

The Impact of Facebook Electronic Word of Mouth on Consumers' Purchase Intention: with Special Reference of Fashion Apparel Brand Pages in Sri Lanka

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The largest social networking site, Facebook, with over 2.85 billion users, is the focus of this study, which investigates the impact of Facebook electronic word of mouth (eWOM) on consumer purchase intentions regarding fashion apparel brands in Sri Lanka. The study employed a quantitative approach, converting data into numerical forms for statistical analysis. Four objectives related to the dimensions of eWOM were addressed through multiple regression analysis to test the research hypotheses. Data were collected using a structured online questionnaire from a sample of 200 respondents who had liked at least one fashion apparel brand page on Facebook, employing a non-probability sampling technique. Secondary data were obtained from published research, related articles, and journals. Descriptive analysis was performed to summarize the data meaningfully, and a multicollinearity test was conducted to examine intercorrelations among independent variables. Data analysis was carried out using Statistical Package for Social Science (SPSS) version 25.0. The study suggests further examination of how Facebook brand pages impact consumers' purchase intentions.

Keywords: *Brand Communities, Electronic Word of Mouth, Facebook, Fashion Brand Pages, Purchase Intention*