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Impact of Social Media Marketing on Brand Loyalty, through the mediating role of customer experience: An Applied Study in the Egyptian Private Hospitals



Abstract: - Social media marketing has developed rapidly in the world's contemporary highly competitive business environment in order to gain patient loyalty and competitive advantage by providing prompt services. For research scholars and practitioners, the marketing strategy that incorporates technological advancements has taken center stage. Effective communication and interaction between stakeholders are crucial to the success of a business, and social media platforms provide the venue for such communication and interaction. Thus, the benefits and risks of scientific communication on social media during COVID-19 are understood, and social media may be employed in such emergency scenarios. The purpose of this research is to empirically investigate the impact of social media marketing on brand loyalty with mediation role of customer experience in the Egyptian private hospitals. A questionnaire tool was employed to gather required data from a convenient sample of 416 Customer of Egyptian private hospitals and structural equation modelling technique (SEM) was utilized for analysis using Spss 28 & AMOS26 software. The main conclusions drawn from this study are the direct effect between social media marketing and Brand Loyalty is statistically significant, the direct effect between Social Media Marketing and customer experience is statistically significant. The direct effect between customer experience and brand loyalty is statistically significant. Finally, the study found that there is partial mediation effect of the customer experience between the relationship of social media marketing and brand loyalty in the Egyptian private hospitals.

Keywords: social media marketing, customer experience, brand loyalty, private hospitals.

I. INTRODUCTION

Due to the integration of technology, digital marketing has assumed a prominent role across the marketing industry, creating an environment that is especially engaging for consumers on social media (Ananda et al., 2019; Zhao et al., 2019). Just a few examples of social media platforms are Facebook, Instagram, Google, Twitter, YouTube, and LinkedIn. Other platforms include Wikis, blogs, discussion forums, podcasts, and vlogs (Pop et al., 2022). Many consumers of these social media platforms are motivated to engage in comparable activities as a result of these platforms' presence (Sung et al., 2023). Online Social Networks, such as Facebook, YouTube, Twitter and others have become the most popular online sites in the past few of years. (Okazaki et al, 2020). Facebook is by far the largest social network in the world with more than 1.49 billion monthly active users. According to recent statistics, the social media platform Facebook has a substantial user base of around 2.99 billion individuals that engage with the platform on a monthly basis. According to global online traffic data, Facebook ranks as the third most frequently accessed website worldwide. It ranks second in popularity, after only Google and YouTube. On average, a Facebook page publishes content 1.66 times every day. (Facebook Statistics, 2023). As the concept of social media matures, its business potential is becoming very attractive to many companies. Over 90% of marketers are using social media as a marketing tool (Arrigo, 2018). Decreased marketing costs, and increased sales as some of the chief benefits of social media marketing for the organization (Bowen et al., 2021). According to a research report from Forrester (Mulpuru et al. 2022), According to Forrester's forecasts, it is anticipated that the aggregate retail sales in the United States would amount to \$5.5 trillion by the year 2027, with online retail sales specifically estimated to reach \$1.6 trillion. It is anticipated that there would be a 10% compound annual growth rate (CAGR) in online retail sales during the next five-year period, resulting in a market share of 30% by the year 2027. (Mulpuru et al., 2022).

According to Nielsen's social media report (2023), people spend 24 percent of their online time on social media. In particular, young people between the ages of 18 and 24 years old spend 21 hours per month on social media. Furthermore, companies can introduce their products and services on their brand pages. In this sense, social media is popular among companies as well as individuals. According to Porteous (2021) as of 2018, nearly 97 percent of all Fortune 500 enterprises use at least one social media platform to promote their initiatives and foster positive communication with stakeholders. Additionally, as of 2021, there are roughly 3.78 billion social media users all over the world, a 5 percent increase from 2020.. To increase attention to health regulations, protective behaviors,

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and healthcare-seeking behaviors, social media reinforces social capital behavior in every dimension (Bian et al., 2020). Information technologies may considerably help in the containment efforts of any dangerous illness, claim academics Rocha et al. (2021). Since combating the COVID-19 pandemic and infodemic involves both system and individual preparation, health education and promotion are urgently needed (Naveed et al., 2021). The advantages and risks of scientific communication on social media during COVID-19 are understood, and social media may be employed in emergency scenarios (Li et al., 2021).

