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Electronic word of mouth quality and Customer Engagement: The mediating role of Emotional Contagion.

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ABSTRACT

This paper investigates how electronic word of mouth quality and customer interaction drive emotional contagion among Egyptian buyers of electronic equipment. Data were acquired from 312 Egyptians who were represented by users of electronic gadgets and clients of social networking sites. To evaluate the hypotheses, partial least squares structural equation modelling (PLS-SEM) was used. The findings revealed that consumer involvement and emotional contagion were highly influenced by perceived electronic word of mouth quality. Furthermore, the findings revealed that emotional contagion positively affected consumer involvement. Finally, the association between electronic word of mouth quality and consumer involvement was mediated by emotional contagion.

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Introduction

The relevance of social networking sites has expanded in recent years, and it has become a place for everyone. Because of the large number of individuals who use such sites on a regular basis, it has increased in popularity in virtually all industries, and marketers frequently use it to advertise their products and services. As a result, we frequently observe a transfer of experiences between users and anybody who expresses an opinion on what he was exposed to and what he purchased online. Because of their universal relevance, these sites provide an ideal setting for the spread of electronic word of mouth. As a result, based on electronic word of mouth, these websites can both thrive and fail. (Luo & Zhong, 2015). According to research on emotional contagion caused by online social network sites, people's online status can spread happiness and emotion to others (Ahmad & Guzmán., 2021).

Customer participation is one of the most important strategies that enterprises that supply their products and services electronically through social networking sites utilize because of its substantial significance and usefulness in increasing sales. This is conceivable because it is a psychological situation that leads customers to improve their interactions with a certain brand, boosting their desire to acquire that brand. Customer interactions might take the form of likes or comments. (Thakur, 2019).

Because emotional experiences can be transmitted from one person to another through emotional conditions, individuals may experience the same feelings as others without being aware of it. These emotional incidents may be easily transferred through social networking sites without the users' understanding, and they can be shared from users to others via social relationships and exchanges between people on social networking sites. As a result, it is vital to leverage emotional conditions while engaging with members of social networking sites. (Kramer et al., 2014).

In this study, the researchers focus on mobile phones since mobile shopping sites and applications provide customers with a convenient, acceptable medium for purchasing from their favorite businesses. Customers that are engaged are more likely to use mobile applications on a frequent basis, going beyond the transactional purpose of quick purchase. Higher levels of engagement among satisfied customers are more likely to result in positive outcomes, such as a willingness to investigate newly launched products, and this willingness is more likely to result in stronger purchase intentions, impulse purchases, earlier purchases, and greater product/service advocacy. As a result, we studied the direct and indirect links between Electronic Word of Mouth Quality and Customer Engagement through mediating Emotional Contagion in this study. The researchers can learn how far Emotional Contagion can moderate the link between Electronic Word of Mouth Quality and Customer Engagement by evaluating these associations.

Literature Review

2.1. Customer Engagement:

According to Hollebeek et al. (2019), customer involvement is one of the new ideas that has gained importance in academic research and industry, such as technological environments. As a result, it has recently become one of the most quickly growing scientific fields. Customer engagement has been defined in the online environment as the consumer's cognitive and emotional commitment to an active relationship with the brand as represented by the Web site or other computer-mediated entities designed to transfer brand value. (Hollebeek, 2013). According to Gomez et al., it is "a proactive and engaged engagement between the customer and the brand's social media platform, enthusiasm, and absorption in the brand's social media platform." (2019). Ting et al., 2020; and the technique by which individuals emphatically connect with others in society. (Rosado-Pinto & Loureiro, 2020).

