



Impact of Facebook Marketing on the Purchase Intention of Generation Z: A Study on Fashion Brands

L. V. M. G. Vithana

Uva Wellassa University, Badulla, Sri Lanka
minoligeethma55@gmail.com

A. G. N. K. Fernando

Uva Wellassa University, Badulla, Sri Lanka

DOI: <https://doi.org/10.4038/sljmuok.v11i1.205>

ABSTRACT

In the 21st century, social media marketing has gained widespread popularity both in Sri Lanka and globally, with Facebook emerging as a leading platform due to its extensive user base. As a result, Facebook marketing may help to make an impact on purchase

intention. In particular, this research focused on how Facebook marketing impacts the purchase intention in fashion brands related to Generation Z by filling both the empirical and knowledge gap since there has been little quantitative analysis on these studies. Hence, one of the primary data collection methods a self-administered questionnaire was developed while covering three Facebook marketing elements; credibility, informativeness and entertainment factors. Similarly, purchase intention has been measured by Electronic Word of Mouth Marketing. In particular, data were collected from 384 respondents using the purposive sampling technique while distributing the questionnaire through social media. Data analysis was conducted by SPSS software 21 using descriptive, correlation and regression analysis. The evidence presented in this research study proved a strong positive correlation and significant positive impact from all the independent indicators on Purchase intention. Accordingly, the study results imply that the strongest to weakest influential factors are informativeness, credibility, and entertainment. The study findings of this study are highly valuable for consumers, fashion businesses, and future researchers for decision-making and optimizing marketing strategies.

Keywords: *Credibility, Entertainment, Facebook Marketing, Informativeness, Purchase Intention*



1. INTRODUCTION

Digital Marketing act as a powerful element. Further digital media includes location-based advertising, website advertising, search engine marketing, e-mail marketing, online advertising and SM marketing (Cahyani& Artanti, 2020). Among them, SM plays one of the major roles by providing a high interaction platform for consumers and marketers in the global context. As well, SM growth has given great opportunities to consumers to interact with other consumers. Marketers also pay more attention to SM marketing due to the high number of participants who have been engaged in SM (Aula, 2010; Sharma, 2017). Currently, Facebook can be considered as the largest platform in SM with global users amounting to 2.895 billion (Statista Research Department, 2021).

Currently, in the Sri Lankan context, people engage much in SM compared to other media platforms such as television, radio, news apps, offline communication etc (Institute of Digital Marketing , 2021). Accordingly, 47% of the total population in Sri Lanka use the internet and among 6.40 million actively use SM. Throughout the SM platforms, Facebook has the highest monthly and daily consumption which is about 92% and 90% of the internet users respectively. Facebook marketing (FM) is a platform that provides a wide range of highly targeted paid advertisements and organic posts, allowing brands to get their products and services in front of a large audience (Jayasuriya et al., 2018). Producers in various industries engage in FM to achieve their goals and objectives of the business (Nilanda et al., 2017; Jayasuriya et al., 2018).

Accordingly, large-scale entrepreneurs in fashion brand producers use Facebook more than SMEs to promote their brand prominently since consumers pay more attention to FM before making the purchasing decision (Kamburugamuwa, 2015). Accordingly, the fashion industry includes not only clothing, but also it includes all clothes, accessories, make-up, joys, boots, perfumes, home furnishings and hair devices (Suraweera & Jayathilake, 2021). Around 2015, the fashion industry has been introduced as an ideal industry to develop through Facebook (Jayasuriya et al., 2018). Accordingly, (Kamburugamuwa, 2015) only 10%-15% of fashion producers use online ways to promote their brands. But the recent evidence (Rajapaksha &Thilina, 2019) emphasized that FM will be growing currently in the fashion industry. But



still, the fashion industry is in the infant stage of using FM (Thilina, 2019; Suraweera, 2021). Therefore, this current study aims to develop a better understanding of the significant and insignificant factors of FM which impact purchase intention (PI) in the Z generation related to the fashion industry.

