

**IMPACT OF SOCIAL MEDIA COMMUNICATION AND  
BRAND EQUITY ON CONSUMER PERCEPTIONS OF  
BRANDS IN THE FAST-FOOD INDUSTRY**

**Contemporary Issues in Business Management**

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## **Abstract**

Traditional media have experienced an immense transformation by moving into social media platforms over the past decade which has become a major platform for brands to have the opportunity to interact with consumers. Social media has now taken a place in impacting consumer perceptions and decisions. Hence, this study is to explore the influence of social media communications and brand equity on consumer perceptions of brands in the fast food industry in Sri Lanka. This paper is assessed through a mixed method and deductive approach, having the primary data collected through data collection questionnaire form using quantitative analysis with the use of the SPSS tool and deriving secondary data from online publications and journals to analyze the hypothesis for this study. With 244 responses through the primary data collection and the findings from the secondary data, the study reveals a positive outcome in the relationship on the impact of social media communication and brand equity on consumer perceptions of the brands.

## **Keywords**

- Social media communication
- Brand equity
- Consumer perceptions
- Brand attitude
- Purchase intention
- Fast-food industry