



IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION IN THE SRI LANKAN BATIK INDUSTRY

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Abstract

Although the batik industry in Sri Lanka is vital in contributing to the cultural economy, several factors such as consumer preference changes and stiff competition from other types of apparels have caused problems in the sector. With the increase in social media usage, the digital world presents an opportunity for promoting traditional goods and influencing customers' behaviors in this regard. This research aims at investigating the effect of social media marketing on purchase intention in the batik industry of Sri Lanka based on the moderating effects of social motivation, interaction, consumer trust, and perceived value. In this research, a quantitative method was used, and 322 social media users in Sri Lanka were sampled using a structured questionnaire. The data obtained was analyzed using reliability test, descriptive statistics, correlation analysis, and regression analysis. Social motivation and interaction were found to contribute positively to consumer trust and perceived value, which affect purchase intention.

Keywords: Social Media Marketing, Purchase Intention, Consumer Trust, Perceived Value, Batik Industry

1. Introduction

A special position is held by the batik industry in the broader Sri Lankan textile/fashion industry. Although the Government as well as various institutions have attempted to promote the cultural product 'Batik' through government institutions, the batik industry in Sri Lanka is facing difficulties in terms of the overall market. Lack of market penetration in the Sri Lankan textile/fashion industry remains a primary area to be addressed by the industry. The recent shift in the perspective of the Sri Lankan population towards cheaper imported clothes has resulted in the rejection of the cultural product 'Batik,' as it is a labor-intensive cultural product involving skillful hands. Moreover, the Sri Lankan population is not aware to the required level about the cultural as well as economic significance of the cultural product 'Batik.' At the same time, consumer behavior has experienced an enormous change owing to the increased paradigm of digital technologies and social media platforms. Indeed, social media has emerged as the main channel for the discovery of products by consumers and the decision-making process for the same. Number of social media users worldwide: Currently, social media users worldwide exceed five billion in number, constituting more than sixty percent of the global population. In the same regard, the use of social media in Sri Lanka has also grown profoundly in recent times (DataReportal, 2025). Social media sites such as Facebook, Instagram, and Tik Tok are effective in enabling business organizations to reach out to their customers through interactive content. Past studies indicate the impact of social media marketing on purchase intention is a result of various factors like social motivation, interaction with consumers, trust, and perceived value (Gautam & Sharma, 2017; Hasan & Sohail, 2020; Kim & Ko, 2010). Specifically, social motivation is associated with the intrinsic need for social belongingness or affiliation shown by consumers. Likewise, interaction with consumers represents the extent of communication between businesses and consumers. These factors are essential in a social commerce context. In a social commerce context or other contexts where there is uncertainty reduction between the business and the consumer, trusting the business and seeing value are crucial. Although extensive studies have not yet.

The growing use of social media has brought about changes in consumers' product discovery, evaluation and purchasing process that have resulted in many firms adopting digital marketing strategies. Prior researches have shown that social media marketing has a significant impact on consumer trust, consumer value and consumer purchase intention in the retail sector, the fashion industry and e commerce industry (Kim & Ko, 2010; Hasan & Sohail, 2020; Gautam & Sharma, 2017). Nevertheless, there is not enough empirical data that would show whether there are similar connections between these constructs in craft based industries. Research conducted in Sri Lanka concerning the batik industry has predominantly been dedicated to studying the problems of production, preserving culture and developing the industry. At the same time, there is not much data about how purchase intentions can be affected by the use of social media. In addition, there is no thorough research done to determine the impact of social media marketing variables, namely social motivation and social interaction, on consumer purchase intention through consumer trust and consumer value in the Sri Lankan batik industry. Since there is an increasing number of batik producers using social media for promotion purposes, this problem deserves further attention from researchers.

