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The Impact of Electronic Word of Mouth on Purchase Intention of Egyptian Internet Users in the Fashion Industry

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Abstract

Customers depend on electronic word of mouth (e-WOM) to acquire knowledge concerning the latest fashion trends. Examining this phenomenon contributes to the existing marketing literature and guides professionals in designing their strategies and understanding their customers. This study investigates the influence of e-WOM on the purchase intention of Egyptian internet users. A quantitative research design was employed using 415 valid questionnaire responses. Pearson correlation and linear regression analyses were conducted to test the hypotheses using SPSS version 26.0. The findings of the study confirmed that all the e-WOM dimensions (sender's expertise, quantity, and quality) positively influence the purchase intention of Egyptian internet users in fashion industry. Moreover, e-WOM quantity exerts the greatest effect on purchase intention, whereas e-WOM quality has the lowest impact. Accordingly, fashion marketers should incorporate e-WOM into their strategies to leverage its effect on purchase intention.

Keywords

Electronic word of mouth, e-WOM quality, e-WOM quantity, sender's expertise, purchase intention

Article history

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1. Introduction

The advancement of technologies has transformed the method by which customers acquire knowledge about products and services. Due to the increase in the internet usage, the information asymmetry between consumers and organizations has significantly decreased (Khalifa et al., 2023). The emergence of COVID–19 had significant disruptions in the global market (Naseer et al., 2022). The pandemic has resulted in a transition in customer behavior, including an increase in the usage of internet and online shopping (Sosanuy et al.,2021). Accordingly, customers replaced their offline shopping experiences with online ones during the COVID–19 pandemic. Moreover, online tools by which customers can acquire knowledge about products and services have become increasingly important, especially the electronic word of mouth (e–WOM) (Praptiningsih, 2021). As defined in previous research, e–WOM refers to the provided reviews shared online by former consumers of a product or service. These reviews can be either positive or negative (Chatzipanagiotou et al., 2023; Soliman et al., 2022).

Customers' reliance on e-WOM post COVID-19 has increased due to its critical role in reducing the perceived risk (Yadav et al., 2023). Indriana et al. (2022) asserted that electronic word of mouth has a crucial function in endorsing products. It provides customers with insights into the performance of businesses and quality level of their products and services. Moreover, Al Qaimari et al. (2021) explained that e-WOM is a vital component of customers' pre-purchase research. Although 90% of the consumers consider online reviews an essential resource, 88% consider them as trusted recommendations from former customers of the organization (Al Qaimari et al., 2021). Furthermore, 92% of the global customers follow the viral comments on social media and prefer product recommendations through e-WOM from their friends and family over professional advertising. Another significance of e-WOM is its ability to reach billions of individuals in a short period of time, which renders it an efficient tool for customers (Ho et al., 2021).

As e-WOM holds an indispensable role in the purchasing decisions of consumers, it also impacts organizations. It has been proved to exert a considerable influence on organizational success and failure, especially post the COVID-19 pandemic, when customers relied heavily on e-WOM before purchasing any product (Byun et al., 2023). According to Khalifa et al. (2023), e-WOM has been demonstrated to affect the financial performance, as it can increase or decrease the company's cash flows. It has been also found to enhance a company's reputation, resulting in the increase of purchase intention and accordingly, an increase in the cash flows. However, negative e-WOM can undermine the organization's reputation, leading to decreased purchase intention and consequently a decrease in cash flows (Khalifa et al., 2023). This highlights the significance of e-WOM for customers and organizations as well.

The fashion industry has been established as significant to customers. According to Business Research Insights (2024), the market size of the global fashion industry was estimated at USD 4,718 million in the year 2021. The fashion industry is anticipated to be USD 16,430 million by the year 2031, reflecting an increase of

13.25% in the market size. Statista (2023) revealed that the revenue in the fashion industry is anticipated to reach an annual growth rate of 7.53% by 2028. As previously mentioned, the COVID-19 pandemic has altered customers' experiences, including the method by which they access fashion-related information. Therefore, to conduct pre-purchase research, e-WOM has become crucial for providing customers with fashion-related online recommendations (Immanuel & Merlin, 2022). Moreover, it has been demonstrated that 28% of consumers discuss and recommend fashion brands on discussion forums, while 19% add fashion-related content to their home page (Ahmed et al., 2015; Akram et al., 2022). Furthermore, 75% of customers asserted that their intention to purchase fashion products has been increased after viewing them on an e-fashion blog (Dhillon, 2023). With regard to the above-mentioned significance of e-WOM in the fashion industry, it has become vital to assess its impact on the purchase intention of Egyptian internet users in this sector.

