

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

**Mariam Samy Zekry<sup>a</sup> Sameh Khairy Fayyad<sup>b</sup> Meril Ghaly<sup>c</sup>**

<sup>a</sup> Suez Canal University, Faculty of Tourism and Hotels; Tourism Studies department, [mariam\\_zekry@tourism.suez.edu.eg](mailto:mariam_zekry@tourism.suez.edu.eg), <https://orcid.org/0009-0001-7127-2199>

<sup>b</sup> Suez Canal University, Faculty of Tourism and Hotels, Hotels Management department, [sameh.fayyad@tourism.suez.edu.eg](mailto:sameh.fayyad@tourism.suez.edu.eg), <https://orcid.org/0000-0001-6947-3146>

<sup>c</sup> Suez Canal University, Faculty of Tourism and Hotels, Tourism Studies department, [Merel\\_ghaly@tourism.suez.edu.eg](mailto:Merel_ghaly@tourism.suez.edu.eg), <https://orcid.org/0000-0002-3812-0636>, The higher institute for specific studies, Tourism studies department, Misr el gedida, Egypt.

## **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 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 SMMAs (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 SMMAs 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 (SMMA)**

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 SMMA 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 SMMA considered were interactivity, informativeness, personalization, WOM communication, and trendiness.

Further, Bilgin (2018) conducted a study on SMMA 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 SMMA 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 (SMMA) 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 (SMMA) 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 SMMA had a positive effect on brand loyalty. According to a study by Abdullah and Faisal (2022) SMMA has a positive influence on brand loyalty because of the mediating role of community involvement and brand involvement. Ibrahim (2022) found a positive relationship between SMMA and brand loyalty after doing a meta-analysis study to examine the association between SMMA 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. SMMA is 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:

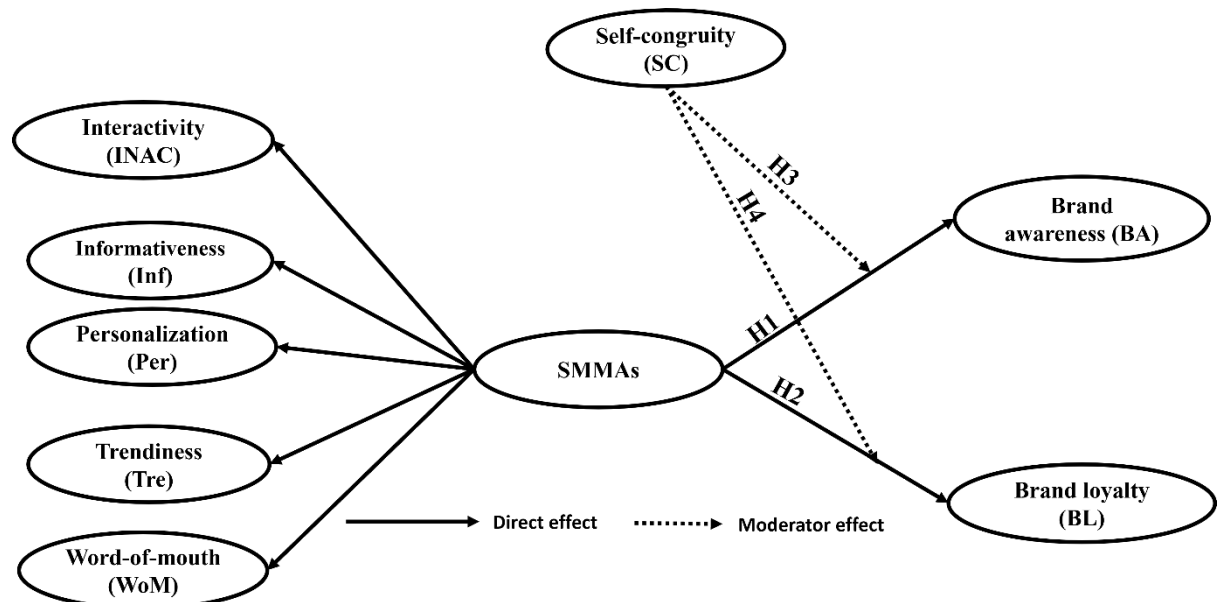
*H3. Self-congruity moderates the influence of SMMA on brand awareness.*

