

The Impact of Social Media Marketing on Customer Purchase Decision: With Special Reference to Small and Medium Scale Enterprises in Western Province

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This study aims to analyze how social media marketing, especially the information, trustworthiness, community, and contents finally effect on customer purchasing intention. Based on the reviewed of literature, 384 responses were collected an online survey through Google form. These 384 responses were taken from the western province. These responses were analyzed through the SPSS software. The developed hypotheses were tested using multiple regression analysis and the results showed that Information, Trustworthiness, Community, Content, Attitude, Loyalty, and Awareness are positively impact on customer purchasing intention. The Findings also suggest to the industry on how to use social media strategies in influencing the purchased decision of the customers

Keywords: Brand Awareness, e-Word of Mouth, Purchasing Intention, SMEs Industry, Social Media Marketing