With the COVID-19 pandemic, all the producers have got the opportunity to engage in marketing in SM since consumers shift to online purchases (Suraweera, 2021). In the current study, the researcher has identified the problem as a lack of usage of the FM, especially by the SMEs in the fashion industry within the Sri Lankan context. Accordingly, the researcher has been able to provide knowledge on significant and insignificant factors which impact FM at the time of making the purchase.

In particular, the researcher was able to fill the knowledge gap as well as the empirical gap through this current study. In the past two decades some researchers (Balakrishnan et al., 2014; Nilanda & Sharma, 2017) have done their studies on SM marketing and PI but lack of studies available on FM and PI. Therefore, the researcher has carried out studies on FM and PI to fill the knowledge gap. As well, there has been much quantitative analysis (Nilanda et al., 2017; Tennakoon, 2020) for generation Y and young adults but a lack of studies available on generation Z. Therefore, this current study has been conducted for generation Z to fill the empirical gap.

1.1. Significance of Study

This study is important to the fashion producers' industry in Sri Lanka to identify the significant and insignificant FM elements which impact the PI and to develop the fashion industry by providing more attention to significant variables. Therefore, they will easily increase their sales revenue and the profit of their business. As well, this study is providing much knowledge to the academics as well as for future researchers when doing their studies related to PI. Moreover, this study is much significant to the community when deciding to purchase a fashion product through Facebook.



2. LITERATURE REVIEW

2.1. Facebook Marketing

SM Marketing is considered a relevant and viable method to communicate the brand and get the economic outcome for producers as well as for consumers. (Zhang, 2010; Hutter, et al., 2013). Yang et al., (2005) has emphasized that sufficient and accurate FM facilitates to increase in the PI by providing understandability of the product. Further, some evidence such as Radtke (2017); Nilanda et al., (2017); Gautam & Vikram (2017), Chetiouia et al., (2021) has found that the influencers of the SM can impact significantly the consumer's trust and the PI related to cosmetics, hair, clothing items and luxury fashion items. But surprisingly a negative result has been found by Soelasih and Sumani,(2021), Situmorang,(2021), Wijaya et al.(2021) that resulted in no significant impact from SM marketing on the PI.

From the business point of view, Facebook is considered a take-off tool that impacts the preference of the customer and purchase decision (A.J. Kim, 2010; Yazdanparast, 2016; Godey, 2016. Accordingly, a recent researcher (Ahmad et al., 2015) has introduced FM as achieving the objective of the business through Facebook. In particular, producers can create “Brand pages” to provide information on time for the right target audience and communicate with consumers (Beukeboom et al., 2015; Gummerus et al., 2012; S. Goorha, 2010; Thilina, 2019).

Some industries such as alcohol, luxury fashion brands have spent much money on SM marketing by targeting young adults since young adults consider much on FM in their day-to-day purchases (Nilanda et al., 2017, Gautam & Vikram, 2017). Especially in the fashion industry, people search for varieties of products through Facebook though they visit a place physically since Facebook provides a “showrooming” opportunity for fashion retailers to attract customers. (Ahlam, 2013; Jayasuriya et al., 2018).

Mostly in the past ten years, have been studies of how Facebook directly addressed PI. Mainly in the global context, researcher (Gautam & Vikram, 2017) has considered entertainment, customization and interaction as the SM elements for the luxury fashion brands at the time of

making the purchase. As well, researchers (Balakrishnan et al., 2014; Chetiouia et al., 2021) have carried out studies on how online communities, online advertisement, brand equity, credibility and Informativeness impact PI through Facebook. Considering all of this evidence, this current study was designed to investigate the impact how FM elements such as credibility, informativeness and entertainment impact on purchase decisions.

2.2. Credibility

Credibility is defined as the level of identification of the influencer's recommendation as belief, trust and facts by the consumers (Rebelo, 2017). The perceived credibility of an influencer describes how the effectiveness of a message is determined by the perceived level of expertise and trustworthiness of an influencer (Ohanian, 1990).

Many researchers (Saikaew & Noyunsan, 2015; Guppy, 2014) have considered the number of likes, comments, shares, URLs, hashtags, images, videos and provided GPS to measure the trustworthiness of the Facebook information. Recent examples of research into trustworthiness include that consumers could be able to attract to the firm by uploading quality photos and videos of the products. Further, most researchers (Zheng et al., 2013; Guppy, 2014) have proved that a higher trust resulted in a higher PI.

