

The Impact of Electronic Word of Mouth on Online Customer Brand Engagement: An Empirical Study of Women's Ready-to-Wear Brands in Egypt

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Abstract:

In recent times, the interplay between electronic word of mouth (e-WOM) and customer brand engagement has garnered substantial attention in academic research. This study aims to explore the influence of various dimensions of e-WOM on customer brand engagement within the context of women's ready-to-wear brands in Egypt. The central inquiry of this study revolves around understanding the extent to which e-WOM affects online consumer engagement. To address this query and fulfill the study's objectives, a survey was administered to 385 respondents, resulting in 283 valid responses for analysis. The findings unveil a positive correlation between all e-WOM dimensions and the dimensions of customer brand engagement.

Moreover, the study underscores the significant impact of e-WOM dimensions on overall customer brand engagement.

Keywords: Electronic Word of Mouth, Customer Brand Engagement, Emotional Attachment, Rational Attachment.

Introduction:

The contemporary landscape has witnessed technology profoundly reshaping lifestyles, subsequently altering consumer behaviors (Malar Selvi & Edwin Thomson, 2016). In light of this transformation, brands have come to recognize that mere online presence is insufficient; instead, they aspire to establish consistent interactions with customers to secure their loyalty.

These interactions, termed customer brand engagement (CBE), hold the power to influence repurchases and are pivotal in marketing strategies (Srivastava & Sivaramakrishnan, 2020).

CBE fundamentally redefines loyalty, amplifies brand performance, and furnishes brands with a competitive edge (Brodie et al., 2011; Blazevic et al., 2013). It signifies a state where consumers actively interact and collaborate with the brand, co-creating content on social media platforms (Guo et al., 2016). As such, brands actively establish their presence on social networks like Facebook (So et al., 2014), reshaping the consumer-business relationship (Lee et al., 2011).

Simultaneously, consumers of the information era increasingly rely on peer opinions rather than brand-provided information for

purchasing decisions (Nieto et al., 2014; Al-Htibat & Garanti, 2019). This consumer-generated feedback, commonly referred to as Word-of-Mouth, holds greater efficacy than traditional marketing approaches (Engel et al., 1969). It stands as the most trustworthy and influential information source (Gaspar & Hofman, 2013; Nielsen, 2015), significantly impacting buying behaviors (Jalilvand & Samiei, 2012; Daugherty & Hoffman, 2014). Consequently, successful brands must cultivate a positive image and monitor consumer word-of-mouth, as satisfied customers turn into brand advocates, sharing positive experiences with around 8 potential customers, whereas dissatisfied customers may share negative experiences with about 20 potential customers (Hardjono & San, 2017).

The advent of the internet and the proliferation of social media have provided an expanded platform for consumers to voice opinions and experiences, transforming traditional word-of-mouth into electronic Word of Mouth (e-WOM) (Malar Selvi & Edwin Thomson, 2016; Srivastava & Sivaramakrishnan, 2020). This paper endeavors to investigate the impact of e-WOM on customer brand engagement.

Research Problem:

The widespread use of the internet and social media has empowered consumers to share their product experiences, impacting brand perception and purchase decisions, posing challenges for brands. Successful brands must safeguard their

image and cultivate engaged customers. E-WOM stands as a paramount factor influencing customer purchasing decisions. Despite numerous studies on e-WOM and consumer engagement, a gap exists in the literature regarding the influence of e-WOM on consumer engagement within the realm of fashion brands. This study aims to address this gap by examining the degree to which e-WOM affects online consumer engagement. The core research problem is encapsulated in the following main question: "To what extent does e-WOM impact online consumer engagement?" This question is further explored through the following sub-questions:

- To what extent does e-WOM impact online consumer emotional attachment?
- To what extent does e-WOM impact online consumer rational attachment?

Research Importance:

This research holds significance due to its exploration of the interplay between e-WOM and customer brand engagement, contributing valuable insights to the fashion industry. By focusing on key dimensions of e-WOM that enhance consumer engagement, the study aids women's ready-to-wear brands in Egypt in understanding the significance of customer satisfaction and e-WOM management for fostering positive opinions and cultivating engaged consumers.

