

**IMPACT OF DIGITAL CONTENT MARKETING ON THE E –
CUSTOMER ENGAGEMENT MEDIATED BY ROLE OF
CUSTOMER ATTITUDE: SPECIAL REFERENCES TO FASHION
STORES IN KANDY DISTRICT**

By

**RATHNAYAKA MUDHIYANSELAGE RATANAK GEDARA NIPUNI SUPUN
PREMARATHNE**

REG NO: EU/IS/2019/MS/018

INDEX NO: MS2198



FCM3013

**Project Report
Main Library, Eastern University, Sri Lanka**



A Project Report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirement of the Degree of Bachelor of Business Administration (BBA) Honours in Marketing Management.

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2025

ABSTRACT

This study investigates the impact of digital content marketing on e-customer engagement, with particular emphasis on the mediating role of customer attitude, with special reference to online fashion stores in the Kandy District of Sri Lanka. The research specifically focuses on social media users who purchase fashion products through online platforms. It explores three core dimensions of digital content marketing **content informativeness**, **content interactivity**, and **content entertainment** and examines how these elements influence customer attitudes and, subsequently, their engagement with online fashion brands.

Primary data were collected from 384 respondents using a structured questionnaire distributed through convenience sampling. The study employed descriptive statistics, correlation analysis, regression analysis, and mediation testing to analyze the relationships among the variables.

The findings reveal that all three dimensions of digital content marketing significantly enhance e-customer engagement. Moreover, customer attitude was identified as a strong mediating factor, reinforcing the link between content marketing efforts and customer engagement. Among the variables analyzed, digital content marketing emerged as the most influential in shaping positive customer attitudes.

This research contributes to both theoretical and practical understanding by offering insights into how fashion retailers can strategically utilize digital content to foster stronger online customer relationships and engagement.

Keywords: Digital Content Marketing, Content Informativeness, Content Entertainment, Content Interactivity, Customer Attitude, E-Customer Engagement, Online Fashion Stores, Kandy District

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	i
ABSTRACT.....	ii
LIST OF TABLES.....	x
LIST OF FIGURES.....	xiii
ABBREVIATIONS.....	xiv
CHAPTER ONE.....	12
INTRODUCTION.....	12
1. Introduction.....	12
1.1 Background of the study.....	12
1.2 Research gap/Research Problem.....	15
1.3 Research Questions.....	16
1.4 Research Objectives.....	17
1.5 Significant of the study.....	17
1.6 Scope of the study.....	19
1.7 The organization of the chapter.....	20
1.8 Chapter summary.....	21
CHAPTER TWO.....	22
LITERATURE REVIEW.....	22
2.1 Introduction.....	22
2.2 E-Customer Engagement.....	22
2.3 Content Marketing.....	25
2.3.1 Content Informativeness.....	26
2.3.2 Content Interactivity.....	28
2.3.3 Content Entertainment.....	30
2.4 Customer Attitude.....	31
2.5 Supporting Theories for Study.....	33
2.5.1 Uses and Gratification theory (U & G).....	33

2.5.2 Theory of Planned Behavior (TPB).....	33
2.5.3 Flow Theory.....	34
2.5.4 Reasoned Action Theory (TRA)	35
2.6 Relationship among variables.....	35
2.6.1 Content Informativeness and e – Customer Engagement.....	35
2.6.2 Content Interactivity and e – Customer Engagement.....	36
2.6.3 Content Entertainment and e – Customer Engagement.....	37
2.6.4 Content Informativeness and Customer Attitude.....	38
2.6.5 Content Interactivity and Customer Attitude.....	38
2.6.6 Content Entertainment and Customer Attitude.....	39
2.6.7 Customer Attitude and e – Customer Engagement.....	40
2.7 Mediation of Customer Attitude.....	42
2.8 Chapter Summary.....	44
CHAPTER THREE.....	45
CONCEPTUALIZATION AND OPERATIONALIZATION.....	45
3.1 Introduction.....	45
3.2 Conceptualization.....	45
3.3 Conceptual Framework.....	46
3.4 Variables Relevant to the Conceptual Model.....	47
3.4.1 Digital Content Marketing.....	47
3.4.1.1 Content Informativeness.....	48
3.4.1.2 Content Entertainment.....	49
3.4.1.3 Content Interactivity.....	50
3.4.2 Customer Attitude.....	51
3.4.3 E – Customer Engagement.....	52
3.5 Operationalization of variables.....	53
3.6 Hypothesis Development.....	55
3.7 Chapter Summary.....	56

CHAPTER FOUR.....	57
RESEARCH METHODOLOGY	57
4.1 Introduction.....	57
4.2 Research Philosophy.....	57
4.3 Research Approach.....	58
4.4 Research Strategy	58
4.5 Methodological Choice	59
4.6 Time Horizon.....	59
4.7 Research Site/ Area Selection.....	60
4.8 Population of the Study	60
4.9 Sampling Technique/ Method.....	60
4.10 Sample Size and Sample Framework.....	61
4.10.1 Sample Size.....	61
4.10.2 Sample Framework.....	62
4.11 Method of Data Collection and Sources.....	62
4.11.1 Primary Data.....	62
4.11.2 Secondary Data	62
4.12 Research Instrument	63
4.13 Sources of Measurements.....	64
4.13.1 Method of Measurement on Personal Information.....	64
4.13.2 Method of Measurement on Research Information.....	65
4.14 The pilot Study	65
4.15 Reliability of Instrument	66
4.16 Unit of Data Analysis.....	67
4.17 Method of Data Analysis	67
4.17.1 Methods of Data Analysis for First objective	68
4.17.2 Methods of Data Analysis for Second Objective	68
4.17.3 Methods of Data Analysis for Third Objective	68

