

## Adoption and Usage of Social Media as a Marketing Tool for Long-Distance Bus Operations in Sri Lanka

KT Vimukthika<sup>1#</sup> and TM Pathirana<sup>1</sup>

<sup>1</sup>Edith Cowan University, Sri Lanka

<sup>#</sup>t.kelaniyage@ecu.edu.au

This study investigated the use of social media as a marketing tool by long-distance bus operators in Sri Lanka. Despite the potential for enhancing customer engagement and service delivery, social media adoption in the Sri Lankan public transport sector remains limited. Through qualitative research, this study identifies key barriers to using social media for this purpose, including low awareness, perceived high costs, and a lack of technical expertise. The study applied the Technology Acceptance Model (TAM) and the Diffusion of Innovations Theory to analyze these factors. The findings suggest that effective social media usage can improve passenger satisfaction by providing real-time updates and accurate information. Recommendations for improving adoption include conducting awareness programs, offering targeted training, implementing pilot projects, and fostering collaborations with technology providers. By addressing these challenges, the study highlights the potential of social media to transform public transport communication and operations, leading to increased passenger trust and a more efficient transport system.

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