This study has implications for both academia and practical applications. It contributes to the e-WOM literature through examining the relationship between the e-WOM dimensions, including e-WOM quality, e-WOM quantity, and sender's expertise, and purchase intention in the Egyptian fashion context. Thus, academics can use this research to understand the influence of e-WOM in increasing or decreasing purchase intention in Egypt through the above-mentioned e-WOM dimensions, and to further contribute to the existing knowledge (Hoang & Tung, 2023; Kohler et al., 2023). The research has practical implications as well. As the study is expected to provide guidance to fashion organizations, it can assist them in creating more effective and efficient policies and marketing strategies that better support their business. First, fashion marketers can incorporate e-WOM into their marketing strategies as a cost-effective alternative method for advertising (Hoang & Tung, 2023; Ho et al., 2021). Moreover, these organizations can utilize social media to generate positive e-WOM, which can enhance their reputation (Ho et al., 2021). Furthermore, fashion organizations can leverage the broad accessibility of e-WOM to monitor customer feedback about their products, in order to enhance the quality of their products in the future (Kohler et al., 2023).

Considering the importance of this research, previous studies have recommended further exploration of the relationship between consumers' purchase intention and e-WOM in the fashion industry, due to the significant gap in the literature investigating the relationship between these variables in the Egyptian fashion context (Elseidi & El-Baz, 2016; Mahmoud et al., 2023; Pramestiara & Rahab, 2018). Moreover, although few studies have been conducted upon the previously mentioned variables in the fashion industry (Bilal et al., 2021; Saleem & Ellahi, 2017; Wolny & Mueller, 2013), there remains a lack of research regarding the Egyptian context (Elseidi & El-Baz, 2016; Ng & Goh, 2022). Furthermore, many scholars investigated the relationship between e-WOM and the intention to purchase (Alrwashdeh et al., 2019; El-Baz et al., 2018; Yan et al., 2018). However, this research aims to focus on assessing the relationship between purchase intention and the e-WOM dimensions: e-WOM quality, e-WOM quantity, and sender's expertise (Lin et al., 2013). To address the research problem, the primary aim of this study is to bridge the aforementioned research gap.

Consequently, the study will investigate the effect of e-WOM on the purchase intention of Egyptian internet users in the fashion industry. Therefore, the following objectives have been developed:

1- Examining the effect of e-WOM dimensions on the purchase intention of Egyptian internet users in fashion industry.

1a) Examining the effect of e-WOM quality on the purchase intention of Egyptian internet users in fashion industry.

1b) Examining the effect of e-WOM quantity on the purchase intention of Egyptian internet users in fashion industry.

1c) Examining the effect of e-WOM sender's expertise on the purchase intention of Egyptian internet users in fashion industry.

2. Literature Review and Hypotheses Development

2.1. Electronic Word of Mouth

Researchers and consumers have demonstrated significant interest in e-WOM (Nam et al., 2019). E-WOM represents a positive or negative statement that consumers share regarding a product or service through different websites (El-Baz et al., 2018; Shahrinaz et al., 2016). Nam et al. (2019) confirmed that 91% of consumers rely on online user-generated content, including blogs and product reviews, before purchasing a product. Furthermore, 84% of consumers emphasized the significance of reviews for product advice, and 74% of customers stated that positive reviews contribute to their trust in a business. This indicates that e-WOM affects consumers' purchase decision.

The anonymous nature of e-WOM has been discussed in the literature, since the unclear identity of the sender may raise credibility concerns regarding electronic word of mouth messages (Abalaesei, 2014). Accordingly, some customers prefer the face-to-face word of mouth communication, as the source of the message can be identified (Alcocer, 2017).

Scholars assessed the foundations of e-WOM through different theories and models, such as cognitive fit theory and the elaboration likelihood model (Mishra & Satish, 2016; Saleem & Ellahi, 2017). According to cognitive fit theory, if consumers have the capability and motivation to evaluate the message, they will rely on their mental ability which represents the central route; however, if they lack the ability and motivation to engage in detailed processing of information, they will be persuaded through the peripheral route, relying on peripheral cues instead (Mishra & Satish, 2016).This theory can also be related to e-WOM quantity as one of the peripheral methods of persuasion without requiring effortful cognitive activity. It can be applied to consumers who perceive a higher number of e-WOM messages as more persuasive (Mishra & Satish, 2016). Cognitive fit theory is based on the elaboration likelihood model, which identifies two routes for customers to evaluate the e-WOM messages: the central route and the peripheral route (Xu & Warkentin, 2020).