Customer Engagement Dimensions:

According to previous studies, consumer engagement includes various components. Certain components of this research were agreed upon. Others reported different proportions. According to the following studies (Higgins & Scholer, 2009; Brodie et al., 2011; Hollebeek, 2011; Brodie et al., 2013; Dessart et al., 2016; Muoz-Expósito et al., 2017; Hao, 2020), three dimensions of consumer involvement are cognitive, emotional, and behavioral. For example, Dwivedi (2015) highlighted three dimensions of customer engagement: energy, devotion, and absorption. Pino et al. (2019) proposed three distinct aspects for consumer interaction: like, commenting, and sharing. These features are centered on online consumer connection, therefore engagement in the virtual world frequently manifests in a few behaviors.

Although cognitive and emotional participation are more nuanced and hence harder to quantify, behavioural engagement is more visible and active. (Van Doorn et al., 2010). While some scholars argue that direct interaction between an organisation and its customers (such as transactions and purchases) is required for customer engagement, recent research, particularly on online environments such as social media, indicates that customers will engage with an organisation even if no

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transaction or purchase is made. (Dolan et al., 2016; Syrdal & Briggs, 2018).

According to (Rosado-Pinto & Loureiro, 2020), the researchers can explain these dimensions as follows:

1. The cognitive dimension is defined as a set of persistent and active mental states that a customer has.

2. The emotional dimension is a consumer's cumulative and permanent degree of feelings.

3. The behavioral component comprises, beyond purchase, behavioral expressions toward an engagement partner as a result of motivating drives.

The cognitive, emotional, and behavioral components were included in the current study because of their prominence in earlier investigations.

Emotional Contagion:

Emotions are conveyed from the sender to the recipient, according to emotional contagion theory, with the receiver catching the sender's feelings. (Schoner-Schatz et al., 2021). Emotional contagion theory's implicational domain has expanded beyond the primary field of mental health to the arena of services and marketing, with linked research concentrating on emotional contagion between service providers and customers. (Meng et al., 2021). Because of its critical role in influencing both consumers' buying decisions and emotions, research interest in Emotional Contagion in the context of products and services has grown in recent years. It functions as a general framework, adopting many methodologies in various circumstances to provide reliable indications. (Ustrov et al., 2016)

Kramer et al. (2014) describe emotional contagion as the transfer of an emotional state via text-based computer-mediated communication. Emotional contagion occurs when people perceive themselves in the situations of others (Ahmad & Guzmán., 2021). Furthermore, emotional contagion was described by Baral and Sampath (2019) as the proclivity to instinctively imitate and synchronize one's own facial expressions, vocalizations, postures, and movements with those of another person and, as a result, emotionally converge.

Emotional contagion, according to Kucukergin and Dedeoglu (2020), is the transfer of emotions from one person to another. Hatfield et al., (2018) further defined emotional contagion as the tendency to automatically imitate and synchronise one's own facial expressions, vocalizations, postures, and movements with those of another person, resulting in emotional convergence. Furthermore, Banerjee and Srivastava (2019) defined emotional contagion as the process of transmitting the behaviours and sentiments of one person to another.

Electronic Word of Mouth Quality:

Electronic word of mouth (E-WOM) has completely changed consumers' information consuming behaviors in the digital era, and it is gaining traction among academics and practitioners alike. (Liu et al., 2021). WOM (word of mouth) has arisen as a prominent research topic in the field of computer-mediated communication, particularly in the context of consumer-to-consumer interactions. According to a famous consultancy firm, electronic WOM communication, fueled by technology such as weblogs, email, chat rooms, bulletin boards, and instant messaging applications, has helped give rise to numerous types of electronic communications. (Hornik et al., 2015; Ran et al., 2021).

E-WOM Quality indicates the extent of the (WOM) capability and component comments or observations to persuade the customer, where the consumer's decision to buy is based on certain criteria or conditions that meet their needs and determine their wishes based on the quality of information they received, and thus it is important for consumers to determine (Lin et al., 2013; Kasabov, 2016). Communities on social networking sites (SNSs) have received a lot of attention in recent years due to their ability to accelerate E-WOM for businesses. SNSs offer as a powerful, excellent arena for E-WOM, a venue where consumers distribute and seek information from their established social networks (usually classified as "friends") via online interpersonal interactions. Product or brand-related information and views shared among personal connections on social networking sites (SNSs) may be seen as more reliable and trustworthy than other types of E-WOM communication. (Kim et al., 2014; Monfared et al., 2021).

