

# مجلة البحوث الإعلامية

مجلة علمية محكمة تصدر عن جامعة الأزهر/كلية الإعلام



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## قواعد النشر

تقوم المجلة بنشر البحوث والدراسات ومراجعات الكتب والتقارير والترجمات وفقاً للقواعد الآتية:

- يعتمد النشر على رأي اثنين من المحكمين المتخصصين في تحديد صلاحية المادة للنشر.
- ألا يكون البحث قد سبق نشره في أي مجلة علمية محكمة أو مؤتمراً علمياً.
- لا يقل البحث عن خمسة آلاف كلمة ولا يزيد عن عشرة آلاف كلمة... وفي حالة الزيادة يتحمل الباحث فروق تكلفة النشر.
- يجب ألا يزيد عنوان البحث (الرئيسي والفرعي) عن ٢٠ كلمة.
- يرسل مع كل بحث ملخص باللغة العربية وآخر باللغة الانجليزية لا يزيد عن ٢٥٠ كلمة.
- يزود الباحث المجلة بثلاث نسخ من البحث مطبوعة بالكمبيوتر.. ونسخة على CD، على أن يكتب اسم الباحث وعنوان بحثه على غلاف مستقل ويشار إلى المراجع والهوامش في المتن بأرقام وترد قائمتها في نهاية البحث لا في أسفل الصفحة.
- لا ترد الأبحاث المنشورة إلى أصحابها.... وتحفظ المجلة بكافة حقوق النشر، ويلزم الحصول على موافقة كتابية قبل إعادة نشر مادة نشرت فيها.
- تنشر الأبحاث بأسبقية قبولها للنشر.
- ترد الأبحاث التي لا تقبل النشر لأصحابها.

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

«وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ  
إِلَى عَالِمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ»

سورة التوبة - الآية (١٠٥)

بقلم: الأستاذ الدكتور

رضا عبد الواحد أمين

رئيس التحرير

الافتتاحية

## مجلة البحوث الإعلامية .. ثلاثون عاما من الريادة والتميز

الحمد لله والصلاة والسلام على سيدنا رسول الله .  
وبعد

أعزاءنا القراء من الباحثين والمهتمين بعلوم الإعلام والاتصال بفروعه المختلفة، نعتز بأن نقدم لكم العدد السادس والستين من مجلة البحوث الإعلامية الصادرة عن كلية الإعلام جامعة الأزهر، والذي يصادف مرور ثلاثين عاما على إنشائها، حيث صدر العدد الأول منها عام ١٩٩٣م ، والتي نعتز فيها بإقامة جسور تواصل علمية مع نخبة من أكفأ الأساتذة الأفاضل في مجال التخصص لتحكيم وتقيق البحوث العلمية والدراسات المجازة للنشر ، وصولا إلى الغاية المبتغاة ، وهي الارتقاء بالعملية البحثية ، وقيادة المجتمع العلمي للممارسات التي من شأنها الحفاظ على قوة ومكانة الدورية العلمية محليا وإقليميا وعالميا، مع التأكيد على أن عملية التحكيم تتم في جميع مراحلها عبر النظام الإلكتروني للمجلة، وأن البحث الواحد يحكم من قبل اثنين من الأساتذة في تخصص البحث بالنظام المعمى اتساقا مع المعايير العالمية في مراجعة البحوث والدراسات المعدة للنشر في الدوريات العلمية المرموقة.

وكم يسعدنا أن نتلقى ردود الفعل المثنية - من الباحثين - على الانضباط في كل عمليات التعامل مع البحث والباحث من المتابعة المستمرة ، وتجسير الهوة الزمنية بين تاريخ استقبال البحث وتاريخ نشره أو إجازته للنشر ، دون أن يؤثر ذلك على جودة كل المراحل التي يتم التعامل فيها مع البحث ، كما أن هناك نظام داخلي للتدقيق المستمر للتأكد من الشفافية والعدالة والموضوعية في كل بحث يتم الاتفاق على إجازته للنشر من قبل الأساتذة المحكمين.

وترجمة لهذه الثقة المطردة من قبل الباحثين والأساتذة فإننا يسرنا أن نعلن أن عدد قراءة الدراسات المنشورة في الموقع الإلكتروني للمجلة وهو : <https://jsb.journals.ekb.eg/> زاد عن ٨٥٠ ألف قراءة ، وأن عدد تحميل البحوث Download بلغت ٥٦٨ ألفا وفقا لإحصائيات الموقع الإلكتروني في نهاية ديسمبر ٢٠٢٢م، وذلك بخلاف الاطلاع على النسخ الورقية في مكتبة كلية الإعلام جامعة الأزهر أو المكتبة المركزية بالجامعة أو أي وسيلة أخرى.

وهذا الأمر يضاعف من المسؤوليات الملقاة على عاتق أسرة تحرير المجلة التي تعمل على المضي قدما في عمليات التحديث والتطوير ، في محاولة للإسهام الفاعل في البيئة العلمية والبحثية في تخصص مهم هو الإعلام والاتصال ، ونسأل الله أن يكون ذلك كله من باب العلم الذي ينتفع به ، و ندعوه سبحانه أن يجعل كل ما يتم من عمليات مستمرة في مجلة البحوث الإعلامية خدمة للباحثين والمهتمين في ميزان حسنات كل من له دور في ذلك ، وإنما التوفيق والعون من الله وحده ، فله - سبحانه - الحمد في الأولى والآخرة ، « وَمَا تَوْفِيقِي إِلَّا بِاللَّهِ عَلَيْهِ تَوَكَّلْتُ وَإِلَيْهِ أُنِيبُ » (الآية رقم ٨٨ من سورة هود)

**أ.د/ رضا عبد الواحد أمين**

عميد كلية الإعلام جامعة الأزهر

ورئيس التحرير

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|----|-----------------------|---|---|---------------------------|---------------|---------------|
| 1  | الدراسات<br>الإعلامية | المجلة العربية لبحوث<br>الإعلام و الإتصال                           | جامعة الأهرام الكندية، كلية<br>الإعلام                | 7                         | 2536-<br>9393 | 2735-<br>4008 |
| 2  | الدراسات<br>الإعلامية | المجلة العلمية لبحوث<br>الإذاعة والتلفزيون                          | جامعة القاهرة، كلية الإعلام                           | 7                         | 2356-<br>914X | 2682-<br>4663 |
| 3  | الدراسات<br>الإعلامية | المجلة العلمية لبحوث<br>الصحافة                                     | جامعة القاهرة، كلية الإعلام                           | 7                         | 2356-<br>9158 | 2682-<br>4620 |
| 4  | الدراسات<br>الإعلامية | المجلة العلمية لبحوث<br>العلاقات العامة والإعلان                    | جامعة القاهرة، كلية الإعلام                           | 7                         | 2356-<br>9131 | 2682-<br>4671 |
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| 9  | الدراسات<br>الإعلامية | مجلة البحوث الإعلامية   | جامعة الأزهر  | 7                         | 1110-<br>9297 | 2682-<br>292X |
| 10 | الدراسات<br>الإعلامية | مجلة بحوث العلاقات<br>العامة الشرق الأوسط                           | <b>Egyptian Public<br/>Relations<br/>Association</b>  | 7                         | 2314-<br>8721 | 2314-<br>873X |
| 11 | الدراسات<br>الإعلامية | المجلة العلمية لبحوث<br>الإعلام و تكنولوجيا<br>الإتصال              | جامعة جنوب الوادي، كلية<br>الإعلام                    | 7                         | 2536-<br>9237 | 2735-<br>4326 |
| 12 | الدراسات<br>الإعلامية | مجلة البحوث و الدراسات<br>الإعلامية                                 | المعهد الدولي العالي للإعلام<br>بالشروق               | 6.5                       | 2357-<br>0407 | 2735-<br>4016 |

• يتم إعادة تقييم المجلات المحلية المصرية دوريا في شهر يونيو من كل عام و يكون التقييم الجديد ساريا لسنه التالية للنشر في هذه المجلات.



## Motives for Saudi Women Consumers' Participation in Electronic Word of Mouth

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## دوافع مشاركة المرأة السعودية في الكلمة المنطوقة إلكترونياً

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## Abstract

This study aims to investigate the motivations that drive Saudi women to engage in (EWOM) for beauty services and products, examine the differences between Saudi women for that, and determine whether there is a link between these motivations and the number of purchases, this study belongs to descriptive studies and data sample of 825 Saudi women. Women in the central region were found the most women engage in (EWOM), aged 1930- years. The findings indicate a significant relationship between the number of purchases and the number of engagements in (EWOM), and there is positive relationship between each motive and another, also motives (Company help, Economic rewards, Exercise force, Asking for advice after purchase, Troubleshooting support and Social benefits) were associated with positive relationships with number of purchases of beauty products or services. The findings also reveal there is no statistically significant relationship between women's motivations and their engagement in (EWOM) toward beauty products and services, and we found differences in motives that appeared in favor of women in the northern region, aged between 15 and 18 whose income ranged from 6000–10,000 SR. The motive of (Company help) is the most common motive for Saudi women to engage in (EWOM). The study recommended brands integrate electronic word-of-mouth (EWOM) into marketing communication strategy for the important clients.