While many have been studying social media marketing in the context of fashion and retail industries worldwide, there remains a scarcity of empirical research into traditional and craft-based industries in Sri Lanka. More precisely, not much scholarly attention has gone toward the potential of social media marketing to affect consumer purchase intention within the Sri Lankan batik industry. The cultural importance of batik and a rise in the dominance of digital marketing means it is timely and necessary to grasp the way in which social media affects consumer trust, perceived value, and purchase intention. Therefore, this study attempts to investigate the influence of social media marketing on purchase intention among consumers in the Sri Lankan batik industry. Precisely, this research uses social motivation and interaction to find their impact on consumer trust and perceived value and further goes on to check the influence of these on purchase intention. This will therefore help to fill the existing gap in research while providing useful insights into practical aspects for batik entrepreneurs and marketers, as well as policies that these industries require to be more competitive and sustainable.

1.1 Research Question and Research Objective

Researchers raise the following research questions and set a research objective as mentioned in Table 1.

Table 1: Research Question and Research Objective

Research Questions	Research Objectives
1. Does social motivation have a significant positive effect on consumer trust in Sri Lankan Batik industry?	1. To investigate the impact of social motivation on consumer trust.
2. Does social motivation have a significant positive effect on perceived value of Batik industry in Sri Lanka?	2. To examine the relationship between social motivation and perceived value.
3. Does interaction have a significant positive effect on consumer trust of Batik industry in Sri Lanka?	3. To assess the effect of interaction on consumer trust.
4. Does interaction have a significant positive effect on perceived value of Batik industry in Sri Lanka?	4. To evaluate how interaction influences perceived value.
5. Does consumer trust have a significant positive effect on purchase intention?	5. To analyze the influence of consumer trust on purchase intention.
6. Does perceived value have a significant positive effect on purchase intention?	6. To explore the effect of perceived value on purchase intention

1.2 Significance of the study

This research holds significant value for multiple stakeholders, particularly within the Sri Lankan fashion and textile industry, by addressing a critical gap in understanding how social media marketing influences consumer purchase intention toward batik clothing. Despite national efforts to uplift the batik industry through governmental and institutional support (Hussainmiya, 2020; Jayawardana, 2020), the local market has shown limited responsiveness. Imported, low-cost apparel continues to dominate consumer preference, while traditional hand batik remains undervalued due to a lack of awareness about its cultural and artisanal significance (Ekanayake et al., 2020; Lonhardt, 2019). This research is therefore timely in exploring how modern marketing strategies particularly through social media can reshape consumer perceptions and behavior in favor of the batik industry.

The study will provide academic contributions by extending existing literature on social media marketing within the Sri Lankan context, an area that is currently under researched. It builds upon established global studies (e.g., Gautam & Sharma, 2017; Hasan & Sohail, 2020) and applies their theoretical frameworks such as brand trust, brand awareness, interaction, emotional attachment, and brand community to a local and culturally significant product. By doing so, the study tests the applicability of these international models in a developing country with unique market dynamics.

Practically, this research offers valuable insights for local entrepreneurs, marketers, and policy-makers in Sri Lanka's batik sector. It identifies how key elements of social media marketing can effectively influence consumer engagement and purchase intention, enabling businesses to tailor their digital strategies for improved market performance. The findings can guide the development of targeted campaigns that not only promote batik products but also educate consumers on the cultural heritage and craftsmanship embedded in them.

Ultimately, this study aims to support the sustainable growth of the batik industry by harnessing the power of digital platforms to build brand loyalty and revive interest among local consumers. In a rapidly digitizing economy, such insights are crucial for preserving traditional industries while ensuring their relevance in modern consumer markets.

2. Review of Literature

Theoretical Foundation

Therefore, a profound behavioral framework is needed for understanding consumer purchase intention in digital environments. This study has its foundation in the Theory of Reasoned Action, TRA, by Fishbein and Ajzen (1975), and the Theory of Planned Behavior, TPB, by Ajzen (1991), both of which are widely applied to marketing and consumer behavior studies. According to TRA, the individual behavior is motivated by the behavioral intention of the individual, molded by attitude and subjective norms. In the social media context, subjective

norms manifest through peer influence, social motivation, and engagement with the online community. TPB extends TRA by including perceived behavioral control in explaining confidence, trust, and perceived value and how these factors influence consumers' ability and willingness to execute a behavior for example, making an online purchase.

