

The Impact of Social Media Marketing Activities on brand Performance: Moderation of Self Congruity, Case Study of Egyptian Handicrafts

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Abstract

Nowadays, it is essential to use social media marketing for handicrafts to keep up with the expanding market. Literature has revealed the significant impact of social media marketing activities (SMMA) on brand performance (brand awareness and brand loyalty). Unfortunately, limited studies have been conducted to detect how social media marketing activities can enhance brand performance in the context of handicrafts self-congruity in developing countries. Filling this literature gap, an empirical study was conducted to investigate the impact of SMMA on brand loyalty and brand awareness. Additionally, the moderation effect of self-congruence on the association between social media marketing activities, brand awareness, and brand loyalty is determined. For this purpose, an online questionnaire was distributed among a number of consumers who engage in active handicrafts pages on social media platforms. 304 questionnaires were collected and analysed using SEM-PLS. The findings proved a significant relationship between social media marketing activity dimensions, brand awareness, and brand loyalty. Moreover, self-congruity strengthens the significant impact of SMMA on brand awareness and brand loyalty. The study recommends that marketers of the handicraft sector in developing countries have to establish an effective social media presence across several platforms to advertise their products and attract clients who are self-congruent with handicrafts, therefore driving up profitability.

Keywords: *Handicrafts-Social media marketing activities-brand Performance -brand loyalty-brand awareness-self congruity.*

1.Introduction

Social media is becoming an essential part of everyday life as a means of communication where users can interact with each other and reflect their preferences, consumption habits, experiences, and likes. While buyers are inclined to purchase products that match with their ideal or real self-image (Bao et al., 2011; Litvin and Kar, 2004; Sirgy, 1985). Numerous brands establish their own social media profiles and devise initiatives to involve consumers in the sharing of content, including promotions, advertisements, and online products (Bilgin, 2018).

Traditional crafts are considered intangible cultural heritage forms (Heritage, 2020). Visitors, either domestic or international, buy handicrafts, as evidence of their unforgettable visit to a particular place (Hieu and Rasovska, 2017). According to the Ministry of Trade and Industry (2018), there are approximately 145 industrial clusters in Egypt, of which 91 are creative clusters that account for roughly 62% of all clusters. These clusters include handmade glass, carpets,

pottery, wood, textiles, alabaster, jewellery, and copper crafts (Echavarria et al., 2023). Unfortunately, there are poor and inappropriate marketing campaigns for Egyptian handicrafts, and as a result, handicrafts are not widely used to preserve Egypt's cultural heritage (Bahaa Eldin and Hammad, 2020; Soliman, 2022). Therefore, it is essential to use social media marketing for handicrafts in order to keep up with the expanding market.

Many studies (e.g., Aguilar et al., 2022; Bilgin, 2018; Seo and Park, 2018) have discussed the significant influence of SMMAAs (interaction, entertainment, advertisement, customization, and trendiness) on brand performance. Even so, the most common issue with brand performance is that the targeted markets are unrelated to the brand, which keeps them from interacting with the organization (Aguilar et al., 2022).

However, limited studies have been conducted to investigate how social media marketing activities can enhance brand performance in the context of self-congruity. Therefore, this study aims to shed light on the role of social media marketing activities in enhancing brand performance (brand loyalty and brand awareness) in the context of handicraft self-congruity in developing countries.

The current study addresses literature gaps by exploring various factors. First, the influence of SMMAAs on brand loyalty and brand awareness is explored. Second, the moderation effect of self-congruence on the association of social media marketing activities and brand awareness and loyalty is determined.

1. Literature review and hypotheses development

1.1. Social Media Marketing (SMM)

Researchers have discovered that social media acts as an umbrella for the people who meet online to use communication to exchange and share knowledge, ideas, and information (Singh and Singh, 2018). Social media sites have evolved from a simple communication hub to an agent of change that affects the day-to-day activities of individuals and also changes their lives. Social networking services consist of three parts: social links, users, and interactive communications (Jena, 2013).

Social media was able to use different ways of social networking. Currently, Facebook, Twitter, and YouTube websites are the most commonly used social media sites (Pham and Gammoh, 2015). SMM, is the term for organizational initiatives that convert social media interactions and communications into practical, strategic ways to attain desired results from marketing (Li et al., 2021). Rahadi and Abdillah (2013) concluded that social media is widely utilized for a range of reasons, including its low cost, rapid recognition, global reach, and direct consumer engagement for more personalized customer service.

1.2. Social Media Marketing Activities (SMMAAs)

Social media has revolutionized marketing communication by introducing new interactive features and facilitating communication and information sharing. Retailers and different suppliers of handicrafts have invested a great deal of resources and time into establishing a progressive strategy for social media to raise brand awareness, which in turn boosts advertising messages and establishes a digital community (Samarpan International, 2018).

A study on the improvement of customer equity through SMMA in the context of luxury brands was carried out by Kim and Ko(2012).The study divided practices into five categories: entertainment, interaction, trend, customization, and word-of-mouth (WOM) in order to gain insight into how these practices influenced consumer confidence on Facebook's brand sites.