Keywords: Electronic Word of Mouth (EWOM), motives, Saudi women, beauty, purchasing.

### ملخص الدراسة

تهدف الدراسة إلى التعرف على الدوافع التي تجعل المرأة السعودية تشارك في الكلمة المنطوقة إلكترونياً تجاه خدمات التجميل ومنتجاتها، كما تسعى لدراسة الفروق بين السعوديات في ذلك، وتحديد ما إذا كانت هناك صلة بين هذه الدوافع وعدد عمليات الشراء، وتنتمي الدراسة إلى الدراسات الوصفية، واستندت على عينة عشوائية مكونة من 825 سيدة سعودية. وتوصلت الدراسة إلى أن النساء في المنطقة الوسطى، اللواتي تتراوح أعمارهن بين 19-30 عاماً أكثر فئة مشاركة في الكلمة المنطوقة إلكترونياً. وأشارت النتائج إلى وجود علاقة إيجابية بين مشاركة المرأة في الكلمة المنطوقة إلكترونياً تجاه منتجات التجميل وخدماته وعدد عمليات الشراء التي قامت بها، كما ارتبط كل دافع بالآخر بعلاقة إيجابية. وتوصلت الدراسة إلى وجود علاقة إيجابية بين عدد من الدوافع (مساعدة الشركة، المكافآت الاقتصادية، وممارسة القوة، وطلب النصيحة بعد الشراء، ودعم حل المشكلات، والمنافع الاجتماعية) وعدد عمليات الشراء.

كما كشفت الدراسة عدم وجود علاقة ذات دلالة إحصائية بين دوافع المرأة ومشاركتها في الكلمة المنطوقة إلكترونياً، كما توصلت الدراسة إلى وجود فروق في الدوافع لصالح النساء في المنطقة الشمالية، اللواتي تتراوح أعمارهن بين 15-18 عاماً. والدخل بين 6000 - 10000 ريال سعودي. ويعتبر دافع (مساعدة الشركة) الدافع الأكثر شيوعاً لدى المرأة السعودية للمشاركة في الكلمة المنطوقة إلكترونياً، وأوصت الدراسة بضرورة تضمين العلامات التجارية للكلمة المنطوقة إلكترونياً ضمن خطط الاتصال التسويقي في إطار أكثر العملاء أهمية.

الكلمات الافتتاحية: الكلمة المنطوقة إلكترونياً، الدوافع، المرأة السعودية، التجميل، الشراء.

## 1. Introduction

Consumers trust each other and therefore rely a lot on suggestions and feedback from other consumers who have tried the product or service (Qonitah & Nuraeni, 2020). Word of mouth (WOM) is more credible to the consumer than any other source of information, and it expresses the consumer's experience of the service or product, which helps in making a purchase decision in the future (Al- Sanad, 2016).

(WOM) is classified into personal or impersonal sources depending on the medium used by consumers (Iuliana-Raluca, 2012). There are some questions that must be answered, and is there a motive that makes consumers spread (WOM)? Is it extreme satisfaction or dissatisfaction? Is it the consumer's relationship with the company? Is it the novelty of the product (Jalilvand et al., 2011)?

Both consumers and brands are becoming more active in cyberspace (Anastasioi & Dospinescu, 2019), and word-affected marketing strategies and marketing communications are reducing the effects of geographic boundaries due to the low cost of consumer participation on digital platforms. (Jalilvand et al., 2011), Positive (WOM) can instantly transform a notorious corporation into a global icon, while negative (WOM) can quickly destroy a distinguished brand (Shen & Huang 2016).

For that, knowing the motivations for engaging in positivity/ negativity (EWOM) is critical to minimizing the damage that brands and their marketing communications may face. As a result, this study focused on the motivations that drive Saudi women to engage in (EWOM) towards beauty items and services.

## 2. Statement of the Problem

Studies have proven that (EWOM) has a significant impact on sales volume (Chiu et al., 2019). Where a minority of consumers can sway the attitudes of other consumers regarding certain goods, services, and brands (Yen & Tang, 2015), and given the significance of (EWOM) communication in consumer decision-making, it is important to understand the motives that influence consumer participation in this type of communication (Kim, 2016), For that reason this study seeks to examine the motives that make Saudi women engage in (EWOM) towards beauty services and products, examine the differences between Saudi women in their motives concerning (EWOM), and

to find out whether there is a relationship between these motives and the number of purchases.

### 3. Study Objectives:

The study has the following objectives:

- 1- Determine the motives for Saudi women participating in electronic word of mouth towards beauty products and services.
- 2-Determine the characteristics of Saudi women participating in (EWOM) regarding beauty products and services.
- 3-Specify the relationship between demographic characteristics/purchasing practices of Saudi women involved in (EWOM) and the motives that lead to their participation in it.
- 4-Identify the differences in Saudi women's motives for (EWOM) according to demographic characteristics and purchasing practices.
- 5-Determine the relationship between women's motivations and engagement in (EWOM) toward beauty products and services.

### 4. Literature Review

#### 4.1 Electronic word-of-mouth (EWOM)

(WOM) is informal communication from a consumer after a purchase to other consumers (Westbrook, 1987). (WOM) is considered non-commercial dialogue that has a convincing effect due to the credibility that characterizes it because it is usually from family or friends. (WOM) provides the experience of previous customers to reduce the risk of purchasing, and its equivalent in cyberspace is electronic word-of-mouth, or (EWOM) (Chang et al.). The many terms used for this concept include electronic word-of-mouth (EWOM) (Jalilvand et al., 2011) and online word of mouth (Femic & Jovovic, 2015). It can be said that the internet, specifically Web 2.0, allowed consumers to spread experiences and information through the digital platforms that made (EWOM) possible, specifically the emergence of SNS and its applications, where (EWOM) is spread. (Daowd et al., 2020). The term (EWOM) is now commonly used in this field. (EWOM) is defined as communication multi-directional and can be repeated an unlimited number of times, unlike (WOM) communications, which are instantaneous and in two directions only (Gharib et al., 2019). From definitions of (EWOM) are informal communications between consumers about the characteristics of products or services through technology based on the internet (López & Sicilia, 2011). Many researchers define (EWOM) as positive or negative communication from customers towards a product or company (Babić Rosario et al., 2019).

(EWOM) can be queried and stored; a person can be a sender and receiver in a short period (Moreno, 2021). Although the concepts of (WOM) and

(EWOM) are similar, there are significant differences between them; (WOM) disappears after it has been spoken, and it is accompanied by physical expression, while (EWOM) occurs between known and unknown people who have common interests. In turn, (EWOM) has low credibility compared to (WOM), particularly if it is under a fictitious name (Jan & Bhat, 2021). However, some studies have indicated that the effect of (EWOM) is greater than that of (WOM) (Steffes & Burgee, 2009). A large number of recent studies have confirmed this, that proving the role of (EWOM) in consumer purchase decisions (Napawut et al., 2022). Perhaps these important results prompt us explore customer motives and reasons for participating in (EWOM), and the duty on brand to incorporate them into their marketing communication strategies. This reduces the negative impact of (EWOM), while increasing its positive impact on the other hand.

#### 4.2 (EWOM) motives

Previous studies have shown that the major motives of (EWOM) are consumers' desire for social interaction, economic stimulus, reduced anxiety, and enhanced self-value as the study (Hennig-Thurau et al., 2004) aimed to examine the consumers' motivations of (EWOM) through a sample of 2,000 German web-based opinion-platform users. It indicates most of the motives of (EWOM) are consumers' desire to communicate for social interaction, desire for economic stimulus, reduce consumer anxiety, and enhance consumer self-val. The study (ÇAM, 2022), in addition to the motives mentioned, by used the qualitative approach through electronic ethnography, aimed to discover the motives of Turkish consumers to engage in the word toward discounts, the study showed the motive of sarcastic emotions. The same approach was taken by another study (Luarn et al., 2016), which aimed to understand consumers' motivations for engaging in (EWOM) on social network sites. The study was conducted on 430 Taiwanese participants. The results showed that social relationships, the desire to participate in dazzling others, informational influence, and obtaining positive reinforcement from others was among the motives that positively affected the user's participation in (EWOM) on SNs. A study (Pursiainen, 2010) sought to determine consumer motives for (EWOM) on pet platforms. The study followed the qualitative approach by using content analysis for one of the websites related to pets. The study analyzed 1134 instances of (EWOM) from consumers and found seven motives, including caring for others, self enhancement, emptying negative feelings, and seeking advice. A study (Kim, 2016) investigated the effect of service parity and purchase experience in motivating participants' intention to participate in (EWOM) in the restaurant sector. The study used

the experimental method, and the sample was 222 American students majoring in business administration. The results of this study indicated that (EWOM) came after a negative service experience. From the above, the following questions can be put forward:

- What are the most common (EWOM) motives for Saudi women to participate in (EWOM) regarding beauty products and services?
- Is there a statistically significant relationship between the motives of Saudi women to engage in (EWOM) towards beauty services and products?
- Are there differences in Saudi women's motives for (EWOM) according to demographic characteristics and purchasing practices?
- What is the relationship between (EWOM) motives and the number of purchases of beauty products or services during the month?