2.1.1. Electronic Word of Mouth Quality

E-WOM quality is defined as the strength of informational messages shown in online comments (Hamdani et al., 2019; Mehyar et al., 2020; Pramestiara & Rahab, 2018). High-quality e-WOM is characterized by understandability, novelty, credibility, and relevance (Pramestiara & Rahab, 2018). These characteristics provide consumers with useful information regarding whether to purchase or not. Additionally, the more an e-WOM comment possesses the aforementioned characteristics, the more it is perceived to be of high quality.

2.1.2. Electronic Word of Mouth Quantity

E-WOM quantity is defined as the total number of comments posted online (Amin & Nika, 2019). Its significance lies in reflecting business performance. A large number of comments about a business indicate that its product is trendy and popular (Abouzeid & Mohammad, 2023; Huyen & Costello, 2017; Lin et al., 2013).

2.1.3. Sender's Expertise

Expertise refers to the capabilities and skills in a specific field, acquired through experience and training (Lin et al., 2013). Recommendations from experts are more likely to induce customers to adopt the electronic word of mouth message (Hassan, 2023; Pramestiara & Rahab, 2018). Therefore, sender's expertise is crucial especially in the early steps of the consumers' information process and enhances their perception of e-WOM message credibility (Purnamawati, 2023).

2.2. Purchase Intention

Purchase intention is the customers' willingness to purchase a product in a specific context and time (El-Baz et al., 2018). It serves as a reliable measure for actual purchase behavior (El-Naghi, 2023; Lin et al., 2013). Moreover, purchase intention is an outcome of an effective e-WOM communication (Al-Haddad et al., 2022). The theory of planned behavior, developed by Fishbein (1963), explains that a consumer's behavioral intention is an outcome of three elements: subjective norms, attitude towards behavior, and perceived behavioral control. The theory suggests that consumers may develop a favorable attitude toward performing the behavior as a result of the perceived social pressure; however, they still do not execute it. This is due to the perceived difficulty in its performance, which refers to perceived behavioral control (Huyen & Costello, 2017; Saleem & Ellahi, 2017; Shahrinaz et al., 2016).

2.3. Relationship Between Electronic Word of Mouth and Purchase Intention

The relationship between purchase intention and e-WOM has been examined by various scholars (Alrwashdeh et al., 2019; Kala & Chaubey, 2018; Sa'ait et al., 2016). Alrwashdeh et al. (2019) and Sa'ait et al. (2016) found that e-WOM messages reduce consumers' uncertainty regarding certain purchase decisions, as they rely on online recommendations from other consumers, resulting in more effective purchase

intention. Several studies demonstrated that negative e-WOM decreases consumers' purchase intention. This can be explained through consumers' learning of all the diffciencies of the product which diminishes their purchase intention (Haque et al., 2019; Sardar et al., 2021).

Several researchers examined the impact of sender's expertise, e-WOM quantity, and e-WOM quality on customers' intention to purchase (Abouzeid & Mohammad, 2023; Tajuddin et al., 2020; Wei & Leng, 2017). They revealed that the importance of high quality e-WOM is represented in the detailed information on online platforms concerning product features and usage experience. Consequently, e-WOM quality influences customers' purchase intention (Wei & Leng, 2017). In addition, when a large number of customers post positive reviews about a product, other customers are more likely to increase their intention to purchase this product. Accordingly, the large quantity of e-WOM comments influence consumers' purchase decision (Tajuddin et al., 2020; Wei & Leng, 2017). Moreover, previous studies highlighted the influence of the sender's expertise on consumers' perception, reinforcing their purchase decision through enhancing the reliability of the provided information, which consequently increases their purchase intentions (Abouzeid & Mohammad, 2023; Wei & Leng, 2017).

