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Electronic Word-of-Mouth and Consumer Spending: Evidence from Facebook-Based Online Clothing Retail

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Abstract

With the rapid growth of social media, online reviews have become a key source of information influencing consumers' purchasing decisions. Platforms such as Facebook have evolved into social commerce environments where users actively share product experiences. This study examines how online customer reviews affect consumers' clothing purchase behavior in the Facebook marketplace, focusing on four review types: price, brand, service, and negative reviews. Data were collected through an online survey of 190 consumers with online clothing shopping experience. Responses were measured using a five-point Likert scale. Exploratory factor analysis identified key review dimensions, and multiple regression analysis tested their effects on annual online clothing expenditure. The results show that three review factors significantly influence consumer spending. Unrealistic price reviews and negative reviews have significant negative effects, reducing consumers' willingness to spend. In contrast, positive service reviews have a strong positive effect, encouraging higher purchasing levels. Brand reviews, however, do not show a significant impact. These findings suggest that online retailers should manage pricing perceptions, address negative feedback, and enhance service quality to improve customer satisfaction and sales. The study contributes to the literature on electronic word-of-mouth and social commerce by highlighting how different review types shape consumer spending behavior.

JEL classification numbers: M31, D12, L81, D83.
Keywords: Electronic word-of-mouth, Online reviews, Facebook marketplace, Consumer behavior.

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1. Introduction

Online shopping has progressively attracted consumers due to its convenience, particularly the ability to complete purchases without leaving home and to access extensive product information online. With the widespread availability of the Internet, e-commerce continues to expand rapidly. Consumer spending patterns have shifted dramatically—from visiting physical stores to purchasing goods with a single click and receiving home delivery. As a result, most retailers now maintain an online presence. The acceleration of online sales has placed increasing pressure on traditional brick-and-mortar stores. Consumers prefer online shopping for several key reasons such as 24/7 accessibility, price transparency, exclusive online promotions, wilder product variety, cost efficiency, global reach, etc. (Al Karim, 2013).

Since the rollout of Facebook Chat in 2008, followed by features such as People You May Know, the Wall, and Facebook Connect, Facebook has evolved from a simple social networking site into one of the world's largest media marketplaces by 2019. Its transformation from a basic communication platform to a global digital giant has reshaped how consumers and brands interact.

Research identifies four primary motivations for participation in Facebook brand pages: socializing, entertainment, self-status seeking, and information seeking. Social media empowers consumers to create and share content, thereby influencing brand-related conversations (Abedin & Jafarzadeh, 2013). Moreover, online engagement often reflects users' ideal self rather than their actual self, shaping how they present themselves in brand interactions (Kytö & McGookin, 2017).

Consumers engage with brand pages by liking, commenting, sharing posts, watching videos, participating in polls, uploading product-related content, or clicking links for further information or purchases. "Liking" a brand page symbolizes brand identification and is often associated with loyalty, although the relationship between Facebook likes and actual purchasing behavior remains inconclusive (Wallace & Buil., 2021). Businesses utilize Facebook pages for direct marketing, event promotion, surveys, informational updates, and entertainment content. Interactive environments, exclusive content, and informal communication styles help strengthen brand trust and foster online communities.

The fashion industry provides a particularly relevant context for examining these dynamics. Clothing has evolved from a basic protective necessity to a powerful social and cultural symbol. Historically, dress reflected social class and economic status; today, it continues to communicate identity, personality, and lifestyle. As Hardcastle et al. (2006) noted, clothing carries specific cultural and social meanings. In the digital age, fashion consumption increasingly occurs online, where social media platforms—especially Facebook—serve as influential marketplaces connecting brands with large fan communities.

Thus, the integration of social media engagement and online shopping has transformed fashion consumption into both a commercial and social activity, where self-presentation, identity expression, and digital interaction converge.

2. Literature Review

2.1 Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) represents the online extension of traditional word of mouth (WOM). WOM is defined as "interpersonal communications in which none of the participants are marketing sources" (Bone, 1995) and as "informal communication between private parties concerning evaluations of goods and services" (Anderson, 1998). Traditionally occurring face-to-face, WOM becomes electronic when exchanged through online platforms (Gildin, 2022).

eWOM preserves the core characteristics of traditional WOM—interpersonal, non-commercially motivated, and perceived as credible—while adding two distinctive features: (1) dissemination through digital formats (text, images, videos) and (2) the ability to reach large audiences simultaneously, increasing its viral potential. Consequently, eWOM is often more influential than traditional WOM.