By drawing on the concept of Ohanian (1990), Rebelo (2017) has been able to show that SM credibility has a positive and significant relationship with the PI. Further, Rebelo, (2017) has emphasized that SM users consider the strongest to weakest credibility influencers as attractiveness, expertise and trustworthiness respectively. However, Cooley and Yancy (2019) implied that all SM platforms are not equally credible sources of providing product information to increase sales and attract consumer attention. Meanwhile, Cooley and Yancy (2019) explained that sometimes SM will not provide credible explanations of the product and services.

Collectively, these studies outline a critical role for credibility as a FM element towards the PI. Overall, there seems to be more evidence to indicate that credibility can increase PI especially when a product or service is purchased through Facebook.



2.3. Informativeness

Over the past two decades, most researchers (Tsang et al., 2004; Z. Huang, 2013; Kim & Han, 2014) have introduced PI of SM to emphasize the use of informativeness. Mainly informativeness has been defined as the quality of the information provided by SM sites, which should be relevant and accurate (Z. Huang, 2013). Moreover, researchers (Tsang et al., 2004; Kim & Han 2014) have introduced informativeness as providing the needed and useful information; providing at the right time and providing the way to use the product. Accordingly, (Kim & Han, 2014) the most valuable use of FM is to provide information about the product or service. Accordingly, (Cahyani &Artanti, 2020) direct influence has a more powerful influence on informativeness than indirect influence. But Cooley and Yancy (2019) explained that information from Facebook, Snapchat, Twitter has not much impacted the consumers' purchasing decision on clothes and shoes while Instagram information only acts as a positive SM towards PI. Accordingly, Bowes and Djafarova (2020), have emphasized that information on Instagram helps to influence female consumers' purchasing decisions on fashion brands. Taken together, many studies (Kim, 2010; Ott et al., 2016; Abdallah, 2018; Cahyani &Artanti, 2020) support the notion that informativeness has a significant and positive relationship with online PI.

2.4. Entertainment

In recent years, there has been an increasing amount of literature on how entertainment impacts as a FM element towards PI. According to past researchers, entertainment has been introduced as fun, exciting, pleasurable or cool when using SM (Hutter et al., 2013; Jayasuriya et al., 2018). Further, researchers (Tsang et al., 2004; Kim et al., 2010) have emphasized that entertainment could be gained at the time of feeling happy; enjoying the content and availability of attractiveness.

Some of the past researchers have emphasized that consumers may switch to another brand when SM marketing includes annoyance. At the same time, researchers proved that entertainment and enjoyment will be the result of keeping the consumer continuously since customers visit Facebook to be exposed to engaging content (Hutter et al., 2013). Therefore,

some branded products have been embedded in the consumer's mind by showing the ability to get fun, socialization and pleasure through consumption (Nilanda et al., 2017). As well, some researchers (Nilanda et al., 2017) have emphasized that entertainment resulted in increased FM through sponsorships.

Results from earlier studies (A.J. Kim, 2010; Hutter et al., 2013; Cahyani & Artanti, 2020) demonstrate a strong and consistent association between entertainment and online PI. But this phenomenon was surprisingly rejected by Asih & Astuti (2021), Johan (2021).

2.5. Purchase Intention (PI)

PI is the willingness to buy a product or service with a plan to buy or analyze the decision-making process with a subjective evaluation (Wells et al., 2011; Chetouioua et al., 2021). Further PI has been defined as “buying intention in the future”, “the mental stage” and “decision repurchase” (Balakrishnan et al., 2014). As well, online PI has been introduced as purchasing after seeing; considering or desiring to buy or else available the opportunity to make the purchase (Kim & Han, 2014; Hausman et al., 2009).

