

**DETERMINATION OF CONSUMER BEHAVIOR IN ONLINE  
SHOPPING VIA SOCIAL MEDIA WITH SPECIAL REFERENCE  
TO CONSUMERS IN HAMBANTOTA**

**By**

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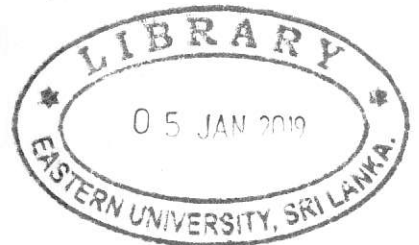
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## **ABSTRACT**

Social media has become the modus operandi of the 21<sup>st</sup> century. Building on the foundation of Web 2.0, social media applications have facilitated unprecedented growth in human interaction in modern times. Communication through social media has found impact on consumer decision-making and marketing strategies. Also, the advertising on social media page has built new consumers' behavior. This study assessed the Level of Determinations influence on Online Shopping via Social Media in Hambantota District.

Sample selected through convenience sampling method, the researcher has selected 114 Social Media users from Hambantota District and questionnaires were sent online and Statistical Package for Social Science (SPSS 22.0) was used to present, analyze and evaluate data.

In terms of the existing level of the Determination factors and Consumer Behavior in Online Shopping via Social Media in Hambantota District, there cultural, personal and psychological factors are higher level and social factor is moderate level at the context.

**Key words: Attributes of Social Media, Purchase Intention**

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