



**Impact of Social Media Marketing on Fashion
Consciousness among Millennials in Colombo District
(Special Reference to Fashion-wear Industry)**

This dissertation is submitted as a partial fulfilment of the degree of
Bachelor of Business Management in Entrepreneurship and Management

August, 2019

Name of the Candidate: B. R. I. U. Bowalgaha

Index No: UWU/ENM/15/007

Department of Management Sciences

ABSTRACT

In the modern era, social media and fashion are very popular among the young generation. In addition to that marketers find various ways to reach their customers. Then the majority of them use social media to market their product. But they don't know the productivity of that way. Hence it is important for marketers to understand the impact of social media marketing on fashion awareness and consciousness. The main objective of the research is to examine the impact of social media marketing on fashion consciousness among millennials in Colombo district. According to previous studies, social media marketing comprises five variables; Media entertainment, Customization, Interaction, Word of mouth, Trust. In this study, the researcher examines those five variables to identify the impact of social media marketing on fashion consciousness and also to identify the most influential factor on Fashion Consciousness. Primary data for the research were collected through a well-structured questionnaire and secondary data was collected through web sites, articles, and journals. The questionnaire consisted of five-point Likert scaling questions and conceptual framework was developed to investigate the impact of independent variables on fashion consciousness. The research was carried out by using the simple linear regression and multiple regression analysis to test the hypotheses, which measure the impact of social media marketing on fashion consciousness. A total of 178 employees that use social media among millennials in Colombo district were selected as a sample to carry out the research. Convenience sampling method which comes under non-probability sampling was used when collecting data and SPSS 25 software was used to analyze the data. The outcome of the study showed that Social Media Marketing has a significant impact on Fashion Consciousness among millennials in Colombo district and Media Entertainment was the most influential factor on Fashion Consciousness.

Key words - Fashion Consciousness, Social Media Marketing, Media Entertainment, Customization, Interaction, e-Word of mouth, Trend