

“Egyptian Generation Y” Online Consumption Map and Its Relationship with e-Trust Factors

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Abstract

The growing of new technological innovations, such as web & social media, has brought on changes for the market. The most important contribution of this new technological was the ability of reaching market at any place and at any time. It is also give consumers full access to search and gather information about products online. After COVID-19 pandemic web & social media have become more and more a part of our daily life. The study aimed to investigate Egyptian generation “y” consumption map and via virtual communities ” web and social media” sash as “usage of online shopping”, “consumed time ” customers preferred social networks”, “e-shopping tools “, “ the most consumed goods & services” sources of e-trust” and “customers gender “ through testing variation and correlation between variable . The study depend on survey method and a mixed-method approach (an electronic questionnaire, a paper questionnaire and phone interviews) was used in collecting the data which consists of responses by 443 respondents aged 25–45 years from Egypt, during December 2021. The quantitative analysis of data showed that most of the Egyptian generation Y have had an experience in online consumption and this is reinforced by the COVID-19 pandemic and the social distancing policies , and it also showed that the sources of e-trust can be divided into three groups, 1st group, with average correlation 0.9 includes self-experience , number of followers and cash on delivery ; 2nd group, with average correlation 0.8 includes site or account, reputation and review rate; 3rd group, with average correlation 0.65 includes friends experience and Influencer / bloggers/celebrities (endorsement) .Hypotheses test showed that there were a significance relationship between online consumption and customers e-trust towards the business, gender was an effective factor on online consumption but there no significant variations on all e-trust sources elements according to gender.

Keywords: Egypt , Online consumption , Mobile , Social media , Generation Y, , Sources of e-trust Gender

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Introduction

Social networking sites (SNSs) like MySpace, Facebook, Cyworld, and Bebo have drawn millions of users since their launch, with many of them incorporating them into their daily routines. As of this writing, there are hundreds of SNSs serving a wide range of interests and practices, each with its own technological affordances. While the key technological characteristics of SNSs are fairly consistent, the cultures that emerge around them are diverse. Most sites facilitate the maintenance of pre-existing social networks, but others connect strangers based on shared interests, political views, or activities. (Boyd, Ellison , 2007) The internet provides a highly integrated global platform that allows anyone to broadcast information to millions of people in a couple of minutes for little or no expense. While technology has given rise to ground-breaking phenomena like real-time citizen journalism, it has also enhanced the visibility and effect of both truthful and misleading information (Kumar, Shah, 2018)

Magazines, Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, images or pictures, video, rating, and social bookmarking are all examples of social media. With the world in the midst of a social media revolution, it goes without saying that social media is widely utilised for communication. (Rizwan, et al., 2014) This type of communication can be done with a single individual or with a group of people. Most individuals, particularly teenagers, are now addicted to various social media platforms in order to stay in touch with their classmates. As a superset beyond social communication, social media is media for social engagement (Baruah, Trisha 2012)

Social media's position in e-commerce has changed throughout time. It's a place where sellers may interact with customers, engage them in conversations, and even offer their goods and services. B2B and C2C enterprises have had to rethink their business models as a result of the convergence of social media and e-commerce. Nowadays there is a lack of understanding the hardness of gaining the e-trust and shopping satisfaction influence on online purchase intent. Customers who shop online do not have the opportunity to view or visit a real store, nor do they have access to tangible goods. (Lee, Khong, Hong, 2014) Understanding where customers provide feedback may assist businesses in becoming more proactive in monitoring, managing, and cultivating positive online customer reviews. Consumers are currently more prone to post straight to seller websites. Many famous

online vendors have built-in feedback tools to request input from clients quickly after they get their order. Smart sellers can deliberately reach out to angry customers by waiting a few days for them to lodge a complaint or return a product. (Kruh, et al., 2017)