Research Purpose:

The key objectives of this research are as follows:

- To establish the relationship between e-WOM and customer brand engagement.
- To assess the level of consumer awareness regarding e-WOM dimensions.
- To evaluate consumer awareness concerning the dimensions of customer brand engagement.
- To scrutinize the impact of e-WOM on customer brand engagement in the context of women's ready-to-wear brands.

Literature Review:

The success of a brand is intricately tied to the degree of engagement it achieves with its customers. An engaged customer is one who not only remains loyal to a brand but actively advocates for its products and services to others (Roberts & Albert, 2010). This underlines the pivotal role of customer brand engagement for organizations, as it plays a vital role in cultivating experiential relationships with consumers, ultimately contributing to brand relationships (Dessart et al., 2015). Scholars like Patterson et al. (2006), Hollebeek (2011), Brodie et al. (2013), Ángeles Oviedo-García et al. (2014), Hollebeek et al. (2014), and Baldus et al. (2015) have collectively defined customer brand engagement as a multi-dimensional concept encompassing cognitive, behavioral, emotional, and social facets.

For instance, Patterson et al. (2006) describe customer brand engagement as involving multiple levels of presence, including physical, cognitive and emotional dimensions.

This multidimensional view is further expanded by Hollebeek et al. (2014), who define customer brand engagement as encompassing a consumer's cognitive, emotional, behavioral, and co-creative brand-related activities within specific interactions. Similarly, Brodie et al. (2013) conceptualize customer brand engagement as a psychological state that arises from interactive, co-creative experiences with a brand. Building on these perspectives, this study adopts a multidimensional stance, considering customer brand engagement to comprise cognitive/rational and emotional aspects. Rational engagement emerges when customers engage in activities motivated by external rewards, while emotional engagement arises from deep emotional connections prompting non-transactional participation. These two dimensions are interconnected, with cognitive engagement influencing emotional engagement (Park & Thayer, 2014; Lemon & Verhoef, 2016), a reflection of the cognitive-emotional interplay (Samala & Singh, 2019).

Numerous studies, such as Gaspar & Hofman (2013), Nielsen (2015), Fullerton (2017), RuizMafe et al. (2018), and Tata et al. (2019), underline the substantial influence of online reviews and recommendations on consumers' purchasing decisions. Word of mouth, whether online or offline, significantly shapes buying

choices, described as informal, personal non-commercial communications about brands, products, or organizations (Wang et al., 2021). With the ubiquity of online information platforms and electronic devices, online Word of Mouth (e-WOM) has gained traction as a pivotal marketing tool (Liu, 2006). e-WOM, defined as any statement by actual, potential, or former customers about a product or company shared via the Internet (Hennig-Thurau et al., 2004), holds sway over consumers' purchasing decisions. Such messages convey real consumer experiences, shaping both product and company brand images (Luong et al., 2017).

e-WOM manifests in information-oriented (product feedback pages, consumer review forums) and emotion-oriented (social networks, online communities) contexts (Wang & Rodgers, 2011). The pervasiveness of e-WOM across platforms like emails, blogs, social networking sites, and online communities has amplified its influence. However, it is characterized by its public nature, anonymity of communication partners, vast reach, weak social connections, and information inconsistency (Ismagilova et al., 2017). Consequently, marketers must engage with e-WOM generators to enhance positive word-of-mouth and engagement (Srivastava et al., 2021).

Research on the interplay between e-WOM and customer brand engagement has been explored extensively. Gambetti et al. (2012) investigated e-WOM's role in brand communication

integration, Hollebeek & Chen (2014) identified e-WOM as a catalyst for customer brand engagement, and Beckers et al. (2017) highlighted the productivity of e-WOM-centered brand engagement initiatives. Palmatier et al. (2018) outlined the significance of tools facilitating customer-to-firm and customer-to-customer interactions in driving customer brand engagement, where e-WOM serves as a feedback mechanism. Srivastava & Sivaramakrishnan (2020) proposed a framework for engaging with e-WOM generators to enhance customer brand engagement. This study focuses on e-WOM dimensions, including credibility, source, and sensitivity. e-WOM quality is emphasized over quantity (Mudambi & Schuff, 2010), with message credibility impacting receiver adoption (Mahapatra & Mishra, 2017). Trustworthiness, expertise, credentials, and attractiveness characterize e-WOM sources (Bughin et al., 2010). Notably, recommendations with high influence are up to 50 times likelier to result in purchases (McKinsey, as cited in Bughin et al., 2010). Additionally, e-WOM impacts individuals beyond their peer network (Srivastava & Sivaramakrishnan, 2020). These insights underpin the integration of e-WOM dimensions into customer brand engagement research.