In a research on the significance of corporate SMMA comparing businesses and clients (Lee, 2017) classified the SMMA of enterprises into communication, data, support for daily life, promotion and marketing and social reaction and activity. Afterward, Yadav and Rahman (2017) developed scales for SMMAs and validated on the basis of consumer perceptions in the context of the e-commerce industry and also checked the influence of SMM activities of e-commerce activities on brand equity and purchase intention. The SMMAs considered were interactivity, informativeness, personalization, WOM communication.and trendiness .

Further, Bilgin (2018)conducted a study on SMMAs by considering five components (advertisement, interaction,customization, trendiness, and entertainment) to explore their influence on brand image brand loyalty and brand awareness,in social media environments.

Various research has been already conducted in different industries such as airlines and apparel to determine the influence of SMMAs on brand equity and subsequently on clients' purchase intention (Seo and Park ,2018). Besides the study of Guha et al.(2021) which examined the effectiveness of social media marketing activities (SMMAs) relating to handicraft products on brand awareness, brand image and brand equity and also measured the impact of brand equity ,brand awareness and brand image on consumers' purchase intention and further brand equity on consumers' purchase intention of handicraft products. From the previous literature the current study has taken the social media components of Guha et al.,(2021) as they fit best in the handicrafts sector. The study of Guha et al.,(2021) have classified social media marketing activities (SMMAs) into 5 components (Interactivity, Informativeness, Personalization, Trendiness and WOM).

1.2.1. Interaction can be defined as offering customers the possibility to engage in two-way communication with brands and to share information with other users. In contrast to traditional marketing strategies, social media marketing allows businesses to maintain customer interaction and receive requests for special offers, product recommendations, or complaints (Aguilar et al., 2022).

1.2.2.Informativeness is the extent to which businesses are able to provide customers with the information they require to make better decisions regarding what to purchase (Rotzoll et al., 1996). A study by Lee and Hong(2016) confirmed the beneficial effects of informativeness on consumers' attitudes and propensity to buy the products or services advertised on social media.

1.2.3.Personalization: In order to increase customer satisfaction by meeting their preferences, brands and individuals work together to create a more personalized experience (Seo and Park, 2018).In order to satisfy consumer demands and improve

retention, it refers to the extent to which brands provide services and products that are customized to various individual preference (Chan and Guillet, 2011).

1.2.4. Trendiness which entails providing consumers with the latest details about products (Godey et al., 2013). Trendiness is the term used to refer to the most recent subjects that generate a lot of interest, or the trendy knowledge that businesses consider valuable and interesting to provide to their consumers. This trendiness may involve business data, product reviews, potential trends, and other details that simultaneously boost customer trust and enhance brand awareness (Naaman et al., 2011).

1.2.5. WOM is the term used to refer to comments made on social media platforms by prospective, current, or previous customers regarding a brand, product, or business (Hennig-Thurau et al., 2004). The extent to which users of social media share, upload, and exchange information is known as the word-of mouth (EWOM) level (Kudeshia and Kumar, 2017). This involves sharing brand- related information, posting content to a blog from a brand page, and exchanging ideas with others (Chae et al., 2015). EWOM enhances consumers' positive feedback of brands and raises their desire to buy (Esch et al., 2006; Kudeshia and Kumar, 2017; Martin and Todorov, 2010).

1.3. Brand performance:

The desire of a consumer to purchase from or remain loyal to a specific brand is referred to as brand performance (Funnel, 2021). Indicators for evaluating the business's brand performance include brand awareness and brand loyalty (Harker, 2021).

When consumers can identify a brand or recall it long enough to make a purchase, they are said to be brand aware. Moreover, brand loyalty occurs when consumers are devoted to a brand and continue to buy its products and services in spite of the efforts of other competitors (Aguilar et al., 2022). Numerous scholars consider brand loyalty, reputation, and awareness to be essential components of a brand's performance (Chaudhuri, 2002; Reid, 2002; Wong and Merrilees, 2007).

The most common issue with brand performance is the target audience's incorrect interpretation of the intended message of the brand. Furthermore, the targeted markets are inappropriate and unrelated to the brand, which keeps them from interacting with the company. Finally, a separated market and an unsatisfied customer base are the results of consumer preferences for various brands. A brand is an identity that you present to consumers and the market. It tells them what they can expect from your services and products, and it differentiates your offering from competitors. The core value of the brand originates from the company's identity, mission, and public perception (Aguilar et al., 2022).

VanMeter et al., (2018) claimed that consumers share both negative and positive word-of-mouth about the brand with their friends via social media. Additionally, Foroudi et al., (2017) established a favourable correlation between social media and brand performance.

1.4. The Impact of Social Media Marketing Activities on Brand awareness

It has been suggested that brand awareness serves as a tool to help people recognize, understand, and retain a brand (Barreda et al., 2015; Jakeli and Tchumburidze, 2012). Businesses that use social media marketing activities to connect with both current and future customers may increase brand awareness and cultivate a good brand image (Seo and Park, 2018). According to a study by Bilgin (2018), brand awareness is the primary indicator of how social media marketing activities affect consumers. To put it another way, social media marketing activities are important tools for raising customer awareness and sticking in their minds.

Research by Saputri et al.,(2022) found that social media marketing activities had a favorable influence on consumers' brand awareness of Cititrans Travel vehicle users. According to Tsimonis and Dimitriadis(2014)one of the main results that companies should hope to achieve from their social media marketing activities is increased brand awareness. According to the research presented by Fanion(2011), social media has a major role in building and raising brand awareness. According to research by Seo and Park(2018) social media marketing activities in the airline sector have a favorable impact on brand awareness and brand image.

