

Impact of Social Media Usage on Purchasing Intention of Fashion Design Industry in Sri Lanka

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Abstract

This study explores the influence of social media usage on purchasing intention within Sri Lanka's emerging fashion design industry, addressing a research gap in local empirical evidence compared to global findings. The investigation focuses on four independent variables: trendiness, frequency of social media use, user-generated content (UGC), and electronic word of mouth (eWOM). Employing a quantitative research approach, data were gathered from 384 youth social media users aged 15–29 across all provinces of Sri Lanka via a structured questionnaire, using convenience sampling. Analytical techniques included reliability and validity testing, descriptive statistics, correlation, and multiple regression analysis conducted through SPSS. Findings revealed that trendiness, UGC, and eWOM have significant positive effects on purchasing intention, while frequency of social media use demonstrated a modest negative effect, suggesting overexposure may reduce purchase motivation. These insights emphasise the dual role of social media as both a promotional tool and a complex influencer of consumer behaviour in the Sri Lankan fashion context. This study contributes uniquely by contextualising social media's impact on fashion purchase intentions within Sri Lanka's cultural and digital landscape. Practical recommendations are provided to assist fashion brands and marketers in optimising social media strategies to boost consumer engagement, trust, and loyalty in an increasingly digital marketplace.

Keywords: electronic word of mouth, fashion design industry, purchasing intention, social media usage, user-generated content