Hypotheses Development

The researchers present the literature in this part and discuss the hypothesized correlations among the research variables as follows:

The Relationship between Electronic word of mouth quality and Customer Engagement:

Customers that are actively involved with a brand are more likely to promote positive word of mouth and function as brand champions, according to Vivek et al., (2012). As a result, the data demonstrated that customer participation is positively associated with E-WOM. Islam and Rahman (2016) also looked at the link between customer contact and e-WOM on Facebook. Client engagement affected the spread of e-WOM, according to the research. Erkan (2015) looked on the relationship

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between customer engagement and e-WOM on Instagram. consumer participation, according to the research, has a positive relationship with E-WOM, and the better the consumer engagement, the bigger the spread of E-WOM.

Zhao et al. (2016) also explored the impact of customer engagement on e-WOM. Consumer engagement has a significant and positive influence on e-WOM, according to the research. The findings of Chan et al. (2014), who investigated the association between consumer participation in online communities and E-WOM, found that customer engagement had a positive relationship with E-WOM.

Furthermore, customer engagement, according to Kucukemiroglu & Kara (2015), is a significant component that may lead to E-WOM. According to the perception of customer engagement as a set of activities that consumers engage in as they interact with others in the brand community and communicate brand-related information with them, engagement includes participation in E-WOM-related activities, such as initiating and sharing brand reviews, recommendations, and referrals; such activities are derived by consumers'-creation of value to self and others, and inspire consumer experience. (Liou et al., 2016). Srivastava et al., (2021) explored the relationship between consumer contact and E-wom in a social media scenario; the findings suggested that customer participation leads to E-Wom. As a consequence, the researchers can form the following hypothesis:

H1: There is a significant effect of electronic word of mouth quality on Customer Engagement.

The Relationship between Electronic word of mouth quality and Emotional Contagion:

According to Hyvärinen and Beck (2018), the risk of emotional contagion among users is especially significant in the social media era due to the ease with which information may be received through social media sites. As a result, customers are readily influenced by one another, and emotional contagion will affect their E-WOM. Septianto and Chiew (2018) looked at the link between emotional contagion and the social networking site e-WOM. According to the data, favorable emotional contagion has a big and favourable influence on e-WOM. As a consequence, the scientists can form the following hypothesis:

H2: E-WOM quality has a significant effect on Emotional Contagion.

The Relationship between Emotional Contagion and Customer Engagement:

Furthermore, Banerjee and Srivastava (2019) evaluated the effect of employee participation on emotional contagion among employees. According to the data, employee participation has a big and positive influence on employee emotional contagion. Emotional emotions can be transferred to others via social networking sites, particularly when consumers are involved. (Kramer et al., 2014).

Fliess et al. (2012) explored the relationship between customer involvement and emotional contagion by surveying customers on social networking sites. The data demonstrated that customer interaction has a positive effect on consumer emotional contagion. As a consequence, the scientists can form the following hypothesis:

H3: There is a significant positive effect of Emotional Contagion on Customer Engagement.

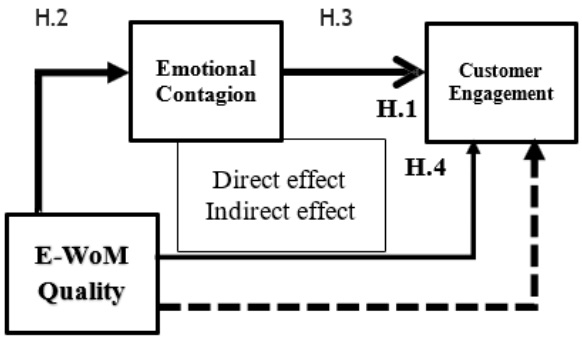
The Mediating role of Emotional Contagion in the relationship between E-Wom Quality and Customer Engagement.