Recent evidence has been emphasized that SM has changed the landscape of communication and changed their communication habits (Rebelo, 2017). Further, consumers have been changed from being passive into being influencers and creators when engaging in purchasing activities through SM (Kozinets, 2008). Consumers much consider the opinion of the previous consumers whether there is much interest in the product. Therefore, before purchasing a product, generally consumers analyzed the experience of the previous consumers (Erkan, 2015). Currently, most consumers pay attention to the reviews before purchasing a product (Zhang, 2010; Kim et al., 2010; Godey, 2016). This view is supported by a recent study (Matthews, 2021) indicating that 51% of Facebook users purchase various products after analyzing the E-WOM.

Accordingly, some evidence (Gaber & Wright, 2014) indicated that the efficiency rate of marketing activities and efficiency usage in SM has a significant impact on consumer decision-making and PI. Recent researcher (M. Chang, 2005) has argued that without



appropriate PI, the actual purchase is not possible because it demonstrates the customers' likelihood behavior to create the ultimate purchase. Bataineh (2015), has proved that the experiences of the customers are more reliable than SM advertising.

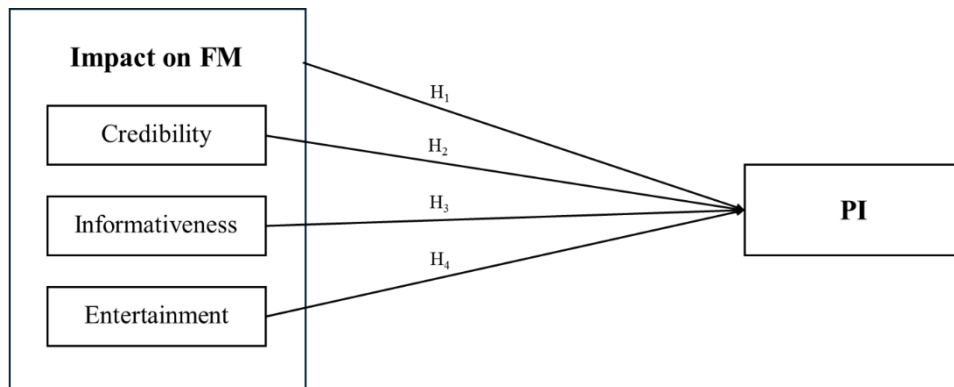
Accordingly, researchers (Chang & Chin, 2010; Wang, 2010; Lin, 2013) have emphasized that the reliability and trustworthiness will be shown by expertise review and it will be influenced to build a consumer's confidence to purchase a product or service. Accordingly, (Bataineh, 2015) PI has been introduced as the effectiveness of the E-WOM. (Chang & Chin, 2010). Also, E-WOM will be an influential factor due to changing the mindset of buying decisions by sharing the experience of previous consumption of the community (Wu & Wang, 2010).

As well, most of the consumers searched for the product in the pre-purchasing stage and most of the consumers shared positive and negative comments via online methods regarding their experiences when using the product (Frambach et al., 2007).

Further, Bataineh (2015) has emphasized that E-WOM will be more trusted due to the unavailability of the restrictions to share opinions and information. Moreover, unlike WOM which vanishes, E-WOM persists indefinitely otherwise it is deleted or removed. Even if it has been deleted, it may still be presented in caches on the internet (Cooley and Yancy, 2019). Considering all of these factors the current study focuses on how FM impacts the PI of generation in Z customers in fashion brands.

2.6. Conceptual Framework and Hypothesis

Figure 1: Conceptual Framework



2.6.1. Hypothesis

- H₁- FM has a significant impact on PI of the Generation Z customers in fashion brands.
- H₂- Credibility has a significant impact on PI of Generation Z customers in fashion brands.
- H₃- Informativeness has a significant impact on the PI of generation Z customers in fashion brands.
- H₄- Entertainment has a significant impact on PI of the Generation Z customers in fashion brands.

3. METHODOLOGY

This study used a quantitative method in conducting this study. Moreover, the researcher has used a descriptive research design which is included under the quantitative research design. Accordingly, a questionnaire was distributed and 384 responses using the purposive sampling technique for those who have an intention to purchase a fashion brand through Facebook. This method was chosen not merely for convenience but to ensure that the sample consists of respondents who are relevant to the phenomena under investigation. By focusing on a clearly defined subgroup social media-active Generation Z consumers in Sri Lanka the study aims to generate more meaningful insights. Accordingly, the researcher has used a self-administered questionnaire which is a primary data collection method to cover all the variables in the



operationalization. Finally, the researcher has executed the data analysis using SPSS software by examining both the descriptive and inferential statistics.

