

Impact of Social Media Gratification on Consumer Purchase Intention with Special Reference to FMCG Facebook Brand Pages in Sri Lanka: Mediating Effect of Customer Engagement

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This study aims to investigate the nuanced impact of social media gratification, encompassing perceived enjoyment, perceived social interaction, information gratification, and entertainment gratification, on consumer purchase intention within the context of FMCG Facebook brand pages in Sri Lanka, with a specific focus on delineating the mediating effect of customer engagement in social media. This study adopts an interpretivism research philosophy and employs a deductive approach with a quantitative focus, utilising a survey as the primary data collection tool. Furthermore, a mono-method approach is used, opting for a cross-sectional time horizon, and employing convenience sampling with a sample size of 384 individuals for practicality and efficiency in data gathering. The study reveals a significant impact of social media gratification on purchase intention, with sub-variables including perceived social interaction, information gratification, and entertainment gratification. Although perceived enjoyment does not significantly influence purchasing intention, it still has a significant impact when mediated through customer engagement. Customer engagement acts as a mediator in the relationship between social media gratification and purchase intention, providing valuable guidance for marketers and brand managers in developing tailored social media strategies in the Sri Lankan market. positively influence consumer decision-making for promoted FMCG brands.

Keywords: *Consumer Purchase Intention, Customer Engagement on Consumer Purchase Intention, Perceived Enjoyment, Social Media Gratification*