



The Impact of Social Media Marketing (Twitter) on the UAE Youth's Engagement and E-Word of Mouth: A Practical Study

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ABSTRACT

The current study aims to determine the impact of social media marketing platform (Twitter) on the youth's engagement and E-Word of Mouth E-WOM. Customers follow social networking sites with a degree of interest. As the marketing activities via social media has become a strategy in line with the philosophical change in marketing theory. The study relied on the survey methodology to examine the study variables and test its hypotheses. A questionnaire was designed for students in UAE who are the target of the study (411 responses). The findings supported the hypothesized paths and found positive influence among these paths. Furthermore, the findings confirmed the growing significance of social media marketing channels (Twitter) on customers engagement and electronic word-of-mouth E-WOM. And this provides similar implication about the increasing concern with this method of marketing in building and maintain brand awareness, knowledge, interest, and intention.

Keywords: Social Media Marketing, Twitter, Engagement, E-WOM, UAE

JEL Classifications: M30, M31, M37

1. INTRODUCTION

The statistics indicate that millions of individuals communicate via social networking sites in the most countries worldwide, as the number of users of these sites has reached 2 billion users in the year 2019. In addition, about 42% of individuals have become users of social networking sites, with Facebook dominating 50%, Instagram controlling 15.4%, and Twitter controlling 9% (Junaidi et al., 2020). These statistics have also imposed a new reality on corporate practices in general, and marketing practices in particular, as they have pushed marketers towards more attention and interest in the classical marketing methods (Rahmayani et al., 2022). For example, electronic media, compared to advertising via electronic media, accounts for a third of total spending on advertising methods (Hosen et al., 2021), thus marketing activities via social media have become a strategy in line with the philosophical change in marketing theory. In addition, this imposes

a shift from the idea of marketing to the customers to the idea of building continuous and strong relationships with the customers, as the customers have become in a more prominent position for companies to reach them faster and easier (Kujur and Singh, 2020).

Therefore, it is necessary to achieve what is achieved through marketing activities via social networking sites. Although the literature has clarified the role of marketing activities via social networking sites in communicating with target customers, penetrating markets in new ways, as well as its ability to expand marketing channels quickly (Shawky et al., 2019), and there is a limitation in determining the effectiveness of these activities. On other hand, social media marketing activities have become an important strategy for many companies, due to their role in achieving some of the important marketing goals (Trunfio and Rossi, 2021). Furthermore, social media marketing activities can play a role in marketing and promoting the company's products,

as well as influencing customers' purchasing behavior (Balaji et al., 2023). The role in implementing some marketing strategies, such as the marketing communications strategy and managing customer relationships emphasizing the role and importance of these activities (Al Kurdi et al., 2024).

The literature indicates the importance of companies moving towards electronic marketing methods versus classical methods (such as advertising on television, magazines, or roads). As they can be more effective in creating preferences among some categories of customers towards their brands, due to the shift in the attention and interest of these categories of customers to these advanced new methods (Lim and Rasul, 2022). Despite the existence of a stream of research in the field of marketing activities via social media, practical studies are still somewhat limited. Many studies focus on studying the time spent by customers in marketing activities via social media, the reasons for their use, and analyzing the demographic characteristics of their users (Cao et al., 2021). Accordingly, the current study aims to determine the impact of social media marketing (e.g Twitter) on the youth's engagement and E-Word of Mouth E-WOM. Customers follow social networking sites with a degree of interest, and they eagerly search for recommendations and experiences of other customers, and receive them with a sense of pure seriousness, with the information provided by companies due to its high credibility compared to the information provided by these companies (Oscarius Yudhi et al., 2021).

The contribution of present study is represented in studying the impact of social media marketing activities on some important customers behaviors variables, not from the perspective of the impact of its tools, but from the perspective of its impact on students perception of its characteristics. The importance of this perspective appears in that the level of penetration of activities and their effectiveness in influencing customers' behavior. Determining the relative importance of the dimensions of marketing activities via social networking sites. The current study relies on these dimensions with the replacement of the fourth element, which is youth awareness, youth knowledge, youth interest, and youth intention. The study tests a framework that clarifies the role of marketing activities through social networking sites on important marketing variables, which is the E-WOM.