*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 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 SMMA were operationalized by 15 items based on the suggestion of (Guha et al., 2021). The SMMA 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 ( $\alpha$ ), composite reliability (CR), Average Variance Extracted (AVE), and factor loading ( $\lambda$ ), to assess the association between indicators. These criteria require values higher than 0.50 for ( $\alpha$ ) (Leontitsis and Pagge, 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 ( $\lambda$ ) (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 (SMMAs) |          | 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 | <b><u>0.802</u></b> | 0.627               | 0.568               | 0.532               | 0.596 | 0.467 | 0.467 | 0.498 |
| INAC_2 | <b><u>0.898</u></b> | 0.684               | 0.646               | 0.587               | 0.593 | 0.501 | 0.430 | 0.604 |
| INAC_3 | <b><u>0.837</u></b> | 0.603               | 0.595               | 0.568               | 0.527 | 0.448 | 0.380 | 0.485 |
| Inf_1  | 0.675               | <b><u>0.815</u></b> | 0.583               | 0.570               | 0.492 | 0.427 | 0.385 | 0.496 |
| Inf_2  | 0.606               | <b><u>0.850</u></b> | 0.707               | 0.597               | 0.679 | 0.613 | 0.616 | 0.655 |
| Inf_3  | 0.599               | <b><u>0.823</u></b> | 0.607               | 0.414               | 0.477 | 0.517 | 0.346 | 0.411 |
| Per_1  | 0.598               | 0.676               | <b><u>0.811</u></b> | 0.585               | 0.691 | 0.507 | 0.496 | 0.534 |
| Per_2  | 0.606               | 0.634               | <b><u>0.862</u></b> | 0.682               | 0.637 | 0.547 | 0.608 | 0.601 |
| Per_3  | 0.608               | 0.635               | <b><u>0.867</u></b> | 0.696               | 0.675 | 0.498 | 0.483 | 0.475 |
| Tre_1  | 0.568               | 0.477               | 0.593               | <b><u>0.799</u></b> | 0.598 | 0.470 | 0.434 | 0.543 |
| Tre_2  | 0.540               | 0.515               | 0.645               | <b><u>0.803</u></b> | 0.536 | 0.461 | 0.364 | 0.395 |
| Tre_3  | 0.570               | 0.615               | 0.707               | <b><u>0.912</u></b> | 0.673 | 0.608 | 0.622 | 0.586 |

|              |       |       |       |       |                     |                     |                     |                     |
|--------------|-------|-------|-------|-------|---------------------|---------------------|---------------------|---------------------|
| <b>WoM_1</b> | 0.590 | 0.568 | 0.692 | 0.550 | <b><u>0.886</u></b> | 0.497               | 0.569               | 0.499               |
| <b>WoM_2</b> | 0.644 | 0.658 | 0.724 | 0.743 | <b><u>0.907</u></b> | 0.562               | 0.554               | 0.602               |
| <b>WoM_3</b> | 0.596 | 0.584 | 0.719 | 0.648 | <b><u>0.918</u></b> | 0.564               | 0.623               | 0.556               |
| <b>BA_1</b>  | 0.493 | 0.536 | 0.562 | 0.604 | 0.559               | <b><u>0.851</u></b> | 0.690               | 0.546               |
| <b>BA_2</b>  | 0.460 | 0.528 | 0.432 | 0.483 | 0.451               | <b><u>0.858</u></b> | 0.554               | 0.434               |
| <b>BA_3</b>  | 0.481 | 0.556 | 0.565 | 0.487 | 0.523               | <b><u>0.866</u></b> | 0.668               | 0.529               |
| <b>Bl_1</b>  | 0.453 | 0.452 | 0.543 | 0.542 | 0.614               | 0.652               | <b><u>0.841</u></b> | 0.512               |
| <b>Bl_2</b>  | 0.427 | 0.450 | 0.489 | 0.505 | 0.484               | 0.544               | <b><u>0.846</u></b> | 0.648               |
| <b>Bl_3</b>  | 0.411 | 0.508 | 0.569 | 0.420 | 0.556               | 0.720               | <b><u>0.874</u></b> | 0.629               |
| <b>SC_1</b>  | 0.558 | 0.520 | 0.587 | 0.624 | 0.541               | 0.511               | 0.584               | <b><u>0.854</u></b> |
| <b>SC_2</b>  | 0.490 | 0.596 | 0.573 | 0.431 | 0.580               | 0.545               | 0.633               | <b><u>0.877</u></b> |
| <b>SC_3</b>  | 0.571 | 0.515 | 0.465 | 0.515 | 0.449               | 0.458               | 0.585               | <b><u>0.840</u></b> |

