IMPACT OF SOCIAL MEDIA ON CONSUMERS' PURCHASE INTENTION IN MOBILE NETWORKS

ELLEWELA PAHALAGE DANUSHI RUWANGI LAKMINI'

DEPARTMENT OF COMMERCE

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

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ABSTRACT

Social media has become the modus operandi of the 21st century. Building on the foundation of Web 2.0, social media applications have facilitated unprecedented growth in human interaction in modern times. Communication through social media has found impact on consumer decision-making and marketing strategies. Also, the advertising on social media page has built new consumers' behavior.

This study assessed the Impact of Attributes of Social media on Consumers' Purchase Intention in Mobile networks in Nuwara Eliya Divisional Secretariat Council. The researcher aims to achieve mainly two objectives. Those are to study the existing level of the Attributes of Social Media and Consumers' Purchase Intention in mobile networks in Nuwara Eliya Divisional Secretariat Council and examine the relationship between the Attributes of Social Media and Consumers' Purchase Intention in mobile networks.

Sample selected through convenience sampling method, the researcher has selected 192 Social Media users from Nuwara Eliya Divisional Secretariat Council and questionnaires were sent online and Statistical Package for Social Science (SPSS 19.0) was used to present, analyze and evaluate data. Mainly, descriptive analysis, correlation and regression analysis methods were assisted to it.

In terms of the existing level of the Attributes of Social Media and Consumers' Purchase Intention in mobile networks in Nuwara Eliya Divisional Secretariat Council, there is a higher level at the particular context. In terms of second objective, findings reveal that there is a positive significant relationship between the Attributes of Social media and Consumers' Purchase Intention in mobile networks.

Key words: Attributes of Social Media, Purchase Intention

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Appendix

Appendix - 1: The Questionnaires used for the study