During COVID-19, researchers found that information value and risk perception in social media affected people's behavior (Nguyen and Le, 2021). A lot of information, whether accurate or not, has been spread among people throughout this pandemic (Kothari et al., 2022). It dominates social media, and misperceptions have been spread across the country (Pitas and Ehmer, 2020). There was a flood of infodemic, as a result, throughout the planet. The term "infodemic" describes a flood of information, both online and offline. The infodemic spreads sporadic false information and rumors. Infodemiology is acknowledged by the World Health Organization (WHO) as a crucial scientific subject and an important field of study during a pandemic. This misunderstanding may have a detrimental effect on people's health and well-being, raise fear and low adherence, and reduce the efficacy of the pandemic's control (WHO, 2020).

This paper is conducted to fulfill two main gaps. Firstly, customers have a chance to evaluate a product or service based on how it is offered online rather than on their physical experience. On the other hand, customers may be uncertain about the accuracy or truthfulness of the offered materials. Uncertainty arises in online shopping rather than in offline shopping because consumers cannot deal physically with products: they cannot feel or touch them, so they are not sure about their assessment of the offered products in the pre-purchase phase (Bleier et al., 2018; Camba et al., 2021). This problem varies between products because some products need more physical experience than others. The physical separation that online shopping is associated with requires customers to have faith in the product web pages and, in turn, stimulates companies to work more professionally on improving their social media pages to reduce such a gap and make their products more attractive despite the physical separation from customers (Kim et al., 2021). Secondly, in the marketing context, Studies have shown that a positive brand experience leads to increased customer satisfaction and loyalty. Brand experience can be categorized into functional, affective, and social dimensions, and all three dimensions play a critical role in building brand loyalty in the hospitality industry. However, it is important to note that there is a nonlinear relationship between brand experience, satisfaction, and loyalty, where increasing brand experience can lead to diminishing returns of satisfaction and loyalty. Additionally, customer brand engagement (CBE) has been found to have a significant positive impact on brand satisfaction, trust, and loyalty through the online brand experience. Overall, providing a positive and unique customer experience is essential for building brand loyalty in various industries. (Hossein & Hamelin, 2021; Guan et al., 2021; Olaoke et al., 2021; Cornelia & Pasharibu, 2020 & Sadek et al., 2020), while the effects of the four realms of experience may lead to different effects on brand loyalty. While some studies have found the impact of the four dimensions of experience upon loyalty, there is still a gap in research on how the four dimensions of experience can lead to brand loyalty. To bridge the research gap, research needs to focus on providing brand loyalty with a better understanding as to how designing valuable realms of experience for customers can lead to stronger brand loyalty.

literature review

The literature review embraces the effect of COVID19 on healthcare industry through the digital era. Then, the research variables: Social Media Marketing is considered as the independent variable, Customer Experience is considered as the mediator variable and Brand Loyalty is considered as the dependent variable.

2.1 Effect of COVID19 on Healthcare Industry through the Digital Era

The worldwide economy, industry, and organizations have been severely impacted by the COVID-19 pandemic, which has had an impact on marketing and investment strategies. Traditional marketing strategies are no longer effective as a result of the absolute lockdown in different places, making digital marketing increasingly crucial. Since many individuals are quarantined at home and others are afraid of getting COVID-19, fewer people will visit doctors' offices or hospitals in 2020, reducing the number of prescriptions written and the associated revenue. The Khan-Nawaz Report (2021). Marketing Strategies Utilized Investing in digital strategies has increased as a result of the industry's growth. The COVID-19 pandemic is predicted to accelerate the return of direct visits and patient telemedicine to hospitals, both of which would increase hospital profit margins. It also accelerates the growth rate of digital marketing in the health industry.

