

**PERCEPTION OF E-COMMERCE CUSTOMERS ON THE QUALITY OF  
FUNCTIONS OF SOCIAL MEDIA  
(A SURVEY AMONG CUSTOMERS IN COLOMBO)**

**By**

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## ABSTRACT

This paper seeks to demonstrate the level of the perception of e – commerce consumers on the quality of the functions of social media which discuss and explore the ways and conclusions to widen up the quality of the functions in social media. This paper seeks to provide a better and more comprehensive understanding of why consumers use social media for their online commerce activities. The study used online scenario- based surveys following a questionnaire created in Google Forum. This study identified that the level of perception of e- commerce consumers on the quality of the functions in social media is in high level under the dimensions of Attitude, Media Richness, Trustworthiness, Trendiness and Convenience. And there isn't a variation in the perception of the consumers when compares to the demographic factors. This research helps organizations to understand why consumers use social media and what they perceived as a consumer in online. This study has gives a new direction for the researches to think in their researches which is not yet done on the quality of the function of social media. This paper also provides a rich and vivid understanding of why consumers use social mediafor their e – commerce transactions.

**Keywords**– Functions of Social media, Web 2.0, Attribute of Perception, Social Networking Sites, Social Marketing

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