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 | <b>0.858</b> |              |              |              |       |              |              |              |
| Brand loyalty   | 0.748        | <b>0.854</b> |              |              |       |              |              |              |
| Informativeness | 0.630        | 0.551        | <b>0.829</b> |              |       |              |              |              |
| Interactivity   | 0.558        | 0.503        | 0.755        | <b>0.847</b> |       |              |              |              |
| Personalization | 0.610        | 0.625        | 0.765        | 0.713        | 0.847 |              |              |              |
| Self-congruity  | 0.590        | 0.701        | 0.636        | 0.627        | 0.633 | <b>0.857</b> |              |              |
| Trendiness      | 0.615        | 0.571        | 0.641        | 0.665        | 0.773 | 0.608        | <b>0.840</b> |              |
| Word-of-mouth   | 0.600        | 0.643        | 0.669        | 0.676        | 0.788 | 0.613        | 0.719        | <b>0.904</b> |

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 <sup>2</sup> | 0.561 | Q <sup>2</sup> | 0.374 |       |
| Brand loyalty (BL)   |       |       | R <sup>2</sup> | 0.575 | Q <sup>2</sup> | 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                      | $\beta$ | T-Value | p-Values | Results   |
|---------------------------------|---------|---------|----------|-----------|
| <b>Direct Paths</b>             |         |         |          |           |
| H1: SMMA → Brand awareness      | 0.542   | 7.410   | 0.000    | Confirmed |
| H2: SMMA → Brand loyalty        | 0.336   | 4.310   | 0.000    | Confirmed |
| <b>Moderating Effect</b>        |         |         |          |           |
| H3: SMMA*s*SC → Brand awareness | 0.248   | 6.174   | 0.000    | Confirmed |

H4: SMMAs\*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, SMMAs 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.