According to the study of Ismail (2017) brand awareness and brand loyalty are impacted by social media marketing activities. According to Tatar and Eren-Erdoğan, (2016)social media marketing activities in the hotel industry have an impact on consumers' brand awareness, purchasing intentions, and brand loyalty. Accordingly, this study suggests the following hypothesis:

H1. SMMAAs are positively associated with brand awareness.

1.5.The Impact of Social Media Marketing Activities on Brand loyalty

According to Zalm (2022), brand loyalty is the result of loyal consumers having a positive impact on business performance. One of the most significant conclusions drawn from Sharawneh (2020) was that SMMAAs have a positive effect on telecommunication companies' brand loyalty. Additionally, (Erdoğan and Çiçek, 2012) study found that SMMAAs had a favourable impact on brand loyalty. In a similar vein, (Ibrahim and Aljarah, 2018) study discovered that social media marketing activities significantly improve customer loyalty. Fetais et al (2022) discovered that SMMAA had a positive effect on brand loyalty. According to a study by Abdullah and Faisal (2022) SMMAAs have a positive influence on brand loyalty because of the mediating role of community involvement and brand involvement. Ibrahim (2022) found a positive relationship between SMMAAs and brand loyalty after doing a meta-analysis study to examine the association between SMMAA and brand loyalty. Numerous academics have investigated the effects of social media marketing activities, tools, and applications (such as Instagram, Facebook, Twitter, and YouTube) on various aspects of branding, including purchase intention, brand reputation, brand equity, brand loyalty, and brand performance (Mishra, 2019).

H2. SMMAAs are positively associated with brand loyalty

1.6.Self-congruity as a moderator

Self-congruity indicates the match between tourist self-image and destination image (Sirgy and Su, 2000). Sirgy (1985) added that the congruence between self-image and product image can stimulate a customer's positive attitude and behaviour towards a product, influencing purchase intentions and product preferences. Moreover, it was argued that according to self-congruence theory, there must be a match between self-concept and the personality of the service or product, as consumers hold a set of beliefs about themselves and behave in accordance with those thoughts, and they try to fulfil their self-driven desires by using those brands that offer them a chance to accomplish this (Howard and Sheth, 1969; Razmus et al., 2017). Moreover, people are likely to buy products that are consistent with their actual or ideal self-image (Bao et al., 2011; Graeff, 1996; Litvin and Kar, 2004; Sirgy, 1985). Going with the previous idea, organizations tend to influence customers to consume brands to express their own personalities, they use this information in aspirational branding approaches generate preference towards their products by tracking consumers to believe that using their brand will make them more satisfied, socially acceptable, and idealized by others (Malär et al., 2011)

In total, self-congruity has four types. (Sirgy and Su, 2000) mentioned that two of them represent private selves, i.e., actual self-congruity and ideal self-congruity, and the rest represent public selves, i.e., social self-congruity and ideal-social self-congruity. It is explained that self-congruity is a significant predictor of determining aspects of post-purchase customer behaviour, such as satisfaction. Setiawati and Mastarida (n.d.) argued that self-congruity is an attitude that leads to a higher intensity of visits to social media platforms.

Das (2014) argued that the more customers feel a brand has a match with their self-concept, the more loyal customers will be to the brand. Going with the previous idea, the study of Kressmann et al (2006) has proved a significant impact between self-congruity and brand loyalty for products. Consequently, we can hypothesize the following, as illustrated in Figure 1:

H3. Self-congruity moderates the influence of SMMA on brand awareness.

H4. Self-congruity moderates the influence of SMMA on brand loyalty

1.7. Egyptian handicrafts

Handicrafts are considered a useful tool for promoting traditional indigenous culture and attracting more tourists, as they want a tangible item to take back home that will remind them about the native people they have seen, the places they visited, and the memories they have created (Wicks et al., 2004). Mustafa (2011); Dodd and Morgan (2013) mentioned that Crafts are those products; which are created by local people's hands using simple tools with different local materials presented and preserved through sustainable practices and methods. According to Wang (2017), Crafts are the artistic creations of individuals who use traditional methods and natural materials to create objects that reflect heritage, culture and tradition of a particular nation or region. They play a significant role in the local traditional culture.

The handicraft sector has a vital role in enhancing the economy in Egypt by providing job opportunities, reducing training costs because of using simple and uncomplicated techniques, producing flexible products according to the needs and Preferences of the customer or tourist , and spreading in various regions in Egypt where raw materials are available, leading to achieve balanced development in both urban and rural regions (Al-bandari, 2020). Egypt has succeeded in adding hand-weaving in Upper Egypt, as well as Al-Seera Al-Helalia, Tahtib, Araguz, and palm-related activities, to UNESCO’s lists of urgent safeguarding of intangible cultural heritage. The addition of other activities that symbolize Egypt’s cultural identity to the list is underway (Amer, 2016).

