

The Relationship between Social Media Marketing Activities and Consumer Purchase Intention: A Study with Special Reference to Mobile Telecommunication Industry in Sri Lanka

L.A.C.P.L Arachchi

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

Ajith Medis

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

Technology and the boom of the internet have encouraged people to connect with each other, share information and build relationships and the social web has presented a new form of communication through social media which allow people to interact and converse with each other. This presents marketers with the opportunity to affect consumers purchase intention through online marketing and social media. This social engagement by consumers has significant impact on marketing activities as marketers need to be aware of the factors affecting consumer's purchase intention. The main objective of this research that follows is to identify the relationship between social media marketing activities and consumer's purchase intention. The significance of this research study is that marketing communications has taken on a different dimension with the growth of online market places and the natural engage in social media marketing.

Keywords: Social Media Marketing, Purchase intention, Telecommunication Industry