

## **The Impact of Social Media Marketing on Brand Trust: with Special Reference to Cosmetic Industry in Sri Lanka**

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Building brand trust in the Sri Lankan Cosmetics industry is one of the marketer's major challenges. The digitized consumer behavior and social media revolution make it more challenging for marketers. Thus, this research aims to examine the impact of social media marketing on brand trust in relation to the Sri Lankan Cosmetics industry. Two research objectives and five hypotheses were tested as its conceptual framework developed with entertainment, interaction, word of mouth, customization, and trendiness towards brand trust. The study sample was identified through convenient sampling, and data were collected through a well-structured questionnaire. The questionnaire, which consisted of five-point Likert scale, was employed to gather 200 responses from the sample. It has been statistically proven that marketers can use social media marketing to increase brand trust in the Sri Lankan Cosmetics industry, as the results show that the above dimensions have a significant impact on brand trust.

**Keywords:** *Customization, Entertainment, Interaction, Social Media Marketing, Trendiness, Word of Mouth (WOM)*