

---

---

**THE EFFECT OF E-WOM THROUGH SOCIAL MEDIA ON  
PURCHASING INTENTION: THE MEDIATING ROLE OF E-TRUST  
AT THE EGYPTIAN YOUTH HOSTELS**

---

---

**Mahmoud Atito**

**RESEARCHER, FACULTY OF TOURISM AND HOTELS, LUXOR UNIVERSITY, EGYPT**

**Sabreen Gaber Abd El-Jalil**

**FACULTY OF TOURISM AND HOTELS, LUXOR UNIVERSITY, EGYPT**

**Ahmed Rady**

**FACULTY OF TOURISM AND HOTELS, MINIA UNIVERSITY, EGYPT**

**Walaa Mahmoud fawy**

**FACULTY OF TOURISM AND HOTELS, LUXOR UNIVERSITY, EGYPT**

**ABSTRACT**

*There are many positive E-WOMs linked with a business's product or brand. As a result, customer trust in a product, as well as brand information and knowledge made available via E-WOM, can reinforce purchase intent. The primary goal of this research was to look at the effect of electronic word-of-mouth (E-WOM) on purchasing intentions (PI) through social media. This research presented the E-trust as a mediating variable to describe and clarify the correlation between E-WOM and purchase intention. Primary data was collected through an online survey with the help of a standardized questionnaire from 400 customers who have visited the youth hostel brand at (Luxor, Aswan and Red Sea governorate). Data collected were analyzed using SPSS (23). A five-point Likert scale used to test the attitude of the participators toward research variables. The main result of the research was that there was a significant influence of E-WOM on purchase intention, where E-trust partially mediates the effect of E-WOM on purchase intention. The research recommended that E-WOM is a highly effective kind of communication that has the potential to greatly improve a user's experience. Working to stimulate and manage E-WOM activity. In order to increase customer purchase intent, hostel should also focus on the function of e-trust development by improving service credibility, and interaction convenience. In addition, special attention should be devoted to customer satisfaction and complaints.*

**KEYWORDS:** E-trust, E-WOM, Purchase Intention, Social Media, Youth Hostels.

## **INTRODUCTION**

Social media has become a preferred method of reaching and communicating, a strong social media platform can help to convey knowledge to those who need to access it as a comprehensive outreach tool (Ly, 2020). Electronic word-of-mouth (E-WOM) is a common channel via which customers connect with other customers with social media and the Internet (Stanton *et al.*, 2019; Limna *et al.*, 2022). According to Kala and Chaubey (2018), the growth of the Internet has made it possible for customers to communicate with other users quickly and easily, producing the concept known as "electronic word of mouth" (E-WOM). Social media use has grown into a routine everyday activity for modern people (Villanti *et al.*, 2017). Particularly, people today spend less time on social media than they do on more traditional media platforms like television or magazines (Twenge *et al.*, 2019). Youth Hostel was defined according to Oxford Dictionary as "a building that provides cheap and simple accommodation and meals, especially to young people who are travelling" (Asbagh, 2022, P. 136). For those who live outside of their own homes, a hostel may be a location that is just like a second home because they feel safe there. (Mahendra *et al.*, 2022) Jalilvand (2012) confirmed with Park (2009) that it is commonly acknowledged that E-WOM communication has a substantial impact on influencing customer attitudes and behavioral intentions. This research aims to identify and explore the effect of E-WOM through social media on purchase intention and to measure the mediating role of E-trust in Egyptian Youth Hostels.

## **ELECTRONIC WORD OF MOUTH**

E-WOM is "all informal communication via the Internet addressed to customers and related to the use or characteristics of goods or services or the sellers thereof" (Litvin *et al.*, 2018, P. 461). Because many customers have access to social media sites like Facebook, Twitter, Instagram, and YouTube, E-WOM has a significant impact in today's society (Mehyar *et al.*, 2020). First, one of the biggest advantages of E-WOM as Prantl and Mičik (2019) indicated is that customer purchasing behaviors and goodwill was influenced by E-WOM. E-WOM increases sales, and there is a real correlation between positive feedbacks and a brand's success. Businesses that receive positive social media reviews tend to have higher turnover rates. Yang (2017) discussed the potential drawbacks of E-WOM for companies. Businesses have no way to control the spread of negative E-WOM in the case of negative opinions, which might significantly reduce the business's revenue and brand image. Lee *et al.*, (2018) and Liu *et al.*, (2018) addressed that the hospitality industry, where it can be challenging for customers to assess the value of a product before making a purchase; E-

WOM has become an important source for knowledge on customer experiences with goods and services. As a result, many different online communities that enable the exchange of such information have gained a lot of popularity, including Facebook, Instagram, and YouTube. (Li *et al.*, 2017; Mariani & Borghi, 2018). These discussions can be positive or negative. Additionally, E-WOM is important for corporate development. It helps customers learn about new services, service quality, and the promotion of alternative solutions (Siripipatthanakul, 2021). Additionally, customers are more likely to believe in E-word-of-mouth than advertisements from businesses. Online reviews are especially powerful when dealing with commodities whose quality is unknown prior to consumption, such as hostel services (Cró *et al.*, 2021).

