



## The Effect of Brand Image and Brand Awareness Through Social Media on Purchase Intention in the Egyptian Youth Hostels

Mahmoud Atito <sup>a</sup>,  
Ahmed Rady <sup>c</sup>,

Sabreen Gaber Abd El-Jalil <sup>b</sup>,  
Walaa Mahmoud Fawy <sup>d</sup>

<sup>a</sup> Researcher, Faculty of Tourism and Hotels, Luxor University.

<sup>b</sup> Professor, Tourism Studies Dep., Faculty of Tourism & Hotels, Luxor University.

<sup>c</sup> Associate Professor, Hotel Management Dep., Faculty of Tourism & Hotels, Minia University.

<sup>d</sup> Lecturer, Hotel Management Dep., Faculty of Tourism & Hotels, Luxor University.

### Keywords

Brand Awareness.  
Brand Image.  
Purchase Intention.  
Social Media.  
Youth Hostels.

### Abstract

Businesses are increasingly sharing brand information through social media, including advertising on social networking sites (such as YouTube and Facebook) and curating user-generated material, all with the purpose of developing a strong brand image in customers' minds. Customers who have excellent brand awareness are more likely to have good intentions linked with repeat purchases. This research aims to explore the effect of brand image and brand awareness through social media on purchase intention in Egyptian Youth Hostels. The researchers used the quantitative approach with a questionnaire survey for a sample of targeted customers of youth hostels in the governorates of Luxor, Aswan, and the Red Sea. After collecting, coding, and analyzing data, the main results of the research demonstrated that first: customers' online reviews of youth hostels create a brand image in customers' minds. Second: social media is an excellent and effective way to attract new customers and develop brand awareness, and even retain current customers. Finally, researchers found that brand image has a positive and significant effect on purchase intention. In addition, this research suggests some recommendations proposed below may be especially relevant for youth hostels youth hostels should create their own brand awareness profiles on social media communication channels and develop activities that will engage consumers with content sharing such as online product information, discounts, and promotions. Enhancing customers' learning of services, and, in turn, businesses could develop new service ideas, processes, and development to improve brand image and brand awareness.

## **1 Introduction**

Social media allows the hospitality business to constantly update, inform customers, and enhance client experiences (Aswani & Gugloth, 2017). Customers are reportedly encouraged to use a product or service on a regular basis by a variety of variables, one of which is brand image (Ramesh et al., 2019). Some practitioners and academics in the field of marketing science continue to pay close attention to brand image since it influences purchasing decisions for a product or service. (Hanaysha, 2018). According to Kazmi and Mehmood (2016) a good or positive brand image can have an additional value influence on customers; however, if a brand has a negative image, it will indirectly harm customers, and most likely customers will not be interested in making a purchase. Social media content sharing benefits businesses by raising brand awareness and fostering a positive brand image (Ossadzifo, 2018). Social media is currently being increasingly used as a technique for raising brand awareness. People are becoming more active online and socially obsessed, using social media as a vehicle for information dissemination, service inquiries, and even online shopping (Getaruelas, 2019). According to Wanasida et al. (2021) and Wijayaa et al. (2021) brands with a positive image of their products are preferred and more easily accepted than brands with a negative or neutral image. Customers often use brands image as a reference when making purchasing decisions when they have no prior experience or knowledge of a product. A product or service will be able to draw the attention of potential candidate's customers and generate a sense of buying interest in the product if brand awareness was paired usefully (Rudyanto et al., 2021). This research aims to examine effect of brand image and brand awareness through social media on purchase intention in Egyptian Youth Hostels.

### **1.1 Research problem**

Seo, et al. (2020) indicated that brand awareness and brand image are important intangible assets for businesses, they are becoming increasingly challenging to control in an environment of social media and social media marketing activities. When brand image was prioritized, customer purchase intent rises. Because the findings show that brand image has a direct and considerable positive effect on purchase intention (Dewi and Giantari, 2020). Aji et al., (2020) recommended more research on social media users in other countries, as well as on other social media platforms such as Facebook, Twitter, and YouTube, is required. Finally, other variables that may influence customer purchase intention can be integrated into future study models. On the other hand, the research will identify the effect of brand Image and brand awareness through social media on purchase intention of youth hostel services.

## **2 Literature Review**

### **2.1 Brand image**

A customer's understanding of a brand is expressed in the brand image that people have in their mind (Hidayat, 2019). Brand image is defined as a customer's view of a brand, which is stated as a brand image in their memory (Keller & Swaminathan, 2020). The concept "brand image" describes a set of expectations about a brand that are reflected in the brand associations that customers recall (Jin et al., 2012). Therefore, businesses make an effort to comprehend the components of brand image and how they influence clients. The idea of brand image has widely embraced in the hospitality sector (Han & Hyun, 2017; Lai, 2019). As a result, brand image is crucial, especially when differentiating goods or services based on concrete quality criteria is

challenging (Yi et al., 2018). In a similar vein, Sohn et al. (2020) suggest that brand image influences both purchasing behavior and intentions for online purchases in a positive way.