Based on the literature study that investigated the link between present research variables, as well as H1, H2, and H3, the following hypothesis may be developed:

H4: Emotional Contagion mediates the relationship between E-Wom Quality and Customer Engagement.

So that, the researchers can show the relationships between variables through research model as shown in the following Figure (1):

Customer EngagementE-WoMQualityEmotional ContagionCustomer EngagementE-WoMQualityEmotional Contagio



Direct effect Indirect effect Direct effect Indirect effect

Figure (1) Conceptual framework for the Relationship between Research Variables.

Source: Developed by the researchers.

Research methods

Population and Sample Size:

The population is the set of elements from which we seek to draw conclusions about a given occurrence. As a result, before passing the sample across the population, it must be clear (Scheaffer, 1999). According to the current study, the research population includes all Electronic Appliances Customers of Social Networking Sites in Egypt. As a result, each client who purchases Electronic Appliances through Social Networking Sites represents the study sample unit.

The research population is represented by all Social Networking Sites of Electronic Appliances' Customers in Egypt. Due to the lack of the research population frame and its difficulty in determining the size of the population. By relying on the population of customers who use networking sites, it was found that the number exceeds 1000,000 individuals. Therefore, the research population exceeds 1000,000 members. Thus, according to (Saunders et al., 2016). who explained that the appropriate sample size depends on several factors such as the type of statistical analysis used in the research, the margin error, the level of confidence, and the population size. So that, the sample size is 384 at 95% confidence level and a margin error equals 5%.

Measures

Lin et al., (2013) scale was used by the researchers to assess E-WOM quality. Coco et al., (2014) employed a scale to assess emotional contagion. The researchers relied on surveys to determine client involvement (Hollebeek et al., 2014).

Data analysis and results

SPSS V.25 was used to analyses the characteristics of the respondents. The measurement model and structural model are then evaluated using Smart PLS.3.

Table (1): Demographic Characteristic profiles of respondents (N= 312)

Characteristics	**Frequency**	**Percent**
Gender		
Male	178	57%
Female	134	43%
Total	312	100%
Age		
Less than 30 years	93	29.8%
From 30: Less than 40 years	121	38.7%
From 40: Less than 50 years	57	18.3%
50 years an above	41	13.2%
Total	312	100%
Characteristics	Frequency	Percent
Educational Level		
Not Graduated from university	32	10.2%
Bachelor's degree	197	63%
Post-graduate	83	26.8%
Total	312	100%
Monthly Income		

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Less than 3000 EGP	62	19.7%
From 3000: Less than 5000 EGP	87	28%
From 5000: Less than 10000 EGP	112	36%
10000 EGP and above	51	16.3%
Total	312	100%
Social Status		
Single	73	23.3%
Married	229	73.4%
Widowed	4	1.3%
Divorced	6	2%
Total	312	100%

Source: Prepared by the researches based on statistical analysis results of SPSS.

Table (1) shows that 57% (178) of customers are male, while 43% (134) are female. With regard to customers' age, 38.7% (121) were aged between 30 to less than 40 years, 29.8% (93) were less than 30 years, 18.3% (57) were aged between 40 to less than 50 years, finally 13.2% (41) were aged 50 years and above. According to education Level, about 63% (197) of customers are graduated, 26.8% (83) of customers are post-graduated, Finally, 10.2% (32) of the customers are not ggraduated from university.

In terms of monthly income, about 36% (112) of customers their monthly income ranged from 5000: Less than 10000 E. P, 28% (87) of customers their monthly income ranged from 3000: Less than 5000 E. P, while 19.7% (62) of customers their monthly income is less than 3000 E. P. Finally, 16.3% (51) of customers their monthly income is10000 E.P and above. Lastly, according to social status, about 73.4% (229) of customers are married, While, 23.3% (73) of customers are single, 2% (6) of customers are divorced, Finally, 1.3% (4) of customers are widowed.

