

## Social Media Impression on Consumer Buying Behavior in Speedy Aid Restaurant in Sri Lanka

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### *Abstract*

**Purpose:** The aim of this research is to pinpoint the impression of social media on consumer buying behavior in speedy aid restaurants in Sri Lanka. The usage of social media is getting increasingly popular by day by day. Recent COVID 19 pandemic, political and economic crisis have added further value for this process. The majority of companies now employ the utilization of social media for promotional purposes. In the current economic climate, social media is a rapidly expanding phenomenon in the business and public relations worlds. Because of social media, websites like Facebook, WhatsApp, Instagram, YouTube, Twitter, and TikTok have exploded in popularity, giving users a central hub from which to interact, entertain, and inform one another. As a result of the rise of social media, consumers now have more options than ever before for learning about goods and services.

**Design/methodology/approach:** The study used a snowball sampling technique to collect data from 354 people in the Colombo district. A standard questionnaire was sent around via email, WhatsApp, and other channels. SPSS was used to analyze the data for reliability, descriptive statistics, correlation, and regression.

**Findings:** The findings of this study effectively met the study objective of examining how social media influence consumer purchasing behavior in Sri Lankan quick service restaurants. The results show that social media has a large impact on consumers' propensity to make purchases, with consumer comments, user reviews, and online deals playing the biggest roles. Additionally, the most common ways that consumers communicate today are via social media platforms like Facebook, WhatsApp, Instagram, YouTube, Twitter, and TikTok.

As the world becomes increasingly digital, the study's author finds that social media now exerts a disproportionately large influence on the economy.

**Practical limitation:** The results of this study can aid the restaurants in creating a social media strategy that will change patron behavior and boost sales. Like when the restaurant can concentrate on boosting favorable ratings and interacting with customers on social media platforms if the study indicates that people are more inclined to visit the restaurant after reading positive evaluations on social media. Social media algorithm changes may have an impact on the study's findings.

**Originality/value:** The study might simply provide a snapshot of social media usage and might not account for evolving user trends or algorithmic adjustments. The study may offer insightful information for Sri Lanka's restaurant industry, where the popularity of fast food outlets and social media is growing. As a result, this work can be regarded as innovative and significant given its potential to add to the body of knowledge and its relevance to the sector.

**Keywords:** *Consumer buying behaviour, Social media, Speedy aid restaurants*