



Assessing Electronic Word of Mouth and Its Impact on Customer Satisfaction in Egypt Air

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Abstract

Social networking has become the guiding force that makes the internet an interactive platform for information and communications technology, which plays a significant role in shaping customer preference in choosing products or services based on the input from consumers that appeared in weblogs, websites. Etc. This was reflected on airline industry which become increasingly influenced by online networks which extended the impact of electronic word of mouth (EWOM) on different online travel platforms and consequently on passengers' attitude and satisfaction. The research provides valuable information for the future researchers and airline companies' marketers and managers. It aims to investigate the EWOM as a factor that influence passengers' purchasing intention and its impact on passengers' satisfaction especially whom travelling onboard Egypt Air airlines. To achieve that, this research used the descriptive analytical approach, where a questionnaire was prepared and distributed to a random sample of (520) passengers in Egypt Air. The results of the tools were analyzed using descriptive statistics with the support of SPSS V.25. The study provided a number of results, the most significant that using electronic word of mouth is a greatest approach to evaluate satisfaction, additionally, there is a strong positive correlation between passenger satisfaction and EWOM in the airline industry. Thus, the study suggested Egypt Air should pursue EWOM. They should pay more attention on social media and their website, they ought to provide training to their employees. Which leads to increase the number of passengers and attract others to use it, enhancing their customer satisfaction.

1. Introduction

Word of mouth (WOM) becomes a significant and influential information source regarding travel decision-making process (**Reyes-Menendez et al., 2020**). Airlines Companies can use market brand positioning to identify major strengths and weaknesses within their services such as comfort to seats, cleanliness, check in and boarding, airline image, and travel cost and time (**Ayat et al., 2020**). Therefore, the study conducted by (**Lucini et al., 2020**) based on content analysis of online opinions of airline customers, determines the dimensions of customer satisfaction, making a forecast of the possibility of recommending the airline or not. It is a very interesting study because it is based on the qualitative and quantitative opinions that customers share on the internet which reflect the influence of eWOM quality and quantity (**Lucini et al., 2020**). Most of the airline companies have included social media as one of their marketing communication tools, to create more engagement and strong reputation through different activities that are posted on social media channels. Developing a strategy for the social media is important in order to strengthen the relationship with customers and increase market share. Social media plays a vital role as a key information channel (**Xiang et al., 2010**). When purchasing products online, 79% of consumers refer to online reviews. The credibility of online reviews is fairly high at 71.3% and, when these reviews are negative, seven out of 10 consumers avoid purchasing the product (**Harris, 2017**). A previous study showed that almost 90% of airline companies have no less than one social media platform which the company uses to publishes its information. As a well-planned social media strategy can generate positive outcomes with minimum financial costs. In contrast, ignoring social media can lead to a negative image and a negative outcome as a result (**Grančay, 2014**). So there are several studies and extensive volume of literature on eWOM, it is significant to notify that eWOM is still under-researched field and needs further analysis as there is a lack of researches on this subject interested with the Egyptian aviation market. The study aimed to assess the use of electronic word of mouth and its impact on enhancing passenger satisfaction at Egypt Air.

2. Literature Review

2.1 Introduction

In today's world, services' industries like aviation becomes an information-oriented industry (**Verma et al., 2021**). Its service has intangible nature; that cannot be touched, examined, or evaluated before consumption (**Madafuri, 2018**), before purchasing an electronic gadget or traveling in an airline, customers can go to the internet and look for consumer or expert opinions which helps them to make a better decision and decrease their potential risk when making choices (**Rakjit et al., 2020; Tsao et al., 2015**). The number of mobile messaging application and social network users worldwide is increasing; based on e-marketer report by (**Boyle, 2015**). The Global Trust in Advertising report by (**Nielsen, 2015**) showed that almost 66% of the respondents trust online consumer reviews, what make online consumer opinions as the third-most-trusted format of advertisement. The credibility of online reviews is fairly high at 71.3% and when these reviews are negative, 7 out of 10 consumers avoid purchasing the product (**Harris, 2017**). Social media users are actively contributing to several social network sites and platforms to get current updated information about services **Navitha et al., (2019)**. So, it can be concluded that

Electronic Word of Mouth communication is a widely acknowledged as a non-commercial and trustworthy source of information that has a massive influence on consumer attitude and satisfaction.

2.2 Effect of Positive and Negative EWOM in Airline industry

According to World Intellectual Property Report (2013), the image of a brand has the tendency to impact firm's earning, consumers' intention to buy as well as their marketing's success which all will consequently impact their sustainability and profitability in the long run. In this perspective, as WOM have a vital impact to the intention of purchasing a product, eWOM have a further higher impact on the corporate image of the product as well as the intention to purchase the product of a brand due to its global proximity of distributing information (**Filieri and McLeay, 2014**). Moreover, a favorable reputation has a positive influence on the company's success and create good airline image which may enhance its reputation (**Sageder, M. et al., 2018**). The online reputation produces information that is instantly broadcasted to any potential client, communicating a mental image of a brand or product in relation to its competitors. Ratings shared through social media influence customers' purchasing behavior and, therefore, their income and competitiveness (**Rodríguez et al., 2015**). Moreover (**Chen et al., 2010**) claimed that the customers' general attitudes towards an airline have a positive effect to their loyalty. In the air travel industry, companies make a lot of efforts to build influential brand images aiming to increase passengers' trust.

