Impact of Social Media Advertising on Consumer Purchasing Intention of Women's Lingerie Brands in Sri Lanka

G T W Perera

Department of Marketing Management, University of Kelaniya, Sri Lanka
tharushii.wasana@gmail.com

Thilina D K

Department of Marketing Management, University of Kelaniya, Sri Lanka
thilinasq@kln.ac.lk

Social media has become an integral part of the business world and a powerful tool for connecting with customers and promoting products. Some lingerie brands in Sri Lanka are globally recognised, while others may not be as well-known. However, they all effectively use social media advertising to promote their products. According to that, there is a challenge when promoting products like CTB (Close to Body) by using social media advertising because the mindset of women regarding intimate apparel is influenced by various factors such as familiarity with a brand, social imaging, which involves associating a brand with a particular lifestyle, celebrity endorsements, etc. This research aims to address these gaps by examining the impact of social media advertising on consumer purchasing intentions of women's lingerie brands in Sri Lanka. The study employs quantitative research, using a questionnaire to collect numerical data on social media advertising's impact on women's lingerie purchasing intentions in Sri Lanka. The present study revealed that social media advertising positively influences consumer purchasing intentions towards women's lingerie brands. Furthermore, the study has significant implications for the women's lingerie sector. Marketers can utilise the results to determine the customer's purchasing intentions in a digital environment and make decisions accordingly. Limitations also include cultural sensitivities, sample bias, and evolving social media trends, impacting the generalisability of findings.

Keywords: *Consumer Purchasing Intention, Positive Social Imaging, Social Media Advertising, Strategic Content Development, Women's Lingerie Brands*

8th Student Research Conference in Marketing
Department of Marketing Management, University of Kelaniya, Sri Lanka