A study (Abubakar, 2012) analyzed the three foundations of (EWOM) (who publishes it? why do they publish it? and what do they publish?) through an interview with 130 respondents from the pioneers of the most famous sites in Northern Cyprus and Turkey. The study concluded that (EWOM) is a powerful marketing tool that helps marketing managers reach customers and thus develop corporate strategies. From above prompted us to ask additional questions:

- What are the characteristics of Saudi women who are involved in (EWOM) towards beauty services and products?
- What is the relationship between demographic characteristics and the buying practice of Saudi women and the motives that led to their participation in (EWOM)?

Drawing on all the studies mentioned previously, we can propose this a hypothes:

H1: There is a statistically significant relationship between women's motivations and their engagement in (EWOM) toward beauty products and services.

On the other hand, another study (Khan & Khan, 2016) aimed to find out the motives for engaging in (EWOM) for Islamic tourism in Malaysia using a quantitative approach. Data were collected from 216 Muslim tourists. The study concluded that self-improvement, concern for others, and social benefits are among the post-purchase motives for tourists in Malaysia to engage in the (EWOM).

(EWOM) motives have also been studied in psychology and sociology literature based on the most important theories explaining these motives. In sociology, we find social exchange theory looks at consumers' underlying motives for engaging in word motives (Mishra & Satish, 2016).

A study (Wolny & Mueller, 2013) was based on social psychology theory aimed to analyze consumers' motivations to engage in (EWOM) in relation to fashion brands. The study was based on the motivation scale under the theory of reasoned action (TRA) model. The sample consisted of 192 people, of whom 65% females and 35% males. The study, which did not mention the differences between males and females, found that a high need for social interaction is one of the most motivating factors for consumers to engage in fashion related (EWOM).

Another study (Sohaib et al., 2018), relied on the technology acceptance model (TAM) from information systems and the theory of planned behavior (TPB) in an examination of the motives of (EWOM). The study was conducted on 467 people from China, 42% males and 59% females. The study concluded that altruism is a positive motivator without expectation of any economic rewards. The primary motive was to help others, and reciprocity (selfishness) was among the motives for the sample's participation in (EWOM). This was presented by the planning theory in the construction of non-economic motives. Therefore, we propose the following a hypotheses:

H2: There is a statistically significant relationship between the number of purchases and the number of engagements in (EWOM).

It is noted that all previous studies were outside the scope of the Arab region in general and Saudi Arabia in particular; in addition, there is no study that deals with the motives of (EWOM) among women. The methodology also differed from that of field studies on consumers' motives for creating the (EWOM) and that of studies analyzing (EWOM) content.

Nevertheless, the studies provided good and important indicators of the current study's parameters. For example, in one study (Abubakar, 2012) confirmed the importance of studying (EWOM) motives in developing strategy.

By examining previous studies:

- 1- Most general studies in the field of (EWOM) have followed the impact study, while studies of motives are few and in the Arab world are almost non-existent. There is no study at the level of the Kingdom of Saudi Arabia that studied motives.
- 2- This study is crucial for understanding a portion of consumer psychology and for strategic planning, especially if the motives can be manipulated by brands.
- 3- This study represents a reference for the strategies of marketing communications and customer experience departments. This was confirmed by a study (Chung & Kim, 2015) that indicated that the (EWOM) motivation study helps brand managers develop their strategies

for using social media as a platform to improve service quality and the work of managing consumer opinions and comments.

## 5. Research Methodology

### 5.1 Research Method

The study relied on examining the motives of (EWOM) in previous studies. The study was based on the quantitative approach, and it is one of the descriptive studies that relied on a questionnaire and statistical methods to verify the study's hypotheses and answer its questions. The study was based on the Likert scale. The questionnaire was designed by preparing an axis for the demographic variables of Saudi women, their purchasing practices, the number of times they engage in (EWOM), and a motive axis consisting of 10, each of which had indicators to measure. In preparing and developing the motivation scale, the researcher relied on previous literature: (ÇAM, 2022), (Hennig-Thurau et al., 2004), (Khan & Khan, 2016), (Luarn et al., 2016). The researcher used a Likert scale to measure the study scale.

### 5.2 Research Tool

This study used a questionnaire to collect data on the motivations that make Saudi women engage in electronic word-of-mouth towards cosmetics, Internal validity calculations of the questionnaire make by expert evaluation, and statistical reliability were used to evaluate the questionnaire's validity.

### 5.3 Study Population and Sample

5.3.1 Population: Saudi women in all regions of the Kingdom during the fourth quarter of 2022

5.3.2 Sample: The study followed a Random sampling method for reach 825 women. An electronic questionnaire was distributed to women in all regions of the Kingdom. In order to ensure that the respondents answered all the questions on the scale, the researcher made closing the questionnaire conditional on completing the answer to all questions.

### 5.4 Statistical methods

Descriptive statistics, Pearson correlation, Cronbach's alpha, KMO, Kolmogorov-Smirnova for normality, Chi-Square test cross-tabulation, and One Way ANOVA (SPSS, version 25) were used in this study.

### 5.5 Validity Research Design and Reliability Tests

#### 5.5.1 Validity and internal consistency of the tool

The researcher calculated the Pearson correlation coefficient between each item and the total degree of the domain to which they belong to determine the validity of the internal questionnaire as follows:



Table 1: Pearson correlation coefficients between each statement and the total degree of measure:

| Domain   | No of item | Pearson correlation coefficient | P-Value (Sig) |
|--|------------|---------------------------------|---------------|
| Attention to consumers   | 4          | 0.778**                         | 0.000         |
| company help   | 1          | 0.712**                         | 0.000         |
| Social benefits  | 2          | 0.801**                         | 0.000         |
| Exercise force   | 1          | 0.733**                         | 0.000         |
| Asking for advice after purchase   | 1          | 0.805**                         | 0.000         |
| Self-enhancement   | 2          | 0.862**                         | 0.000         |
| Economic rewards   | 1          | 0.892**                         | 0.000         |
| Comfort and convenience  | 1          | 0.893**                         | 0.000         |
| Troubleshooting support  | 1          | 0.894**                         | 0.000         |
| Expressing positive feelings   | 4          | 0.898**                         | 0.000         |
| Expressing negative feelings   | 2          | 0.915**                         | 0.000         |
| Note: (**) means the correlation statistically significant at (0.01) or less |            |                                 |               |

From Table 1, note that all p-values equal to (0.000) are less than the level of significance (0.05), so there is a statistically significant relationship between each item and the total degree of domain, and there is a statistically significant relationship between each domain and the total degree of measure.

### 5.5.2 Statistical Reliability

Table 2: Reliability coefficients Cronbach's alpha:

| Domain                           | No of item | Coefficients Cronbach's alpha |
|----------------------------------|------------|-------------------------------|
| Attention to consumers           | 4          | 0.924                         |
| Company help                     | 1          | -                             |
| Social benefits                  | 2          | 0.890                         |
| Exercise force                   | 1          | -                             |
| Asking for advice after purchase | 1          | -                             |
| Self-enhancement                 | 2          | 0.897                         |
| Economic rewards                 | 1          | -                             |
| Comfort and convenience          | 1          | -                             |
| Troubleshooting support          | 1          | -                             |
| Expressing positive feelings     | 4          | 0.870                         |
| Expressing negative feelings     | 2          | 0.809                         |
| Overall reliability coefficients | 20         | 0.947                         |

From Table 2: The overall reliability coefficient is (0.947). This indicates that the tool is characterized by great stability, which achieves the purposes of the study.

Table 3: Interpretation of mean score:

| Interpretation of mean score | Code | Category    |
|------------------------------|------|-------------|
| Strongly Agree               | 5    | 4.20 – 5.00 |
| Agree                        | 4    | 3.40 – 4.19 |
| Neutral                      | 3    | 2.60 – 3.39 |
| Disagree                     | 2    | 1.80 – 2.59 |
| Strongly Disagree            | 1    | 1.00 – 1.79 |

Table 4: KMO Measure of Sampling Adequacy

|   |       |
|---|-------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | 0.952 |
|---|-------|

From Table 4: The sample size is enough.

