

The Impact of Facebook Word of Mouth on Consumer's Purchase Intention: Special Reference to Facebook Fashion Clothing Brand Pages of Sri Lanka

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The retail fashion industry in Sri Lanka has experienced significant growth, which has increased competition and forced marketers plan to meet changing consumer needs. The growing impact of social media sites such as Facebook on the country means that fashion merchants need to make sure their online strategies adapt to the changing online habits of their customers. This study aimed to investigate how consumer purchase intentions were affected by Facebook word of mouth (FB WOM) in relation to Sri Lankan Facebook fashion clothing company pages. Using a comprehensive survey approach with 385 respondents, this study examined a range of aspects of (FB WOM), such as its volume, valence (positive and negative), and content, to determine how this impacts consumer behaviour. The results demonstrated the significant influence of (FB WOM) on purchase intentions: FB WOM intensity and positive valence showed strong positive correlations with increased purchase intentions, but negative valence FB WOM had a negative impact. These findings highlight how important FB WOM is in shaping consumer behaviour and how skilful FB WOM dynamics must be managed. Some strategic recommendations are to provide opportunities for positive consumer testimonials on brand pages, promptly rectify negative experiences, and encourage good (FB WOM) through engaging promotions. In the end, this study highlights the significant influence that (FB WOM) has in the digital space and emphasises the necessity of efficient administration to foster and support consumer buy intent, providing important information for marketing tactics.

Keywords: *Customer Purchase Intentions, Fashion Industry, FB WOM, Social Media Marketing*