



Influence of Facebook Content Marketing on E- Brand Loyalty; Examine the Mediating Effect of Online Consumer Engagement with Special Reference to Telecommunication Industry in Sri Lanka

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ABSTRACT

Purpose: The continuous advancement in digital technology allows the audience to find more updated information through the different digital platforms. In today's context, Sri Lankan online audiences are highly active on Facebook platform. Therefore, all telecommunication service providers publish their content via Facebook to attract and retain their online audiences. Thus, this study tries to interpret the influence of Facebook Content Marketing on E- brand loyalty with paying special attention to the mediating effect of Online Consumer Engagement.

Design/methodology/approach: As a quantitative research strategy, it used a structured questionnaire to obtain primary data from the sample. Finally, it was able to collect three hundred ninety-five responses by adopting a convenience sampling method which comes under non-probability sampling.

Findings: The findings of the study demonstrate that the Facebook Content Marketing has positive and significant impact on E- brand loyalty while online consumer engagement has positively and significantly mediated the impact made by Facebook content marketing on E- brand loyalty.

Originality: This research makes a particular attempt to fill the prevailing literature gap on how Facebook content marketing impacts to e- brand loyalty in the telecommunication industry in Sri Lanka depending on the high level of brand-switching behavior carried out in this service sector.

Implications: Managerial implications were made for the Telecommunication industry in Sri Lanka to identify the importance of the valuable and relevant Facebook content to attract and retain their defined online audience.

Keywords: Consumer Engagement, Content Marketing, E- Brand Loyalty, Facebook Content Marketing, Online Consumer Engagement

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INTRODUCTION

Content plays a vital role in digital marketing since creative, relevant, and valuable content can drive customers' full interaction and engagement. (Ahmad, Harun & Musa, 2016). "Content marketing is a strategic marketing method, which involves creating and distributing valuable, relevant and consistent content to attract and retain a defined audience" (Content Marketing Institute, 2021). Brand loyalty is when a customer buys the same brand of goods and services, instead of buying different brands. (Akpoviroro, Amos, Adewale & Oladipo, 2020). According to Chigwende & Govender (2021) online consumer loyalty is the complex process, where the online customer convert to repeatedly purchase the product or service and willing to have an ongoing relationship with the organization. Digital marketing plays a dominant role and position in today's context. One of the leading platforms that companies like to use and see as a tool to deploy their marketing campaigns is Facebook. The online content presence of consumer brands receives a significant push to promote online purchase behavior in Sri Lanka (Ranasinghe & Dissanayake, 2023). However, due to the highly competitive and cluttered environment on Facebook, it is not easy for companies to grab their audience's attention and interest. However, to attract their audience and convert them into potential and loyal customers, the companies must have different marketing tactics. To achieve those things, one of the most effective tactics is Facebook content marketing (Hoang, 2021).

Online engagement provides the basis to purchase or continue the product or services. Also, this consumer engagement involves connecting with a user emotionally and intellectually (Strauss, 2014). Content plays an important role in Facebook marketing, to create consumer engagement. Also, with that engagement, the company can easily retain its audience and increase its brand loyalty (Ayele, 2021). Meantime the mediating effect of consumer online engagement is claimed to be investigated as there has a relationship between Facebook content and the Facebook audience online engagement (Hüsgen, n.d.).

Previous researchers have investigated this Facebook content marketing related different research problems. Hoang & Tuan (2021) said Facebook content marketing helps companies to attract new customers and retain them in a perfect manner. It means, through the most valuable and relevant Facebook contents, the company can increase their online audiences purchasing intention. Facebook content marketing is creating and distributing various relevant contents to target customers to increase their engagement and add value to their customer experience (Taiminan, 2016). Online consumer engagement involves connecting with the user emotionally and intellectually. Also, online engagement provides the basis to purchase the company's products. Online marketers increase their online audience engagement through content or media (Ayele, 2021).

According to practice gap, the Sri Lankan service sector (specially the telecommunication sector), there is huge competition among the service providers.

