

**THE IMPACT OF SOCIAL MEDIA MARKETING ON THE
CONSUMER BUYING BEHAVIOR ON THE FAST-FOOD
SECTOR OF SRI LANKA**

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Abstract

This research was conducted with the aim of investigating the impact of social media marketing on consumer buying behavior in the Sri Lankan Fast-Food Industry. The study examined and identified the impact and difference of traditional and digital marketing on consumer behavior. A survey was then conducted to investigate the relationship between this variable and consumer behavior. 240 responses were then collected and upon gathering data, the study then ran a series of tests with the use of SPSS software to analyze this data. The findings of this analysis proved that Social Media Marketing contributed the most towards Consumer Buying Behavior. The study then concluded by compiling several recommendations to the Sri Lankan Fast-Food Industry on managing social media marketing as an effective tool to provide customer satisfaction and attract more customers through digital platforms.