The relationship between Brand Credibility and E-WOM dimensions

"Empirical Study on mobile phone sets Clients of students from Egyptian Universities"

Prof. Dr.

Talaat A. Abdel Hamid

Dr.

Mohamed M. Abdel Latif

Radwa Radwan Mohammed

researcher

2018

Abstract:

The aim of this study is identifying the relationship between the Brand Credibility and the dimensions of E. Word-of-mouth. The researcher used a questionnaire to achieve the aim of the study and applied this tool on all mobile phones Clients of students from Egyptian universities. The researcher depend on a random sample (384) individual. The Independent variable was Brand Credibility according to (Hassan,2013; Abd elhamid et al., 2013) and the dependent variable was The E. Word-of-mouth, which includes three dimensions (E-WOM Quality, E-WOM Quantity, Sender's Expertise) according to (Lin et al, 2013). The results of the study indicated that : There is statistically significant correlation between Brand Credibility and the dimensions of the E. Word-of-mouth at 0.01 ($P < 0.01$), it illustrated that the correlation between Sender's Expertise and Brand Credibility have the highest correlation coefficient value = (0.483), then E-WOM Quality With a correlation coefficient value = (0.450), and finally E-WOM Quantity With a correlation coefficient value = (0.400), All of which are significant positive medium correlation coefficients. Based on the previous statistical results, it is clear that there is a significant correlation between Brand Credibility and all dimensions of E. Word-of-mouth, which means rejecting the null hypotheses (H_1, H_{1a}, H_2 , H_{2a}) and acceptance of the alternative hypothesis, which means: "There is a significant correlation between Brand Credibility and all dimensions of E. Word-of-mouth".

Introduction:

The advancement of new technologies and constant change in the social media landscape (e.g., the recent shuttering of Vine and rapid rise of Instagram and Snapchat) have enabled a brand's social media users to more freely express, exchange, and share thoughts and opinions about the brand's offerings with other social media users. Understanding and even encouraging users' E. word of mouth (eWOM) on the internet have thus become one of the main strategic foci of brands in the social media realm (Trusov, Bucklin, & Pauwels, 2009). This situation has attracted research that not only examines the nature and dimensions of eWOM and band trust , but also its various antecedents and outcomes (e.g., Alhidari, Iyer, & Paswan، 2015 ؛Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; King, Racherla, & Bush، 2014; Rosario, Sotgiu, De Valck, & Bijmolt, 2016; Choi, Y., Thoeni, A., & Kroff, M. W., 2018).

There is no doubt that the spoken word E. greatly affect the confidence of customers and the value that Adrickunha, because of the role they play in convincing them, either through choice or judgment on the level of service through discussions and comparisons that are usually carried out by the customer (Najwa, Rabah, 2015).

[While] word of mouth has always been the most effective form of communication, [nowadays] there is a lost generation of marketeers...who do not understand the web and social networks (Simon Clift, Unilever Head of Marketing, Financial Times, April 6, 2010)

The trend toward consumers generating their own forms of marketing communication is increasingly taking the power of attracting customers out of the hands of the marketers. In a struggle to hold on to existing customers, as well as maximize new customer acquisition, marketers find themselves challenged with how to best apply new technologies to customer acquisition and retention (Ahrens,2013).

The Problem of Study:

The problem of the study can be indicated in the following questions:

1-What is the nature of the relationship between Brand Trust and the E. Word-of-mouth by application on mobile phone sets Clients of students from Egyptian Universities?

2-What is the impact of Brand Trust on the E. Word-of-mouth by application on mobile phone sets Clients of students from Egyptian Universities?

The objectives:

1-Determining the availability of Brand Credibility and the E. Word-of-mouth dimensions of mobile phone sets Clients of students from Egyptian Universities.

2-Determine the nature of the relationship between the Brand Credibility and the dimensions of the E-word-of-mouth.

3-Determine the impact of Brand Credibility and dimensions of the E. Word-of-mouth.

4-Draw some conclusions and make some recommendations and proposals that contribute to a statement from the relationship between the Brand Credibility and the dimensions of the E. Word-of-mouth.