These theories suggest that, in the context of social media marketing, social motivation and interaction emerge as strong influences on consumers' attitudes and perceptions, building up trust and perceived value that may shape purchase intention. This theoretical foundation is particularly relevant in the context of the Sri Lankan batik industry, where consumer uncertainty with regard to price, quality, and authenticity can be mitigated through social validation and interactive digital engagement.

The variables of consumer trust and value perception were chosen as mediator variables due to their relevance to the theoretical base of Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB). The TRA and TPB state that external variables do not determine behavioral intentions; instead, they affect how people perceive their internal processes which determine their behavior. In social media environment, such factors as social motivation and interaction are external factors that affect how people evaluate a brand/product. The variable of consumer trust indicates how much confidence customers have in a reliable, authentic and credible brand. The variable of perceived value shows how customers assess the benefits and costs from the consumption of a product. These variables play the key role in the cognitive process that converts social media marketing activities into purchase intentions. In particular, in the case of the Sri Lankan batik industry, where customers can be concerned about the quality, authenticity and value of a product, the variables of consumer trust and value perception become crucial for making purchase decisions.

Social Media Marketing and Social Motivation

Social motivation is the consumers' aspiration for social connection or belonging. Thus, social media sites allow consumers to observe the views, feelings, or endorsements offered by others. These greatly influence consumers' attitudes regarding brands or specific products. These social media sites allow consumers to experience peer communication. Such communication is significant in minimizing the risks as well as developing trust among consumers. This mostly takes place in areas where it is not possible to physically examine products.

Empirical studies have shown categorically that social motivation increases consumer trust positively in a digital marketing environment. Also, with regard to a specific electronic marketing environment of social media-based retailing in the fashion industry sector, it is noted that "social motivation is positively related to increased trust and purchase intention in social media-based retailing." Additionally, with regard to batik industry marketing, there is a possibility of increased trust through peer interaction as noted by Wang et al. (2012) and published in *Journal of Advertising*: peer interaction is positively related to credibility perceptions and trust formation. And influencers.

Earlier studies have found out that consumers driven by social motivation use social recommendations, social communities, and social validation while making evaluations of products and brands. Social interaction increases their trust regarding information validity and lowers uncertainty perception. Thus, the level of consumer trust increases (Irshad et al., 2020; Wang et al., 2012). In addition, social motivation adds emotional and symbolic values which increase perceived value of consumers. Thus, social motivation can affect not only consumer trust but also perceived value in the context of social media marketing

2.1 Research Framework

Figure 1: On the basis of the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) and empirical research from existing literature on social media marketing, this study has hypothesized that social motivation and social interaction have an indirect effect on purchase intentions through consumer trust and perceived value. Social motivation and social interaction increase consumer's trust towards brands and perceptions of values through social interaction, information sharing, and relationship building. Thus, consumer trust and perceived value are the important mediation mechanisms between social media marketing activities and purchase intention. In order to develop a conceptual model explaining these relationships in the Sri Lankan batik industry, the following conceptual model has been developed.

