

The Impact of Firm-Generated Facebook Content on the Purchase Intention of Natural Cosmetics in Sri Lanka: Examining the Moderating Role of Consumer Involvement

S V I Budsarani

Department of Marketing Management, University of Kelaniya, Sri Lanka
buthsarani99@gmail.com

Thilina D K

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

In today's digital world, businesses increasingly use social media platforms to connect with customers and promote products. Among these platforms, Facebook stands out due to its large user base and wide reach. However, Sri Lanka's cosmetics industry faces unique challenges, with a lack of strict regulations for cosmetics and a market flooded with too many products, complicating consumer choices. At a time when the demand for natural cosmetics is increasing, the weakness of informing and persuading consumers through social media has been proven by the low engagement in the content and the various comments that often fall on the content. Therefore, this research aims to address these gaps by examining the impact of Firm Generated Content on Facebook on natural cosmetics purchase intention in Sri Lanka and examining the moderating role of consumer involvement. To achieve this, the study uses the Elaboration Likelihood Model (ELM) as a theoretical framework, analysing the influence of firm-generated content through central and peripheral routes. The research followed a quantitative approach, and data collection was done through the questionnaire. The findings revealed a positive relationship between firm-generated content and purchase intention for natural cosmetics in Sri Lanka. The effectiveness of this marketing approach in influencing consumer behaviour is evident from the positive moderating effect of consumer involvement. This research provided valuable insights for the cosmetic industry in Sri Lanka, guiding businesses on how to effectively use Facebook and Firm Generated Content to foster customer engagement and positive purchase intentions.

Keywords: *Central Route, Consumer Involvement, Elaboration Likelihood Model (ELM), Firm Generated Content (FGC), Peripheral Route, Purchase Intention*