

**A STUDY OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BUYING  
BEHAVIOUR IN ANURADHAPURA DISTRICT**

By



**D.M.S.S. DASANAYAKE**

**REG NO: EU/IS/2018/MS/083**

**INDEX NO: 2143**



FCM2930

Project Report  
Main Library, Eastern University, Sri Lanka

A Project report submitted to the Faculty of Commerce and Management,  
Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the  
Degree of Bachelor of Business Administration Honours.

**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2024**

## ABSTRACT

The study scientifically and systematically reviews and synthesizes the focus of research as an attempt to examine the level, relationship and effect of social media influencers on consumer buying behaviour. Social media influencers is a relatively new marketing strategy and effective for marketers willing to build relationships with their target market creatively. The objectives of this study are to identify the level of social media influencers and consumer buying behaviour, determine the relationship among social media influencers and consumer buying behaviour, assess the impact of social media influencers on consumer buying behaviour in Anuradhapura district.

To achieve these objectives data was collected from 300 consumers who are individuals residing in the Anuradhapura district. The data were analyzed by using descriptive, correlation analyses and multiple regression analysis. Based on the decision rule, there is a significant positive relationship between social media influencers and consumer buying behaviour in Anuradhapura district.

**Keywords:** *consumer buying behaviour, marketing strategies, social media influencers, social media usage*

## TABLE OF CONTENTS

ACKNOWLEDGEMENT .....	1
ABSTRACT.....	2
TABLE OF CONTENTS .....	3
LIST OF TABLES .....	9
LIST OF FIGURES .....	11
Chapter – 01 .....	12
INTRODUCTION .....	12
1.1 Background.....	12
1.2 Problem Statement.....	13
1.3 Research Questions.....	14
1.4 Research Objectives.....	14
1.5 Significance of the Study .....	15
1.5.1 Practical Significance.....	15
1.5.2 Empirical Significance.....	15
1.6 Scope of Research.....	15
1.7 Outline of Chapters .....	16
1.8 Chapter Summary .....	17
Chapter - 02.....	18
LITERATURE REVIEW.....	18
2.1 Introduction.....	18
2.2 Theoretical Framework.....	18
2.2.1 Theory of Planned Behaviour .....	18
2.2.2 Social Influence Theory .....	19
2.2.3 Consumer Behaviour Theory .....	20
2.2.4 Social Capital Theory .....	20

2.2.5 Network Effects Theory .....	21
2.2.6 Spiral of Silence Theory .....	21
2.3 Empirical Review.....	21
2.3.1 Social Media Influencers .....	22
2.3.2 Buying behaviour.....	22
2.4 Relationship between Variables .....	23
2.4.1 Relationship between Social Media Influencers and Consumer Buying Behaviour.....	23
2.5 Chapter Summary .....	24
Chapter - 03.....	25
CONCEPTUAL FRAMEWORK AND OPERATIONALIZATION .....	25
3.1 Introduction.....	25
3.2 Conceptualization .....	25
3.3 Conceptual Framework.....	25
3.4 Definitions of Key Variables and Dimensions.....	26
3.4.1 Social Media Influencers .....	26
3.4.1.1 Empathy .....	27
3.4.1.2 Persuasion .....	27
3.4.1.3 Impact .....	27
3.4.1.4 Communication.....	28
3.4.2 Buying Behaviour .....	28
3.4.2.1 Awareness.....	29
3.4.2.2 Knowledge .....	29
3.4.2.3 Liking.....	29
3.4.2.4 Preference .....	29
3.4.2.5 Conviction.....	29

