

Impact of Social Media Advertising on Consumer Purchasing Intention towards Fast Food Industry in Sri Lanka: Mediating Effect of Brand Image

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The research on "Impact of Social Media Advertising on Consumer Purchasing Intention Towards the Fast Food Industry in Sri Lanka: Mediating Effect of Brand Image" aims to examine whether social media advertising attracts and influences consumer purchasing intentions within the Sri Lankan fast food industry. The study sought to identify the most significant dimensions affecting consumer purchasing intention. The population for this study consisted of all social media users, with data collected from a sample of 393 respondents through a survey method. The non-probability sampling technique of convenience sampling was utilized for data collection. The collected data were analyzed using SPSS, focusing on the fast food industry. Key aspects measured included reliability, validity, normality, correlation, regression, and chi-square of relevant variables. The findings indicate that the independent variables (advertising spending, social image, entertainment, and familiarity) exhibit a positive correlation with consumer purchasing intention. Additionally, the mediating effect of brand image shows a positive and significant relationship between social media advertising and consumer purchasing intention. Based on the statistical analysis, the study concludes with recommendations and suggestions for future research.

Keywords: *Advertising Spending, Brand Image, Entertainment, Familiarity, Fast Food Industry, Purchasing Industry, Social Image, Social Media Advertising*