Prior research highlights that WOM is more trusted and persuasive than firm-generated communication (López & Sicilia, 2014). Social media platforms provide consumers with "an unparalleled platform" to publicize product evaluations and facilitate WOM communication (Chen & Law, 2016). Positive product experiences stimulate favorable eWOM, enhancing brand awareness and potentially reducing promotional costs. However, eWOM also raises concerns regarding credibility, fake reviews, and source anonymity, which may affect trust judgments. Despite these limitations, the scalability, permanence, and network diffusion effects of eWOM make it a powerful determinant of consumer perceptions and purchase decisions.

With the rapid growth of e-commerce, consumer decision-making increasingly occurs in digital environments. When product recommendations are available, consumers may ignore them, consult and follow them, or consult but reject them, relying instead on prior knowledge or alternative information sources.

Online environments offer substantial decision-support advantages. The Internet enables efficient price comparison and access to extensive product assortments, facilitating better price discovery and product–need fit. Recommendation agents and third-party shopbots assist consumers in navigating large product selections, allowing electronic screening and re-screening of alternatives to optimize either price or product suitability.

Nevertheless, despite these technological benefits, empirical research on how online environments fundamentally shape decision-making remains limited. Darley, Blankson, and Luethge (2010) identify a paucity of comprehensive studies examining the impact of digital contexts on consumer decision processes, suggesting the need for further theoretical and empirical investigation.

2.2 Negative Reviews

Recent research increasingly examines the role of online reviews in shaping consumer choice and product performance (Bradford & Awad, 2007). Empirical findings suggest mixed effects: while many studies report that online reviews positively influence sales and customer satisfaction, others highlight more complex

or even contradictory outcomes.

Due to the rapid diffusion of online platforms, both satisfied and dissatisfied consumers can disseminate their experiences instantly and widely. However, consumers with extremely positive or negative experiences are more likely to engage in review posting, and negative reviews tend to exert a disproportionately stronger impact. In particular, negative reviews often function as a double-edged sword. On the one hand, they can significantly influence consumers' evaluations and purchase decisions; on the other hand, they may increase product awareness and credibility.

Evidence suggests that consumers are more motivated to leave reviews after negative experiences than positive ones. Negative reviews can therefore have dramatic and sometimes detrimental consequences for businesses. For example, Fan et al. (2022) report that 35% of consumers decide not to purchase after encountering just one negative review, and 94% have avoided a business based on negative feedback. Similarly, Small Business Trends indicates that a single negative review may drive away 22% of potential customers, while three to four negative reviews can result in customer losses ranging from 59% to 70%. Certain service industries—such as hotels, healthcare providers, salons, and restaurants—are particularly vulnerable, especially when complaints concern cleanliness, which deters up to 81% of female consumers.

Despite these risks, negative reviews may also enhance perceived authenticity. Small Business Trends further notes that purchase likelihood peaks when product ratings range between 4.0 and 4.7, declining as ratings approach a perfect 5.0. This pattern suggests that overly positive reviews may trigger consumer skepticism. Consistent with this view, Deng, Tang, and Lai (2026) find that over 80% of consumers actively seek out negative reviews, perceiving them as signals of credibility. A balanced mix of positive and negative feedback therefore appears to increase trust and perceived transparency. Overall, while negative reviews can harm sales and brand reputation, they also contribute to authenticity, awareness, and informed decision-making within the digital marketplace.

2.3 Price and Brand

Price and brand remain central informational cues in online word-of-mouth (eWOM) communication. In digital marketplaces, consumers frequently rely on price and brand comparisons when evaluating alternatives under uncertainty (Chevalier & Mayzlin, 2006; Hu et al., 2008). When faced with the choice between a familiar, higher-priced brand perceived as reliable and a lower-priced, unfamiliar brand associated with greater risk, consumers actively consult online reviews to reduce uncertainty. Empirical evidence suggests that brand familiarity and perceived credibility significantly moderate how price information is interpreted in online environments (Erdem, 2025).

Price is not merely an objective monetary value but a subjective perceptual construct. Recent research emphasizes that perceived price fairness, price

transparency, and comparative pricing information significantly influence online purchase intentions (Grewal et al., 2017). Consumers evaluate prices relative to internal reference prices and competitor offerings, particularly in digital contexts where comparison is effortless. Thus, perceived price and perceived value are stronger predictors of purchase intention than objective price alone (Konuk, 2018). In addition to price and brand, the credibility of online information sources strongly shapes consumer decision-making. eWOM credibility, including perceived trustworthiness and expertise, has been shown to positively influence purchase attitudes and intentions (Filieri, 2015; Erkan & Evans, 2016). The integration of multiple information sources reduces perceived risk and enhances decision confidence. Furthermore, social influence mechanisms remain powerful in digital environments, as peer opinions and reference groups significantly affect brand evaluations and purchasing behavior (Chu & Sung, 2015). Thus, recent literature demonstrates that online purchase decisions are driven by the interaction of perceived price, brand credibility, eWOM trustworthiness, and social influence, rather than by objective product attributes alone.

