

# FACTORS INFLUENCING FACEBOOK FASHIONABLE CLOTHING PAGE USERS' PURCHASE INTENTION: WITH SPECIAL REFERENCE TO GENERATION Z CONSUMERS IN THE WESTERN PROVINCE

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## 1. Introduction

Due to the increasing popularity of social media platforms among young individuals, there is a lack of understanding regarding the use of Facebook pages in the context of Sri Lankan fashionable clothing companies. This study investigates the influence of Facebook on the purchase intentions of Generation Z consumers in Sri Lanka's Western Province, with a specific focus on the fashionable clothing industry. The aim is to identify key factors that affect the purchase intentions of Facebook page users dedicated to fashionable clothing.

## 2. Research Methodology

This study follows a positivist research philosophy and a deductive approach. Data was collected from 274 Facebook users in Sri Lanka who follow clothing pages, selected through purposive sampling. An online questionnaire was used to gather details regarding fashionable clothing page users' purchase intention on Facebook. Hypotheses have been tested by using multiple regression analyses.

## 3. Findings and Discussion

Findings revealed significant positive impacts of Perceived Ease of Use, Perceived Usefulness, Attitude, and Trust on purchase intentions of Facebook fashionable clothing page users in Sri Lanka's Western Province. Additionally, the study indicated Generation Z consumers are receptive to fashionable clothing pages on Facebook. These findings align with previous research, emphasizing the significance of these factors in online consumer behavior.

## 4. Conclusion and Implications

This study explored factors affecting Generation Z's purchase intentions on Facebook clothing pages in Sri Lanka's Western Province. Perceived ease of use, Perceived usefulness, Attitude, and Trust positively influenced purchase intentions. Trust had the most significant impact, providing insights for enhancing Facebook marketing strategies in the fashionable clothing industry.

**Keywords:** Fashionable clothing purchase intention, Facebook clothing pages users, Generation Z.