The motivation behind the present study is driven by several important factors. These factors are rooted in the rapid evolution of social media, particularly Twitter, as a marketing tool, and its widespread influence on consumer behavior. Growing influence of social media platforms like Twitter have become essential in shaping brand perceptions, particularly among youth. As more businesses adopt Twitter for marketing purposes, understanding its impact becomes crucial. Shift from traditional to digital marketing, the youth demographic is highly engaged with digital content, and traditional marketing methods. Studying the effect of Twitter as a marketing channel helps businesses adapt their strategies to suit this new age of consumer behavior. In addition, the power of E-WOM influence of peer recommendations over traditional advertising.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Word of mouth WOM represents the previous users of certain products or services to other users, through social media messages, in a very easy way. Consumer behavior towards speaking positively about the product to others, or what is known as WOM stems from their commitment and positive feelings towards the company and its products (Romadhoni et al., 2023). From the perspective of companies as a marketing tool, WOM can be defined as influencing customers before the purchase process or behavior, through some previous customers providing information online for others to review or revive again (Winarno and Indrawati, 2022). While some explains that WOM is a term that appeared a long time ago, its role has become more prominent with the spread of social media (Jasin, 2022). The importance of this term is due to its strong impact on the behavior of prospective consumers, as it stems from the major role played by family, relatives, friends or colleagues in influencing the consumer's purchasing decisions (Keni, 2020).

Social media marketing activities with their various features stimulate consumers towards interactions, discussions, and exchange of experiences and opinions about products, services, and brands (Jamil et al., 2022). Many potential customers receive this information from current customers with great interest, credibility, and kindness, compared to the information provided by the companies (Khan, 2022). Therefore, the companies view E-WOM as an important and ideal means of disseminating information or marketing content about the brand to relatives, friends, peers, colleagues, and others (Hendrayati and Pamungkas, 2020). Historically, the literature confirms that WOM is an important source of information for many customers in the purchasing decision-making process. Some literature has also indicated that electronic WOM is a major determinant in influencing customers, whether positive or negative WOM, the former drives the intention to purchase, and the latter drives the search for alternative brands (Siddiqui et al., 2021).

Regarding the impact of social media marketing activities, the literature has sought to monitor their impact on customer satisfaction and purchase intentions, but studies that have attempted to monitor their impact on WOM are somewhat limited due to the presence of a positive impact of perceived social media marketing activities on purchase intentions and customer loyalty (Amponsah, 2024). On the other hand, one study emphasized the importance and role of social media marketing activities in influencing customers, especially during periods of economic weakness or recession, as these activities can communicate with customers at a relatively low cost, which contributes to reducing marketing costs, and thus pushing towards reducing product prices (Banerji and Singh, 2024). On the other hand, one study found that there is an impact of these perceived marketing activities via social media on the electronic WOM, reaching 76.6%, where these customers recommend the products, they were exposed to via social media to their relatives and friends (Ciptasari et al., 2024). Also, the findings of literature agreed in proving the impact of marketing activities via social media on E-WOM. And confirmed

that social networking sites on the Internet allow companies to communicate with customers, and push them to talk about it, which causes an increase of conversations between customers about the brand (Chopra et al., 2024).

In our current era, social media has become one of the pivotal tools that shape the cultural and intellectual awareness of young people and has become an integral part of their daily lives. These media have influenced the paths of social, political and cultural life in unprecedented ways, and have become an explicit expression of personal and social identity (Agusiady et al., 2024). However, it can note that these media have contributed to awakening awareness among young people and do they contribute to shaping their culture in a positive way (Heese and Pacelli, 2024). One of the most prominent functions of social media in awakening the awareness of young people is that it provides them with a platform to express their opinions and positions on life issues which enhances their ability to criticize and analyze products/services (Nusair et al., 2024). The findings of studies showed that young people who participate in purchasing and marketing discussions online show a high level of awareness and familiarity with marketing interests compared to their peers who do not participate in these discussions (Armutcu et al., 2024).

