

## **Sri Lankan Passenger's Perception towards adoption on Social Media Marketing in Airline industry**

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The objectives of the study are to identify the level of Sri Lankan passenger's perception towards adoption of social media marketing and to identify the most significant factor towards adoption of social media marketing of the airline industry in Sri Lanka. Influential factors were grouped into five variables, namely personal needs, tension release needs, active approach, passive approach and the perception towards adoption of social media marketing of the airline industry.

Multiple linear regression was used in identifying the relationship between the influential factors and passenger's perception towards adoption of social media marketing. The result showed, most of the respondent's perceptions were related to Active approach and they have a strong positive relationship with perception towards adoption of social media marketing. They agreed social media marketing as a method of direct marketing and PR tool and also they agreed social media marketing as a method of accommodating their tension release need. According that, Sri Lankan passengers were adopted social media marketing, because of it is a solid direct marketing and PR tool (Active approach) and accommodate their tension release need when they are using it as a marketing tool in the airline industry. It is recommended that airlines should focus more on the strategies which will make an impact on these two influential factors in order to attract and retain passengers.

**Keywords:** Active approach, Passive approach, Personal needs and Tension release needs.