

TRADITIONAL WORD OF MOUTH IS LESS PERSUASIVE THAN THE SOCIAL NETWORKING SITES IN CASE OF WOMEN APPAREL

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Abstract

Purpose: the purpose of this study is to find the relationship between social media website and women apparel. The study examine the WOM and social media network sites for the women apparel to find the most persuasive factor in women apparel. This research study use the primary data for exploration of results.

Methodology: this research study use the reliability test of data by using cronbach Alpha. To analyze the social media network sites and word of mouth for women clothing . This research use the regression analysis to find the influence factor between word of mouth and social media networks in women clothing. Data is collected from the facebook female users and total respondent are selected that filled the questionnaire are 400.

Finding: The results of Cronbach Alpha value show that the data is reliable and valid for the further testing. The value of Cronbach Alpha value is more than the standard value that is 83%. The R square value of Social media analysis is more than the WOM test that indicating that the social media is most influence factor on women apparels. The result of regression analysis in WOM and women purchase behavior is 63% and in other table of regression analysis show the R square value is 78% in social media and women purchase behavior. The R square values comparisons shows that the social media websites have most influent on the women apparels that is 78% than WOM. The both regression values are reliable, tested by the Anova table.

Practical implication: This research helpful for the decision making of corporate regarding women appeal related to young consumers. It is also useful for the future research regarding women clothing.

Keywords: Word of mouth, Social media network sites, women purchase behavior

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