2.4 E-Service Reviews in E-Commerce

E-service reviews in e-commerce reflect consumers' evaluations of service outcomes, service delivery processes, and service recovery performance. Recent studies conceptualize e-service quality as customers' overall assessment of online service efficiency, reliability, responsiveness, security, and fulfillment (Rita et al., 2019). In digital retail contexts, reliability and security consistently emerge as critical determinants of satisfaction and trust, particularly when transactions involve financial risk or personal data disclosure (Tandon et al., 2020).

Contemporary research further demonstrates that online reviews significantly shape consumer perceptions and behavioral intentions. eWOM credibility—defined by perceived trustworthiness, expertise, and authenticity—positively influences purchase intention and brand evaluation (Filieri, 2016; Erkan & Evans, 2016). Review valence, volume, and consistency also affect perceived service quality and decision confidence (Ismagilova et al., 2020). Importantly, the presence of reviews enhances product transparency and reduces perceived risk, particularly for high-involvement or higher-priced products (Hong et al., 2017).

Recent meta-analytical evidence confirms that online reviews strengthen firm credibility and customer engagement, which in turn improve sales performance and customer retention (Babić Rosario et al., 2016; Ismagilova et al., 2020). Customer engagement behaviors—such as reviewing, rating, and responding to service experiences—create interactive value co-creation processes that enhance loyalty and long-term profitability (Hollebeek, 2019). Moreover, effective service recovery responses to negative reviews significantly improve brand trust and mitigate reputational damage (Sparks et al., 2016).

3. Methodology

3.1 Survey Design

When engaging in online clothing purchases, consumers are influenced by multiple information sources, including personal, commercial, and public channels. Among these, user-generated content—particularly online reviews—has emerged as a critical and highly accessible source of product-related information, such as quality perceptions, price comparisons, and experiential feedback. This study aims to examine which factors of online reviews significantly influence consumers' online clothing purchase decisions.

To address this objective, a quantitative research design was adopted using an online survey. The questionnaire consisted of 20 structured items and was administered between July and November 2019 (a five-month data collection period). The survey was distributed in both English and Vietnamese to respondents located in Vietnam and Taiwan. Data were collected through Facebook, where participation was promoted via posts and shares to increase reach and engagement.

An online questionnaire was considered appropriate given the study's focus on Facebook users and online shopping behavior. The instrument comprised two sections. The first section collected demographic and background information, including gender, age, highest education level, daily Facebook usage time, and expenditure on online clothing purchases. The second section contained 20 items measuring perceptions of online reviews and their influence on purchase decisions. All items were assessed using a five-point Likert scale ranging from 1 = "strongly disagree" to 5 = "strongly agree."

3.2 Participants

Participants in the online survey were recruited through invitations advertised on Facebook. A purposive sampling approach was employed to target a specific group of consumers. To ensure the relevance of respondents, several eligibility criteria were established, including having recently purchased or having the intention to purchase clothing products online through Facebook, as well as experience in using product reviews during the decision-making process. In addition, recruited respondents were encouraged to share the survey invitation with individuals in their network who met the same criteria for online clothing purchases and product review usage.

The invitation included a brief description of the research and indicated the approximate length of the questionnaire. Participants were informed that their participation was entirely voluntary and that they could withdraw from the survey at any stage of the questionnaire without any consequences. It was also clarified that there were no right or wrong answers, and respondents were encouraged to take sufficient time to consider their responses carefully. Participants were allowed to skip any questions that they did not know how to answer or that were not applicable to them. At the conclusion of the online survey, the following results were obtained (Table 1).

A total of 190 valid responses were collected from the online survey. Among the respondents, 39.5% were male and 60.5% were female. The higher proportion of female respondents may reflect the generally stronger involvement of women in clothing purchase decisions and online shopping activities.

Table 1: Sampling information

Categories	Categories	Frequency	Percentage (%)
Gender	Male	75	39.5
	Female	115	60.5
Age	Below 18 year olds	39	20.5
	18 – 24 year olds	72	37.9
	25 – 34 year olds	48	25.3
	35 – 44 year olds	21	11.1
	Over 45 year olds	10	5.2
Education	High School	39	20.5
	Bachelor Degree	141	74.2
	Master Degree	10	5.3
Time to use Facebook per day	Below 1 hour	31	16.3
	2-5 hours	133	70
	6-9 hours	26	13.7
	Above 10 hours	0	0
Money spent for online clothes shopping on Facebook annually	Below 500$	41	21.6
	500-999	92	48.4
	1000-1999	38	20
	Above 2000$	19	10

Regarding age distribution, respondents were drawn from multiple age groups. Participants aged 18–24 represented the largest proportion (37.9%), followed by 25–34 (25.3%), below 18 (20.5%), 35–44 (11.1%), and above 44 (5.2%). This distribution suggests that younger consumers constitute the primary group engaging in online clothing purchases, reflecting the growing adoption of online shopping among digitally active users.