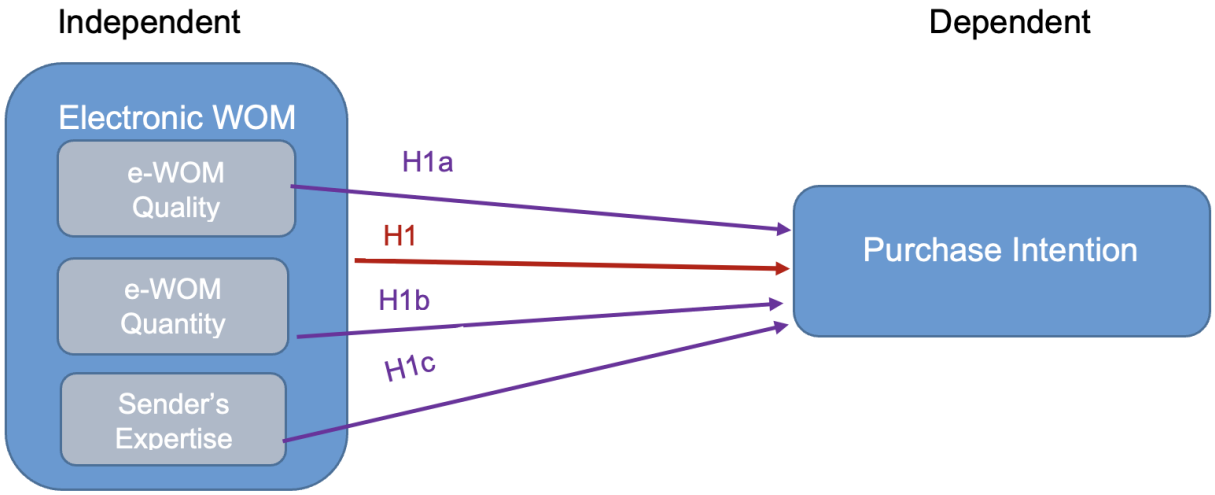
Based on the previous studies, the following hypotheses can be formulated:

H1: E-WOM dimensions positively affect the purchase intention of Egyptian internet users in the fashion industry.
H1a: e-WOM quality positively affects the purchase intention of Egyptian internet users in the fashion industry.
H1b: e-WOM quantity positively affects the purchase intention of Egyptian internet users in the fashion industry.
H1c: Sender's expertise of e-WOM positively affects the purchase intention of Egyptian internet users in the fashion industry.

3. Theoretical Framework

The proposed framework illustrates the influence of electronic word of mouth (e-WOM), as an independent variable, on purchase intention, as a dependent variable, among Egyptian internet users in the fashion industry. It incorporates e-WOM quality, e-WOM quantity, and sender's expertise as dimensions of e-WOM, demonstrating that each dimension positively affects purchase intention.

Figure 1 *Proposed Research Model*



Adapted from (Lin, Wu, & Chen, 2013).

4. Research Methodology

4.1. Research Design

This research employs a descriptive research design to examine the relationship between the e-WOM dimensions: sender's expertise, quantity, and quality, and purchase intention. The research utilized a quantitative research design. The primary data were collected through an online questionnaire administered via social media websites. The target population of this study are the Egyptian customers who use the internet to search for online opinions in the context of fashion and express the intention to purchase fashion products. Accordingly, the sampling unit comprised internet users. Moreover, the target population consisted of males and females from Egypt aged from 20 years and older. Previous research on online shopping revealed that the ages of 93% of consumers with online shopping experience ranged from 21 to 30 years old (Vijay et al., 2019).

Uma Sekaran method for determining the size of the sample was used to estimate the sample size of this research. According to Sekaran and Bougie (2020) the sample size is determined according to the research population. Since the population for this research is greater than 100,000, the convenient sample size for this study is approximately 384 respondents. Additionally, Sekaran and Bougie (2020) suggested that a sample size ranging between 30 and 500 can be appropriate for a wide range of research.

Therefore, the researcher distributed 450 questionnaires and received 433 responses, constituting a response rate of 96%. However, 18 responses were omitted for their lack of reliability, resulting in 415 valid responses for the study. The population of this research is heterogeneous in terms of gender and age. Thus, the probability sampling technique would have been more appropriate. However, since the sampling frame was not accessible to the researcher, a non-probability convenience

sampling technique was adopted (Saunders et al., 2016). Convenience sampling, also known as availability sampling was selected in this research, as it involves collecting data based on the availability of respondents (Scholtz, 2021). The researcher distributed the questionnaire to all available respondents at the time. All the respondents who were accessible and available on social media were asked to fill in the questionnaire. Furthermore, the researcher administered a pilot study prior to the research to ensure the questionnaire's reliability (Ghazali, 2016). The pilot study was administered to 70 respondents to confirm their understanding of the questionnaire. The results of this pilot study indicated that Cronbach's alpha for the studied variables ranged from 0.659 to 0.886, which is considered reliable (Ursachi et al., 2015). Pearson correlation and linear regression analyses were conducted to test the hypotheses using SPSS version 26.0.

5. Data Analysis and Results

5.1.Demographics and Frequency

Table 1 *Reliability Statistics*

	Cronbach's Alpha	Number of Items
Electronic Word of Mouth	0.808	14
e-WOM Quality	0.772	6
e-WOM Quantity	0.812	3
Sender's Expertise	0.659	5
Purchase Intention	0.886	5

As illustrated in Table 1, the reliability of each variable in the research was assessed using Cronbach's alpha. The table shows that the values of alpha for all variables range from 0.659 to 0.886. This indicates that all variables in research demonstrate acceptable reliability levels (Ursachi et al., 2015).

