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# The Impact of Digital Content Marketing on Customer Engagement in an Online Fashion Store

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## ABSTRACT

In the contemporary era of technological advancement characterized by the flourishing of online shopping and the fashion e-commerce industry, it is essential for fashion retail enterprises to possess a comprehensive understanding of the inter-relationship between content marketing and customer engagement to achieve success. This study aims to examine the impact of content marketing strategies on customer engagement in online fashion stores in Malaysia, offering retailers effective content marketing strategies to engage with customers. Using the quantitative research method, a sample of 172 respondents from Generation Z in Kuala Lumpur, Malaysia, participated in an online survey via Google Forms. The Uses and Gratifications Theory was adopted in the study to gain a comprehensive understanding of the motivations and reasons that drive individuals' engagement on online fashion stores. Pearson Correlation analysis and Multiple Linear Regression were used to determine the relationship between the independent and dependent variables and test the hypothesis's validity. The study discovered that content informativeness, content interactivity, and content entertainment have a significant relationship with customer engagement on fashion websites. Specifically, content informativeness has the strongest positive relationship with customer engagement on fashion retail websites in Malaysia. The study's results provide valuable insights for fashion online retailers in optimizing their website's content marketing strategies to better engage with customers and ultimately increase sales based on content characteristics such as informative, interactive, and entertaining content. Therefore, they could gain competitive advantages by implementing website content optimization.

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## 1. Introduction

The term "content marketing" was popularized by Bill Gates' statement, "Content is King!" It has significantly impacted consumer behavior and engagement. Nowadays, customers crave high-quality information and spend a substantial amount of time researching and scrutinizing the presented information. This trend is supported by

statistics revealing that 81% of people conduct online research to gather information before purchasing goods and services (Law, 2022). Particularly in the context of Marketing 4.0, where customers have extensive community connections and significant influence on each other, engagement with the purchase journey is becoming increasingly important, rather than just the product or service itself (Goldman, 2022). Hence, this is where the application of content marketing comes in. Content marketing is a strategic technique for businesses to attract and engage their target audience by creating and distributing relevant and valuable content (Jafarova and Tolon, 2022). It can help businesses build trust and customer relationships, increasing sales and improving customer relationships. It also notes that content marketing is crucial in the current technological landscape, which has influenced changes in consumer behavior as customers search for information via digital platforms when they intend to purchase something (Weerasinghe, 2018). Effective content marketing strategies will increase customer engagement, retention, and loyalty by disseminating quality and pertinent content to the customer.

Modern marketing strategies must include content marketing due to its impact on increasing customer engagement. Companies can successfully capture the attention of their target audience and foster meaningful interactions by providing relevant, educational, and helpful information through content marketing (McCoy, 2016). This approach enables companies to establish credibility and trust, leading to long-lasting connections with their audience. By consistently delivering attractive and personalized content, businesses can enhance their relationships with customers, resulting in increased customer retention, advocacy, and positive word-of-mouth.

The combination of customer engagement and content marketing contributes to greater customer loyalty and satisfaction, ultimately promoting business success. Specifically, customer engagement goes beyond a simple connection with the brand, as it can cultivate trust, commitment, and satisfaction with a product or company (Pansari & Kumar, 2017). Engaged customers tend to be more loyal and make frequent purchases.

A company's website, often the initial point of contact where customers seek products or services, presents a crucial opportunity to leave a lasting and positive impression on potential and existing customers (Usmani et al., 2019). Creating an attractive and distinctive website through content marketing, featuring unique and compelling content, is essential for engaging customers effectively.

