

**EFFECTIVE USE OF CONTENT MARKETING IN  
PROMOTING CIRCULAR FASHION AMONG THE SRI  
LANKAN CONSUMERS**

**Kaumadha Gayathri Senevirathne Wickramarachchi**

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**Department of Business**

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## **ABSTRACT**

With the development of the technology and consumers moving into online marketing platforms content marketing has taken an essential place in the digital marketing world to engage with consumers by creating awareness and knowledge. Through this research it identifies the impact of content marketing in promoting circular fashion among Sri Lankan consumers while contributing to the limited literature.

Extensive literature review identified dimensions that enable successful content marketing: story, channel, process, conversation, and consume engagement. Theoretical frameworks like content marketing framework, SAVE framework, Hierarchy of Effect (HOE) model and Theory of Planned Behavior (TPB) were used to determine the relationship between factors affecting consumer engagement.

The research methodology was conducted as an interpretivism philosophy with an inductive approach and case-study-based strategy. Thematic analysis and data triangulation were done through observations of the successful campaign and 6-month observation of content, and semi-structured interviews with the circular fashion brands in Sri Lanka.

The data analyzed reflected that story was effectively used in content marketing to create consumer engagement, and conversation was identified as the second most important dimension for consumer engagement, while channel and process were less effective. Further, it was identified that content marketing for circular fashion had impacted the consumers' attitudes, emotions, and behavior. The research thus provided recommendations for future and current circular fashion brands to adhere when creating content in the future. Thus, it was identified that circular fashion brands in Sri Lanka used content marketing effectively to engage consumers to create awareness and knowledge.

**Keywords: Content marketing, Circular fashion, Consumer engagement, Story, Conversation, Channel, Process**