

**BA (Hons) BUSINESS MANAGEMENT**

**6BUSS012C.2 Contemporary Issues in Business Management**



**Impact of Social Advertising and Brand Image on the Consumer Buying  
Behavior towards Mobile phone brands in Colombo District in Sri Lanka**

**Dissertation**

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**Declaration**

I declare that the work presented in this dissertation is my own work and to best of my knowledge acknowledgement is made for all sources of information used in this dissertation. Further, this as a whole or as parts has not been submitted previously or concurrently for a degree or any other qualifications at any University or Institutions of Higher Learning.



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The above Student carried out his /her research project under my supervision.

..... Signature of the  
Supervisor Date

Name of the Supervisor Mrs. [Gayashini Ratnayake](#)

**Abstract**

This dissertation investigates the effects of social advertising and brand image on consumer purchase intentions/buying behavior towards mobile phone brands. A questioner was carried out to test the hypothesis with over 212 respondents. The outcomes address a positive relationship between social advertising and brand image on consumer purchase intentions/buying behavior. IBM SPSS software was used to conduct tests that are showcased in this study.

**Key words: Social Advertising, Brand image, Consumer Buying Behavior, Consumer Purchase Intentions**