In terms of educational background, 74.2% of respondents held a bachelor's degree, 20.5% had completed high school, and 5.3% possessed a master's degree. This indicates that the majority of participants were relatively well educated, which may be associated with greater familiarity with online platforms and digital purchasing behavior.

With respect to daily Facebook usage, 70% of respondents reported spending between 2 and 5 hours per day on Facebook, followed by 16.3% who spent less than one hour, and 13.7% who spent between 6 and 9 hours. No respondents reported using Facebook for more than 10 hours per day. These results highlight the high level of engagement with Facebook, which provides users with convenient access

to product information, social interaction, and online shopping opportunities.
Finally, regarding monthly expenditure on online clothing purchases, 48.4% of respondents spent between USD 500 and USD 999, 21.6% spent below USD 500, 20% spent between USD 1000 and USD 1999, and 10% spent more than USD 2000. These findings indicate that consumers show considerable interest in online clothing shopping, with many respondents allocating substantial spending to online purchases through social media platforms such as Facebook.

3.3 Measurement Instrument

This study analyzes the results by exploring the factors derived from the survey data. The questionnaire was designed to examine which types of online reviews influence consumers' online clothing shopping behavior. Specifically, the study investigates whether online reviews can increase or decrease customers' purchasing decisions**.**
To examine the relationships between variables, multiple regression analysis was conducted. In this study, the dependent variable is the amount of money consumers spend annually on online clothing purchases through Facebook**.** The independent variables consist of the factors derived from the analysis of online reviews.
The regression coefficients (β values) represent the magnitude and direction of the relationship between each independent variable and the dependent variable. These coefficients indicate how strongly each factor contributes to predicting consumers' annual spending on online clothing purchases via Facebook.
Using the extracted factors as independent variables and the annual expenditure on Facebook-based online clothing shopping as the dependent variable, a parameter estimation analysis was conducted to investigate how these factors influence customers' future online shopping behavior as shown in Equation (1).

$$Ym = \beta_0 + \beta_1 F_1 + \beta_2 F_2 + \beta_3 F_3 + \cdots + \beta_n F_n + \varepsilon \quad (1)$$

Ym: Dependent varaible (The probably amount of customer's money spending for online clothes shopping)
β_0: Intercept (constant term)
$\beta_1, \beta_2, \beta_3, \ldots, \beta n$: Regression coefficients
$F_1, F_2, F_3, \ldots, Fn$: Independent variables (the factors extracted from online review analysis**,** e.g., credibility, usefulness, rating, etc.)
ε: Error term (random disturbance)

4. Result

4.1 Factors Analysis

According to Rust et al. (2004), factor loadings greater than 0.50 are generally considered acceptable for interpreting and retaining items within a factor. In addition, Kaiser (1960) proposed the eigenvalue-greater-than-one criterion, commonly known as the Kaiser criterion, which is widely used in marketing and social science research to determine the number of factors to retain.

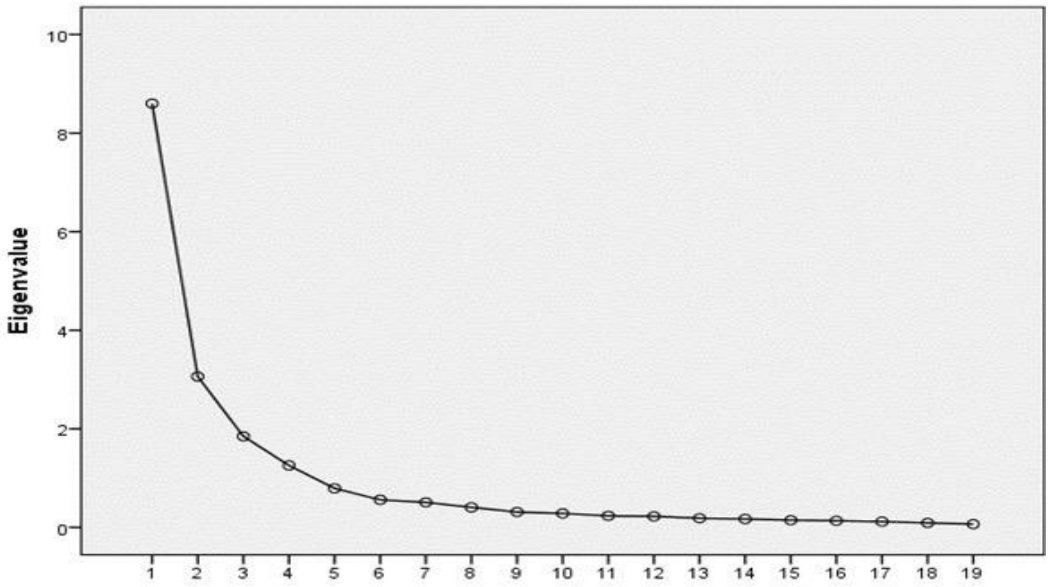

Figure 1: Plot of eigenvalues

As shown in Figure 1, the eigenvalue results indicate that four factors have eigenvalues greater than 1.0, suggesting that these factors should be retained in the analysis. Furthermore, Table 2 presents the rotated solution, where the cumulative variance explained by the four retained factors reaches 74.87% after rotation of the sums of squared loadings. This result indicates that the extracted factors explain a substantial proportion of the total variance in the dataset.