In a world full of political and economic events, social media becomes a fertile environment for formulating youth public opinion and motivating them to think critically. On the other hand, it should take into account the negative impact of these media on youth culture. Great openness to information from all over the world may lead to the erosion of the identity of young people if there is a lack of sufficient awareness to adhere to specific values (Zeqiri et al., 2024). Social media platforms have become an integral part of our daily lives, with millions of people using them to connect, share, and discover new content. This presents a huge opportunity for brands to reach a wide audience and increase brand awareness (Rinaldi et al., 2024). Advertising on social media allows businesses to target specific demographics, interests, and behaviors, ensuring that their message reaches the right people at the right time (Salsabila and Hati, 2024). Engaging visual content one of the main reasons social media advertising is so effective in increasing brand awareness is the ability to create engaging and visually appealing content. Platforms like Twitter allow brands to showcase their products or services through engaging images, videos, and interactive elements. By harnessing the power of visual content, brands can capture the attention of their target audience and leave a lasting impression (Ferdiana and Zulistiani, 2024). Thus, the research formulates the following hypotheses:

H₁: Twitter advertising influences positively youth brand awareness.

H₂: Twitter advertising influences positively youth brand knowledge.

Twitter advertising provides the users or customers with various opportunities to communicate and interact actively on adverts' page that allow them to like thumb, share or view who friends liked the same advs. According to some studies, social media such as Twitter acts as check tool for brands credibility (Jung et al., 2016). The results revealed that customers viewed consumer-generated

message on their social media channel, unlike some advertising that generated by some advertisers. When the consumers join a group on social media, it may generate for some information that they need and receive from different users and can influence their brand perception or purchase intention (Giang et al., 2023). Meanwhile, some customers have opportunities to increase viral message that created by the advertisers to be contacted through social media. The different kinds of engagement behaviors enhance the opportunities for customers to view an augmented image which friends at social media post on their profiles (Wiese et al., 2020). While customers steadily select a brand group on social media as a trusted source of information and possible opportunity may arise to establish a unique brand interests and advertising platform (Ramadan et al., 2018). In consumer behavior, the adoption behavior connects with how the customers can influence others to adopt new trends. This offers a better understanding of the new factors influencing users' intention to purchase and adopt new brand through Twitter advertising (El Ashmawy and El-Sahn, 2014). Further, this led to more focuses primarily on the role of Twitter advertising and examines the possible links between advertising effect and brand intentions. Thus, the research formulates the following hypotheses:

H₃: Twitter advertising influences positively youth brand interest.

H₄: Twitter advertising influences positively Youth brand intention.

The literature offers new important results bout using specific strategies in the social media that has a tangible positive impact on brand promotion, and that high levels of interaction on social media platforms, such as likes, comments and shares, are positively associated with increased brand awareness (Emini and Zeqiri, 2021). WOM is also described as an oral exchange between two people who are aware of the shame, embarrassment, or betrayal of others. It is believed that the preferred method of communication is to promote the false beliefs of families or friends (Ali and Alqudah, 2022). WOM is an unscientific exchange between two people who are not familiar with the meaning of the word, and it is also a source of support for some people. WOM is generally the most popular form of advertising and is generally defined as an unsolicited publicity stunt that targets a particular business or customers by engaging a particular business in a way that is not solely their own, but also their own (Mujica et al., 2021). Brand engagement is a strategy used by the companies in order to communicate and engage with the consumers.

This might occur in different methods ways, as the new most common one is by applying campaigns at social media for direct contact (Tarabieh, 2022). So, the communication as a reaction or direct interaction indicates a general response to company's brand, it is also indicate the part of the engagement experience of the customers. During combining the brand awareness and customers engagement strategy, the companies can improve their brand loyalty and digital experience of the customers (Abou-Shouk and Soliman, 2021). As this likely to provide various beneficial outcomes for the business and can meet the key goals with implementing strategies known as engagement marketing (Alkhasoneh et al., 2024). Generally, as the goal of the companies to increase the brand awareness and building a trust, its brand awareness implementation can position the brands above the

known competitors. Thus, the research formulates the following hypotheses:

- H₅: Youth brand awareness influences positively youth brand engagement.
 H₆: Youth brand awareness influences positively youth brand E-Word of Mouth.