Table 5: Tests of normality using Kolmogorov-Smirnova

| Domain                           | Statistic | df  | Sig.  |
|----------------------------------|-----------|-----|-------|
| Attention to consumers           | 0.074     | 825 | 0.124 |
| company help                     | 0.068     | 825 | 0.200 |
| Social benefits                  | 0.072     | 825 | 0.062 |
| Exercise force                   | 0.066     | 825 | 0.200 |
| Asking for advice after purchase | 0.075     | 825 | 0.069 |
| Self-enhancement                 | 0.081     | 825 | 0.075 |
| Economic rewards                 | 0.082     | 825 | 0.062 |
| Comfort and convenience          | 0.083     | 825 | 0.080 |
| Troubleshooting support          | 0.075     | 825 | 0.125 |
| Expressing positive feelings     | 0.076     | 825 | 0.126 |
| Expressing negative feelings     | 0.079     | 825 | 0.128 |

From Table 5: The variables follow a normal distribution.

### 5.6 Boundaries in the Study

This study was conducted in the fourth of 2022. on residents of the Kingdom of Saudi Arabia of females only.

## 5.7 Study model:

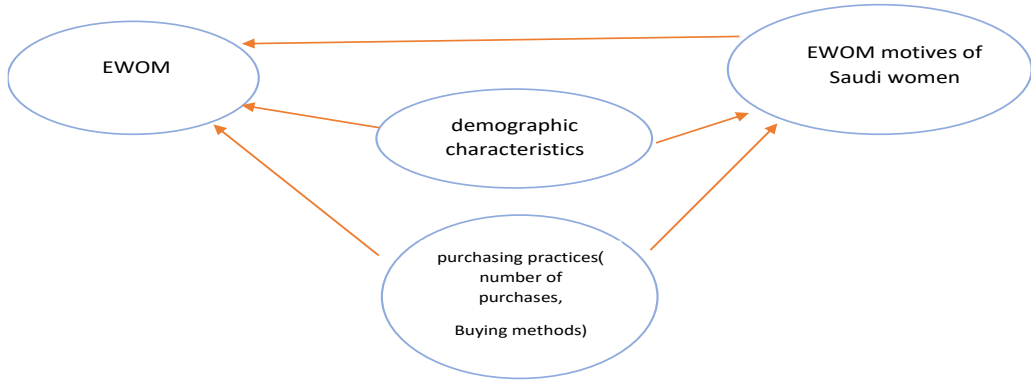


Figure I. Study model

## 5.8 Research Questions and Hypotheses:

Q1: What are the characteristics of Saudi women involved in (EWOM) towards beauty services and products?

Q2: What are the most common (EWOM) motives for Saudi women participating in electronic word of mouth towards beauty products and services?

Q3: What is the relationship between (EWOM) motives and the number of purchases of beauty products or services during the month?

Q4: What is the relationship between the demographic characteristics and the buying practice of Saudi women and the motives that led to their participation in (EWOM)?

Q5: Are there differences in Saudi women's motives for (EWOM) according to demographic characteristics and purchasing practices?

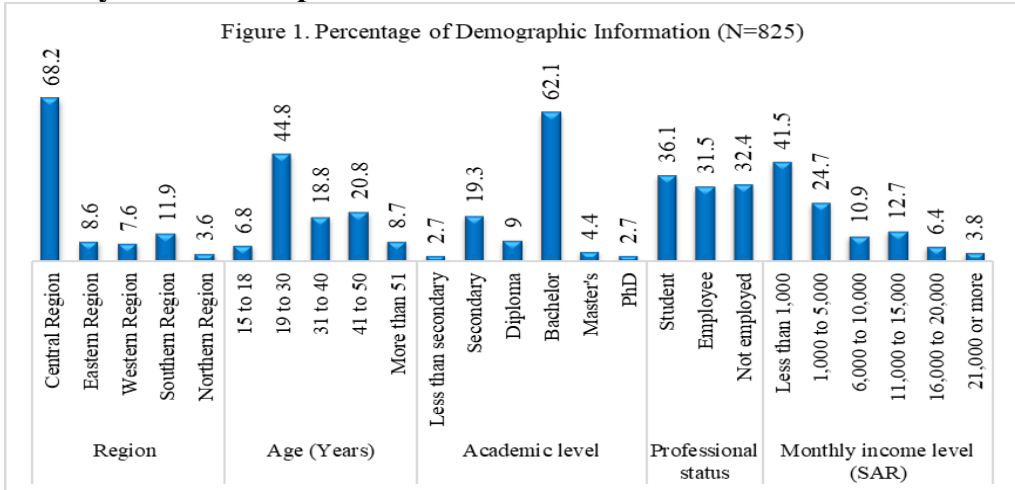
Q6: Is there a statistically significant relationship between the motives of Saudi women to engage in (EWOM) towards beauty services and products?

H1: There is a statistically significant relationship between women's motivations and their engagement in (EWOM) toward beauty products and services.

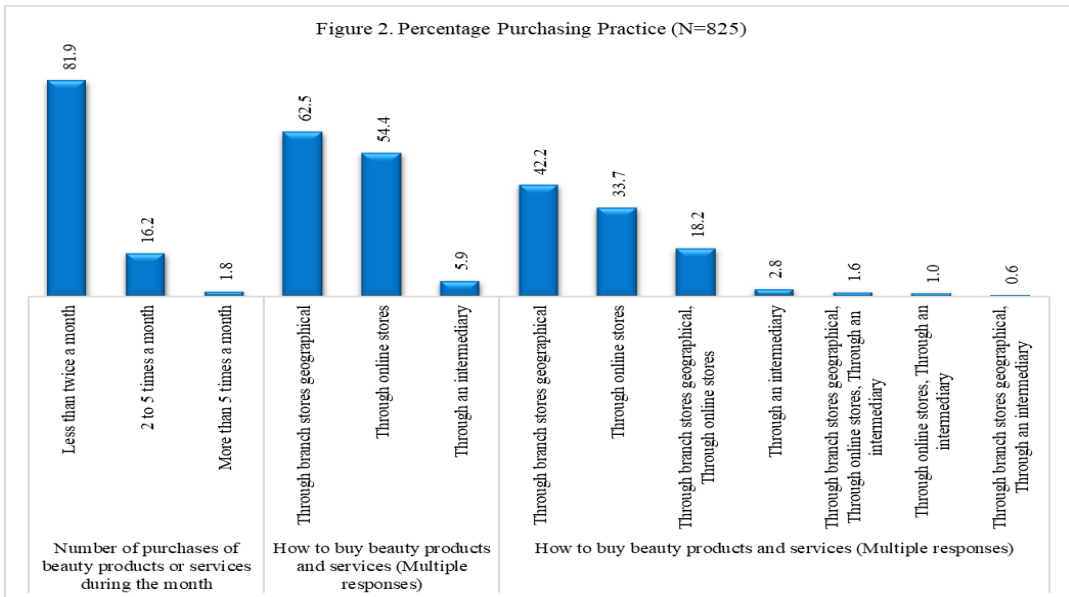
H2: There is a statistically significant relationship between the number of purchases and the number of engage in (EWOM).

### 5.9 Data analysis

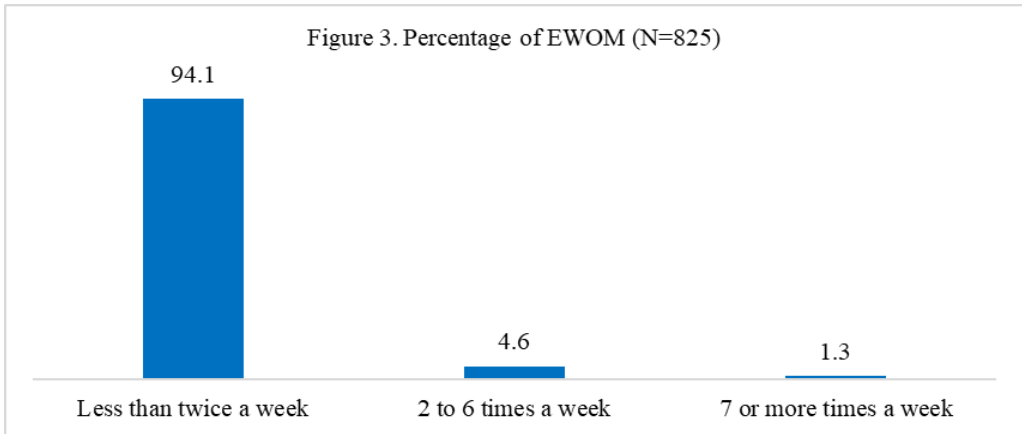
#### -The characteristics of Saudi women involved in (EWOM) towards beauty services and products:



From Figure 1, Women in the central region are considered the most women engage in (EWOM), aged 19-30 years and above are students and holders of a bachelor's degree with an income of fewer than 1000 riyals per month.

