

A Study on Impact of Social Media Marketing Of Fashion Retailer Brands in Sri Lanka on Customer Purchase Intention

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Due to the high competition of the fashion industry and the rapidly changing customer trends a fashion market has been challenging to the marketers like never before. The degree of customer involvement in the social media has further revoked industry by opening more avenues to the marketers while challenging them at the same time by making customers more knowledgeable and powerful. The purpose of this study to check how this social media marketing is actually affects the overall purchasing decision dynamics of the customers.

This is an exploratory research; a pre tested questionnaire distributed among 100 young adults who purchase clothing with the use of convenience sampling technique to capture data for the study.

The analysis of the study attempts to find whether social media usage affect purchase intention of fashion related products. The findings clearly states that more than 60% of the respondents are engaging with the social media posts of fashion retail outlets in Sri Lanka.. So this gives an idea if these social media posts are creating more impressions that its reach. So there is a chance of these social media posts making sales not only to their followers list but to others as well.

Keywords: Social Media Marketing, Fashion industry, Purchase Intention