Based on the literature reviewed, the researchers propose the following hypotheses:

H1: There is a statistically significant correlation between e-word-of-mouth dimensions and customer brand engagement.

H2: There is a significant effect of e-word-of-mouth dimensions on customer brand engagement.

These hypotheses suggest that the researchers anticipate finding a measurable relationship between the dimensions of e-word-of-mouth and customer brand engagement. Specifically, H1 proposes that there is a correlation between the two sets of variables, while H2 suggests that the dimensions of e-word-of-mouth have a substantial impact on the level of customer brand engagement. The study aims to empirically test and validate these hypotheses through data analysis and interpretation.

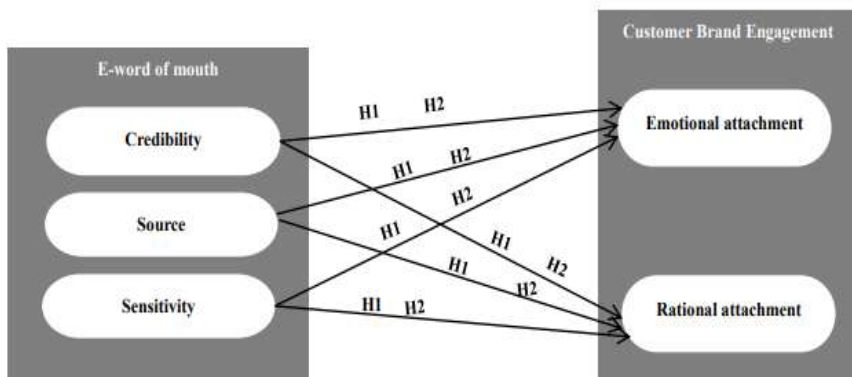


Fig.1. The proposed research model.

Methodology:

To address the research objective and validate the hypotheses, an empirical research approach was employed.

Research Design: An Arabic-language self-administered questionnaire was designed to align with the cultural context of the study population. The aim was to gauge the impact of e-word-of-mouth as an independent variable on online consumer engagement, the dependent variable. The questionnaire consisted of three parts, encompassing a total of 25 statements:

1. **E-Word of Mouth Dimensions:** The first part included 11 statements to assess e-word of mouth dimensions. This segment encompassed 4 statements evaluating e-word of mouth credibility, 4 statements examining e-word of mouth source, and 3 statements exploring e-word of mouth sensitivity.
2. **Consumer Engagement:** The second part delved into consumer engagement and comprised 10 statements gauging the extent to which e-word of mouth influenced consumer engagement.
3. **Demographic Information:** The third part contained 3 statements to collect general demographic data regarding respondents' age, income, and education level.

Participants were required to respond to 21 closed-ended questions in the first and second parts, utilizing a five-point Likert scale ranging from 1 to 5: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

Data Collection Method: The research utilized a combination of primary and secondary data sources. Primary data was collected

through self-administered questionnaire forms for empirical investigation, while secondary data was gathered through a thorough literature review to construct the research model.

The research targeted customers of women's ready-to-wear brands in Egypt, aiming to understand the impact of e-word of mouth on online customer brand engagement. Questionnaire forms were distributed randomly to the research sample, totaling 385 forms. Out of these, 283 forms were deemed valid for analysis.

Data Analysis: Data analysis was performed using the Statistical Package for Social Science (SPSS V23.0) software. Descriptive analysis was employed to assess the reliability of the study model and to understand the relationship between dependent and independent variables. Spearman Correlation coefficients and a Multiple Regression Model were employed to substantiate the validation of the hypotheses.

This comprehensive approach to data collection and analysis enables the research to explore the intricate relationship between e-word of mouth dimensions and online consumer brand engagement in the context of women's ready-to-wear brands in Egypt.

Reliability of the study instrument

Table.1: Reliability Coefficients

Variables	e-Word of mouth	Customer Engagement
Reliability	0.801	0.849

Source: By researcher based on statistical analysis.