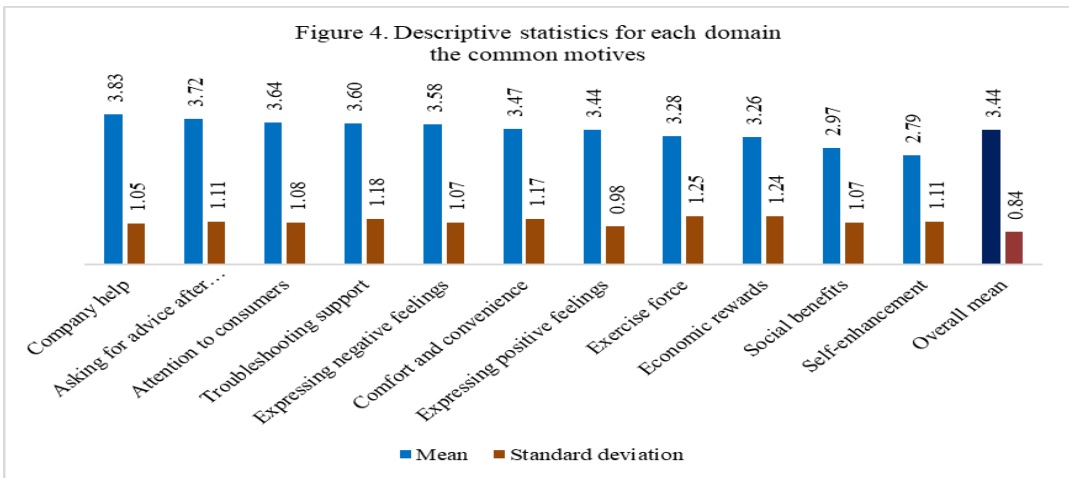


From Figure 2, The results indicate that most women engaged in (EWOM) buy beauty products and services less than twice a month, and they prefer to buy through geographical locations.



From Figure 3, Saudi women engage in (EWOM) less than twice a week.

**-The most common motives for Saudi women participating in electronic word of mouth towards beauty products and services:**



From Figure 4, The overall mean in all domains was (3.44) and the standard deviation was (0.84) *which means that the study sample responded "Agree"*. The domain (Company help) ranked first with a mean of (3.83) and standard deviation of (1.05). The domain (Self-enhancement) ranked last with a mean of (2.79) and standard deviation of (1.11).

**- The relationship between (EWOM) motives and number of purchases of beauty products or services during the month?**

Table 6: Results of Chi-Square test for relationship between (motives) and (Number of purchases of beauty products or services during the month)

|                                  | Answer                     |    | less than twice  | 2 to 5 times     | More than                  | Chi-Square | P-   |
|----------------------------------|----------------------------|----|------------------|------------------|----------------------------|------------|------|
|                                  |                            |    | a month<br>(676) | a month<br>(134) | 5 times<br>a month<br>(15) |            |      |
| Attention to consumers           | Strongly Disagree/Disagree | F  | 85               | 16               | 3                          | 3.63       | 0.46 |
|                                  |                            | P% | 12.6%            | 11.9%            | 20.0%                      |            |      |
|                                  | Neutral                    | F  | 180              | 27               | 4                          |            |      |
|                                  |                            | P% | 26.6%            | 20.1%            | 26.7%                      |            |      |
|                                  | Strongly Agree/Agree       | F  | 411              | 91               | 8                          |            |      |
|                                  |                            | P% | 60.8%            | 67.9%            | 53.3%                      |            |      |
| Company help                     | Strongly Disagree/Disagree | F  | 58               | 18               | 3                          | 9.40*      | 0.04 |
|                                  |                            | P% | 8.6%             | 13.4%            | 20.0%                      |            |      |
|                                  | Neutral                    | F  | 169              | 22               | 3                          |            |      |
|                                  |                            | P% | 25.0%            | 16.4%            | 20.0%                      |            |      |
|                                  | Strongly Agree/Agree       | F  | 449              | 94               | 9                          |            |      |
|                                  |                            | P% | 66.4%            | 70.1%            | 60.0%                      |            |      |
| Social benefits                  | Strongly Disagree/Disagree | F  | 193              | 28               | 2                          | 11.19*     | 0.02 |
|                                  |                            | P% | 28.6%            | 20.9%            | 13.3%                      |            |      |
|                                  | Neutral                    | F  | 263              | 44               | 6                          |            |      |
|                                  |                            | P% | 38.9%            | 32.8%            | 40.0%                      |            |      |
|                                  | Strongly Agree/Agree       | F  | 220              | 62               | 7                          |            |      |
|                                  |                            | P% | 32.5%            | 46.3%            | 46.7%                      |            |      |
| Exercise force                   | Strongly Disagree/Disagree | F  | 195              | 42               | 3                          | 10.39*     | 0.03 |
|                                  |                            | P% | 28.8%            | 31.3%            | 20.0%                      |            |      |
|                                  | Neutral                    | F  | 170              | 18               | 4                          |            |      |
|                                  |                            | P% | 25.1%            | 13.4%            | 26.7%                      |            |      |
|                                  | Strongly Agree/Agree       | F  | 311              | 74               | 8                          |            |      |
|                                  |                            | P% | 46.0%            | 55.2%            | 53.3%                      |            |      |
| Asking for advice after purchase | Strongly Disagree/Disagree | F  | 86               | 17               | 3                          | 11.20*     | 0.02 |
|                                  |                            | P% | 12.7%            | 12.7%            | 20.0%                      |            |      |
|                                  | Neutral                    | F  | 163              | 21               | 7                          |            |      |
|                                  |                            | P% | 24.1%            | 15.7%            | 46.7%                      |            |      |
|                                  | Strongly Agree/Agree       | F  | 427              | 96               | 5                          |            |      |
|                                  |                            | P% | 63.2%            | 71.6%            | 33.3%                      |            |      |
| Self-enhancement                 | Strongly Disagree/Disagree | F  | 254              | 41               | 4                          | 4.21       | 0.38 |
|                                  |                            | P% | 37.6%            | 30.6%            | 26.7%                      |            |      |
|                                  | Neutral                    | F  | 218              | 46               | 4                          |            |      |
|                                  |                            | P% | 32.2%            | 34.3%            | 26.7%                      |            |      |
|                                  | Strongly Agree/Agree       | F  | 204              | 47               | 7                          |            |      |
|                                  |                            | P% | 30.2%            | 35.1%            | 46.7%                      |            |      |

|  | Answer                     |    | Less than twice  | 2 to 5 times     | More than                  | Chi-Square | P-   |
|--|----------------------------|----|------------------|------------------|----------------------------|------------|------|
|  |                            |    | a month<br>(676) | a month<br>(134) | 5 times<br>a month<br>(15) |            |      |
| Economic rewards   | Strongly Disagree/Disagree | F  | 173              | 46               | 7                          | 8.03*      | 0.04 |
|  |                            | P% | 25.6%            | 34.3%            | 46.7%                      |            |      |
|  | Neutral                    | F  | 192              | 30               | 2                          |            |      |
|  |                            | P% | 28.4%            | 22.4%            | 13.3%                      |            |      |
|  | Strongly Agree/Agree       | F  | 311              | 58               | 6                          |            |      |
|  |                            | P% | 46.0%            | 43.3%            | 40.0%                      |            |      |
| Comfort and convenience  | Strongly Disagree/Disagree | F  | 135              | 26               | 2                          | 2.15       | 0.71 |
|  |                            | P% | 20.0%            | 19.4%            | 13.3%                      |            |      |
|  | Neutral                    | F  | 182              | 32               | 6                          |            |      |
|  |                            | P% | 26.9%            | 23.9%            | 40.0%                      |            |      |
|  | Strongly Agree/Agree       | F  | 359              | 76               | 7                          |            |      |
|  |                            | P% | 53.1%            | 56.7%            | 46.7%                      |            |      |
| Troubleshooting support  | Strongly Disagree/Disagree | F  | 117              | 20               | 7                          | 11.52*     | 0.02 |
|  |                            | P% | 17.3%            | 14.9%            | 46.7%                      |            |      |
|  | Neutral                    | F  | 160              | 28               | 4                          |            |      |
|  |                            | P% | 23.7%            | 20.9%            | 26.7%                      |            |      |
|  | Strongly Agree/Agree       | F  | 399              | 86               | 4                          |            |      |
|  |                            | P% | 59.0%            | 64.2%            | 26.7%                      |            |      |
| Expressing positive feelings   | Strongly Disagree/Disagree | F  | 90               | 18               | 4                          | 3.36       | 0.50 |
|  |                            | P% | 13.3%            | 13.4%            | 26.7%                      |            |      |
|  | Neutral                    | F  | 226              | 40               | 3                          |            |      |
|  |                            | P% | 33.4%            | 29.9%            | 20.0%                      |            |      |
|  | Strongly Agree/Agree       | F  | 360              | 76               | 8                          |            |      |
|  |                            | P% | 53.3%            | 56.7%            | 53.3%                      |            |      |
| Expressing negative feelings   | Strongly Disagree/Disagree | F  | 83               | 18               | 3                          | 3.79       | 0.44 |
|  |                            | P% | 12.3%            | 13.4%            | 20.0%                      |            |      |
|  | Neutral                    | F  | 166              | 30               | 6                          |            |      |
|  |                            | P% | 24.6%            | 22.4%            | 40.0%                      |            |      |
|  | Strongly Agree/Agree       | F  | 427              | 86               | 6                          |            |      |
|  |                            | P% | 63.2%            | 64.2%            | 40.0%                      |            |      |
| (**) There is a statistically significant relationship at (0.01) or less |                            |    |                  |                  |                            |            |      |
| (*) There is a statistically significant relationship at (0.05) or less  |                            |    |                  |                  |                            |            |      |
| F; Frequency, P%; Percentage   |                            |    |                  |                  |                            |            |      |

From Table 6: The following motives were associated with positive relationships with (Number of purchases of beauty products or services during the month): Company help and Economic rewards with Less than twice a month.