The marketing landscape has changed as a result of the development of digital technologies like the Internet, the World Wide Web, and consumer-facing platforms including desktops, laptops, smartphones, and tablets. Patients are increasingly using the internet or other digital technologies to discover the proper information, then a more convenient manner for choosing and purchasing those goods or services because they are convinced that they are consumers of health services and products. For organizations like hospitals, particularly during the COVID-19

pandemic conditions, digital media, and new technology platforms offer opportunities to expand into new markets, offer pandemic services, apply for new online communication techniques, and compete on a more equal footing with larger businesses. According to Arni and Laddha (2017), AlWeshah et al. (2021) reported that the majority of consumers (patients) looked online for information on treatment alternatives or more broadly to learn about health issues or healthcare providers. The simple definition of digital marketing is the use of technology and digital media to further marketing objectives. To reach healthcare consumers, hospital usage of digital technology increased by 50%. De Ruyter et al. (2018); Khan and Nawaz (2021) revealed that 48% of healthcare provider executives recognized revenue growth as a major advantage of investing in digital technology. Consumers now need a stress-free and reliable user experience. The need for cutting-edge healthcare applications has increased as technology has developed. As a result, the adoption of health marketing strategies on digital platforms could accelerate the sector's expansion.

2.1 Social Media Marketing

Due to the integration of technology, digital marketing has assumed a prominent role across the marketing industry, creating an environment that is especially engaging for consumers on social media (Ananda et al., 2019). Social media is the online community where individuals with shared interests share their thoughts, opinions, and ideas (Weber, 2007). Just a few examples of social media platforms are Facebook, Instagram, Google, Twitter, YouTube, and LinkedIn. Other platforms include Wikis, blogs, discussion forums, podcasts, and vlogs (Luo and Zhong, 2015). Many consumers of these social media platforms are motivated to engage in comparable activities as a result of these platforms' presence (Sung et al., 2010). According to Nielsen's social media report (2018), people spend 20 percent of their online time on social media. In particular, young people between the ages of 18 and 24 years old spend 21 hours per month on social media. In their research, Tsimonis and Dimitriadis (2014) discovered that social media is at the core of contemporary company strategy, and that the popularity of social media, cost-cutting measures, and rivals' social media activities inspire marketers to engage in social media marketing.

Seo and Park (2018) characterize social media marketing activities in the airline business as including entertainment, engagement, trendiness, customization, and perceived risk. Sano (2014) has highlighted engagement, trendiness, customization, and perceived risk as the components of social media marketing in insurance services. Jo has described marketing activities as events, information, and advertisement on social networks (2013). Yadav and Rahman (2017) classify social media marketing activities as engagement, trendiness, information, personalization, and word-of-mouth communication. In this study, entertainment, trendiness, interactions and EWOM are explored as dimensions of social media marketing activities.

Entertainment: is a critical element that stimulates participant behavior and the continuation of follow-up, so generating positive thoughts about the brand in the eyes of social media followers (Kang, 2005). Even if the motivations for utilizing social media vary, individuals emphasize the content that attracts their attention because they find it humorous and engaging (Manthiou et al., 2013). Social media is becoming the most recent and current source of information for customers (Hamid et al., 2016) due to the fact that information is exchanged in real time on social media. Social media, as opposed to traditional mass communication channels, promote engagement, content sharing, and cooperation between businesses and their customers (Wang, 2012). By utilizing social media as interactive communication between company and consumer, it is possible to acquire customers' requests and wants, as well as their thoughts and ideas on the product and brand, in real time (Vukasovic, 2013).