Model and Hypotheses:

The researcher in this study trying to identify the relationship between the dimensions of the E. Word-of-mouth, and the Brand Credibility, and the preparation of the study model shown in Figure (1).
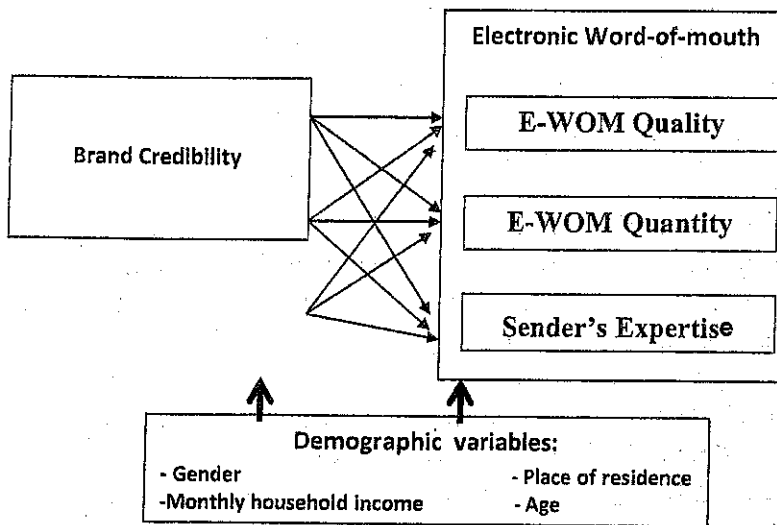

Figure (1) A Proposed Framework shows the relationship between the variables of the study

Source: prepared by the researcher

The hypothesis of the study are as follows:

H_1: There are no significant differences between student's opinions with the dimensions of the Brand Credibility and dimensions of the E. Word of mouth According to demographic variables, and this hypothesis divided into the following sub-hypotheses:

H_{1a}: There are no significant differences between student's opinions with the dimensions of the Brand Credibility According to demographic variables.

H_{1b}: There are no significant differences between student's opinions with dimensions of the E. Word-of-mouth According to demographic variables.

H_2: There is no significant relationship between the dimensions of the Brand Credibility and dimensions of the E. Word-of-mouth, and this hypothesis divided into the following sub-hypotheses:

H_{2a}: There is no significant relationship correlation between the dimensions of the E. Word-of-mouth and Brand Credibility

The importance of the study:

The study shows the importance of the scientific and practical levels as follows:

1-The scientific importance of the study shows the following:

1-1- study will work to enrich the Arab Administrative library where it was noted their lack of library for this kind of research was evident after a survey done by a researcher specialized periodicals in Arabic in Administrative Sciences and Garret stems scientific importance of this study is that it is one of the few studies that have studying the relationship between dimensions of the E. Word-of-mouth and dimensions of brand trust in the "limits of science researcher" and therefore comes as a follow up study of modern trends in that framework.

1-2- Expanding the administrative divide between developed and developing countries as one of the main findings of technological developments in the world with what was accompanied by the obsolescence of existing technology and seeking to develop new technology, and the increasing investment activities in developing countries, the continuing need for the availability of local human resources specialist.

1-3-shed more light on the dimensions of the E. Word-of-mouth and dimensions of Brand Credibility and contribute to reducing the gap between Arab and foreign studies.

1-4-Helping to open the way for some researchers to further study and analysis in the fields of E. Word-of-mouth and Brand Credibility.

1-5-Provide indications about the role of the E. Word-of-mouth to support brand trust through the results that can be reached in this study.

1-6-To help determine the nature of the relationship between the independent variable and which is to dimensions of the E. Word-of-mouth of the variable subsidiaries, which is to the dimensions of Brand Credibility.

2-The applied importance of the study appears in the following:

2-1-Come Applied importance of the study of the great importance attached to the field of mobile services in all countries of the world in general and in the States seeking to progress in particular, as is the case in Egypt.

2-2-This study will help the administration of the mobile phone companies ordered to develop their management style to their employees and enable them to lead their employees more effectively; helping to raise the level of confidence in the brand among clients including mobile phone companies is reflected in the overall performance of the company.

2-3-Awareness development of the administrative leaders mobile companies of the importance of brand trust in their success in carrying out their duties fully functional.

2-4-Contribute to this study in the diagnosis of the strengths and weaknesses in this area and then propose recommendations that would contribute to the treatment of weakness and also the development of strengths.

2-5-Help organizations build Brand Credibility.

Study Methodology :

Both methods of data collection and data required for the study and their sources, and the community and the study sample, the instrument of primary data collection include, the study variables and methods of measurement, and the method of statistical analysis used in the study, in the following manner:

1- Society and The Study Sample:

The present study society is all mobile phones Clients of students from Egyptian universities: The researcher will depend on the random sample of regular adopt, and is estimated at (384) individual, since if the

study population increased from (100.000) individual be the size of the sample (384) individual (Bazarah, 1996; stat. 2016).