Various sized businesses are using social media to promote their products and services. Small business owners see social media as a way to promote themselves. Traders can market their products by publishing information about the items they are offering. (Saravanakumar, Lakshmi, , 2012) They use social media as a promotional platform for the following reasons: ease of setting up an account, also as there is no cost for posting advertisements, high number of users on social media in particular, and finally for the direct interaction between buyer and seller throughout the transaction process. One of the most appealing aspects of using social media for marketing is the possibility to create adverts that are specifically targeted to the preferences of each customer. Users of social media frequently proclaim their preferences by joining product groups, following company news, and providing personal information on their online profiles. Aside from the numerous benefits, there are several incidents of fraud in social network online purchasing. Main types of fraud are false accounts, undeliverable things (despite the fact that the buyer made the payment), and goods sent are not the same as those advertised in the mail. (Mikalef, Pateli, Giannakos, , 2013)

2020 was a remarkable year due to a pandemic. The COVID-19 pandemic, according to the World Health Organization, "poses an unprecedented challenge to public health, food systems, and the world of work." Extreme poverty and the loss of jobs and livelihoods for millions of people, existential challenges for many companies and industries, border closures, trade restrictions, and incarceration were all consequences of the epidemic. (World Health Organization, 2020) The popularity of online purchasing has skyrocketed. Because of the contactless buying procedure, many merchants have decided to undertake promotional activities through social media platforms to promote brands and improve sales by encouraging consumers to transmit information and invite online friends. (Lv, Wang, Huang, Wang, Wang, 2020)

Review of Literature

In the recent fifteen years, virtual communities have become a key topic of discussion among media and business researchers. To better understand this phenomena, a variety of studies on Gender Differences and eTrust Virtual Communities Formation Web & Social Media have been conducted.

Jun has investigated Chinese marketing information in 2017 to gather information, thirty in-depth interviews were done. The findings demonstrated that white-collar Chinese consumers' interpretations of microblogging sites provided a distinctive context and established a critical referential framework for participants to comprehend marketing content on this specific social media platform. Speed and truth, circle, multilayer, and integration, recognition, record, and identification, and escape, relax, and pleasure were the main themes that arose from Chinese white-collar employees' perceptions of the microblogging site. "Be commercial" and "be a friend" were socially created themes in Chinese white-collar consumers' interpretations of marketing material on the microblogging site. Further investigation found that time was the overriding topic that ran across all of the descriptions, reflecting the essence of white-collar employees' perceptions of microblogging. Their interpretation of marketing material on the microblogging site was woven into the notion of e-trust. The new research had a number of theoretical and practical ramifications. The demonstration of Couldry's (2012) idea of "media as practise" in the context of China, for example, was one of the most important theoretical implications. (Jun, Park, 2017)

Torun (2017) looked at how efficient social media marketing is in helping Saudi SMEs promote their products and services while being financially viable. The Ethnographic technique was utilised in the research to examine The Effectiveness of Marketing through social media on Small to Medium Size Enterprises in Saudi Arabia, using the case of beauty shops as an example of SMEs. Interviews and observations were used to gather information. The inquiry was done on three marketing managers in Saudi Arabia from three distinct locations and target areas, as well as 10 clients, and the data collected would be interpreted based on the participants' opinions. The desired outcomes of this research The study's anticipated outcomes are that social media marketing has a good and beneficial impact on Saudi Arabia's small and medium-sized businesses. (Torun, 2017)

Gavurova et al., (2018) wanted to know how social media users behave when it comes to purchasing. The characteristics that influence users of widely utilized social networks to choose products are examined in this context. Between April 15th and 30th, 2016, the research was conducted using surveys to measure the impact of social media consumer behavior and face-to-face interviews with 238 individuals aged 18 and above in the city center and shopping centers throughout Kocaeli. The average age of the sample group in the study was 27.3 years old, and it was discovered that subjects from all levels of education utilize the internet and social media. However, as one's degree of education rises, so does their use of the internet and social media. All of the participants in the study utilize the internet and at least one social networking site. The average internet residence time was discovered to be 4.8 hours. The World Wide Web, e.g., social media, visual media, and friends of

consumers, was proven to be the first site where customers came across the products and the information source about the products. As a result, it can be argued that social media tools impress customers during the purchasing process. (Gavurova, et al., 2018)

