

**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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The continuous advancement in digital technology enables audiences to access updated information through various digital platforms. In the current context, Sri Lankan online audiences are highly engaged with Facebook. Consequently, telecommunication service providers disseminate their content via Facebook to attract and retain their online audiences. This study aims to examine the influence of Facebook content marketing on e-brand loyalty, with a particular focus on the mediating effect of online consumer engagement. The research model was developed based on a systematic literature review. A quantitative research strategy was employed, utilizing a structured questionnaire to collect primary data from the sample. A total of 395 responses were gathered through a convenience sampling method, which is a non-probability sampling technique. The study's findings indicate that Facebook content marketing has a positive and significant impact on e-brand loyalty, and that online consumer engagement positively and significantly mediates the effect of Facebook content marketing on e-brand loyalty. The managerial implications highlight the importance for the telecommunication industry in Sri Lanka to recognize the value of relevant and engaging Facebook content in attracting and retaining their target online audiences.

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