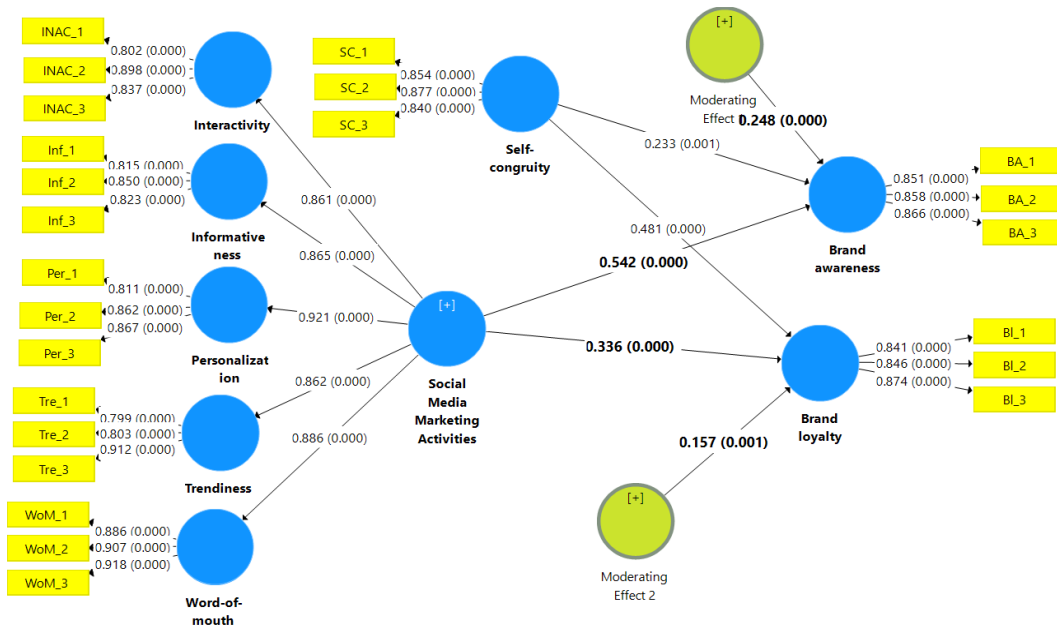


Figure 2. The study model.

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 ( $\beta = 0.248, t = 6.174, p = 0.000$ ) and also strengthens the significant effect of SMMAs on BL ( $\beta = 0.157, t = 3.195, p = 0.001$ ), supporting H3 and H4.

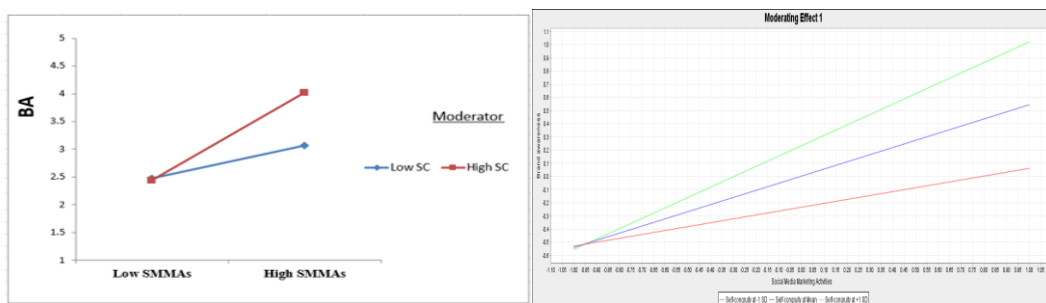


Figure 3. Interaction plot for SC moderation influence on SMMAs towards BA.

