

## **The Impact of Social Media Marketing on Purchase Intention; With Special Reference to Facebook Use in Beauty Care Brands in Sri Lanka**

U.A.S Yapa, P.I.N Fernando

*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka.*

Companies widely use social media platforms, such as Facebook, Twitter, Pinterest and YouTube, to enhance their brand communication and to promote and propagate their product information among consumers. The trend of exerting social media platforms by beauty care brand carries a significant control over customer-based brand equity and purchase intention. In the present world the traditional modes of advertising and marketing such as television, print media and outdoor media contribute to a major portion of the advertising budget, still they are unable to grab the target audience exclusively. Hence, the objective of this study is to fill the gap in the literature, by examining the relationship between user-generated communication, examine the relationship between firm generated communication, examine the relationship between brand equity with purchase intention and consequently find out impact of firm generated and user generated communication on purchase intention through Facebook related to beauty care brands. The study conducted through 200 female and male users in Colombo district who are engaged in Facebook and already liked at least one beauty care brand. A standardized online-survey has conducted to collect the data. The each objective has fulfilled by constructing the relationship between independent and dependent variables by occupying the regression analysis and has drawn the final conclusion, considering the each results that has been achieved. The results show that User Generate Communication has a positive relationship with brand equity, Firm-Generated Communication has a positive relationship with brand equity and Brand equity has positive relationship with purchase intention. Hence, it conclude as Social media marketing has a positive impact on purchase intention in beauty care brands in Sri Lanka. The study suggests that beauty care brands marketers need to create platforms to generate more user content as user generated communication displays more impact on creating brand equity compare to firm generated communication and generally, creating brand related unrelated communication, combining traditional media with social media, achieving company target audience though Content/Adds/Apps can further improve brand equity and purchase intention.

Keywords: Social media marketing, Brand equity, Purchase intention, Facebook