Hussain (2018) focuses on social media influencers, which have become a key marketing tool for software developers (apps). Within the framework of the technology acceptance model, researchers studied how the endorsement of a social media influencer (SMI) can boost consumers' app adoption intention from an e-trust transfer perspective. We established that consumers' e-trust in a SMI had a direct impact on their e-trust in an app using structural equation modelling. Furthermore, consumers' e-trust in an app was improved by a SMI's endorsement due to the app's perceived utility (but not simplicity of use). Consumer e-trust in the app was also favorably connected with structural assurance, download volume, and online ratings, according to the findings. Theoretical contributions are examined, as well as management consequences. Hussain, 2018)

Online web has a critical role in influencing consumers' shopping decisions, according to Haihua, Zhang, and Wang (2019). The goal of this study is to leverage Google Trends' web search traffic data to derive correlations between product brands, as well as those between product brands and product features, in order to suggest a way for improving consumer brand positioning exposure. Design/methodology/approach This research builds on the intriguing finding that consumers' behavior when conducting simultaneous searches, or searches that include two or more keywords, can be turned into data revealing brand linkages as well as brand-to-attribute relationships. Consumers' web search patterns reflect brand positioning and brand-attribute associations in their thinking, according to the findings. The authors derived relationships between brands (brand-brand network) from consumers' behavior of searching for two brands at the same time, as well as relationships between brands and attributes (brand-product attributes network) from consumers' behavior of searching for a specific brand and certain product attributes/originality/value. Theoretically, this study proves that consumer web search traffic data can be utilized to microscopically identify specific companies' locations and relationships in customers' brains. (Hu , Zhang, Wang , 2019)

Brand is no longer what we tell the customer, but what customers tell each other, according to Ordenes et al. (2019). Using a social media mix for marketing objectives has never been more important than it is now. Ignoring these tools can have negative consequences for any firm, whether it's a lack of competitiveness or unnecessarily high promotion expenses with poor effect and targeting. The goal was to look at the link between a customer's brand experience and brand loyalty, as well as the brand's image and readiness to suggest it to others. The study looks at a sample of 476 respondents who were questioned using the CAWI (computer assisted web interviewing) method. It was decided to utilize a random sampling procedure. They're all heavy users of social media platforms. The data was collected in the first half of 2016. We got to some interesting conclusions on the existence of the relationships shown. In the age of social media, it appears that a customer's brand experience is a critical aspect in a company's success. In all examples of branding experience related to loyalty, image, and desire to suggest the brand, all of the associations reported in this study proved to be significant with a strong coefficient. The findings are then turned into a series of recommendations to assist organizations in determining the best marketing activities for them in the internet environment. There are additional ramifications for the growth of a robust social media presence. (Ordenes, et al., 2019)

Ebrahim (2019) have aimed at exploring the impact of social media marketing activities (SMM) on brand loyalty via brand trust and brand equity. Data was collected and analysed using structural equation modelling based on an online poll of 287 Egyptian consumers that follow telecoms businesses on social media. The findings revealed that there are just three dimensions to SMM activities: trendiness, personalization, and word-of-mouth. These characteristics of social media marketing have a direct impact on brand loyalty and an indirect impact on brand equity, which is mediated through brand trust. The study emphasizes the importance of trust and offers recommendations for determining the effectiveness of social media marketing. (Ebrahim , 2019)

