

**Impact of Consumer Buying Motivations on Online Purchasing Intention Special Reference to Fashion Industry in Sri Lanka: Mediating Effect of Consumers' Attitude towards Social Media Advertising**

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This study investigates the impact of consumer buying motivations on online purchasing intention, with a specific focus on the fashion industry in Sri Lanka, and explores the mediating role of consumers' attitudes towards social media advertising. As social media continues to deeply permeate the lives of millions globally, marketers increasingly utilise it for advertising, yet uncertainties persist regarding consumer attitudes towards social media advertising. Within the realm of social media advertising, there exists a gap in understanding the underlying consumer motivations influencing attitudes and online purchase intentions. This research aims to fill this gap by identifying the influence of consumers' buying motivations on online purchase intentions within the context of social media advertising in the Sri Lankan fashion industry. Data were collected from 276 consumers in the Western Province of Sri Lanka through convenience sampling, and hypotheses were tested using SPSS 26 statistical software. Results indicate that utilitarian, hedonic, and content personalisation motivations significantly impact consumers' attitudes towards social media advertising. Moreover, attitudes toward social media advertising mediate the relationship between consumers' purchase motivations and online purchase intentions. The study discusses theoretical and practical implications, concludes with limitations, and suggests directions for future research.

**Keywords:** *Consumer Attitudes, Hedonic Motivation, Personalisation, Purchasing Intention, Social Media Advertising, Utilitarian Motivation*