

# **Impact of Social Media Marketing Activities on Consumer Buying Behavior for Casual Dining Restaurants in Sri Lanka**

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Effective marketing and promotion strategies gain the customer development, profitability and long-term success for companies. Present market place is more competitive by the way of changing markets, globalization, innovative technology has changed the business world rapidly. Emerging of Social medias such as Facebook, Twitter, YouTube turn companies marketing in to new direction by using the latest marketing concept of Social Media Marketing. Significance of this research is that, social media marketing is open for wide audience, therefore marketers can easily promote the products via social media. Majority of businesses are using social media marketing as a marketing tool hence; this research study investigates whether social media marketing contributes to build and maintain a good relationship with consumer buying behavior. Specially, objectives of this study are to identify the most influential dimension (E word of mouth, Visual appeals, Entertainment, Interaction) in Social Media Marketing which affect towards the consumer buying behavior, measure the level of involvement of customers in social media marketing, and to find out the impact of social media marketing towards the consumer buying behavior. Further, to awaken the minds of future researches towards the social media concepts. Facebook Casual dining restaurant users were represented the population of this research and the sample consists the collected data from 200 online respondents by using proportionate sampling method. The data analysis carried out using SPSS to find out the reliability, descriptive statistics, correlation, regression of the relevant variables. Findings reveal that, social media marketing dimensions positively influence to the consumer buying behavior while E word of mouth is the most significant factor of social media marketing towards consumer buying behavior. Under the managerial implications research reveals that Facebook is a better mode for casual dining restaurants marketing.

*Keywords:* Social media marketing, E word of mouth, Visual appeals, Entertainment, Interaction, Consumer buying behaviour