Because the service providers are providing thousands of unique offerings to attract and retain their audiences (Gunawardane, 2015). Under this very competitive business environment, customer engagement, customer satisfaction, and customer loyalty provide a good competitive advantage for the service providers. (Dahanayake, Karunaratne & Samarakoon, 2021). With this high competition, the customers have a high level of brand loyalty. Therefore, they are switching among the brands according to the facilities provided by the service providers. (Akpoviroro, Amos, Adewale & Oladipo, 2020).

However, there is no proper solution given by the previous researchers about the problem of “How Facebook content marketing impact to e- brand loyalty. Therefore, a significant literature gap remains. Therefore, further research will be needed to fill that gap. So, this research will make a particular attempt to fill the prevailing literature gap. This paper has paid special attention to the telecommunication industry in Sri Lanka depending on the high level of brand-switching behavior carried out in this service sector. So, the service providers should create and distribute valuable and relevant Facebook content to increase their customer’s brand-related loyalty and their online engagement.

Context Justification on Telecommunication Industry

“The Act defines, telecommunication as the making of any transmission, emission or reception of signs, signals, writing, images, sound or intelligence of any nature by optical means or by write or radio waves or any other electromagnetic system” (Telecommunications Regulatory Commission of Sri Lanka, 2021). The Sri Lankan telecommunication industry plays a bigger role in the country. It means, this industry is the major contributor to our economy and plays a bigger role in society. This telecommunication industry facilitates communication among and between people and other organizations. The very important thing is this telecommunication industry contributes both directly and indirectly to investment, innovations, employment productivity, and overall economic growth (Ratnajeewa & Hewage, 2015). The Sri Lankan telecommunication space is shared by four main operators. Namely, Dialog Axiata PLC, Bharti Airtel Lanka (Pvt) Ltd, SLTMobitel PLC, and Hutchison Telecommunications Lanka (Pvt) Ltd (TRCSL, 2021).

As a result of the first, second, and third waves of the COVID-19 pandemic, people adopted the work-from-home concept, with this adaptation there was a substantial growth in internet usage. It means a lot of people are starting to use the Internet for work, education, shopping, banking, and other leisure purposes. Also, the very important thing is the Sri Lankan telecommunication sector is preparing to move from 4G to 5G internet services. As a result of these improvements, the quality of internet services in Sri Lanka will increase shortly. And, according to the Sri Lankan Telecommunication Regulatory Commission (TRC), in the year 2023 March, the total number of Cellular mobile subscriptions is 29.16 million. However, this mobile usage is above the country’s total population of 2023, 22.181 million. Also, the total

INFLUENCE OF FACEBOOK CONTENT MARKETING ON E- BRAND LOYALTY; EXAMINE THE MEDIATING EFFECT OF ONLINE CONSUMER ENGAGEMENT WITH SPECIAL REFERENCE TO TELECOMMUNICATION INDUSTRY IN SRI LANKA

number of fixed and mobile broadband subscriptions is 21.81 million in the year 2023.

Table 01: Statistical Overview of the Telco Sector at the End of June 2023

Category	Amount
Number of fixed access telephone subscriptions (voice)	1,021,352
Number of Fixed Access Telephone Subscriptions (Data Only)	1,145,317
Fixed Access Telephone Subscriptions per 100 inhabitants	12
Number of total Cellular Mobile Telephone Subscriptions (90 days)	29,051,734
Cellular Mobile Subscriptions per 100 inhabitants	130
Fixed Broadband Subscriptions	2,565,536
Mobile Broadband Subscriptions (3G, 4G)	19,353,973

Source: TRCSL Report 2023 June

As depicted in Table 1, out of those sub-sectors, the mobile sector is one of the fastest growing and most popular sub-sectors with 29,051,734 subscribers and 130 mobile subscriptions per 100 people by 2023. This study investigates the relationship between Facebook content marketing and E- brand loyalty with reference to the telecommunication industry in Sri Lanka. This can contribute to getting good insight into telecommunications companies related to consumer loyalty, switching behavior, and consumer engagement.