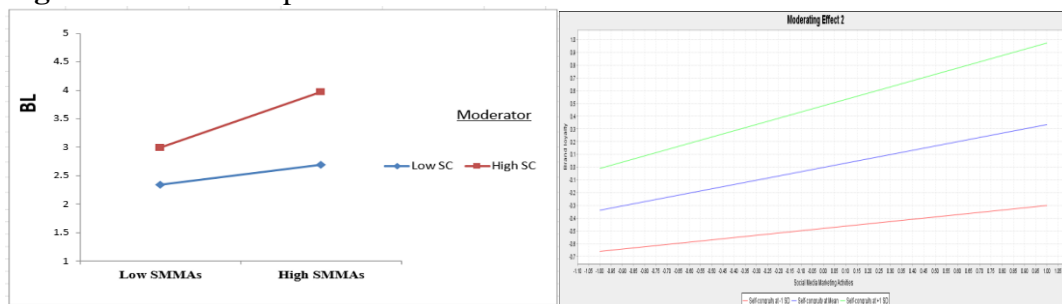


Figure 4. Interaction plot for SC moderation influence on SMMAs towards BL

## **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 .

### **References**

- Abdullah,H., and Faisal.A.(2022),"The Role Of Social Media Marketing Activities In Increasing Brand Loyalty", *Journal Ekonomi*, Vol 27 No3,pp 478–499
- Afthanorhan, W. (2013). A comparison of partial least square structural equation modeling (PLS-SEM) and covariance based structural equation modeling (CB-SEM) for confirmatory factor analysis. *International Journal of Engineering Science and Innovative Technology*, Vol 2 No5, 198–205.
- Aguilar, N.Ongon,C., Samulde,H., *et al* (2022) , "Influence of social media marketing on the brand performance of the students' small online businesses ". *World Journal of Advanced Research and Reviews*, Vol 16 NO 2, pp876–886. <https://doi.org/10.30574/wjarr.2022.16.2.1265>
- Al-bandari , Q. T . ( 2020) , " The Role of Handicrafts in the Development of Border Areas (Egypt As a Model) " . *International Journal of Multidisciplinary Studies in Art and Technology* ,Vol 3 No 2, pp 15 – 18
- Algesheimer, R., Dholakia, U. M., and Herrmann, A. (2005), "The Social Influence of Brand Community: Evidence from European Car Clubs ". *Journal of Marketing*, Vol 69 No 3,pp 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Amer, M. (2016),Egyptian Intangible Heritage between Preservation Management and Sustainable Development Pattern: Analysis of the Popular Craft of Manufacturing Mats. IN: Fekri, H. A River Runs Through It: Studies in Honour of Prof. Fekri A. Hassan, 226–242.
- Bahaa Eldin, R., and Hammad, A. (2020), "Marketing Egyptian Crafts Villages for Preserving the Cultural Heritage ‘Applied on the Nubian Village of Gharb Soheil.", *International Journal of Heritage, Tourism and Hospitality*, Vol 14 No 3,pp 251–269.

- Bao, Y., Bao, Y., and Sheng, S. (2011), "Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation", *Journal of Business Research*, Vol 64 No 2, pp220–226.
- Barreda, A. A., Bilgihan, A., Nusair, K., and Okumus, F. (2015), "Generating brand awareness in Online Social Networks. *Computers in Human Behavior*," Vol 50,pp 600–609.
- Bilgin, Y. (2018),"The Effect of Social Media Marketing Activities on Brand Awareness , Brand Image and Brand Loyalty ", *Business and Management Studies: An International Journal*, Vol 6 No1
- Chae, H., Ko, E., and Han, J. (2015), "How do customers' SNS participation activities impact on customer equity drivers and customer loyalty? Focus on the SNS services of a global SPA brand. *Journal of Global Scholars of Marketing Science*, Vol 25 No 2,pp 122–141.
- Chan, N. L., and Guillet, B. D. (2011)," Investigation of Social Media Marketing: How Does the Hotel Industry in Hong Kong Perform in Marketing on Social Media Websites? ", *Journal of Travel and Tourism Marketing*, Vol 28 No 4, pp 345–368
- Chaudhuri, A. (2002), "How Brand Reputation Affects the Advertising-Brand Equity Link", *Journal of Advertising Research*, Vol 42 No 3, pp 33–43.
- Çifci, S., Ekinci, Y., Whyatt, G., Japutra, A., Molinillo, S., and Siala, H. (2016),"A cross validation of Consumer-Based Brand Equity models: Driving customer equity in retail brands", *Journal of Business Research*, Vol 69 No 9, pp 3740–3747
- Confente, I., Scarpi, D., and Russo, I. (2020), "Marketing a new generation of bio-plastics products for a circular economy: The role of green self-identity, self-congruity, and perceived value", *Journal of Business Research*, Vol 112, pp 431–439.
- Das, G. (2014)," Impacts of retail brand personality and self-congruity on store loyalty: The moderating role of gender", *Journal of Retailing and Consumer Services*, Vol 21 No 2, pp130–138.
- Dodd, F. and Morgan, A. (2013), " Defining and Measuring of Crafts: A Review for the Crafts Council " , Report 1. Definitions 1998-2012, pp 1-19.
- Echavarria, K. R., Samaroudi, M., Barr, O. A., Salah, T. *et al* .(2023)," Place-Based Development of Egypt's Handicraft Clusters: A Review of al-Darb al-Ahmar Cluster in Historic Cairo. *Eurographics Workshop on Graphics and Cultural Heritage*,pp 63-66.
- Erdoğan, İ. E., and Çiçek, M. (2012). The Impact of Social Media Marketing on Brand Loyalty. *Procedia - Social and Behavioral Sciences*, Vol 58,pp 1353–1360.  
<https://doi.org/10.1016/j.sbspro.2012.09.1119>
- Esch, F., Langner, T., Schmitt, B. H., and Geus, P. (2006)," Are brands forever? How brand knowledge and relationships affect current and future purchases", *Journal of Product and Brand Management*, Vol 15 No 2, pp 98–105 .



