

**Abstract:**

The aim of the research is to identify and evaluate factors shaping consumer's trust towards the brand on social media advertising channels with the special focus on Facebook advertising network. The research gap being a subject of this research naturally emerged from the undeniably increasing separation between social media marketing theory and practice. Furthermore, similar research within the field does not provide a satisfactory explanation of end user motivations and drives. Research method focused on statistical analysis of data collected from a substantial sample of FB users in Poland.

Research findings allowed identification of the selected factors affecting user's trust towards the brand (trust defined as attitude towards and intention to buy from it) in social media advertisement: prior interaction, privacy concern, interests, interaction frequency, preferred interaction device. Results of the research also allowed development of the model for effective interpretation and implementation of cognitive, emotional and behavioural factors for advertising tools and techniques in social media marketing strategy. Finally, the statistical analysis revealed the potential client clusters within social media advertisement which were not previously evaluated in the research.

The results of this study mark several further research directions within the brand trust management in the internet sphere which simply cannot be more relevant form marketing science and practice during the uncertain times of global COVID19 pandemic. Additionally, based on the literature research, a proposal of new definition for brand trust management in social media advertisement was formed.

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