The table presents Cronbach's alpha for e-WOM as 0.808, which is considered highly reliable. Moreover, Cronbach's alpha for each dimension of e-WOM is as follows: e-WOM quality is 0.772, considered highly reliable; E-WOM quantity is 0.812, also considered highly reliable; whereas sender's expertise is 0.659, indicating an acceptable reliability level. Furthermore, Cronbach's alpha of the dependent variable, purchase intention, is 0.886, indicating high reliability as well.

As shown in Table 1, Cronbach's alpha for all the studied variables demonstrates high and satisfactory levels of reliability, confirming consistency over time. Moreover, the items were used for factor analysis. The loadings for e-WOM quality range from 0.558 to 0.819, reflecting acceptable validity. The loadings for e-WOM quantity range from 0.793 to 0.912, indicating high validity across all tems. The loadings for sender's expertise range from 0.449 to 0.785, suggesting that the loadings are near the minimum threshold for acceptable validity. Finally, the loadings for purchase intention range from 0.765 to 0.874, indicating that all loadings for the dependent variable are valid and acceptable.

5.2. Descriptive Statistics

5.2.1. Demographics and Frequency

Principal component analysis using SPSS 26.0 was conducted for testing the VIF= 5.688 & VP= 0.89), and as a corrective measure, they were excluded from the model.

Table 2 *Demographics and Frequency*

N= 415				
Variable	Category	Frequency	Valid Percent	Cumulative Percent
Platform	Blogs	72	17.3	17.3
	Forums	11	2.7	20
	Social Networking Sites	332	80	100
Frequency of internet usage	More than once a day	384	92.5	92.5
	Once a day	15	3.6	96.1
	Once a month	12	2.9	99
	Less than once a month	4	1.0	100
Duration of internet usage	Less than 6 months	4	1.0	1.0
	6 to 12 months	2	0.5	1.4
	1 to 3 years	8	1.9	3.4
	4 to 6 years	37	8.9	12.3
	7 years or more	364	87.7	100
Gender	Male	37	8.9	8.9
	Female	378	91.1	100
Age	20-30 years old	385	92.8	92.8
	30-40	12	2.9	95.7
	40-50	14	3.4	99
	50-60	4	1.0	100
Educational level	High School	69	16.6	16.6
	Bachelor's degree	308	74.2	90.8
	Master's Degree	24	5.8	96.6
	PhD or higher	14	3.4	100
Monthly income	Less than EGP 25,000	363	87.5	87.5
	25,000-50,000	33	8.0	95.4
	50,000-100,000	14	3.4	98.8
	100,000-200,000	5	1.2	100

Table 2 presents the demographics of respondents and the frequency of their internet usage. All 415 respondents are internet users who seek online opinions through blogs, forums, or social networking sites. As shown in Table 2, 17.3% of respondents consult blogs to review fashion-related comments before purchasing fashion products, 2.7% utilize forums, whereas 80% of respondents review fashion-related comments through social networking websites. This indicates that the majority of consumers rely on social networking websites to review comments concerning fashion.

In this context, 93% of respondents access the internet more than once a day, 3.6% of respondents use the internet once a day, 3% once a month, and 1% less than once a month. These findings indicate that the majority of respondents use the internet more than once a day.

Regarding the duration of internet usage, as illustrated in Table 2, 1% of respondents have been using the internet for less than 6 months, 0.5% for 6 to 12 months, 2% for 1 to 3 years, 9% for 4 to 6 years. However, 88% have been using the

internet for 7 years or more, indicating that the majority of respondents' internet usage spans 7 years or more.

With respect to the respondents' gender, Table 2 shows that 9% are male, while 91% are female, reflecting a greater concern among females regarding fashion-related e-WOM.

As presented in Table 2, 93% of respondents are between 20 and 30 years old, 3% between 30 and 40, 3% between 40 and 50%, while 1% aged 50 to 60. This result suggests that the youngest category of consumers is more interested in fashion-related e-WOM.

Additionally, Table 2 demonstrates respondents' educational level; 17% have a high school education, 74% hold a bachelor's degree, 6% a master's degree, while 3% a PhD. This indicates that the majority of respondents interested in fashion-related e-WOM hold a bachelor's degree.