Brand knowledge refers to the customers' understanding and recall of a specific brand, and it is typically concerned with the customers' ability to remember or associate with this brand and its experience or story (Cheung et al., 2020). Knowledge is essential driver for building a pertinent concept for the marketers and customers (Sukkari, 2024). It has multiple effects on customers purchasing behaviours, depend on the breadth of the customers awareness of a brand. Brand knowledge has a relation with related brand issues like purchase intention, thus a further understanding of a brand knowledge result with a variety of various benefits of the brand also customers (Ningrum and Roostika, 2021). For example, low search costs for the customers and valid reliability that can improve the general utility and satisfaction, which in turn can repeat the purchase by the customers with positive WOM recommendations, all which translate into a goodwill and increase the profits for companies (Langaro et al., 2019). Thus, the research formulates the following hypotheses:

- H₇: Youth brand knowledge influences positively youth brand engagement.
 H₈: Youth brand knowledge influences positively youth brand E-Word of Mouth.

Currently, the brands are striving to fight for gaining more attention of the customers and this has proved challenging issue in the marketing world that is also bombarded with endless messages. Hence, building a lasting and strong relation which holds great connections with the customers by using attention and interest is important (Tariq et al., 2017). Increasing the interest in a brand may made by talking about the possible issues and problems that the customers face and try to solve them to make their life easier and save their time and money and be happy (Bhandari and Rodgers, 2020). The more company care about these issues and solve the problems, the more interest they could have in their brand. Is also need to listen to the target audience when you talk about the products and services, and can focus the attention to create an interest in the brand (Sulthana and Vasantha, 2019). Making the brand memorable through a clear brand message can also keep the message concise as not waste the audience's time or energy. Connecting, engaging and interacting with the audience using different method like direct mail, telephone calls, social media help discovering the most successful way to increase brand interest (Zahra, 2024). But this requires firstly to know the audience and their needs to decide if they would invest their time in getting to know the brand and gain the trust (Tajuddin et al., 2020). Build brand awareness, interest and a strong bond don't just become a repeat customer also need to focus on their WOM and listen to feedback and respond to the changes in their preferences for improvement. Thus, the research formulates the following hypotheses:

- H₉: Youth brand interest influences positively youth brand engagement.

- H₁₀: Youth brand interest influences positively youth brand E-Word of Mouth.

Despite the rapid spread of marketing through social networking sites and companies' reliance on it to build relationships and develop the brand among customers (Ozturk, 2024), its impact on several psychological and behavioral outcomes still requires further research (Srivastava and Sivaramakrishnan, 2021). Brand interest is one of the most important marketing terms that has attracted the attention of marketing practitioners alike (Shamaileh et al., 2023). As it is one of the most important elements of customer relationships with the brand because it enhances the ease of access to the brand in the face of competition with other brands by reducing the cost of product and increasing the possibility of repeat purchase (Loureiro et al., 2017). Accordingly, the brand intention is of great importance to marketers, especially in light of the increasing intensity of competition and the large number of brands offered to customers. It also can achieve several positive outcomes that companies want to achieve, as it represents the main determinant of the purchase decision for customers, enhances the value of the brand, reduces sensitivity to price fluctuations, and attracts more potential customers (Obilo et al., 2021). Given the above; several studies have investigated the nature of the relationship between marketing via social media and brand engagement. Thus, the research formulates the following hypotheses:

- H₁₁: Youth brand intention influences positively youth brand engagement.
 H₁₂: Youth brand intention influences positively youth E-Word of Mouth.