In addition, Table 3 presents the rotated factor loading matrix derived from the exploratory factor analysis. The analysis identified four distinct factors with eigenvalues greater than 1.0, which collectively represent key dimensions of online review influence on consumers' purchasing decisions. Following the recommended threshold in marketing research, factor loadings above 0.50 were considered acceptable indicators of factor membership**.**

Table 2: Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.601	43.006	43.006	8.601	43.006	43.006	5.297	26.483	26.483
2	3.063	15.316	58.322	3.063	15.316	58.322	4.978	24.890	51.373
3	1.985	9.926	68.248	1.985	9.926	68.248	2.584	12.922	64.294
4	1.324	6.619	74.866	1.324	6.619	74.866	2.114	10.572	74.866
5	.966	4.832	79.698						
6	.705	3.525	83.223						
7	.543	2.714	85.937						
8	.488	2.439	88.376						
9	.386	1.932	90.308						
10	.309	1.544	91.852						
11	.282	1.410	93.262						
12	.228	1.142	94.404						
13	.212	1.062	95.466						
14	.185	.926	96.393						
15	.170	.850	97.243						
16	.145	.724	97.967						
17	.134	.670	98.638						
18	.115	.574	99.211						
19	.091	.456	99.667						
20	.067	.333	100.000						

Extraction Method: Principal Component Analysis.

As shown in Table 3, the first factor represents consumers' perceptions of price authenticity and reliability in online reviews**.** Six items loaded strongly on this factor, with factor loadings ranging from 0.723 to 0.891, indicating a strong internal relationship among these variables. These items reflect consumers' sensitivity to unrealistic or misleading price-related information in online reviews. For example, statements such as *"Unreal price reviews make me unsympathize with the product"* (loading = 0.891) and *"Real price reviews make me believe in the image of the product"* (loading = 0.826) suggest that consumers rely heavily on credible price information when evaluating clothing products online. The results imply that perceived price credibility plays a crucial role in shaping consumer confidence during online shopping**.**

The second factor captures brand-related information contained in online reviews**.** Eight items loaded on this factor, with loadings ranging from 0.620 to 0.819. These items highlight the importance of brand credibility and brand-related discussions in consumer evaluations. For instance, *"Online reviews having brand information make me feel confident with online shopping"* (loading = 0.819) indicates that brand-related content strengthens consumer trust. This factor suggests that brand familiarity and brand reputation communicated through reviews help reduce perceived risk in online purchasing environments**.**

The third factor reflects the influence of negative online reviews on consumer decision-making**.** Three items loaded strongly on this factor, with loadings between

0.800 and 0.913**.** These items indicate that negative comments significantly affect consumers' perceptions of product quality. For example, *"I will hesitate about the product quality because of negative reviews"* (loading = 0.913) demonstrates the strong psychological impact of unfavorable feedback. This result suggests that negative reviews can significantly reduce consumer confidence and purchase intentions**.**

The fourth factor represents service-related reviews and customer service experiences**.** Two items loaded on this factor with loadings of 0.736 and 0.687**.** These items indicate that positive service evaluations encourage consumers to make purchasing decisions. The results imply that perceived service quality, such as responsiveness and reliability, positively influences consumer trust and purchasing behavior in online clothing markets**.**

Table 3: The exploratory factors analysis results

	F1	**F2**	**F3**	**F4**
Unreal price review				
Unreal price reviews make me unconfident when shopping online.	0.853			
Unreal price reviews make me unsympathize with the product.	0.891			
I take care to real price reviews when having online shopping.	0.806			
Real price reviews make me believe in image of the product.	0.826			
I will be not confident with my decision if price reviews are not real.	0.799			
I always look for real price reviews before online shopping.	0.723			
Brand review				
I will be worry about product's quality if I do not know brand information.		0.620		
I will not care about the product with unclear brand information.		0.701		
Brand reviews encourage me to make decision for online shopping.		0.769		
Brand reviews encourage me to introduce the product for my friends.		0.790		
Online reviews having brand information make me fell confident with online shopping.		0.819		
Brand reviews are important before shopping online.		0.696		
I look for brand reviews before online shopping.		0.721		
I look for brand reviews before online shopping.		0.745		
Negative review				
Negative reviews make me feel dissappoited.			0.865	
I will hesitate the product quality because of negative reviews.			0.913	
Negative reviews make me hesitate about product quality.			0.800	
Good service review				
Good service reviews encourage me to make decision for online shopping.				0.736
Good service reviews make me have a good looking to product.				0.687