According to (Rizkallah, 2002) the reliability coefficient is strong at 0.60 and above, while less than 0.60 is a poor coefficient,. The values of reliability coefficients for the research scale are (0.801) and (0.849), which indicates strong internal consistency and reliability of all study scales.

Descriptive Statistics:

The descriptive statistics was conducted to measure the computed mean of each scale items, in addition to, determine which items respondents are perceived more than others.

A. Weighted Means of e-Word of mouth:

The weighted means were used to display the respondents' perceptions toward each e-word of mouth dimension.

A.1. Credibility:

The following table reveals the computed means of e-word of mouth credibility and clarifies the strength of the variable itself and the strength of each item.

Table (2)

Descriptive of customers' awareness toward the e-word of mouth credibility

S	Statement	Mean	Std.
1.	Advertisements for this brand inspire confidence	4.28	.943
2.	Many positive comments about the brand are posted on social media	4.23	.847
3.	Relatives and friends follow what is published about the brand and interact with it	4.11	.870
4.	The brand constantly publishes other consumers experiences	4.12	.970
Total		4.18	.612

Source: By researcher based on statistical analysis.

Table (2) provides an overview of customers' perceptions regarding the credibility of e-word of mouth. The analysis demonstrates that the collective mean of all the statements related to e-word of mouth credibility exceeds 3.40, registering at 4.18. This substantial mean value, coupled with a percentage of 83.6%, signifies a high level of customer perception regarding e-word of mouth credibility. Additionally, the individual statement means fall within a range of 4.11 to 4.28, indicating consistently high levels of agreement among customers on these statements.

A.2. Source: The subsequent table presents the computed means for the dimension of e-word of mouth source. It sheds light on both the overall strength of this variable and the individual strengths of each corresponding item.

Table (3)

Descriptive of customers' awareness toward the e-word of mouth source

S	Statement	Mean	Std.
5.	My family is the main source of information about the brand	3.91	1.190
6.	The brand publishes the opinions of experienced people	4.04	.960
7.	The brand publishes the influencers' opinions	4.05	.940
8.	Internet customers are a trusted source for information about this brand	3.99	.971
Total		4.00	.744
Source: By researcher based on statistical analysis.			

Table (3): This table provides an insight into customers' perceptions regarding e-word of mouth source. The analysis demonstrates that the aggregate mean of all the statements pertaining to e-word of mouth source exceeds 3.40, registering at 4.00. This significant mean value, along with an 80% percentage, signifies a commendable level of customer perception in this dimension. Moreover, the individual statement means span from 3.91 to 4.12, indicating consistently high levels of agreement among customers on these statements.

A.3. Sensitivity:

Moving forward, Table A.3 presents the computed means for the dimension of e-word of mouth sensitivity. It offers insights into both the overall strength of this variable and the specific strengths of each corresponding item.

Table (4)

Descriptive of customers' perception toward the e-word of mouth sensitivity

S	Statement	Mean	Std.
9.	I influenced by the opinions of experts and influencers about the brand	4.24	.853
10.	Reviews about the brand spread quickly on social media	4.25	.696
11.	The company recommends the positive reviews published about the brand	4.12	.930
Total		4.20	.624

Source: By researcher based on statistical analysis.

Table (4): This table elucidates the customers' perception level concerning e-word of mouth sensitivity. It underscores that the combined mean value for all the statements related to e-word of mouth sensitivity stands at 4.20, and this is accompanied by an 84% percentage, indicative of a robust high-level customer perception. Moreover, the individual statement means fluctuate between 4.12 and 4.25, denoting a consistent alignment of customers' agreement with these statements.

B. Weighted Means of Customer Engagement:

C. The utilization of descriptive statistics is pivotal in portraying the respondents' cognizance towards customer engagement.

B.1. Emotional Attachment:

Progressing, Table B.1 delineates the calculated means corresponding to customers' emotional attachment. It offers insight into the overall potency of this variable and the distinct potencies of each relevant item.

Table (5)

Descriptive of customers' awareness toward the emotional attachment

S	Statement	Mean	Std.
1.	The brand deals professionally with customers	4.26	.871
2.	I prefer this brand over all the others	4.19	.839
3.	I follow the brand various products on its website	4.03	.947
4.	I recommend my relatives and friends to buy the products of this brand	4.27	.934
Total		4.18	.648
Source: By researcher based on statistical analysis.			

