

**The Impact of Facebook Brand Page Recommendations on Purchase Intention towards Personal Care Products in Sri Lanka: Special Reference to Generation Z consumers**

**K A P Sandamali**

Department of Marketing Management, , University of Kelaniya, Sri Lanka  
*pavithrasad97@gmail.com*

**R K T D Karunanayake**

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

The aim of this study is to explore the impact of Facebook brand page recommendations on the purchase intention of personal care products among Generation Z consumers in Sri Lanka. The research examines two types of Facebook brand page recommendations: Facebook online reviews and recommendations from opinion leaders on Facebook, which refer to endorsements made by followers. The study population consisted of Generation Z consumers, and a convenience sampling method was utilized to select the sample. Data were collected using a structured questionnaire through an online survey to assess the study's main concepts. Hypotheses were tested using correlation and linear regression analyses. Pearson correlation results revealed a positive relationship between Facebook online reviews, Facebook opinion leader recommendations, and the purchase intention of personal care products. Additionally, significant impacts of each variable on personal care product purchase intention were identified, with a specific focus on Generation Z in Sri Lanka. This study provides a model for examining the effect of Facebook brand page recommendations on the purchasing intentions of personal care products among Generation Z consumers in Sri Lanka. The increasing influence of online recommendations on Facebook is reshaping purchase intention principles, leading to new marketing communication styles. Consequently, these developments create new opportunities and challenges for companies. The research findings offer insights for future researchers and marketers into how Facebook brand page recommendations impact Generation Z consumers' initial purchasing decisions regarding personal care products through Facebook brand pages.

**Keywords:** *Facebook Online Review, Facebook Brand Pages Recommendation, Generation Z, Opinion Leaders in Facebook, Personal Care Products, Purchase Intention*