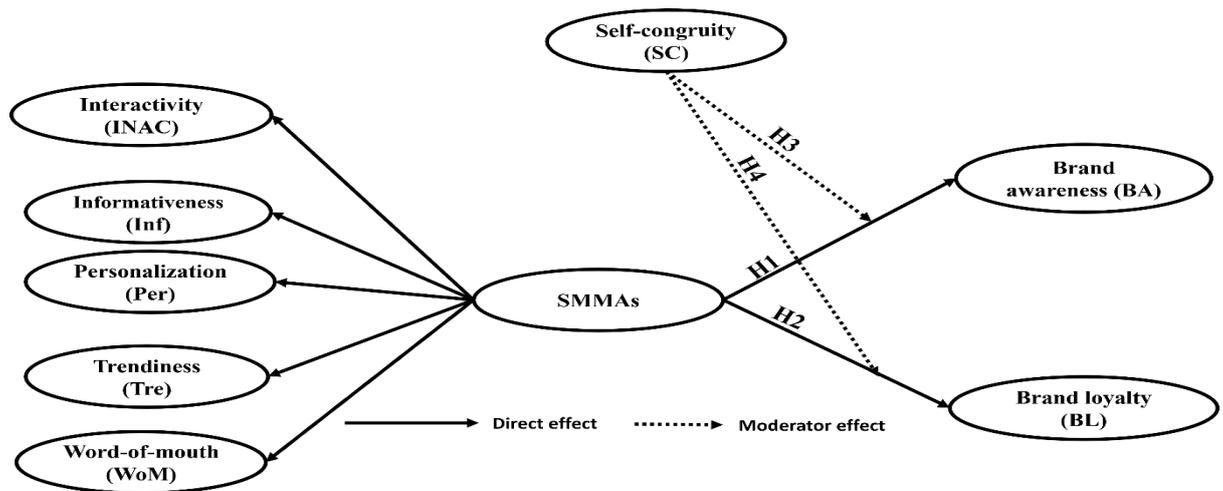


Figure 1. The study model.

2. Materials and Methods

2.1. Participants and Process of Data Collection

This study explores the relationship between SMMA's and brand awareness (BA) and brand loyalty (BL) with the moderating role of self-congruity (SC). The study was directed and conducted on consumers who engage in active handicrafts pages on social media platforms like Instagram and Facebook . Based on the research team's personnel relationships and connections, a drop-and-collect method was adopted using a convenience sampling. The research team are engaged in the tourism and hospitality sector, as they are instructors at the faculty of tourism and hotel management and have broad connections with HR managers in the sector. A total of 337 valid responses were obtained after dropping the survey in October and December 2023. According to the type of sample (convenience sample), data are collected from respondents who are accessible, so restrictions are placed on the generalization of the results. The 304 responses in the sample size are appropriate for PLS-SEM analysis because they satisfy the requirements of Hair et al (2016) for at least 100–150 responses to produce adequate estimations, as well as the recommendation of Nunnally (1994) for at least 10 replies per scale item (the research has 24 scale items, for a minimum recommended sample size of 240). The "convenience sample" was used due to the difficulty of limiting the study community, and

therefore the validity of the sample was resorted to in order to conduct the statistical analysis. The sample consisted of 117 (38.5) females and 187 (61.5) males.

Since the privacy of the respondents is a significant concern, we explain the main goal of the study and the strict confidentiality that will be maintained with any data collected at the outset of the questionnaire.

The researchers used Harman's single factor procedure and SPSS v21 to test for the presence of common method variance (CMV) by analyzing all study variables through exploratory factor analysis (EFA) without rotating the factors. As a result, they found that one dimension was able to explain 48% of the variance, indicating that CMV is not an issue in this study. The previous results were confirmed by checking the VIF values, where no value was found to exceed 5, which further confirms that CMV is not an issue in our study.

2.2. Measures.

Based on a complete review of the existing literature, an online questionnaire was designed, and conducted with consumers who engage in active handicrafts brand pages on social media platforms like Facebook, and Instagram. The content of the survey remained the same throughout this process.

All variables were evaluated using a 5-point Likert scale. The SMMAAs were operationalized by 15 items based on the suggestion of (Guha et al., 2021). The SMMAAs scale items are divided into five dimensions: informativeness, interactivity personalization, word-of-mouth and trendiness). Each dimension was measured with three items. The brand awareness (BA) variable was measured by a three-item scale recommended by (Guha et al., 2021). For brand loyalty (BL), items were adopted from (Çifci et al., 2016). Self-congruity variable was measured by a three-item scale recommended by (Confente et al., 2020). The questionnaire was presented to 15 academics and specialists in the field of electronic marketing for evaluation, and this process resulted in only minor changes in the wording of some measurement elements.

2.3. Data Analysis

The PLS-SEM by Smart-PLS V3.0 was used to test the hypotheses, and SPSS 24.0 was operated for primary descriptive analysis. The PLS is appropriate for the current study because it is appropriate when the goal of the investigation is to forecast one or more variables rather than to validate an existing theoretical framework. Additionally, we can successfully test a more complex model with fewer data constraints and a wider range of sample sizes thanks to the PLS method. This method goes through two stages, including evaluating the inner and outer models (Hair et al., 2017)

3. Results

3.1. The evaluation of the outer model

The measuring model assesses the convergent validity (CV) and discriminant validity (DV) in order to examine the quality of the data. The CV employs several evaluation criteria, including Cronbach's alpha (α), composite reliability (CR), Average Variance Extracted (AVE), and factor loading (λ), to assess the association between

indicators. These criteria require values higher than 0.50 for (a) (Leontitsis and Page, 2007), higher than 0.60 for (CR) (Fornell and Larcker, 1981), higher than 0.50 for (AVE) (Hair et al., 2011), and higher than 0.50 for (λ) (Afthanorhan, 2013). In addition, DV argues that the observed values should possess the ability to be discriminated when employing various methodologies to assess alternative notions. Based on the findings of Fornell and Larcker(1981), a construct is considered to have met the statistical criterion for discriminant validity when the square root of the AVE for that construct exceeds the correlation between said construct and other constructs inside the model. However, in response to the considerable criticisms directed towards Fornell and Lacker's criterion, a number of scholars undertook an assessment of the Heterotrait-Monotrait ratio of correlation (HTMT) as a means to ascertain the discriminant validity (Sarstedt and Cheah, 2019). According to Gold et al.,(2001), the established threshold value for HTMT is 0.9.