Exercise force, Asking for advice after purchase, and Troubleshooting support with( 2 to 5 times a month)

Social benefits with More than 5 times a month

**-The relationship between the demographic characteristics and the buying practice of Saudi women and the motives that led to their participation in (EWOM)**

Table 7: Results of Chi-Square test for the relationship between (demographic variables) and (Number of purchases of beauty products or services during the month)

| Question       | Answer              |    | Less than twice a month (676) | 2 to 5 times a month (134) | More than 5 times a month (15) | Chi-Square Value | P-Value |
|----------------|---------------------|----|-------------------------------|----------------------------|--------------------------------|------------------|---------|
| Region         | Central Region      | F  | 465                           | 89                         | 9                              | 9.22             | 0.32    |
|                |                     | P% | 68.8%                         | 66.4%                      | 60.0%                          |                  |         |
|                | Eastern Region      | F  | 59                            | 12                         | 0                              |                  |         |
|                |                     | P% | 8.7%                          | 9.0%                       | 0.0%                           |                  |         |
|                | Western Region      | F  | 52                            | 10                         | 1                              |                  |         |
|                |                     | P% | 7.7%                          | 7.5%                       | 6.7%                           |                  |         |
|                | Southern Region     | F  | 80                            | 15                         | 3                              |                  |         |
|                |                     | P% | 11.8%                         | 11.2%                      | 20.0%                          |                  |         |
|                | Northern Region     | F  | 20                            | 8                          | 2                              |                  |         |
|                |                     | P% | 3.0%                          | 6.0%                       | 13.3%                          |                  |         |
| Age (Years)    | 15 to 18            | F  | 40                            | 14                         | 2                              | 18.96**          | 0.01    |
|                |                     | P% | 5.9%                          | 10.4%                      | 13.3%                          |                  |         |
|                | 19 to 30            | F  | 290                           | 75                         | 5                              |                  |         |
|                |                     | P% | 42.9%                         | 56.0%                      | 33.3%                          |                  |         |
|                | 31 to 40            | F  | 129                           | 23                         | 3                              |                  |         |
|                |                     | P% | 19.1%                         | 17.2%                      | 20.0%                          |                  |         |
|                | 41 to 50            | F  | 152                           | 16                         | 4                              |                  |         |
|                |                     | P% | 22.5%                         | 11.9%                      | 26.7%                          |                  |         |
|                | More than 51        | F  | 65                            | 6                          | 1                              |                  |         |
|                |                     | P% | 9.6%                          | 4.5%                       | 6.7%                           |                  |         |
| Academic level | Less than secondary | F  | 21                            | 1                          | 0                              | 16.25            | 0.09    |
|                |                     | P% | 3.1%                          | 0.7%                       | 0.0%                           |                  |         |
|                | Secondary           | F  | 132                           | 23                         | 4                              |                  |         |
|                |                     | P% | 19.5%                         | 17.2%                      | 26.7%                          |                  |         |
|                | Diploma             | F  | 59                            | 15                         | 0                              |                  |         |
|                |                     | P% | 8.7%                          | 11.2%                      | 0.0%                           |                  |         |
|                | Bachelor            | F  | 420                           | 84                         | 8                              |                  |         |
|                |                     | P% | 62.1%                         | 62.7%                      | 53.3%                          |                  |         |
|                | Master's            | F  | 25                            | 8                          | 3                              |                  |         |
|                |                     | P% | 3.7%                          | 6.0%                       | 20.0%                          |                  |         |
|                | PhD                 | F  | 19                            | 3                          | 0                              |                  |         |
|                |                     | P% | 2.8%                          | 2.2%                       | 0.0%                           |                  |         |



| Question   | Answer           |    | Less than twice a month (676) | 2 to 5 times a month (134) | More than 5 times a month (15) | Chi-Square Value | P-Value |
|--|------------------|----|-------------------------------|----------------------------|--------------------------------|------------------|---------|
| Professional status  | Student          | F  | 235                           | 57                         | 6                              | 11.91 *          | 0.02    |
|  |                  | P% | 34.8%                         | 42.5%                      | 40.0%                          |                  |         |
|  | Employee         | F  | 205                           | 48                         | 7                              |                  |         |
|  |                  | P% | 30.3%                         | 35.8%                      | 46.7%                          |                  |         |
|  | Not employed     | F  | 236                           | 29                         | 2                              |                  |         |
|  |                  | P% | 34.9%                         | 21.6%                      | 13.3%                          |                  |         |
| Monthly income level (SAR)   | Less than 1,000  | F  | 296                           | 43                         | 3                              | 15.94            | 0.10    |
|  |                  | P% | 43.8%                         | 32.1%                      | 20.0%                          |                  |         |
|  | 1,000 to 5,000   | F  | 158                           | 43                         | 3                              |                  |         |
|  |                  | P% | 23.4%                         | 32.1%                      | 20.0%                          |                  |         |
|  | 6,000 to 10,000  | F  | 73                            | 15                         | 2                              |                  |         |
|  |                  | P% | 10.8%                         | 11.2%                      | 13.3%                          |                  |         |
|  | 11,000 to 15,000 | F  | 81                            | 20                         | 4                              |                  |         |
|  |                  | P% | 12.0%                         | 14.9%                      | 26.7%                          |                  |         |
|  | 16,000 to 20,000 | F  | 44                            | 8                          | 1                              |                  |         |
|  |                  | P% | 6.5%                          | 6.0%                       | 6.7%                           |                  |         |
|  | 21,000 or more   | F  | 24                            | 5                          | 2                              |                  |         |
|  |                  | P% | 3.6%                          | 3.7%                       | 13.3%                          |                  |         |
| (**) There is a statistically significant relationship at (0.01) or less |                  |    |                               |                            |                                |                  |         |
| (*) There is a statistically significant relationship at (0.05) or less  |                  |    |                               |                            |                                |                  |         |
| F; Frequency, P%; Percentage   |                  |    |                               |                            |                                |                  |         |

From Table7: Age and Professional status were associated with positive relationships with (Number of purchases of beauty products or services during the month)

**-The differences in Saudi women's motives for (EWOM) according to demographic characteristics and purchasing practices:**

Table 8: Results of One Way ANOVA to the significance differences between the mean of the responses of study sample according to demographic characteristics and purchasing practices.