Measurement model

Examining data prior to statistical analysis is a critical step before validating the measurement model using structural equation modelling, according to (Byrne, 2010). (SEM). In addition, (Kline, 2011) said that to guarantee that the data is normal, the values of the skewness coefficient must range between (3) and the values of the kurtosis coefficient must range between (10) for the items used to assess each variable. The descriptive analysis results for study variable items may be understood below in the table (2).

Table (2): Confirmatory factor analysis (PLS approach), Loading, Cronbach's Alpha (a), Composite reliability (CR), and Average Variance Extracted (AVE).

Constructs' items	**Item Code**	**Mean**	**Std. Deviation**	**Skewness**	**Kurtosis**	**Loading**	**a**	**CR**	**AVE**
Customer Engagement									
Cognitive Engagement	CN.1	3.65	1.025	-0.487	-0.127	0.777	0.789	0.827	0.615
	CN.2	3.64	0.974	-0.241	-0.535	0.785			
	CN.3	3.78	0.985	-0.401	-0.203	0.791			
Emotional Engagement	ET.1	3.88	0.827	0.159	-1.166	0.881	0.721	0.781	0.561
	ET.2	3.96	1.324	0.271	-0.842	0.746			

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	ET.3	4.03	1.165	0.322	-0.430	0.490			
	ET.4	3.91	1.046	-0.315	-0.565	0.598			
Behavioral Engagement	BV.1	3.44	1.088	-0.407	-0.400	0.900	0.857	0.913	0.778
	BV.2	3.33	1.074	-0.311	-0.733	0.906			
	BV.3	3.63	1.144	-0.716	0.122	0.838			
Emotional Contagion	EC.1	3.49	1.044	-0.502	-0.745	0.620	0.812	0.854	0.563
	EC.2	3.70	1.222	-0.908	0.589	0.654			
	EC.3	3.79	0.997	-0.912	0.286	0.628			
	EC.4	4.02	1.064	0.143	1.697	0.704			
	EC.5	3.91	0.822	0.126	0.251	0.628			
	EC.6	3.08	1.101	-1.181	-1.217	0.507			
	EC.7	3.17	1.371	-0.903	-1.074	0.483			
	EC.8	3.51	1.297	-0.639	1.387	0.601			
	EC.9	3.62	0.775	-0.704	0.920	0.251			
	EC.10	3.66	0.868	-0.917	0.419	0.465			
	EC.11	3.13	0.763	-0.336	0.466	0.620			
	EC.12	3.50	0.672	-1.454	0.491	0.658			
E-WOM									
E-WOM Quality	EQ.1	4.42	0.671	-1.214	-0.820	0.667	0.796	0.860	0.552
	QE.2	4.03	0.828	-0.681	1.132	0.739			
	EQ.3	4.43	0.751	-0.274	1.927	0.774			
	EQ.4	4.45	0.660	-0.566	0.043	0.778			
	EQ.5	4.36	0.657	-0.135	-0.662	0.753			

Source: Prepared by the researchers based on statistical analysis results of SPSS.

The statistical analysis findings indicated that all items used to measure each variable follow the normal distribution. The values of the skewness coefficient were between (3) and (10) for the kurtosis coefficient.

The scale elements' mean varied between (3.08: 4.45). The fourth item of E-WOM Quality (EQ.4) has the highest mean value of the scale items. While the sixth item of the Emotional Contagion variable (EC.6) had the lowest mean value.

All results mentioned in table are more than 0.7, which reflect that the research's measures achieve high level of internal consistency reliability.

Table displays the AVE value for each study's variable, and all AVEs are larger than 0.5, indicating that the measures are consistent.

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Cronbach's Alpha and Composite Dependability (CR) are the strongest indicators of internal consistent reliability. According to Hair et al. (2014), the Cronbach's Alpha coefficient and Composite Reliability must be more than 0.7 to be acceptable. Cronbach's Alpha and Composite Reliability values are shown in the table.

fulfilled. Table 3 shows that the square root of the average variance retrieved for each of the focus constructs is larger than the variance shared with the remaining constructs, indicating discriminant validity (Henseler et al., 2009). As a result, the measures supported in this investigation were both valid and internally consistent.

