

The Impact of Facebook Marketing on Brand Equity and Purchase Intention of Beauty Care Brands in Sri Lanka

R G C M Siriwardhana

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
maheshikachathuri71@gmail.com*

H M R P Herath

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
renukaherath@kln.ac.lk*

Organizations frequently use social media platforms like Facebook, Instagram, Tik Tok, and YouTube to improve brand communication and disseminate product information to consumers. However, there has been a small amount of research in the past, and it seems that not much attention has been paid to study how Facebook marketing affects the brand equity and purchase intention of beauty care brands. The purpose of the study therefore is to fill in the gap in the literature on how firm-generated and user-generated social media communication affect brand equity and purchase intention of beauty care brands through Facebook. The study was conducted through 356 users who are engaged in Facebook and already liked at least one beauty care brand and data were collected through an online survey. Data sets were generated using a standardized online survey and analyzed using SPSS version 22.0. The findings demonstrate that User-generated communication and Firm-generated communication have a positive impact with brand equity, brand equity has positive impact with purchase intention. The results further indicate that social media marketing has a positive impact on purchase intention. Further, the findings contribute to understanding the impact of Facebook marketing on brand equity and purchase intention of beauty care brands in Sri Lanka.

Keywords: *Brand Equity, Facebook Marketing, Purchase Intention, Social Media Marketing*