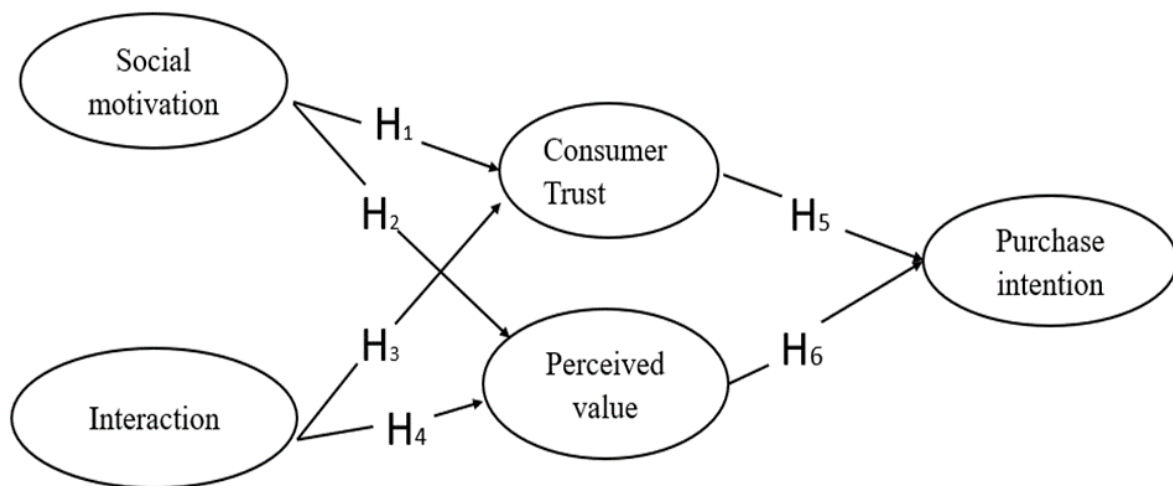


Figure 1: (Source: Variables Taken from Review of Literature)

2.2 Operationalization

Table 2: Tabulates simple operationalization

Variable	Indicators	Measurements	Source
Social Motivation (SM)	Peer communication Tie strength with peers Identification with peer group	5-point Likert scale	Adapted from Chiu et al. (2006); Irshad et al. (2020)
Consumer Trust (T)	Reputation Safety Quality Commitment Impression	5-point Likert scale	Wang et al. (2012); Samadi & Gharleghi (2015); Irshad et al. (2020)
Perceived Value (PV)	Product benefit Price worthiness Convenience	5-point Likert scale	Irshad et al. (2020)
Interaction (I)	Engagement with brand content Communication with sellers Response from brands	5-point Likert scale	Irshad et al. (2020)
Purchase Intention (PI)	Likelihood to purchase Influence from reviews Willingness to try new brands	5-point Likert scale	Adapted from Wang et al. (2012); Samadi & Gharleghi (2015)
Demographic Variables	Gender, Age, Education, Occupation, Household Income	5-point Likert scale	Standard demographic measures used in marketing and consumer behavior research

(Source: Variables Taken from Kotler and Review of Literature)

3. Methodology

3.1 Respondents

The respondents of this research consisted of 322 social media users in Sri Lanka whose ages ranged from 20 to 40 years old. All respondents were using social media actively and represented the target group most susceptible to any marketing actions that could be conducted via social media in terms of fashion and lifestyle products, such as batik products.

3.2 Sampling frame Sampling Frame

A sampling frame is defined as the population accessible through which participants of the research have been chosen. In the present study, sampling frame was comprised of social media users of Sri Lanka between the ages of 20 and 40 that can be accessed via online platforms including Facebook, Instagram, TikTok, WhatsApp, among others during the time of collecting data. Since there was no readily available list of all social media users of Sri Lanka, respondents of the research were recruited online and responded voluntarily via Google Forms Questionnaire. Sampling frame has been deemed suitable as the research was carried out among consumers that use social media and hence are more susceptible to social media marketing for batik.

3.3 Size of population and sample

In research, the term “population” refers to the entire group of individuals or entities that possess the characteristics relevant to a specific study. In this study, the population is defined as Sri Lankan consumers aged between 20 to 40 years who actively engage with social media platforms such as Facebook, Instagram, TikTok, and YouTube. This demographic was selected due to its high level of engagement with digital content and greater influence from online marketing strategies.

The rationale behind targeting this age group lies in their active digital lifestyle, familiarity with online shopping, and frequent interactions with brand content on social media (Statista, 2023). According to We Are Social and Hootsuite (2023), Sri Lanka has over 7 million active social media users, with the majority falling within the 20–40 age range. These users represent the most dynamic and influential segment of the consumer base, often setting trends and driving online sales. Given that the study aims to examine how social media marketing influences consumer purchase intention, it is crucial to engage with individuals who are not only tech-savvy but also regular consumers of digital marketing content.

3.4 Sample Size

The sample size refers to the subset of the population selected for actual participation in the study. The sample size for this research consisted of 322 respondents. A sample of this size is appropriate for several reasons.

Firstly, in quantitative research, especially where regression analysis is to be performed, a minimum of 100–200 cases is often recommended for reliable statistical output (Hair et al., 2019). A larger sample size improves the generalizability of the findings and enhances statistical power, reducing the margin of error and increasing the reliability of results. It also ensures that the data adequately reflects the diversity of the population being studied, including variations in consumer behavior, preferences, and responsiveness to marketing stimuli.