As illustrated in Table 2, 88% of respondents earn a monthly income of less than EGP 25,000, 8% earn between 25,000 and 50,000, 3% between 50,000 and 100,000, while 1% earn between 100,000 and 200,000. This distribution demonstrates that the majority of respondents interested in fashion related e-WOM have a monthly income of less than EGP 25,000.

Table 3 *Descriptive Statistics*

Descriptive Statistics				
	N	Mean	Standard Deviation	CV
e-WOM	415	4.9671	0.68899	14%
e-WOM Quality	415	4.7771	0.80377	17%
e-WOM Quantity	415	5.3478	1.02639	19%
Sender's Expertise	415	4.7764	0.83609	18%
Purchase Intention	415	5.2357	0.93689	18%

Table 3 illustrates the standard deviation and mean of e-WOM, its dimensions, as well as purchase intention. As shown in the table, the mean value for purchase intention is 5.2, indicating that respondents agree to some extent that e-WOM dimensions significantly impact purchase intention. Moreover, the mean for e-WOM is 4.9, reflecting the tendency of respondents to agree that e-WOM impacts purchase intention. Furthermore, the mean for e-WOM dimensions; e-WOM quality, e-WOM quantity, and sender's expertise, is 4.7, 5.3, and 4.7, respectively, further signifying respondents' agreement. The table shows low standard deviation, implying low percentages of deviation from the presented mean. Furthermore, the coefficient variations for all variables range from 14% to 19%, highlighting low deviation from the presented mean and suggesting precision in the responses.

5.3. Correlation Analysis

Table 4 Pearson Correlation Between E-WOM Dimensions and Purchase Intention

Correlations

		Purchase Intentions of fashion products	e-WOM Quality of fashion comments	e-WOM Quantity of fashion comments	Sender's Expertise
Pearson Correlation	Purchase Intentions of fashion products	1.000	.352	.425	.417
	e-WOM Quality of fashion comments	.352	1.000	.356	.456
	e-WOM Quantity of fashion comments	.425	.356	1.000	.392
	Sender's Expertise	.417	.456	.392	1.000
Sig. (1-tailed)	Purchase Intentions of fashion products	.	.000	.000	.000
	e-WOM Quality of fashion comments	.000	.	.000	.000
	e-WOM Quantity of fashion comments	.000	.000	.	.000
	Sender's Expertise	.000	.000	.000	.
N	Purchase Intentions of fashion products	415	415	415	415
	e-WOM Quality of fashion comments	415	415	415	415
	e-WOM Quantity of fashion comments	415	415	415	415
	Sender's Expertise	415	415	415	415

As shown in Table 4:

- There is a moderate positive relationship between e-WOM quality and purchase intention, suggesting that higher e-WOM quality is associated with higher purchase intention, with a value of 0.352.
- There is a moderate positive relationship between e-WOM quantity and purchase intention, suggesting that a higher e-WOM quantity is associated with higher purchase intention, with a value of 0.425.
- There is a moderate positive relationship between sender's expertise and purchase intention, suggesting that a higher level of sender's expertise is associated with higher purchase intention, with a value of 0.417.

The correlations table (Table 4) indicates a positive relationship between each of the e-WOM dimensions (quality, quantity, and sender's expertise) and purchase intention with moderate strength. Moreover, the significance level shown in the table is 0.000, which is less than 0.05, confirming that the correlations are significant (McLeod, 2019).

5.4. Linear Regression Analysis

Linear regression was employed to measure the relationship between purchase intention and each of the e-WOM dimensions (quality, quantity, and sender's expertise).

5.4.1. Linear Regression Analysis for E-WOM and Purchase Intention

Linear regression was employed to measure the relationship between purchase intention and each of the e-WOM dimensions (quality, quantity, and sender's expertise).

Table 5 Linear Regression Analysis for E-WOM and Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517[a]	.267	.265	.80309

a. Predictors: (Constant), e-WOM
b.Dependent Variable: Purchase Intention

Table 6 Anova Table

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.026	1	97.026	150.439	.000[b]
	Residual	266.366	413	.645		
	Total	363.392	414			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), e-WOM

Table 7 Coefficients Table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.746	.287		6.077	.000
	e-WOM	.703	.057	.517	12.265	.000

a. Dependent Variable: Purchase Intention

As illustrated in Table 5, the adjusted R-squared for e-WOM is 0.265, which illustrates that 26.5% of the discrepancy in purchase intention was explained by e-WOM.

Table 6 presents a significance level of 0.000, revealing that the p–value is 0.000, which is below 0.05. This illustrates the significance of e-WOM in predicting purchase intention. Based on the results, it is inferred that e-WOM substantially influences the purchase intention of Egyptian internet users in fashion industry.