## **SOCIAL MEDIA**

Customers can read hundreds of comments from other customers on social media regarding their experiences with a certain product, which may or may not be owned by marketers. Although buyers now have access to a variety of information thanks to the growth of various social media outlets, the most important component of marketing is for marketers to establish trust in the products they are offering. (Bueno & Bueno, 2021; Ishar Ali & Basker, 2021). Kazemian and Grant (2020) defined the term “Social Media” as web-based tool that facilitated online transaction between individuals and communities through effective communications in terms of exchanging information. Businesses or individuals who provide interactive information sharing often use social media platforms. Instagram, Facebook users, and YouTubers, for example, have the capacity to affect an individual's purchase behavior (Sokolova and Kefi, 2020; Mehta *et al.*, 2021). Mukherjee and Nagabhushanam (2016) stated that in the hospitality & tourism industry because of its interactive platform, which allows people to create, communicate, share, and discuss thoughts, ideas, and experiences, social media is regarded as a vital information source for customers (Kim & Park, 2017; Shan *et al.*, 2017). The hospitality industry is more customer-focused in today's competitive environment. The hospitality industry seeks to identify customer interests, connect with them, and try to meet their service-related requests through various channels. The hospitality industry may update often on social media, inform customers, and enhance their experiences as mentioned by Aswani and Gugloth (2017). Social media, knowledge sharing, and user-generated content have all had a significant impact on the tourist and hospitality industry (Bravo *et al.*, 2021).

## **E-TRUST**

According to Abubakar *et al.*, (2017) trust is defined as the willingness of customers to believe that a business will live up to its promises. In the majority of human contacts, trust is interpersonal and "face-to-face" or it was mediated by technology, as is the case with digital environments and the phenomenon of e-trust (Taddeo 2009). According to Bhandari and Rogers (2018), when a company demonstrates concern for their customers' concerns, customers are more likely to trust them. Furthermore, they say that credibility is a further indicator of customer trust that is determined by comparing the information provided by the business with what is being displayed via E-WOM. E-trust, which is defined as trust that is applied to digital contexts and/or involves artificial agents, is a fascinating approach to trust in digital environments. (Taddeo and Floridi 2011). It takes place in settings where there are no direct or environmental contacts, where moral and societal constraints can be interpreted differently, and where digital gadgets serve as mediators for interactions (Taddeo 2009).

## **PURCHASE INTENTION**

Purchase intention is defined as the customers' probability of purchasing a product or a service in the future and it is directly related to customer attitude and preference (Nitharjan & Andrew, 2021). Communication and social interaction technologies, which alter how customers interact with organizations, provide customers a choice in how they receive, react to, and share information. The Internet is an information and relationship database that users have created (Ciasullo *et al.*, 2021). An informal form of internet communication is E-WOM. Because it offers improved convenience, anonymity, many-to-many communication, and no time or space constraints, it is significantly more impactful than WOM. (Tsao *et al.*, 2015; Xu and Li, 2017). Brand involvement has implications for persuasion or promotion through E-WOM due to its significant direct or indirect impact on customers' purchase intention, as shown by the availability of brand reviews. (Bhandari & Rodgers, 2018).

## **RESEARCH METHODOLOGY**

The main purpose of research is to identify and assess the effects of E-WOM through social media on purchase intention and to test the mediating role of Etrust for the relationship between E-WOM and purchase intention in Egyptian youth hostels. The research adopted the quantitative approach in its empirical analysis. A questionnaire used as the instrument for collecting data from a sample of customer of youth hostel in Egypt, and the survey was addressed to the people who have an account on social media

sites with experiences in such platform for youth hostel. There are youth hostel in the following governorates: Aswan, Luxor, Hurghada, Alexandria, Port Said, Ras El Bar, Sharm El Sheikh, and El Arish. The research was conducted in the young cities of Upper Egypt, Luxor, Aswan and the Red Sea, Egypt. The researchers applied a stratified random sample, each stratum is randomly sampled the data is classified into multiple subgroups (strata) based on common characteristics such as age, gender, and education. A five-dimensional Likert scale was used to measure a set of key variables on the questionnaire to gauge attitudes toward the research variables. The questionnaire-adopted items from different studies as First: E-WOM: 6 items (Bagozzi, & Yi, 1988; Bambauer-Sachse, & Mangold, 2011; Aslam *et al.*, 2019; Mahmud *et al.*, 2020). Second: E-trust: 6 items (Chu & Kim, 2011; Mahmud *et al.*, 2020) and finally purchase intention: 7 items (Shukla, 2011; Mahmud *et al.*, 2020; Sánchez Torres *et al.*, 2020; Mion, 2021). In addition, we developed questions to fit the purpose of the research. To calculate the research sample size, the survey was piloted on a sample of 30 youth hostels' guests (10 guests at Luxor, 10 guests at Aswan and 10 guests at Hurghada hotels). Data collected from pilot research was calculated using the Cochren, J. formula (Cochren, 1977) to calculate the sample size of the research population as follows:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

Where:  $n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$

**n:** appropriate sample size **Z:** standard degree (1.96 at significant level of 0.05) **p:** Sample proportion and neutral = 0.50 **e:** maximum allowed error (0.05 at a significant level of 0.05) (Ezzat and rady, 2018).

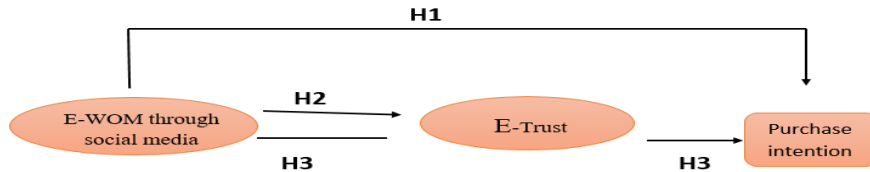
Applying these values to the Cochren, J. formula reveals that the research sample size is 385 participants. researchers distributed the online questionnaire through Google Forms ([https://docs.google.com/forms/d/1EdfEEf-pyxE6pIVQDK1gC69Gs29Hw-cvRXpu\\_Yc50W4/edit](https://docs.google.com/forms/d/1EdfEEf-pyxE6pIVQDK1gC69Gs29Hw-cvRXpu_Yc50W4/edit)) and received 396 questionnaires for analysis.

## **HYPOTHESES**

**H1:** There is no significant influence of E-WOM through social media on purchase intention.

**H2:** There is no significant influence of E-WOM through social media on E-trust.

**H3:** E-Trust has a significant mediating role for the relationship between E-WOM and purchase intention through social media.