Additionally, an online survey format facilitates broader outreach and enables a higher number of responses within a limited time frame, making it feasible to reach a sample of 300–

400 active users within the target population.

3.5 Sampling technique

The research employs a convenience sampling technique, which is a non-probability sampling method. Convenience sampling involves selecting participants who are readily available, accessible, and willing to respond (Etikan, Musa & Alkassim, 2016). In the context of this study, participants will be approached via online channels, particularly social media platforms and email, where they can voluntarily participate in the Google Forms survey.

The choice of convenience sampling is justified by its practicality and efficiency, especially for studies conducted online with limited time and resources. Although it does not offer the same level of representativeness as probability sampling, convenience sampling is widely used in social science and marketing research where the objective is to obtain a quick understanding of consumer attitudes and behaviors (Saunders et al., 2019). This method is particularly suitable for reaching digitally active individuals who are more likely to respond to online surveys.

Moreover, the digital nature of the study makes it easier to engage participants who are already interacting with social media, thereby ensuring that the sample is aligned with the study's objectives.

4. Data Presentation and Analysis

The collected data will be analyzed using regression analysis with the help of SPSS software. Regression analysis is a statistical tool used to examine the relationship between dependent and independent variables. In this study, the dependent variable is the purchase intention of consumers, while the independent variables include various dimensions of social media marketing such as advertising frequency, influencer credibility, content engagement, and platform effectiveness.

SPSS (Statistical Package for the Social Sciences) is selected for its robustness and user-friendly interface, making it suitable for large-scale survey data analysis. It facilitates descriptive statistics, reliability testing (e.g., Cronbach's alpha), and inferential techniques like linear and multiple regression (Pallant, 2020). This will help determine whether social media marketing significantly predicts consumer purchase intention, and to what extent.

The analysis will also assess the strength and direction of relationships between variables, allowing the researcher to draw meaningful conclusions about the effectiveness of digital marketing efforts in the batik industry. Regression outputs such as R^2 , p-values, and beta coefficients will be used to interpret the significance and explanatory power of each variable.

4.1 Results and Discussion of Finding

4.1.1 Descriptive Statistics

Table 3: Descriptive Statistics

		Social Motivation	Consumer Trust	Perceived Value	Interaction	Purchase Intention
N	Valid	322	322	322	321	322
	Missing	0	0	0	1	0
Mean		4.3773	4.3778	4.3579	4.3777	4.3627
Median		4.5000	4.5000	4.5000	4.5000	4.4000
Mode		4.50	4.50	4.50	4.50	4.40
Std. Deviation		.58580	.55745	.56800	.53294	.54605
Skewness		-3.125	-3.617	-2.849	-3.498	-3.740
Std. Error of Skewness		.136	.136	.136	.136	.136
Kurtosis		12.800	16.050	11.146	16.967	17.679
Std. Error of Kurtosis		.271	.271	.271	.271	.271

The descriptive results show high mean values across all variables, ranging from 4.35 to 4.38, indicating strong positive responses from participants. Standard deviations below 0.6 suggest low variability and consistent agreement among respondents. Negative skewness values and high kurtosis indicate a left-skewed, peaked distribution, meaning most participants rated positively on factors such as trust, value, and motivation. Overall, these results suggest favorable consumer perceptions and strong behavioral intentions toward online purchases.

4.1.2. Correlation

4.1.2.1 Social Motivation and Consumer Trust

Table 4: Correlations

Correlations		Social Motivation	Consumer Trust
Social Motivation	Pearson Correlation	1	.962**
	Sig. (2-tailed)		.000
	N	322	322
Consumer Trust	Pearson Correlation	.962**	1
	Sig. (2-tailed)	.000	
	N	322	322

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient of 0.962 indicates a very strong positive relationship between social motivation and consumer trust, significant at the 0.01 level ($p = 0.000$). This implies that as consumers' social motivation increases driven by social influence, belongingness, and peer engagement their trust in the brand or platform also strengthens. The

high correlation highlights that social motivation plays a crucial role in shaping consumers' trust within the digital purchasing environment.