## **2.2 Brand awareness**

According to Świtała et al. (2018), brand awareness is the ability of any given person to recall or acknowledge that a particular brand is appropriate for a particular product or service category. Customer experience of a brand's goods, services, and other attributes is known as brand awareness (Jamali & Khan, 2018). Pegoraro et al. (2017) stated that brand awareness is the first step in creating a brand association in a customer's mind since without a strong brand association; the intended customer's behavior will not be realized. Cobos (2017) found that after purchasing the products or services, customers who have a high level of brand awareness are more likely to recommend the brand to others. Brand awareness would influence purchasing intent positively according to Wen et al. (2021).

## **2.3 Social media**

As a comprehensive outreach tool, a strong social media platform can assist in disseminating information to individuals who need to access it (Ly, 2020). Social media also enables users to voice their opinions on significant subjects and influence their decisions (Huang et al., 2018). Social media use has become a regular daily activity for modern people (Villanti et al., 2017). Social media is also highly useful in keeping customer familiarity with the brand (Bilgin, 2020). Social media content adds value to businesses by increasing brand awareness and improving brand image (Ossadzifo, 2018). As travelers use social media platforms for travel, social media activity has a significant effect on brand image (Barreda et al., 2020). Social media is a wonderful, effective approach to acquire new customers, build brand awareness, digitally grow the business, and even retain more customers (Oladipo et al., 2020).

## **2.4 Purchase intention**

An attitude toward specific products or services is referred to as purchase intention (Soebagyo, 2014). 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). Purchase intention is a type of customer behavior that occurs in response to objects that signal a person's desire to acquire something (Kotler & Keller, 2016).

## **2.5 Youth Hostels**

Hostels were once known as youth hostels. Richard Schirrmann, a German schoolteacher, came up with the notion of youth hostels in 1909 after noticing a dearth of housing that would allow school classes to go on excursions and study tours into the countryside (McCulloch, 1992). Rashid-Radha et al. (2022) explain that essentially, the supply of dormitory-style rooms is the main distinguishing feature of a hostel. As a result, a lodging service that simply provides private rooms has not been deemed a hostel. Nonetheless, an increasing number of hostels are providing shared dormitory rooms as well as single or double ensuite rooms to their visitors. The following is a list of places that are commonly seen in hostels: 1) Kitchen, 2) Dining area, 3) Lounge / living room, 4) Bars / cafeteria, 5) Reading rooms. Youth Hostel is defined according to Oxford Dictionary as "a building that provides cheap and simple accommodation and meals, especially to young people who are traveling" (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).

#### 4 Methodology

The research adopted the quantitative approach. For the current research, a web-based questionnaire survey was constructed by the researchers to ensure voluntary participation, informed consent, anonymity of the respondents, and confidentiality of the acquired data (Dolnicar, 2018; Melnikovas, 2018). The questionnaire was organized into three sections. The first section was for asking about the demographic characteristics of the respondents (gender, age, and educational level). The second section includes objective data. Finally, the third Section comprises questions, and every section asks about one of the constructs included in the proposed model (Brand Image, Brand Awareness, and Purchase intention). The five-point Likert scale ranging from strongly disagree to strongly agree measures all the questions. The questionnaire adopted items from different studies as first: brand image 6 items (Davis et al., 2009; Jalilvand, & Samiei, 2012; Bilgin, 2018; Aslam et al., 2019). Second: Brand Awareness 6 items (Sasmita & Suki, 2015; Chakraborty, 2019) and finally purchase intention 7 items (Shukla, 2011; Mion, 2021; Mahmud et al., 2020; Sánchez Torres et al., 2020). This questionnaire was pilot tested to see how the questions were worded, sequenced, and how long they were.

Sampling is the process of choosing the objects, participants, or responders for your research. Samples should be used by researchers to answer research questions (Islam & Aldaihani, 2022). According to Purwanto (2012), the sample is a part of the population that shares the same characteristics as the rest of the population. To collect data, the questionnaire targeted customers of youth hostels of Upper Egypt (as a geographical range), Luxor, Aswan, and the Red Sea. From January to April 2022. Appropriate sample size of the research population was calculated using the Cochran, J.

1977) as  $n = \frac{z^2 \times p(1-p)}{\epsilon^2}$  formula (Cochran, follows:

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

#### Where:

**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 significant level of 0.05).

Applying these values to the Cochran, J. formula reveals that the research sample size is 385 participants. The researchers distributed online questionnaire and received 396 questionnaires for analysis. Based on the previous, to test the relationship of independent variables of brand image & brand awareness with the dependent variable of purchase intention through social media in youth hostels this research suggests some Hypotheses as follows:

**H1:** There is no significant effect of brand image through social media on purchase intention.

**H2:** There is no significant effect of brand awareness through social media on purchase intention

## 5. Results and Discussion

### 5.1 Reliability Questionnaire

**Table 1: Reliability Analysis of Research Variables.**

The Axes	No. of statements	Alpha Coefficient
<b>Brand Image</b>	<b>6</b>	0.845
<b>Brand Awareness</b>	<b>6</b>	0.916
<b>Purchase intention.</b>	<b>7</b>	0.909
<b>The Overall</b>	<b>19</b>	<b>0.885</b>

According to Sürücü and Maslakçi (2020), reliability refers to the instrument's stability and consistency. Creswell (2014) declared Alpha Coefficient as a model of internal consistency, based on the average inter-item correlation. Gliem and Gliem (2003) pointed that Cronbach's  $\alpha$  reliability coefficient usually ranges between 0 and 1; they also referred to the following rules: variables more than 0.9 was excellent, variables more than 0.8 was good, variables more than 0.7 was acceptable, variables more than 0.6 was questionable, variables more than 0.5 was poor, and variables less than 0.5 was unacceptable. Reliability of current research variables was tested by Cronbach's alpha coefficient; two axes were excellent, 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.