| Domain  | Category                  | N   | Mean | Std. deviation | F      | Value |
|---|---------------------------|-----|------|----------------|--------|-------|
| Region  | Central Region            | 563 | 3.39 | 0.84           | 4.38** | 0.00  |
|   | Eastern Region            | 71  | 3.35 | 0.78           |        |       |
|   | Western Region            | 63  | 3.57 | 0.89           |        |       |
|   | Southern Region           | 98  | 3.74 | 0.74           |        |       |
|   | Northern Region           | 30  | 3.36 | 0.88           |        |       |
| Age (Years)   | 15 to 18                  | 56  | 3.76 | 0.58           | 6.34** | 0.00  |
|   | 19 to 30                  | 370 | 3.44 | 0.83           |        |       |
|   | 31 to 40                  | 155 | 3.61 | 0.79           |        |       |
|   | 41 to 50                  | 172 | 3.31 | 0.84           |        |       |
|   | More than 51              | 72  | 3.20 | 0.97           |        |       |
| Academic level  | Less than secondary       | 22  | 3.61 | 0.73           | 2.85** | 0.00  |
|   | Secondary                 | 159 | 3.68 | 0.67           |        |       |
|   | Diploma                   | 74  | 3.68 | 0.78           |        |       |
|   | Bachelor                  | 512 | 3.40 | 0.83           |        |       |
|   | Master's                  | 36  | 2.88 | 0.98           |        |       |
|   | PhD                       | 22  | 2.59 | 0.91           |        |       |
| Professional status   | Student                   | 298 | 3.52 | 0.75           | 7.19** | 0.00  |
|   | Employee                  | 260 | 3.28 | 0.93           |        |       |
|   | Not employed              | 267 | 3.52 | 0.81           |        |       |
| Monthly income level (SAR)  | Less than 1,000           | 342 | 3.58 | 0.78           | 9.13** | 0.00  |
|   | 1,000 to 5,000            | 204 | 3.46 | 0.78           |        |       |
|   | 6,000 to 10,000           | 90  | 3.51 | 0.81           |        |       |
|   | 11,000 to 15,000          | 105 | 3.35 | 0.91           |        |       |
|   | 16,000 to 20,000          | 53  | 2.91 | 0.94           |        |       |
|   | 21,000 or more            | 31  | 2.94 | 0.83           |        |       |
| Number of purchases of beauty products or services during the month   | Less than twice a month   | 676 | 3.43 | 0.84           | 2.40   | 0.09  |
|   | 2 to 5 times a month      | 134 | 3.56 | 0.84           |        |       |
|   | More than 5 times a month | 15  | 3.16 | 0.69           |        |       |
| Number of times a comment was posted or responded to a comment on digital platforms about beauty products or services | Less than twice a week    | 776 | 3.44 | 0.83           | 1.04   | 0.36  |
|   | 2 to 6 times a week       | 38  | 3.63 | 0.85           |        |       |
|   | 7 or more times a week    | 11  | 3.33 | 0.91           |        |       |

From Table 8:

- There are statistically significant differences at the level of significance (0.05) or less between the responses of the study sample in (Overall domain) according to Region, Age (Years), Academic level, Professional status, Monthly income level (SAR).
- There are no statistically significant differences at the level of significance (0.05) or less between the responses of the study sample in (Overall domain) according to (number of purchases of beauty products or services during the month, number of times a comment was posted or responded to a comment on digital platforms about beauty products or services).

**-The relationship between the motives of Saudi women to engage in (EWOM) towards beauty services and products:**

Table 9: Correlation matrix using person correlation between domains.

| Domain                           | Attention to consumers | company help | Social benefits | Exercise force | asking for advice after purchase | Self-enhancement | Economic rewards | Comfort and convenience | Troubleshooting support | Expressing positive feelings | Expressing negative feelings |
|----------------------------------|------------------------|--------------|-----------------|----------------|----------------------------------|------------------|------------------|-------------------------|-------------------------|------------------------------|------------------------------|
| Attention to consumers           | 1.000                  |              |                 |                |                                  |                  |                  |                         |                         |                              |                              |
| Company help                     | 0.469*                 | 1.000        |                 |                |                                  |                  |                  |                         |                         |                              |                              |
| Social benefits                  | 0.521*                 | 0.455*       | 1.000           |                |                                  |                  |                  |                         |                         |                              |                              |
| Exercise force                   | 0.388*                 | 0.281        | 0.466*          | 1.000          |                                  |                  |                  |                         |                         |                              |                              |
| Asking for advice after purchase | 0.597*                 | 0.394*       | 0.462*          | 0.462*         | 1.000                            |                  |                  |                         |                         |                              |                              |
| Self-enhancement                 | 0.383*                 | 0.323*       | 0.725*          | 0.462*         | 0.408*                           | 1.000            |                  |                         |                         |                              |                              |
| Economic rewards                 | 0.472*                 | 0.351*       | 0.501*          | 0.352*         | 0.453*                           | 0.540*           | 1.000            |                         |                         |                              |                              |
| Comfort and convenience          | 0.551*                 | 0.380*       | 0.528*          | 0.455*         | 0.568*                           | 0.506*           | 0.559*           | 1.000                   |                         |                              |                              |
| Troubleshooting support          | 0.438*                 | 0.329*       | 0.437*          | 0.469*         | 0.494*                           | 0.395*           | 0.435*           | 0.598*                  | 1.000                   |                              |                              |
| Expressing positive feelings     | 0.693*                 | 0.505*       | 0.674*          | 0.450*         | 0.622*                           | 0.608*           | 0.574*           | 0.672*                  | 0.575*                  | 1.000                        |                              |
| Expressing negative feelings     | 0.558*                 | 0.344*       | 0.433*          | 0.499*         | 0.521*                           | 0.389*           | 0.423*           | 0.548*                  | 0.599*                  | 0.644*                       | 1.000                        |

**Note (\*\*)** means there is a relationship at the level of significance (0.01) or less

**Note (\*)** means there is a relationship at the level of significance (0.05) or less

From Table 9: There is a positive relationship at the level of significance (0.05) or less between each two domains.

**Hypotheses:**

**H1:**

Table 10: Results of Chi-Square test for relationship between (Number of purchases of beauty products or services during the month) and ((EWOM) towards beauty products and services)

| Question   | Answer                 |    | (WOM towards beauty products and services) |                            |                                | Chi-Square Value | P-Value |
|--|------------------------|----|--|----------------------------|--------------------------------|------------------|---------|
|  |                        |    | Less than twice a month (676)              | 2 to 5 times a month (134) | More than 5 times a month (15) |                  |         |
| Number of purchases of beauty products or services during the month      | Less than twice a week | F  | 653  | 111                        | 12                             | 47.86**          | 0.00    |
|  |                        | P% | 96.6%                                      | 82.8%                      | 80.0%                          |                  |         |
|  | 2 to 6 times a week    | F  | 16   | 20                         | 2                              |                  |         |
|  |                        | P% | 2.4%                                       | 14.9%                      | 13.3%                          |                  |         |
|  | 7 or more times a week | F  | 7  | 3                          | 1                              |                  |         |
|  |                        | P% | 1.0%                                       | 2.2%                       | 6.7%                           |                  |         |
| (**) There is a statistically significant relationship at (0.01) or less |                        |    |  |                            |                                |                  |         |
| F; Frequency, P%; Percentage   |                        |    |  |                            |                                |                  |         |

From Table 10, There is a statistically significant relationship between the number of purchases and the number of engagements in (EWOM).

## H2:

Table 11: Results of Chi-Square test for relationship between (motives) and ((EWOM) towards beauty products and services)

| Question                         | Answer                     |    | Less than twice a week (776) | 2 to 6 times a week (38) | or more times. a week (11) | Chi-square Value | P-Value |
|----------------------------------|----------------------------|----|------------------------------|--------------------------|----------------------------|------------------|---------|
| Attention to consumers           | Strongly Disagree/Disagree | F  | 98                           | 4                        | 2                          | 6.12             | 0.19    |
|                                  |                            | P% | 12.6%                        | 10.5%                    | 18.2%                      |                  |         |
|                                  | Neutral                    | F  | 205                          | 4                        | 2                          |                  |         |
|                                  |                            | P% | 26.4%                        | 10.5%                    | 18.2%                      |                  |         |
|                                  | Strongly Agree/Agree       | F  | 473                          | 30                       | 7                          |                  |         |
|                                  |                            | P% | 61.0%                        | 78.9%                    | 63.6%                      |                  |         |
| Company help                     | Strongly Disagree/Disagree | F  | 71                           | 7                        | 1                          | 6.52             | 0.16    |
|                                  |                            | P% | 9.1%                         | 18.4%                    | 9.1%                       |                  |         |
|                                  | Neutral                    | F  | 188                          | 5                        | 1                          |                  |         |
|                                  |                            | P% | 24.2%                        | 13.2%                    | 9.1%                       |                  |         |
|                                  | Strongly Agree/Agree       | F  | 517                          | 26                       | 9                          |                  |         |
|                                  |                            | P% | 66.6%                        | 68.4%                    | 81.8%                      |                  |         |
| Social benefits                  | Strongly Disagree/Disagree | F  | 215                          | 6                        | 2                          | 6.59             | 0.16    |
|                                  |                            | P% | 27.7%                        | 15.8%                    | 18.2%                      |                  |         |
|                                  | Neutral                    | F  | 297                          | 12                       | 4                          |                  |         |
|                                  |                            | P% | 38.3%                        | 31.6%                    | 36.4%                      |                  |         |
|                                  | Strongly Agree/Agree       | F  | 264                          | 20                       | 5                          |                  |         |
|                                  |                            | P% | 34.0%                        | 52.6%                    | 45.5%                      |                  |         |
| Exercise force                   | Strongly Disagree/Disagree | F  | 221                          | 16                       | 3                          | 6.69             | 0.15    |
|                                  |                            | P% | 28.5%                        | 42.1%                    | 27.3%                      |                  |         |
|                                  | Neutral                    | F  | 187                          | 3                        | 2                          |                  |         |
|                                  |                            | P% | 24.1%                        | 7.9%                     | 18.2%                      |                  |         |
|                                  | Strongly Agree/Agree       | F  | 368                          | 19                       | 6                          |                  |         |
|                                  |                            | P% | 47.4%                        | 50.0%                    | 54.5%                      |                  |         |
| Asking for advice after purchase | Strongly Disagree/Disagree | F  | 100                          | 5                        | 1                          | 1.44             | 0.84    |
|                                  |                            | P% | 12.9%                        | 13.2%                    | 9.1%                       |                  |         |
|                                  | Neutral                    | F  | 182                          | 6                        | 3                          |                  |         |
|                                  |                            | P% | 23.5%                        | 15.8%                    | 27.3%                      |                  |         |
|                                  | Strongly Agree/Agree       | F  | 494                          | 27                       | 7                          |                  |         |
|                                  |                            | P% | 63.7%                        | 71.1%                    | 63.6%                      |                  |         |
| Self-enhancement                 | Strongly Disagree/Disagree | F  | 287                          | 9                        | 3                          | 4.50             | 0.34    |
|                                  |                            | P% | 37.0%                        | 23.7%                    | 27.3%                      |                  |         |
|                                  | Neutral                    | F  | 252                          | 12                       | 4                          |                  |         |
|                                  |                            | P% | 32.5%                        | 31.6%                    | 36.4%                      |                  |         |
|                                  | Strongly Agree/Agree       | F  | 237                          | 17                       | 4                          |                  |         |
|                                  |                            | P% | 30.5%                        | 44.7%                    | 36.4%                      |                  |         |

