

The Impact of Social Media Advertising on Customer Adaptation towards Online Purchasing: With Special Reference to Fashion Wear Industry in Sri Lanka

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Abstract

Technology affects consumers the power to investigate products to label and criticize them in equal measure and more. In the last decade, social media networks have become more popular all around the world. Therefore, many organizations today have pages on social networks to complement the information held about products. This study aims to examine the extent of the relationship between Social Media Advertising and online purchasing context and to find how it affects users' fashion-ware interest and purchase. This suggests that interactive decision aids have the potential to transform the way in which consumers search for product information and make purchase decisions based on the social media penetration. The framework of this research was based on TAM & TRA models to compare with empirical evidence to examine the impact of Social media advertising on online purchasing. The conceptual framework constructed of find the adaptation to online purchasing is determined by four factors such as Internet usage, Shopping Motivation, user Attitude & Privacy & Security, with the moderate factor of Age. The targeted population for this Quantitative research is Social Media users in Sr Lanka and this use to acquire data from 200 samples from two Government Universities and used Simple Random sampling method. The online questionnaire survey is conducted to gather the data, and multiple regression analysis is used to explain the four factors & one moderate factor. This empirical study offers several implications for Social media advertising to increase the online buying intention by the factors influence to use these advertising channels as their marketing strategy. The results of this survey can be used to measure the contribution to increase their business by social media advertising and make solutions to overcome the problem in the lack of online purchases.

Keywords: *Customer Adaptation, Fashion Ware, Social Media Advertising, Online Purchasing,*