

A Study on The Impact of Social Media Marketing on Consumer Purchase Decision in Modern Supermarkets in Sri Lanka

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ABSTRACT

Purpose: The widespread adoption of social media and advancements in digital marketing have significantly transformed organizational strategies, marketing structures, and consumer engagement dynamics. Social media, rooted in Web 2.0 technologies, has emerged as a key tool for understanding consumer behavior, brand perceptions, and purchasing patterns. This study aims to bridge this gap by analyzing the effects of various social media platforms, content strategies, and engagement techniques on consumer behavior, thereby offering actionable insights to enhance marketing practices.

Design/methodology/approach: A quantitative research approach was employed for this study, systematically collecting numerical data through structured survey questionnaires from 385 as the quantitative design was deemed appropriate for capturing the influence of SMM on consumer purchasing behavior in the Sri Lankan supermarket sector.

Findings: The study found that engagement and relevant content on social media platforms was found to have a substantial impact on consumer behavior, emphasizing the need for creative and audience-centered communication. Further, content sharing emerged as a critical factor, with social proof and the virality of shared posts significantly influencing purchasing patterns. The research also highlighted the importance of content quality, demonstrating that high-quality and valuable social media posts positively affect consumer decisions by fostering trust and engagement. Finally, personalization in SMM, such as tailored advertisements and targeted promotions, was shown to be highly effective in driving purchase intentions, indicating that customized approaches resonate well with consumers. Together, these findings provide a comprehensive understanding of the pivotal elements of SMM that contribute to consumer purchasing behavior in the context of Sri Lanka's modern trade supermarkets.

Keywords: *Social Media Marketing, Consumer Purchase Decision*