

The Impact of Social Media Marketing on Brand Loyalty in FMCG Industry of Sri Lanka

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Social media marketing is one of the most popular mode of marketing which most businesses have decided to heavily invest to build the brand loyalty among their consumers through connecting and engaging with them. This research therefore is focused on investigating the impact of the social media marketing, especially the influence of social media advertising, electronic word-of-mouth (eWOM) and online brand community (OBC) on brand loyalty in FMCG industry of Sri Lanka. There is lack of research and theoretical studies carried out within this scope related to the collaborative impact of above-mentioned social media marketing tools (social media advertising, eWOM, OBC) on brand loyalty in FMCG industry. Based on the review of literature this quantitative research study developed conceptual framework which was tested by using the primary data gathered from sample of 384 social media users through an online structured survey. The Findings of this study showcased a positive and significant impact of social media advertising, electronic word of mouth and online brand community on brand loyalty. Those findings help to realize the importance of social media marketing strategies in the modern business world and its effect on brand loyalty of the consumers.

Keywords: *Brand Loyalty, Electronic Word-of-Mouth, Online Brand Community, Social Media Advertising*