

## **IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOUR IN SRI LANKA WITH SPECIAL REFERENCE TO ELECTRONIC GOODS**

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Social media advertising has become essential to the electronic goods industry's most successful marketing strategy in recent years. In the context of the growth of social media, a considerable number of electronic goods retailers are beginning to acknowledge the advantages of utilising social media platforms to establish brand value. This study examined the influence of social media advertising on consumer purchasing behaviour concerning electronic goods. This study aimed to fill the existing research gap in the impact of social media advertising on consumer behaviour. This study adopts a descriptive quantitative research design, and data was collected through a self-administered questionnaire, including socio-demographic information, social media advertising engagement, content, frequency of exposure, and platform popularity. The target population of this study is active social media users in Sri Lanka from different provinces, and a sample of 300 consumers was selected using the convenience sampling method. The hypotheses were tested using Correlation and Regression analysis using SPSS software since the study aims to measure the impact of the independent variable on the chosen dependent variable. According to the demographic and economic descriptive statistics, the majority of the respondents' age group is between 26-35 (66%), implying that most of the young adult generation uses social media platforms. The R-square value in this study reordered the 0.546 value, suggesting that the independent variable explained 54.6% of the dependent variable. According to the linear regression model, Social Media Advertising engagement, content, frequency of exposure, and platform popularity positively and significantly impact Consumer buying behaviour. Therefore, the regression coefficient results imply that if the other things remain constant, a 1% change in social media interaction on social media platforms impacted increased consumer buying behaviour by 44.3%. Furthermore, this study found that the most suitable advertising types for changing consumer buying behaviour are WhatsApp, Facebook, and YouTube because consumers are more engaged with these social media platforms, and other social media advertising platforms have a lower impact on changing consumer behaviour. Therefore, marketers can follow up on these research findings to make more influential advertisement campaigns through the above social media platforms. Therefore, organisations must concentrate on producing excellent content, such as videos, pictures, and interactive posts that successfully highlight the features and advantages of electronic products. Including evidence may attract Sri Lankan customers' attention, stimulate their curiosity, and eventually impact their purchasing behaviour.

**Keywords:** Advertising, Consumer buying behaviour, Electronic goods, Social media