The CV values presented in Table 1 demonstrate that all of the recommended minimum and/or maximum levels were met, suggesting that the proposed outer model is suitable. Regarding the dimensions of the DV, both the \sqrt{AVE} and heterotrait-monotrait ratio of correlations (HTMT) values, as shown in Tables 2 and 3, respectively, satisfied the specified criteria. Moreover, Table 4 illustrates that the loading of an item within its variable is greater than any cross-loading it has with another variable. This suggests that the scale possesses sufficient discriminant validity

Table 1. Psychometric metrics.

	Loadings	<i>a</i> Value	C.R	AVE
Social media marketing activities (SMMA)		0.944	0.951	0.563
Interactivity (INAC)		0.801	0.883	0.717
INAC_1	0.802			
INAC_2	0.898			
INAC_3	0.837			
Informativeness (Inf)		0.774	0.869	0.688
Inf_1	0.815			
Inf_2	0.850			
Inf_3	0.823			
Personalization (Per)		0.803	0.884	0.718
Per_1	0.811			
Per_2	0.862			
Per_3	0.867			
Trendiness (Tre)		0.789	0.877	0.705
Tre_1	0.799			
Tre_2	0.803			
Tre_3	0.912			
Word-of-mouth (WoM)		0.888	0.930	0.817
WoM_1	0.886			
WoM_2	0.907			
WoM_3	0.918			
Brand awareness (BA)		0.822	0.894	0.737
BA_1	0.851			
BA_2	0.858			
BA_3	0.866			
Brand loyalty (BL)		0.814	0.890	0.729

Bl_1	0.841			
Bl_2	0.846			
Bl_3	0.874			
Self-congruity (SC)		0.820	0.893	0.735
SC_1	0.854			
SC_2	0.877			
SC_3	0.840			

Table 2. Fac. Cross-loadings.

	INAC	Inf	Per	Tre	WoM	BA	BL	SC
INAC_1	0.802	0.627	0.568	0.532	0.596	0.467	0.467	0.498
INAC_2	0.898	0.684	0.646	0.587	0.593	0.501	0.430	0.604
INAC_3	0.837	0.603	0.595	0.568	0.527	0.448	0.380	0.485
Inf_1	0.675	0.815	0.583	0.570	0.492	0.427	0.385	0.496
Inf_2	0.606	0.850	0.707	0.597	0.679	0.613	0.616	0.655
Inf_3	0.599	0.823	0.607	0.414	0.477	0.517	0.346	0.411
Per_1	0.598	0.676	0.811	0.585	0.691	0.507	0.496	0.534
Per_2	0.606	0.634	0.862	0.682	0.637	0.547	0.608	0.601
Per_3	0.608	0.635	0.867	0.696	0.675	0.498	0.483	0.475
Tre_1	0.568	0.477	0.593	0.799	0.598	0.470	0.434	0.543
Tre_2	0.540	0.515	0.645	0.803	0.536	0.461	0.364	0.395
Tre_3	0.570	0.615	0.707	0.912	0.673	0.608	0.622	0.586
WoM_1	0.590	0.568	0.692	0.550	0.886	0.497	0.569	0.499
WoM_2	0.644	0.658	0.724	0.743	0.907	0.562	0.554	0.602
WoM_3	0.596	0.584	0.719	0.648	0.918	0.564	0.623	0.556
BA_1	0.493	0.536	0.562	0.604	0.559	0.851	0.690	0.546
BA_2	0.460	0.528	0.432	0.483	0.451	0.858	0.554	0.434
BA_3	0.481	0.556	0.565	0.487	0.523	0.866	0.668	0.529
Bl_1	0.453	0.452	0.543	0.542	0.614	0.652	0.841	0.512
Bl_2	0.427	0.450	0.489	0.505	0.484	0.544	0.846	0.648
Bl_3	0.411	0.508	0.569	0.420	0.556	0.720	0.874	0.629
SC_1	0.558	0.520	0.587	0.624	0.541	0.511	0.584	0.854
SC_2	0.490	0.596	0.573	0.431	0.580	0.545	0.633	0.877
SC_3	0.571	0.515	0.465	0.515	0.449	0.458	0.585	0.840

Bold items: “for discriminant validity, the outer factor loading of the reflective items should have higher value than the cross-loading related scale measures”.

Table 3. Fornell–Larcker criterion matrix.