Research has shown that willingness to engage in negative eWOM is highly influential in determining brand attitude (**Wu & Wang, 2011**). **Fourie et al. (2006)** discussed that the factors that drive the decision-making process of a traveller in their selection of an airline include service value, passenger satisfaction and airline image. And since carriers are aware of complaining and angry customers, it is necessary to examine their willingness to engage in negative eWOM after service failures of full service or low-cost carriers (**Tuzovic & Mangold, 2008**). Travel products, and more specifically airline services are high risk purchases, which prompt airline users to base their decisions on recommendations and reviews of individuals who have experienced and are more knowledgeable of the airline, thus influencing their purchasing decisions (**Xiang and Gretzel, 2010**). After a service failure, the consumer's level of brand attitude which is measured by their level of brand trust, brand affect and consumer purchase intent is negatively impacted (**Wu & Wang, 2011**). Negative eWOM engaged in by unsatisfied consumers could affect the attitudes of online-users, thus becoming a threat to a company's brand (**Shang et al., 2009**). Also, in a study conducted by (**East & Lomax, 2008**) it was stated that negative eWOM could have twice as much impact on purchase intent than positive eWOM. And according to **Lee et al. (2008)** the amount of information customers received meaningfully effect on consumers' decisions to purchase products and services. Furthermore, through product review websites, customers tend to believe negative comments more than the positive ones.

2.3 Key factors affecting EWOM.

2.3.1 EWOM Quality and Quantity

A study conducted by **Lucini et al (2020)** based on content analysis of online opinions of airline customers, determines the dimensions of customer satisfaction, making a forecast of the possibility of recommending the airline or not, and it was

found that qualitative and quantitative opinions that customers share on the internet reflect the influence of eWOM quality and quantity.

Firstly: EWOM Quality

Information quality determines whether the information and the content quality of the online reviews meet consumers' needs (**Jiang et al., 2021**). Travelers always have the urge to search the internet for relevant information about specific tourism destinations, and, of course, airlines, in order to make decisions on purchase, and as, mentioned earlier, the quality of information has powerful impact on decisions (**Elci et al. 2017**). Past study by (**Dedeke, 2016**) have examined the effect of website design quality on information-task-fit and its effect on outcomes like website quality and intention to purchase in the service industry. It is important for airlines to develop passenger-focused services by making an effort to understand passengers' expectations (**Park et al., 2004**). In the airline industry, where is one of the most competitive business environments, developing a better understanding need of customers and providing quality service is vital for the airline's survival, competitiveness, profitability and sustainable development (**Suki, 2014**). According to **Hu et al (2018)** the excellent service quality can boost customer satisfaction rates.

secondly: EWOM Quantity

EWOM quantity is defined as the total number of comments published on the social networking sites (**Cheung and Thadani 2010**). The more the customer is exposed to large quantity of eWOM the more he/she fully covers unanswered questions they have, the larger the volume of eWOM generated online or the customers are expanded to, the more likely they will recognize the brand (**Litvin et al., 2008; Cheung and Thadani, 2012**). With the rapid growth of airlines market, and the low-cost airlines adding to the already tough competition, passengers have enhanced their relationships with airlines by gaining a large amount of information through online word-of-mouth which provide airlines with opportunities for service improvement, cost savings and profit creation by means of linked products (**S.Y. Shin et al., 2009**). Tremendous amount of data and information can be found online because they are widely published through social networking sites which mean consumers must weigh the reliability of sources to define its quality (**Ahn & Sura, 2020**).

2.3.2 Online communities

In recent years, scholars and practitioners have turned their attention to the emergence and growth of online communities (OCs) (**Gharib et al., 2017; Meske et al., 2019**). OCs also are defined as geographically dispersed groups in which people interact and share information using internet-based technologies (**Pai and Tsai, 2016**) and include online "knowledge sharing communities" (**Al-Kurdi et al., 2018**). ORCs facilitate communications among millions of people online and enable them to read and write reviews about products and services regardless of time and distance constraints (**Lim and Van Der Heide, 2014**). Participation in ORCs, which is also referred to as eWOM, enables people to share knowledge and opinions and obtain information about product/service experiences (**Pai and Tsai, 2016**).

2.3.3 Online Reviews in (online communities)

In recent studies, 93% of consumers indicated that online reviews significantly influence their purchase decision (**Fullerton 2017**). Since many experts considered

eWOM reviews as a digital form of WOM (Filieri and McLeay, 2014), the eWOM is presented under the form of online review which plays two roles "presenting informant and recommender" With the role of informant, online reviews provide product information; whereas, as being considered as a recommending provider, online reviews deliver recommendations and advices from consumers who had purchased products or experienced services before (Park et al. 2007). A survey (BrightLocal, 2016) showed that 91% of consumers read online reviews to judge a local business, and 84% of consumers claim that they trust online reviews as much as recommendations from friends. Reviews can be easily measured via various rating systems provided by each website, which makes it easier to spread (Li and Du, 2011; Lindgreen et al., 2013; Litvin et al., 2008). According to (Purnawirawan et al., 2012), found that reviews expressing a clear opinion (either positive or negative) are considered more useful than neutral ones, and consumers are more likely to recall these messages when evaluating products. Huang et al., (2011) suggest that between 61 and 80 per cent of people participate in some sort of ORC before deciding to buy (Cheung and Lee, 2010).

