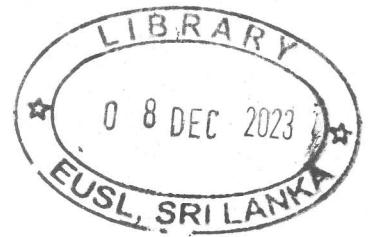


**THE INFLUENCE OF PERCEIVED SOCIAL MEDIA  
MARKETING ACTIVITIES ON BRAND LOYALTY:  
THE MEDIATION EFFECT OF BRAND AND VALUE  
CONSCIOUSNESS: SPECIAL REFERENCE TO WORKING  
WOMEN WHO ARE USING COSMETICS IN  
BADULLA DISTRICT**



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## ABSTRACT

This study aims to investigate the influence of social media marketing on brand loyalty, with the mediation effect of brand consciousness and value consciousness among working women who are using cosmetics in the Badulla district. A survey was conducted, and data were collected from 384 working women who are using cosmetics in the Badulla district. The data were analyzed using SPSS.

The findings reveal that social media marketing positively impacts brand loyalty, brand consciousness & value consciousness mediates the relationship between social media marketing and brand loyalty. These findings have significant implications for companies in the cosmetics industry in the Badulla district, as they can design effective social media marketing campaigns to enhance brand consciousness and value consciousness among their target customers. The study contributes to the existing body of knowledge by providing insights into the specific context of working women in the Badulla district and their engagement with social media marketing in relation to brand loyalty.

brand consciousness and value consciousness mediate this relationship. Specifically, brand consciousness acts as a partial mediator, while value consciousness acts as a full mediator. These results suggest that social media marketing can enhance brand loyalty by increasing brand and value consciousness among working women who are using cosmetics in the Badulla district. Therefore, cosmetics companies in the Badulla district should prioritize their social media marketing efforts to improve brand and value consciousness among their target customers to enhance brand loyalty.

The implications of this research can be useful for cosmetics brands and marketers who seek to enhance brand loyalty among working women in the Badulla district. By understanding the influence of social media marketing and the mediating effects of brand consciousness and value consciousness, marketers can develop more targeted and effective marketing strategies to engage and retain their target audience.

***Keywords: Social media marketing, brand loyalty, brand consciousness, value consciousness, working women, cosmetics, Badulla district.***

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