Moran, Meghan (2019) analyzed the content of 827 cigarette advertising that ran in the United States in 2016. Promos, web/social media presence, use cues, warnings and disclaimers, descriptors, claims, activities, setting, images, and themes were all double tagged by trained coders across ten domains. The results were that promotional strategies such as discounts and sweepstakes were used in cigarette commercials, as well as links to websites and mobile applications, all of which can promote brand loyalty and customer engagement. Advertisements for cigarettes used strategies that appeared to be aimed at attracting new customers, such as emphasizing the product's benefits and modelling product use. Advertisements for little cigars/cigarillos frequently portrayed the product as social, with music, urban, and nightlife surroundings. Advertisements for smokeless tobacco generally highlighted manly themes, activities, and locales. To sum up tobacco advertising methods can help to attract new customers, stimulate product/brand switching, and increase current users' use. The Food and Drug Administration's regulatory activities, as well as cigarette counter-marketing campaigns, can benefit from a better understanding of how different products are sold. (Moran, et al., 2019)

Irshad et al. (2020) examined a number of factors, including journalistic standards, reputation, and citizen participation, in order to develop predictors for credibility assessments. The researchers conducted a quantitative

survey (n=416) of the Spanish online population. The most significant predictors of credibility judgements were the currency of information, inclusion of analysis and context, citation of sources, and inclusion of links to primary sources; it also showed that engaged respondents rely on news brand reputation and individual journalist reputation and do not take ideological affinity with editorial lines of media into account. The findings revealed that compensation and social reasons influenced customers' online purchasing intentions both directly and indirectly via trust. The association between empowerment motivation and customers' online purchase intentions, on the other hand, was totally mediated by trust. Originality/value – According to the existing literature, only a few studies have attempted to explain customers' trust in the context of social media marketing, and the literature in this topic is still developing. This study is unique in that it contributes to a better understanding of the effects of consumers' motives (such as remuneration, social, and empowerment) on confidence in social media merchants, which has never been done before. Furthermore, it looks at confidence in social media merchants as an underlying mechanism that influences the links between consumers' motives and online buy intents. (Irshad, et al., 2020)

Some people see the growth and advancement of internet technology as a tremendously profitable economic opportunity. Hijab fashion goods are one of the companies that is now growing on social media. Wearing Klamby products are starting to gain traction in Indonesia, and there's an unusual occurrence where the brand's products always sell out rapidly when a new product series is introduced. As a result, Anis Khoirunnisa and Rina Astini (2021) investigated the elements that influence repurchase intention and brand trust for Klamby hijab fashion products. The study is quantitative in nature and incorporates cross-sectional data. All clients of Wearing Klamby fashion who had made at least two purchases of Wearing Klamby pro were included in this study. In order to achieve 155 respondents, the probability sampling method will be paired with a basic random sample methodology. Experiential marketing, social media marketing, and brand trust all have a favorable and significant effect on repurchase intention, according to the findings of this study. To a lesser extent, experiential marketing and social media marketing have a favorable and significant effect on brand trust. (Khoirunnisa, Astini, 2021)

Theoretical Background

The study focused on The Unified Theory of Technology Acceptance and Use. Venkatesh's UTAUT framework and its extended theoretical frameworks are quite popular and widely utilized to predict behavioral intention for technology adoption. Customers' purchase/usage intentions are likely to be predicted by performance expectancy (PE), effort expectancy (EE), social influence (SI), and conducive settings, according to Venkatesh and many other scholars (FC). Several other factors were noted in several modifications/adoptions to the concept. The idea has been assessed using several applications since its introduction, and it has become a d è factor in determining user approval. (Taiwo, Downe, 2013)

(UTAUT) theory is a little over a decade old and has been widely applied in information systems (IS) and other domains, as evidenced by the enormous number of citations to the theory's original work. Theoretical foundations of a unified theory of technology acceptance and use (UTAUT) with the goal of unifying these research efforts in the literature. The Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivational Model (MM), the Theory of Planned Behavior (TPB), a model combining the Technology Acceptance Model and the Theory of Planned Behavior (C-TAM-TPB), the model of PC utilization, the Innovation Diffusion Theory (IDT), and the Social Cognitive Theory are some of the models and theories discussed (SCT). The idea is based on four theoretical categories that describe determinants of Intention to Use or Usage Behavior, both of which are important surrogates for Technology Acceptance. Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions are the constructions in question. Aside from these variables, the theory takes into account moderating factors that regulate the relationships between various variables and Intention to Use. Gender, Age, Experience, and Voluntary Use are the Moderators. (Ahmad, 2015)

