

The Impact of Social Media Advertisement on Purchasing Behaviour towards Automobile Industry: A Study of Young Customers in Kurunagale District, Sri Lanka

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Abstract

The current study aims at exploring the impact of social media advertisement on purchasing behaviour of young customers (age range of 20-35 years) towards automobile industry in Kurunegala District in Sri Lanka. The current research brings into light some of the most essential features of social media advertising including level of Entertainment, Familiarity, Social Imaging, Attraction, and Availability, the effect of these elements on customers' decision-making process related to buying automobiles. The research objective deals with identifying the dimension of social media advertisement that has a major impact on customers decision making processes. It is notable that social media sites like Facebook, Instagram, and YouTube have gained considerable popularity in Sri Lanka. For this research, convenience sampling was customers, and data were collected from 200 younger customers who live in the Kurunegala District. Data analysis for this study was conducted using Correlation Analysis and Multiple Regression Analysis via the SPSS tool. The result of this research offers valuable insights into the influence of the number of social media advertisements on the purchasing of vehicles. The regression results revealed that Entertainment and Attraction are the most significant drivers of purchasing behavior, whereas Social Imaging and Availability did not show statistical significance.

Keywords: *Social Media Advertisement, Purchasing Behaviour, Young Customers, Automobile Industry.*