Table (5): This table elucidates the degree to which customers possess an emotional attachment towards the brand. It highlights that the aggregate mean value across all statements evaluating customers' emotional engagement surpasses 3.40, registering at 4.18. This substantial value is complemented by an 83.6% percentage, signifying a noteworthy high level of customer awareness and involvement. Furthermore, the individual statement means span from 4.03 to 4.27, underscoring customers' consistent and strong alignment with these statements.

B.2. Rational Attachment:

Transitioning, Table B.2 unveils the calculated means pertaining to customers' rational attachment. It provides insight into the inherent potency of this variable and the distinct potencies attributed to each pertinent item.

Table (6)**Descriptive of customers' awareness toward the rational attachment**

S	Statement	Mean	Std.
5.	I constantly comment on what is being said about the brand on social media.	4.04	1.068
6.	I proud to be a customer of this brand	4.16	.911
7.	I permanently and constantly loyal towards this brand	4.19	.897
8.	I feel happy and pleasure when I buy the brand's products	4.09	.998
9.	I follow the brand promotional offers on its website.	3.99	.975
10.	I intends to constantly deal with this brand	4.20	.890
Total		4.11	.673

Source: By researcher based on statistical analysis.

Table 6: The table illustrates the degree of rational attachment customers have towards the brand. The aggregated mean value computed for all statements pertaining to customers' emotional engagement surpasses 3.40, specifically standing at 4.11, which accounts for approximately 82.2% and signifies a substantial level of customers' awareness. Additionally, statement means fall

within the range of 3.99 to 4.20, indicating high levels of agreement among customers regarding these statements.

Testing Hypotheses:

To assess the hypotheses, the researcher utilized Spearman Correlation coefficients to measure the correlation between independent and dependent variables. Furthermore, the Multiple Regression Model was employed to quantify the extent to which the independent variable (e-word of mouth) influences the dependent variable (customer engagement).

Hypothesis One: H1: There is a statistically significant correlation between e-word-of-mouth dimensions and customer brand engagement.

To evaluate the first hypothesis, Spearman Correlation coefficients were employed. These coefficients aid in gauging the strength, direction, and statistical significance of the relationship between e-word of mouth dimensions (independent variables) and customer brand engagement (dependent variable).

Table (7)

Correlations between e-word of mouth and customer brand engagement

Variable	Customer Engagement	
	Emotional	Rational
Credibility	.498**	.406**
	.000	.000

Source	.500**	.512**
	.000	.000
Sensitivity	.495**	.528**
	.000	.000
e-word of mouth	.638**	
	.000	

Correlation is significant at the 0.01 level (2-tailed).

Table 7: This table presents the relationship between e-word of mouth and customer brand engagement. Based on the significance levels and correlation values presented in the table, particularly at a significance level of $p \leq 0.01$, it becomes evident that a significant and strong positive relationship exists between e-word of mouth and overall customer brand engagement. Analyzing the correlation between the individual dimensions of each variable reveals that all e-word of mouth dimensions exhibit significant and strong positive relationships with both customers' emotional and rational attachment. An exception is e-word of mouth credibility, which exhibits a significant moderate positive relationship with rational attachment, as indicated by a correlation coefficient of 0.406.

The analysis demonstrates the existence of a significant relationship between e-word of mouth and customer brand engagement. Consequently, Hypothesis One – "There is a statistically significant correlation between e-word-of-mouth

dimensions and customer brand engagement" – is confirmed across all its dimensions.

Hypothesis Two: H2: There is a significant effect of e-word-of-mouth dimensions on customer brand engagement.

To assess the second hypothesis, the Multiple Regression Model was employed to quantify the extent to which each e-word of mouth dimension (independent variable) significantly impacts the dimensions of customer brand engagement (dependent variable). The subsequent Tables 8-10 provide a comprehensive view of the results derived from the multiple linear regression analysis. These results encompass R² values, ANOVA tests, and the significance of each independent variable item's influence on the dependent variables.