LITERATURE REVIEW

Facebook Content Marketing

According to Facebook content marketing, it is the creation and dissemination of valuable brand-related content through the Facebook platform to current and future customers to improve brand engagement, trust, and relationships (Ivanova, 2021). Taiminan (2016) found that Facebook content marketing is creating and distributing various relevant content to target customers to increase their engagement and add value to their customer experience. In the new digital era Facebook content marketing is one of the key factors and one of the crucial tools of digital marketing. Facebook content marketing has several objectives. Such as increasing the online audience brand awareness, attracting new online customers into the business, maintaining long-term relationships with online customers, and enhancing customer loyalty (Balio & Casais, 2021).

Facebook content marketing should have 3 main components/ dimensions, namely, information quality, enjoyment, and interactivity of the content (Ayele, 2021). According to Nosrati, (2013), the good quality information content shared on Facebook might be convenient to their customers to maintain online engagement and make purchase decisions in favor of a specific brand. And, the success of Facebook

content marketing depends on the quality of the information, the ability to enjoy the customer, and the interaction among the customers (Korfiatis, 2012).

In this section described the dimensions of Facebook content marketing which comprises perceived information quality, enjoyment, and interactivity. In these three components directly impact to maintain an online consumer engagement and e- brand loyalty and trust.

The perceived information quality of Facebook contents can be defined based on four criteria. Namely, accuracy, relevance, helpfulness, up- to- datedness and unbiasedness. And the content related information quality directly impacts influencing consumer evaluation and attracting online customers (Ayele, 2021). The consumer's acceptance of a company's Facebook content is contingent on the information presented (Lin & Lu, 2015). Online consumers are attracted to Facebook content based on the quality of the information presented on Facebook (Ayele, 2021).

The research has found that the quality of the information included on Facebook can be directly impacted to improve consumer engagement and loyalty. However, if the Facebook content is not enjoyable, the consumers will lose their interaction and engagement. And, according to the previous researcher's information, the content enjoyment has been included the Facebook content related features. Such as, fun, interesting, exciting, and entertaining, etc., are positively impacted to maintain a consumer's engagement and loyalty (Ayele, 2021). However, by providing an enjoyable online experience, online consumer activities will sharply increase, including their participation, excitement, and concentration (Schmidt, 2015).

The perceived interactivity helps to create favorable attitudes towards a brand and its online presence and finally it directly influences purchase intention (Mollen & Wilson, 2010). There is no agreed upon assumption to describe this interactivity. But interactivity is usually associated with the new technological platforms, namely, internet, social media etc. and, the interactivity facilitates with the two- way communication among customers and service providers (Ayele, 2021). According to Lee (2016) perceived interactivity is critical to online marketing success. And user control, responsiveness, personalization, and connectedness are the crucial components of the perceived interactivity. And there is a direct relationship between perceived interactivity with cognition, affect and trust (Cyr, 2009).

E-Brand Loyalty

Brand loyalty means, a repeat purchasing frequency and same brand purchasing behavior (Oliver & Yin, 2005). According to Oladipo (2020) brand loyalty means, when a consumer buys the same brand of products or different services, instead of buying different brands. According to Chigwende & Govender (2021) online consumer loyalty is the complex process, where the online customer convert to repeatedly purchase the product or service and willing to have an ongoing relationship with the organization. According to the concept of e- brand loyalty, it extends the traditional brand loyalty concepts to online consumer's brand loyalty concept. But according to the theoretical foundations of traditional brand loyalty and

INFLUENCE OF FACEBOOK CONTENT MARKETING ON E- BRAND LOYALTY; EXAMINE THE
MEDIATING EFFECT OF ONLINE CONSUMER ENGAGEMENT WITH SPECIAL REFERENCE TO
TELECOMMUNICATION INDUSTRY IN SRI LANKA

the e- brand loyalty are generally similar, however, the e- brand loyalty related unique aspect is area of internet based marketing and online buyer behavior (Gommans et al., n.d.). E- brand loyalty is all about “quality customer support, on- time delivery, compelling product presentations, convenient and reasonably priced shipping and handling clear, relevant and trustworthy contents” (Lee, 2019).

Trust plays a bigger role in developing and maintaining e- brand loyalty for a business (Ayele, 2021). If the customer is loyal to the brand, that customer has willingness and intention to keep on repurchasing the company product or service. Customer satisfaction leads to customer loyalty, and customer loyalty reduces the consumer’s switching behavior and encourages them to repeat purchasing. And it directly impacts the company performance, profitability, and the competitive advantage (Lee, 2019). Customer loyalty and satisfaction are the interrelated parts of the customer retention process. And the customer retention is the primary measurement point of the customer loyalty (Silva, n.d.).

