

Impact of Social Media Influencer Marketing on Customer Purchase Intention: Examining the Mediator Effect of Customer Attitude with Special Reference to Fashion Retail Industry in Sri Lanka

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Due to diverse needs of fashion consumers, competition in the fashion retail industry is reaching new heights and the ever-changing customer preferences the fashion market has proven to be difficult for marketers. The level of customer participation in social media has further challenged the sector by providing more opportunities for marketers while also challenging them by making customers more aware and influential. Also, there are lack of previous works regarding mediator role of customer attitude relating to this phenomenon. Therefore, the major purpose of the study is to investigate the impact of social media influencer marketing on customer purchase intention the fashion retail industry. From literature review, this study developed an integrated model and further literature has shown, customer attitude mediates the relationship between social media influencer marketing and customer purchase intention. In order to test hypothesis, researcher used macro process, correlation analysis and regression analysis as main statistical tools. A structured questionnaire was used to collect primary data based on convenient sampling method. Primary data was collected from 162 respondents via online survey method. Data analysis made with SPSS software. The findings of this study revealed that there is a direct relationship between social media influencer marketing and customer purchase intention as well as customer attitude has mediating effect on the relationship between social media influencer marketing and customer purchase intention in the present research context. Therefore, the findings contribute to developing effective social media marketing strategies in fashion retail industry. Further researcher recommends several strategies for marketing practitioners in fashion retail industry to encourage purchase intention of customers through customer attitude.

Keywords: *Customer Attitude, Customer Purchase Intention, Fashion Retail Industry, Social Media Influencer Marketing*