Trendiness: As another component of social media marketing activities, providing customers with the most recent product information is essential (Godey et al., 2016). Advertising as a component refers to the advertising and promotional activities that businesses have conducted using social media to promote sales and build their consumer portfolio. Findings (Duffett, 2017; Alalwan et al., 2017) on the impact of social media advertisements on customers' views and awareness indicate that advertising is one of the most significant activities of social media marketing (Mangold and Faulds, 2009).

Interactions: the degree of customer trust has risen as a result of are built without the business's involvement. Sharing communication about a brand or product carries risk, yet user-generated content and peer-to-peer customers affect other consumers' purchasing decisions (Sashi, 2012). Furthermore, customers actively use these types of content and information-generated data in their social media marketing campaigns (So et al., 2017). In addition to facilitating interactions between customers, Hajli (2014) discovered that social media also affects customers' trust perception and purchasing intent. In this way, social media is a successful channel for businesses to communicate with both existing and new customers while also fostering a positive brand of their brands (Halligan and Shah, 2009; Fortezza and Pencarelli, 2015).

Electronic Word of Mouth (EWOM): According to the definition provided by Heng-Thurau et al. (2004), EWOM is "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet." Like regular WOM, EWOM can come from either consumers or marketers. While advertisers offer much of the information on the Internet through company websites, online communities let people express their opinions and submit their own media

material such as photos, videos, and written pieces. Some examples of EWOM platforms are blogs, consumer review sites, discussion forums, e-commerce, and social media websites (Cheung and Thadan, 2012).

2.2 Customer Experience

Online customer experience represents the customer's subjective, multidimensional psychological response to the online presence of a product or service. This experience also has a social and sensory appeal, as the pages involve photos, videos, and comparison materials of the presented product or service. The essential technique here is how every product or service can be offered in a way that enhances customer experience and online shopping (Nagy and Hajdu, 2021). The concept of customer experience in healthcare services has begun to expand significantly as a result of factors such as changes in public policies that emphasize patient experience, consumer reflection on health services, and the incorporation of patient relatives in healthcare services.

"The terms patient experience, patient perspective, patient reports, patient perception, and patient satisfaction are frequently used interchangeably," (Ahmed et al., 2014). Further, the first time a customer interacts with a service or product is the beginning of the experience, which extends well beyond these recommendations. According to Klaus (2018), the patient experience is "a service provided in an environment where the goals of the customer can be complex, and where appropriate media to the customer may take the provider beyond the typical customer service media approach of striving to provide quick satisfaction with a final objective of improving the patient's quality-of-life perceptions." All interactions that patients have during their continuity of care stem from the sensory, emotional, cognitive, behavioral, and relational elements of their experience. Interactions with physicians, administrators, counsellors, families, and others can also co-create the patient experience (Lee, 2019).

2.3 Brand Loyalty

Brand loyalty is mostly determined by how a person perceives the quality of a product. Consumer perception of product quality is heavily influenced by information sources, according to information and cognitive psychology (Carlson and Zmud, 1999). Moorman (2020) highlighted that many marketers have problems measuring the impact of social media marketing to shape brand loyalty. Fay and Larkin (2017) demonstrated that the impact of social media communication on brand loyalty could be uncertain. In addition, little empirical research is available to guide marketers on building brand loyalty through effective social media marketing (Ebrahim, 2020). Shanahan et al., (2019) and Li et al., (2020) Previous studies have examined the impact of social media communication on brand loyalty. Their lack of sufficient studies, though, to determine how brand loyalty is impacted by the sort of content posted on social media. For instance, Ibrahim et al. (2021) investigate how social media marketing activities affect consumer loyalty to a certain brand. The impact of social media communication on brand loyalty has not been explored in Ibrahim's study. Ebrahim (2020) examined the impact of social media marketing activities but failed to take into account the distinctive attributes of social media marketing content.

