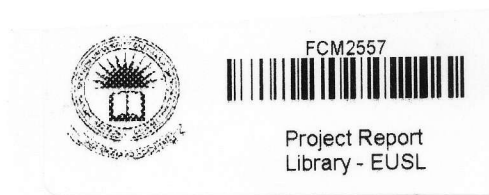


**IMPACT OF USAGE OF SOCIAL MEDIA PLATFORM ON
M-COMMERCE IN MATARA DISTRICT**



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ABSTRACT

The purpose of this research study is to explore the impact of usage of social media platforms on mobile commerce in Matara District. This research examines the existing levels of interactivity, informativeness, personalization, trendiness, word –of mouth and customer engagement with M-commerce of selected social media users. The relationship among interactivity, informativeness, personalization, trendiness, word –of mouth and customer engagement with M-commerce, social media users. This research study relies on a data set derived its survey of 300 customers who use social media in Matara District.

The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis. The result indicated that interactivity, informativeness, personalization, trendiness, word –of mouth and customer engagement with M-commerce had high level in the social media users. Also result indicated a strong positive relationship between interactivity and customer engagement with M-commerce, informativeness and customer engagement with M-commerce, personalization and customer engagement with M-commerce, trendiness and customer engagement with M-commerce, word –of mouth and customer engagement with M-commerce. As well as there is significant positive impact of interactivity on customer engagement with M-commerce, informativeness on customer engagement with M-commerce, personalization on customer engagement with M-commerce, trendiness on customr engagement with M-commerce, word –of mouth on customer engagement with M-commerce.

Identify appropriate social media platforms to launch of M-commerce. Accordingly, this study will provide a better understanding of the factors that contribute to the customer engagement with m-commerce development of the M-commerce.

Keyword: social media, social networking, social commerce, social media marketing, social media technology, mobile commerce, interactivity, informativeness, personalization, trendiness, word –of mouth, customer engagement.

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