Online Consumer Engagement

Online consumer engagement involves connecting with the user emotionally and intellectually. And online engagement provides the basis to purchase the company’s products. Online marketers increase their online audience engagement through content or media (Ayele, 2021). The very first thing is, that engagement is a cognitive process that requires “focus, sustain attention, absorption and thoughtfulness”. And engagement connects with an affective component that involves the connection and bonding with “brand, pleasure, and satisfaction. Lastly, engagement is “participating, interacting, and co-creating experiences. (Thomson, 2005). Online consumer engagement is a multidimensional concept, including cognitive, emotional, and behavioral dimensions (Dhaoui, 2014).

According to the Facebook community point of view, various forms of engagement can be identified. Namely, the audience indicates interest by pressing the “ Like and other reactions”, “Sharing” content with others, and “commenting” on content (Dhaoui, 2014). Online consumer engagement can be defined with the three H’s. namely, “Head, Heart, and Hands”. The “head” represents the cognitive part of the engagement that is thoughtful and process oriented. And, the “heart” represents the affective part of the engagement, that is emotionally driven. And, “hands” represent the participative aspect of consumer engagement, that is means active and transactional (Hallahan, 2011).

Hypotheses Development

The high quality and relevant contents support to offer the maximum value to the customers with reliability and trustworthiness. After that, company can maximize the customer satisfaction and can increase the customer loyalty (Behrend, n.d.). Therefore, content marketing should have main three dimensions, namely, perceived information quality, perceived enjoyment, and perceived interactivity. Based on three dimensions the companies should focus quality of their content marketing to build online brand communities’ loyalty (Ayele, 2021; Wirtz, 2013).

The quality of the content information is extremely important to quickly grab the online customer's attention. And also, through this high quality, trustworthiness and relevant information the company can improve their audience engagement and loyalty (Hüsgen, n.d.). According to the Mollen & Wilson (2010) the perceived enjoyment influences the “cognitive part (brand learning and concentration), affective (emotionally involvement, brand bonding and satisfaction) and participative (providing inputs)” components found in the consumer engagement and loyalty. Based on the theoretical literature reviewed, the present study is motivated to test the following proposed alternative hypothesis.

- H1: Facebook Content Marketing has a significant impact on e- brand loyalty.
 - H1a: Perceived information quality has a significant impact on e- brand loyalty.
 - H1b: Perceived enjoyment has a significant impact on e- brand loyalty.
 - H1c: Perceived interactivity has a significant impact on e- brand loyalty.

According to Ayele (2021) the role of implementing content marketing with online audience to improve their online engagement and high level of loyalty. According to the researcher findings there having a three key dimensions of Facebook content marketing namely, “perceived information quality, enjoyment and interactivity”. Therefore, the company must focus on those three dimensions while developing online content. After that, the company can develop customers' trust and online engagement through the most valuable and relevant content. The relevant and valuable contents highly enable the audience to engage with the brand (Kilgour, 2015). Based on the theoretical literature reviewed, the present study is motivated to test the following proposed alternative hypothesis.

- H2: Facebook content marketing has a significant impact on online consumer engagement.

Long-term active brand engagement directly impacts brand love, trust, and brand loyalty. Active brand engagement includes visiting brand-related digital media sites and pages, increasing interest, purchasing a brand product, and increasing brand loyalty (Ana Raquel André, 2015). Online consumer engagement involves connecting with the user emotionally and intellectually. And also, online engagement provides the basis to purchase the company's products and is a high priority to increase brand loyalty. Online marketers increase their online audience engagement through content or media (Ayele, 2021). Based on the theoretical literature reviewed, the present study is motivated to test the following proposed alternative hypothesis.

- H3: The online consumer engagement has a significant impact on e- brand loyalty.

