

Impact of Social Media Content Types on Consumer Engagement in Casinos in the Western Province

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Social media has revolutionized marketing strategies across various industries, including entertainment and casinos, introducing innovative approaches to consumer engagement. This study examines the impact of different social media content types—Visual Video Content, User-Generated Content (UGC), Promotions and Giveaways, and Interactive Content—on consumer engagement in casinos within Sri Lanka’s Western Province. The research is guided by the Uses and Gratifications Theory (UGT), which explores how consumers actively seek content that fulfills their needs and motivations.

A quantitative research design was employed, with data collected through a structured questionnaire distributed to 381 casino patrons. The analysis, conducted using IBM SPSS, included descriptive statistics, correlation analysis, and multiple regression analysis. Findings indicate that Visual Video Content has the most significant impact on consumer engagement, followed by Interactive Content, Promotions and Giveaways, and UGC. Notably, younger audiences exhibit higher engagement with visual and interactive content, while older demographics respond more favorably to promotional offers and UGC.

This study provides practical insights into how casinos can tailor their social media strategies to align with consumer preferences and maximize engagement. Visual Video Content emerges as the most effective medium due to its immersive and dynamic appeal, resonating strongly with younger demographics. Promotions and Giveaways, while impactful across all age groups, are particularly effective among older patrons who value tangible incentives. UGC and Interactive Content foster a sense of community and trust, strengthening consumer relationships with casino brands.

Additionally, this research highlights the importance of data-driven insights in refining social media strategies. By leveraging consumer behavior analytics, casinos can gain a deeper understanding of engagement patterns and tailor their campaigns to evolving consumer preferences. Collaborating with influencers and incorporating user testimonials can further amplify reach and credibility in the digital space.

From a theoretical perspective, this study fills a critical gap in the literature on social media marketing in the casino industry and contributes to the growing body of research on UGT in digital marketing. Practical implications include implementing age-specific content strategies to optimize engagement, enhance customer satisfaction, and build brand loyalty. However, the study's focus on the Western Province limits the generalizability of its findings to other regions and cultural contexts. Future research could explore cross-cultural comparisons or examine additional demographic factors, such as gender, income levels, and cultural influences, to develop a more comprehensive understanding of social media engagement in the casino industry..

Keywords: *Casino Industry, Consumer Engagement, Interactive Content, Promotions and Giveaways, Social Media Content, User-Generated Content, Visual Video Content*