



**IMPACT OF SOCIAL NETWORK ADVERTISING  
TOWARDS CONSUMER PURCHASE INTENTION  
(Special reference to apparel products advertising in  
Facebook)**

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

November, 2017

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## ABSTRACT

Majority of businesses are using social network advertising as a marketing tool hence, this research study investigates to know whether social network advertising actually contributes to build and maintain a good relationship with consumer purchase intention. Specially, in this study researcher has investigated to accomplish objectives such as find out most influential dimension (informativeness, entertainment, irritation, credibility) which affect towards the consumer purchase intention. As well as to measure the level of involvement of customers in social network advertising, and to find the impact of social network advertising towards the consumer purchase intention. Further, researcher has tried to awaken the minds of future researches towards the social network concepts. Facebook Apparel product users were represented the population of this research and the collected data 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. Through survey method has analyzed using statistical tools (SPSS) by taking Apparel product as a scope to this study. In this study researcher has measured mainly reliability, descriptive statistics, correlation, regression of the relevant variables. The research findings reveal that, except irritation all other social network dimensions positively influence to the consumer purchase intention. And credibility is the most significant factor of social network advertising towards purchase intention. Based on the findings, researcher has come to the recommendations and suggestions for future researches.

*Key words: Social network advertising, informativeness,, irritation, credibility, consumer purchase intention*