

The Impact of Facebook Word of Mouth on Purchase Intention of Cosmetic Product in Sri Lanka

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The cosmetics market is rapidly expanding and is anticipated to be one of the fastest-growing consumer markets in the future, primarily due to the influx of young consumers. To capitalize on this opportunity, Sri Lankan cosmetic marketers must develop strategies to address their customers' purchase intentions. This article aims to analyze the impact of Facebook word of mouth (WOM) on the purchase intention of cosmetic products in Sri Lanka. A research model was developed based on a review of the literature. The study population consisted of Sri Lankan cosmetic consumers who use Facebook, with a sample of 392 individuals selected using the convenience sampling method. The research employed a quantitative approach (survey method), and data were collected using a structured questionnaire distributed among the sample. Pearson correlation analysis revealed a positive relationship between Facebook WOM and cosmetic product purchase intention in Sri Lanka. Additionally, significant impacts of Facebook WOM on purchase intention were identified. This study provides a model to examine the impact of Facebook WOM on purchase intention for cosmetic products in Sri Lanka. The findings indicate that Facebook WOM increasingly influences purchase intention, creating new opportunities and challenges for companies. The results offer insights for future researchers and marketers on the importance of enhancing Facebook WOM strategies and managing Facebook WOM as an effective marketing tool.

Keywords: *Electronic Word-of-Mouth, Facebook Marketing, Facebook Word-of-Mouth, Purchase Intention, Word-of-Mouth*