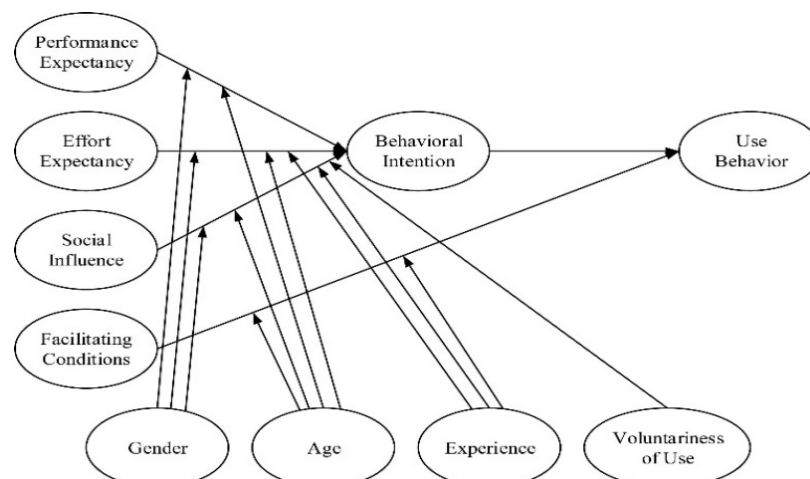


Figure 1. The unified theory of acceptance and use of technology (UTAUT) model. (Chao ,Cheng-2019)

Social impact are seen as key predictors of consumer trust in an online store, as described previously. Furthermore, cognitive innovativeness is a strong moderator between influencing aspects (such as perceived usefulness, perceived ease of use, perceived aesthetics, and perceived playfulness) in a long-term relationship behavior toward using technology (Sohaib ,Kang Nurunnabi,2018)

Gender has long been a popular subject for researchers to delve into. Although considerable study has been done on the impact of gender in consumer behavior, there is still a lot to learn about experiential marketing, as it is a relatively new concept in this sector. While using social networking sites (SNS) such as Facebook, Twitter, and Instagram, the author examines the differences in how men and women perceive sense, feel, think, act, and connect experiences. The study's goal is to look at gender inequalities in the context of five different experiential marketing encounters. (Porter , Donthu , Baker , 2012) Lian and Yen (2014) develop a great model showing the moderating effect of gender in various relationships between independent variables (e.g. performance expectations, effort expectations, social expectation, and facilitating expectation) and dependent variables (e.g. behaviour intention to use IT) by combining the Unified Theory of Acceptance and Use of Technology (UTAUT) and Innovation Resistance Theory. (Shaouf, Al-Zintan, 2018)

Research method

Problem statement

The study aimed to study Egyptian generation “y” consumption map via virtual communities ” web and social media” sash as “usage of online shopping”,” consumed time ” customers preferred social networks”,” e-shopping tools “,“ the most consumed goods & services” sources of e-trust” and “customers gender “ through testing variation and correlation between variable . The study depend on survey method and a mixed-method approach (an electronic questionnaire, a paper questionnaire and phone interviews) was used in collecting the data which consists of responses by 443 respondents aged 25–45 years from Egypt, during December 2021.

Hypotheses & questions: Review of literature and theoretical background leads researcher to draw the following hypotheses:

H1: There is a significance Correlation between customers' consumption and customers e-trust towards the business.

H2: There is a significance variation according to gender, in Online customers' consumption

H3: There is a significance gender variation in the sources of e-trust

This study also seeks to answer one main question:

what is the map of Online customers' consumption for “Egyptian Generation Y”?