2.3.3 Credibility

Word of mouth is more credible than information from commercial sources and is effective for reducing consumers' perceived risks related to purchases of products or services (Wien & Olsen, 2014). Information Credibility measures the extent to which the presented information is reliable, authentic, believable, and noncommercial (Alsheikh et al., 2021), which is a critical element due to the anonymity of the reviewer (Shabsogh, 2013). Therefore, the expertise and trustworthiness of the reviewer are fundamental to determine information credibility (Abd-Elaziz et al., 2015). However, the anonymity of the communicator of eWOM which may negatively affect the credibility of the information when it comes to risky purchase decisions, where the recipient would seek more trusted opinions from familiar individuals (Iriobe and Abiola-Oke, 2019). Reducing pre-purchase risks and uncertainty, seeking products that are socially approved and accepted by other people, as well as saving search time and effort while making purchase decisions are significant consumers' motivations to use eWOM (Ismagilova et al., 2017). Significant researches have already confirmed the relationship between information credibility and adoption, the positive effect of receiver's perceived information credibility on readiness to accept the information of a website for example in eWOM, if the reader perceives the product Review/recommendation as credible, he/she will learn from and use the review. On the other hand, if it is perceived as less credible, the effect of the review will be reduced (Cheol et al., 2019).

2.4 The Effect of EWOM on Trust

Trust is defined as 'taking risks, and in some situations, choosing one option in spite of the possibility of loss by others' (Seo et al., 2020). They found that greater positive e-WOM about an airline on social media correlated with increased trust in the airline – this in turn results in increased brand image, of which a positive perspective will result in increased uptake of services. As Integrity trust reflects an individual's (i.e. trustor's) beliefs that when others express their views, they will act in accordance with socially accepted standards or honesty, or with principles that the trustor accepts (Ridings et al., 2002). Trust in service providers is an essential factor in determining

the quality of successful relationships (Swan et al., 1999). Brand trust is reported to be an antecedent of brand credibility, brand attitude, brand extension acceptance and loyalty (Jahangir et al., 2009).

2.5 The effect of EWOM on Purchasing Intentions.

Purchase intention in the digital framework refers to situations where customers getting involve in online transaction (Zaki & Rodríguez, 2020). Lee and Park (2021) similarly investigate the effect of social networking marketing on purchase intentions within the airline industry, their study adds to the understanding of how social media activities can shape consumer attitudes and behaviors. EWOM has become a preferred source of information for travelers especially regarding tourism services by providing easy and timely access to a vast amount of information (Ran et al., 2021). Bigne et al. (2018) take a broader perspective, analyzing both social media and offline influences on consumer behavior in the low-cost airline industry, and by considering offline factors alongside social media, this study offers a comprehensive view of the various forces shaping consumer decisions, emphasizing the complexity of the modern consumer landscape. Therefore, EWOM considered as an important source of information influencing human behavior (Filieri et al. 2018). The social platform has a great impact on customers' online purchasing lifestyles). A previous study showed that almost 90% of airline companies have no less than one social media platform which the company uses to publishes its information. As a well-planned social media strategy can generate positive outcomes with minimum financial costs, in contrast ignoring social media can lead to a negative image and a negative outcome as a result (Grančay, 2014).

2.6 Effect of eWOM on customer satisfaction in airlines

The airline industry operates in a highly competitive market, in which companies have to deal with various challenges to succeed (Calisir et al., 2016). In such a challenging economic environment achieving and maintaining a high level of passenger satisfaction is seen as a key competitive advantage (Li et al., 2017). In that sense, it is important not only to understand how passengers evaluate airlines' services, but also to identify their most valued dimensions of satisfaction (Park et al., 2006). Customers tend to be satisfied with an airline when service quality attributes deemed most important are met or surpassed (Chow, 2015); such attributes represent dimensions of satisfaction (Guo et al., 2017). Several studies state that customer satisfaction plays an important role in motivating customers' behavioral loyalty, which translates into giving positive reviews, returning as customers, or recommending the product or service to others (Forgas et al., 2010). On the other hand, unsatisfied passengers may reconsider using the same airline in future flights (Namukasa, 2013). More important, such feedback is widely available online and easily accessible for free or at low-cost (Guo et al., 2017).

3. Methodology

The research employs a descriptive analytical approach, whereby quantitative data is collected and analyzed through a questionnaire. The survey was made available to Egypt Air customers online. The survey intends to explore the impact of electronic word of mouth on the customer satisfaction at Egypt Air. To accomplish the overall goal of the study and its objectives, survey principles and the creation of the relevant questionnaire are provided below.

3.1. Research population and the sample

The target population for this is across various passengers in Egypt Air. The number of respondents who travel from EgyptAir. totaling 1000.000 respondents. The researchers used Stephen K. Thompson's equation to calculate the sample size from the next formula:

$$n = \frac{N \times p(1-p)}{\left[\left[N - 1 \times \left(d^2 \div z^2 \right) \right] + p(1-p) \right]}$$

Source: (Thompson, 2014)

Where:

(n) Sample size (520)

(N) Indicates Population size (1000.000)

(Z) Confidence level at 95% (standard value of 1.96)

(d) Error proportion =0.05

(p) Is the probability 50%.

As a result, a sample of is 520 passengers in Egypt Air were selected randomly. All the responses were obtained valid.

3.2. Data collection

Online surveys were used to gather data, and they were designed in a way that was pertinent to the circumstances in order to reduce the number of unreliable responses. They were distributed to 520 passengers on Egypt Air from September to December 2024.

3.3. Questionnaire Design and Measure

This research aims to investigate the factors that influence eWOM on passengers' satisfaction, especially those travelling onboard Egypt Air airlines. To achieve that, this research employed a method of descriptive analytical methodology by using a questionnaire tool. A survey consisting of fourteen sections was used as a data collection tool. The first section includes the passengers' demographic characteristics (gender, age, and educational level). The second section includes travel and general characteristics (frequency of online search, online source, and number of airline information searches). The third section included 6 variables representing participation level eWOM (online community). The fourth section included 6 variables representing consumer expertise. The fifth section included 6 variables representing motive use in eWOM travel (trust/intention). The sixth section included 3 variables representing attitude to information from eWOM travel (trust). The seventh section included 6 variables representing online word-of-mouth. The eighth section included 12 variables representing EWOM quality & quantity. The ninth section included 3 variables representing the credibility source of information from

eWOM travel. The tenth section included 4 variables representing Acceptance of Information. The eleventh section included 5 variables representing the usefulness of information (trust). The twelfth section included 4 variables representing travel intention (purchase intention). The thirteen-section included 2 variables representing customer satisfaction. The fourteen-section included 4 variables representing behavioral intention. The questionnaire items were anchored according to the Three-Point Likert Scale: "1 = disagree," "2 = neutral," and "3 = agree." (Likert, 1932).