3.4.2.6 Purchase .....	30
3.5 Operationalization.....	30
3.6 Chapter Summary .....	32
Chapter - 04.....	33
RESEARCH METHODOLOGY.....	33
4.1 Chapter Introduction .....	33
4.2 Research design .....	33
4.2.1 The research onion and its application to the study .....	33
4.2.2 Research Philosophy .....	34
4.2.3 Research Approach .....	34
4.2.4 Research Strategy.....	34
4.2.4.1 Unit of data analysis.....	35
4.2.5 Research Choices .....	35
4.2.6 Time Horizons.....	35
4.2.7 Research Techniques.....	36
4.2.8 Research Procedures .....	36
4.2.9 Population and Sample .....	36
4.2.10 Sampling Technique.....	37
4.3 Method of Data Collection.....	38
4.4 Structure of Questionnaire .....	38
4.5 Questionnaire Administration .....	39
4.6 The Pilot Study .....	39
4.7 Validity and Reliability of Instruments .....	39
4.9 Method of Data Presentation and Analysis.....	41
4.9.1 Methods of Data Analysis for 1 <sup>st</sup> Objective.....	41
4.9.2 Methods of Data Analysis for 2 <sup>nd</sup> Objective and 3 <sup>rd</sup> Objective .....	41

4.10 Method of Data Evaluation.....	42
4.10.1 Univariate Analysis and Evaluation.....	42
4.10.1.1 Mean .....	42
4.10.1.2 Standard Deviation.....	43
4.10.2 Bivariate Analysis and Evaluation.....	43
4.10.3 Regression Analysis.....	44
4.10.4 Testing Hypothesis.....	44
4.11 Ethical Consideration.....	45
4.12 Chapter Summary .....	46
Chapter – 05.....	47
DATA PRESENTATION AND ANALYSIS.....	47
5.1 Introduction.....	47
5.2 Analysis of Reliability.....	47
5.2.1 Reliability of Social media influencers and Consumer buying behaviour .	47
5.3 Data Presentation .....	48
5.3.1 Data Presentation for Personal Information.....	48
5.3.1.1 Age .....	48
5.3.1.2 Gender.....	49
5.3.1.3 Location .....	50
5.3.1.4 Level of education.....	52
5.3.1.5 Employment status.....	53
5.3.1.6 Marital status.....	54
5.3.1.7 Annual income .....	55
5.3.1.8 How often do you use the internet? .....	56
5.3.1.9 Social media platform.....	58
5.3.2 Data Presentation for Research Information.....	59

5.3.2.1 Univariate Analysis.....	59
5.3.2.1.1 Level of social media influencers .....	60
5.3.2.1.3 Level of consumer buying behaviour .....	60
5.3.2.2 Bivariate Analysis .....	61
5.3.2.2.1 Pearson’s Correlation Analysis .....	61
5.3.2.2.1.1 Correlation among social media influencers and consumer buying behaviour .....	61
5.3.2.3 Simple Regression Analysis.....	62
5.3.2.3.1 Impact of social media influencers on consumer buying behaviour .....	62
5.3.3 Testing Hypotheses .....	64
5.3.3.1 Testing Hypothesis 1 .....	64
5.4 Chapter Summary .....	64
Chapter – 06.....	66
FINDINGS AND DISCUSSION.....	66
6.1 Introduction.....	66
6.2 Discussion of Personal Information.....	66
6.2.1 Age .....	66
6.2.2 Gender .....	67
6.2.3 Location .....	67
6.2.4 Level of education.....	67
6.2.5 Employment status.....	68
6.2.6 Marital status.....	68
6.2.7 Annual income .....	69
6.2.8 How often do you use the internet? .....	69
6.2.9 Social media platform .....	69
6.3 Discussion of Research Information.....	70

6.3.1 Discussion for Objective One .....	70
6.3.1.1 Level of social media influencers .....	70
6.3.1.3 Level of consumer buying behaviour .....	70
6.3.2 Discussion for Objective Two .....	70
6.3.2.1 Relationship between social media influencers and consumer buying behaviour.....	71
6.3.3 Discussion for Objective Three .....	71
6.3.5 Finding from Hypothesis Testing.....	72
6.4 Chapter Summary .....	72
Chapter – 07 .....	73
CONCLUSIONS AND RECOMMENDATIONS .....	73
7.1 Introduction.....	73
7.2 Conclusions.....	73
7.2.1 First Objective.....	73
7.2.2 Second Objective .....	74
7.2.3 Third Objective .....	74
7.3 Contributions of the Study .....	74
7.4 Recommendations.....	75
7.5 Limitations of the Study.....	75
7.6 Future Research Direction .....	77
LIST OF REFERENCES .....	79
APPENDIX 1: RESEARCH QUESTIONNAIRE.....	85