### 5.2 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 percent of males (60.1%) was more than females (39.9%) of investigated sample. It was observed from Table 3.1, the respondents' ages ranged from less than 35 to over than 45 years old. Most 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%). According to respondents' Level of education, the majority of the respondents had University education or high 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%).

### 5.3 Variables Analysis

#### 5.3.1 Brand Image

##### 5.3.1.1 Validity of Brand Image

Table 3: Factor Analysis of Brand Image

Statements	Loading
1. Information credibility, that is, the products or services in youth hostel introduced by my friends in social networks, creates a brand image.	0.620
2. Customer’s online review of youth hostel creates a brand image in our mind	0.601
3. In comparison to other product or service in youth hostel, the reviewed product or service of youth hostel has high quality respected by others	0.605
4. The international youth hostel has a differentiated image in comparison with the other brand.	0.672
5. I have fond memories regarding this international youth hostel.	0.615
6. Our international youth hostel brand has a rich history	0.622
<b>Sums of Squared Loadings</b>	<b>0.63</b>

Fabrigar, et al., (1999) pointed that suitable level of statistical extraction loading should not be less than 0.6 for the variables. The factor analysis shown in Table 3 stated that all six statements were responsible for brand image with a percentage of (0.63).

#### 5.3.1.2 Brand Image analytics

Table 4: Statistics for Brand Image

Brand Image:	Response	Freq.	%	Mean*	SD	Sig.	R
1. Information credibility, that is, the products or brands in youth hostel introduced by my friends in social networks, creates a brand image.	Strongly Disagree	4	1.0	4.00	.79	1.00	6
	Disagree	12	3.0				
	Neutral	65	16.4				
	Agree	214	54.0				
	Strongly Agree	101	25.5				
	<b>Total</b>	396	100				
2. Customer’s online review of youth hostel creates a brand image in our mind	Strongly Disagree	2	.5	4.17	.77	.000	3
	Disagree	11	2.8				
	Neutral	43	10.9				
	Agree	200	50.5				
	Strongly Agree	140	35.4				
	<b>Total</b>	396	100				
3. In comparison to other product or service in youth hostel, the reviewed product or service of youth hostel has high quality respected by others	Strongly Disagree	4	1.0	4.07	.84	.109	5
	Disagree	13	3.3				
	Neutral	65	16.4				
	Agree	184	46.5				
	Strongly Agree	130	32.8				
	<b>Total</b>	396	100				
4. The international youth hostel has a differentiated image in comparison with	Strongly Disagree	6	1.5	4.09	.89	.050	4
	Disagree	14	3.5				
	Neutral	64	16.2				

the other brand.	Agree	167	42.2	4.26	.89	.000	1
	Strongly Agree	145	36.6				
	<b>Total</b>	396	100				
5. I have fond memories regarding this international youth hostel.	Strongly Disagree	5	1.3				
	Disagree	7	1.8				
	Neutral	43	10.9				
	Agree	165	41.7				
	Strongly Agree	176	44.4				
	<b>Total</b>	396	100				
6. Our international youth hostel brand has a rich history	Strongly Disagree	4	1.0				
	Disagree	6	1.5				
	Neutral	58	14.6				
	Agree	170	42.9				
	Strongly Agree	158	39.9				
	<b>Total</b>	396	100				
<b>Overall</b>				<b>4.13</b>	<b>.617</b>	<b>.000</b>	<b>-</b>

Table 4 viewed that in the variable of “Brand Image”, the first variable was “I have fond memories regarding this international youth hostel ”, where the mean value was(4.26) and the standard deviation was(.89) this result was agreed with the previous studies of Barreda et al., (2020); and Hudson et al. (2016) where they assured that social media engagement has a positive effect on brand image and would result in a positive view of the image of the service brand in the customer's mind, when customers engage with a brand image. On the other hand, the least variable was “Information credibility, that is, the products or brands introduced by my friends in social networks, creates a brand image of product or service in youth hostel ”, where the mean value was (4.00) and the standard deviation was (.79) this result disagreed with Ossadzifo (2018) who assured that the content shared on social media provides added value to businesses in terms of good brand image. The overall mean of the variables was (4.13); the standard deviation of means values was (.617). From the above it is clear that respondents support having good memories of this international hostel, and respondents tell that the international youth hostel brand has a rich history, Customer’s online review creates a brand image in our mind, the international youth hostel has a differentiated image in comparison with the other brand.