**Figure 1: Research hypothetical model**

**RELIABILITY**

**Table (1) Reliability Analysis of Research Variables**

The Axes	No. of statements	Alpha Coefficient
Electronic Word-of-Mouth	6	0.881
E-Trust	6	0.887
Purchase intention	7	0.909
The Overall	19	0.881

According to Sürücü and Maslakçı (2020), reliability refers to the stability and consistency. Creswell (2014) declared the Alpha Coefficient as a model of internal consistency, based on the average inter-item correlation. Gliem and Gliem (2003) pointed out that Cronbach’s  $\alpha$  reliability coefficient usually ranges between 0 and 1; They also referred to the following rules: variables greater than 0.9 were excellent, variables greater than 0.8 were good, variables greater than 0.7 were acceptable, variables greater than 0.6 were questionable, variables more than 0.5 were poor, and variables less than 0.5 was unacceptable. The reliability of current research variables was tested by Cronbach’s alpha coefficient; two axes were excellent, and three axes were good. The Overall Cronbach’s Alpha exceeded 0.8 for the 19 variables; this means that all variables were good and reliable see Table 1.

**RESULTS**

**PERSONAL DATA**

**Table (2) the Sample Characteristics Statistics**

Variable	Response	Frequency	Percent	Rank
<b>Gender</b>	Male	238	60.1	1
	Female	158	39.9	2
	<b>Total</b>	396	100.0	-
<b>Age</b>	Less than 35 years	263	66.4	1
	From 35 to 45 years	112	28.3	2
	More than 45 years	21	5.3	3
	<b>Total</b>	396	100.0	-

<b>Level of education</b>	Less than secondary school	4	1.0	5
	Secondary or technical education	14	3.5	4
	Intermediate qualification	18	4.5	3
	University education or high institute	278	70.3	1
	Postgraduate studies	82	20.7	2
	<b>Total</b>	396	100.0	-

According to gender, the results in table 2 showed that the percentage of males (60.1%) was more than that in the women (39.9%) of investigated sample. It was observed from Table 2 that the respondents' ages ranged from less than 35 to more than 45 years old. The majority of the respondents were less than 35 years old(66.4%), followed by 35 - 45 years old(28.3%), then more than 45 years old(5.3%). Regarding to respondents' level of education, the majority of the respondents had University education or higher institute(70.3%), followed by Postgraduate studies(20.7%), followed by Intermediate qualification(4.5%), followed by secondary or technical education(3.5%), followed by Less than secondary school(1.0%).

**VARIABLES ANALYSIS**

**VALIDITY OF ELECTRONIC WORD-OF-MOUTH**

**Table (3) Factor Analysis of Electronic Word-of-Mouth**

<b>Statements</b>	<b>Loading</b>
1. I always publish my experience with products or services of the youth hostel in social media on request of other members	0.638
2. Electronic word of mouth convinces me to buy the products or services in youth hostel.	0.610
3. I read/watch reviews before purchasing any products or services in youth hostel.	0.600
4. I often gather information about different products or services in youth hostel online to enrich my knowledge	0.635
5. I feel indecisive or in discomfort if I do not read / watch, other users' online reviews about youth hostel services.	0.655
6. When I buy products or services from youth hostels, customers' online reviews make me confident in purchasing the product.	0.643
<b>Sums of Squared Loadings</b>	<b>0.63</b>

According to Rady *et al.*, (2021), the factor analysis shown the factor analysis shown in table 3 stated that all six statements were responsible for electronic word of mouth with a percentage of (63%).

**ELECTRONIC WORD-OF-MOUTH ANALYTICS**

**Table (4) Statistics for Electronic Word-of-Mouth**

E-WOM	Response	Freq.	%	Mean*	SD*	Sig.	R
1. I always publish my experience with products or services of the youth hostel in social media on request of other members	Strongly Disagree	14	3.5	3.69	.93	.00	6
	Disagree	23	5.8				
	Neutral	97	24.5				
	Agree	200	50.5				
	Strongly Agree	62	15.7				
	Total	396	100.0				
2. Electronic word of mouth convinces me to buy the products or services in youth hostel.	Strongly Disagree	13	3.3	3.81	1.04	.00	5
	Disagree	31	7.8				
	Neutral	87	22.0				
	Agree	152	38.4				
	Strongly Agree	113	28.5				
	Total	396	100.0				
3. I read/watch reviews before purchasing any products or services in youth hostel.	Strongly Disagree	8	2.0	4.04	.89	.39	1
	Disagree	13	3.3				
	Neutral	62	15.7				
	Agree	186	47.0				
	Strongly Agree	127	32.0				
	Total	396	100.0				
4. I often gather information about different products or services in youth hostel online to enrich my knowledge	Strongly Disagree	12	3.1	3.97	1.00	.58	3
	Disagree	19	4.8				
	Neutral	75	18.9				
	Agree	152	38.4				
	Strongly Agree	138	34.8				
	Total	396	100.0				
5. I feel indecisive or in discomfort if I do not read / watch, other users' online	Strongly Disagree	11	2.8	3.95	.98	.35	4
	Disagree	20	5.1				



reviews about youth hostel services.	Neutral	72	18.2				
	Agree	166	41.9				
	Strongly Agree	127	32.0				
	Total	396	100.0				
6. When I buy products or services in youth hostel, customers' online reviews make me confident in purchasing the products.	Strongly Disagree	5	1.3	4.02	.86	.68	2
	Disagree	13	3.3				
	Neutral	73	18.4				
	Agree	184	46.5				
	Strongly Agree	121	30.5				
	Total	396	100.0				
<b>Overall</b>				<b>3.91</b>	<b>.75</b>	<b>.023</b>	<b>-</b>

\* Electronic Word-of-Mouth SD = Standard Deviation and Sig. = significance degree of one-sample T-Test. R=Rank

