

Factors Influence on Online Freelancing in Digital Marketing Industry

D K Kodithuwakku

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
kodithuwakku.kokila@gmail.com*

Thilina DK

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
thilinasq@kln.ac.lk*

Freelance of digital marketing is a rapidly grown industry in these days. Since this COVID-19 situation most people were turn in to digital jobs and work from home. Advertisers and freelancers in Sri Lanka very surely know how much their web showcasing procedures, digital marketing strategies are making the clients towards the brand. So they try to go with this industry. But in here some people were very success in their career and some were not. And also there has no any correct guidelines, information for this industry. Main aim of this study to identify the Factors influence on online freelancing of Digital Marketing industry in Sri Lanka. By this research researcher can identify the factors that affecting to that industry. This analysis was quantitative. In here researcher used structured questionnaires for collect primary data. The sample size was two hundred eighty-six. Researcher used convenience sampling method under non-probability sampling. Those responses were collected from the western province. The data were analyzed using the software SPSS 25. The finding of the study demonstrate that online freelancing of digital marketing industry positively influenced by use of social media, awareness, willingness for online freelancing and smart technology. By this research, researcher can identify the favorable and unfavorable factors. So freelancers, future researchers and other relevant parties can use this information for create their strategies and find the best way to improve their carrier. And they can get a better understanding about the industry.

Keywords: *Digital Marketing, Freelancing Factors, Freelancing Sri Lanka, Online Freelancing*