The mediating effect of online consumer engagement on the relationship between content marketing and brand loyalty. The researcher has developed a model for measurement for online consumer engagement to explain customer engagement behavior on Facebook pages and analyze the direct impact of consumer engagement

INFLUENCE OF FACEBOOK CONTENT MARKETING ON E- BRAND LOYALTY; EXAMINE THE MEDIATING EFFECT OF ONLINE CONSUMER ENGAGEMENT WITH SPECIAL REFERENCE TO TELECOMMUNICATION INDUSTRY IN SRI LANKA

on content marketing and brand loyalty relationship. According to researcher analysis, the high level of online engagement can directly and positively impact the effect of content marketing on brand loyalty (Ayele, 2021; Greve, 2014). Based on the theoretical literature reviewed, the present study is motivated to test the following proposed alternative hypothesis.

- H4: The online consumer engagement mediates the impact of Facebook content marketing on E- brand loyalty.

METHODOLOGY

There are mainly two research approaches based on the use of theory. There are deductive and inductive research approaches. The deductive approach refers to statistical analysis using existing theory, and the inductive approach develops a new theory based on findings. This study will be in the “Positivism Philosophy”, and the “didactic approach”. The reason for that is this study is considered quantitative research category and already has an existing theory or findings. This approach will be used to observe the phenomena to investigate the impact on Facebook Content Marketing on e- brand loyalty. And this study is in the “Quantitative research strategy”, and it is explained by collecting the numerical data and after through the mathematical method, analyze those data to identify the relationship between dependent and independent variable (Ayele, 2021). And this study uses the survey method to collect the data.

According to Saunders, Lewis & Thornh (2009), research design is used with the purpose of specify the methods and procedures for data collecting and analyzing. There are three types of major research designs, such as exploratory, descriptive, and explanatory research designs. Exploratory research design is particularly useful when the researcher wishes to clarify the understanding of a problem, such as if it is unsure of the precise nature of the problem (Saunders, 2011). Descriptive research design is a widely used research design to gather information about the present existing conditions using questionnaire, personal interviews, and observation (Lee, 2014). The explanatory research design is used to find out the causal relationships between variables (Saunders, 2011).

Measures of the Study

In here this study is followed the explanatory research design. The study is going to examine the impact of the independent variable (Facebook Content Marketing. Under that, Perceived information quality, enjoyment, and interactivity) on the dependent variable (E- brand loyalty).

According to this study, the total population is accumulated telecommunication customers/ users in Sri Lanka, who mostly using Facebook platform. When compare with Sri Lankan population, 131.9% having mobile subscription. And Sri Lanka has 92.84% Broadband subscribers when compare with the total population (TRCSL,

2021). Therefore, can determine the total number of telecommunication customers are more than 96% of the population. But, according to the Digital (2021) the total number of potential audiences for the Facebook platform in Sri Lanka is 7 million. Those audiences are in under the telecommunication customer segment. Therefore, “the total population can be identified as 7 million”.

In this study, the sample method should be the “Non- Probability Sampling”. In this non- probability sampling, not giving the equal probability to each element of the target population to be included into the sample. And can use the “convenience sampling” as the type of the probability sampling method. The reason is since the population is not clearly framed by an authentic source. However, we employed a normality test to check the data set before applying the parametric test. (Bougie & Sekaran, 2019). Because in this study, target population has been spread in the whole country. But in practically the researcher can't cover the whole of Sri Lanka. Therefore, the researcher can use convenience sampling for it. Not only that, but the researcher can also use “Multistage mix sampling”, because in urban area people are highly active in social media and telecommunication services, therefore, through “non- probability sampling” can take high urban areas, after that, through the probability sampling method can randomly pick the audience to sample.

Data Analysis Methods

Under this study, the researcher can use “Frequencies and Percentages” to summarize the findings. And also, “Descriptive Statistics” can be used to identify the responses' characteristic and nature. Also, it can be used to describe the usefulness of the data set and examine the relationship between variables. It can be described through central tendency measurement and deviations. Not only that, but the researcher can also use “Correlation Analysis” in order to measure the variables correlation. This analysis means measuring the correlation between the “Facebook Content Marketing and the e- brand loyalty”. The “Regression Analysis” is a statistical method that can depict the relationship between independent and dependent variables. It means in this analysis tries to identify and prove the hypothesis about how Facebook content marketing impacts to create e- brand loyalty. And also, can get the support of Statistical Package for the Social Science (SPSS) version 26 software to analyze the data. Also, according to this study, the researcher has applied Online Consumer Engagement as the mediating variable between the Facebook Content Marketing (independent variable) and the E- Brand loyalty (dependent variable). The results are obtained through running the Process v4.2 by Andrew F. Hayes.