Table 4 viewed that in the variable "Electronic Word-of-Mouth", the first variable was "I read/watch review before purchasing any product or service in youth hostel", where the mean value was (4.04) and the standard deviation was (.89) this result was agreed with the previous studies of Gu and Ye (2014); Cong & Zheng( 2017) ); Hu and Kim (2018); Tarkang *et al.*, ( 2020); and (Zhang *et al.*, 2021) where they ensured that online reviews are the most important types of E-WOM for booking a hotel and indirectly experiencing the service. Then followed was "When I buy products or services in youth hostel, customers' online reviews make me confident in purchasing the products." Where the mean value was (4.02) and the standard deviation was (.86) this result agreed with the previous studies of Kwok *et al.*, (2017) and Moro *et al.*, (2017) where they emphasized that customers use online media to search for information, compare product & service prices, and make decisions about activities. Furthermore, "I often gather information about different products or services in youth hostel online to enrich my knowledge", where the mean value was (3.97) and the standard deviation was (1.00). On the other hand, the least variable was "I always publish my experiences with products or services in the youth hostel on social media on request of other members", where the mean value was (3.69) and the standard deviation was (.93), this result disagreed with Siddiqui *et al.*, (2021), who assured that customers share hotel information or previous experiences with each other on social media websites. The overall mean of the variables was (3.91); the standard deviation of the means values was (.75). From the above, it is clear that respondents are affected by the electronic spoken word, through different ways, such as dissemination of experiences with products or services and brands in social media at the request of other members, when purchasing

products or services and brands online customer reviews create a kind of confidence in purchasing the product/brand, information about different products or services and brands are collected online to enrich customer knowledge.

**ELECTRONIC TRUST**

**VALIDITY OF E-TRUST**

**Table (5) Factor Analysis of Trust**

Statements	Loading
1. I trust most of my contacts in my friends list in the social networks I am a member of.	0.618
2. In my view, members of social networks trust each other and share their information about product or service in youth hostel with each other.	0.620
3. When I buy a product or service in youth hostel, online reviews on social networks make me confident to purchase.	0.707
4. I prefer to review more than one youth hostel brand on-line for my purchase decision.	0.648
5. User reviews affect my purchasing decision in a youth hostel.	0.668
6. I believe that product reviews of youth hostel on the Internet are true and accurate.	0.610
<b>Sums of Squared Loadings</b>	<b>0.645</b>

The factor analysis shown in Table 5 stated that all six statements were responsible for E-trust with a percentage of (0.645).

**ELECTRONIC TRUST ANALYTICS**

**Table (6) Statistics for Electronic Trust**

Trust	Response	Freq	%	Mean	SD	Sig.	R
1. I trust most of my contacts in my friends list in the social networks I am a member of	Strongly Disagree	2	.5	3.82	.97	.953	5
	Disagree	19	4.8				
	Neutral	71	17.9				
	Agree	188	47.5				
	Strongly Agree	116	29.3				
	Total	396	100.0				
2. In my view, members of social networks trust each other and share their	Strongly Disagree	5	1.3	3.98	.95	.485	2
	Disagree	15	3.8				

information about product or service in youth hostel with each other.	Neutral	66	16.7				
	Agree	187	47.2				
	Strongly Agree	123	31.1				
	Total	396	100.0				
3. When I buy a product or service in youth hostel, online reviews on social networks make me confident to purchase.	Strongly Disagree	3	.8	3.89	1.02	.437	4
	Disagree	11	2.8				
	Neutral	82	20.7				
	Agree	174	43.9				
	Strongly Agree	126	31.8				
	Total	396	100.0				
4. I prefer to review more than one youth hostel brand on-line for my purchase decision.	Strongly Disagree	5	1.3	3.98	.92	.025	2
	Disagree	8	2.0				
	Neutral	71	17.9				
	Agree	172	43.4				
	Strongly Agree	140	35.4				
	Total	396	100.0				
5. User reviews affect my purchasing decision in a youth hostel.	Strongly Disagree	6	1.5	3.90	.99	.065	3
	Disagree	15	3.8				
	Neutral	63	15.9				
	Agree	168	42.4				
	Strongly Agree	144	36.4				
	Total	396	100.0				
6. I believe that product reviews of youth hostel on the Internet are true and accurate.	Strongly Disagree	8	2.0	4.08	.87	.025	1
	Disagree	21	5.3				
	Neutral	95	24.0				
	Agree	154	38.9				
	Strongly Agree	118	29.8				
	Total	396	100.0				
Overall				4.02	.700	.519	-

Table 6 viewed that in the variable of "Electronic trust ", the first variable was "I believe that product reviews of youth hostel on the Internet are true and accurate, where the mean value was (4.08) and the standard deviation was (.87) this result was agreed with the previous studies by Escobar-Rodríguez & Bonsón-Fernández (2017), and Nadeem *et al.*, (2015), where they assured that since a large number of people are present on social

media and frequently offer their opinions about products and services, trust is important in social media transactions , trust is an important determinant of purchase intentions in social media. On the other hand, the least variable was ". I trust most of my contacts in my friends list in the social networks I am a member of ". where the mean value was (3.82) and the standard deviation was (.97) this result disagreed with Chen and Shen (2015), who assured that individuals have a willingness to seek advice from social networks and members whom they trust to provide reliable information about their experience purchasing a product or using an online service. The overall mean of the variables was (4.02); the standard deviation of means values was (.700). From the participants' point of view, believe those product reviews of youth hostel products on the Internet are true and accurate, and prefer online review more than one youth hostel brand for their purchasing decision, and User reviews affect my purchasing decision in a youth hostel.