4. ANALYSIS AND RESULTS DISCUSSION

As the result of the analysis of the study to fulfill the research objective. As the first step, the target population has been selected by filtering. In the first section, the descriptive analysis was conducted when validating the reliability and validity criteria through SPSS software. Accordingly, gender, age, provincial distribution, education level, income level and preference on fashion items have been conducted to test the information of the research sample. The next section has conducted the correlation and regression analysis. Accordingly, test the validity of the assumptions of regression analysis before testing the regression analysis. The regression analysis has been decided to carry out to fulfill the objective of the research study since all assumptions which normality, multi-collinearity, autocorrelation and homoscedasticity were validated. In particular, the results of the research study have indicated a strong positive impact on FM credibility, informativeness and entertainment towards PI and supported all the hypotheses.

4.1. Discussion

Accordingly, here the result of the research study has been compared with the previous literature reviews and fulfilled the objective of the present study. The objective of the study - To investigate the impact of FM on the PI of Generation Z customers in fashion brands. The above analysis with 384 results of the generation in Z proved that there is a significant positive impact on all FM, credibility, informativeness and entertainment towards PI about the fashion brands. While the findings align with and contribute to existing literature, it is important to acknowledge certain limitations. The cross-sectional design restricts the ability to infer causality, and reliance on self-reported data may introduce potential biases such as social desirability or recall inaccuracies. Recognizing these limitations enhances the transparency and rigor of the study and provides a clearer path for future research improvements.



This view is supported by Radtke (2017); Nilanda et al., (2017); Gautam & Vikram (2017), Chetiouia et al., (2021) who write that SM and PI have a significant impact relating to

cosmetics, hair, clothing items and luxury fashion items. As well, the results of PI on Instagram which is indicated by Bowes and Djafarova (2020), are also supported by the current study that Instagram can highly influence the purchasing behavior of the consumers in Generation Z. But the results of Soelasih and Sumani, (2021), Situmorang, (2021), Wijaya et al. (2021) are rejected by the present study that implied as no significant impact on SM towards PI.

As well, studies on credibility towards PI such as Zheng et al., (2013); Guppy, (2014); Rebelo (2017); Chetiouia et al., (2021) are supported by the present study that implied a significant impact on those two variables while the results on Cooley and Yancy (2019) is rejected by the current study.

Considering the results on informativeness towards PI such as Yang et al., (2005); Ott et al., (2016); Kim, (2010); Abdallah, (2018); Bowes and Djafarova (2020); Cahyani & Artanti, (2020) are supported by the present study indicated that significant impact on those two variables and at the same time, the results on Cooley and Yancy (2019) which has done for the clothes and shoe industries are rejected.

Further early researchers into entertainment towards PI such as A.J. Kim, (2010); Hutter et al., (2013); Nilanda et al., (2017); Cahyani & Artanti, (2020) are supported by the present study that indicated a strong and positive impact on those two variables while recent results of Asih & Astuti (2021); Johan (2021); Latip et al. (2021); Soelasih & Sumani, (2021); Situmorang, (2021); Wijaya et al. (2021) are rejected by the present study. Recent researchers result has provided that kind of result since with the covid pandemic situation people do not much consider entertainment due to the high increase of the pandemic in that period. Since the situation has been generalized with time, the present study has been indicated a significant positive impact on entertainment towards PI as earlier studies.



In particular, the current research has proved that the strongest factors to weakest factors on PI as informativeness, credibility and entertainment by considering the coefficient value. Accordingly, the evidence presented in this section suggests the fashion industry develops FM through credibility, informativeness and entertainment to increase PI.

5. CONCLUSION

This study investigated the impact of Facebook marketing (FM) on the purchase intention (PI) of Generation Z customers in the fashion industry. By examining three key FM dimensions credibility, informativeness, and entertainment, the research aimed to bridge empirical and knowledge gaps in the Sri Lankan context. The findings highlight that FM significantly influences the PI of Generation Z customers, reinforcing the critical role of digital engagement in modern consumer decision-making.