	BA	BL	Ifo	INAC	Per	SC	Tre	WoM
Brand awareness	0.858							
Brand loyalty	0.748	0.854						
Informativeness	0.630	0.551	0.829					
Interactivity	0.558	0.503	0.755	0.847				
Personalization	0.610	0.625	0.765	0.713	0.847			
Self-congruity	0.590	0.701	0.636	0.627	0.633	0.857		
Trendiness	0.615	0.571	0.641	0.665	0.773	0.608	0.840	
Word-of-mouth	0.600	0.643	0.669	0.676	0.788	0.613	0.719	0.904

Bold scores: “for a proper discriminant validity, AVE values (bold) have to show values that are higher than the inter-variable correlation coefficient”.

Table 4. HTMT Matrix.

	BA	BL	Ifo	INAC	Per	SC	Tre	WoM
Brand awareness								
Brand loyalty	0.898							
Informativeness	0.784	0.682						
Interactivity	0.686	0.625	0.859					
Personalization	0.745	0.774	0.967	0.889				
Self-congruity	0.712	0.854	0.786	0.775	0.780			
Trendiness	0.755	0.707	0.810	0.839	0.871	0.757		
Word-of-mouth	0.696	0.760	0.797	0.801	0.834	0.713	0.854	

HTMT: In order to ensure enough discriminant validity, it is necessary for all HTMT values to be less than 0.90.

3.2. Hypotheses Testing (inner model assessment)

To avoid the potential influence of variables on the model's predictive power, the present study investigates the issue of collinearity by employing the variance inflation factor (VIF) as a diagnostic tool to assess the presence of collinearity among the variables under consideration. According to the recommendations put forward by Hair et al. (2011), it is not necessary to address multicollinearity when the values of the variance inflation factor (VIF) fall below 5. The evaluative metrics is utilized to assess the explanatory quality of the regression model include the R2 and Stone-Geisser's (Q2). In the field of behavioral studies, an R2 value of 0.20 is commonly considered to be a significant threshold (Hair et al., 2011). In a similar vein, the Q2 findings exceeded the recommended threshold value of 0.0 (Hair et al., 2014). The results for VIF, R2, and Q2 are shown in Table 5

Table 5. VIF, R2, and Q2 results.

Items	VIF	Items	VIF	Items	VIF	Items	VIF
INAC_1	1.547	Tre_1	1.655	BA_1	1.684	SC_1	1.816
INAC_2	2.233	Tre_2	1.695	BA_2	2.009	SC_2	1.935
INAC_3	1.846	Tre_3	2.369	BA_3	1.935	SC_3	1.762
Inf_1	1.525	WoM_1	2.370	Bl_1	1.791		
Inf_2	1.619	WoM_2	2.560	Bl_2	1.695		
Inf_3	1.637	WoM_3	2.928	Bl_3	1.954		
Per_1	1.527						
Per_2	1.907						
Per_3	1.928						
Brand awareness (BA)				R ²	0.561	Q ²	0.374
Brand loyalty (BL)				R ²	0.575	Q ²	0.390

PLS-SEM, in contrast to CBSEM, does not provide a diverse range of statistical measures for the purpose of model validation. These measures include X2, and other metrics used to assess model fit Henseler and Sarstedt (2013). The GoF gives an operational answer to this difficulty, as it can be interpreted as an index for validation

purposes (Tenenhaus et al., 2005). The GoF calculation approach, as described by Mital et al.,(2018) and Tenenhaus et al.,(2005), is presented here.

$$Gof = \sqrt{AVE_{avy} \times R^2_{avy}}$$

In accordance with Tenenhaus et al.,(2005), the values for the goodness-of-fit (GOF) measures are as follows: GOF small = 0.1, GOF medium = 0.25, and GOF high = 0.36. The suggested model has a GoF value of 0.643, suggesting a substantial GoF index for our model. In addition, the study evaluates the adequacy of the model by examining the discrepancies in observed correlations through the utilization of the Standardized Root Mean Square Residual (SRMR). An SRMR value below 0.08 indicates an acceptable level of model fit (Hu and Bentler, 1998). The SRMR value of the proposed framework, which is 0.095, suggests that the model exhibits a favourable level of fit.

After proving the validity of the outer and inner standards, we tested our hypotheses by employing Smart PLS4 software to conduct a bootstrapping procedure with 5000 repetitions, as illustrated in Table 6.

Table 6. Hypotheses testing (inner model results).

Hypotheses	β	T-Value	p-Values	Results
Direct Paths				
H1: SMMA → Brand awareness	0.542	7.410	0.000	Confirmed
H2: SMMA → Brand loyalty	0.336	4.310	0.000	Confirmed
Moderating Effect				
H3: SMMA*SC → Brand awareness	0.248	6.174	0.000	Confirmed
H4: SMMA*SC → Brand loyalty	0.157	3.195	0.001	Confirmed

Hypotheses testing (inner model results) based on the findings presented in Figure 2 and Table 6, SMMA significantly and positively affected brand awareness (BA) ($\beta = 0.542$, $t = 7.410$, $p < 0.000$) and brand loyalty (BL) ($\beta = 0.336$, $t = 4.310$, $p < 0.000$), supplying support for H1 and H2.