RESULTS AND DISCUSSION

As per the data gathered by the respondents through the questionnaire, 395 responses were collected and out of them 207 (52.4%) represent Male respondents and 188 (47.6%) represent Female respondents. In the age category, the researcher has divided the age distribution among nine categories. Out of 395 respondents, 153

INFLUENCE OF FACEBOOK CONTENT MARKETING ON E- BRAND LOYALTY; EXAMINE THE MEDIATING EFFECT OF ONLINE CONSUMER ENGAGEMENT WITH SPECIAL REFERENCE TO TELECOMMUNICATION INDUSTRY IN SRI LANKA

(38.7%) respondents are among the age category of 18 – 25. The next age group is 26 – 30 and it is 115 (29.1%) respondents. 53 (13.4%) respondents from the age group of 31 -35, 37 (9.4%) respondents from the age category of 36 – 40. The next age group is 41- 45, and it is 14 (3.5%) responses. 7 (1.8%) respondents from the age groups of 41- 50 and 51- 55. The next age group is 56- 60, and it is 6 (1.5%) responses.

To identify and analyze the living areas of the sample, the researcher collected data from the Western Province only. According to that information, 212 (53.7%) respondents are in the Colombo District, and 123 (31.1%) respondents are in the Kalutara District, and out of the 395 sample respondents, 60 (15.2%) respondents are in the Gampaha District.

Results of Normality, Reliability and Validity

Reliability

The reliability of the database was tested in SPSS by calculating Cronbach’s Alpha. It is recommended that if the Cronbach’s Alpha value is 0.70 or higher, and within a significant value of $P < .005$ (Pallant,2013).

Table 02: Reliability Analysis

Variables	No. of Items	Cronbach’s Alpha
Perceived Information Quality	5	0.910
Perceived Enjoyment	4	0.873
Perceived Interactivity	2	0.750
E- brand loyalty	2	0.907
Online Consumer Engagement	3	0.889

Source: SPSS version 26 output

Table 03: ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig
Between People	950.304	394	2.412		
Within Between People Items	179.777	4	44.944	231.419	.000
Residual	306.077	1576	.194		
Total	485.854	1580	.308		
Total	1436.157	1974	.728		

Grand Mean = 3.78

Source: SPSS version 26 output

The variables that the researcher is going to hypothesize in the study are mentioned above and the Cronbach's Alpha value of all the variables is more than 0.7. Table 02 reflects that according to the standard of Cronbach's Alpha value, the above variables are reliable.

According to ANOVA table the significant value should be less than 0.005 ($P < 0.005$). According to this study total variables related significant value is "0.000". So, this value is less than 0.005. Therefore, ANOVA table, significant value is satisfied. So, the internal consistency was Excellent.

Validity

The KMO test allows us to ensure that the data we have are suitable to run a Factor Analysis and therefore determine whether we have in fact measured what we intended to measure. The KMO should be between 0 and 1. If the KMO value is close to 1 is acceptable (Kim and Mueller, 1978). But according to Kaiser (1974) suggested that KMO value is greater than or equal 0.5 is still acceptable. And the Sig value of the Bartlett's Test of Sphericity should be less than 0.005.

Table 04: Validity Analysis

Variables	Items	KMO	Significance	Bartlett's Test of Sphericity
Perceived Information	5	.887	.000	1381.293
Quality	4	.817	.000	824.652
Perceived Enjoyment	2	.600	.000	177.290
Perceived Interactivity	2	.670	.000	472.044
E- brand loyalty	3	.686	.000	836.373
Online Consumer Engagement				

Source: SPSS version 26 output

Normality

According to Kline (2011) stated that if the skewness index is less than 3 and kurtosis index is less than 10 then the data set is sufficiently univariate normally distributed and if the skewness and kurtosis ratio is between -3 to +3 and -10 to +10 respectively, that data set is normally distributed.