4.1.2.2 Social Motivation and Perceived Value

Table 5: Correlations

		Social Motivation	Perceived Value
Social Motivation	Pearson Correlation	1	.770**
	Sig. (2-tailed)		.000
	N	322	322
Perceived Value	Pearson Correlation	.770**	1
	Sig. (2-tailed)	.000	
	N	322	322

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient of 0.770 reveals a strong positive relationship between social motivation and perceived value, significant at the 0.01 level ($p = 0.000$). This suggests that when consumers are socially motivated through online interactions, communities, or influencer engagement, they tend to perceive higher value in the products or services offered. The strong relationship emphasizes that social factors enhance customers' value perceptions, contributing to favorable attitudes and potential purchasing intentions.

4.1.2.3 Interaction and Consumer Trust

Table 6: Correlations

		Interaction	Consumer Trust
Interaction	Pearson Correlation	1	.762**
	Sig. (2-tailed)		.000
	N	321	321
Consumer Trust	Pearson Correlation	.762**	1
	Sig. (2-tailed)	.000	
	N	321	322

** . Correlation is significant at the 0.01 level (2-tailed).

A Pearson correlation value of 0.762 signifies a strong positive correlation between interaction and consumer trust, statistically significant at the 0.01 level ($p = 0.000$). This means that greater consumer interaction such as communication with brands, feedback, or responsiveness leads to higher levels of trust. Frequent and meaningful interactions enhance customers' confidence in the brand's credibility and reliability, reinforcing the idea that engagement-driven communication fosters stronger trust in digital marketing contexts.

4.1.2.4. Interaction and Perceived Value

Table 7: Correlations

		Interaction	Perceived Value
Interaction	Pearson Correlation	1	.727**
	Sig. (2-tailed)		.000
	N	321	321
Perceived Value	Pearson Correlation	.727**	1
	Sig. (2-tailed)	.000	
	N	321	322

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient of 0.727 shows a strong positive relationship between interaction and perceived value, significant at the 0.01 level ($p = 0.000$). This implies that when consumers actively interact with a brand or platform, they perceive greater value in the products or services offered. Effective interaction builds understanding and satisfaction, encouraging customers to view the offering as worthwhile and beneficial, thereby strengthening perceived value and contributing to positive behavioral intentions.

4.1.2.5 Consumer Trust and Purchase Intention

Table 8: Correlations

		Consumer Trust	Purchase Intention
Consumer Trust	Pearson Correlation	1	.783**
	Sig. (2-tailed)		.000
	N	322	322
Purchase Intention	Pearson Correlation	.783**	1
	Sig. (2-tailed)	.000	
	N	322	322

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient of 0.783 demonstrates a strong positive relationship between consumer trust and purchase intention, significant at the 0.01 level ($p = 0.000$). This finding indicates that as consumer trust in a brand increases, their willingness to make a purchase also rises. Trust reduces perceived risk and enhances confidence in online transactions, making it a critical determinant in driving consumer purchase decisions and long-term brand loyalty.

4.1.2.6 Perceived Value and Purchase Intention

Table 9: Correlations

		Perceived Value	Purchase Intention
Perceived Value	Pearson Correlation	1	.732**
	Sig. (2-tailed)		.000
	N	322	322
Purchase Intention	Pearson Correlation	.732**	1
	Sig. (2-tailed)	.000	
	N	322	322

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient of 0.732 reflects a strong positive relationship between perceived value and purchase intention, significant at the 0.01 level ($p = 0.000$). This indicates that consumers who perceive higher value in a product or service are more likely to intend to purchase it. When customers feel that the benefits outweigh the costs, their purchase likelihood increases, underscoring the importance of perceived value in influencing consumer buying behavior and decision-making

