

THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR IN COLOLMBO DISTRICT

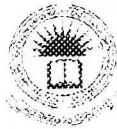


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ABSTRACT

The first aims of the study are “To find out the level of social media usage and to find out the level of consumer buying behaviour using social media in Colombo District”. Other than main aim objective of this “To find out the impact of social media on consumer behaviour in Colombo District”.

The conceptual model is developed based on the existing literature. Non-probability sampling procedure is used in this research based on the availability of respondents. This study was implemented with four dimensions which are used to measure the consumer behaviour. Those dimensions are sociability, usability, dependence and involvement.

The study was implemented for the consumers who are using social media, selected consumers in Colombo District. Data are collected from (384) consumers who are using social media. Using the developed questionnaire by google form, the data was collected. The collected data were analyzed by using descriptive statistics.

Based on the finding of the study, it concludes that there is a high level of social media usage and high level consumer buying behaviour using social media. When the considers the impact of social media on consumer behaviour all dimensions have positive impact on consumer behaviour. The study also attempts to enhance the existing literature by providing comprehensive picture and a view of consumers who are using social media from developing countries.

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