- Fanion, R. (2011), "Social media brings benefits to top companies", *Central Penn Business Journal*, Vol 27 No 3, pp 76–77.
- Fetais, A. H., Algharabat, R. S., Aljafari, A., and Rana, N. P. (2022). Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-022-10264-7>
- Fornell, C., and Larcker, D. F. (1981), "Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics", *Journal of Marketing Research*, Vol 18 No 3, pp 382–388.
- Foroudi, P., Dinnie, K., Kitchen, P. J., Melewar, T. C., and Foroudi, M. M. (2017), "IMC antecedents and the consequences of planned brand identity in higher education", *European Journal of Marketing*, Vol 51 No 3, pp 528–550
- Godey, B., Pederzoli, D., Aiello, G., *et al* (2013), "Modeling links between the decision-making process and luxury brand attachment: An international comparison.", *Journal of Global Scholars of Marketing Science*, Vol 23 No 4, pp 361–378.
- Gold, A. H., Malhotra, A., and Segars, A. H. (2001), " Knowledge Management: An Organizational Capabilities Perspective. *Journal of Management Information Systems*, "Vol 18 No 1, pp 185–214.
- Graeff, T. R. (1996), "Image congruence effects on product evaluations: The role of self-monitoring and public/private consumption," *Psychology and Marketing*, Vol 13 No 5, pp 481–499.
- Guha, S., Mandal, A., and Kujur, F. (2021), "The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India", *Journal of Research in Marketing and Entrepreneurship*, Vol 23 No 2, pp 339–364.
- Hair, J. F., Ringle, C. M., and Sarstedt, M. (2011), "PLS-SEM: Indeed a Silver Bullet", *Journal of Marketing Theory and Practice*, Vol 19 NO 2, pp 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., and Sarstedt, M. (2016), *A primer on partial least squares structural equation modeling (PLS-SEM)*, Sage publications.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., and Gremler, D. D. (2004), "Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? " *Journal of Interactive Marketing*, Vol 18 No 1, pp 38–52
- Heritage, U. I. C. (2020). Convention for the Safeguarding of the Intangible Cultural Heritage. <https://m.bigenc.ru/vault/4eba560a212cb742773c2ef6872d1bff.pdf>
- Hieu, V. M., and Rasovska, I. D. A. (2017), "Craft villages and tourism development, a case study in Phu Quoc island of Vietnam. *Management*, Vol 21 No 1, pp 223–236.

