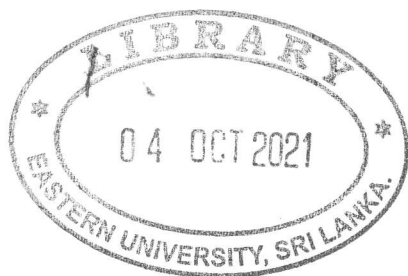


**“THE IMPACT OF SOCIAL MEDIA, MARKETING SYSTEM ON
BUSINESS PERFORMANCE OF FIRMS IN GAMPHA DISTRICT”**



By:

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ABSTRACT

This study is aimed to find out the impact of social media on e-business performance. The study is conducted in Gampaha District and to evaluate and identify the most influential factors that increase e-business performance and to establish relationship between social media and e-business performance. This research is the survey involving individual e-business owners in Gampaha District. There are ten determinants included in this study to be researched are gender, age, education level, income level, which social media used, Social media marketing awareness, attitude towards social media marketing, social media customer perceived value / quality toward social media, Influence / motivation toward social media marketing.

The study started by collecting the data from 103 e-business owners in Gampaha District. Structured questionnaire that is designed using Five-Point Likert Scales. (Google Form) was used to collect the data and analyse it using Descriptive statistics, Correlation analysis, Regression analysis and ANOVA and T test. Overall, the findings in this study are supported by other studies in literatures.

The results showed that there is positive significant relationship between social media and e-business performance and there are no differences in age, gender, e-business type, education level towards e-business performance among the individual e-business owners. whilst age, which social media used, education level, type of business affect e-business performance but the results are insignificant. The study provides insights both policy makers and administrators to gain better understanding of the key variables that are significantly associated with e-business performance and enable them to implement suitable strategies to minimize potential damaging factors and allow them to improve business performance.

Key words: *Social media, e-business performance*

TABLE OF CONTENTS

ACKNOWLEDGEMENT	I
ABSTRACT	II
LIST OF TABLES	XI
LIST OF FIGURES	XIII
ABBREVIATIONS	XIV
CHAPTER ONE	1
INTRODUCTIO	1
1.2 Background of the study	1
1.3 Problem Statement	2
1.4 Research Question	4
1.5 Research Objectives.....	4
1.6 Significance of the study.....	4
1.7 Scope of the study.....	5
1.10 Summary	5
CHAPTER TWO	6
LITERATURE REVIEW	6
2.1 Social Media	6
2.2 World Wide Web (WWW).....	7
2.2.1 The generation of the world Wide Web	7

2.2.1.1 Web 1.0.....	7
2.2.1.2 Web 2.0.....	7
2.2.1.3 Web 3.0.....	8
2.2.1.3 Web 4.0.....	8
2.3 The classification of social media.....	9
2.3.1 Types of social media platforms	9
2.3.1.1 Social Networking Sites (SNSS)	9
2.3.1.2 Facebook.....	10
2.3.1.3 Twitter	10
2.3.1.4 YouTube	10
2.3.1.5 Instagram	11
2.3.1.6 Blogs & Microblogs	11
2.3.1.7 Business network sites.....	11
2.3.1.8 Forums	11
2.4 Social media in Sri Lanka.....	12
2.5 Social media marketing.....	12
2.5.1 Social Media Marketing Awareness	13
2.5.2 Attitude Towards Social Media Marketing.....	13
2.5.3 Social Media Customer Perceive Value/ Quality Toward Social Media	14
2.5.4 Influence/Motivation Toward Social Media Marketing.....	15
2.6 Business and E-business	15

2.6.1 Business.....	15
2.6.2 E-business.....	15
2.6.3 E-commerce	17
2.6.3.1 Business-to-consumer(B2B).....	17
2.6.3.2 Consumer-to-consumer(C2C)	18
2.6.3.3 Business-to-business(B2B).....	18
2.6.3.4 Business-to-government(B2G).....	18
2.7 Is e-commerce the same as e-businesses?.....	18
2.8 E-business activities in Sri Lanka	19
2.9 Summary	20
CHAPTER THREE.....	21
CONCEPTUALIZATION AND OPERATIONALIZATION	21
3.1 Introduction.....	21
3.2 Conceptualization	21
3.3 Conceptual framework.....	21
3.3.1 Social media Marketing Awareness.....	23
3.3.2 Attitude towards Social Media Marketing	23
3.3.3 Influence/ Motivation toward Social media marketing.....	24
3.3.4 Customer Perceived Value / Quality Toward Social media marketing	24
3.3.5 Business performance	25
3.4 Operationalization.....	26