4.1.3 Hypotheses Testing

Table 10: Hypothesis Testing

Hypothesis	Path	Beta (B)	t / z	p-value	Result
H1	Social Motivation → Consumer Trust	0.9155	63.03	0.000	Supported
H2	Social Motivation → Perceived Value	0.7468	21.60	0.000	Supported
H3	Interaction → Consumer Trust	0.7979	21.01	0.000	Supported
H4	Interaction → Perceived Value	0.7760	18.93	0.000	Supported
H5	Consumer Trust → Purchase Intention	0.9668	7.76	0.000	Supported
H6	Perceived Value → Purchase Intention	0.3876	7.35	0.000	Supported
H7	Social Motivation → Consumer Trust → Purchase Intention	0.8850	–	0.000	Supported (Full Mediation)
H8	Social Motivation → Perceived Value → Purchase Intention	0.2895	–	0.000	Supported (Partial Mediation)
H9	Interaction → Consumer Trust → Purchase Intention	0.3894	–	0.000	Supported (Partial Mediation)
H10	Interaction → Perceived Value → Purchase Intention	0.2927	–	0.000	Supported (Partial Mediation)

4.1.4 Regression

Regression analysis is based on model summary, ANOVA and coefficient as outlined in this section.

4.1.5 Model Summary

Table 11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F	df1	df2		
1	.827 ^a	.684	.680	.30931	.684	170.960	4	316	.000	2.233

a. Predictors: (Constant), Interaction, Social Motivation, Perceived Value, Consumer Trust

b. Dependent Variable: Purchase Intention

The model summary reveals a multiple correlation coefficient ($R = 0.827$), indicating a strong positive relationship between the independent variables interaction, social motivation, perceived value, and consumer trust and the dependent variable, purchase intention. The R Square value of 0.684 means that 68.4% of the variance in purchase intention is explained by these predictors. The Durbin-Watson value of 2.233 suggests no autocorrelation, confirming model reliability. Overall, the regression model effectively explains consumers' purchasing intentions based on these key factors.

4.1.6 Analysis of Variance

Table 11: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.424	4	16.356	170.960	.000 ^b
	Residual	30.232	316	.096		
	Total	95.656	320			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Interaction, Social Motivation, Perceived Value, Consumer Trust

The ANOVA table confirms that the regression model is statistically significant ($F = 170.960$, $p = 0.000$), indicating that the independent variables collectively have a substantial impact on purchase intention. The regression sum of squares (65.424) compared to the residual sum (30.232) shows that the model explains most of the variation in the dependent variable. Hence, the overall regression equation is valid and demonstrates a strong predictive capability for consumer purchase behavior.

4.1.7 Coefficient

Table 12: Coefficient

	Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Correlations		Collinearity Statistics	
		B	Std. Error	Beta	t		Zero-order	Partial Part	Tolerance	VIF
1	(Constant)	.472	.151		3.129	.002				
	Social Motivation	.078	.109	.084	.718	.003	.739	.040 .023	.073	1.691

Consumer Trust	.462	.129	.472	3.574	.000	.784	.197	.113	.057	1.422
Perceived Value	.176	.054	.183	3.266	.001	.733	.181	.103	.317	3.150
Interaction	.329	.053	.321	6.232	.000	.754	.331	.197	.377	2.650

a. Dependent Variable: Purchase Intention

Social Motivation (B = 0.078, Sig = 0.003)

The coefficient indicates a positive but relatively weak impact of social motivation on purchase intention. Although statistically significant, its smaller coefficient value implies that while social influence and social engagement contribute to consumer decisions, they are not the dominant predictors in this model. This may suggest that social motivation indirectly strengthens purchase intention through trust or perceived value rather than direct influence.

Consumer Trust (B = 0.462, Sig = 0.000)

Consumer trust exhibits a strong and significant positive effect on purchase intention. A one-unit increase in consumer trust results in a 0.462-unit increase in purchase intention, assuming all other variables remain constant. This confirms that trust is a key determinant of consumer confidence in online purchasing, reducing perceived risk and strengthening intention to buy.

Perceived Value (B = 0.176, Sig = 0.001)

Perceived value also has a significant positive effect on purchase intention. The coefficient suggests that when consumers perceive higher value through product quality, price fairness, or benefits their purchase intention rises. This highlights the importance of value perception in motivating purchasing behavior in competitive markets.