**PURCHASE INTENTION**

**VALIDITY OF THE PURCHASE INTENTION**

**Table (7) Factor Analysis of Purchase Intention**

<b>Statements</b>	<b>Loading</b>
1. I would like to purchase those product or service in youth hostel whose information is provided by my credible social network.	0.668
2. I would like to purchase the product or service in youth hostel based on online reviews by customers in social networks	0.735
3. There is a high possibility for me to buy after I read reviews or posts from a social media.	0.656
4. When buying a product or service in youth hostel, positive or negative reviews online affect my purchase intention.	0.612
5. In my future purchase, I will always give priority to online reviews.	0.668
6. I will recommend those products or services in the youth hostel to my friends in the same way.	0.634
7. After purchasing and using the product or service in the youth hostel, I will also post my review/feedback online, so that potential buyers can learn about the quality.	0.601
<b>Sums of Squared Loadings</b>	<b>0.6622</b>

The factor analysis shown in Table 7 stated that all seven statements were responsible for purchase intention with a percentage of (0.6622).

**PURCHASE INTENTION ANALYTICS**

**Table (8) Statistics for Purchase intention**

Purchase intention	Response	Freq.	%	Mean*	SD	Sig.	R
1.I. would like to purchase those product or service in youth hostel whose information is provided by my credible social network	Strongly Disagree	7	1.8	3.99	.85	.859	6
	Disagree	9	2.3				
	Neutral	75	18.9				
	Agree	194	49.0				
	Strongly Agree	111	28.0				
	Total	396	100.0				
2. I would like to purchase the product or service in youth hostel based on online reviews by customers in social networks	Strongly Disagree	4	1.0	4.00	.83	.952	5
	Disagree	14	3.5				
	Neutral	71	17.9				
	Agree	195	49.3				
	Strongly Agree	112	28.3				
	Total	396	100.0				
3. There is a high possibility for me to buy after I read reviews or posts from a social media.	Strongly Disagree	5	1.3	4.03	.86	.482	4
	Disagree	13	3.3				
	Neutral	70	17.7				
	Agree	185	46.6				
	Strongly Agree	123	31.1				
	Total	396	100.0				
4. When buying a product or service in youth hostel, positive or negative reviews online affect my purchase intention.	Strongly Disagree	6	1.5	4.08	.86	.071	3
	Disagree	11	2.8				
	Neutral	63	15.9				
	Agree	182	46.0				
	Strongly Agree	134	33.8				
	Total	396	100.0				
5. In my future purchase, I will always give priority to online reviews.	Strongly Disagree	6	1.5	3.96	.89	.370	7
	Disagree	17	4.3				
	Neutral	80	20.2				
	Agree	177	44.7				
	Strongly Agree	116	29.3				
	Total	396	100.0				
6. I will recommend those products or services in the youth hostel to my friends	Strongly Disagree	5	1.3	4.10	.86	.015	1
	Disagree	15	3.7				

in the same way.	Neutral	53	13.4				
	Agree	183	46.2				
	Strongly Agree	140	35.4				
	Total	396	100.0				
7. After purchasing and using the product or service in the youth hostel, I will also post my review/feedback online, so that potential buyers can learn about the quality.	Strongly Disagree	6	1.5	4.09	.87	.030	2
	Disagree	11	2.8				
	Neutral	65	16.4				
	Agree	171	43.2				
	Strongly Agree	143	36.1				
	Total	396	100.0				
Overall				4.04	.693	.278	-

Table 8 viewed that in the variable of "Purchase intention", the first variable was "I will recommend those products or services in the youth hostel to my friends in the same way ", where the mean value was (4.10) and the standard deviation was(.86) this result was agreed with the previous studies of Ciasullo *et al.*, (2021), and Cong & Zheng (2017) where they assured Customers can choose how they share information thanks to communication and social interaction technologies, the Internet is a user-generated repository of information and relationships where customers are increasingly engaged in communicating and sharing experiences across the internet network. On the other hand, the least variable was "In my future purchase, I will always give priority to online reviews.", where the mean value was (3.96) and the standard deviation was (.89) This result was disagreed with the previous studies of Bhandari & Rodgers (2018) and Abubakar & Ilkan (2016) where they assured that brand reviews show a significant direct or indirect impact on customers' purchase intention as a result, brand involvement has implications for persuasion or promotion through E-WOM. E-WOM is one of the information sources for travelers making purchasing decisions, and it can help attract visitors. Some travelers who are more familiar with WOM consider the information they receive to be more credible, reliable, and trustworthy. The overall the mean of the variables was (4.03), the standard deviation of means values was (.69). From the respondents' point of view, they will recommend these products or services and brands to their friends in the same way, and after purchasing and using the products or services and brands, they will leave my review/feedback online, so that potential buyers can learn about the quality.

**TEST OF THE RESEARCH HYPOTHESES**

To test the research hypotheses, the researchers adopted the regression coefficients as follows:

**Test of the first research hypothesis**

**H<sub>1</sub>: There is no significant influence of E-WOM through social media on the purchase intention.**

**Table (9) the influence of E-WOM through social media on the purchase intention**

Dependent Variable		Independent Variable
		E-WOM
Purchase Intention	R	0.786
	R <sup>2</sup>	0.617
	Sig.	0.000
	Constant	1.207
	B.	0.723

