

Relationship between Digital Content Marketing and E-Brand Loyalty in the Non-Bank Finance and Leasing Sector of Sri Lanka

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The study begins by emphasizing the importance of DCM in building connections, trust, and brand engagement. It highlights the lack of a clear definition for content marketing but underscores its role as a comprehensive skill set. The research explores the theoretical foundations of DCM, incorporating concepts such as hedonic and utilitarian values, and the uses and gratifications theory, which explains factors affecting consumer demand for media content. A conceptual framework is proposed to illustrate the relationships between DCM, hedonic and utilitarian values, and E-Brand Loyalty. Hypotheses are formulated to examine these relationships. The study adopts a quantitative approach, conducting surveys among social media users in the non-bank finance and leasing sector of Sri Lanka. Reliability analysis confirms the internal consistency of survey scales. Correlation analysis demonstrates strong positive relationships between DCM, hedonic and utilitarian values, and E-Brand Loyalty, confirming the significant impact of DCM on E-Brand Loyalty. The study underlines the importance of considering both hedonic and utilitarian values in digital marketing strategies. In conclusion, this research highlights the crucial role of DCM in shaping E-Brand Loyalty in Sri Lanka's non-bank finance and leasing sector. It emphasizes the need for marketers to incorporate both hedonic and utilitarian values into their digital marketing campaigns. Future research should explore specific factors influencing E-Brand Loyalty and expand the study's geographical scope. The study's limitations offer opportunities for further investigation and provide valuable insights for marketers navigating the digital landscape in this sector.

Keywords: *Digital Content Marketing, E-Brand Loyalty, Hedonic and Utilitarian Value, Non-Bank Finance and Leasing Sector, and Social Media Marketing*

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