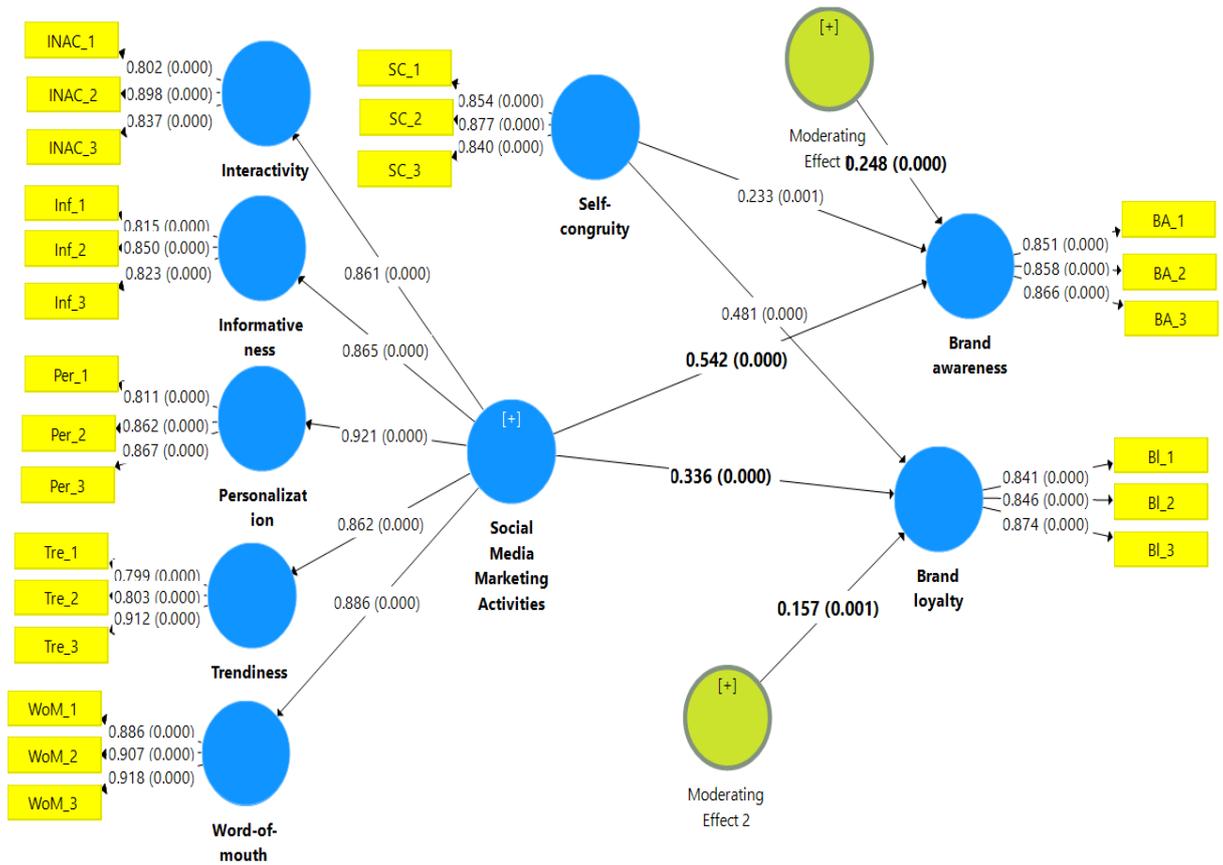


Figure 2. The study model.

According to the analysis of the moderating effects, as demonstrated in Figures 3 and 4, the SC strengthens the significant impact of SMMAs on BA ($\beta = 0.248$, $t = 6.174$, and $p = 0.000$) and also strengthens the significant effect of SMMAs on BL ($\beta = 0.157$, $t = 3.195$, and $p = 0.001$), supporting H3 and H4.

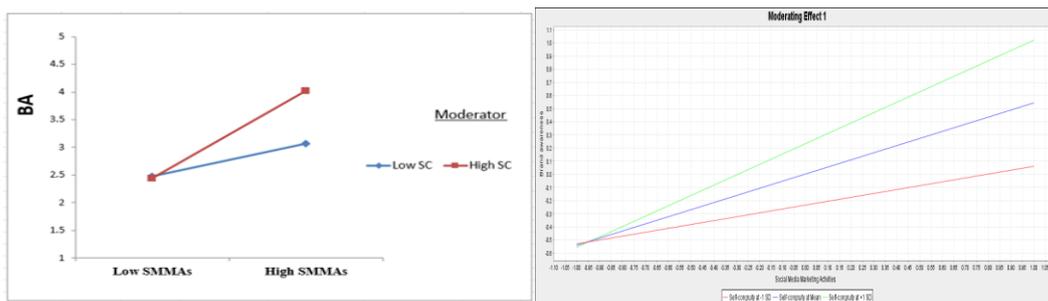


Figure 3. Interaction plot for SC moderation influence on SMMAs towards BA.

