج وملائمته أهداف الدراسة، تم استخدام عينة إنترنت افتراضية (كرة الثلج)، وكان حجم العينة ٣٨٥. يتم تمثيل مجتمع هذه الدراسة في جميع عملاء تطبيق YouTube وأتباع المؤثرين من أنواع مختلفة في جمهورية مصر العربية. تم تحليل بيانات الدراسة باستخدام (اختبار ألفا كرونباخ، التحليل الوصفي، معامل ارتباط بيرسون، تحليل الانحدار المتدرج، اختبار t، تحليل الانحدار الخطي البسيط). أكدت نتائج الدراسة أن الكلمة المنطوقة الإلكترونية E-WOM لها تأثير متوسط في دور المؤثرين على قرار المستهلك بالتحول إلى العلامات البديلة، مع وجود درجة من التطابق بين تأثير E-WOM والمؤثرين وذلك بالنظر إلى غالبية معاملات الانحدار، وتشير النتائج إلى أن التأثير الوسيط يفسر دور المؤثرين، على قرار المستهلك بتبديل العلامة التجارية حيث كانت قيمة C.R (18.771)، وكانت قيمة التقدير (٠,٦٨٤) بالإضافة إلى أنه أوضحت الدراسة وجود تأثيرًا كبيرًا للمؤثرين على قرار المستهلك بالتحول إلى العلامات البديلة، وهناك تأثير كبير لأبعاد المؤثرين على السعر وجودة العلامة التجارية وولاء العلامة التجارية والثقة.

**الكلمات المفتاحية:** الكلمة المنطوقة الإلكترونية (E - WOM) - المؤثرين - قرار المستهلك بالتحول إلى العلامات البديلة.