- Howard, J. A., and Sheth, J. N. (1969), The theory of buyer behavior. New York, Vol 63, 145.
- Ibrahim, B. (2022). Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination. *Journal of Promotion Management*, Vol 28 No 1, pp 60–90.  
<https://doi.org/10.1080/10496491.2021.1955080>
- Ibrahim, B., and Aljarah, A. (2018) ,"Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. *Data in Brief*, 21, 1823–1828. <https://doi.org/10.1016/j.dib.2018.11.024>
- Ismail, A. R. (2017), "The influence of perceived social media marketing activities on brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, Vol 29 No 1, pp129–144.
- Jakeli, K., and Tchumburidze, T. (2012)," Brand awareness matrix in political marketing area. *Journal of Business*, vol 1No 1, pp25–28.
- Jena, S. K. (2013). Indigenous Knowledge Innovation (IKI)–An Approach for Sustainable SMEs in Handicraft Sector of KBK Districts of Odisha.
- Kim, A. J., and Ko, E. (2012), "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, Vol 65 No10, pp1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., and Lee, D.-J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, Vol 59 No 9, pp 955–964. <https://doi.org/10.1016/j.jbusres.2006.06.001>
- Kudeshia, C., and Kumar, A. (2017)," Social e WOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, Vol 40 No 3, pp 310–330.  
<https://doi.org/10.1108/MRR-07-2015-0161>
- Lee, J., and Hong, I. B. (2016) ," Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity ", *International Journal of Information Management*, Vol 36 No 3, pp 360–373.  
<https://doi.org/10.1016/j.ijinfomgt.2016.01.001>
- Lee, S. (2017). A study on different recognition of importance in enterprises' social media activities based on comparison between consumers and enterprise: Focusing on commercial and relational characteristics of activity types. Hankuk University of Foreign Studies, South Korea.
- Leontitsis, A., and Pagge, J. (2007) ,"A simulation approach on Cronbach's alpha statistical significance. *Mathematics and Computers in Simulation*, Vol 73 No 5, 336–340.  
<https://doi.org/10.1016/j.matcom.2006.08.001>
- Li, F., Larimo, J., and Leonidou, L. C. (2021),"Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda", *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>

- Litvin, S. W., and Kar, G. H. (2004), "Individualism/collectivism as a moderating factor to the self-image congruity concept. *Journal of Vacation Marketing*, Vol 10 No 1, 23–32. <https://doi.org/10.1177/135676670301000103>
- Martin, K., and Todorov, I. (2010), "How Will Digital Platforms be Harnessed in 2010, and How Will They Change the Way People Interact with Brands?" , *Journal of Interactive Advertising*, Vol 10 No 2, pp 61–66. <https://doi.org/10.1080/15252019.2010.10722170>
- Mishra, A. S. (2019), " Antecedents of consumers' engagement with brand-related content on social media", *Marketing Intelligence and Planning*, Vol 37 No 4, pp 386–400. <https://doi.org/10.1108/MIP-04-2018-0130>
- Mustafa, M. (2011), " Potential of Sustaining Handicrafts as a Tourism Product in Jordan ", *International Journal of Business and Social Science*, Vol 2 No 2, pp 145-152.
- Naaman, M., Becker, H., and Gravano, L. (2011), "Hip and trendy: Characterizing emerging trends on Twitter " *Journal of the American Society for Information Science and Technology*, Vol 62 No 5, pp 902–918.
- Nunnally, J. C. (1994), *Psychometric theory 3E*, McGraw-Hill.
- Pham, P. H. M., and Gammoh, B. S. (2015), " Characteristics of social-media marketing strategy and customer-based brand equity outcomes: a conceptual model ", *International Journal of Internet Marketing and Advertising*, 9(4), 321. <https://doi.org/10.1504/IJIMA.2015.072885>
- Rahadi, D. R., and Abdillah, L. A. (2013). The utilization of social networking as promotion media (Case study: Handicraft business in Palembang). ArXiv Preprint ArXiv:1312.3532.
- Razmus, W., Jaroszyńska, M., and Pałęga, M. (2017). Personal aspirations and brand engagement in self-concept. *Personality and Individual Differences*, 105, 294–299. <https://doi.org/10.1016/j.paid.2016.10.018>
- Reid, M. (2002), "Building Strong Brands Through the Management of Integrated Marketing Communications. *International Journal of Wine Marketing*, Vol 14 No 3, pp 37–52. <https://doi.org/10.1108/eb008745>
- Rotzoll, K. B., Haefner, J. E., and Hall, S. R. (1996), *Advertising in contemporary society: Perspectives toward understanding*, University of Illinois Press.
- Samarpan International. (2018). Benefits of Using Digital Marketing in Handicraft Business. <https://medium.com/@samarpaninternational1/benefits-of-using-digital-marketing-in-handicraft-business-ab47055ee177>
- Saputri, F. A., Syahputra, M. F., and Fakhri, M. (2022), "The Influence of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty in Cititrans Travel", 3rd South American International Industrial Engineering and Operations Management Conference, Asuncion, Paraguay, pp 2086–2096.