Table (1) Distribution of the sample of the study on the university under study

universities	Student's Number by thousand	Study Sample	percentage	Number of valid questionnaires	Response rate
Cairo	31.326	88	23	70	80 %
Ain Shames	31.583	89	23.1	71	72 %
Alexandria	28.863	81	21.2	60	70 %
El Mansoura	22.722	64	16.7	45	90 %
Damietta	4593	13	3.4	10	77 %
Assiut	17.096	49	12.6	32	65 %
Total	4724.59	384	100	288	75 %

Prepared by the researcher based on the periodic bulletin of the Information Unit on the website of the Ministry of Higher Education and Scientific Research, 2017

Table (2) Distribution of the sample of the study on the Income , age and gender of the study's sample

Demographic Variables	Sentences	Student number	Percentages
Income	Less than 1000	43	15
	From 1000 to less than 2000	81	28
	From 2000 to less than 3000	95	33
	More than 3000	69	24
	Total	288	100
Age	From 17 to less than 20	282	98
	Less than 17	6	2
	Total	288	100
Gender	Female	179	62
	Male	109	28
	Total	288	100

Table (3)
Number of E. word of mouth measure and confidence in the brand, which reflects all of them in the list of the Inquisition

The study variables	Dimensions		References

	1- E-WOM Quality.	1-6	
E. Word-of-mouth	2- E-WOM Quantity.	7-9	(Kasabov,2016)
	3- Sender's Expertise.	10-14	
Brand	1- Brand Credibility.	15-16	(Kabadyi,2012 & Alan)

Source: prepared by the researcher

I have been using for the pentathlon Likert scale to measure each phrase of the phrases Inquisition as follows:

Completely agree	Agree	Neutral	Disagree	Completely disagree
5	4	3	2	1

2- The Study Variables:
Independent variable: the researcher depended on the survey on Brand Credibility according to (Hassan,2013; Abd elhamid et al., 2013) because of its high degree of validity and reliability.
The dependent variable: The E. Word-of-mouth, which includes three dimensions (E-WOM Quality, E-WOM Quantity, Sender's Expertise) according to (Lin et al, 2013) because of its high degree of validity and reliability.

The Results of the Study:
Descriptive Analysis of Data:
The researcher tested the validity and reliability of the data using (Pearson correlation and Cronbach's alpha coefficients). Then, the analysis of the Means and the standard deviations done as follows:
I. coefficients of validity and reliability:
This test represents an assessment of the list used to ensure that it actually measures what is being measurable and that the terms used to give the researcher the same meaning and concept as the researcher. The researcher conducted the validity and reliability tests to ensure that the

measures used closely related to what intended to measure, the research has theoretically included all variables must be met.

In order to measure the reliability of the list of the Inquisition as a data collection tool, the coefficient of Cronbach's alpha (Chiu et al., 2009) used to examine the relativity of the results of the field study in generalizing the results. If the coefficient of alpha is more than 0.070, and it is good for research purposes. Table (4) shows the reliability and validity's coefficients results of the list using the Cronbach's alpha coefficient and the validity coefficient using this equation, validity coefficient $=\sqrt{\text{Cronbach's alpha coefficient}}$:

Table (4) 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	Brand Credibility.	4	.879	0.937
second phase	E. Word-of-mouth	14	.845	0.919
	E-WOM Quality.	6	.866	0.930
	E-WOM Quantity.	3	.883	0.939
	Sender's Expertise.	5	.872	0.933

Table (4) shows that the values of the Cronbach's alpha coefficient and the Validity's coefficient are acceptable for all phase and Phrases contained in the list of the Inquisition, The closer the value of the Cronbach's alpha coefficient than the correct one, the more stable the scale.

The table indicated that the values of alpha Cronbach ranged from 0.866 to 0.886. The alpha coefficient for the independent and the dependent variables have the two values (0.855, 0.845) respectively, and the list of the Inquisition as a whole (0.881), which indicates a high degree of reliability on the list of the Inquisition.

Moreover, the Validity's coefficient values ranged from (0.930 – 0.939), The Validity's coefficient values for the independent and the dependent variables have the two values (0.919, 0.924) respectively, and the list of the Inquisition as a whole (0.938), which indicates a high degree of Validity on the list of the Inquisition.

2. Hypothesis testing:

2.1 Testing the first hypothesis

H_1: There are no significant differences between student's opinions with the Brand Credibility and dimensions of the E. Word of mouth According to demographic variables, and this hypothesis divided into the following sub-hypotheses:

H_{1a}: There are no significant differences between student's opinions with the dimensions of the Brand Credibility According to demographic variables.

