

## **Impact of Facebook Advertising on Purchase Intention of Fashion Retails with Special Reference to Youth Consumers in Sri Lanka**

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In the contemporary environment, consumer experiences, lifestyles, and decision-making processes have been significantly influenced by social media, diverging from those of previous generations. Traditional marketing channels may no longer be effective in reaching target customer groups, making it essential for business firms to explore new channels. This research investigates the impact of marketing activities on Facebook, a prominent social network, and its influence on purchase intentions. The fashion design industry, a leading sector globally, is particularly relevant in this context. Facebook is identified as the most popular and widely used social media network, and its extensive user base presents opportunities for businesses to engage with their target audience. The study reveals that Facebook advertising for fashion wear retail positively impacts the purchase intention of youth consumers in Colombo. The relationship between Facebook advertising and purchase intention is positively correlated, influenced by how fashion retailers attract consumers through Facebook. Given the prominence of social media, this research is limited to Facebook, with recommendations for future studies to explore other leading social networking sites such as YouTube, Instagram, and Twitter. The sample size for this research was 250 respondents, with four hypotheses being accepted and one hypothesis not accepted.

**Keywords:** *Facebook Advertising, Fashion Wear Retails, Purchase Intention, Social Media Marketing*