

ABSTRACT

For marketers, social media has the power to achieve great results for very minimal cost, and in less time; however doing so creates incalculable risks that many businesses are not yet prepared to take. One such risk relates to the issue of how engagement with consumers via social media might impact consumers' subsequent behaviour. Social media marketing is in a growing trend and there could be significant advantages for the early movers who take advantage of this. Very few companies in Sri Lanka are seemed to be taking advantage from this. One reason could be the relative lack of internet users in Sri Lanka and even from that users, only a very few purchase anything in online. Having said that number of users in social networking sites like Facebook are growing rapidly in Sri Lanka and this presents with a great chance to improve brand awareness and of course to improve sales.

However, researches are somewhat lagging behind this rapid development and it is difficult to find relevant up to date studies on how social media are to be part of the branding process, how this relates to the strategy that companies have with the use of social media-if they are to be used to strengthen the brand, increase sales and find new customers.

In the specific area, a research gap was noticed, namely, how customer engagement with social media creates the branding process. Based on this gap, five hypotheses and a research model were prepared. The study was done via on-line questionnaire posted for total population group of Facebook users who have liked the "Mobitel Sri Lanka" page in Facebook.

In the research process to analyze the collected data i use the statistical package for social science (SPSS22.0). Data was analyzed through questionnaire issued to Facebook users who liked "Mobitel Sri Lanka" page. It is specially considered uni-variate analysis consist of mean, standard deviation and bivariate analysis used to measure the magnitude and direction of the relationship between customer engagement with social media marketing and brand awareness.

This study conducted It was revealed through the results, that the customer engagement with social media has a strong positive relationship with Brand Awareness. Further, According to the analysis, mainly interaction and influence contributed highly for the customer engagement with social media marketing in creation for Brand awareness than other variables, therefore marketers

can specifically focus on the interaction and influence to increase the customer engagement with social media marketing. In addition, I would like to suggest that future research can be carried out to analyse the role of customer engagement with social media marketing on brand equity.