

The Impact of Social Media use on building Brand Awareness with special reference to Sri Lankan Tourist Hotel Sector

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The tools and strategies for communicating with consumers have changed significantly since the emergence of Internet and with the world-wide penetration of social media. The internet and social media provides a platform for business community to deal with their customers. The purpose of this research study is to identify and critically evaluate the positive relationship between social media usage and the brand awareness with special reference to Sri Lankan Tourist Hotel sector.

The researcher has undertaken the study concerning the different functionalities enabled by social media day by day. Both primary and secondary data was collected. The sampling method is convenience sampling and used structured online questionnaire. Collected data was critically analyzed and interpreted using SPSS analysis system. It is identified that the functionalities enabled for customers by social media can be used by organizations to build customer brand awareness towards brands, as the online appearance is much needed in modern marketing environment.

Keywords: Brand awareness, Social media, Social media marketing, Social media functions, Sri Lankan tourist sector,