Fashion retail is one of the most significant contributors to Malaysia's accelerated retail sector expansion, including apparel, footwear, bags and accessories. The Malaysian fashion online retail market is anticipated to reach \$2,846.2 million by 2023, representing 27.9% of the country's total online retail market (ecommerceDB, n.d.). It is a flourishing and vibrant sector that has experienced substantial growth over the years due to the country's changing fashion preferences, rising consumer purchasing power, and the presence of domestic and foreign brands. Modern fashion retail and the development of the Internet have resulted in a shift from purchasing fashion items at traditional retail outlets to virtual retail outlets via online shopping (Shaari & Hong, 2018). The emergence of online shopping has revolutionised the Malaysian fashion retail sector, accelerated by the COVID-19 pandemic. Many local traditional retailers have to boost their online presence in order to survive and meet the expanding demand for digital shopping experiences (NST Business, 2020). Therefore, there is the place of content marketing to increase customer engagement and ultimately increase sales.

The fashion industry enjoys the benefits of content marketing more than any other industry. Content marketing effectively conveys these visual characteristics by infusing brands with intimate, affecting, and inspiring stories

through words and images, surpassing other forms of advertising in this regard (Styla, n.d.). Notably, 70% of consumers prefer to learn about a company through articles rather than advertisements (Jackson, 2019). Indeed, the fashion industry relies heavily on content published on social media platforms or websites to shape consumer preferences and influence fashion trends. Fashion retail stores frequently incorporate interactive components, personalized experiences, and captivating visuals to attract and retain consumers. In Malaysia's highly competitive fashion retail industry, businesses must continually develop new customer engagement strategies. At this juncture, content marketing has become a popular strategy for producing engaging and informative content that attracts and retains consumers.

This research will investigate the effect of content marketing on consumer engagement in online fashion stores. Specifically, it will examine the extent to which characteristics of content marketing influence customer engagement and how these characteristics can be enhanced for better engagement, particularly focusing on the categories of content that are most effective in achieving this goal. Through this research, meaningful insights are expected to be provided to assist fashion retailers in optimizing their content marketing strategies to increase customer engagement and sales.

## **2. Literature Review**

The researcher will introduce the variables that impact customer engagement on online fashion store and give a more profound understanding of the variable's definition and background. The underpinning theory of the study is Uses and Gratification (U&G) Theory, which is an applicable theoretical framework for investigating the relationship between the usage of a medium and the psychological requirements satisfied by its users (Grellhesl and Punyanunt-Carter, 2012). In the context of online fashion store, customers visit the online store with the purpose of searching the information, entertainment, and interactivity from the content of the websites. Individuals may derive pleasure from viewing aesthetically pleasing visual representations of the products, engaging with the blog post, or indulging in captivating entertaining video. Through active interaction with the content provided by the store, customers can derive cognitive, social, and hedonic gratifications. These gratifications, in turn, have the potential to foster favourable attitudes towards the business and promote heightened levels of engagement. Additionally, academics have applied it well in this study-related situation, especially in electronic retail areas (Ray et al., 2019). Through the examination of user satisfaction levels, this theoretical method presents a thorough framework for assessing the efficacy of content marketing strategies in increasing consumer engagement within the fashion retail industry.

### **Customer Engagement**

Consumer engagement now involves an "ecosystem" view that considers the influence of consumer networks and how these contribute to creating value more than a general interpersonal interaction between consumers and sellers (Chandler and Lusch, 2015). Various academic research defines customer engagement (CE) from different points of view as the academics interpret the term by different aspects and core elements on the dimensions of CE. All these variables contribute to its inconsistencies and result in the absence of a commonly accepted definition. Van Doorn et al. (2010) concentrate on the behavioural aspects of customer-business relationships with an understanding that CE is a particular behaviour that extends beyond the purchase. To be specific, the behavioural indications that marketing professionals can examine are customer recommendations, online word-of-mouth activities, writing blogs, and composing reviews that benefit clients or businesses. It is supported by other researchers such as Jaakkola and Alexander (2014) and Verleye et al. (2014), while Kumar

et al. (2010) claim that CE should encompass the action of making transactions. Harmeling et al. (2017) also identified customer engagement as a consumer's voluntary contribution of non-financial resources to a company's marketing activity. Many marketing professionals are inclined to focus on consumer engagement behaviours. For instance, according to Usmani et al. (2020), the level of CE on the website can be seen from the subscription, the number of return visits in a short and extended period, clicked content, session duration, and interactivity.