3.4.Data Validity and Reliability

The researcher distributed the questionnaire instrument to a sample of Egypt Air passengers. The questionnaire was then modified and refined based on the domain experts' views and suggestions. Furthermore, the experts expressed interest and communicated with the researcher about the questionnaire instrument, which adds to its validity. Before proceeding with further analysis, reliability testing was carried out to verify uniform measurement across the various questions in the questionnaire. Indeed, measure dependability reveals an instrument's stability and consistency. As a result, this method establishes reliability by assessing the internal consistency of the research instrument, such as the questions (items) in the questionnaire that are typically offered. Cronbach's Alpha is one of the most commonly used measures for determining a scale's dependability, with an index ranging from 0 to 1. Researcher should aim for values closer to 1.0, as Alpha values demonstrate that the study's instrument is robust and repeatable. However, it is worth noting that in the social sciences, a threshold value of 0.7 is deemed acceptable.

Table (1) Cronbach's Alpha Value

Variables	No. of items	Cronbach's Alpha	Validity Coefficient*
Participation level eWOM (online community)	6	0.751	86.70%
Consumer expertise	6	0.775	86.90%
Motive use eWOM travel (trust/intention)	6	0.829	91%
Attitude to information from eWOM travel (trust)	3	0.771	87.80%
Online word-of-mouth	6	0.792	89%
EWOM Quality & quantity of information content from eWOM	12	0.803	89.60%
Credibility source of information from eWOM travel	3	0.738	85.90%
Acceptance of Information	4	0.734	85.70%
Usefulness of information (trust)	5	0.725	85.10%
Travel intention (Purchase intention)	4	0.784	88.50%
Customer Satisfaction	2	0.772	87.90%
Behavioral intention	4	0.734	58.70%
Total	61	0.924	96.10%

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$

In order to measure the internal consistency and reliability of the study's constructs. Cronbach's alpha (α) measure was used. The scales' reliabilities were measured and the

Cronbach's Alpha of all scales in Table (1) ranged from 0.725 to 0.829, and for total questionnaire items was (0.924), this indicate an acceptable Cronbach's Alpha value for each field, whenever Cronbach's Alpha value is acceptable if it's more than (0.7).

4. Results and Discussion

4.1.Descriptive analysis

First Section: Respondent Demographic Characteristics

Table 2: Demographic profile of sample elements

Variable		Frequency	Percentage (%)
Gender			
	Male	150	28.8
	Female	370	71.2
age group			
	Less than 30	180	34.6
	31 – 40 years old	240	46.2
	41– 50 years old	30	5.8
	51 – 60 years old	50	9.6
	Over than 60	20	3.8
Educational level			
	Secondary school	50	9.6
	Bachelor's degree	380	73.1
	Master's Degree	60	11.5
	Ph.D. Degree	30	5.8

As shown in Table (2), the presentation of the research findings begins with a brief demographic description of respondents by gender, with females (71.20%) outnumbering males (28.20%) in this sample. In the analysis, the age category Between 31 - 40 years old had the most respondents (46.20%), followed by Less than 30 years old (34.60%). In terms of education level, the most typical degree is a Bachelor's Degree, which is held by (73.10%) of respondents, while (11.50%) of respondents have a Master's Degree.

Second Section: Travel and General Characteristics

The figure (1) shows the opinions of the study sample about Frequency of online search. It became clear that the majority of the study sample (59.60%) searched every time.

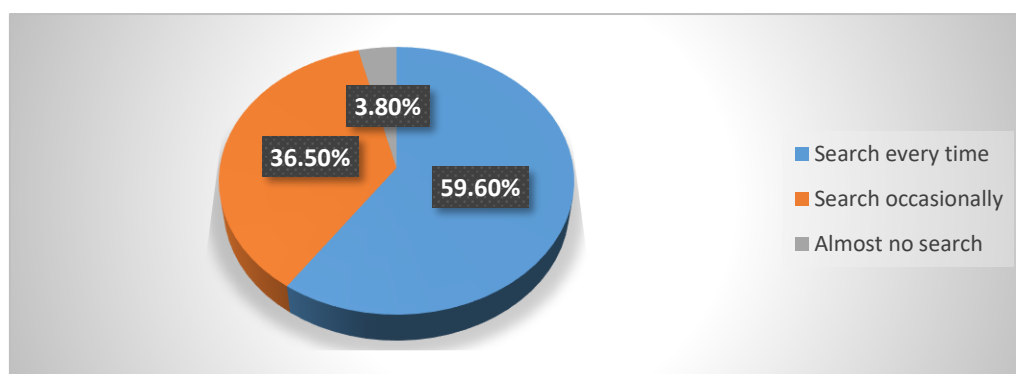


Figure 1: Frequency of online search

By asking the passengers if they know what types of Online source, 40.40 % of them are familiar with the online community. see figure (2).

