

## **Impact of Facebook Content Marketing on Purchase Intention of the Fast-Food Industry with Special Reference to Gen Y**

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Content marketing creates a favorable platform for brands to inform and persuade consumers about the brand's features and benefits. Facebook and its content creation for brands, products, and services make the brand stand out from the competition. Generation Y is an early adopter of social media content. The literature on social media in creating purchase intentions is vague in the context of the fast-food industry. Thus, this research intends to study social media content marketing in developing the purchase intention of fast food by Generation Y. The study adopted convenience sampling in collecting responses from two hundred and seventy (270) respondents. The results of the study indicated that Facebook content marketing has a significant impact on the fast-food purchase behaviour of consumers, which contributed to the theory and practice of building a solid justification for the context of the study.

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