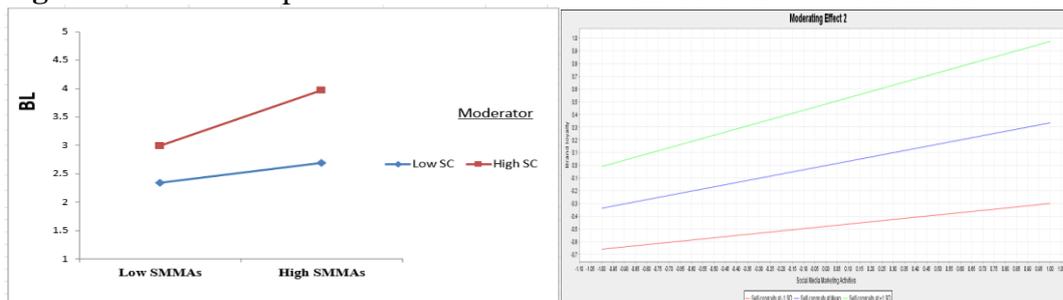


Figure 4. Interaction plot for SC moderation influence on SMMAs towards BL

4. Discussion and Implication

4.1. Discussion

The current study investigated the relationship between SMMAAs and brand performance (brand awareness and brand loyalty) moderated through self-congruity in the tourism context in developing countries. The findings support the proposed model and indicate the positive influence of SMMAAs on brand awareness and brand loyalty. The following subsections discuss these results in more detail.

The study results suggest that SMMAAs significantly and positively affected brand awareness, which aligns with the results of numerous previous studies (e.g., Barreda et al., 2015; Bilgin, 2018; Jakeli and Tchumburidze, 2012). These studies reported that SMMAAs are significant awareness tools in terms of reminding customers of brands and staying in their minds. Similarly, the study results show that SMMAAs significantly and positively affect brand loyalty, which aligns with the results of several previous studies (e.g., Fetais et al., 2022; Ibrahim, 2022; Sharawneh, 2020). Furthermore, the results indicate that self-congruity strengthens the significant impact of SMMAAs on brand awareness. This result is consistent with the studies of Algesheimer et al., (2005). Additionally, the findings indicate that self-congruity strengthens the significant effect of SMMAAs on brand loyalty, which is consistent with the results of previous studies (e.g., (Das, 2014; Kim and Ko, 2012). These studies argued that the more customers feel a brand has a match with their self-concept, the more loyal customers will be to the brand.

4.2. Theoretical implications:

This study is expected to add to the literature on marketing and consumer behaviour in tourism by investigating the relationship between SMMAAs, brand loyalty, awareness, and self-congruity in the Egyptian context. As a result, this study provides new insights into the field by integrating the study variables into one model.

This study explores how a positive match between a consumer's brand image and self-image can impact their purchase intentions and preferences for a particular brand. This may assist with advancing theories on brand-consumer relationships and engagement on social media platforms.

4.3. Practical implications

The study suggests that marketers can gain a competitive advantage in the Egyptian handicrafts sector by establishing a strong connection between consumers' self-concept and brand image and developing marketing strategies that reinforce this fit.

Egyptian marketers can make use of their social media platforms not just for promoting their handicrafts but also for sharing stories about the craftsmen, the origin of handicrafts, and their significance. This can increase brand awareness and loyalty and build long-term relationships with customers.

Another important implication is that marketers in developing countries now have the opportunity to establish an effective social media presence across multiple platforms, allowing them to expand their business into international markets, increasing profitability and sales beyond traditional distribution channels.

Disclosure statement

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

Credit authorship contribution to the manuscript statement

(1) conception and design of the study: Mariam Samy Zekry.Meril Ghaly .Sameh Fayyad ; acquisition of data: Mariam Samy Zekry .Meril Ghaly .Sameh Fayyad ; analysis and interpretation of data: Mariam Samy Zekry.Meril Ghaly .Sameh Fayyad (2) final approval of the version to be submitted: Mariam Samy Zekry.Meril Ghaly.Sameh Fayyad .

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تأثير أنشطة التسويق عبر وسائل التواصل الاجتماعي في أداء العلامة التجارية: التوافق الذاتي كمتغير
معدل (بالتطبيق علي الحرف اليدوية المصرية)

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الملخص:

يعد التسويق عبر وسائل التواصل الاجتماعي من أهم أدوات التسويق الإلكتروني وخاصة في مجال الصناعات والحرف اليدوية بالدول النامية . يهدف البحث إلى دراسة تأثير أنشطة التسويق عبر وسائل التواصل الاجتماعي على أداء العلامة التجارية وذلك في وجود التوافق الذاتي مع الحرف اليدوية . اعتمدت الدراسة الميدانية على توزيع استمارات الاستبيان الإلكتروني على العملاء بالصفحات الخاصة بالحرف اليدوية على منصات التواصل الاجتماعي مثل الفيس بوك والانستجرام. وتوصلت الدراسة إلى التأثير الإيجابي بين أنشطة التسويق عبر وسائل التواصل الاجتماعي وبين الوعي بالعلامة التجارية والانتماء لها بالإضافة إلى أن التوافق الذاتي يقوى من تأثير أنشطة التسويق عبر وسائل التواصل الاجتماعي على الوعي والانتماء للعلامة التجارية الخاصة بالحرف اليدوية . وتوصى الدراسة العاملين بمجال الحرف اليدوية بالدول النامية بضرورة التواجد الإلكتروني الفعال على منصات التواصل الاجتماعي للإعلان عن منتجاتهم وضمان وصولها إلى أكبر عدد من المتابعين وجذب العملاء الذين لديهم توافق ذاتي مع الحرف اليدوية وذلك لتحقيق المزيد من الأرباح.

الكلمات المفتاحية :

أنشطة التسويق عبر وسائل التواصل الاجتماعي – الحرف اليدوية- أداء العلامة التجارية- الوعي بالعلامة

التجارية – الانتماء للعلامة التجارية – التوافق الذاتي