

## **Impact of the Determinants of E-WOM Engagement on Consumer Purchase Intention of Clothing Retailers in Sri Lanka**

**V T Dilshan**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*vtharindudilshan1998@gmail.com*

**S I Wijenayake**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*shanikaw@kln.ac.lk*

In the current generation, individuals experience consumption, lifestyle, and decision-making processes differently compared to previous generations. Social media has increasingly influenced these aspects, rendering traditional channels for reaching target customers less practical and effective for businesses. It is essential for firms to identify potential new channels for engagement. In the context of the fashion retail industry in Sri Lanka, which has become highly competitive due to diverse consumer demands, this study aims to understand the impact of electronic word of mouth (e-WOM) on purchasing intention for clothing retailers. The research is particularly relevant for marketers in the clothing retail industry. This study employs a quantitative research method, specifically a survey, and distributes a questionnaire among social media users who have liked at least one fashion apparel brand page on Facebook or WhatsApp. A sample of 200 responses was selected. After conducting a multicollinearity test to identify independent variables with high inter correlations, multiple regression analysis was utilized to assess the study hypotheses. Data analysis was performed using the SPSS software. The findings indicate a positive and significant impact of e-WOM on customer purchase intention. The paper concludes with research propositions that examine how e-WOM affects customer purchase intention and highlights the value-enhancing potential of social media tactics. The research underscores the need for a deeper understanding of how e-WOM marketing influences consumer purchasing behavior in the Sri Lankan clothing retail sector..

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