

Impact of Facebook Marketing on Brand Awareness: With Special Reference to Fast Moving Consumer Goods Industry in Sri Lanka

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The purpose of this research study was to examine the impact of Facebook marketing tools on brand awareness, with a specific focus on the fast-moving consumer goods industry. The research addressed the issue of how Facebook marketing tools influence brand awareness within this industry. A literature review revealed a research gap, which this study aimed to address. Based on the independent variables identified from the literature, a conceptual framework was constructed, and five hypotheses were formulated. The research design employed both exploratory and descriptive approaches, utilizing a mixed-methods strategy to discuss the results. A sample of 350 individuals was selected from a population of five million in the Western Province for analytical convenience. A stratified sampling technique was used to gather primary data through Google Forms, supplemented by secondary data. Descriptive statistical tools were applied for data presentation, while correlation and multiple regression analyses were conducted using SPSS version 26. The findings indicated a moderate relationship between User-Generated Content (UGC) and brand awareness. It was concluded that UGC and brand equity can mutually benefit from and enhance each other. Successful managers are advised to review and adapt their operational strategies to maximize the benefits derived from these relationships.

Keywords: *Brand Awareness, Facebook and Fast-Moving Consumer Goods, Firm Generated Content, User Generated Content*