### 5.3.2 Brand Awareness

#### 5.3.2.1 Validity of Brand Awareness

Table 5: Factor Analysis of Brand Awareness

Statements	Loading
1. I am aware of international youth hostel brand that appeared in social media.	0.739
2. I can recognize international youth hostel when comparing it to other competing brands that appeared in the social media.	0.733
3. I know what international youth hostel brand looks like.	0.777
4. Some characteristics of international youth hostel that appeared in social media come to my mind quickly.	0.668
5. I can quickly recall the symbol or logo of international youth hostel brand that appeared in social media.	0.703
6. My knowledge improves on international youth hostel products after reading online reviews.	0.614
<b>Sums of Squared Loadings</b>	<b>0.71</b>

The factor analysis shown in Table 5 stated that all six statements were responsible for Brand Awareness with a percentage of (0.71).

### 5.3.2.2 Brand Awareness analytics

**Table 6: Statistics for Brand Awareness**

Awareness Brand	Response	Freq.	%	Mean*	SD	Sig.	R
<b>1. I am aware of international youth hostel brand that appeared in social media.</b>	Strongly Disagree	14	3.5	3.82	.97	.000	5
	Disagree	23	5.8				
	Neutral	75	18.9				
	Agree	194	49.0				
	Strongly Agree	90	22.7				
	<b>Total</b>	396	100				
<b>2. I can recognize international youth hostel when comparing it to other competing brands that appeared in the social media.</b>	Strongly Disagree	12	3.0	3.98	.95	.674	2
	Disagree	14	3.5				
	Neutral	70	17.7				
	Agree	174	43.9				
	Strongly Agree	126	31.8				
	<b>Total</b>	396	100				
<b>3. I know what international youth hostel brand looks like.</b>	Strongly Disagree	13	3.3	3.89	1.02	.050	4
	Disagree	29	7.3				
	Neutral	64	16.2				
	Agree	169	42.7				
	Strongly Agree	121	30.6				
	<b>Total</b>	396	100				
<b>4. Some characteristics of international youth hostel that appeared in social media come to my mind quickly.</b>	Strongly Disagree	8	2.0	3.98	.92	.662	2
	Disagree	19	4.8				
	Neutral	66	16.7				
	Agree	183	46.2				
	Strongly Agree	120	30.3				
	<b>Total</b>	396	100				
<b>5. I can quickly recall the symbol or logo of international youth hostel brand that appeared in social media.</b>	Strongly Disagree	11	2.8	3.90	.98	.054	3
	Disagree	27	6.8				
	Neutral	67	16.9				
	Agree	175	44.2				
	Strongly Agree	116	29.3				
	<b>Total</b>	396	100				
<b>6. My knowledge improves on international youth hostel products after reading online reviews.</b>	Strongly Disagree	8	2.0	4.07	.87	.084	1
	Disagree	10	2.5				
	Neutral	58	14.6				
	Agree	188	47.5				
	Strongly Agree	132	33.3				
	<b>Total</b>	396	100				
<b>Overall</b>				<b>3.94</b>	<b>.80</b>	<b>.153</b>	<b>-</b>

Table 6 viewed that in the variable of “brand Awareness”, the first variable was “My knowledge improves on international youth hostel products after reading online reviews. “Where the mean value was (4.08) and the standard deviation was (.87) this result was agreed with the previous studies of Oladipo et al. (2020) and Saini (2018) where they assured that social media is an excellent, effective way to attract new customers and develop brand awareness, and even retain more customers through comments & shares by friends on company accounts, Thus, social media is becoming a conduit of customer brand awareness. On the other hand, the least variable was “I



am aware of international youth hostel brand that appeared in social media.” where the mean value was (3.81) and the standard deviation was (.97) this result disagreed with Saini (2018) who assured that customers get awareness of various new brands through comments & shares by friends and social media is becoming a conduit of customer brand awareness. The overall mean of the variables was (3.94); the standard deviation of means values was (.80). From the participants’ point of view, their knowledge of international youth hostel products improves after reading the online reviews, some characteristics of the international youth hostel that have appeared in social media come to their mind quickly, and they can quickly remember the symbol of the international youth hostel brand that appeared in the media social.

**5.3.3 Purchase intention**

**5.3.3.1 Validity of Purchase intention**

**Table 7: Factor Analysis of Purchase intention**

Statements	Loading
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. While buying a product or service in youth hostel, the 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 product or service in youth hostel to my friends in the same way	0.634
7. After purchasing and using product or service in youth hostel, I will also leave 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).

**5.3.3.2 Purchase intention analytics**

**Table 8: Statistics for Purchase intention**

Purchase intention	Response	Freq.	%	Mean*	SD	Sig.	R
<b>1.I. would like to purchase those product or service in youth hostel whose information is provided by my credible social network</b>	Strongly Disagree	7	1.8	3.99	.85	.859	<b>6</b>
	Disagree	9	2.3				
	Neutral	75	18.9				
	Agree	194	49.0				
	Strongly Agree	111	28.0				
	<b>Total</b>	396	100				
<b>2. I would like to purchase the product or service in youth hostel based on online reviews by customers in</b>	Strongly Disagree	4	1.0	4.00	.83	.952	<b>5</b>
	Disagree	14	3.5				
	Neutral	71	17.9				
	Agree	195	49.3				
	Strongly Agree	112	28.3				