INFLUENCE OF FACEBOOK CONTENT MARKETING ON E- BRAND LOYALTY; EXAMINE THE MEDIATING EFFECT OF ONLINE CONSUMER ENGAGEMENT WITH SPECIAL REFERENCE TO TELECOMMUNICATION INDUSTRY IN SRI LANKA

Table 05: Normality Test

Source: SPSS version 26 output

	N	Std.		Skewness		Kurtosis	
		Deviation	Variance				
Perceived Information Quality	395	.655	.429	-1.300	.123	3.656	.245
Perceived Enjoyment	395	.714	.510	-.643	.123	.450	.245
Perceived Interactivity	395	.872	.761	-.843	.123	.164	.245
E- brand loyalty	395	.781	.611	-1.374	.123	3.397	.245
Online Consumer Engagement	395	.937	.879	-.489	.123	-.746	.245
Valid N (listwise)	395						

Reporting Findings: Testing Hypotheses

Multiple regression analysis has been used to analyze the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value. According to the results received from SPSS 26 multiple regression analysis concluded summarized statistical estimates mentioned in below tables.

Table 06: Reporting Direct Hypothesis

Model		Coefficients		t	Sig.	
		Unstandardized	Standardized			
		Coefficients	Coefficients			
	B	Std. Error	Beta			
1	(Constant)	.439	.153		6.773	.000
	Perceived Information Quality	.572	.055	.479	10.465	.000
	Perceived Enjoyment	.103	.053	.202	4.965	.001
	Perceived Interactivity	.273	.043	.304	6.348	.000

a. Dependent Variable: E- brand Loyalty.

Source: SPSS version 26 output

According to the above table shows beta values for the independent variable and sub-independent variables. Namely, 0.479 beta value for the perceived information quality, 0.202 beta value for the perceived enjoyment and 0.304 beta value for the

perceived interactivity. Those illustrates that, if perceived information quality increase by one unit, the E- brand loyalty increases by 0.479 (47.9%). Also, according to this study, if perceived enjoyment increases by one unit, the E- brand loyalty increases by 0.202 (20.2%). And if perceived enjoyment increases by one unit, the E- brand loyalty increases by 0.304 (30.4%). Also, the P- values for all the sub-independent variables are less than 0.005. Therefore, there is a significant positive relationship between perceived information quality, enjoyment, and interactivity with the E- brand loyalty. Based on these figures the following model can be generated.

Table 07: Reporting Direct Hypothesis

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.484	.180		7.208	.000
	Facebook Content Marketing	0.653	.064	.604	12.563	.000

a. Dependent Variable: Online Consumer Engagement

Source: SPSS version 26 output

According to the above table, the Facebook Content Marketing (Independent Variable) indicates Beta value of 0.604 and it illustrate, if the Facebook Content Marketing increase by one unit while other variables are constant, the Online Consumer Engagement increase by of 0.604 (60.4%). Also, the P- value of the Facebook Content Marketing indicates 0.000, and which is less than 0.005 level of the significance. Therefore, there is a significant positive relationship between Facebook Content Marketing and Online Consumer Engagement.

Table 08: Reporting Direct Hypothesis

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.234	.109		20.574	.000
	Online Consumer Engagement	.567	.031	.680	18.410	.000

a. Dependent Variable: E- Brand Loyalty

Source: SPSS version 26 output

INFLUENCE OF FACEBOOK CONTENT MARKETING ON E- BRAND LOYALTY; EXAMINE THE MEDIATING EFFECT OF ONLINE CONSUMER ENGAGEMENT WITH SPECIAL REFERENCE TO TELECOMMUNICATION INDUSTRY IN SRI LANKA

According to the above table, the Online Consumer Engagement (Independent Variable) indicates Beta value of 0.680 and it illustrate, if the Online Consumer Engagement increase by one unit while other variables are constant, the E- Brand Loyalty increase by of 0.680 (68%). Also, the P- value of the Online Consumer Engagement indicates 0.000, and which is less than 0.005 level of the significance. Therefore, there is a significant positive relationship between Online Consumer Engagement and E- Brand Loyalty.