Table (3): Factor correlation Matrix with Square Roots of AVE

	Customer Engagement-Cognitive	**Customer Engagement-Emotional**	**Customer Engagement-Behavioral**	**Emotional Contagion**	**E-WOM Quality**
Customer Engagement-Cognitive	0.784				
Customer Engagement-Emotional	0.371	0.749			
Customer Engagement-Behavioral	0.583	0.428	0.882		
Emotional Contagion	0.584	0.281	0.667	0.626	
E-WOM Quality	0.163	0.114	0.163	0.502	0.743

Source: Prepared by researchers based on statistical analysis results of PLS3.

Structural Model Assessment

To investigate the causal links between research constructs and test the research hypotheses, the researcher used structural equation modelling. To determine the level of model fit, the researchers used the Average Path Coefficient (APC), Average R-squared (ARS), and Average Variance Inflation Factor (AVIF) measurements. According to Kock (2013), the APC and the ARC are significant if (P < 0.05) and the AVIF value is less than 5. The value of these measures is shown in Table (4), indicating that a satisfactory fit model was attained.

Table (4): Model fit indices

Fit Measure	**Actual Values**	**P Values**	**Accepted Fit**
APC	2.824	P< 0.001	P< 0.05
ARS	3.628	P< 0.001	P< 0.05
AVIF	4.262	Good if AVIF < 5	

Source: Prepared by the researchers based on statistical analysis results of PLS3.

Hypotheses Testing

The researchers used path analysis to test the research direct and indirect hypotheses as shown in table (5) as follows:

Table (5): The path coefficient

Results	**P-value**	**Path Coeff. (β)**	**H**	**Dependent Variables**	**Independent Variables**	
Direct effects						

Accepted	0.141	0.167	H.1	E-WOM Quality	Customer Engagement	
Accepted	0.000	0.426	H.2	E-WOM Quality	Emotional Contagion	
Accepted	0.013	0.320	H.3	Emotional Contagion	Customer Engagement	
Results	P-value	Path Coeff. (β)	H	Dependent Variables	Mediator Variable	Independent Variables
Indirect effects						
Accepted	0.011	0. 254	H.4	E-WOM Quality	Emotional Contagion	Customer Engagement

* Significant at 0.05, ***Significant at 0.000

Source: Prepared by the Researches based on Statistical Analysis Results of PLS3.

Discussion

The direct effect of electronic word of mouth quality and Customer Engagement:

The study found that E-WOM Quality has a direct, significant, and positive effect on Customer Engagement. These results are partly agreed with the results of the previous studies (Chan et al., 2014 & Erkan, 2015 & Kucukemiroglu & Kara, 2015 & Zhao et al., 2016 & Gvili & Levy, 2018 & Chu et al., 2019 & Srivastava et al., 2021).

The direct effect of electronic word of mouth quality and Emotional Contagion:

The results indicated that E-WOM Quality has a direct, significant, and positive effect on Emotional Contagion. These results are with agreement with the results of the previous studies (Hyvärinen & Beck, 2018 & Septianto & Chiew, 2018).

The direct effect of Emotional Contagion and Customer Engagement:

The results proved that Emotional Contagion has a direct, significant, and positive effect on Customer Engagement. This result is with a total agreement with the previous studies (Fliess et al., 2021 & Banerjee & Srivastava, 2019).

The Mediating role of Emotional Contagion in the relationship between E-Wom Quality and Customer Engagement.

According to the current study results, Emotional Contagion mediated the relationship between E-Wom Quality and Customer Engagement. These results showed that the research gap that the researcher studied has already been filled.