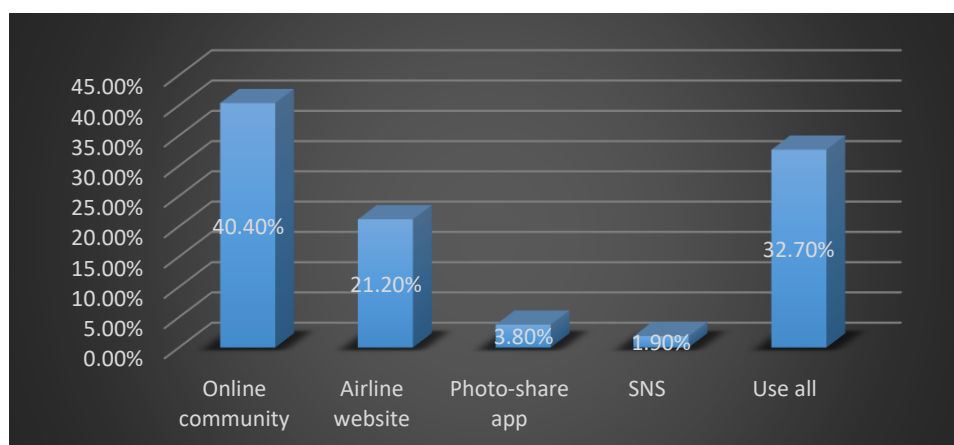


Figure 2: Online source

The following figure shows the opinions of the study sample about Number of airline information searches. It became clear that the majority of the study sample (65.40%) searched for information about airline more than five times.

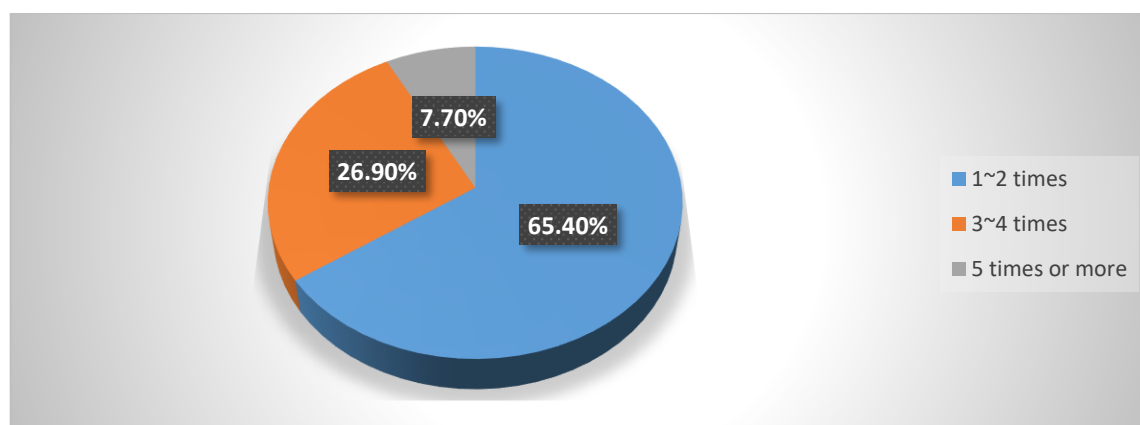


Figure 3: Number of airline information searches

Third Section: Participation Level eWOM (Online Community)

Table 3: Participation level eWOM (Online Community)

Variables	Little	Medium	Much	Mean	Std. Deviation	Rank	Attitude
Virtual community	21.2	57.7	21.2	2.00	.651	2	Medium
Instant message	36.5	44.2	19.2	1.83	.727	5	Medium
Travel review website	21.2	40.4	38.5	2.17	.753	1	Medium
Travel news website	23.1	59.6	17.3	1.94	.633	3	Medium
Email	32.7	46.2	21.2	1.88	.725	4	Medium
Other	46.2	38.5	15.4	1.69	.722	6	Medium
Total Mean				1.91			Medium

According to this table, respondents' participation level eWOM (online community) and the most Participation level eWOM are: "Travel review website", "Virtual community" and "Travel news website" with mean 2.17, 2.00 and 1.94 respectively.

Fourth Section: Consumer Expertise**Table 4: Consumer expertise in steps of the journey**

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
I have a lot of knowledge about EgyptAir.	7.7	75	17.3	2.10	.491	6	Neutral
I have a lot of experience finding information online.	1.9	44.2	53.8	2.52	.537	1	Agree
I know many reputable websites.	11.5	51.9	36.5	2.25	.647	4	Neutral
I know many websites that are well known.	7.7	40.4	51.9	2.44	.633	3	Agree
I have the ability to select useful information.	3.8	46.2	50	2.46	.571	2	Agree
I make the decision to buy mainly based on my own understanding rather than through the information given by other passengers.	11.5	59.6	28.8	2.17	.612	5	Neutral
Total Mean				2.32			Neutral

Table No. 4 summarizes the attitudes, means, and standard deviation in Consumer expertise. The overall mean value of 2.32 showed Consumer expertise. In addition, the greatest mean was for "I have a lot of experience finding information online," with a value of 2.52 and a standard deviation of 0.537, while the lowest mean value was for "I have a lot of knowledge about EgyptAir," with a low mean value of 2.10 and a standard deviation of 0.491.