Reliability and validity

Five academic experts were asked to check the questioner before initiating the data collection, we employed a pilot test among 100 respondents in order to ensure the instrument’s content validity. After the pilot test, the questionnaire was modified and then conducted to an online survey with the final version.

Data collection

Data Collection during December 2021 which The targeted respondent was Generation Y, aged 25 to 40 years old, who used social networks on a regular basis, and Facebook, in particular (also stressed that practitioners and scholars should examine Gen Y’s social media usage because it may be a harbinger of the way people will behave in the future. To diverse respondents’ profiles, 4 biggest cities in Egypt “ Cairo ,Giza ,Tanta &

Alexandria “ (110 per every city) . The respondents in our main sample “400” respondents all had an active Facebook account and had shopping experience via Facebook at least once. (49%) 196, female and (51 %) 204 male respondents. The total sample comprised of 443 (9%) never buy anything by internet. The survey period spanned was three weeks, during which 443 responses.

Conceptual framework

Social Media Marketing Social Media Marketing is the use of social media platforms and websites to promote products or services that are a type of internet marketing model to achieve marketing objectives by participating in various social media networks. (Felix, ,Rauschnabel, Hinsch , 2016)

Social commerce refers that social e-commerce is e-commerce that is enabled by social networks and on-line social relationships. It is sometimes referred to as Facebook commerce, however, social commerce is a much larger phenomenon beyond Facebook. (Gibreel, O., AlOtaibi, D. A., & Altmann, J. 2018).

Customer Trust Customer e-trust will occur if between two or more parties e-trust each other on a business transaction. In online shopping activities, the use of personal and legal data that will protect customers is a major factor affecting their level of e-trust in a site (Yoon,2002)

E-Commerce The definition of e-commerce is the process of buying, selling and marketing products electronically. (Wang ,Tsai,. 2014) E-commerce is a business transaction that transfers the ownership of the good or services through an electronic medium such as internet, telephone, television, or fax. There are stages in e-commerce transaction: a) The Order Placement, b) The Payment and the c) delivery of the good or services (Wandoko , et al. 2017)

Results:

General results

1: What is the map of online customers' consumption for “Egyptian Generation Y”?

Table No. (1). **Online customers' consumption**

	Frequencies	%
Never	43	9.71
yes, ones or more	400	90.29
Total	443	100

Based on data from Table No. (1) most of the Egyptian Generation Y have had an experience in Online consumption and this is reinforced by the COVID-19 pandemic and the social distancing policies However, a small percentage still did not have any experience with Online consumption, which can be referred to many factors such as: The unemployment , owner less of visa card ,low income and Concerns and suspicious fears about online purchases .

On the other hand We can also indicate her that research had use filtered question technique in order to exclude all those who have no experience with online consumption, and thus the sample became 400 respondent.

Table No. (2).**Usage of online shopping websites and social networks shopping accounts**

Usage rate	Frequencies	%	Rank
Daily	67	16.75	4
Two to five times a week	128	32	1
once a week	112	28	2
Randomly	93	23.25	3
Total	400	100	

Usage of online shopping websites and social networks shopping accounts was mediate rate “Two to five times a week and once a week” was 60% of respondent , When individuals interact with their social networks, they are exposed to consumption-related information. Such exposure not only increases the number of products the individual is exposed to, but also decreases the ‘online research’ time they might need to make a purchase. And we should indicate to that quarter of the sample Make random online shopping.

Table No. (3). **Consumed time , on online shopping websites and social networks shopping accounts per visit**

Duration	Frequencies	%	rank
more than an hour	76	19	3
about an hour	33	8.25	4
about half an hour	124	31	2
Five or ten minutes	167	41.75	1
Total	400	100	

Table 3 shows the Consumed time , on online shopping websites and social networks shopping accounts per visit of the research sample was Usually ,Five or ten minutes maximin 30 minute but it can tack more than an hour in my opinion it depend on the type of product which consumer will buy . Understanding consumer behavior is more important than ever as more visits are being made on the move, particularly among websites and social networks shopping.