<b>social networks</b>	<b>Total</b>	396	100				
<b>3. There is a high possibility for me to buy after I read reviews or posts from a social media.</b>	Strongly Disagree	5	1.3	4.03	.86	.482	<b>4</b>
	Disagree	13	3.3				
	Neutral	70	17.7				
	Agree	185	46.6				
	Strongly Agree	123	31.1				
	<b>Total</b>	396	100				
<b>4. While buying a product or service in youth hostel, the positive or negative reviews online affect my Purchase intention.</b>	Strongly Disagree	6	1.5	4.08	.86	.071	<b>3</b>
	Disagree	11	2.8				
	Neutral	63	15.9				
	Agree	182	46.0				
	Strongly Agree	134	33.8				
	<b>Total</b>	396	100				
<b>5. In my future purchase, I will always give priority to online reviews.</b>	Strongly Disagree	6	1.5	3.96	.89	.370	<b>7</b>
	Disagree	17	4.3				
	Neutral	80	20.2				
	Agree	177	44.7				
	Strongly Agree	116	29.3				
	<b>Total</b>	396	100				
<b>6. I will recommend those product or service in youth hostel to my friends in the same way</b>	Strongly Disagree	5	1.3	4.10	.86	.015	<b>1</b>
	Disagree	15	3.7				
	Neutral	53	13.4				
	Agree	183	46.2				
	Strongly Agree	140	35.4				
	<b>Total</b>	396	100				
<b>7. After purchasing and using product or service in youth hostel, I will also leave my review/feedback online, so that potential buyers can learn about the quality</b>	Strongly Disagree	6	1.5	4.09	.87	.030	<b>2</b>
	Disagree	11	2.8				
	Neutral	65	16.4				
	Agree	171	43.2				
	Strongly Agree	143	36.1				
	<b>Total</b>	396	100				
<b>Overall</b>				<b>4.04</b>	<b>.693</b>	<b>.278</b>	<b>-</b>

Table 8 viewed that in the variable of "Purchase intention", the first variable was "I will recommend those product or service in 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 that 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 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, as respondents see while buying the products or services and brands, positive or negative online reviews affect their intent to buy.

**5.4 Test of the Research Hypotheses**

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

**5.4.1 Test of the first research hypothesis**

***H<sub>1</sub>: There is no a significant effect of brand image through social media on the purchase intention.***

**Table (9): The effect of brand image through social media on the purchase intention.**

Dependent Variable	Independent Variable	
		Brand image
Purchase Intention	R	0.775
	R <sup>2</sup>	0.6
	Sig.	0.000
	Constant	0.445
	B.	0.870

Table (9) showed that there was a strong significant correlation between brand image through social media and purchase intention (R=0.775), as well as R Square (R<sup>2</sup>) referred to the determination coefficient was (0.6). Moreover, the sig. was (0.000) less than (0.05) suggested that there was a significant effect of the independent variable (Brand image) on the dependent variable (purchase intention). Furthermore, the statistical constant (α) equal 0.445 with significance level less than 0.05, whereas (B) equal 0.870. This result indicated that the first hypothesis of the research was not accepted. This is consistent with Kumar et al., (2020); Dash et al., (2021) and Savitri et al., (2022) it was found that there was a positive and significant relationship between Brand Image and Purchase Intention. Furthermore, this results consistent with Paul & Mas, (2020) and Sidharta et al., (2021) where they emphasized that the brand image can affect purchase intention. The firm who are willing to improve their brand image will see an increase in purchasing intention and there is a continuity between customer perception and brand image. From the previous results, the following equation was suggested:

$$\text{Purchase Intention} = 0.445 + (0.870 * \text{Brand image})$$

**5.4.2 Test of the second research hypothesis**

***H<sub>2</sub>: There is no a significant effect of brand awareness through social media on the purchase intention.***

**Table (10): The effect of brand awareness through social media on the purchase intention.**

Dependent Variable	Independent Variable	
	Brand Awareness	
Purchase Intention	R	0.748
	R <sup>2</sup>	0.559
	Sig.	0.000
	Constant	1.491
	B.	0.646

Table (10) showed that there was a strong significant correlation between brand awareness through social media and purchase intention ( $R=0.748$ ), as well as R Square ( $R^2$ ) referred to the determination coefficient was (0.559). Moreover, the sig. was (0.000) less than (0.05) suggested that there was a significant effect of the independent variable (brand awareness) on the dependent variable (purchase intention). Furthermore, the statistical constant ( $\alpha$ ) equal 1.491 with significance level less than 0.05, whereas (B) equal 0.646. This result indicated that the second hypothesis of the research was not accepted. This is consistent with Cobos (2017) and Tariq et al., (2017) found that people with a high level of brand awareness are more likely to recommend the brand to others after purchasing the goods or services and then brand awareness would have a positive impact on purchasing intention. Furthermore, this result consistent with Plidtookpai and Yoopecth (2021) have shown that hotel brand awareness is a critical factor influencing purchase intention. From the previous results, the following equation was suggested:

