

The impact of using Facebook on clothes purchase decision for women

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Abstract

This study investigates the impact of Facebook i.e., interaction, electronic word of mouth, credibility, and advertising on women's decisions of clothing purchases. Quantitative research was conducted by means of a survey among a sample of 388 respondents via questionnaires survey valid for analysis using the statistical package (SPSS.V25).

Facebook use impacts women's decisions of clothing purchases through different dimensions including interaction, electronic word of mouth, credibility, and electronic advertising. This study further emphasizes the need to adapt Facebook platforms as marketing tools for workers in the women's clothing market. Finally, we recommend developing advertisements content, providing further details about the products, enriching the brand page's interactive content, and offering competitive prices similar to the traditional market.

Keyword: Facebook, electronic advertising, interaction, electronic word of mouth, credibility