

**Impact of social media marketing on customer engagement with
special reference to cosmetic industry in Central Province**

W.G.M. Udayanagani

Department of Business Management, Faculty of management Studies,

Rajarata University of Sri Lanka, Mihintale

Corresponding author: weerakkodimanori@gmail.com

Abstract

The aim of this research is to identify the impact of social media marketing on customer engagement with special reference to the cosmetic industry in the central province. The main objective of the study is to investigate the factors that are affecting social media marketing on customer engagement. To analyze a literature review on social media marketing and its impact on customer engagement, with use of primary & secondary research tools such as questionnaires, articles, websites & online books. For collecting quantitative as well as qualitative data, the researcher will use questionnaires with 150 people from Kandy, Mathale & Nuwara-Eliya. The researcher will use social media such as Facebook, YouTube, Instagram and Google, to analyze the impact of social media marketing on powders, soaps, deodorants, shampoos, body care, makeup, and shaving. The findings of the study reveal the social planning, social influence, social attitudes, social community and social results that have a significant impact on customer engagement.

Keywords: *Social media, social media marketing, customer engagement*