Table (8)

Testing the Tendency of e-word of mouth in Affecting Customer Brand Engagement

Variables	R	R Square	Adjusted R Square	Std. Error of the Estimate
Customer engagement	.705 ^a	.498	.492	.434
Emotional attachment	.641 ^a	.411	.405	.499
Rational attachment	.657 ^a	.432	.426	.510

a. Predictors: (Constant), Sensitivity, Credibility, Source

Table 8: This table displays the R coefficient, which quantifies the degree of correlation between the independent variable model

and the dependent variables. The results reveal the R values for the customer engagement model as well as emotional and rational attachment scales, which are strong at (70.5%, 64.1%, 65.7%), respectively.

Furthermore, the R^2 values provide insight into the extent of contribution made by the e-word of mouth dimensions to variations in customer engagement, emotional attachment, and rational attachment. These R^2 values indicate that the e-word of mouth dimensions collectively contribute to changes in the dependent variables: customer engagement (49.8%), emotional attachment (41.1%), and rational attachment (43.2%). However, it's noteworthy that more than 50% of the variations in these variables are influenced by factors other than the e-word of mouth dimensions.

This analysis highlights the substantial impact of e-word of mouth dimensions on the customer engagement model, emotional attachment, and rational attachment, but also underscores the presence of additional factors that contribute to changes in these variables.

Table (9)

The influence of e-word of mouth on customer brand engagement

Dependent Variables	Model	Sum of Squares	Df	Mean Square	F	Sig.
Customer engagement	Regression	51.967	3	17.322	92.115	.000 ^b
	Residual	52.466	279	.188		

	Total	104.433	282			
Emotional attachment	Regression	48.728	3	16.243	65.021	.000 ^b
	Residual	69.696	279	.250		
	Total	118.424	282			
Rational attachment	Regression	55.214	3	18.405	70.751	.000 ^b
	Residual	72.576	279	.260		
	Total	127.790	282			

a. Dependent Variable: Customer engagement, Emotional attachment, Rational attachment

b. Predictors: (Constant), Sensitivity, Credibility, Source

Table 9: The table showcases the outcomes of the ANOVA test ($F = 92.115, 16.243, 18.405, p \leq .05$), indicating the impact of the e-word of mouth model on customer engagement, emotional attachment, and rational attachment. The results unequivocally reveal that the e-word of mouth model significantly influences customer engagement, emotional attachment, and rational attachment at a significant level of ($.000 \leq .05$).

These findings underscore the robust influence of the e-word of mouth model on the dimensions of customer engagement, emotional attachment, and rational attachment, reinforcing the significance of this model in shaping these aspects.

Table (10)

The Relationship between e-word of mouth and customer brand engagement

Model	Customer brand engagement			Emotional attachment			Rational attachment		
	β	t	Sig.	β	t	Sig.	β	t	Sig.
(Constant)		3.981	.000		3.414	.001		3.418	.001

Credibility	.153	2.989	.003	.198	3.583	.000	.103	1.888	.060
Source	.338	5.862	.000	.192	3.071	.002	.386	6.303	.000
Sensitivity	.372	7.464	.000	.407	7.542	.000	.299	5.647	.000

a. Dependent Variable: Customer engagement, Emotional attachment, Rational attachment

Table 10: In this table, the Standardized Regression Coefficient (β) is employed to ascertain both the direction and the extent to which each independent variable impacts the respective dependent variables. Additionally, the T-test is utilized to determine the significance or insignificance of these impacts.

The findings unveil the following patterns:

- All e-word of mouth dimensions—credibility, source, and sensitivity—positively and significantly impact both customer engagement and emotional attachment.
- Regarding emotional attachment, source and sensitivity exhibit positive and significant impacts, while credibility does not have a significant impact on rational attachment.
- E-word of mouth sensitivity has the most significant effect on customer engagement and emotional attachment, reflected in β values of 0.372 and 0.407, respectively, with corresponding significance levels of .000 ($p \leq 0.05$). This suggests that a one-unit change in e-word of mouth sensitivity corresponds to a β change of 0.372 in customer engagement and 0.407 in emotional attachment.
- E-word of mouth source exerts the most pronounced impact on rational attachment, with a β value of 0.386 and

a significance level of .000 ($p \leq 0.05$). This indicates that a one-unit change in e-word of mouth source corresponds to a β change of 0.386 in rational attachment.

