

# **A Study on Impact of Building Brand Awareness of Fashion Retailer Brands Using Social Media in Sri Lanka**

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Social media has been identified as one of the most innovative and impactful communication tools which facilitate two way communications. This 2 way communication makes the brand visibility and trust far better than traditional marketing communication methods. On the background of this, a research problem can be identified with special reference to fashion retailer industry in Sri Lanka. **“How does the social media marketing effect on brand awareness when selecting a fashion retailer brand”** The purpose of this research is to critically analyze the social media marketing practices which effect to consumers brand awareness when selecting a fashion retailer in Sri Lanka.

The data required for the study will be collected from both primary and secondary sources. A structured questionnaire will be used to collect data in a formation. The sample for this study is going consider as a 100 respondents (Covering Colombo, Gampaha and Kaluthara areas)

Collected data will be analyzed and interpreted to identify the solution for the research objectives. Since this is **quantitative research** findings will be interpreted using Bar charts, Pie charts and line charts and it will be more convenient to understand the weightings. The SPSS research analysis system will be used to analyze the research.

There are 5 hypotheses have been tested and interpreted separately. According to the data collected, all hypotheses are proven and a conclusion can be taken as there is an impact to brand awareness of fashion retailer brands by the social media marketing activities. Thus it can be concluded that use of social media marketing on this industry and other related and similar industries will build brand awareness of the customers

**Key Workds:** *Brand Awareness, Social Media Marketing, Retailer Brands*