

Impact of Social Media Marketing on Consumer Buying Behavior of Social Media Users in Sri Lanka

K A A B Rajapaksha

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
akilabandara723@gmail.com

Bimali Wijesundara

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
bimaliwijesundara@kln.ac.lk

In Sri Lanka, online shopping becomes a trend, and due to the current pandemic situation, it has recently been taken up. This study explores social media marketing's impact on consumer buying behaviour among social media users in Sri Lanka. Trust, Time, Product variety, Convenience, and Privacy were identified as independent variables for the consumer's study, and buying behaviour was identified as the dependent variable. The study's main objective was to determine the level of impact of Social Media Marketing (SMM) on consumer buying behavior while analyzing the relationship between SMM and consumer buying behavior. A survey method was applied to achieve the objectives, and hypotheses were built on the researcher's conceptual model. The researcher distributed a well-defined questionnaire among the sample of 280 which was selected on the convenience sampling method to collect the data for the study. The findings revealed a significant relationship between Trust, Product variety, Convenience and Privacy and Consumer buying behaviour. Confidence is the most significant factor influencing the consumer's purchasing behaviour. The researcher suggests the sellers to keep Trust between buyer and seller where customers expect seller protection in case of damage, product mismatch, or need in return. Finally, the study will guide the social media marketers to perform their activities more productive manner while growing their profits.

Keywords: *Confidence, Consumer Buying Behavior, Privacy, Product Variety, Social Media Marketing, Trust, Time*