On the other side, Brodie et al. (2011) defined CE as a psychological state that arises in interactive experiences and value co-creation in customer-business relationships. CE is multidimensional and context-driven, comprising three dimensions, which are behavioural, cognitive, and emotional engagement when perceived as a psychological state (Ng et al., 2020). Carvalho and Fernandes (2018) and Heinonen (2018) additionally endorse the notion that evaluations of CE must recognise it as a three-dimensional concept with cognitive, emotional and behavioural. Dessart et al. (2019) also stated that it is crucial to consider all engagement characteristics when determining how engaged consumers are. However, Abdul-Ghani et al. (2019) argue that the psychological state may be temporary and, therefore, not representative of the literature-implied concept of sustained engagement.

However, engaged consumers can even identify with a brand or organisation, which is more than just having the previously mentioned connection. A sensation of engagement transcends a relationship, a sense of trust or commitment, and satisfaction with a product or organisation. For example, a pleased customer is likely to think about returning to purchase a product or service product or service in the future. In contrast, a customer who engages with a brand may have a special connection with the brand through positive word of mouth (Pansari & Kumar, 2017). Although all the interpretations align with the relationship marketing perspective, this study intends to concentrate on the psychological state of engagement from the customers, adopting the engagement conceptualisation of van Brodie et al. (2011). The researcher evaluates CE, first based on the behavioural dimension through sharing content and purchases, the cognitive dimension through interactions with informative content, and the emotional dimension through viewing visuals or videos on websites. This study aims to clarify the multiple dimensions of CE and its relationship with content marketing activities within the framework of the Malaysian fashion retail industry. Also, customer engagement in this study can be indicated by an extended duration of website visits, an increased number of page views, and a reduced bounce rate.

### **Content Marketing**

Content marketing has become an increasingly popular strategy for businesses to reach and engage their target market due to the transformation of traditional marketing to digital marketing. The concept of content initially originated in the publication, from where the visual element, such as words and pictures, must adequately attract the audience to hunt for the publication regardless of newspaper, television, or radio (Vinerean, 2017). When applying this concept to digital marketing, the content can be presented as articles, pictures, online resources, e-books, and videos produced and conveyed to consumers via websites and blogs on the Internet (Jafarova & Tolon, 2022). Rowley (2008) defined content marketing as an administrative procedure in which a company detects evaluates, and fulfils customer needs using digital content transmitted via electronic channels to generate profit. A further definition of content marketing is given by Pulizzi (2012), who describes it as a strategic marketing process that entails the creation and distribution of valuable content to attract, engage and appeal to an established and identifiable target audience. This definition is the most widely accepted and famous, in line

with current content marketing. Brinkman (2018) concludes that content marketing covers all marketing activities featuring the creating and distributing process of helpful and pertinent content that is being sought by a specific customer audience.

In essence, the definitions are described in different terms with similar strategies and principles, and customers are concerned with the solution to their needs. As a result, content marketing creates and disseminates information emphasising the customers' requirements and interests to build customer engagement and customer relationships (Brinkman, 2018). Today, technological advancements have led to content marketing becoming a favoured Internet marketing technique for many businesses by sharing and publishing compelling content that helps them achieve business objectives such as customer conversion, acquisition, retention, or improved sales (Vinerean, 2017)

### **Content Informativeness**

Informativeness can be defined as the riches of information that have a significant possibility to improve the customer's experience (Kang, Shin, & Ponto, 2020). However, several definitions of informativeness have been proposed. In the present study, This definition is close to those of Hoekstra et al. (2015), who define informativeness as the richness of websites' informational content that promotes customer purchasing behaviour across the customer experience. Furthermore, according to Bressolles et al. (2014), customers are more likely to browse online retail websites that make all necessary information readily available as accurate, comprehensive, and pertinent information.

