

**Impact of Web Characteristics on Purchasing Intention on Facebook Marketplace with Mediating Effects of Online Trust with Special Reference to Consumer Electronic Industry in Sri Lanka**

**R M H P Rathnayaka**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*harshaprashath98@gmail.com*

**S M Jayawardena**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*smjay231@kln.ac.lk*

With the proliferation of e-market platforms, the prominence of Facebook as a marketplace has grown very rapidly across the globe. Therefore, the impact of web characteristics and online trust on purchase intention has been explored across many different countries, markets, and products where buyers and sellers now meet on Facebook. And the ultimate impact on purchase intention has often varied based on many contextual factors. The main purpose of this study is to explore how web characteristics such as usability, information quality, interactivity, and aesthetics influence the purchasing intention of consumer electronic items sold on the Facebook marketplace in Sri Lanka. The study also analyses the mediating role of online trust in this relationship. Adopting a positivism approach, a quantitative study was conducted, in which responses were gathered from 391 respondents. A structured questionnaire was used as the primary source of data collection. The findings demonstrate a significant, positive impact of web characteristics on purchasing intention and further indicate that online trust significantly mediates the relationship between web characteristics and purchasing intention. These findings are useful for brand managers, e-marketplace website developers, and Facebook users to guide their designing, marketing, and purchasing decisions.

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