

The Influence of Social Media Marketing Activities on Brand Loyalty with the Mediating Effect of Consumer Engagement with Special Reference to Skin Care Brands in Western Province of Sri Lanka

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The influence of social media marketing activities on brand loyalty with the mediating effect of consumer engagement still needs to be filled up with skin care brands in the western province of Sri Lanka. Thus, this study investigates the influence of social media marketing activities on brand loyalty and how it is affected by the mediating role of consumer engagement in skincare brands in the Western Province of Sri Lanka. The required data was gathered through a distributed, structured questionnaire in the form of an online survey. The survey was conducted on 312 responses by adopting a convenience sampling method. The study was designed for quantitative analysis, and SPSS software was used for data analysis. The findings of the study prove that social media marketing activities have a positive and significant impact on brand loyalty, while consumer engagement has positively and significantly mediated the impact of social media marketing activities on brand loyalty. Further, researchers highlight implications to be practiced in the future for the betterment of consumers' perspectives as well as marketer's perspectives. At the end of the research study, specific suggestions are made, including possible areas for future research.

Keywords: *Brand Loyalty, Consumer Engagement, Skin Care Brands, Social Media Marketing Activities*