Fifth Section: Motive Use eWOM Travel (Trust/Intention)**Table 5: Motive use eWOM travel (trust/intention)**

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
I often use eWOM to compare airlines brand	7.7	59.6	32.7	2.25	.585	3	Neutral
I often use information from eWOM to ensure the right selection of quality EgyptAir	11.5	53.8	34.6	2.23	.640	5	Neutral
I often consult eWOM before choosing to flight	9.6	57.7	32.7	2.23	.609	4	Neutral
I often aggregate eWOM to get information before choosing a certain EgyptAir service	15.4	55.8	28.8	2.13	.652	6	Neutral
The information from eWOM gives me confidence when I intend to EgyptAir	7.7	48.1	44.2	2.37	.622	2	Agree
The information from eWOM motivates me to make EgyptAir decisions	7.7	40.4	51.9	2.44	.633	1	Agree
Total Mean				2.28			Neutral

It's declared from this table that respondent's see that Motive use eWOM travel (trust/intention) and the most Motive are: "The information from eWOM motivates me to make EgyptAir decisions", "The information from eWOM gives me confidence when I intend

to EgyptAir” and “I often use eWOM to compare airlines brand” with mean 2.44, 2.37 and 2.25 respectively.

Sixth Section: Attitude to Information from eWOM Travel (Trust)

Table 6: Attitude to information from eWOM travel (trust)

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
I always read information shared on social networks about EgyptAir services I want to use	7.7	40.4	51.9	2.52	.572	2	Agree
The information shared on social networks is useful to help me make EgyptAir flight decisions	1.9	42.3	55.8	2.54	.536	1	Agree
Information shared on social networks helps me feel confident when intending to EgyptAir flight	3.8	44.2	51.9	2.48	.572	3	Agree
Total Mean				2.51			Agree

It's declared from this table that respondent's see that Attitude to information from eWOM travel (trust) and the most Attitude are: “The information shared on social networks is useful to help me make EgyptAir flight decisions”, “I always read information shared on social networks about EgyptAir services I want to use” and “Information shared on social networks helps me feel confident when intending to EgyptAir flight” with mean 2.54, 2.52 and 2.48 respectively.

Seventh Section: Online Word-of-Mouth

Table 7: Online word-of-mouth

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
I often read online reviews to determine which airline makes a good impression on passengers.	3.8	36.5	59.6	2.56	.569	1	Agree
I often utilize online reviews to check whether the airline I selected is appropriate.	5.8	40.4	53.8	2.48	.605	3	Agree
I often refer to online reviews to choose an attractive airline.	9.6	34.6	55.8	2.46	.665	5	Agree
I collect information using online reviews before choosing an airline	9.6	46.2	44.2	2.35	.648	6	Agree
I feel more at ease if information is obtained from an online site when choosing an airline	1.9	50	48.1	2.46	.536	4	Agree
Information obtained from an online site is very important to me when choosing an airline.	3.8	40.4	55.8	2.52	.572	2	Agree
Total Mean				2.47			Agree

Table (7) presents the means and standard deviations for Online word-of-mouth, ranging from 2.35 to 2.56. Compared to the overall mean of 2.47, the statement "I often read online reviews to determine which airline makes a good impression on passengers." achieved the highest ranking (mean = 2.56, SD = 0.569). Meanwhile, the statement "I collect information using online reviews before choosing an airline." ranked last (mean = 2.35, SD = 0.648).

Eighth Section: EWOM Quality & Quantity of Information Content

Table 8: EWOM Quality & quantity of information content

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
The quality of information content from eWOM							
The information from eWOM is easy to understand.	1.9	44.2	53.8	2.52	.537	1	Agree
The information from eWOM is correct.	0	59.6	40.4	2.40	.491	3	Agree
The content of the eWOM accurately represents the current tourism information, updated regularly.	5.8	48.1	46.2	2.40	.597	5	Agree
The information content from eWOM timely.	1.9	57.7	40.4	2.38	.525	6	Agree
I think the information is provided from the true experience of the sender.	1.9	61.5	36.5	2.35	.515	8	Agree
I think the information is objectively sent by the sender.	0	75	25	2.25	.433	9	Neutral
The information I received or found provided the correct things.	1.9	57.7	40.4	2.38	.527	7	Agree
The information I received or found is credible.	1.9	55.8	42.3	2.40	.529	4	Agree
I think the information is given with good purpose to share the experience.	1.9	48.1	50	2.48	.537	2	Agree
Total Mean				2.40			Agree
The quantity of information content from EWOM							
In the same site, the larger the number of reviews for a product, the more credible the information is.	0	55.8	44.2	2.44	.497	2	Agree
I believe in reviews that attract many people to comment.	11.5	32.7	55.8	2.44	.692	3	Agree
Products are evaluated on many different websites; the information about that product is more credible.	1.9	48.1	50	2.48	.537	1	Agree
Total Mean				2.45			Agree

Table (8) presents the means and standard deviations of the quality of information content from eWOM, which ranged between (2.52–2.25) compared with the total instrument mean

(2.40). The statement "The information from eWOM is easy to understand." came out on the first rank (mean \pm SD = 2.52 ± 0.537). The item "I think the information is objectively sent by the sender." came out on the last rank (mean \pm SD = 2.25 ± 0.433). Table No. 8 summarizes the attitudes, means, and standard deviation in the quantity of information content from EWOM. The overall mean value of 2.45 showed EWOM quantity. In addition, the greatest mean was for "Products are evaluated on many different websites; the information about that product is more credible," with a value of 2.48 and a standard deviation of 0.537, while the lowest mean value was for "I believe in reviews that attract many people to comment," with a low mean value of 2.44 and a standard deviation of 0.692.

Ninth Section: Credibility Source of Information from EWOM Travel

Table 9: Credibility source of information from eWOM travel

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
I assume that eWOM participants are all knowledgeable in evaluating EgyptAir services.	7.7	59.6	32.7	2.25	.585	2	Neutral
I think eWOM reviews are often created by experts assessing the quality of EgyptAir services.	9.6	57.7	32.7	2.23	.609	3	Neutral
I think the reviewers on eWOM are honest	1.9	59.6	38.5	2.37	.520	1	Agree
Total Mean				2.28			Neutral

According to this table, respondents' Credibility source of information from eWOM travel and the most Credibility are: "I think the reviewers on eWOM are honest", "I assume that eWOM participants are all knowledgeable in evaluating EgyptAir services." and "I think eWOM reviews are often created by experts assessing the quality of EgyptAir services." with mean 2.37, 2.25 and 2.23 respectively.