Table No. (4).**Customers preferred social networks for Online shopping**

Social networks shopping accounts	Frequencies	%
Instagram	149	37.25
Facebook	96	24
TikTok	75	18.75
YouTube	48	12
Other	32	8
Total	400	100

Among the most commonly used social media was Instagram, followed by Facebook, TikTok, Other social media are used rarely or not at all. The research indicate clearly that, Instagram is the most popular platform for social media shopping with 38% of total sample .

Social media platforms are always evolving, and new ones are entering the market. Because of this, shoppers will flock to new channels offering eCommerce capabilities. One example is the short-form video app, TikTok which reach 19% respondents have begun to experiment with e-commerce by allowing websites to include links to products.

Table No. (5).**Online shopping by Mobile ,Tablet versus Desktop**

Preference	Frequencies	%
Mobile	321	80.25
Tablet	37	9.25
Desktop	42	10.5
Total	400	100

Customers shop their preferred products of interest on either their mobile phones 80.25 % , desktop 10.5% or tablets 9.25% , over the internet. Online shopping via Smartphone & Tablet are preferred by 89 % of respondents in my opinion because of shopping can be anywhere and anytime you want as they can access the market in their own hand . Mobile apps relatively work very fast and smoothly in comparison with desktop shopping using websites. They also provide personalized user content on Mobile apps, making it user-friendly for shopping.

Table No. (6).**Accessing tools to Online shopping websites and social networks shopping accounts**

Accessing by	Frequencies	%
Mobile app	305	76.25
Sites	62	15.5
By tracking news & links, on sites or accounts on social media	33	8.25
Total	400	100

Ecommerce platform tools have been able to reach online shoppers meanly through Mobile app 76% , which helps in improving customer engagement through chats and order forms. Mobile apps also allow businesses to obtain feedback on the quality of their service, allowing them to improve both their performance and the experience of their customers. internet sites 15 percent, tracking news and links on social media sites or accounts 8 percent One technique to guide users to things they can buy is to include a link.

Table No. (7) .**The most consumed goods by online websites and social network accounts**

	Frequencies	%
Food	201	17.21
Clothes	165	14.13
Gifts	144	12.32
Cosmetic	129	11.04
Home décor	114	9.76
Electronics	113	9.67
Glasses	87	7.45
Sports tool	78	6.67
Books	81	6.93
Other	56	4.79
Total	1168	100

more than one chooses was allowed

The most popular goods sold via social networks include food, clothes, gifts and cosmetic, these four items had formed more than half of percentage consumed goods by online websites and social network accounts.

These four categories are an elastic goods, which if there is any relatively change in quantity due to a relatively small change in price, and therefore is likely to be part of a family of substitute goods.

Table No. (8). **The most consumed services by online websites and social network accounts**

	Frequencies	%
Flight	128	38.55
Hotels	110	33.13
E-government services	66	19.88
Other	28	8.434
Total	332	100

more than one chooses was allowed

First of all, we have to compare the total of table “7” with the total of table “8”, which clearly shows the obvious difference in the volume of purchasing services compared with goods in the Egyptian market about 78 % for goods and only 22 for services which reflect huge imbalance between goods and services .

Table 8 also shows another important indicator related to e-government services, which still constitutes a low percentage of the total services purchased via the Internet if they are compared to flight and hotels services which retched approximately 72%.