3. Conceptual Framework

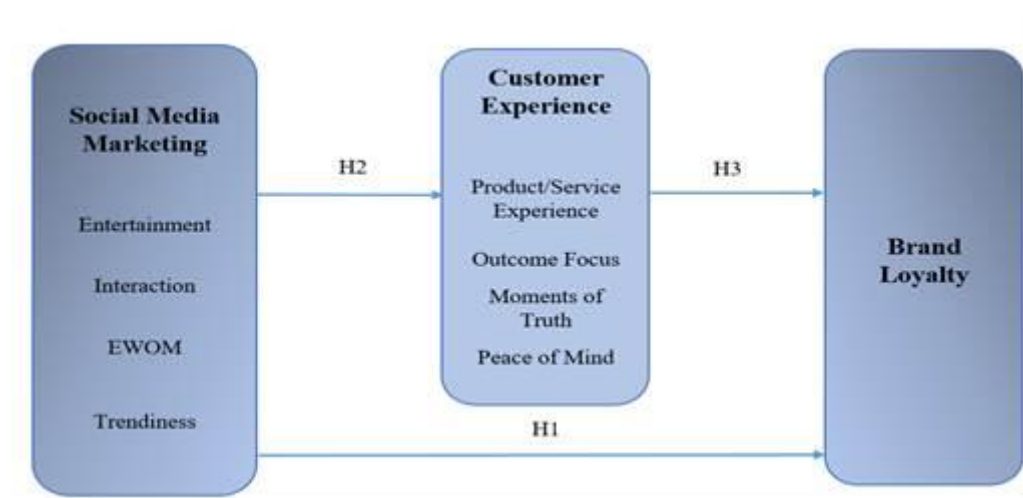


Figure 1-Conceptual Framework

4. Research Hypotheses

Based on the conceptual framework, the hypothesized model and reviewing of the related studies and theories, the study hypotheses were formulated as below:

H1: Social Media Marketing has an impact on Brand Loyalty in the Egyptian Private Hospitals.

H2: Social Media Marketing has an impact on Customer Experience in the Egyptian Private Hospitals.

H3: Customer Experience has an impact on Brand Loyalty in the Egyptian Private Hospitals.

H4: Customer Experience mediates the relationship between Social Media Marketing and Brand Loyalty in the Egyptian Private Hospitals.

Research questions could be stated as follows:

- 1- What is the impact of Social Media Marketing on Brand Loyalty in the Egyptian Private Hospitals?
- 2- What is the impact of Social Media Marketing on Customer Experience in the Egyptian Private Hospitals?
- 3- What is the impact of Customer Experience on Brand Loyalty in the Egyptian Private Hospitals?
- 4- Does Customer Experience mediate the relationship between Social Media Marketing and Purchase Intention in the Egyptian Private Hospitals?

5. Operational definition- Measurement of variables

According to Sekaran and Bougie (2016), The operational definition of a variable is the specific way in which it is measured in the research. The variable " Social Media Marketing" is measured' by 4 dimensions (Entertainment, Interaction, Trendiness and EWOM) (Hasan et al., (2022) and Laksmana (2018)), The variable "Customer Experience" is measured by 4 dimensions (Peace of mind, Moments of Truth, Outcome focus and Product experience) (Klaus and Maklan (2012)); and the variable "Brand Loyalty" is measured by 6 items (Moosa and Kashiramka (2022) and Ismail (2022))

II. METHODOLOGY

This study uses quantitative approach where a questionnaire survey method .Customers of Egyptian Private Hospitals are referred to as the research population in this study. The research questionnaire was given to 700 people, and 464 of them returned it, accounting for 66.3% percent of the total. 48 questionnaires, accounting for 6.9% of the total, were incomplete, ineligible, or refused, and 232 (33.7% percent) were not contacted. There were 416 approved responses, resulting in a response rate of 59.4% percent, which is very good given the nature of the study.