3. METHODS

The current study relied on the survey methodology to examine the study variables and test its hypotheses. A questionnaire was designed for students in UAE who are the target of the study. The design process relied on measures available in previous relevant studies (e.g Cao et al., 2021; Bhandari et al., 2020; El Ashmawy and El-Sahn, 2014; Zeqiri et al., 2024). It was translated into Arabic to ask the respondent about the characteristics of the components of marketing activities that is exposed to when browsing social media particularly Twitter. The current study relied on collecting primary data from the final consumer, through the questionnaire that was prepared. The students in UAE are considered the basis for the data collection process, given that the study targets the impact of marketing activities perceived by them while browsing social media (Twitter). The questionnaires were distributed to the respondents, and the self-administered method used. The study relied on a five-point Likert scale, ranging from "not agree at all" (1), "disagree" (2), "neutral" (3), "agree" (4), and "completely agree" (5).

The independent variables of this study are the characteristics of marketing activities via social media, which are: Youth awareness, youth knowledge, youth interest, and youth intention. The information is tailored to the respondents' needs and importance. As for the dependent variables, which are E-WOM and youth

engagement are measured based on the proposed conceptual framework. Study sample is represented by the students in UEA who are exposed to marketing activities via social media sites by Twitter in general, without specifying marketing activities for a specific brand or sector (because consumers are exposed to products that differ in their interest). The study relied on a sample of 411 participants, as some researchers stipulated that the sample size should not be <384 individuals. The study relied on a facilitated sample of students in UAE, and in order to create a degree of diversity in the characteristics of the sample, and not to focus it on a specific category, the sample included different university and school levels. For data analysis methods, the study relied on the Path analysis method through SmartPLS4 program, to monitor the relationships between the study variables and test its hypotheses. It also relied on the Cronbach Alpha method to measure the stability of the study scales, while it relied on the Extract Variance Average method to test the validity of the scales, in addition to descriptive statistics methods to determine the value of the study variables.

4. RESULTS

The study instrument includes constructions and a total of 24 measuring items were derived from relevant studies. For data collection, the random sampling technique was used to gather data from a larger population. Out of 430, 411 valid responses were used for further analysis. The ratio of male students (52%) to female students (48%) was slightly different. For analysis purposes, the current study used the approach of partial least squares (PLSs) by using SmartPLS4 because the advanced statistical analyses such as bootstrapping technique for hypotheses testing applying 5000 samples. This technique can create a large number of samples by drawing cases from the research sample (Davison and Hinkley, 1997). PLS analysis is appropriate for different sample sizes and has an ability to handle highly predictive models. As generally known, PLS is also a suitable method to analyze both measurement and structural model.

4.1. Measurement Model

The current study conducted a confirmatory factor analysis that mainly conducted for measurement model assessment. The measurement model was evaluated with the extraction values of convergent validity, reliability, and discriminant validity. The results of convergent validity were given Table 1 and figure 1 that showed factor loadings, composite reliability CR, and average variance extracted (AVE). In addition, the results of items' factor loadings were within the acceptable range of 0.70, and the composite reliability values for all study constructs ranged from 0.822 to 0.899, which meets the analysis requirements (Hair et al., 2019). The values of AVE of all study constructs exceed the recommended value of 0.50 (Hair, 2019). Furthermore, the results show the scaled values of means, standard deviations, and Cronbach alpha (i.e. internal consistency) to validate reliability. The scores of the alpha were >0.70, ranging from 0.734 to 0.878, which is appropriate to satisfy the standard criteria of 0.70. Thus, the convergent validity and reliability of constructs and items were confirmed.