3.4.1 Operationalization of Social media marketing.....	27
3.4.2 Operationalization of E-business performance	27
3.5 Hypotheses development	28
3.6 Summary	28
CHAPTER FOUR.....	29
METHODOLOGY	29
4.1 Introduction.....	29
4.2 Research Design.....	29
4.3 Study Population.....	29
4.4.1 Sampling Technique	30
4.4.2 Sample Size.....	30
4.5 Data Collection	30
4.6 Primary Data	31
4.7 Secondary Data	31
4.8 Methods of Measurements.....	31
4.8.1 Personal information.....	32
4.8.2 Research Information	33
4.8.2.1 Operationalization of Social media marketing	33
4.8.2.2 Operationalization of E-business performance.....	34
4.8.3 Positive Statements	35
4.9 Data Presentation	35

4.9.1 Method of Data Analysis.....	35
4.9.2 Test of Normality	35
4.9.3 Descriptive Analysis	36
4.9.4 Reliability Test	36
4.9.5 Validity.....	37
4.9.6 Univariate Analysis	37
4.9.7 Bivariate Analysis	38
4.9.8 Simple Regression Analysis.....	39
4.9.9 Multiple Regression Analysis	40
4.9.10 ANOVA and Independent Sample T test.....	40
4.10 Hypothesis Testing.....	40
4.10.1 Hypothesis Testing using Correlation	41
4.10.2 Hypothesis Testing using ANOVA.....	41
4.11 Method of Data Evaluation.....	41
4.12 Summary	42
CHAPTER FIVE	43
DATA PRESENTATION AND ANALYSIS.....	43
5.1 Introduction.....	43
5.2 Analysis of Reliability of the Instruments	43
5.3.1 Data Presentation.....	44
1.3.2 Research Data Presentation.....	49

5.4 Univariate Analysis.....	51
5.4.1 Level of Social Media Usage	51
5.5 Cross Tabulation Analysis	52
5.5.1 Mean comparison between Social media marketing.....	52
5.5.1.1 Mean comparison between gender and social media marketing	53
5.5.1.2 Mean comparison between social media that is used by E-business owners and social media marketing	53
5.5.1.3 Mean comparison between Education level of E-business owners and social media marketing.....	54
5.5.1.4 Mean comparison between type of E-business and social media marketing	55
5.6 Bivariate Analysis.....	56
5.6.1 Correlation Analysis.....	56
5.6.1.1 Determine the relationship between the social media and performance of businesses is the research Objective Three.....	56
5.6.2 Simple Regression Analysis.....	58
5.6.2.1 Social Media Marketing Awareness.....	58
5.6.2.2 Attitude Towards Social Media Marketing	59
5.6.2.3 Social Media Customer Perceived Value / Quality Toward Social Media	60
5.6.2.3 Influence / Motivation Toward Social Media Marketing	62
5.6.2.4 Social Media marketing.....	63
5.6.3 Multiple Regression Analysis	64
5.6.3 Statistical Significance	65

5.8 Hypothesis Testing.....	66
5.8.1 Testing Hypotheses 1	66
5.8.2 Testing Hypotheses 2	67
5.8.3 Testing Hypotheses 3	67
5.8.4 Testing Hypotheses 4	67
5.8.5 Testing Hypotheses 5	68
(Source: <i>Survey Data</i>).....	70
5.8.6 Testing Hypotheses 6	70
5.8.7 Testing Hypotheses 7	70
5.8.8 Testing Hypotheses 8	71
5.8.9 Testing Hypotheses 9	71
5.8.10 Summary of Hypothesis.....	72
5.9 Summary	73
CHAPTER SIX	75
DISCUSSION	75
6.1 Introduction.....	75
6.2 Discussion on the Level of Social Media Marketing.....	75
6.2.1 Social Media Marketing Awareness	75
6.2.2 Attitude Towards Social Media Marketing.....	75
6.2.3 Social Media Customer perceived value / Quality.....	76
6.2.4 Influence / Motivation toward Social Media Marketing.....	76

6.2.5 Level of business performance.....	76
6.3 Discussion on the Relationship and Impact between Social Media Marketing Awareness and business performance	76
6.4 Discussion on the Relationship and Impact between Social Media Customer perceived value / Quality and business performance.....	77
6.5 Discussion on the Relationship and Impact between Attitude Towards Social Media Marketing and business performance	78
6.6 Discussion on the Relationship and Impact between Influence / Motivation toward Social Media Marketing and business performance	79
6.7 Discussion on combined effects of the Social Media Marketing Awareness, Attitude Towards Social Media Marketing, Social Media Customer perceived value / Quality, Influence / Motivation toward Social Media Marketing (Social media marketing) and business performance.	80
6.8 Summary	82
CHAPTER SEVEN.....	83
CONCLUSION AND RECOMMENDATIONS.....	83
7.1 Introduction.....	83
7.2 Conclusions.....	83
7.5 Suggestion for Future Research	86
REFERENCES.....	88