|   |                            |    |       |       |       |      |      |
|---|----------------------------|----|-------|-------|-------|------|------|
| Economic rewards  | Strongly Disagree/Disagree | F  | 213   | 9     | 4     | 7.82 | 0.10 |
|   |                            | P% | 27.4% | 23.7% | 36.4% |      |      |
|   | Neutral                    | F  | 218   | 5     | 1     |      |      |
|   |                            | P% | 28.1% | 13.2% | 9.1%  |      |      |
|   | Strongly Agree/Agree       | F  | 345   | 24    | 6     |      |      |
|   |                            | P% | 44.5% | 63.2% | 54.5% |      |      |
| Comfort and convenience   | Strongly Disagree/Disagree | F  | 152   | 8     | 3     | 4.81 | 0.31 |
|   |                            | P% | 19.6% | 21.1% | 27.3% |      |      |
|   | Neutral                    | F  | 212   | 5     | 3     |      |      |
|   |                            | P% | 27.3% | 13.2% | 27.3% |      |      |
|   | Strongly Agree/Agree       | F  | 412   | 25    | 5     |      |      |
|   |                            | P% | 53.1% | 65.8% | 45.5% |      |      |
| Troubleshooting support   | Strongly Disagree/Disagree | F  | 131   | 9     | 4     | 3.94 | 0.42 |
|   |                            | P% | 16.9% | 23.7% | 36.4% |      |      |
|   | Neutral                    | F  | 182   | 8     | 2     |      |      |
|   |                            | P% | 23.5% | 21.1% | 18.2% |      |      |
|   | Strongly Agree/Agree       | F  | 463   | 21    | 5     |      |      |
|   |                            | P% | 59.7% | 55.3% | 45.5% |      |      |
| Expressing positive feelings  | Strongly Disagree/Disagree | F  | 106   | 4     | 2     | 6.95 | 0.14 |
|   |                            | P% | 13.7% | 10.5% | 18.2% |      |      |
|   | Neutral                    | F  | 260   | 6     | 3     |      |      |
|   |                            | P% | 33.5% | 15.8% | 27.3% |      |      |
|   | Strongly Agree/Agree       | F  | 410   | 28    | 6     |      |      |
|   |                            | P% | 52.8% | 73.7% | 54.5% |      |      |
| Expressing negative feelings  | Strongly Disagree/Disagree | F  | 98    | 5     | 1     | 1.64 | 0.80 |
|   |                            | P% | 12.6% | 13.2% | 9.1%  |      |      |
|   | Neutral                    | F  | 191   | 7     | 4     |      |      |
|   |                            | P% | 24.6% | 18.4% | 36.4% |      |      |
|   | Strongly Agree/Agree       | F  | 487   | 26    | 6     |      |      |
|   |                            | P% | 62.8% | 68.4% | 54.5% |      |      |
| (**) There is a statistically significant relationship at (0.01) or less<br>(*) There is a statistically significant relationship at (0.05) or less |                            |    |       |       |       |      |      |
| F; Frequency, P%; Percentage  |                            |    |       |       |       |      |      |

From Table 11, There is NO statistically significant relationship between women's motivations and their engagement in (EWOM) toward beauty products and services.

## 6. Results and Discussion

The study contributed to providing a description of Saudi women's motives for engaging in (EWOM), and it found a relationship between the number of purchases and engaging in (EWOM) (47.86\*\*), this is consistent with the findings of (Khan & Khan, 2016). The study did not find a statistically significant relationship between motives and engagement in (EWOM), although the study found a relationship between (EWOM) motives and number of purchases of beauty products or services during the month.

Where the results indicated there is a statistically significant relationship between the number of purchases and the motives (company help and economic rewards) with the number of purchases less than twice a month. and the motive of economic rewards is consistent with the study of (Hennig-Thurau et al., 2004). Also, there is a statistically significant relationship between the motives (Exercise force, asking for advice after purchase, and Troubleshooting support) with the number of purchases 2-5 times a month. While (Social benefits) are associate with the number of purchases more than 5 times a month, The motive of social benefits is the most compatible motive with previous studies such as those (Hennig-Thurau et al., 2004), (Khan & Khan, 2016) and (Luarn et al., 2016). These relationship outcomes inform brands about the importance of focusing on their most important consumer, this confirms the results of the first hypothesis: There is a statistically significant relationship between the number of purchases and the number of engagements in (EWOM).

Results show the motive (help the company) is the most common, for Saudi women, which provides a better opportunity for brands to maximize interest in their most important clients. and means that establishments should pay great attention to the customers who buy most and include this within the marketing communication strategy, especially since this motivation is constructive and in the interests of the brands. This was confirmed by the studies (Abubakar, 2012), (Jalilvand et al., 2011), followed by seeking advice from consumers who preceded one in buying. This is consistent with the motivation to reduce anxiety, which was confirmed by a study (Hennig-Thurau et al., 2004). In third rank was motivation (commenting on a beauty

product/service after an unsatisfactory buying experience to attract the attention of brand managers has a positive relationship with the number of purchases), This is consistent with the findings of (Kim,2016) and this confirms the imperative to consider the importance of (EWOM) in the marketing communication strategies of companies This confirms (EWOM) enjoys high credibility among consumers confirmed by (Al- Sanad, 2016) and that it helps them make purchase decisions in the future.

There is a statistically significant relationship between the number of purchases and age, and it increases in women between the ages of 19 and 30. There is a relationship between the number of purchases and employed women, which indicates the need to pay attention to this category, which is interested in beauty products and services and has a source of income. The study also indicated that there is a relationship between the motives, and it increases between the motive of social benefits and that of self-enhancement (0.725\*\*).

Finally, the study showed that there were differences in motives that appeared in favor of women in the northern region, aged between 15 and 18, female students and unemployed, and in the secondary stage, whose income ranged from 6000–10,000 riyals.

## 7. Conclusion

The study indicated the importance of (EWOM), the need to include it in strategic marketing communication plans, and the need to pay attention to the company's current customers and the most valuable customers, as they are considered an important source of (EWOM). Companies must take care of solving customers' problems through personal means of communication before consumers publish (EWOM) through digital platforms in the event of a problem. This is because (EWOM) is considered a cheap tool, as indicated in a study by (Jalilvand et al., 2011), who consider it a low-cost and appropriate tool for this category. In addition, many consumers resort to searching for (EWOM) in order to obtain advice on other people's purchasing experiences.



## 8. Research Implications

This study presents results that help planners of marketing communication campaigns for brands in the field of Saudi women's beauty services and products to benefit from the inclusion of (EWOM). This is done through activating the role of customers through marketing public relations and establishing dialogue with brand customers in reaching the goals of (EWOM) and preventing dissemination toward them. It also helps researchers to know the recent research trends in this field in Saudi society.

## 9. Recommendations

This study was limited to Saudi women and therefore cannot be generalized to another country or to Saudi men. Therefore, the researcher recommends conducting a study looking for the motives of the Saudi man's (EWOM) for products of importance to him or in general, as well as studying the impact of (EWOM) on the Saudi consumer. The researcher also recommends conducting a study that includes men and women and researching the differences between them, as well as conducting a study to link the relationship between (EWOM) and the purchase decision.

## 10. Disclosure Statement

No potential conflict of interest was reported by the author(s).

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