

The Impact of Social Media Marketing Activities on Customer Purchase Intention of Used Passenger Cars, The Moderating Role of Customer Engagement with Special Reference to Car Dealership Agents

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With substantial contributions to GDP and employment, Sri Lanka's automotive industry is an essential economic sector that includes both vehicle assembly and component manufacture. Import limitations on new automobiles have caused consumers to shift their attention to used passenger cars. The used automobile market has difficulties using digital technologies to adapt to shifting consumer tastes. As customers increase in the use of digital platforms to make decisions, traditional marketing strategies are becoming less and less effective. Social media marketing activities (SMMAs) have a impact on consumer engagement and purchase intent. The study emphasizes the car industry's transition from conventional to digital marketing, highlighting the ways in which social media sites like Facebook and Instagram may change consumer interaction and buying patterns. Convenience sampling was used to gather data from 385 respondents and the study found strong internal consistency and validity for all variables, including SMMA and purchase intention. . The study highlights the importance of social media marketing in influencing customer purchase intentions in the Sri Lankan automobile industry, especially for used passenger car buyers.

Keywords: Customer Engagement, Customer Purchase Intention, Social Media Marketing Activities, Used Passenger Cars