Among the independent variables, informativeness emerged as the most influential factor, emphasizing that customers highly value accurate and relevant product information when making purchasing decisions. This aligns with previous research, which suggests that well-structured and informative content enhances consumer trust and engagement. Credibility followed as the second most impactful factor, indicating that trustworthiness, expertise, and the reliability of shared content significantly contribute to consumer confidence in making purchases through Facebook. Entertainment, while still having a positive effect, was the least influential factor, suggesting that while engaging and enjoyable content attracts attention, it may not be the primary driver for purchase decisions.

Moreover, the study reaffirms the role of electronic word-of-mouth (E-WOM) in shaping purchase intention. Generation Z consumers tend to rely on peer recommendations, online reviews, and user-generated content before making a purchase. This underscores the necessity for fashion brands to strategically manage their online presence, ensuring that their Facebook marketing strategies incorporate credible and informative content while maintaining an engaging and interactive approach.



These findings have significant implications for both fashion businesses and marketers. Companies should focus on enhancing their FM strategies by providing transparent and valuable information, building consumer trust through credible content, and incorporating interactive yet informative elements into their marketing efforts. Additionally, the study contributes to academic knowledge by filling the existing gaps in research on FM's impact on Generation Z's purchasing behavior.

Future researchers can extend this study by exploring additional variables, such as brand engagement, personalization, and influencer marketing, which will further explain consumer behavior in digital marketplaces. Although the current study briefly mentions influencer marketing and other social media platforms, future studies could more explicitly examine how platforms like Instagram differ from Facebook in appealing to Generation Z. Comparative studies across platforms and industries would further strengthen both the practical relevance and scholarly roadmap for understanding the evolving digital marketing landscape.

In conclusion, Facebook marketing plays a pivotal role in shaping the purchase intention of Generation Z consumers in the fashion industry. By optimizing informativeness, credibility, and entertainment, fashion brands can effectively influence consumer behavior, increase engagement, and drive sales in an increasingly digitalized marketplace.

6. REFERENCES

- A.J. Kim, & E. (2010). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. . *Journal of Global Fashion Marketing*.
- Abdallah, A. A. (2018). "Investigating The Impact Of Social Media Advertising Features On Customer Purchase Intention.". *International Journal Of Information Management*.
- Abutabenjeh, S. (2017). Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners.
- Arnes, N. (2015). EWOM drives social commerce: A survey of millennials in US and abroad. *Journal of Marketing Development and Competitiveness*.
- Artanti, N. I. (2020). The Influence of Informativeness, Entertainment and E-mail Marketing Irritation on Online Buying Intentions with Attitude Toward Advertising as Mediation Variable. 77-86.

-
- Asih, D. &. (2021). Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food. . *The Journal of Asian Finance, Economics and Business*.
- Aula, P. (2010). Social media, reputation risk and ambient publicity management, *Strategy & Leadership*. 43-49.
- Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. *2nd International Conference on Strategic Innovative Marketing*. (pp. 177-185). Elsevier Ltd.
- Bataineh, A. (2015). The impact of perceived e-wom on purchase intention: The mediating role of corporate image. *International Journal of Marketing Studies*, 126-137.
- Blumberg, B. C. (2014). EBOOK: Business Research Methods.
- C. Beukeboom, P. K. (2015). “Does a virtual like cause actual liking? How following a brand’s Facebook updates enhances brand evaluations and purchase intention. *Journal of Interactive Marketing*.
- C.V. Prioporas, N. S. (2017). Generation Z consumers' expectations of interactions in smart retailing; a future agenda.
- Godey, B. M. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*.
- Central Bank of Sri Lanka. (2020). *Economic & Statistics of Sri Lanka*.
- Chen, L. (2014). The influence of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context.
- Chetiouia, Y., Buttb, I., & Lebdaouia, H. (2021). Facebook advertising, eWOM and consumer purchase intention-Evidence from a collectivistic emerging market. *Journal of Global Marketing*.
- Cohen, A. J. (2017). Estimates and 25-year trends of the global burden of disease attributable to ambient air pollution: an analysis of data from the Global Burden of Diseases Study 2015.
- Creswell, J. (2008). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks.
- D., L. &. (2019). The Influence of Facebook Brand Page on Consumer Purchase Intention with Reference to Fashion Retailing Industry. *Sri Lanka Journal of Marketing*.
- Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*.
-