Hypothesis :

H1: There is a significance Correlation between customers' consumption and customers trust towards the business

Table No. (9). **Correlation between customers' online consumption and customers e-trust towards the business**

Sources of e-trust	Online consumption	
	Pearson correlation coefficient	Significance
Friends experience	**0.657	0.01
Self-experience	**0.903	0.01
Site or account, reputation	**0.838	0.01
Number of followers	**0.965	0.01
Review rate	**0.771	0.01
Cash on delivery	**0.891	0.01
Influencer / bloggers/celebrities (endorsement)	**0.634	0.01

Many consumers are suspicious or sceptical about the functional mechanisms of online consumption, its intransparent processes and effects, and the quality of many products that are offered online, so our study focuses on conditions of e-commerce transactions that are relevant for the formation of e-trust problems and aims to test the analysis the relationship between the correlation coefficient of customers' online consumption and customers e-trust towards the business, the study use “Pearson” correlation coefficient in significance 0.01 .

Sources of e-trust can be divided into three groups, 1st group, with average correlation 0.9 includes self-experience , number of followers and cash on delivery ; 2nd group, with average correlation 0.8 includes site or account, reputation and review rate; 3^{ed} group, with average correlation 0.65 includes friends experience and Influencer / bloggers/celebrities (endorsement)

H2: There is a significance online customers variation according to gender

Table No. (10) . **Online customers' consumption Gender variation (T test)**

	Gender	Number	Mean	Deviation	T Value	Significance Level
Online customers' consumption	Male	204	1.52	0.21	30.68	0.000
	Female	196	2.62	0.46		

To test the effect of a consumer's perception of their gendered behavior offline vs. online, we used the "T" test, as shown in Table 10, with a value of 30.68 in Significance Level 0.000, indicating that gender was an effective factor on online customers' consumption. This result was consistent with Davis, Sandra D. Smith, and Bodo U. Lang's (2017) study, which found that the effect of a consumer's perception of their gendered behavior offline v The origins of e-trust differ significantly between men and women. (Davis Smith ,Lang 2017)

H3: There is a significance gender variation in the sources of e-trust

Table No. (11) .**Gender variation for Online customers' sources of e-trust** two-way analyses of variation (F test)

Sources of e-trust	Male Mean	Female Mean	F Value	Significance Level
Friends experience	2.94	2.91	1.16	0.28
Self-experience	2.501	2.83	3.33	0.07
Site or account, reputation	3.51	3.39	1.03	0.31
Number of followers	3.781	3.73	0.13	0.72
Review rate	4.43	4.37	0.28	0.59
Cash on delivery	3.28	3.18	0.68	0.41
Influencer / bloggers/celebrities (endorsement)	3.76	3.62	0.18	0.67

Building consumer e-trust leads to increased sales, profits, and loyalty, and gender is a crucial marketing component. Table "11" uses a two-way analyses of variation "F" test to see if there are gender differences in the online e-trust creation process. It is obvious that the F-test revealed no significant variations between gender types on all e-trust sources elements, implying that the hypothesis that e-trust sources online buying processes differ by gender is wrong.

Conclusion

The study aimed to identifying the relationship between Egyptian generation “y consumption map via virtual communities” web and social media” and sources of e-trust by focusing on Theory of Planned Behavior (C-TAM-TPB). The theory considers moderating factors that regulate the relationships between various variables and Intention to Use. Gender, Age, Experience, and Voluntary Use are the Moderators .

Study results showed that social media have been become backbones life of Egyptian generation “y”. Social media have become a place for shopping, marketing, and looking for information. It has been so hard for young people to stay away from social media, they have been confined to them even while they are staying with their families. As a conclusion, the outcome of this research project indicated that the sources of e-trust can be divided into three groups, 1st group, includes self-experience , number of followers and cash on delivery ; 2nd group, includes site or account, reputation and review rate; 3rd group, includes friends experience and Influencer / bloggers/celebrities (endorsement) .Also hypotheses test showed that there were a significance relationship between online consumption and customers e-trust towards the business, gender was an effective factor on online consumption but there no significant variations on all e-trust sources elements according to gender. Therefore, it is recommended that future studies use quantitative methods with representative sample numbers, that one may validate the content proposed by this study.

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