

Impact of Social Network Advertising towards Consumer Purchase Intention (Special Reference to Apparel Products Advertising in Facebook)

K.H. Senanayaka¹, Dr. P.I.N. Fernando^{1*} and P.G.M.S.K. Gamage¹

¹*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka.*

Majority of businesses are using social network advertising as a marketing tool and it has helped big companies and small companies to reach out to their potential customers in their purchasing decisions by connecting through social network sites. Social network mania apparently attracts people looking for business opportunities. According to statistics, it reveals that two thirds of the world's internet population visits social networking sites. The central objectives of this the study is to find out most influential dimension (informativeness, entertainment, irritation, credibility) which influence towards the consumer purchase intention. Further the study examines the level of involvement of customers in social network advertising, and to find the impact of social network advertising towards the consumer purchase intention. Facebook Apparel product users were represented the population of this research and data collected from 200 sample from online and offline respondents. Significance of this research study is that, social network advertising is open for wide audience, therefore marketers can easily promote the products via social media. In this study researcher has measured mainly reliability, descriptive statistics, correlation, regression of the relevant variables. The research findings reveal that, social network dimensions such as informativeness Entertainment and the credibility showing strong positive relationships with the consumer purchase intention. As well as Irritation showing strong negative relationship with consumer purchase intention. Furthermore, multiple regression analysis has been proved that credibility entertainment and informativeness were the major predictors of the consumer purchase intention. Therefore, according to the regression analysis most influencing factor was credibility. The study recommends that customers are most like to give their attention on a product when it is entertaining, informative and trustworthy sources.

Keywords: Social network advertising, Informativeness, Irritation, Credibility, Consumer Purchase intention