Table 1: Analysis of reliability and convergent validity

Factor	Item	Loadings	Alpha	CR	AVE
Social media marketing	Q1	0.806	0.855	0.899	0.722
	Q2	0.831			
	Q3	0.812			
	Q4	0.870			
Youth awareness	Q5	0.827	0.878	0.831	0.587
	Q6	0.814			
	Q7	0.839			
	Q8	0.829			
Youth knowledge	Q9	0.844	0.803	0.873	0.709
	Q10	0.852			
	Q11	0.845			
	Q12	0.822			
Youth intention	Q13	0.855	0.754	0.846	0.589
	Q14	0.880			
	Q15	0.873			
	Q16	0.886			
Youth interest	Q17	0.839	0.794	0.890	0.627
	Q18	0.866			
	Q19	0.844			
	Q20	0.867			
Youth engagement	Q21	0.891	0.767	0.828	0.654
	Q22	0.826			
	Q23	0.868			
	Q24	0.878			
Youth E-WOM	Q25	0.869	0.734	0.822	0.619
	Q26	0.806			
	Q27	0.900			
	Q28	0.825			

AVE: Average variance extracted

The results of the discriminant validity analysis include the recommended that the square root scores of all the constructs' AVEs were higher the correlated constructs. In this study, the square root scores were the larger correlations between each construct, which indicates adequate discriminant validity. To assess validity, the multicollinearity was checked for the high correlation between some variables. The diagonal values illustrated in Table 2 in the bold are the square roots of the average variance extracted (AVE) at significance level $P < 0.01$.

4.2. Structural Model

The proposed hypotheses were analyzed with SEM, adapting the bootstrapping technique with a sample size of 5000. As a result, the exogenous constructs explained the variance percentage of 76.2 and 76.0 for youth engagement and youth E-WOM. As shown in Figure 2, Twitter advertising is significantly effect on youth brand awareness, youth brand knowledge, youth brand interest, and youth brand intention which supports accepting hypotheses 1, 2, 3, and 4 ($\beta = 0.846$, $t = 45.660$, $P < 0.001$), ($\beta = 0.780$, $t = 34.214$, $P < 0.001$), ($\beta = 0.745$, $t = 28.630$, $P < 0.001$), and ($\beta = 0.737$, $t = 28.939$, $P < 0.001$) respectively. Furthermore, the youth brand awareness and youth brand knowledge had significant effect on youth engagement and brand E-WOM, accepting hypothesis 5, 6, 7, and 8 ($\beta = 0.218$, $t = 3.768$, $P < 0.001$), ($\beta = 0.274$, $t = 4.456$, $P < 0.001$), ($\beta = 0.316$, $t = 5.144$, $P < 0.001$), and ($\beta = 0.150$, $t = 2.260$, $P < 0.001$) respectively. On other hand, the results revealed the youth brand interest and youth brand intention had significant effect on youth engagement and brand E-WOM, accepting hypothesis 9, 10, 11, and 12

($\beta = 0.210, t = 2.982, P < 0.001$), ($\beta = 0.283, t = 3.304, P < 0.001$), ($\beta = 0.198, t = 3.600, P < 0.001$), and ($\beta = 0.240, t = 3.477, P < 0.001$) respectively. Table 3 showed the summary of study hypotheses results which mostly supported.

Table 2: Analysis of discriminant validity

Variable	Social media marketing	Youth awareness	Youth knowledge	Youth intention	Youth interest	Youth engagement	Youth E-WOM
Social media marketing	0.849						
Youth awareness	0.756	0.766					
Youth knowledge	0.577	0.655	0.842				
Youth intention	0.644	0.522	0.665	0.767			
Youth interest	0.561	0.777	0.557	0.463	0.791		
Youth engagement	0.366	0.509	0.542	0.674	0.543	0.808	
Youth E-WOM	0.456	0.465	0.647	0.574	0.452	0.549	0.786

Table 3: Summary of hypothesis results

Hypothesis	Path coefficient	T	P	Result
Twitter→youth brand awareness	0.846	45.660	0.000	Supported
Twitter→youth brand knowledge	0.780	34.214	0.000	Supported
Twitter→youth brand interest	0.745	28.630	0.000	Supported
Twitter→youth brand intention	0.737	28.939	0.000	Supported
Youth brand awareness→youth brand engagement	0.218	3.768	0.000	Supported
Youth brand awareness→youth brand E-WOM	0.274	4.456	0.000	Supported
Youth brand knowledge→youth brand engagement	0.316	5.144	0.000	Supported
Youth brand knowledge→youth brand E-WOM	0.150	2.260	0.000	Supported
Youth brand interest→youth brand engagement	0.210	2.982	0.000	Supported
Youth brand interest→youth brand E-WOM	0.283	3.304	0.000	Supported
Youth brand intention→youth brand engagement	0.198	3.600	0.000	Supported
Youth brand intention→youth brand E-WOM	0.240	3.477	0.000	Supported

