

**IMPACT OF THE DIGITAL MARKETING TOOL ON CUSTOMER  
ENGAGEMENT: SPECIAL REFERANCE TO THE HOTEL INDUSTRY IN  
CENTRAL PROVINCE, SRI LANKA.**

by

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## ABSTRACT

This research study provides a comprehensive understanding of how do social media, content marketing, mobile marketing and customer engagement impacts the overall growth of the hotel industry in Sri Lanka in-terms of positioning, branding and marketing, and factors that contribute to the customer engagement of customers in the hotel industry in Central Province, Sri Lanka.

The objective of the research is to identify the impact of the Digital marketing tool (mobile marketing, content marketing, social media) on customer engagement. Primary data was collected through a well-structured questionnaire. Secondary data was collected through web sites, books, articles, journals and desk research which were carried out previously on customer engagement. The questionnaire consisted with five-point Likert scaling questions to analyze the relationship between the variables. A conceptual framework was developed to investigate the level, impact and relationship between these variables. The research was carried out using the correlation analysis to test the hypotheses, which measure the relationship of these variables. A total of 385 respondents were selected as a sample in the central province area state hotel industry customers to carry out the research. Convenience sampling method which comes under non-probability sampling was used in collecting data and descriptive statistics and inferential statistics was used to analyze the same data. The findings of the study reveal that there is a strong positive relationship between customer engagement and social media, content marketing and mobile marketing. Also, there is a significant positive impact of social media, content marketing and mobile marketing on the customer engagement.

**Key words: Social Media, Content Marketing, Mobile Marketing, Customer Engagement**

## TABLE OF CONTENT

|  |      |
|--|------|
| ACKNOWLEDGEMENT.....                         | i    |
| ABSTRACT.....                                | ii   |
| TABLE OF CONTENT .....                       | iii  |
| LIST OF TABLES.....                          | viii |
| LIST OF FIGURES .....                        | x    |
| ABBREVIATIONS .....                          | xi   |
| CHAPTER – 1 .....                            | 1    |
| INTRODUCTION .....                           | 1    |
| 1.1 Background of the study.....             | 1    |
| 1.2 Problem Statement .....                  | 2    |
| 1.3 Research Questions .....                 | 4    |
| 1.4 Objective of the Study.....              | 4    |
| 1.5 Significance of the study .....          | 4    |
| 1.6 Scope of The Study .....                 | 5    |
| 1.7 Organization of Chapters .....           | 6    |
| 1.8 Chapter Summary .....                    | 6    |
| CHAPTER – 02 .....                           | 7    |
| LITERATURE REVIEW.....                       | 7    |
| 2.1 Introduction .....                       | 7    |
| 2.2 Hotel Industry in Sri Lanka .....        | 7    |
| 2.3 Digital Marketing in Hotel Industry..... | 8    |
| 2.4 Customer Engagement.....                 | 9    |
| 2.5 Social Media.....                        | 11   |
| 2.6 Content Marketing.....                   | 12   |

|   |           |
|---|-----------|
| 2.7 Mobile Marketing.....                               | 14        |
| 2.8 Supporting Theories for Study.....                  | 15        |
| 2.9 The relationships among variables .....             | 16        |
| 2.9.1 Social Media and Customer Engagement .....        | 16        |
| 2.9.2 Content Marketing and Customer Engagement.....    | 16        |
| 2.9.3 Mobile Marketing and Customer Engagement .....    | 18        |
| 2.10 Chapter Summary.....                               | 19        |
| <b>CHAPTER – 3 .....</b>                                | <b>20</b> |
| <b>CONCEPTUALIZATIONS AND OPERATIONALIZATIONS .....</b> | <b>20</b> |
| 3.1 Introduction .....                                  | 20        |
| 3.2 Conceptualization.....                              | 20        |
| 3.3 Conceptual Framework .....                          | 20        |
| 3.4 Variable Relevant to the Conceptual Model .....     | 21        |
| 3.4.1 Customer Engagement .....                         | 21        |
| 3.4.2 Social Media .....                                | 22        |
| 3.4.3 Content Marketing .....                           | 23        |
| 3.4.5 Mobile Marketing .....                            | 23        |
| 3.5 Operationalization of variable.....                 | 24        |
| 3.6 Hypothesis Development .....                        | 25        |
| 3.7 Chapter Summary.....                                | 26        |
| <b>CHAPTER – 4.....</b>                                 | <b>27</b> |
| <b>RESEARCH METHODOLOGY .....</b>                       | <b>27</b> |
| 4.1 Introduction .....                                  | 27        |
| 4.2 Research Philosophy .....                           | 27        |
| 4.3 Research Approach .....                             | 28        |