According to Chauhan et al. (2022), informative content includes comprehensive information on the companies that encourage greater access and engagement. In addition, consumers are favourable towards informative content on online platforms. The Inaccurate format of information should not be included in content marketing as it will undermine customers' confidence, and hence, the content should be specific, valuable, and informative (Ramzan & Syed, 2018). The informational content satisfies the requirements that motivate people to engage with or ingest it.

Content information is derived from observation or evaluation, while information quality is a measurement of the level of quality of the information or content transmitted to a person (Yi & Gong, 2013). Informativeness is a crucial aspect of content effectiveness, and most importantly, it is essential from the perspective of consumer engagement and trust (Rahimnia & Hassanzadeh, 2013). According to previous research in the field, informative content has a significant impact on brand communities' online engagement (Le, 2018). Further, informative content has the potential to be shared as it has an efficient value in assisting others; in other words, sharing content with others may result in reciprocation and engagement with the content (Weiger et al., 2019). Therefore, it can be hypothesised as follows:

H1: There is a positive relationship between content informativeness and customer engagement on online fashion stores in Malaysia.

### **Content Interactivity**

According to Barreda et al. (2015) and Calefato et al. (2015), interactivity can be defined as whether there is a presence of particular interaction characteristics as well as the speed of interaction or time taken to respond. Researchers have developed various definitions of interactivity. Starting from the research of Alba et al. (1997) that examines interactivity from the viewpoint of two-way communication, Islam et al. (2020) also identified interactivity as a process of communication between human beings through technological means. Swani and Milne (2017) describe interactivity as the reciprocal exchange of meanings among consumers and retailers or the extent to which they may exchange and discuss meanings.

Kim and Yang (2017) state that interactivity is essential for communication and relationship management. It is regarded with an emphasis on customer experience and self-expression, the vehicle's technical features and ability to offer interactive activities, and how customers engage with one another (Ariel and Avidar, 2015). Distributing pertinent data and practical insights through interactive content can assist potential customers in making more informed decisions and increase their likelihood of doing so in favour of a brand (Harris, 2020). Based on those mentioned earlier, the interactivity of the content will, in turn, increase the level of customer engagement.

Phan et al. (2020) conclude that content interactivity has a positive relationship with customer engagement in the context of social media, while the research of Wang and Choi (2022) focuses on the impact of interactivity on customer engagement in mobile commerce. In addition, the interactive content on the website speeds up two-way communication, resulting in a boost to customers' e-satisfaction (Ho & Lee, 2015) and encouraging customers to interact with the brand (Islam & Rahman, 2017). The importance of content interactivity on websites is highlighted in this study. Therefore, the researcher hypothesised:

H2: There is a positive relationship between content interactivity and customer engagement on online fashion stores in Malaysia.

### **Content Entertainment**

Entertainment is referred to as a concept, which is the extent to which website content can be entertaining and enjoyable for users (Febrian et al., 2021). It will benefit consumers and encourage them to utilise media more frequently if website content provides more excellent entertainment value. In such cases, content entertainment provides a significant possibility to make the consumers engage with the websites. Entertaining content is also defined as the degree to which media consumers find it amusing and entertaining (Dolan et al., 2019).

Besides, Bu et al. (2021) have found that entertainment provides consistent sensory submersion, creating a psychological connection between entertainment content and the viewers in order to provide reinforcement and create a sense of community.

According to Bismo et al. (2019), entertaining content will be more likely to be rated favourably by its receiver, resulting in greater intentions of engagement than information without an entertaining component. It is further supported by Chauhan et al. (2022), who stated that the goal of entertaining content is to engage more consumers, aiming to strengthen the connection of customers to a brand or business page. Notably, the entertaining aspect of the content has a significant and positive impact on cognitive, behavioural, and emotional engagement

(Jafarova & Tolon, 2022). Another research study in the context of social media concludes that motivational factors such as entertainment are deemed to impact customer engagement (Le, 2018). Hence, to highlight the content entertainment on the website, the researcher hypothesised as follows:

H3: There is a positive relationship between content entertainment and customer engagement on onlien fashion stores in Malaysia.