4.17.4 Methods of Data Analysis for Fourth Objective	69
4.18 Method of Data Evaluation	71
4.18.1 Univariate Analysis	71
4.18.2 Correlation Analysis	72
4.18.3 Regression Analysis	73
4.18.3.1 Simple Regression Analysis.....	74
4.18.3.2: Multiple Regression Analysis.....	74
4.18.4 Mediating Analysis.....	75
4.18.4.1 Decision criteria for accepting mediating variable	76
4.19 Testing Hypothesis	77
4.20 Data Presentation.....	78
4.20.1 Data Presentation for Personal Information	78
4.20.2 Data Presentation for Research Information	79
4.21 Ethical Consideration	80
4.22 Chapter Summary	81
CHAPTER FIVE	82
DATA PRESENTATION AND ANALYSIS	82
5.1 Introduction.....	82
5.2 Analysis of Reliability	82
5.3 Data Presentation.....	83
5.3.1 Data Presentation and Analysis of Personal Information	83
5.3.1.1 Gender distribution of the respondents	83
5.3.1.2 Age Distribution of the Respondents.....	84
5.3.1.3 Period of use social media Distribution of the Respondents	84
5.3.1.4. Hours of use (per day) of the Respondents	85
5.3.2 Data Presentation and Analysis of Research Information	85
5.3.2.1 Univariate Analysis.....	85
5.3.2.1.1 Identify the level of e – Customer Engagement.....	86

5.3.2.1.2 Identify the level of Digital Content Marketing	86
5.3.2.1.3 Identify the level of Customer Attitude.....	87
5.3.2.2 Bivariate analysis	87
5.3.2.2.1 Pearson’s Correlation Analysis.....	88
5.3.2.2.1.2 Relationship between Customer Attitude and e – Customer Engagement.	89
5.3.2.2.1.3 Relationship between Digital Content Marketing and Customer Attitude	89
5.3.2.3 Simple Regression Analysis.....	91
5.3.2.3.1 Impact of Content Informativeness and Customer Attitude	91
5.3.2.3.2 Impact of Content Interactivity and Customer Attitude.....	93
5.3.2.3.3 Impact of Content Entertainment and Customer Attitude.....	94
5.3.2.3.4 Impact of Content Informativeness and e - Customer Engagement	96
5.3.2.3.5 Impact of Content Interactivity and e - Customer Engagement	98
5.3.2.3.6 Impact of Content Entertainment and e - Customer Engagement.....	99
5.3.2.4 Multiple Linear Regression.....	101
5.3.2.4.1 Impact of Digital Content Marketing (Content informativeness) and Customer Attitude on e – Customer Engagement	101
5.3.2.4.2 Impact of Digital Content Marketing (Content Interactivity) and Customer Attitude on e – Customer Engagement	103
5.3.2.4.3 Impact of Digital Content Marketing (Content Entertainment) and Customer Attitude on E – Customer Engagement	105
5.3.2.4.4 Impact of Digital Content Marketing and Customer Attitude on e – Customer Engagement	107
5.3.2.5 Mediation Analysis.....	109
5.3.2.5.1 Mediation Analysis of Customer Attitude	109
5.3.3 Testing Hypothesis.....	111
5.3.3.1 Testing Hypothesis 1	111
5.3.3.2 Testing Hypothesis 2.....	111
5.3.3.3 Testing Hypothesis 3.....	112
5.3.3.4 Testing Hypothesis 4.....	112

5.3.3.5 Testing Hypothesis 5	112
5.3.3.6 Testing Hypothesis 6	113
5.3.3.7 Testing Hypothesis 7	113
5.3.3.8 Testing Hypothesis 8	113
5.4 Chapter Summary	116
CHAPTER SIX	117
FINDINGS AND DISCUSSION	117
6.1 Introduction.....	117
6.2 Discussion of Personal Information	117
6.2.1 Gender of the respondents	117
6.2.2 Age group of the respondents	117
6.2.3 Period of use social media Distribution of the Respondents	118
6.2.4 Hours of use (per day) of the Respondents	118
6.3 Discussion of Research Information.....	118
6.3.1 Univariate Analysis.....	118
6.3.1.1 Level of e – Customer Engagement	118
6.3.1.2 Level of Digital Content Marketing	118
6.3.1.3 Level of Customer Attitude.....	118
6.3.2 Pearson’s Correlation Analysis.....	119
6.3.2.1 Relationship between Digital Content Marketing and E - Customer Engagement	119
6.3.2.2 Relationship between Customer Attitude and E – Customer Engagement....	119
6.3.2.3 Relationship between Digital Content Marketing and Customer Attitude	120
6.3.3 Regression Analysis	120
6.3.3.1 Simple Regression Analysis.....	120
6.3.3.2 Multiple Regression Analysis.....	122
6.3.3.2 To Identify whether there is mediation influence of Customer Attitude to the relationship among Digital Content Marketing and E – Customer Engagement	122

6.4 Findings from Hypothesis Testing.....	123
6.5 Chapter Summary	124
CHAPTER SEVEN.....	125
CONCLUSIONS AND RECOMMENDATIONS.....	125
7.1 Introduction.....	125
7.2 Conclusion	125
7.2.1 First Objective.....	125
7.2.2 Second Objective.....	125
7.2.3 Third Objective	126
7.2.4 Fourth Objective	127
7.3 Contribution of the study	127
7.4 Recommendations.....	128
7.5 Limitations and future directions of the study	128
REFERENCES.....	130
APPENDIX – 1.....	136
APPENDIX – 2.....	141
APPENDIX – 3	152