



Impact of social media marketing on purchase intention: Creation of brand equity for Sri Lankan brands

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Abstract

Major objectives of the study are to examine the contribution of social media marketing to the purchase intention of consumers and to investigate the mediating effect of the brand equity components such as brand awareness and brand image of products in Sri Lanka. The research approach was quantitative in nature. The sample consists of 297 customers who use social media. This was drawn using convenience sampling as it is very difficult process of selecting the customers. Regression was used to analyze the data. Findings reveal that social media marketing creates brand equity and brand image among the consumers. Further it is found that brand awareness and brand image is well mediating the effect of social media making on purchase intention. .

Keywords: *Brand awareness, brand equity, brand image, social media marketing.*

1. Introduction

Social media marketing is growing intensely and it is addressed by academics and practitioners all over the world (Wang & Kim, 2017). Everyone in the world today use smartphones, tabs and laptops for their social media access. Nowadays, consumers are using many social media platforms like Facebook, Twitter, YouTube, Whatsup and LinkedIn to interact with their friends and family and are exposed to marketing communications spots and product and service details for their transactions.

Social media marketing is a latest practice of business engaged in marketing goods, services, ideas and information through the online transaction (Dahnil et al., 2014). Social media marketing is a process of creating the online marketing offering and deliver it through social media platforms enabling the organizations to build and maintain relationship of stakeholders (Yadav & Rahman, 2017). Most of the companies are using social media to communicate distinctively (Eagleman, 2013) with its target markets. Social media marketing is also considered as extension of traditional marketing