

The Impact of Facebook Marketing on Purchase Intention of Fashion Retail Brands: Examine the Moderating Effect of Gender

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Social media platforms, such as Facebook, Instagram, and YouTube, are extensively utilized by companies worldwide to enhance brand communication and disseminate product information to consumers. However, limited research has been conducted on how Facebook marketing influences the purchase intention for fashion retail brands, particularly with respect to the moderating effect of gender. Therefore, this study aims to examine the impact of Facebook marketing on the purchase intention of fashion retail brands and to explore the moderating effect of gender. The research involved 383 Facebook users who had liked at least one fashion retail brand and participated in an online survey. Data were collected through a standardized online questionnaire and analyzed using SPSS analytics software. The findings indicate that both user-generated and firm-generated communication have a significant positive impact on purchase intention. However, neither user-generated communication nor firm-generated communication demonstrated a significant positive relationship with gender. Additionally, Facebook marketing was found to have a positive impact on purchase intention. The study's results contribute to the understanding of how Facebook marketing affects purchase intention for fashion retail brands in Sri Lanka.

Keywords: *Facebook Marketing, Firm Generated Communication, Purchase Intention, User Generated Communication*