As shown in Table 7, the standardized coefficient of e-WOM is 0.517, demonstrating the influence of e-WOM on purchase intention by 51.7%. Additionally,

the significance level of 0.000, which is below 0.05, confirms that e-WOM significantly affects purchase intention. Therefore, H1, which states that e-WOM positively influences the purchase intention of Egyptian internet users in fashion industry, is accepted.

5.4.2. Linear Regression Analysis for E-WOM and Purchase Intention

Table 8 Regression Analysis of e-WOM Dimensions and Purchase Intention

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.425[a]	.181	.179	.84895	.181	91.206	1	413	.000
2	.505[b]	.255	.251	.81079	.074	40.789	1	412	.000
3	.520[c]	.270	.265	.80342	.015	8.594	1	411	.004

a. Predictors: (Constant), e-WOM Quantity of fashion comments

b. Predictors: (Constant), e-WOM Quantity of fashion comments, Sender's Expertise

c. Predictors: (Constant), e-WOM Quantity of fashion comments, Sender's Expertise, e-WOM Quality of fashion comments

d. Dependent Variable: Purchase Intentions of fashion products

Table 9 Anova Table

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.734	1	65.734	91.206	.000[b]
	Residual	297.658	413	.721		
	Total	363.392	414			
2	Regression	92.549	2	46.274	70.391	.000[c]
	Residual	270.843	412	.657		
	Total	363.392	414			
3	Regression	98.096	3	32.699	50.657	.000[d]
	Residual	265.296	411	.645		
	Total	363.392	414			

a. Dependent Variable: Purchase Intentions of fashion products

b. Predictors: (Constant), e-WOM Quantity of fashion comments

c. Predictors: (Constant), e-WOM Quantity of fashion comments, Sender's Expertise

d. Predictors: (Constant), e-WOM Quantity of fashion comments, Sender's Expertise, e-WOM Quality of fashion comments

Table 10 Coefficients Table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.160	.221		14.274	.000		
	e-WOM Quantity of fashion comments	.388	.041	.425	9.550	.000	1.000	1.000
2	(Constant)	2.145	.264		8.109	.000		
	e-WOM Quantity of fashion comments	.282	.042	.309	6.692	.000	.846	1.182
	Sender's Expertise	.331	.052	.295	6.387	.000	.846	1.182
3	(Constant)	1.783	.290		6.153	.000		
	e-WOM Quantity of fashion comments	.255	.043	.280	5.956	.000	.806	1.240
	Sender's Expertise	.271	.055	.242	4.918	.000	.732	1.366
	e-WOM Quality of fashion comments	.166	.057	.142	2.932	.004	.755	1.324

a. Dependent Variable: Purchase Intentions of fashion products

As demonstrated in Table 8, Model 3 indicates an adjusted R squared of 0.265 for the three dimensions of e-WOM (e-WOM quality, e-WOM quantity, and sender's expertise), which reveals that 26.5% of the discrepancy in purchase intention was explained by sender's expertise, e-WOM quantity, and e-WOM quality.

Table 9 reports a significance level of 0.000 between the e-WOM dimensions (sender's expertise, e-WOM quantity, and e-WOM quality) and purchase intention, with a p-value of 0.000, below 0.05. Accordingly, each of the dimensions of e-WOM (quality, quantity, and sender's expertise) is significant in predicting purchase intention.

According to Table 10, Model 3, the standardized coefficient of e-WOM quantity is 0.28, suggesting that e-WOM quantity affects purchase intention by 28%. Additionally, the level of significance is 0.000, with the p-value lower than 0.05. Accordingly, e-WOM quantity significantly impacts the purchase intention of Egyptian internet users in the fashion industry. Therefore, H1b, which posits that e-WOM quantity positively affects the purchase intention of Egyptian internet users in the fashion industry, is accepted.

Moreover, Table 10 reveals a standardized coefficient of 0.242 for sender's expertise, emphasizing that sender's expertise significantly influences purchase intention by 24%. The significance level of 0.000, which is less than 0.05, further verifies the significant impact of sender's expertise on purchase intention. Accordingly, H1c, stating that the sender's expertise of e-WOM positively affects the purchase intention of Egyptian internet users in the fashion industry, is accepted.

Furthermore, Table 10 presents the standardized coefficient of e-WOM quality as 0.142, suggesting that e-WOM quality impacts purchase intention by 14%. Additionally, the significance level of 0.004, which is below 0.05, implies that e-WOM quality significantly influences purchase intention. Therefore, H1a, asserting that e-WOM quality positively affects the purchase intention of Egyptian internet users in the fashion industry, is accepted.