H_{1b}: There are no significant differences between student's opinions with dimensions of the E. Word-of-mouth According to demographic variables.

a- Data Descriptive Analysis:

The researcher calculated some descriptive statistics (Means - standard deviations) of dimensions the brand trust and dimensions of the E. Word of mouth According to demographic variables:

Table (5) the descriptive statistics of the study's variables according to university

university	Variables	Mean	Std
Cairo	Brand Credibility	2.6	0.8
	E WOM Quality	3	1
	E WOM Quantity	3	1
	Sender's Expertise	3.0	0.9
	E. Word of mouth	2.9	0.7
Ain Shames	Brand Credibility	2.6	0.8
	E WOM Quality	3	1
	E WOM Quantity	3	1
	Sender s Expertise	3.0	0.8
	E. Word of mouth	2.9	0.7
Alexandria	Brand Credibility	2.3	0.8
	E WOM Quality	2	1
	E WOM Quantity	2	1
	Sender s Expertise	2.8	0.7
	E. Word of mouth	2.5	0.6
El Mansoura	Brand Credibility	2.4	1.0
	E WOM Quality	2	1
	E WOM Quantity	3	1
	Sender s Expertise	2.6	0.9

	E. Word of mouth	2.5	0.8
Damietta	Brand Credibility	2.2	0.6
	E WOM Quality	3	1
	E WOM Quantity	2	1
	Sender s Expertise	2.5	0.8
	E. Word of mouth	2.4	0.7
Assiut	Brand Credibility	2.4	1.0
	E WOM Quality	3	1
	E WOM Quantity	3	1
	Sender s Expertise	2.3	0.8
	E. Word of mouth	2.5	0.6

It is clear from the previous table: Convergence of the Means of the opinion of the students of Cairo, Ain Shames, Alexandrea, El Mansoura, Damietta & Assiut universities about the Brand Credibility and dimensions of the E. Word of mouth, where respondents ranged between (neutral and disagree), the means ranged between (2 − 3).

Table (6) the descriptive statistics of the study's variables according to Income

Income	Variables	Mean	Std
Less than 1000	Brand Credibility	2.7	0.8
	E WOM Quality	3	1
	E WOM Quantity	3	1
	Sender s Expertise	3.1	0.9
	E. Word of mouth	2.9	0.8
From 1000 to less than 2000	Brand Credibility	2.5	0.7
	Brand trust	2.6	0.6
	E WOM Quality	3	1
	E WOM Quantity	3	1
	Sender s Expertise	2.9	0.8
	E. Word of mouth	2.9	0.7
From 2000 to less than 3000	Brand Credibility	2.4	1.0
	Brand trust	2.5	0.8
	E WOM Quality	2	1
	E WOM Quantity	3	1
	Sender s Expertise	2.8	0.8
	E. Word of mouth	2.6	0.7
More than 3000	Brand Credibility	2.4	0.9
	Brand trust	2.5	0.6
	E WOM Quality	2	1
	E WOM Quantity	3	1
	Sender s Expertise	2.4	0.8
	E. Word of mouth	2.4	0.7

It is clear from the previous table: Convergence of the Means of the opinion of the study's sample about the dimensions of the brand trust and dimensions of the E. Word of mouth according to the Income, where respondents ranged between (neutral and disagree), the means ranged between (2 – 3.1).

Table (7) the descriptive statistics of the study's variables according to Age

Age	Variables	Mean	Std
From 17 to less than 20	Brand Credibility	2.5	0.9
	E WOM Quality	3	1
	E WOM Quantity	3	1
	Sender s Expertise	2.8	0.9
	E. Word of mouth	2.7	0.7
Less than 17	Brand Credibility	2.3	1.0
	E WOM Quality	3	1
	E WOM Quantity	2	1
	Sender s Expertise	2.1	0.8
	E. Word of mouth	2.4	0.7

It is clear from the previous table: Convergence of the Means of the opinion of the study's sample about the Brand Credibility and dimensions of the E. Word of mouth according to the Age, where respondents ranged between (neutral and disagree), the means ranged between (2 – 3).

Table (10) the descriptive statistics of the study's sample opinions according to Gender

Gender	Variables	Mean	Std
Female	Brand Credibility	2.5	0.8
	E WOM Quality	3	1
	E WOM Quantity	3	1
	Sender s Expertise	2.9	0.8
	E. Word of mouth	2.8	0.7
Male	Brand Credibility	2.4	0.9
	E WOM Quality	2	1
	E WOM Quantity	3	1
	Sender s Expertise	2.6	0.8
	E. Word of mouth	2.5	0.7

It is clear from the preceding table: Convergence of the Means of the opinion of the study's sample about the Brand Credibility and dimensions of the E. Word of mouth according to the Gender, where respondents ranged between (neutral and disagree), the means ranged between (2 – 3).