

# **The Impact of Social Media Influencer Marketing on Purchase Intention of Personal Care Products Market in Sri Lanka**

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Today, social media marketing has become a popular choice in marketing management and advertising of products and services. With the rapid growth of digital marketing, many companies and agencies use social media influencers to instill purchase intention in the consumer mind. This study focused on examining the impact of social media influencer marketing on purchase intention of the personal care products market in Sri Lanka. A sample of 337 respondents were selected through convenience sampling method and data was collected through an online survey. Quantitative research design was followed and SPSS was used to analyze the data for this study. The findings revealed a positive relationship between social media influencer marketing and consumer purchase intention.

As per the hypothesis testing, the researcher proves the significant positive impact of social media influencer marketing on consumer purchase intention. The finding reveals that trustworthiness, similarity, likability, familiarity, and product match-up have a significant positive impact on purchase intention, and there is no significant relationship between attractiveness and expertise to purchase intention. Findings of the study imply that application of social media influencer marketing to instill purchase intention on consumer mind as the hypothesizes proves that social media influencer marketing has an impact on consumer purchase intention.

***Keywords:*** *Personal Care Product Market, Purchase Intention, Social Media, Social Media Influencer Marketing*