

**Impact of Social Media Advertising on Brand Loyalty with Special Reference to  
Cosmetics Industry in Western Province, Sri Lanka: Mediating Effect on Brand  
Engagement**

**D P G H P Premakumara**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*hashanpriyantha1999@gmail.com*

**P V M V D Udovita**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*viduniu@kln.ac.lk*

This study investigates the impact of social media advertising on brand loyalty in the cosmetics industry within the Western Province of Sri Lanka, emphasising the mediating role of brand engagement. Adopting a deductive research approach, data were collected through online surveys from 392 social media users in the cosmetic sector, employing a convenience sampling method. The results reveal a positive and significant influence of social media advertising on brand loyalty. Additionally, brand engagement emerges as a mediator, positively and significantly affecting the relationship between social media advertising and brand loyalty. These findings offer insights into developing marketing strategies for cosmetic brands, highlighting the importance of leveraging social media platforms to enhance brand engagement and cultivate lasting consumer-brand relationships, ultimately fostering brand loyalty. The managerial implications underscore the significance of meaningful and relevant social media advertising in attracting and retaining defined online audiences within the cosmetics industry in Sri Lanka.

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