|  |    |
|--|----|
| 4.4 Research Strategy .....                                | 28 |
| 4.5 Methodological Choice.....                             | 29 |
| 4.6 Time Horizon .....                                     | 30 |
| 4.7 Research Site/ Area Selection .....                    | 30 |
| 4.8 Population of the Study.....                           | 30 |
| 4.9 Sampling Technique/ Method.....                        | 30 |
| 4.10 Sample Size and Sample Framework .....                | 31 |
| 4.10.1 Sample Size.....                                    | 31 |
| 4.10.2 Sample Framework .....                              | 32 |
| 4.11 Method of Data Collection and Sources .....           | 32 |
| 4.11.1 Primary Data.....                                   | 32 |
| 4.11.2 Secondary Data .....                                | 33 |
| 4.12 Research Instrument.....                              | 33 |
| 4.13 Source of Measurement .....                           | 34 |
| 4.13.1 Method of Measurement on Personal Information ..... | 35 |
| 4.13.2 Method of Measurement on Research Information ..... | 36 |
| 4.14 Pilot Test.....                                       | 36 |
| 4.15 Reliability of Instrument .....                       | 37 |
| 4.16 Unit of Data Analysis .....                           | 38 |
| 4.17 Methods of Data Analysis .....                        | 38 |
| 4.17.1 Methods of Data Analysis for First Objective.....   | 39 |
| 4.17.2 Methods of Data Analysis Second Objective.....      | 39 |
| 4.17.3 Methods of Data Analysis Third Objective .....      | 39 |
| 4.18 Methods of Data Evaluation.....                       | 40 |
| 4.18.1 Univariate Analysis.....                            | 40 |

|   |           |
|---|-----------|
| 4.18.2 Correlation Analysis .....                                 | 41        |
| 4.18.3 Simple Regression Analysis.....                            | 42        |
| 4.19 Testing Hypothesis.....                                      | 44        |
| 4.20 Data Presentation .....                                      | 45        |
| 4.20.1 Data Presentation for Personal Information.....            | 45        |
| 4.20.2 Data Presentation for Research Information.....            | 46        |
| 4.21 Ethical Considerations.....                                  | 46        |
| 4.22 Chapter Summary .....  | 47        |
| <b>CHAPTER – 5.....</b>   | <b>48</b> |
| <b>DATA PRESENTATION AND ANALYSIS .....</b>                       | <b>48</b> |
| 5.1 Introduction .....  | 48        |
| 5.2 Analysis of Reliability.....                                  | 48        |
| 5.3 Data Presentation .....                                       | 49        |
| 5.3.1 Data Presentation and Analysis of Personal Information..... | 49        |
| 5.3.2 Data Presentation and Analysis of Research Information..... | 54        |
| 5.3.3 Testing Hypothesis .....                                    | 70        |
| 5.4 Chapter Summary.....  | 71        |
| <b>CHAPTER – 6.....</b>   | <b>72</b> |
| <b>FINDINGS AND DISCUSSION .....</b>                              | <b>72</b> |
| 6.1 Introduction .....  | 72        |
| 6.2 Discussion of Personal Information.....                       | 72        |
| 6.2.1 Gender of the respondents .....                             | 72        |
| 6.2.2 Age groups of the respondents.....                          | 72        |
| 6.2.3 District of the respondents .....                           | 73        |
| 6.2.4 Spending hours on the internet level of respondents.....    | 73        |

|  |    |
|--|----|
| 6.2.5 Advertisement seen in online level of respondents.....             | 73 |
| 6.2.6 Devices Used of respondents.....                                   | 73 |
| 6.2.7 Social Media Platforms used of the respondents .....               | 73 |
| 6.3 Discussion of Research Information .....                             | 73 |
| 6.3.1 Univariate Analysis.....   | 74 |
| 6.3.2 Bivariate Analysis .....   | 75 |
| 6.3.3 Regression Analysis .....  | 76 |
| 6.4 Findings from Hypothesis Testing .....                               | 77 |
| 6.5 Chapter Summary .....  | 78 |
| CHAPTER – 7.....   | 79 |
| CONCLUSIONS AND RECOMMENDATIONS .....                                    | 79 |
| 7.1 Introduction .....   | 79 |
| 7.2 Conclusions .....  | 79 |
| 7.2.1 First objective of the study – Univariate Analysis .....           | 79 |
| 7.2.2 Second objective of the study - Pearson Correlation Analysis ..... | 80 |
| 7.2.3 Third objective of the study – Regression Analysis .....           | 80 |
| 7.3 Contribution of the study .....                                      | 81 |
| 7.4 Recommendations .....  | 82 |
| 7.5 Limitation and future directions of the study.....                   | 82 |
| LIST OF REFERENCES .....   | 84 |
| References .....   | 84 |
| APPENDIX 01 .....  | 90 |
| APPENDIX 02.....   | 95 |