

**SOCIAL MEDIA MARKETING IMPACT TO THE CONSUMER  
PURCHASE INTENTION IN SRI LANKAN RESTAURANTS.**

**By**

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## ABSTRACT

In today's digital economy, social media has transformed the way businesses communicate with consumers, especially in the restaurant industry. This study explores the impact of Social Media Marketing (SMM) on consumer purchase intention within the Sri Lankan restaurant context. Given the rise of digital platforms like Facebook, Instagram, and TikTok, understanding how consumers respond to online content has become vital for restaurant marketers aiming to attract and retain customers.

The research focuses on four key components of SMM: Electronic Word of Mouth (E-WOM), Social Media Advertisements, Higher Accessibility of Information, and Online Ordering Systems. A quantitative methodology was used, involving a structured questionnaire completed by 300 restaurant customers. Data were analyzed using SPSS software, including correlation and multiple regression techniques. The results revealed strong positive relationships between the independent variables and consumer purchase intention. E-WOM and Online Ordering Systems emerged as the most influential factors, highlighting consumers' reliance on peer recommendations and digital convenience.

This study provides practical implications for restaurant owners and digital marketers in Sri Lanka. It emphasizes the need for authentic customer engagement, streamlined digital services, and targeted advertising strategies that appeal to tech-savvy, urban consumers. Additionally, it contributes to the limited academic literature on digital marketing's effect on consumer behavior in emerging markets. The findings support the development of data-driven social media strategies to enhance brand visibility, influence purchase decisions, and improve business performance in the competitive hospitality sector.

**Keywords: Social Media Marketing (SMM), Consumer Purchase Intention, Electronic Word of Mouth (E-WOM), Social Media Advertisement, Online Ordering Systems, Digital Marketing, Sri Lankan Restaurants, Consumer Behavior, SPSS, Emerging Markets, Hospitality Sector, Digital Engagement**

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