

The Impact of Facebook Usage on Brand Awareness with Special Reference to Retail Apparel Industry in Sri Lanka

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The purpose of this research study is to examine the impact of using Facebook as a social media tool on brand awareness, with special reference to the apparel industry in Sri Lanka. With the increasing importance of social media usage in society, marketers are becoming more involved in social media marketing. In today's context, Sri Lankan online audiences are highly active on Facebook. Brands are increasingly realising they need to engage in discourse with customers and listen to their views. One way that some brands are doing this is via Facebook. However, the apparel industry is looking for possible ways to improve brand awareness by using Facebook as a marketing tool. Thus, this study will cater to the management of Sri Lankan apparel companies, which will facilitate their understanding of the reactions of their consumers and brand page followers. It has developed the research model, followed by a literature review. As a quantitative research strategy, it used a structured questionnaire to obtain primary data from the sample. Finally, it was able to collect three hundred ninety-four responses by adopting a convenience sampling method, which falls under non-probability sampling. The study's findings demonstrate that the UGC and FGC have a significant positive relationship with brand awareness.

Key Words: *Brand Awareness, Facebook, Firm Generated Content, Retail Apparel Industry, User Generated Content*