$$\text{Purchase Intention} = 1.491 + (0.646 * \text{brand awareness})$$

## 6 Conclusion

A web-based questionnaire was used. This research followed a quantitative approach. 396 customer of youth hostel in the governorates of Luxor, Aswan, and the Red Sea. From January to April 2022 (The months when the fieldwork was applied). Levels of disagreement or agreement among customers about brand image and brand awareness and its impact on purchase intention. The Cronbach's Alpha coefficient and the factor analysis test was used to evaluate the research tool's reliability and validity. The results indicated that most of the respondents were males, less than 35 years old, with University education, and most of the respondents used social media every day, and always read online customer reviews before making the purchase. Researchers discovered that social media involvement has a beneficial effect on brand image and results in a positive customer perception of the service brand's image. In the case of youth hostel services, customers have positive memories of international youth hostels, and their internet reviews of youth hostels help to build a positive brand image in our minds. Researchers found that social networking is a fantastic, efficient way to draw in new customers, increase brand awareness. Social media was used as a channel for spreading customer brand awareness through comments and shares made by friends on business accounts. As a result, social media content added value to businesses by increasing brand awareness and improving brand image (Ossadzifo, 2018). Researchers found that brand image has a positive and significant effect on purchase intention (Dash et al., 2021). Researchers shown that strong brand

awareness will show the brand's popularity since it is a significant driver of purchase intention because it is a critical component influencing purchase intention (Plidtookpai & Yoopetch, 2021). However, the research clearly showed the effect of brand image and brand awareness through social media on the purchase intention of Egyptian youth hostels, it has some limitations. Starting, this survey only included customers of the youth hostel brand. Second, this research was limited to the governorates of Luxor, Aswan, and the Red Sea, Egypt. Finally, this research just employed a questionnaire to collect data, but future studies will include an interview with the hostel general manager. Future research should concentrate on how social media's electronic word-of-mouth affects brand image. For both four-star and economical hotels, brand awareness and brand image effects are also important; Impact can be examined in various cities and geographical regions, as well as the detection of obstacles to its usage in other governorates. Finally, future research can further explore the influence of moderators such as brand loyalty on the relation between (brand image & brand awareness) and purchasing decision. Based on the previous results, this research suggests some recommendations for youth hostels managers to maximize the effect of brand image and brand awareness through social media on purchase intention as follows:

- Developing and creating platforms and applications for youth hostels to communicate with customers and potential customers and improve the brand's image of youth hostels from the customer's perspective.
- Using internet communication channels to influence customers' purchasing intentions and brand image of youth hostels.
- Management negative information for youth hostels in social media can be effectively managed and turned into a brand-building opportunity.
- Youth hostels should construct their own brand awareness profiles on social media communication platforms, as well as activities that engage customers in content sharing, such as online product information, discounts, and promotions for youth hostels.
- Improving customers' knowledge of youth hostels services, allowing youth hostels to generate new service concepts, processes, and development in order to boost brand image and brand awareness.

## 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.
- Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104.
- 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.
- Barreda, A. A., Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A. (2020). The impact of social media activities on brand image and emotional attachment. *Journal of Hospitality and Tourism Technology*, 11(1), 109- 135.
- Bhandari, M., & Rodgers, S. (2018). What does the brand say? Effects of brand feedback to negative eWOM on brand trust and purchase intentions. *International Journal of Advertising*, 37(1), 125-141.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128-148.
- Bilgin, Y. (2020). The Influence of Social Media Friendship on Brand Awareness and Purchase Intention: Evidence from young adult consumers. *International Journal of Marketing, Communication and New Media*, 8, 54-77.
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142-161.
- 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*.
- Cobos, L. (2017). Determinants of continuance intention and word of mouth for hotel branded mobile app users. Unpublished Thesis University of Central Florida Orlando, FL. Liu.
- 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 Consumer Purchase Intention. *Open Journal of Business and Management*, 5(03), 543.

- Creswell, J. W. (2014). A concise introduction to mixed methods research. SAGE publications.
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608-620.
- Davis, D. F., Golicic, S. L., & Marquardt, A. (2009). Measuring brand equity for logistics services. *The International Journal of Logistics Management*.
- Dewi, K. A. P., & Giantari, I. G. A. K.. (2020). The Role of Brand Image in Mediating the Influence of E-Wom and Celebrity Endorser on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHRRR)*, 4(1).
- Dolnicar, S. 2018. "A Reflection on Survey Research in Hospitality." *International Journal of Contemporary Hospitality Management* 30 (11): 3412–22.
- Fabrigar, L. R., Wegener, D. T., MacCallum, R. C., & Strahan, E. J. (1999). Evaluating the use of exploratory factor analysis in psychological research. *Psychological methods*, 4(3), 272.
- Getaruelas, R. (2019). Impact of social media advertisement to the customer product brand awareness of selected international coffee shops in muscat, oman: an inquiry to the customer. *Asian journal of management sciences & education*, 8(1), 11-19.
- 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*
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82-92.
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review* , 2(1), 7–23.
- Hidayat, R. S. (2019). The Influence of Brand Image, Customer Value and Product Quality Toward Process of Purchase Decision of Sony Alpha Mirrorless Camera, Unpublished Thesis, Fak. Ekonomi dan Bisnis Uin Jakarta .
- Huang, T. K., Liao, C. Y., Wang, Y. T., & Lin, K. Y. (2018). How does social media interactivity affect brand loyalty?. In *Proceedings of the 51st Hawaii international conference on system sciences*.
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, 33(1), 27-41.
- Islam, M. A., & Aldaihani, F. M. F. (2022). Justification for Adopting Qualitative Research Method, Research Approaches, Sampling Strategy, Sample Size, Interview Method, Saturation, and Data Analysis. *Journal of International Business and Management*, 5(1), 01-11.

- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*.
- Jamali, M., & Khan, R. (2018). The impact of consumer interaction on social media on brand awareness and purchase intention! Case study of Samsung. *Journal of Marketing and Logistics*. 1, 114 -129.
- Jin, N., Lee, S., & Huffman, L. (2012). Impact of restaurant experience on brand image and customer loyalty: Moderating role of dining motivation. *Journal of Travel & Tourism Marketing*, 29(6), 532-551.
- Kazmi, A., & Mehmood, Q. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 6(7), 499-508.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing BrandEquity (5th Edition)*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Edition* New Jersey: Pearson Prentice Hall.
- Kumar, A., Paul, J., & Unnithan, A. B. (2020). ‘Masstige’ marketing: A review, synthesis and research agenda. *Journal of Business Research*, 113, 384-398.
- Lai, I. K. W. (2019). Hotel image and reputation on building customer loyalty: An empirical study in Macau. *Journal of Hospitality and Tourism Management*, 38, 111-121.
- Ly, B. (2020). Effect of Social Media in Tourism (Case in Cambodia). *J Tourism Hospit*, 9(1).
- Mahendra, M., Lavanya, O., Reddy, A. B., Keerthi, C., Chandana, N., & Ambika, S. R.(2022) Web Based Smart Hostel Management System. *ijrpr*. 3( 6) .
- 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.
- McCulloch, J. (1992). The Youth Hostels Association: precursors and contemporary achievements. *Journal of Tourism Studies*, 3(1), 22-27.
- Melnikovas, A. (2018). Towards an explicit research methodology: Adapting research onion model for futures studies. *Journal of Futures Studies*, 23(2), 29-44.
- Mion, K. I. M. (2021). The Influence of eWOM on Young Female Consumers’ Purchase Intention in the Cosmetic Industry in South Korea.
- Nitharjan, P., & Andrew, A. (2021). Consumers’ Perception And Purchase Intention Of Organic Food Products In Batticaloa Eravurpattu Divisional Secretariat Area. *International Journal of Research*. 8(1), 44-56.
- Oladipo, O. G., Onaolapo, A. B., & Ekpenyong, U. E. (2020). The Role of Social Media in Entrepreneurial Development: The Nigerian Perspective. *Covenant Journal of Entrepreneurship*, 4(1).
- Ossadzifo, K. (2018). Impact of telecommunications market liberalization on labor productivity in economic community of west African States. *Journal of Social Economics Research*, 5(2), 63-74.



- Paul, J., & Mas, E. (2020). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing*, 28(8), 681-701.
- Pegoraro, A., Scott, O., & Burch, L. M. (2017). Strategic use of Facebook to build brand awareness: a case study of two national sport organizations. *International Journal of Public Administration in the Digital Age (IJPADA)*, 4(1), 69-87.
- Plidtookpai, N., & Yoopetch, C. (2021). The electronic Word-of-Mouth (eWOM) 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.
- Purwanto. (2012). *Quantitative research methodology for psychology and education* / Purwanto . Yogyakarta : Student Library.
- Ramesh, K., Saha, R., Goswami, S., & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26(2), 377-387.
- Rashid-Radha, J. Z. R. R., Mohd Yusof, M. F., & Zainol, N. A. (2022). Exploring guests' service experience of boutique backpacker hostels: a critical incident technique (CIT) approach. *Journal of Tourism, Hospitality and Culinary Arts*, 14(1), 230-243.
- Rudyanto, R., Pramono, R., & Purwanto, A. (2021). The influence of antecedents of supply chain integration on company performance. Bagchi, PK & Chun HB (2005). *Supply Chain Integration: a European survey*. *The International Journal of Logistics Management*, 16(2), 275-294.
- Saini, A. (2018). An analysis of factors affecting brand choice on social media. *AIMA Journal of Management & Research*, 12(4), 1-16.
- Sánchez Torres, J. A., Solé-Moro, M. L., & Argila-Irurita, A. (2018). Impact of gender on the acceptance of electronic word-of-mouth (eWOM) information in Spain. *Contaduría y administración*, 63(4), 0-0.
- Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail & Distribution Management*, 43(3), 276-292.
- Savitri, C., Hurriyati, R., Wibowo, L., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185-192.
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability*, 12(4), 1691.
- 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.
- Sidharta, M. W., Syah, T. Y. R., & Saptaningsih, A. B. (2021). The Relationship Between Social Media Communication and Word of Mouth Inside Brand Image and Purchase Intention. *Journal of Multidisciplinary Academic*, 5(1), 61-66.