Interaction (B = 0.329, Sig = 0.000)

Interaction shows a significant and substantial positive relationship with purchase intention. A one-unit increase in interaction leads to a 0.329 unit increase in purchase intention. This indicates that active engagement through online communication, responsiveness, or personalized experiences encourages stronger customer connection and willingness to buy.

The Variance Inflation Factor (VIF) values (ranging between 1.422 and 3.150) are below 5, confirming that no multicollinearity issue exists among predictors, and all variables contribute independently to explaining purchase intention.

5. Conclusion

The purpose of this research was to explore the effect of social media marketing on consumer purchase intention in the batik industry of Sri Lanka, through the impact of social motivation and social interaction on consumer trust and perceived value. It was revealed that both social motivation and interaction have a significant positive effect on consumer trust and perceived value, and consumer trust and perceived value are also found to positively affect purchase intention. Hence, all the research objectives were accomplished and all the proposed

hypotheses were validated.

In conclusion, it can be said that social media marketing is a very effective means to shape consumer purchase behaviour in the batik industry of Sri Lanka. The reason behind this is that the interactive and socially stimulating means of communication lead to consumer trust and value perception, which results in purchase intention.

In terms of practical approach, batik business people need to concentrate on creating interactive social media marketing strategy that will involve engaging customers and telling the true story of the brand along with its cultural and quality value. This may help to build trust and create value among consumers, leading to purchase intention. Hence, social media marketing can contribute significantly to success of Sri Lankan batik business.

5.1 Theoretical Implications

This research contributes to the existing literature in several ways. First, it extends social media marketing and consumer behavior theories by applying them to a traditional and culturally significant industry, an area that has received limited scholarly attention. Second, the study empirically validates the roles of social motivation and interaction as key antecedents of consumer trust and perceived value in a developing country context. Third, by integrating trust and perceived value into the social media marketing framework, the study strengthens the explanatory power of TRA and TPB in digital commerce environments.

5.2 Managerial and Practical Implications

The significance of this research lies in its contribution to the theory and body of knowledge in several aspects: it advances the theory of social media marketing and consumer behavior with its applicability to a traditionally and culturally important sector of human activity, which is underrepresented in published works and studies. This research also empirically confirms and tests the significance of two important antecedents of consumer trust and perceived value in a growing economy environment: social motivation and interaction. Finally, with its conceptual approach to both concepts of trust and perceived value as antecedents of choosing to use and patronize in a social media marketing approach, it increases the robustness of both the TRA and TPB theory and approach in electronic commerce-based contexts.

The research provides profound insights to batik entrepreneurs, marketers, and policymakers in the countries such as Sri Lanka. Firstly, marketers in the batik industry should look to engage in social marketing approaches to increase social motivation. Moreover, marketers in the batik industry ought to engage in live responses to foster trust among the consumers. Communicating the stories to the consumers in an engaging manner could be significant in developing trust among the consumers.

Additionally, policymakers and other supporting institutions can use social media as an effective and cheap strategy to market and promote batik as a national cultural product and

foster sustainable consumption among local crafts.

6. Limitation of this Study

Despite these contributions, this study has a number of weaknesses an important constraint associated with this research includes the use of convenience sampling. The participants were recruited on the basis of their availability via the internet; however, this can imply that the sample may not adequately reflect the Sri Lankan consumer population. It is possible that consumers who do not make extensive use of social networking sites or have low internet usage may not be well represented. Hence, caution should be taken while generalizing the results.

Another issue that is worth mentioning has to do with the presence of common-method bias due to the fact that all the variables were based on self-reported information obtained from a single survey tool administered once. While the diagnostics did not reveal any issues with multicollinearity, it is impossible to rule out the possibility of inflated associations among the variables.

7. Future Research Avenues

Better ways to handle the aforementioned limitation can be explored by using probability samples that can provide more generalization for the population under study. Future studies can include the design aspect by using longitudinal designs to study the behavioral change patterns of consumers over time. Besides that, future studies can include the mediating effect of factors such as brand awareness, cultural identity, and marketing by influencers on consumer behaviors.

8. Acknowledgement

It is the intention of the writer to express genuine appreciation to all those respondents who were involved in this research and offered their information. The writer wishes to thank in particular all those people who have helped to make this research successful.

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