

**FACTORS INFLUENCING ON ATTITUDE TOWARDS SOCIAL MEDIA  
MARKETING IN SRI LANKA**



**BY**

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## ABSTRACT

The phenomenal growth of social media sites, has enticed the companies to target their consumers by marketing through most used mediums, hence it becomes crucial for the marketers to carefully design the ads thereafter also check its effectiveness. The purpose of this study is to propose a conceptual model which determines the factors of various marketing content factors such as informativeness, entertainment, credibility, interactivity and privacy concerns on attitude of customers towards social media marketing. Using non-probability sampling, the data was collected using the online questionnaire through Google Forms from a total of 141 social media users. The adapted scales have been validated through correlation, regression, after which path analysis has been applied using SPSS 22.0 for testing the various formulated hypothesis. The results indicated significant relationships which can be useful in understanding the attitude and behavioural responses of customers towards social media marketing. The study can be useful to the marketers, advertisers and brand managers in designing advertisements on social media sites by embedding certain essential features which can positively shape up the attitudes and further develop behavioural responses.

*Keywords: social media; informativeness; entertainment; credibility; interactivity; privacy concerns; social media advertising; attitude; behavioural responses.*

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