

The Impact of Facebook Advertising Credibility on Consumer Purchase Intention: with Special Reference to Herbal Cosmetic Industry

J K A Piyumali

Department of Marketing Management, University of Kelaniya, Sri Lanka
arunipiyumali980427@gmail.com

W A D N R Gunawardane

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisalgunawardane@kln.ac.lk

As technological advancements have *accelerated*, the advertising industry has shifted away from traditional tools to embrace social media networks as the primary medium for customer engagement. Among these platforms, Facebook stands out as the most popular. Despite this, advertising messages disseminated through social media networks often fail to elicit adequate responses from target audiences. The credibility of the information presented in social media advertisements remains questionable to many consumers, which may diminish the effectiveness of these ads and undermine marketers' efforts to convince customers to make purchases. This study aims to assess the impact of Facebook advertising credibility on customer purchase intentions regarding herbal cosmetics. To achieve this objective, a quantitative approach was adopted, involving a survey of 385 respondents from the Western Province who are Facebook users. Data were collected via an online questionnaire and analyzed using SPSS version 26. The findings revealed that advertising credibility has a significant positive impact on customer purchase intentions. It is recommended that marketers of herbal cosmetics focus on providing realistic and honest information in their advertising messages to enhance their effectiveness.

Keywords: *Advertising Credibility, Affirmation, Authenticity, Purchase Intentions, Trust*