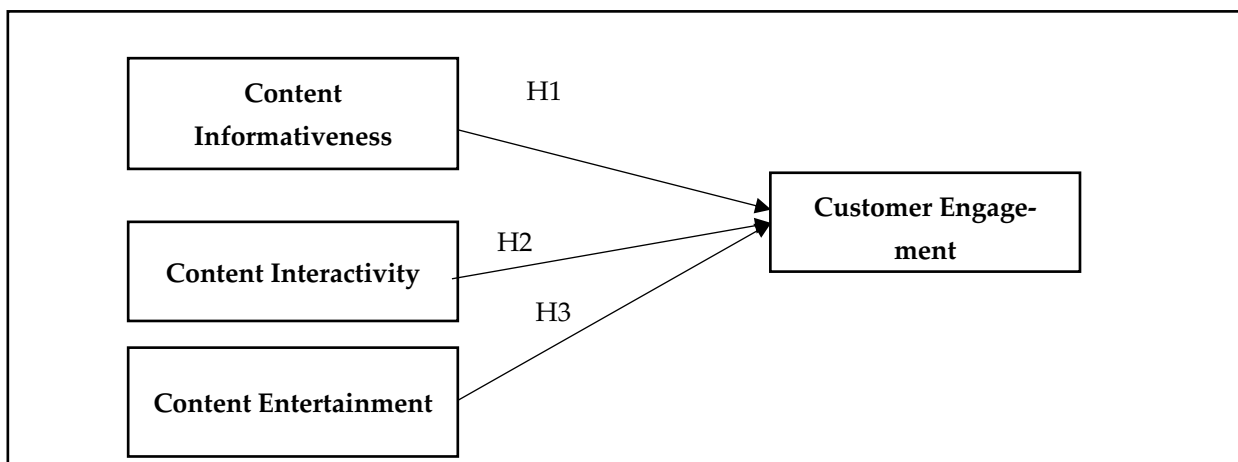


Figure 1 Research Framework  
 Note. Created by the author.

### 3. Data and Methodology

#### Participants

The results were collected from 180 respondents, of which eight respondents were not qualified to participate according to the screening question. Hence, the final result of the study will be analysed from 172 respondents. The respondents consists of 51 male (29.7%) and 121 female (70.3%), in the age group of below 18 years old (1.7%), 19-21 years old (41.9%), 22-25 years old (48.8%), and over 25 years old (7.6%). Most of the respondents were undergraduate (73.3%), followed by postgraduate (12.8%), pre-university (10.5%) and secondary school level (3.5%). The majortiy were students (80.8%), remaining of them were employed (17.4%) and un-employed (1.7%). 98.8% of repondents were single, while 1.2% were married. Chinese repondents consists of 62.2%, with 30.9% Malay, 16.3% Indian, and 0.6% in other races. Most of the respondents shop for fashion items online less than once a week, which was 70 respondents (40.7%) in the study. 32% of respondents shop about once a week, and 14.5% of respondents shop more than once a week. There were 8.7% of respondents who shop for fashion items online only most of the time, with 4.1% of respondents who never shop for fashion items online. Product images were selected by most of the respondents as the most engaging type of content on the fashion websites from 104 respondents (60.5%). It is followed by videos (19.2%), user-generated content (13.4%) and blog articles (6.4%). Only one respondent (0.6%) selected the interactive quizzes as the most engaging content.