Reporting Result of Mediation

According to this study, the researcher has applied Online Consumer Engagement as the mediating variable between the Facebook Content Marketing (independent variable) and the E- Brand loyalty (dependent variable). The results are obtained through running the Process v4.2 by Andrew F. Hayes.

Model: 4

Y: E- Brand Loyalty

X: Facebook Content Marketing

M: Online Consumer Engagement

Table 09: Direct Effect of X and Y

Effect	Se	t	p	LLCI	ULCI
.7856	.0590	13.3141	0.0000	.6696	.9016

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.7856	.0590	13.3141	.0000	.6696	.9016

Source: SPSS version 26 output

Table 10: Indirect Effect of X and Y

	Effect	BootSE	BootLLCI	BootULCI
Online Consumer Engagement	.1684	.0502	.0671	.2666

Source: SPSS version 26 output

Under this hypothesis the researcher tries to test the mediating effect of Facebook Content Marketing and E- Brand loyalty. It is indicated by the above- mentioned indirect effect table. The lower confidence interval and upper confidence interval

should be either positive or negative to accept the mediating effect as significant. In the above generated result, the lower confident interval and upper confidence interval are positive.

The researcher can conclude that “The online consumer engagement has a mediating effect on the relationship between Facebook content marketing and E- brand loyalty”.

IMPLICATIONS AND CONCLUSION

According to the current situation of the telecommunication industry, the industry is very competitive and most of the telecommunication users are switching among different service providers based on the different benefits and conveniences.

This study information highly useful to the telecommunication companies in Sri Lanka. Because according to the present situation, telecommunication user’s loyalty is low. But according to this study, the service providers can increase their online audience related loyalty, using the most appropriate and relevant contents. If a company can publish high quality and high informative Facebook contents that help provide solutions to the user’s issues. And can increase the online audience related engagement. Also, the company should think about content production, scheduling, keyword selection, search engine optimization of posts, style correlations can increase the online audience engagement, and based on the engagement can increase the loyalty.

Perceived enjoyment and interactivity of the content are the highest determining factor to increase brand loyalty. Because according to the study, the online audience highly engage with the very enjoyable and interactive contents. It means, if posts related brand voice is funny and interactive the audience will highly engage with the brand. Therefore, with this engagement the telecommunication company can increase their audience related E- brand loyalty.

According to the current situation, the audiences are highly engaging with social media platforms, specially on Facebook. And, because of the high industry competitiveness, the services providers should publish attractive and relevant content to increase audience attention and engagement. With that engagement the company can increase the audience interest in those services, after that the company can easily increase their audience loyalty.

According to this study findings, the service providers should think more about their content related to online consumer engagement (Like, Comment, Share), because according to this study, there is a significant relationship between consumer engagement and brand loyalty. If audiences are highly engaging with the published contents, it directly impacts to increase the customer loyalty for their services, after that service provider can reduce the switching behavior among different service providers.

INFLUENCE OF FACEBOOK CONTENT MARKETING ON E- BRAND LOYALTY; EXAMINE THE MEDIATING EFFECT OF ONLINE CONSUMER ENGAGEMENT WITH SPECIAL REFERENCE TO TELECOMMUNICATION INDUSTRY IN SRI LANKA

As the conclusion, out of the 395 total responses, 260 (65.8%) people were agreeing with the service provider's contents related "Information quality". And 196 (49.6%) people agreed with the content-related perceived enjoyment, and finally, 243 (61.5%) people agreed with the content-related interactivity. Based on those findings, the telecommunication service providers should think more about their Facebook contents, information quality, enjoyment, and interactivity. Also, according to the findings, out of the 395 total responses, 284 of people have a positive attitude towards their service provider(s). And they would like to repurchase their telecommunication services through their same service provider(s).

According to the mediating analysis, this study related mediating analysis is Online consumer engagement. And based on analysis information, indirect effect related both BootLLCI and BootULCI values are positive. Therefore, this mediating effect has a positive mediating relationship between Facebook content marketing and E-brand loyalty. Based on the findings, if Facebook content is more informative, enjoyable, and interactive, the online audience are highly engaged with this content (like, comment and share). And based on this engagement the service provider can increase their brand loyalty.

CONFLICT OF INTEREST

The authors declared no conflict of interest.

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