-
- Djafarova, E. &. (2021). Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*.
- Erkan, I. a. (2015). Social media or shopping websites? The influence of ewom on consumers' online purchase intentions. *Journal of Marketing Communications*.
- Guppy, J. R. (2014). Facebook: Investigating the influence on consumer purchase intention.
- H.R. Gaber, &. L. (2014). Fast-food advertising in social media. A case study on Facebook in Egypt. *Journal of Business and Retail Management Research*.
- Hair Jr, J. F. (2010). Partial least squares structural equation modeling (PLS-SEM). *An emerging tool in business research*.
- Hausman, A. V. (2009). "The Effect Of Web Interface Features On Consumer Online Purchase Intentions.". *Journal Of Business Research*, 5–13.
- Huang, O. &. (2020). Gen Z, Instagram Influencers, and #OOTD Hashtags' Effect on Purchase Intention of Apparel. *5th International Symposium on Ultra-High- Performance Concrete and High-Performance Construction Materials*.
- Hutter, K., Hautz, J., Dennhardt, S., & Fu"ller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 342-351.
- Institute of Digital Marketing . (2021). *Digital Outlook Sri Lanka 2021 - Annual Market Insight Report*. Asia Pacific Institue ofDigital Marketing (PVT)LTD.
- J. Gummerus, V. L. (2012). "Customer engagement in a Facebook brand community". *Management Research Review*, 857-877.
- Jalilvand, M. R. (2011). Electronic word-of-mouth: Challenges and opportunities. *Procedia Computer Science*, 42-46.
- Jayasuriya, N. A., Azam, S. F., Khatibi, A., Atan, H., & Dharmaratne, I. R. (2018). The Role of Facebook Marketing on Customer-based Brand Equity and Purchase Intention in Fashion-Wear Retail Industry, Sri Lanka. *Global Journal of Management and Business Research*.
- Jayathilake, S. S. (2021). Do Social Media Impact Consumer Buying Decisions in the Fashion Industry during the COVID-19 Pandemic? *International Journal of Engineering and Management Research*.
- Jindger, L. B. (2021). Impact of social media bonding and brand awareness on brand image, brand trust and purchase Intention of gen z women consumers – a study with special reference to chennai. . *Utkal Historical Research Journal*.
-



-
- Johnson, T. J. (2015). Site effects: How reliance on social media influences confidence in the government and news media. *Social Science Computer Review*.
- K.L.Keller, M. P. (2011). Strategic brand management Building, measuring, and managing brand equity. *Pearson Education India*.
- Kamburugamuwa, A. (2015). Shopping Fashion Online: An enormous opportunity for entrepreneurs. *Lanka Business Online*.
- Kim, Y. J. (2014). "Computers In Human Behavior Why Smartphone Advertising Attracts Customers: A Model of Web Advertising, Flow, And Personalization." *Computers In Human Behavior*.
- Kozinets, R. V. (2008). Technology/ideology: How ideological fields influence consumers' technology narratives. *Journal of Consumer Research*, 865-881.
- Latip M. S. A., N. F. (2021). The Sustainable Purchase Intention in a New Normal of COVID 19: An Empirical Study in Malaysia. *The Journal of Asian Finance, Economics and Business*.
- Limbu, W. L. (2012). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude. *Journal of Research in Interactive Marketing*, 133-154.
- M. Chang, W. C. (2005). Literature derived reference models for the adoption of online shopping. *Information & Management*, 543-559.
- Matthews, D. (2021). *social media statistics you need to know in 2020*. Retrieved from avasam: <https://www.avasam.com/59-social-media-statistics-you-need-to-know/>
- Michael, D. (2019). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*.
- Miller, L. L. (2020). Gen Z Is Set to Outnumber Millennials within a Year. *Bloomberg*.
- Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*.
- Morgan, R. V. (1970). Determining sample size for research activities. *Educational and psychological measurement*.
- N. Ahmad, A. S. (2015). The impact of social media on fashion industry: Empirical investigation from karachiites. *Journal of Resources Development and Management*.
- Nilanda, P., McCreanor, T., Lyons, A. C., & Griffinc, C. (2017). Alcohol marketing on social media: young adults engage with alcohol marketing on Facebook. *Addiction Research and Theory*, 273-282.
-



