

**The Impact of E-promotion on Increasing Fashion Product Sales: The Role of Consumer Intentions as a Mediating Variable**

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**Abstract**

This study aimed to find out the impact of e-promotion on increasing fashion product sales, and to find out the mediating role of consumer intentions on the impact of e-promotion on increasing fashion product sales, In order to achieve the objectives of the study, the descriptive and analytical approach were used. A questionnaire was designed as a study tool and distributed to (500) fashion products buyers (433) questionnaires were recovered, with a rate of 87%. Fashion products buyers have been approached in a conveniently selected fashion products stores through Google forms. SPSS and Amos programs were used to test the study hypotheses.

The results indicated that there is a significant positive impact of e-promotion by its dimensions (e advertising, e-sales promotion, e-direct marketing, and e-word of mouth) on increasing fashion products sales, and there is a mediating impact of consumer intention to buy on the relation between re-promotion on increasing fashion products sales.

The study concluded several recommendations, the most important of which are: That fashion companies create interactive online fashion catalogs that contain all the fashion information to be marketed.

**Keywords:** E-promotion, Increasing Sales, Fashion Product, Consumer Intentions.