

Impact of User-Generated Content and Electronic Word-of-Mouth on Purchase Intention: The Mediating Role of Consumer Engagement on Facebook with special reference to Beauty Care Industry in Sri Lanka

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Abstract

This study examines how User-Generated Content (UGC) and Electronic Word-of-Mouth (eWOM) on social media influence consumers' purchase intention, with consumer engagement acting as a mediating variable. Grounded in the Theory of Planned Behavior (TPB), the research focuses on interactions on Facebook within Sri Lanka's beauty care industry. A cross-sectional quantitative design was employed, surveying 384 Facebook users who regularly engage with beauty care content. Data was analyzed using SPSS, including correlation, multiple regression, and mediation analyses. The results show that both User-Generated Content (UGC) and Electronic Word-of-Mouth (eWOM) are significant positive predictors of purchase intention. Consumer engagement on Facebook partially mediates these relationships, indicating that highly engaged users are more likely to translate social media interactions into purchasing decisions. These findings imply that brands should encourage authentic user participation and facilitate peer recommendations to enhance purchase intent. The study contributes to theory by applying TPB to a digital marketing context, highlighting the role of peer influence and social norms in online consumer behavior. It underscores the importance of engagement as the pathway through which User-Generated Content (UGC) and Electronic Word-of-Mouth (eWOM) shape consumer attitudes and intentions. These insights can help beauty care marketers in Sri Lanka design social media strategies that boost consumer engagement and drive conversions.

Keywords: beauty care industry, consumer engagement, electronic word-of-mouth, purchase intention, user-generated content