Consequently, the second hypothesis, "There is a significant effect of e-word-of-mouth dimensions on customer brand engagement," is affirmed.

Conclusion:

In light of the evolving use of the internet and social media, customer behavior has undergone a transformation, rendering them more conscious and aware. In response, business owners must strive to satisfy customers and cultivate brand engagement to bolster loyalty. E-word of mouth stands as a pivotal tool in customer engagement, and this study was undertaken to investigate its relationship with customer brand engagement, while gauging its influence.

Upon analyzing related literature, devising a data collection methodology, gathering data from sample units, and scrutinizing data to test research hypotheses, the study's findings align with the conclusions drawn from relevant literature. The results underscore a significant positive correlation between e-word of mouth dimensions and customer brand engagement dimensions. Moreover, the study confirms the significant effects of e-word of mouth dimensions on customer brand engagement. These outcomes also highlight the dimensions' diverse impacts on emotional and rational attachment. E-word of mouth sensitivity is

identified as having the most profound effect on customer engagement and emotional attachment, while e-word of mouth source is pivotal in influencing rational attachment.

In summation, this research contributes to the body of knowledge by validating the vital role of e-word of mouth in enhancing customer brand engagement. As consumer behavior continues to evolve, leveraging the influence of e-word of mouth can be a strategic advantage for businesses seeking to foster deeper connections and lasting brand loyalty.

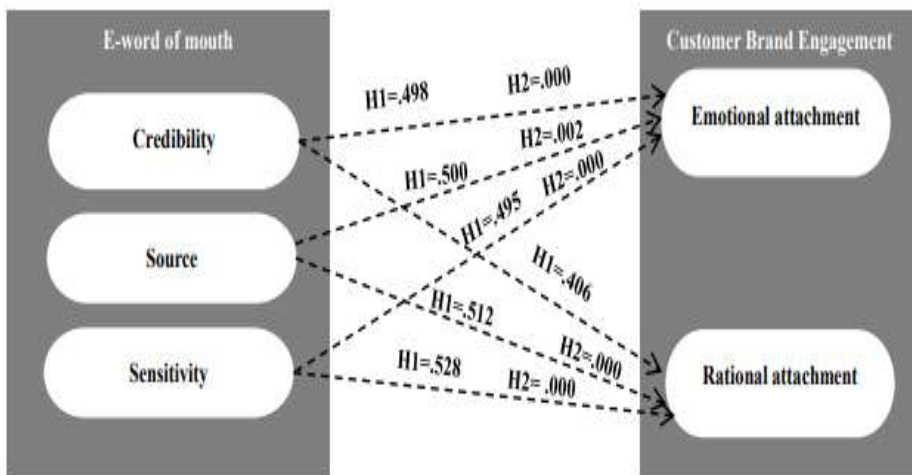


Fig.2. The structural model results

Recommendations:

Based on the findings derived from the study, the researchers offer a set of recommendations for brand owners to consider:

1. **Prioritize Influential Platforms:** Brands should direct their attention towards the most influential social media platforms, as these are the channels where customers place their trust and derive valuable insights. Engaging effectively on these platforms can help in building credibility and fostering brand loyalty.
2. **Tailored Offers:** Develop enticing offers and incentives targeted specifically at online engaged customers. These special offerings can further solidify their attachment to the brand and encourage repeat engagement.
3. **Understanding E-Word of Mouth Generators:** Brands should invest time and effort into understanding what drives the e-word of mouth generators. By comprehending their motivations and preferences, brands can encourage positive word of mouth and amplify their online presence.
4. **Online Presence Enhancement:** Establishing a strong online presence is crucial. Brands should actively participate on various online platforms and social media networks to ensure they are readily accessible to all potential customers.
5. **Engage with Customer Feedback:** Brands must actively seek out customer comments and reviews across various

forms of online word of mouth. This proactive approach shows that the brand values customer input. Moreover, brands should address negative opinions constructively, transforming them into positive experiences whenever possible.

These recommendations offer strategic insights for brands seeking to leverage the power of e-word of mouth and online engagement. By incorporating these suggestions into their marketing strategies, brands can foster stronger customer relationships, enhance loyalty, and drive business growth.

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