Table 9 showed that there was a strong significant correlation between E-WOM and purchase intention (R=0.786), as well as R square (R<sup>2</sup>) referred to the determination coefficient was (0.617). Furthermore, the sig. was (0.000) less than (0.05) suggesting that there was a significant influence of the independent variable (E-WOM) on the dependent variable (purchase intention). Furthermore, the statistical constant (α) equal 1.207 with a significance level lower than 0.05, while (B) equal 0.723. This result indicated that the first hypothesis of the research was not accepted. This is consistent with Cong & Zheng (2017) and Bhandari & Rodgers (2018) and (Soliman *et al.*, 2022) where they indicated that purchasing decision-making or Purchase Intention by customers might be influenced to some degree by E-WOM. Furthermore, this result is consistent with Leung *et al.*, (2015); Bore *et al.*, (2017); Bhandari & Rodgers, (2018); Plidtookpai & Yoopetch (2021); Siripatthanakul (2022), where they emphasized that E-WOM is widely acknowledged to have a significant impact on customer purchase intention. Several studies have revealed a direct and indirect effect on purchase intention in the literature of E-WOM on social media. From the previous results, the following equation was suggested:

$$\underline{\text{Purchase intention} = 1.207 + (0.723 * \text{E-WOM})}$$

**Test of the second research hypothesis**

**H<sub>2</sub>: There is no significant influence of E-WOM through social media on E-trust**

**Table 10: The influence of of E-WOM through social media on E-trust**

Dependent Variable		Independent Variable
		E-WOM
Electronic Trust	R	0.739
	R <sup>2</sup>	0.547
	Sig.	0.000
	Constant	1.33
	B.	0.687

Table 10 showed that there was a strong significant correlation between E-WOM through social media and E-trust (R = 0.739), and R Square (R<sup>2</sup>) referred to the determination coefficient was (0.547). Furthermore, the sig. was (0.000) less than (0.05) suggesting that there was a significant influence of the independent variable (E-WOM) on the dependent variable (E-trust). Furthermore, the statistical constant (α) equal 1.33 with significance level less than 0.05, whereas (B) equal 0.687. This result indicated that the second hypothesis of the research was not accepted. This is consistent with Chakraborty & Bhat (2018) and Murdifin *et al.*, (2020) From the previous results, the following equation was suggested:

$$\text{E-trust} = 1.33 + (0.687 * \text{E-WOM})$$

**Test of the third research hypothesis**

**H<sub>3</sub>: Electronic trust mediates the effect of E-WOM through social media on purchase intention.**

To test H<sub>3</sub> Path analysis was used. Pearson’s correlation and regression coefficients were tested as shown in Tables (11) and (9):

**Table (11) multiple regression coefficients for influence of E-WOM and Electronic trust on purchase intention**

Model	R <sup>2</sup>	B	t	Sig.
(Constant)		0.421	4.260	.000
E-WOM	0.778	0.318	9.779	.000
Electronic trust		0.590	16.865	.000
<b>a. Dependent variable: purchase intention</b>				

As shown in table 11 "E-WOM" is positively and significantly related to purchase intention (R= 0.786, P= 0.000), as shown in table (9), " E-WOM " and E-trust are both positively and significantly related to purchase intention (R<sup>2</sup>= 0.778, P< 0.001), these findings don't support H<sub>3</sub> where E-trust partially mediates the effect of E-WOM on purchase intention.



## **CONCLUSION**

Researchers discovered that customers prefer online review more than one brand for their purchasing intention. In the case of youth hostel services, the customer is unable to physically inspect the good or service (although he or she may view photographs), feel or try the accommodation before visiting. As a result, it makes sense for customers to inform other customers before purchasing hospitality. Researchers found that E-WOM is widely acknowledged to have a significant impact on customer purchasing intention. Accordingly, the results showed that E-trust plays partially mediating role of E-WOM on purchase intention. Furthermore, there is a significant and positive relationship between E-WOM and the purchase intention.

## **LIMITATION AND FUTURE RESEARCH**

Although this research clearly explained the Effects of E-WOM through social media on the purchase intention of Egyptian youth hostels, it has some limitations. First, only customers of the youth hostel brand were included in this research. Second, this research was restricted to the governorates of Luxor, Aswan, and the Red Sea, Egypt. Finally, this research used just a questionnaire for collecting data tool and in future studies apply interview with hostel general manager Future studies should focus on the effects of E-WOM through social media on brand image, as well as the effects of E-WOM for four-star and economical hotels, as well as the identification of barriers to its use in other governorates. Finally, future research can further explore the influence of moderators, such as customers' perceived risk, on the relation between E-WOM and purchasing decision.

## **IMPLICATIONS AND RECOMMENDATIONS**

Depending on both the examined literature and the results of research, the managerial implications proposed below may be especially relevant for youth hostels: Improving social media platforms' characteristics through improved reputation, information quality, communications, branding, and E-WOM. Furthermore, considerable attention must be paid to client satisfaction and concerns. Developing platforms and applications to communicate with customers and future customers and improve the brand's image from the customer's point of view. In order to increase customer purchase intent, hostel should also focus on the function of e-trust development by improving service credibility, and interaction convenience.

## REFERENCES

- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201.
- Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). E-WOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220-227.
- Asbagh, N. B. (2022). Designing a Hostel in the Touristic Complex of Quri-Gol Lake near Tabriz, Iran. In *Proceedings of the International Conference of Contemporary Affairs in Architecture and Urbanism-ICCAUA* (Vol. 5, No. 1, pp. 134-150).
- Aslam, W., Farhat, K., & Arif, I. (2019). Role of electronic word of mouth on purchase intention. *International Journal of Business Information Systems*, 30(4), 411-426.
- Aswani, V., & Gugloth, S. (2017). Social Media Usage as Communication Tool by Hospitality Industry. In *National Conference on Marketing and Sustainable Development*, 13, 301-309.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16(1), 74-94.
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of retailing and customer services*, 18(1), 38-45.
- Bhandari, M., & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative E-WOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125-141.
- Bore, I., Rutherford, C., Glasgow, S., Taheri, B., & Antony, J. (2017). A systematic literature review on E-WOM in the hotel industry: Current trends and suggestions for future research. *Hospitality & Society*, 7(1), 63-85.
- Bravo, R., Catalán, S., & Pina, J. M. (2021). Understanding how customers engage with social tourism websites. *Journal of Hospitality and Tourism Technology*, 12 (1), 141-154.
- Bueno, S., & Gallego, M. D. (2021). E-WOM in C2C platforms: Combining IAM and customer satisfaction to examine the impact on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1612-1630.
- Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*, 41(1), 148-164.
- Chen, J., & Shen, X. L. (2015). Consumers' decisions in social commerce context: An empirical investigation. *Decision Support Systems*, 79, 55-64.