- Soebagyo, T. (2014). Analisa Pengaruh Store Image Terhadap Purchase Intention di Toserba “Ramai” Ngawi. *Jurnal Strategi Pemasaran*, 2(1), 9.
- Sohn, S., Seegebarth, B., Kissling, M., & Sippel, T. (2020). Social cues and the online purchase intentions of organic wine. *Foods*, 9(5), 643.
- Sürücü, L., & MASLAKÇI, A. (2020). Validity and reliability in quantitative research. *Business & Management Studies: An International Journal*, 8(3), 2694-2726.
- Świtła, M., Gamrot, W., Reformat, B., & Bilińska-Reformat, K. (2018). The influence of brand awareness and brand image on brand equity—an empirical research of logistics service providers. *Journal of Economics & Management*, 33, 96-119.
- Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). EWOM and brand awareness impact on consumer purchase intention: mediating role of brand image. *Pakistan Administrative Review*, 1(1), 84-102.
- 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.
- Wanasida, A. S., Bernarto, I., Sudibjo, N., & Purwanto, A. (2021). The role of business capabilities in supporting organization agility and performance during the COVID-19 pandemic: An empirical study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(5), 897-911.
- Wen, J., Lin, Z., Liu, X., Xiao, S. H., & Li, Y. (2021). The interaction effects of online reviews, brand, and price on consumer hotel booking decision making. *Journal of Travel Research*, 60(4), 846-859.
- Wijayaa, O., Sulistiyani, S., Pudjowati, J., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231-238.
- Yi, S., Zhao, J., & Joung, H. W. (2018). Influence of price and brand image on restaurant customers' restaurant selection attribute. *Journal of foodservice business research*, 21(2), 200-217.

## تأثير صورة العلامة والوعي بها عبر وسائل التواصل الاجتماعي على نية الشراء بالمدين الشبابية المصرية

### الملخص

يهدف هذا البحث إلى استكشاف تأثير صورة العلامة التجارية والوعي بالعلامة التجارية عبر وسائل التواصل الاجتماعي على نية الشراء في المدين الشبابية، حيث تشارك المدين الشبابية، وعمالها بشكل متزايد معلومات العلامة التجارية من خلال وسائل التواصل الاجتماعي، بما في ذلك الإعلان على مواقع الشبكات الاجتماعية (مثل الفيس بوك، تويتر، اليوتيوب) وإدارة المحتوى الذي ينشئه المستخدمون ، وكل ذلك بهدف تطوير صورة قوية للعلامة التجارية في أذهان المستهلكين. من المرجح أن يكون لدى العملاء الذين لديهم وعي ممتاز بالعلامة التجارية نوايا حسنة مرتبطة بعمليات الشراء المتكررة ويقل احتمال تحولهم إلى علامات بديلة. استخدم الباحثون المنهج الكمي مع استبيان للعينة استهدفت العملاء من المدين الشبابية بصعيد مصر في محافظة الأقصر وأسوان والبحر الأحمر. كنهج كمي وكأداة أو طريقة لجمع البيانات من عينة البحث. بعد جمع البيانات والتميز والتحليل ، أظهرت النتائج الرئيسية للبحث أن مراجعة المستهلك عبر الإنترنت للمدين الشبابية تخلق صورة العلامة التجارية في أذهاننا. تعد وسائل التواصل الاجتماعي وسيلة ممتازة وفعالة لجذب عملاء جدد وتنمية الوعي بالعلامة التجارية ، وحتى الاحتفاظ بالمزيد من العملاء. يمكن للشركات تحفيز نوايا الشراء من خلال توفير وصول سهل إلى محركات البحث وقنوات المعلومات وعمليات تبادل المعلومات في المحتويات المضمنة. اكتشف الباحثون أن مشاركة وسائل التواصل الاجتماعي لها تأثير مفيد على صورة العلامة التجارية وتؤدي إلى تصور إيجابي للمستهلك عن صورة العلامة التجارية. يتمتع العملاء بذكرات إيجابية عن المدين الشبابية الدولية ، وتساعد مراجعاتهم على الإنترنت للمدين الشبابية في بناء صورة إيجابية للعلامة التجارية في أذهاننا. وجد الباحثون أن الشبكات الاجتماعية هي طريقة رائعة وفعالة لجذب عملاء جدد وزيادة الوعي بالعلامة التجارية. وجد الباحثون أن صورة العلامة التجارية لها تأثير إيجابي وهام على نية الشراء. أظهر الباحثون أن الوعي القوي بالعلامة التجارية سيُظهر شعبية العلامة التجارية لأنها محرك مهم لنية الشراء لأنها عنصر حاسم يؤثر على نية الشراء. وفقا لنتائج الدراسة أوصى الباحثون بعدد من التوصيات من ضمنها استخدام قنوات الاتصال عبر الإنترنت للتأثير على نوايا المستهلكين الشرائية وصورة العلامة التجارية. إدارة المعلومات السلبية في وسائل التواصل الاجتماعي بشكل فعال وتحويلها إلى فرصة لبناء العلامة التجارية. يجب على الشركات إنشاء ملفات تعريف خاصة بها للتوعية بالعلامة التجارية على منصات التواصل عبر وسائل التواصل الاجتماعي ، فضلاً عن الأنشطة التي تشرك المستهلكين في مشاركة المحتوى ، مثل معلومات المنتجات عبر الإنترنت والخصومات والعروض الترويجية. وأخيراً تحسين معرفة العملاء بالخدمات ، مما يسمح للشركات بإنشاء مفاهيم وعمليات وتطوير خدمة جديدة من أجل تعزيز صورة العلامة التجارية والوعي بالعلامة التجارية.

**الكلمات المفتاحية :** الوعي بالعلامة التجارية، صورة العلامة التجارية، نية الشراء، وسائل التواصل الاجتماعي، المدين الشبابية.