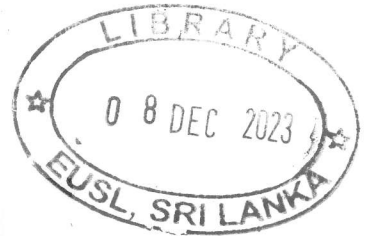


**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES  
ON BRAND AWARENESS, BRAND IMAGE AND BRAND  
LOYALTY: SPECIAL REFERENCE TO COSMETIC PRODUCTS  
IN BATTICALOA DISTRICT**



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**By:**

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## ABSTRACT

The purpose of this thesis is to gain further understanding of how Social Media Marketing Activities effect on firm's Brand Awareness, Brand Image and Brand Loyalty. The study was conducted within the cosmetic industry in Batticaloa. The research problem is the lack of knowledge concerning social media activities effects on the cosmetic market in Batticaloa district. In the Sri Lanka cosmetic industry, a myriad of cosmetic product providers are satisfied by an online presence. They rest at the fact that they have set up company website as well as social pages and profiles with numerous followers. But, very few organizations have online networking strategies that seek to know their consumers and appreciate their thought patterns before purchasing. However, they do not go deeper to investigate how they can influence their target consumer by first understanding which social pages the frequent, what content the look for, at which specific time and eventually what causes them to purchase the said product. The study objectives are To identify the level of SMMA, BL, BA and BI, To identify the relationship between, SMMA and BA, SMMA and BI, SMMA and BL, BA and BI, Examine the impact of SMMA on BA, BI and BL, To identify whether BA mediate the relationship between SMMA and BL, To identify whether BI mediate the relationship between SMMA and BL and To identify BA mediate the relationship between SMMA and BI. In this study, the independent variable in Social Media Marketing Activities, the dependent variable are Brand Awareness, Brand Image and Brand Loyalty.

This study had quantitative approach where it gathered its data through online questionnaire from 384 respondents that were shared in community group on Whatsapp for the brands Orifalme, Herbline, L'Oreal, Natural secrets and Janet. These chosen brands are an active part of the chosen industry to investigate, the cosmetic industry. The study used Univariate, Biivariate, and Regression and Mediation analysis techniques in order to analyze the data and find the result of the objectives. The finding of the study showed that Social Media Marketing Activities have a positive impact on Brand Awareness, Brand Image and Brand Loyalty. The finding of this study contributes to the growing knowledge of Social Media Marketing Activities how they effect Brand Awareness, Brand Image and Brand Loyalty of cosmetic brands.

***Key Words: Social Media Marketing Activities, Brand Awareness, Brand Image and Brand Loyalty.***

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