4.2 Multiple Regression Analysis

This study employed four extracted factors to investigate which variables influence consumers' decisions regarding future online clothing purchases. The results of the factor analysis are presented in Table 3. These findings provide useful insights for Facebook marketers who aim to expand their businesses within the online social commerce environment.

Table 4 presents the multiple linear regression model summary and overall model fit statistics. The results indicate that the model has an R^2 value of 0.081 and an adjusted R^2 of 0.061, suggesting that the independent variables explain approximately 8.1% of the variance in consumers' online clothing expenditure. Although the explanatory power of the model is modest, it still provides insight into the influence of online review-related factors on consumer purchasing behavior.

Furthermore, the Durbin–Watson statistic is 1.667, which falls within the commonly accepted range of $1.5 < d < 2.5$, indicating that there is no evidence of first-order autocorrelation in the residuals of the regression model. This result suggests that the independence assumption of the regression analysis is satisfied. In addition, the Durbin–Watson statistic was used to test for autocorrelation in the residuals of the regression analysis, as reported in Table 4. The Durbin–Watson value is 1.667, which falls within the commonly accepted range of 1.5 to 2.5, indicating that there is no evidence of first-order autocorrelation in the residuals. Therefore, the independence assumption of the regression model is satisfied.

Table 4: Model summary

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.285[a]	.081	.061	.926	1.667

Furthermore, Table 5 presents the analysis of variance (ANOVA) results used to test the overall significance of the regression model. The F-statistic is 4.072 with a p-value of 0.003, which is statistically significant at the 0.05 level. This result indicates that the regression model is statistically significant, and therefore the null hypothesis that all regression coefficients are equal to zero is rejected.

Table 5: ANOVA analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	13.973	4	3.493	4.072	.003[b]
Residual	157.836	184	.858		
Total	171.810	188			
a. Dependent Variable: Y					
b. Predictors: (Constant), F4, F3, F2, F1					

The summary of Pearson's correlation coefficients and covariances is presented in Table 6, which measures the relationships between each pair of variables. Pearson's correlation analysis is used to examine the direction and strength of the linear relationship between two variables.

The results indicate that Factor 1 is negatively correlated with Factors 2 and 4, while it shows a positive correlation with Factor 3. These relationships suggest that variations in Factor 1 are associated with opposite directional changes in Factors 2 and 4, but move in the same direction as Factor 3. In addition, covariance values, which represent the joint variability between pairs of variables, are also reported in Table 6. Covariance measures how two random variables vary together and provides additional insight into the relationships among the extracted factors.

Table 6: Coefficient correlations

		F4	**F3**	**F2**	**F1**
Correlations	F4	1.000	-.156	.211	-.496
	F3	-.156	1.000	-.239	.242
	F2	.211	-.239	1.000	-.658
	F1	-.496	.242	-.658	1.000
Covariances	F4	.010	-.001	.002	-.002
	F3	-.001	.003	-.001	.001
	F2	.002	-.001	.005	-.002
	F1	-.002	.001	-.002	.002

4.3 Regression Coefficient Interpretation

The Table 7 you provided reports the multiple regression coefficient results, which explain how each factor influences the dependent variable (Y): the amount of money customers spend on online clothing shopping on Facebook**.** Below is a detailed academic explanation that can be used in the Regression Results section of your paper.

Table 7: Regression coefficient results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.372	.952		5.642	.000
	F1	-.098	.044	-.240	-2.231	.027
	F2	.004	.072	.006	.060	.953
	F3	-.113	.052	-.161	-2.187	.030
	F4	.331	.102	.268	3.234	.001

a. Dependent Variable: Y

Four factors were used to investigate the probable amount of customer spending on online clothing purchases**.** The estimated regression model is expressed as follows:

$$Y = 5.372 - 0.098F_1 + 0.004F_2 - 0.113F_3 + 0.331F_4 \quad (2)$$

where *Y* represents the predicted amount of money spent on online clothing purchases, and F_1–F_4 represent the extracted factors derived from the factor analysis. Specifically, the coefficients show how a one-unit change in each factor influences the predicted amount of customer spending, holding all other variables constant. Statistical significance was evaluated using t-values and p-values**.**

