

Impact of Facebook Advertising on Consumer Purchase Intention with Special Reference to Cosmetic Industry in Western Province

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This study delves into the impact of Facebook advertising on consumer purchase intention, with a specific focus on the cosmetic industry in the Western Province. Recognising Facebook's pivotal role as a tool for product promotion, particularly within the cosmetics sector, businesses are increasingly inclined to optimise their Facebook ads for enhanced efficacy. Understanding the factors influencing consumer purchasing decisions in this context becomes paramount. The primary objective of this study is to explore how Facebook advertising influences consumers' purchasing intentions, specifically within the Western Province's cosmetics market. Employing a deductive methodology, the study develops theories based on various theoretical frameworks to establish relationships between Facebook advertising and customer behaviour. Through a survey research methodology in an uncontrolled setting, this cross-sectional study meticulously examines the correlation between Facebook advertisements and consumer behaviour. The sample comprises 230 individuals selected from Generation Western Province using a simple random sampling method. Data collection involved structured questionnaires, offering a comprehensive understanding of consumer perceptions. Regression analysis, conducted using SPSS software, extracted meaningful insights from the gathered data. The study's findings reveal crucial information on consumers in the Western Province tend to make purchases when influenced by perceived benefits, engagement with advertisements, and advertising awareness. Conversely, perceived risks deter their inclination to make a purchase.

Keywords: *Consumer Purchase Intention, Cosmetic Industry, Facebook Advertising, Western Province*