6. Discussion

This research was conducted to examine the relationship between each of the electronic word of mouth dimensions (quality, quantity, and sender's expertise) and the purchase intention of Egyptian internet users in the fashion context. The research findings revealed that e-WOM positively impacts purchase intention, aligning with multiple previous scholars including Abouzeid et al. (2023), Alrwashdeh et al. (2019), and Sa'ait et al. (2016). Previous research demonstrated that e-WOM provides guidance to customers, as it provides relevant data about products and services during consumers' pre-purchase research. Since the COVID-19 pandemic has altered customer behavior, including the increase in the usage of internet (Sosanuy et al.,2021), the importance of e-WOM has intensified, especially in the post-pandemic era.

The results also confirmed that 80% of customers rely on social networking websites to review fashion-related comments, while 93% of respondents use the internet more than once a day, constituting the majority of the studied sample. These results support previous e-WOM research (Ho et al., 2021; Praptiningsih, 2021). In this regard, e-WOM comments have become crucial for any customer before purchasing products, as they reduce the perceived risk. Moreover, e-WOM communication has been recognized as more trusted by consumers than other marketing communication tools, thereby increasing their intention to purchase (El-Baz et al., 2018; Sa'ait et al., 2016).

Accordingly, the research revealed that e-WOM quality has a positive impact on purchase intention, which aligns with multiple previous scholars (Tajuddin et al., 2020; Pramestiara & Rahab, 2018; Wei & Leng, 2017). Previous research concluded that when e-WOM comments are relevant, understandable, current, and clear, they are perceived as high quality (Pramestiara & Rahab, 2018). Thus, as the quality of e-WOM comments increases, so does the customers' purchase intention. Similarly, the findings revealed that e-WOM quantity has a positive impact on purchase intention, consistent with earlier research (Abouzeid et al., 2023; Tajuddin et al., 2020). Previous studies indicated that when consumers encounter numerous positive comments about a product, their perception of its popularity increases. As a result, their trust strengthens and their perceived risk decreases (Wei & Leng, 2017). Thus, as the quantity of e-WOM comments increases, customers' purchase intention also rises.

Furthermore, the findings of this research confirmed that sender's expertise positively impacts purchase intention, aligning with multiple previous studies (Hassan, 2023; Pramestiara & Rahab, 2018; Purnamawati, 2023). Previous studies indicated that

when the sender of an e-WOM message has high expertise, customers are more likely to trust their message, which consequently increases their intention to purchase (Purnamawati, 2023). Thus, the greater the expertise of the message's sender, the higher the customers' intention to purchase.

The findings also revealed that despite the influence of purchase intention on the three e-WOM dimensions, e-WOM quantity has the greatest impact on purchase intention, followed by sender's expertise, then e-WOM quality, which has the least influence. Thus, consumers regard the number of comments or reviews on a fashion product as more influential than the other dimensions.

7. Theoretical Implications

This research contributes to the e-WOM literature, as there has been limited research examining fashion-related e-WOM in the Egyptian context. Therefore, this research aids in filling the gap regarding the relationship between each of the e-WOM dimensions (quality, quantity, and sender's expertise) and the purchase intention of Egyptian internet users in the fashion context.

8. Managerial Implications

Based on the findings of this study, social media serves as a platform through which the majority of consumers search for fashion-related e-WOM information. Therefore, fashion marketers may utilize these platforms to enhance positive e-WOM for their products by establishing community pages on social media, such as Facebook, and posting their products on these pages, which can generate greater awareness and accordingly increase purchase intention (Seller & Laurindo, 2018).

Moreover, the results indicate the significance of e-WOM quantity in enhancing the purchase intention of Egyptian internet users in the fashion industry. They also suggest that fashion companies can incorporate strategies for monitoring the quantity of comments signaling to buyers the popularity of particular fashion products. This can be accomplished by launching memorable online campaigns to capture buyers' attention and amplify the e-WOM quantity (Huyen & Costello, 2017).

9. Research Limitations and Suggestions for Future Research

Among the research limitations of this study is its lack of focus on a specific age group, as it relied on individuals aged 20 and older, encompassing youth and older generations as well. Moreover, the research focused on three dimensions; sender's expertise, e-WOM quantity, and e-WOM quality, to measure e-WOM. Future research could focus on a certain age group, such as adults aged 30 years and older or youth between 16 and 20. It could also measure e-WOM using a broader range of dimensions. Moreover, it is recommended to replicate the study in contexts beyond fashion.

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