- Chu, S. C., & Kim, Y. (2011). Determinants of customer engagement in electronic word-of-mouth (E-WOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75.
- Ciasullo, M. V., Montera, R., & Palumbo, R. (2021). Online content responsiveness strategies in the hospitality context: exploratory insights and a research agenda. *The TQM Journal*
- Ciasullo, M. V., Montera, R., & Palumbo, R. (2021). Online content responsiveness strategies in the hospitality context: exploratory insights and a research agenda. *The TQM Journal*.
- Cochran, J. (1977), *Sampling Techniques*, 3rd edition, John Wiley & Sons, New York, USA.
- Cong, Y., & Zheng, Y. (2017). A Literature Review of the Influence of Electronic Word-of-Mouth on Customer Purchase Intention. *Open Journal of Business and Management*, 5(03), 543.
- Creswell, J. W. (2014). *A concise introduction to mixed methods research*. SAGE publications.
- Cró, S., Martins, A., Simões, J., & Calisto, M. (2021). Online Customer Reviews About Security and Its Impact on Hostel Prices: The Importance of Human Rights. *European Journal of International Management*, 1-27.
- Escobar-Rodríguez, T., & Bonsón-Fernández, R. (2017). Analysing online purchase intention in Spain: fashion e-commerce. *Information Systems and e-Business Management*, 15(3), 599-622.
- Ezzat, M., Rady, A. (2018). Exploring the usage of digital content marketing in hotels and travel agencies in Egypt. *JFTH*, 15(1), ISSN: 2314-7024.
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, interpretations and reporting Cronbach's alpha reliability coefficient for Likert type scales. *Midwest Research- to practice conference in Audit, continuing and community education*
- Gu, B., & Ye, Q. (2014). First step in social media: Measuring the influence of online management responses on customer satisfaction. *Production and Operations Management*, 23(4), 570-582.
- Hu, Y., & Kim, H. J. (2018). Positive and negative E-WOM motivations and hotel customers' E-WOM behavior: does personality matter?. *International Journal of Hospitality Management*, 75, 27-37.
- Iqbal, A., Khan, N. A., Malik, A., & Faridi, M. R. (2022). E-WOM effect through social media and shopping websites on purchase intention of smartphones in India. *Innovative Marketing*, 18(2), 13.
- Ishar Ali. M.S., Farwis. M., Nazar. M.C.A., & Aiman Athambawa, (2021). Word of Mouth Communication: An Antecedent of Brand Personality. The Case of Dairy Brands in Sri Lanka. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, 12 (7), 147 – 156.

- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*.
- Kala, D., & Chaubey, D. S. (2018). Impact of electronic word of mouth on brand image and purchase intention towards lifestyle products in India. *Pacific Business Review International*, 10(9), 135-144.
- Kazemian, S., & Grant, S. B. (2020). The challenges of internal social networking for higher education: a brief review of the literature. *Journal of Data, Information and Management*, 2(4), 225-241.
- Kim, W. G., & Park, S. A. (2017). Social media review rating versus traditional customer satisfaction: which one has more incremental predictive power in explaining hotel performance?. *International journal of contemporary hospitality management*.
- Kwok, L., Xie, K. L., & Richards, T. (2017). Thematic framework of online review research. *International Journal of Contemporary Hospitality Management*, 29 (1), 307-354.
- Lee, P. J., Hu, Y. H., & Lu, K. T. (2018). Assessing the helpfulness of online hotel reviews: A classification-based approach. *Telematics and Informatics*, 35(2), 436-445.
- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39(2), 147-169.
- Li, L., Peng, M., Jiang, N., & Law, R. (2017). An empirical research on the influence of economy hotel website quality on online booking intentions. *International Journal of Hospitality Management*, 63, 1-10.
- Limna, P., Siripipathanakul, S., Siripipattanakul, S., & Auttawechasakoon, P. (2022). Determinants of Electronic Word of Mouth During the COVID-19 Pandemic in Thailand: A Qualitative Case Research of Hostels at Aonang, Krabi in Thailand. *Central Asian Journal of Innovations on Tourism Management and Finance*, 3(4), 8-20.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management*, 30 (1), 313-325.
- Liu, X., Schuckert, M., & Law, R. (2018). Utilitarianism and knowledge growth during status seeking: Evidence from text mining of online reviews. *Tourism Management*, 66, 38-46.
- Ly, B. (2020). Effect of Social Media in Tourism (Case in Cambodia). *J Tourism Hospit*, 9(1).