Figure 1: Measurement model

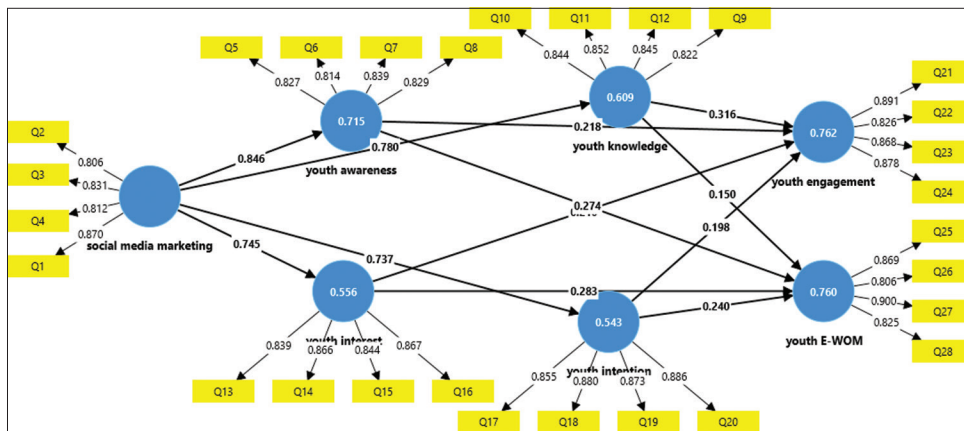
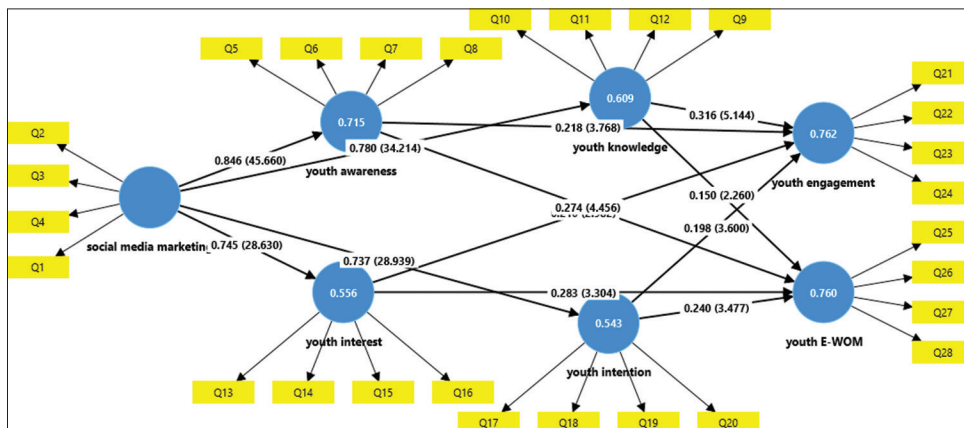


Figure 2: Results of the structural model



5. DISCUSSION

The results confirmed the role and effects of various social media platforms such as Twitter in building brand awareness and enhancing the digital reputation of the companies. They can share customer successes and positive experiences, as well as present successfully the products or services in a direct and engaging manner. This could also allowing users to rate and review these products increases trust in brand and helps build a trusted image among customers. Furthermore, the findings also indicated that expanding reach and influence social media advertising gives the businesses an opportunity to reach a wide and diverse audience. The content they publish can also spread quickly and widely across multiple platforms, and the customers can share it with their followers, giving also the opportunity to reach a larger segment of the audience. This helps you grow the followers and potential customers with direct and positive interaction. The advantages of social media advertising is the ability to engage in a direct interaction with the audience.

