



**THE IMPACT OF SOCIAL MEDIA MARKETING  
ON CONSUMER BUYING BEHAVIOR OF  
COSMETICS PRODUCTS  
(WITH SPECIAL REFERENCE TO COLOMBO DISTRICT)**

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## **ABSTRACT**

Social Media Marketing is the form of marketing which consists of internet based applications and social networking sites such as Facebook, Twitter, Instagram and LinkedIn etc. and have become part of the marketing strategy in order to promote a product. Hence, this research study investigates to find the impact of Social Media Marketing on Consumer Buying Behavior. Specially, in this study, researcher has investigated to achieve objectives such as the most impacting dimension (Attitude, Motivation, Information and Trust) which affect towards the Consumer Buying Behavior. Further, researcher has tries to awaken the minds of future researches towards Social Media Marketing. Social Media users were represented the population of this research and the collected data from 100 sample from online respondents. Significance of this research study is that, Social Media Marketing has wide audience, therefore marketers can easily promote the products via Social Media. Through survey method has analyzed using statistical tools (SPSS) by taking Cosmetic industry as a scope of this study. In this study, researcher has measured mainly the impact of Social Media Marketing dimensions, descriptive statistics, correlation, regression of the relevant variables. The research findings reveal that, except Links, all other Social Media Marketing dimensions strongly influence to the Consumer Buying Behavior. And Trust is the most significant factor of Social Media Marketing on Consumer Buying Behavior. Based on the findings, researcher has come to the recommendations and suggestions for future researches.

**Key words: Social Media Marketing, Consumer Buying Behavior, Attitude, Motivation, Information, Trust**