

Impact of Product Attributes on Buying Decisions within the Moderating Impact of Social Media Advertising: A Study on State Made Wooden Furnitures in Sri Lanka

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Furniture manufacturers and retailers are trying their level best to adjust their products based on the customer preferences and demand. Consumers evaluate a product based on various attributes before purchasing. This article aims to analyze how furniture product attributes impact on buying decisions as claimed in the previous studies. Also, this study explains the value of Social Media Advertising in order confirm how it does moderate the relationship between product attributes and buying decision. All the variables and indicators were based on the literature review, and it followed a deductive approach to frame the study and develop hypotheses. Data was collected from 240 respondents who belong to Western province in Sri Lanka. The survey was done as an online survey due to pandemic restrictions and SPSS Software was used to analyze the gathered data. The findings demonstrate a significant impact of product attributes on consumer buying decisions. The results further indicate that social media advertising moderates the relationship between furniture product attributes and buying decisions.

The findings contribute to understand the value-enhancing potential of social media advertising and illustrate how this factor effects on consumer buying decision. Finally, paper presents the managerial implication considering the unique nature of the industry.

Keywords: *Buying Decision Making, Product Attributes, Social Media Advertising, Wooden Furniture Industry*