

**INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE  
INTENTION: THE MEDIATING ROLE OF BRAND LOYALTY**



**BY**

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**REG NO: EU/IS/2014/MS/65**

**INDEX NO: MS 1715**



Project Report  
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A Project Report Submitted, to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Specialization in Bachelor of Business Administration.

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FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2019**

## ABSTRACT

Social media has become a modus operandi of the 21<sup>st</sup> century. Communication through social media has found influence on consumer decision making and marketing strategies. Consumers' purchase intention has evolved with the facilitation of the social media marketing, and gradually replacing the traditional marketing strategies. The sharing of the brands, product reviews, and users' experiences are part of the attribute of social media where information is transmitted and received over the social media has an impact to the brand loyalty, and eventually towards purchase intentions.

In this context, the purpose of this study is to influence of social media marketing and brand loyalty, towards purchase intentions in an attempt to fill population gap and empirical gap which has been identified by reviewing the past literature related to this topic. Statistical population includes internet uses in Manmunai North Divisional Secretariat in Batticaloa and convenience sampling method was employed to select the sample respondents. The researcher has issued 397 questionnaires of which 331 valid questionnaires were returned and SPSS 22 was used to present, analyze and evaluate data.

The findings of the study revealed that social media marketing and brand loyalty and purchase intention are at high level. Further, findings indicated that there is a strong positive relationship among social media marketing and brand loyalty and purchase intention. In addition, study found that brand loyalty mediates the relationship between social media marketing and purchase intention.

The findings have both theoretical and practical implications. The results indicated that the social media marketing and brand loyalty are effectively influencing consumers' behaviour leading to purchase or repurchase intentions and attempts to fill research gap exist in the related topic. In addition, findings indicate social media marketing managers need to emphasize the importance of positive advertising social media marketing in leaving a positive impression on consumers and increase engagement with consumers in building brand loyalty.

***Keywords: Social Media Marketing, Purchase Intention, Brand Loyalty***

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