As for the factor interpretations, the coefficient for F_1 is −0.098, indicating that for every one-unit increase in unreal price reviews, the predicted customer spending decreases by 0.098 units, holding other variables constant. This factor is statistically significant ($p = 0.027 < 0.05$), suggesting that unrealistic pricing reviews negatively influence customers' spending behavior. The coefficient for F_2 is 0.004, implying that a one-unit increase in brand reviews results in a 0.004 unit increase in predicted customer spending. However, this variable is not statistically significant ($p = 0.953 > 0.05$), indicating that brand-related reviews do not have a statistically meaningful effect on customers' online clothing expenditures in this model. The coefficient for F_3 is −0.113, meaning that a one-unit increase in negative reviews leads to a 0.113 unit decrease in predicted customer spending, holding other variables constant. This factor is statistically significant ($p = 0.030 < 0.05$), suggesting that negative reviews significantly reduce customers' willingness to spend on online clothing purchases. The coefficient for F_4 is 0.331, indicating that a one-unit increase in good service reviews increases predicted customer spending by 0.331 units, holding other variables constant. This variable is highly statistically significant ($p = 0.001 < 0.05$), suggesting that positive service-related reviews strongly encourage higher customer spending.

4.4 Residual Normality Test

To assess the normality assumption of the regression model, a normal probability plot of standardized residuals was generated, as shown in Figure 2. The observed cumulative distribution of the standardized residuals closely follows the reference line of the expected normal distribution, indicating that the residuals are approximately normally distributed. This result suggests that the normality assumption of the regression model is reasonably satisfied.

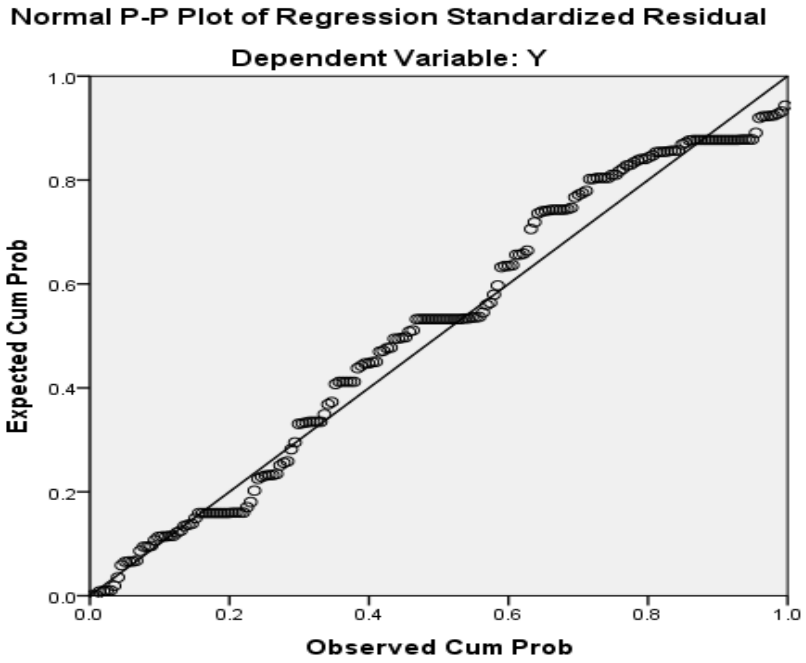

Figure 2: Normal P-P plot of regression standardized residual

5. Conclusion and Discussion

5.1 Conclusion

This research empirically examined the impact of online reviews, specifically price reviews, brand reviews, service reviews, and negative reviews, on consumers' online clothing shopping behavior. Previous studies have extensively explored the influence of online reviews on online purchase intention and have proposed various strategies for improving consumers' purchase intentions and increasing online product sales. However, this study focuses on a specific and rapidly growing social commerce platform—Facebook, which has emerged as a significant marketplace for online retail activities worldwide.

Table 8: Hypotheses results

Factor	Result
F1: The unreal price review of a clothing product negatively impacts on the amount of customer's money spending for online shopping.	Supported
F2: The brand review of a clothing product positively impacts on the amount of customer's money spending for online shopping.	Not supported
F3: The negative reviews of a clothing product negatively impact on the amount of customer's money spending for online shopping.	Supported
F4: The positive service review of a clothing product positively impacts on the amount of customer's money spending for online shopping.	Supported

The research context of this study is the Facebook marketplace for clothing products, which represents an open and highly competitive environment containing numerous clothing brands, including both well-known and lesser-known sellers. In such a competitive market, one of the key challenges for sellers is how to differentiate their products and achieve sustainable success.

The results of the data analysis reveal significant relationships between the four extracted factors and consumers' online clothing shopping behavior. These findings provide empirical evidence on how different types of online reviews influence consumer spending decisions in the Facebook marketplace. Table 8 summarizes the key factors and the corresponding analytical results.