The questionnaire was divided in two broad categories. The first category is made up of general information and the second category is the body of the questionnaire that includes four sections: first: Social Media Marketing included (Entertainment, Interaction, EWOM, Trendiness). Second section: Customer Experience including (Product/Service Experience, Outcome Focus, Moments of Truth, Peace of Mind) and Third section: Brand Loyalty. A Likert-scale was used to measure opinions as follows: Strongly Disagree (1), Disagree (2), Not sure (3), Agree (4), Strongly Agree (5).A two-step process of data analysis was used to test the hypothesized model of the study using structural equation modelling (SEM). SPSS28 and AMOS26 software were used for the data analysis. The first step examines the reliability, factor loadings and construct validity of all constructs of the study. The second step involves investigation of all the direct and mediation hypotheses using structural models.

III. RESULTS

Measurement Model results:

Test statistics indicate that the measurement model represents a good fit to the data. The overall model were DF was 768 (it should be more than 0), 2/DF has a value of 2.525, that is less than 3.0 (it should be less than or equal 3.0). The RMSEA was .057 (it should be less than 0.08). The TLI index was .910 which is very close to 1.0 (a value of 1.0 indicates perfect fit). The CFI was .915. Internal consistency reliability, the most widely used reliability method, was measured using Cronbach's α . The reliability of the scales ranged from 0.81 to 0.89 . Following the widely recognized rule of thumb of using a reliability level of 0.5 (Hair et al., 2006), the analysis indicated that the measurement scales are highly reliable.

The next step is to assess convergent validity by checking the factor loadings of each item and the values of average variance extracted (AVEW0.5). The factor loadings of the measurement items are significant and substantial, i.e. $p < 0.05$ (Hair et al., 2006), as well as composite reliabilities of each of the constructs and average variance extracted (see Table III) average variances extracted were > 0.50 . Thus, the convergent validity of the latent constructs was confirmed. Discriminant validity was investigated following Fornell and Larcker's (1981) suggestion. According to them, the average variance extracted must exceed the corresponding squared interconstruct correlations estimate between the two constructs. In the current study, all the variance extracted estimates were greater than the corresponding interconstruct squared correlation estimates; the correlation matrix of latent variables.