- Sarstedt, M., and Cheah, J.-H. (2019), "Partial least squares structural equation modeling using SmartPLS: a software review. *Journal of Marketing Analytic*, Vol 7 No 3, pp 196–202. <https://doi.org/10.1057/s41270-019-00058-3>
- Seo, E.-J., and Park, J.-W. (2018), "A study on the effects of social media marketing activities on brand equity and customer response in the airline industry ", *Journal of Air Transport Management*, Vol 66, pp 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Setiawati, R., and Mastarida, F. (n.d.). Understanding Social Media Marketing to Emotional Experience: Self-congruence Theory Perspective.
- Sharawneh, T. (2020), "Social media marketing activities and brand loyalty in telecommunication industry: The mediating role of brand affect ", *Journal of Innovations in Digital Marketing*, Vol 1 No 1, pp 1–7.
- Singh, M., and Singh, G. (2018), " Impact of social media on e-commerce ", *International Journal of Engineering and Technology*, Vol 7 No 2.30, pp 21–26.
- Sirgy, M. J. (1985), "Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, Vol 13 No 3 , pp 195–206. [https://doi.org/10.1016/0148-2963\(85\)90026-8](https://doi.org/10.1016/0148-2963(85)90026-8)
- Sirgy, M. J., and Su, C. (2000) ,"Destination Image, Self-Congruity, and Travel Behavior: Toward an Integrative Model, *Journal of Travel Research*, Vol 38 No 4, pp 340–352. <https://doi.org/10.1177/004728750003800402>
- Soliman, A.M. (2022), "Egyptian Handicrafts Clusters: Barriers to Development and Suggested Policy Reforms. <https://fount.aucegypt.edu/etds/1864>
- Tatar, Ş. B., and Eren-Erdoğan, İ. (2016) , "The effect of social media marketing on brand trust and brand loyalty for hotels ", *Information Technology and Tourism*, Vol 16 No 3, pp 249–263. <https://doi.org/10.1007/s40558-015-0048-6>
- Tsimonis, G., and Dimitriadis, S. (2014), " Brand strategies in social media ", *Marketing Intelligence and Planning*, Vol 32 No 3, pp 328–344. <https://doi.org/10.1108/MIP-04-2013-0056>
- VanMeter, R., Syrdal, H. A., Powell-Mantel, S., *et al.* (2018), "Don't Just "Like" Me, Promote Me: How Attachment and Attitude Influence Brand Related Behaviors on Social Media", *Journal of Interactive Marketing*, Vol 43, pp 83–97.
- Wang, Z. (2017), "Analysis on Application of Traditional Arts and Crafts in Exhibition Design", *Open Journal of Social Sciences*, Vol 5, pp 85-89.
- Wicks, B., Do, K., Hsieh, P.-C., Komorowski, A., Martin *et al* (2004), Direct marketing of crafts and souvenirs to Vladimir visitors. Vladimir Tourism Development Project. University of Illinois at Urban-Champaign College of Applied Life Studies, Department of Recreation, Sport and Tourism.
- Wong, H. Y., and Merrilees, B. (2007), " Closing the marketing strategy to performance gap: the role of brand orientation " , *Journal of Strategic Marketing*, Vol 15 No 5, pp 387–402. <https://doi.org/10.1080/09652540701726942>

Yadav, M., and Rahman, Z. (2017), " Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development andamp; validation " , *Telematics and Informatics*, Vol 34 No 7, pp 1294–1307

Zalm, F. van der.(2022), Social Media Impact of Consumer acculturation in the context of brand loyalty. Graduation Thesis, University of Twente <http://essay.utwente.nl/91206/>

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

ميريل إبراهيم مورييس

سامح خيرى فياض

مريم سامى زكرى

كلية السياحة والفنادق – جامعة قناة السويس

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 :

التسويق عبر وسائل التواصل الاجتماعي – الحرف اليدوية – العلامة التجارية – التوافق الذاتي