

# THE NEXUS BETWEEN DETERMINANTS OF SOCIAL MEDIA EFFECTIVENESS AND PURCHASE INTENTION: SPECIAL REFERENCE TO WOMEN LED SMES IN NORTHERN PROVINCE OF SRI LANKA

**Vasanthakumar Kumaradeepan**

*University of Jaffna, Sri Lanka*

---

The efficiency of the social media has increased in the past decade. Especially the social media has managed to bring the firms and the customers in one platform. In here the firms are managed get advantage of the social media platforms to reach its customers beyond its geographical borders. The social media marketing makes the customers as not only the buyer but also an efficient participant. This study reveal that the impact of determinants of social media effectiveness on purchase intention. The objectives of the study are to identify the relationship and impact of social media effectiveness on purchase intention, special reference to women led SMEs in Northern Province of Sri Lanka. Through the review of literature various determinants of social media effectiveness identify as Trust, Customization, Interaction, Word of Mouth, Trendiness, Entertainment, Customer Engagement and Consumer Perception and Brand Loyalty as mediating variables. Conceptual framework has driven based summary of review of literature. All the possible hypothesis has formulated to carry out the study. Primary data collection would adopt by designing a questionnaire and collect from Women headed SMEs in northern part of Sri Lanka. Finding of the study would motivate SMEs to concern more on social media advertising.

**Keywords:** *Brand loyalty; Consumer perception; Purchase intention; Social media; Women led SMEs*

---