Figure (2) Structural Model

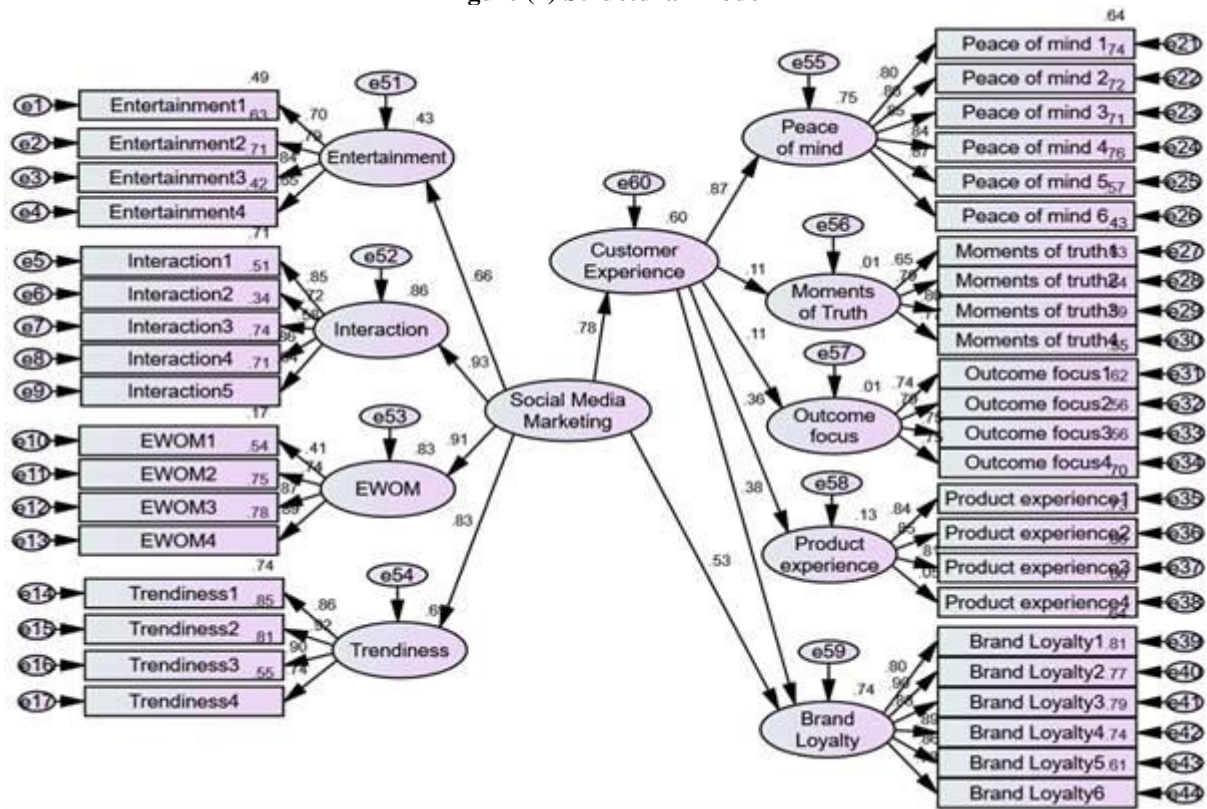


Table (1) and Figure (2) present the results; the individual tests of significance of the relationship between the variables. It reveals that, as expected a relationship between Social Media Marketing and Brand Loyalty ($\beta = 0.532$, CR (Critical Ratio) = 5.030, $CR > 1.96$, $p = 0.000$, $p < 0.05$). Therefore, (H1: social media Marketing has an impact on Brand Loyalty in the Egyptian Private Hospitals.) is supported.

The result shows that H2: social media marketing has an impact on Customer Experience in the Egyptian Private Hospitals. ($\beta = 0.777$, CR (Critical Ratio) = 13.198, $CR > 1.96$, $p = 0.000$, $p < 0.05$). is supported, as it predicts that " There is a relationship between social media marketing and Customer Experience. "

Moreover, pertaining to H3: Customer Experience has an impact on Brand Loyalty in the Egyptian Private Hospitals ($\beta = 0.379$, CR (Critical Ratio) = 2.993, $CR > 1.96$, $p = 0.003$, $p < 0.05$). is supported, as it predicts that " There is a relationship between Customer Experience and Brand Loyalty ".

Social Media Marketing construct explained 60.3 % of Customer Experience variance ($R^2 = .603$), Besides, Social Media Marketing through Customer Experience explained 74.0 % of Brand Loyalty variance ($R^2 = .740$), and customer experience explained 61.2% of the variance in brand loyalty.

Table 1: Hypothesized path of the final structural equation model

Hypothesized path	Estimate	Critical Ratio (C.R)	P-Value	Squared Multiple Correlations (R ²)
Customer Experience <--- Social Media Marketing	.777	13.198	.000	.603
Brand Loyalty <--- Social Media Marketing	.532	5.030	.000	.740
Brand Loyalty <--- Customer Experience	.379	2.993	.003	.612

Table (2) reveals a statistically significant indirect effect between Social Media Marketing and Brand Loyalty Through customer experience ($P = 0.000$, $P < 0.05$) and a statistically significant indirect effect between social

media marketing and Brand Loyalty through customer experience ($P = 0.004$, $P < 0.05$). The results of the mediation effect indicate that there is partial mediation effect of the Customer Experience partially mediates the relationship between social media marketing and brand loyalty

Table 2: The mediation analysis of consumer experience

	Variables	Social Media Marketing	Customer Experience
Direct effect	Customer Experience	0.777	0
	Brand Loyalty	0.532	0.379
Indirect effect	Customer Experience	0	0
	Brand Loyalty	0.294	0