By applying multiple regression analysis, this study identifies which factors significantly influence the amount of money customers spend on online clothing purchases. Based on the empirical findings, this research provides several strategic recommendations for marketers and entrepreneurs operating in the rapidly growing Facebook marketplace. The results indicate that marketing managers should pay particular attention to several key factors: price-related reviews, negative reviews, and service-related reviews, as these elements significantly influence consumers' purchasing behavior.

5.2 Managerial Implications

1. Price-Related Reviews

Online reviews concerning product pricing have a significant impact on consumer behavior. When customers perceive that the product price is reasonable or competitive compared with alternative options, they are more likely to make a purchase. Conversely, if the price appears significantly higher than expected, it may generate negative reactions and reduce consumers' willingness to purchase. Therefore, marketers should carefully design pricing strategies to attract consumers while maintaining profitability. Several pricing tactics may be considered, such as:

- Promotional pricing, offering temporary discounts during specific promotional periods;
- Psychological pricing, such as setting prices at $9.99 instead of $10.00;
- Loss-leader pricing, where certain products are sold at a lower margin to attract new customers;
- Premium pricing, used for unique or differentiated products with higher perceived value;
- Penetration pricing, introducing new products at a lower price initially and gradually increasing the price as the product gains market acceptance.

These strategies can help online sellers balance consumer expectations regarding price with overall revenue objectives, thereby enhancing competitiveness within the Facebook online marketplace.

2. Pricing Strategy and Value Creation

Traditional retail pricing strategies, such as the well-known concept "pile it high, sell it cheap," were widely applied throughout the twentieth century. However, in today's experience economy, the concept of value has evolved beyond simple price competition. Modern consumers evaluate value based on a combination of price, time efficiency, and convenience. Therefore, the exchange between consumers and retailers is no longer limited to the monetary transaction but also involves the overall shopping experience and perceived brand value.

Although competitive pricing remains an important factor in attracting customers, retailers must carefully balance low prices with maintaining their brand positioning of "good fashion at a reasonable price**.**" Value today is not determined solely by price but also by how efficiently retailers can save consumers' time and provide convenient purchasing experiences. For instance, online retailers can enhance perceived value by simplifying purchasing procedures, offering efficient customer support, and providing fast and reliable delivery services. By improving these aspects, retailers can create higher engagement and deliver greater value to consumers in the online marketplace.

3. Managing Negative Reviews

The results of this study indicate that negative reviews significantly influence consumers' purchasing decisions. Many businesses attempt to avoid negative reviews; however, ineffective responses to customer complaints can further damage a company's reputation. Some organizations respond with generic messages, shift responsibility to customers, or fail to address the underlying problems, which may ultimately lead to a loss of customer trust.

Instead of avoiding negative reviews entirely, businesses should develop effective strategies to manage and respond to them constructively. One possible approach is to encourage satisfied customers to share their experiences by providing incentives such as discounts on future purchases. This strategy may help increase the proportion of positive reviews and balance occasional negative feedback.

When negative reviews occur, businesses should respond promptly and professionally. Firms should acknowledge the issue, accept responsibility where appropriate, and clearly explain how the problem will be corrected. By demonstrating transparency and a commitment to improvement, companies can transform negative reviews into opportunities to strengthen customer relationships and enhance brand credibility.

4. Service Quality and Customer Loyalty

Service quality is another critical factor influencing consumers' purchasing behavior. Excellent customer service plays a significant role in strengthening brand reputation and encouraging long-term customer loyalty. When consumers have positive service experiences, they are more likely to continue purchasing from the same business and recommend it to others.

High-quality customer service also contributes to positive word-of-mouth

communication, which is widely recognized as one of the most effective forms of marketing. Recommendations from friends, family members, or other consumers often carry greater credibility than traditional advertising. Consequently, businesses that consistently provide outstanding customer service can cultivate loyal customers who actively promote the brand through personal networks and online platforms.
For this reason, organizations should prioritize customer satisfaction by promptly addressing customer concerns, providing personalized support, and demonstrating genuine care for consumer needs. By doing so, businesses can build stronger customer relationships and enhance their competitive advantage in the online marketplace.

5.3 Research Limitations and Future Research

Despite its contributions, this study has several limitations. First, the majority of respondents in this study were Vietnamese consumers, which may limit the generalizability of the findings to other countries or cultural contexts. Consumer behavior may vary significantly across different cultural, economic, and social environments. Therefore, future studies could extend the research by collecting data from multiple countries or cross-cultural samples in order to compare consumer behavior in different markets.
Second, this study focused on four independent variables derived from the literature review. However, other factors may also influence consumers' online clothing purchasing behavior. Future research could incorporate additional variables, such as product variety, product guarantees, promotional discounts, delivery services, and other types of online review characteristics. Including these variables may provide a more comprehensive understanding of consumer decision-making in online shopping environments.

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