On other hand, social media marketing can quickly respond to followers' comments and inquiries, provide the necessary support, and meet their needs and expectations. This type of interaction helps build strong relationships with customers and increases the chance of converting them into repeat purchasing. In addition, social media advertising offers the ability to measure performance and analyze data in a sophisticated way, as companies can monitor the number of shares, interactions, subscribers, and sales. Social media activities analysis gives marketers the ability to improve and adjust their strategy to achieve the best possible results. Similarly, the findings supported the effect of maintain a positive reputation through having an active presence and constant interaction on social media allows to maintain a positive brand reputation and address any issues or complaints that may arise. In addition, this can provide quick and effective solutions to potential customers which enhance the brand awareness and builds a positive interest in people's minds.

Through the findings, boosting brand awareness and understanding the effect of social media, the customers are able to gain comprehensive and detailed information about a variety of products and services. They can benefit from other people's experiences by sharing opinions and comments, and getting recommendations from people they trust, which helps deepen their understanding and awareness of the options available in the market. The impact of content posted on social media platforms can have a significant impact on consumer behavior. When customers are exposed to images and videos that showcase a product or service in an inspiring way, they may be motivated to make a purchase. In addition, creative and inspiring content can evoke emotions in consumers, thus motivating them to be engaged with positive WOM.

Interaction and engagement social media provides an effective direct interaction between buyers and brands or companies. Users can ask questions, provide feedback, participate in surveys, or even participate in promotions or contests. This strengthens the relationship between the buyer and the brand and gives the buyer

a sense that they are being treated as a valued individual and that their opinion counts. Making WOM at social media plays a crucial role in the purchasing decisions made by consumers. For example, when a buyer receives positive recommendations or feedback about a product or service via social media, it can change their perceptions of the brand interest and make them feel more confident when making a purchase decision. Additionally, buyers can compare different products and read other people's experiences before making a final decision, helping them make an informed decision based on reliable information.

6. CONCLUSION AND IMPLICATIONS

Although the Internet has changed marketing methods, its primary goals remain ultimately to raise brand awareness and knowledge and improve the means of achieving those goals. It is often questioned that social networks face a new challenge, as there is a need for the right balance between enabling customers to spread their brand through these networks while still controlling the basic strategic marketing goals of the company. E-WOM marketing falls under the category of viral marketing, which describes a product or service on a large scale as a positive or negative statement made by a potential, actual or former customer about a product or company. Thus, the social networks have been developed and are mostly used for private, non-commercial communications, however, brands are interested in exploring or using them for commercial benefit.

It has been noted that although the motivations for communicating and receiving in E-WOM communications may not be commercial; despite containing brand and product names, they are likely to influence the image of commercial entities or their products. Because it is considered a "natural, authentic and honest process", E-WOM further has been identified as more trustworthy and has a greater impact on customer decisions than other communication channels. Brands increasingly look to consumer feedback for possible inspiration in terms of advertising campaigns and even new product development. It can be argued that online conversations only happen online, but face-to-face conversations are more authentic, have higher emotional content, and are linked to a natural instinct for socialization. Brands engagement that are able to influence customer engagement in a multi-channel world are likely to gain a competitive advantage and more loyal customers.

With reference to the results reached by this study, the study recommends conducting more studies on social networking sites due to the importance of these sites in purchasing behavior and trying to identify other dimensions that can affect the customers behaviors. Applying this study to companies that specialize in service sectors on social networking sites and trying to identify the differences between them. Conducting more studies on E-WOM with the introduction of dependent variables other than engagement behavior, such as the study on loyalty by calculating the number of times a purchase is repeated. Applying this study to other sectors that use social networking sites, such as non-profit organizations, in order to identify the similarities and differences in the results reached. For study limitations, the current study

focused on identifying the dimensions of using social media marketing activities impact on E-WOM and brand engagement. It ignored many factors that may have an impact on these factors which make the inability to generalize the results of this study to other contexts, as this study was limited to the sample (students) in UAE and those present only on social networking sites (Twitter).

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