-
- Noyunsan, K. S. (2015). Features for Measuring Credibility on Facebook Information. *International Journal of Computer, Control, Quantum and Information Engineering*, 174-177.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 39- 52.
- Oscarius Yudhi Ari Wijayaa, S.,. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*.
- Ott, H. K. (2016). "Effect Of Message Interactivity on Product Attitudes and Purchase Intentions."
- PrakashYadav, G. &. (2017). The Generation Z and their social media usage. *A review and a research outline. Global journal of enterprise information system*.
- Radtke, A. (2017). A generational comparison of the effectiveness of social media advertisement on the likelihood of purchase in the cosmetics industry.
- Rebelo, M. (2017). How influencers' credibility on Instagram is perceived by consumers and its impact on purchase intention.
- S. Goorha, &. U. (2010). Discovery of significant emerging trends. *16th ACM SIGKDD International conference on knowledge discovery and data mining*. Washington.
- S., J. (2021). Determinants of Corporate Social Responsibility Provision. *The Journal of Asian Finance, Economics and Business*
- Situmorang, T. P. (2021). Brand Positioning and Repurchase Intention: The Effect of Attitude Toward Green Brand. *The Journal of Asian Finance, Economics and Business*.
- Soelasih, Y. &. (2021). The Effect of Word-of-Mouth on Purchase Intention: A Case Study of Low-Cost Carriers in Indonesia. *The Journal of Asian Finance, Economics and Business*.
- Statista Research Department. (2021, Nov 16). Retrieved from Statista: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Suraweera, S. M. (2021). o Social Media Impact Consumer Buying Decisions in the Fashion Industry during the COVID-19 Pandemic. *International Journal of Engineering and Management Research*.
- Tennakoon, K. L. (2020). Factors Affecting Generation Y's Consumer Conformity Behaviour in Social Networking Sites; with Special Reference to Retail Fashion Industry in Colombo District, Sri Lanka. *Wayamba Journal of Management*, 25- 36.
-



-
- Thoumrungroje, A. (2014). The influence of social media intensity and ewom on conspicuous consumption. *Procedia-Social and Behavioral Science*, 7-15.
- Tsang, M. M. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International journal of electronic commerce*. 65-78.
- Vikram, S. V. (2017). The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands. *Journal of Promotion Management*, 872-888.
- W.G. Mangold, & D. (2009). Social media the new hybrid element of the promotion mix.. *Business Horizons*, 357-365.
- Wang, X. T. (2010). Simultaneity and interactivity of the effects of communication elements on consumers' decision making in ewom system. *Journal of Electronic Commerce Research*, 153-174.
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase.
- Woong, H., Xu, Y., & Gupta, S. (2012). Which is more important in Internet Shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 241- 252.
- Y. Zheng, K. Z. (2013). The Impacts of information quality and system quality on users' continuance intention in information-exchange virtual communities: An empirical investigation. *Decision Support Systems*, 513–524.
- Yancy, D. C. (2019). The Effect of Social Media on Perceived Information Credibility and Decision Making. *Journal of internet commerce*.
- Yang, Z. L. (2005). Development and validation of an instrument to measure user perceived service quality of information presenting web portals. *Information & Management*, 575–589.
- Z. Huang, & M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 246–259.
- Zhang, F. Z. (2010). Impact of online consumer reviews on sales: the moderating role of product and consumer characteristics. *Journal of Marketing*, 133-148.
- Zulkiffli, W. W., Hong, L. M., Ramlee, S. F., Yunoh, M. N., & Aziz, R. C. (2017). Word- of-mouth (ewom) on consumer purchase word-of-mouth (EWOM) on consumer purchase Intention among generation-y. *International Journal of Accounting, Finance and Business*.