IV. DISCUSSION AND CONCLUSION

The main aim of this study was to examine the impact social media marketing on brand loyalty in the context of Egyptian Private Hospitals, while also considering the potential mediating influence of Customer Experience. The research used a quantitative approach to collect primary data from a sample of 416 customers of private hospitals in Egypt. The results of the regression analysis indicate that there is a statistically significant direct effect between Social Media Marketing and Brand Loyalty, as well as between Social Media Marketing and Customer Experience. Additionally, there is a statistically significant direct effect between Customer Experience and Brand Loyalty. Furthermore, the analysis suggests that there is a partial mediation effect of Customer Experience in the relationship between Social Media Marketing and Brand Loyalty. This study has academic and practical value. The present study effectively addresses the existing research gap and provides valuable supplementary information to the current academic literature. The study has formulated a model that enhances the existing body of knowledge by suggesting the need for broadening the field of inquiry via the use of the structural equation modelling approach. The integrated framework-estimated structural model provided support for the hypotheses. Specifically, the Social Media Marketing construct accounted for 60.3% of the variance in Customer Experience ($R^2 = .603$). Additionally, the relationship between Social Media Marketing and Brand Loyalty, mediated by Customer Experience, accounted for 74.0% of the variance in Brand Loyalty ($R^2 = .740$).

The various ramifications of this research's results for the expansion of Egyptian private hospitals are evident in practical terms. Firstly, it underscores the importance of online customer experience within the realm of social media marketing (SMM) and its impact on brand loyalty. To provide a favourable experience, it is essential for the hospital to acknowledge the importance of every online customer touchpoint, including transactions and services encountered during the client's journey. Furthermore, the research findings provide valuable insights for policymakers and practitioners operating within the private healthcare sector in developing economies, who are aiming to enhance the performance of their online enterprises. Online platform providers should possess an understanding of the determinants that influence users (namely patients) in their selection of one platform over others. Gaining insight into the primary factors that patients prioritise when choosing an online platform would be beneficial. Several elements will have an impact on users' experience and serve as incentives for them to continue using the platform.

10. Research limitations

The degree to which the conclusions may be extrapolated to a larger population, cases, or situations is referred to as external validity. (Saunders et al., 2019) As a result, the researcher cannot presume that the findings apply to other situations, so the study excludes:

First, Because the participants in this study come from just one nation (Egypt) and in sector Egyptian Private Hospitals, the findings should be taken with a grain of salt. In spite of the fact that the research was conducted in a very specialized context, it is believed that the findings can be applied to a variety of other sectors, industries, and countries.

Second, cross-sectional data were used in this study to examine the relationship between SMM and Brand Loyalty, besides the mediating role of Customer Experience in the Egyptian Private Hospitals. As a consequence of this, the study only offers a picture of a single instant in time. This suggests that the findings of the research are

only useful under certain conditions, including when external factors such as governmental regulations, economic activity, the competitive climate, and so on are unaffected.

Third, Data gathering from respondents over a set period of time utilizing a convenience sample approach had its limitations. The scope of potential responders was constrained by the short time span for data gathering. Because responses are collected based on the accessibility of respondents, this method may not produce a representative sample and may also lead to potential limitations in the range of respondents who would participate.

11.Future research Suggestions

The following areas for further investigation are suggested based on the findings of this study:

First, a study should be undertaken utilizing a qualitative technique or a mixed strategy using both qualitative and quantitative approaches in order to acquire Social Media Marketing on Brand Loyalty views and expectations. Second, a longitudinal study should be done to examine the long-term relationship between Social Media Marketing and Brand Loyalty in the Egyptian Private Hospitals, with the mediating role of Customer Experience. Third, because the sample was limited to only Egyptian Private Hospitals, a sample derived from other sectors, industries would improve the generalizability of the findings in the future. This would also aid in comparing the relationship between Social Media Marketing and Brand Loyalty, as well as the role of Customer Experience in mediating the relationship between Social Media Marketing and Brand Loyalty, in other sectors and industries.

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