Theoretical Implications:

The current study contributes to the body of knowledge of the existing literature of customer engagement, E-WOM Quality, and Emotional Contagion. Also, the study aimed to fill the knowledge gap focusing on the effect of E-WOM Quality and Emotional Contagion on customer engagement. Therefore, the current study has some theoretical implications, which can be summarized in the following points:

The current study contributes to a broader and more comprehensive understanding of the most important dimensions of customer engagement and knowing the extent of its effect on E-WOM Quality.

The current study examined the direct effect of E-WOM Quality on customer engagement dimensions, in addition to examining the indirect effect of E-WOM Quality on customer engagement through the mediation of Emotional Contagion.

Practical Implications:

The current study was prepared based on reviewing previous studies and noticing a lack of studies that focused on the link between E-WOM Quality and customer engagement. Therefore, the study directed towards examining the role of E-WOM Quality that was used in previous studies in a small percentage in studying their effect on customer engagement in an experimental and field manner in the light of reviewing previous studies. The results of the current study provide some practical contributions as follows:

providing a full understanding of customer engagement, Emotional Contagion, and E-WOM Quality.

The study proved that Emotional Contagion has a vital role in strengthening the relationship between E-WOM Quality and customer engagement, therefore, customers'

knowledge of all aspects of Emotional Contagion benefits them more in interpreting customer engagement.

Recommendations:

In the light of the practical implications, the study provides several recommendations for online stores as follows:

The need to pay attention to build strong customer engagement because it will positively affect the increase in sales of online stores.

The need to pay attention to build electronic trust because it will push customers to trust the online store and talk about it positively through E-WOM Quality.

The need to pay attention to build the dimensions of the brand value, not only for marketing objectives, but also for its role in creating the E-WOM Quality

Marketers must stay ahead of the game with the rise of the internet and social media, marketers' jobs becoming become more complicated. They need to stay ahead of the game to be able to influence consumers purchase decisions.

Technological developments such as augmented reality, artificial intelligence, and personal assistants such as Siri, Amazon Echo and Google Home are becoming ubiquitous and will influence the role of E-WOM Quality.

Conclusion:

The research model of this study estimates the direct and indirect effects of E-WOM Quality on customer engagement dimensions through the mediation of Emotional Contagion. Where the researcher noticed, through the exploratory study, the visit of large numbers of customers through social networking sites to the pages and websites of mobile phones.

When consumers need information about a product or service, they ultimately turn to online media (E-WOM Quality) for two reasons. First, they can get the information more quickly, as there is no need to wait for someone else – a friend or family member – to offer an opinion about what they wish to consume. Second, if they have already received WOM reviews, they can use E-WOM to corroborate the information received. Therefore, credibility and speed are the two main features not only distinguishing the two media, but also influencing consumer behavior.

The original message can be altered or distorted, chipping away at the credibility of the WOM review as a source of information. This lends much more strength to written comments and reviews, such as E-WOM, which can ultimately reduce risk and increase consumer confidence.

Some previous studies have found that there is a significant correlation between customer engagement and E-WOM Quality, while some other previous studies have proven a significant correlation between customer engagement and Emotional Contagion, besides, other studies have seen a significant correlation between Emotional Contagion and E-WOM Quality, therefore the researcher in this study, used Emotional Contagion as a mediating variable in the relationship between customer engagement and E-WOM Quality. It represents a research gap that the current study covered.

Limitations and Future Research Directions:

Despite the theoretical contributions made by the current study in light of the hypothesis results test, there are some limitations that characterize the current study, which could lead researchers to proposals for future research ideas, which can be explained in the following points:

Future research can use other dimensions of customer engagement other than the dimensions that were used in the current study and study their effect on E-WOM Quality.

Future research can use electronic trust as a moderator variable and examine its effect in the relationship between customer engagement and E-WOM Quality.

Future research can use brand value as a mediator variable in the relationship between customer engagement and E-WOM Quality.

Customer engagement can be used as a mediator in the relationship between electronic customer relationship management and E-WOM Quality.

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