Tenth Section: Acceptance of Information

Table 10: Acceptance of Information during the steps of the journey

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
Information from eWOM makes it easier for me to intend to EgyptAir flight	3.8	36.5	59.6	2.56	.569	2	Agree
Information from eWOM helps me to effectively intend to EgyptAir flight	3.8	51.9	44.2	2.40	.564	4	Agree
Online reviews are helpful when I evaluate this EgyptAir.	1.9	40.4	57.7	2.56	.534	1	Agree
I tend to accept online reviews rather easily.	0	59.6	40.4	2.40	.491	3	Agree
Total Mean				2.48			Agree

Table (10) presents the means and standard deviations for Acceptance of Information, ranging from 2.40 to 2.56. Compared to the overall mean of 2.48, the statement "Online reviews are

helpful when I evaluate this EgyptAir." achieved the highest ranking (mean = 2.56, SD = 0.534). Meanwhile, the statement "Information from eWOM helps me to effectively intend to EgyptAir flight." ranked last (mean = 2.40, SD = 0.564).

Eleventh Section: Usefulness of Information (trust)

Table 11: Usefulness of information (trust)

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
I find eWOM information reviews very helpful in decision-making	0	44.2	55.8	2.56	.497	2	Agree
I find the information from the eWOM review platform to be helpful	0	38.5	61.5	2.62	.487	1	Agree
Using eWOM reviews of any particular product or service allows me to make my product choice faster.	3.8	42.3	53.8	2.50	.572	5	Agree
Using information from eWOM about any particular product or service will make it easier for me to make the right choice.	0	50	50	2.50	.500	4	Agree
I found the information from eWOM very beneficial.	1.9	44.2	53.8	2.52	.537	3	Agree
Total Mean				2.54			Agree

Table (11) presents the means and standard deviations for Usefulness of information (trust), ranging from 2.50 to 2.62. Compared to the overall mean of 2.54, the statement "I find the information from the eWOM review platform to be helpful." achieved the highest ranking (mean = 2.62, SD = 0.487). Meanwhile, the statement "Using eWOM reviews of any particular product or service allows me to make my product choice faster." ranked last (mean = 2.50, SD = 0.572).

Twelfth Section: Travel Intention (Purchase Intention)

Table 12: Travel intention (Purchase intention)

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
After reading reviews/reviews online, makes me look forward to traveling.	7.7	38.5	53.8	2.46	.635	3	Agree
I want to choose airlines after I read reviews/reviews online	1.9	34.6	63.5	2.62	.525	1	Agree
I plan to pick the airlines spot discussed in the online reviews/reviews	7.7	46.2	46.2	2.38	.626	4	Agree
In the future, I plan to look for airlines spot discussed in the online reviews/reviews	5.8	36.5	57.7	2.52	.605	2	Agree
Total Mean				2.50			Agree

Table (12) presents the means and standard deviations for Travel intention (Purchase intention), ranging from 2.38 to 2.62. Compared to the overall mean of 2.50, the statement "I

want to choose airlines after I read reviews/reviews online." achieved the highest ranking (mean = 2.62, SD =0.525). Meanwhile, the statement "I plan to pick the airlines spot discussed in the online reviews/reviews." ranked last (mean = 2.38, SD = 0.626).

Thirteen Section: Customer Satisfaction

Table 13: Customer Satisfaction

Variables	dissatisfied	Neutral	satisfied	Mean	SD	Rank	Attitude
I am satisfied overall with this EgyptAir services	5.8	40.4	53.8	2.48	.605	2	satisfied
I am satisfied with the EgyptAir services from which I obtained online reviews.	3.8	36.5	59.6	2.56	.569	1	satisfied
Total Mean				2.52			satisfied

According to this table, respondents' Customer Satisfaction and the most Satisfaction are: "I am satisfied with the EgyptAir services from which I obtained online reviews." and "I am satisfied overall with this EgyptAir services." with mean 2.56 and 2.48 respectively.

Fourteen Section: Behavioral Intention

Table 14: Behavioral intention

Variables	Disagree	Neutral	Agree	Mean	SD	Rank	Attitude
Given an opportunity, I am willing to use this EgyptAir services	3.8	34.6	61.5	2.58	.567	3	Agree
There is a greater possibility that I will use this EgyptAir rather than other airlines.	0	48.1	51.9	2.52	.500	4	Agree
I will recommend this EgyptAir services to other people.	1.9	32.7	65.4	2.63	.520	2	Agree
I will speak of this EgyptAir services positively.	3.8	26.9	69.4	2.65	.551	1	Agree
Total Mean				2.60			Agree

Table No. 14 summarizes the attitudes, means, and standard deviation in Behavioral intention. The overall mean value of 2.60 showed Behavioral intention. In addition, the greatest mean was for "PI will speak of this EgyptAir services positively," with a value of 2.65 and a standard deviation of 0.551, while the lowest mean value was for "There is a greater possibility that I will use this EgyptAir rather than other airlines," with a low mean value of 2.52 and a standard deviation of 0.500.