- Mahmud, M. S., Islam, M. N., Ali, M. R., & Mehjabin, N. (2020). Impact of Electronic Word of Mouth on Customers' Buying Intention Considering Trust as a Mediator: A SEM Approach. *Global Business Review*, 1, 15.
- Mahendra, M., Lavanya, O., Reddy, A. B., Keerthi, C., Chandana, N., & Ambika, S. R.(2022) Web Based Smart Hostel Management System. *ijrpr*. 3( 6) .
- Mariani, M. M., & Borghi, M. (2018). Effects of the Booking. com-rating system: Bringing hotel class into the picture. *Tourism Management*, 66, 47-52.
- Mehta, M. P., Kumar, G., & Ramkumar, M. (2021). Customer expectations in the hotel industry during the COVID-19 pandemic: a global perspective using sentiment analysis. *Tourism Recreation Research*, 1-18.
- Mehyar, H., & Saeed, M., & Baroom, H., & Aljaafreh, A., & AlAdaileh, R.. (2020). The Impact of Electronic Word of Mouth on Consumers Purchasing Intention. *Journal of Theoretical and Applied Information Technology*. 98. 183-193.
- Mion, K. I. M. (2021). The Influence of E-WOM on Young Female Consumers' Purchase Intention in the Cosmetic Industry in South Korea.
- Moro, S., Rita, P., & Coelho, J. (2017). Stripping customers' feedback on hotels through data mining: The case of Las Vegas Strip. *Tourism management perspectives*, 23, 41-52.
- Mukherjee, A., & Nagabhushanam, M. (2016). Role of Social Media in Tourism Marketing. *International Journal of Science and Research (IJSR)*, 5 (6, June 2016), 2026 - 2033.
- Murdifin, i., ashoer, m., modding, b., & basalamah, S. (2020). What drives consumers repurchase intention in mobile apps? An empirical study from Indonesia. *Revista ESPACIOS*. ISSN, 798, 1015.
- Nadeem, W., Andreini, D., Salo, J., & Laukkanen, T. (2015). Engaging consumers online through websites and social media: A gender research of Italian Generation Y clothing consumers. *International Journal of Information Management*, 35(4), 432-442.
- Park, C., & Lee, T. M. (2009). Information direction, website reputation and E-WOM effect: A moderating role of product type. *Journal of Business research*, 62(1), 61-67.
- Plidtookpai, N., & Yoopetch, C. (2021). The electronic Word-of-Mouth (E-WOM) trustworthiness, brand image and other determinants of purchase intention of the middle class to luxury hotel services. *Kasetsart Journal of Social Sciences*, 42(1), 61-68.

- Prantl, D., & Mičik, M. (2019). Analysis of the significance of E-WOM on social media for companies. *Economics and Management*, 22(4) , 182-194.
- Rady, A., Sotohy, H., Ammar, S. (2021). Employment of the ancient Egyptian feast foods in Egyptian hotel menus and its impact on promoting food tourism. *Journal of Association of Arab Universities for Tourism and Hospitality*, 20(4), 231-250.
- Sánchez Torres, J. A., Solé-Moro, M. L., & Argila-Irurita, A. (2018). Impact of gender on the acceptance of electronic word-of-mouth (E-WOM) information in Spain. *Contaduría y administración*, 63(4).
- Şehirli, M. (2021). Transformation of WOM (Word of Mouth) From Traditional to Digital and Current Recommendations for e-WOM. In *Handbook of Research on IoT, Digital Transformation, and the Future of Global Marketing* (pp. 380-400). IGI Global.
- Shan, S., Ren, J., & Li, C. (2017). The dynamic evolution of social ties and user-generated content: a case research on a Douban group. *Enterprise Information Systems*, 11(10), 1462-1480.
- Shukla, P. (2011). Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison. *Journal of world business*, 46(2), 242-252.
- Siddiqi, U. I., & Akhtar, N. (2021). Effects of conflicting hotel reviews shared by novice and expert traveler on attitude ambivalence: the moderating role of quality of managers' responses. *Journal of Hospitality Marketing & Management*, 30(2), 178-200.
- Siripipatthanakul, S. (2021). Service Quality, Patient Satisfaction, Word-Of-Mouth, and Revisit Intention in A Dental Clinic, Thailand. *International Journal of Trend in Scientific Research and Development*, 5(5), 832-841.
- Siripipatthanakul, S., Limna, P., Siripipattanakul, S., & Auttawechasakoon, P. (2022). The Relationship Between Content Marketing, E-Promotion, E-WOM and Intentions to Book Hotel Rooms in Thailand. *Asia Pacific Journal of Academic Research in Business Administration*, 8(2), 35-42.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of retailing and customer services*, 53, 101742.
- Soliman, S., Awad, N. A., & Soliman, S. G. S. (2022). Influence of Electronic Word of Mouth on Customer Reservations Decision Making in Egyptian Hotels. *Journal of Association of Arab Universities for Tourism and Hospitality*, 22(1), 110-131.

- Stanton, S. J., Kim, J., Thor, J. C., & Deng, X. (2019). Incentivized methods to generate electronic word-of-mouth: Implications for the resort industry. *International Journal of Hospitality Management*, 78, 142-149.
- Sürücü, L., & MASLAKÇI, A. (2020). Validity and reliability in quantitative research. *Business & Management Studies: An International Journal*, 8(3), 2694-2726.
- Taddeo, M. (2009). Defining trust and e-trust: from old theories to new problems. *International journal of technology and human interaction (IJTHI)*, 5(2), 23-35.
- Taddeo, M., & Floridi, L. (2011). The case for e-trust. *Ethics and Information Technology*, 13(1), 1-3.
- Tarkang, M. E., Alola, U. V., Nange, R. Y., & Ozturen, A. (2020). Investigating the factors that trigger airline industry purchase intention. *Current Psychology*, 1-12.
- Tsao, W. C., Hsieh, M. T., Shih, L. W., & Lin, T. M. (2015). Compliance with E-WOM: The influence of hotel reviews on booking intention from the perspective of customer conformity. *International Journal of Hospitality Management*, 46, 99-111
- Twenge, J. M., Martin, G. N., & Spitzberg, B. H. (2019). Trends in US Adolescents' media use, 1976–2016: The rise of digital media, the decline of TV, and the (near) demise of print. *Psychology of Popular Media Culture*, 8(4), 329.
- Villanti, A. C., Johnson, A. L., Ilakkuvan, V., Jacobs, M. A., Graham, A. L., & Rath, J. M. (2017). Social media use and access to digital technology in US young adults in 2016. *Journal of medical Internet research*, 19(6), e196.
- Yang, F. X. (2017). Effects of restaurant satisfaction and knowledge sharing motivation on E-WOM intentions: the moderating role of technology acceptance factors. *Journal of Hospitality & Tourism Research*, 41(1), 93-127.
- Zhang, L., Wei, W., Line, N. D., & Cheng, Y. (2021). When positive reviews backfire: The effect of review dispersion and expectation disconfirmation on Airbnb guests' experiences. *International Journal of Hospitality Management*, 96, 102979.