4.2.Pearson Correlation analysis

Table 15: Correlation between EWOM Quality & Quantity of Information Content from eWOM and Motive use eWOM Travel (trust/intention)

		Motive use eWOM travel (trust/intention)
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.722**
	Sig. (2-tailed).	.000

As seen in the table (15), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Motive use eWOM travel (trust/intention). The value of the Pearson correlation coefficient was (.722** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Motive use eWOM travel (trust/intention). This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Motive use eWOM travel (trust/intention) increase.

Table 16: Correlation between EWOM Quality & Quantity of Information Content from eWOM and Attitude to information from eWOM Travel (trust)

		Attitude to information from eWOM travel (trust)
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.755**
	Sig. (2-tailed).	.000

As seen in the table (16), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Attitude to information from eWOM travel (trust). The value of the Pearson correlation coefficient was (.755** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Attitude to information from eWOM travel (trust). This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Attitude to information from eWOM travel (trust) increase.

Table 17: Correlation between EWOM Quality & Quantity of Information Content from EWOM and Credibility source of Information from EWOM Travel

		Credibility source of information from eWOM travel
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.803**
	Sig. (2-tailed).	.000

As seen in the table (17), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Credibility source of information from eWOM travel. The value of the Pearson correlation coefficient was (.803** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Credibility source of information from eWOM travel. This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Credibility source of

information from eWOM travel increase.

Table 18: Correlation between EWOM Quality & Quantity of Information Content from EWOM and Acceptance of Information

		Acceptance of Information
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.803**
	Sig. (2-tailed).	.000

As seen in the table (18), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Acceptance of Information. The value of the Pearson correlation coefficient was (.803** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Acceptance of Information. This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Acceptance of Information increase.

Table 19: Correlation between EWOM Quality & Quantity of Information Content from eWOM and Usefulness of information (trust)

		Usefulness of information (trust)
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.819**
	Sig. (2-tailed).	.000

As seen in the table (19), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Usefulness of information (trust). The value of the Pearson correlation coefficient was (.819** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Usefulness of information (trust). This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Usefulness of information (trust) increase.

Table 20: Correlation between EWOM Quality & Quantity of Information Content from eWOM and Travel intention (Purchase intention)

		Travel intention (Purchase intention)
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.792**
	Sig. (2-tailed).	.000

As seen in the table (20), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Travel intention (Purchase intention). The value of the Pearson correlation

coefficient was (.792** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Travel intention (Purchase intention). This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Travel intention (Purchase intention) increase.

Table 21: Correlation between EWOM Quality & Quantity of Information Content from eWOM and Customer Satisfaction

		Customer Satisfaction
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.770**
	Sig. (2-tailed).	.000

As seen in the table (20), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Customer Satisfaction. The value of the Pearson correlation coefficient was (.770** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Customer Satisfaction. This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Customer Satisfaction increase.

Table 22: Correlation between EWOM Quality & Quantity of Information Content from EWOM and Behavioral Intention

		Behavioral intention
EWOM Quality & quantity of information content from eWOM	Pearson Correlation	.790**
	Sig. (2-tailed).	.000

As seen in the table (21), there is a positive and significant relationship between EWOM Quality & quantity of information content from eWOM and Behavioral intention. The value of the Pearson correlation coefficient was (.790** - sig = 0.000). These results showed that there is a strong positive relation between EWOM Quality & quantity of information content from eWOM and Behavioral intention. This positive correlation indicates that as EWOM Quality & quantity of information content from eWOM increases, Behavioral intention increase.

5. Conclusion and Recommendation

5.1. Conclusion

The findings of this study have indicated that eWOM positively affects purchase intention and satisfaction which is consistent with previous studies that determined

that eWOM is the most influential factor in consumers' purchasing intention compared with other advertising tools, according to research finding in the area of marketing, people are focusing more and more on eWOM. Furthermore, the current research findings have indicated that eWOM have an influence on passenger's participation level, passenger's purchase intention and satisfaction. First the results of this study showed that eWOM can be highly affected by quality and quantity of information, credibility of information which led to acceptance, usefulness, finally purchasing intention and satisfaction, which consequently enables the enterprise to achieve competitiveness and business sustainability.

Also, the effects of online word-of-mouth on information reception outstripped those on satisfaction. Yet, online word-of-mouth had indirect effects on passengers' behavior intention by the medium of satisfaction. That is, online word-of-mouth about airlines could contribute to increasing the satisfaction with airlines, which in turn increases the intention to use and recommend those.

The findings of this study will be useful for both academics and enterprise managers who are interested in further developing the use of the eWOM tools to achieve business sustainability, resilience, and competitiveness. It has practical implications in that it can provide the basic data necessary to establish an efficient online communication strategy for airline online word-of-mouth. It also has academic implications in that it examines the impact of airline online word-of mouth on customer behavior.

5.2.Recommendations

- 1- Egypt Air Airlines should establish strong online connection strategies and efficient social media marketing plans to guarantee that prospective travelers will be properly and consistently informed about their services in a variety of electronic formats via social media networking sites, they ought to encourage positive e-WOM and give their clients more and better information.
- 2- Marketing directors of Egyptian airlines to keep in mind that e-WOM follows specific guidelines on the internet and that many travelers are able to sort through enormous volumes of information.
- 3- Based on the pilot study's result, it seems that Egyptian airlines are not frequently seen in blogs and travel-related social media groups. Therefore, In order to establish a distinctive and competitive brand image that impacts the purchasing intentions of future travelers, marketing executives should determine which travel platforms and blogs are the most popular with their potential customers, where they can properly respond to any inquiries from prospective passengers, broaden and enhance their official presence where they can expand and improve their official presence and professionally answer any questions from potential passengers.
- 4- Companies should consider customers' personality characteristics for social media marketing activities and also apply the information quantity, reliability, and quality to make e-WOM active and gain trust.

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