**Instruments**

Three content marketing variables were proposed and their interrelationships were examined. The measures utilised for these variables were primarily derived from previously established and validated scales. Customer engagement were measured using questionnaire adapted from Liew and Lian (2019), Islam et al. (2020), and Vinerean and Opreana (2015). The measurement of content informativeness was adapted from the study of Wu et al. (2019), Meanwhile, content interactivity was measured by the questionnaire adapted from Pandey and Chawla (2019). Content entertainment was measured using the survey questionnaire adapted from Wu et al. (2019) and Vijay et al. (2019). All of the questionnaire use a five-point likert scale to measure the respondents perceptions from '1 = strongly disagree' to '5 = strongly agree'. Additionally, Cronbach's alpha test had been employed to evaluate the reliability of the variables' questionnaire in terms of their consistency and stability. All the reliability of the variables was demonstrated by Cronbach's alpha values exceeding 0.60 (ranging from 0.692 to 0.806) across all instruments.

**Data Analysis**

Once the data were collected and transformed from Excel Spreadsheet into the SPSS software, the descriptive statistics were employed in data processing analysis with SPSS findings data. The demographic profiles of the respondents will be further examined through the utilisation of frequency analysis, a component of descriptive analysis. After the analysis of the data, the researcher will proceed to test the hypotheses proposed for this study to determine the relationship between the dependent variable and the independent variable. The analysis was conducted using inferential statistical methods, including Pearson correlation and regression analysis. The purpose of inferential statistics is to examine inquiries, theoretical frameworks, and hypotheses (Zikmund, Babin, Carr, & Gryphon, 2013). The findings drawn from inferential statistics aim to make inferences about the opinions or characteristics of the population based on the data collected from a sample.

**4. Results and Discussion**

**Result**

Table 1. Pearson Correlation

		<b>DV</b>	<b>IV1</b>	<b>IV2</b>	<b>IV3</b>
<b>DV</b>	Pearson Correlation	1	.737**	.633**	.603**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	172	172	172	172
<b>IV1</b>	Pearson Correlation	.737**	1	.693**	.644**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	172	172	172	172
<b>IV2</b>	Pearson Correlation	.633**	.693**	1	.706**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	172	172	172	172
<b>IV3</b>	Pearson Correlation	.603**	.644**	.706**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	172	172	172	172

Note. Data derived from SPSS.



The correlation coefficients of IV1, IV2, and IV3 were 0.737, 0.633 and 0.603, respectively, indicating a strong positive correlation between the variables when greater than 0.5. Meanwhile, the significance values of the independent variables were all lower than 0.001 ( $p < 0.05$ ). It is, therefore, possible to conclude that all of the independent variables, which were content informativeness, content interactivity, and content engagement, showed a positive connection with the dependent variable, which was content engagement, based on the findings that have been presented.

Table 2 Coefficients for Multiple Linear Regression Analysis

Model		Unstandardised		Standardised	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.372	.247		1.508	.133
	IV1	.530	.073	.530	7.298	<.001
	IV2	.165	.081	.160	2.039	.043
	IV3	.173	.086	.149	2.019	.045

Note. Data derived from SPSS.

According to Table 2, the beta value of IV1 (content informativeness) was 0.530, meaning that the increase of 0.530 in customer engagement would be predicted by a 1 unit increase in content informativeness. Additionally, the significant value of IV1 was lower than 0.001 ( $p < 0.05$ ), showing that content informativeness significantly impacts customer engagement on fashion websites in Malaysia. Furthermore, the beta values of IV2 (content interactivity) and IV3 (content entertainment) were 0.160 and 0.149, respectively, with significant values of 0.043 and 0.045 ( $p < 0.05$ ), showing a significant impact on customer engagement. Therefore, all three independent variables have a significant impact on customer engagement on online fashion store in Malaysia.

### Discussion

The hypothesis posited that content informativeness influences customer engagement on online fashion stores in Malaysia, and the results supported this hypothesis ( $\beta = 0.530$ ,  $p < 0.05$ ). These findings align with previous research conducted by Rahimnia and Hassanzadeh (2013), Le (2018), and Weiger et al. (2019). The outcomes of this study validate these prior findings by demonstrating that customers engage more frequently with fashion retail websites when they contain informative information.

Wiggins (2022) also conducted research indicating that content with an informative focus has a positive impact on online customer engagement. Moreover, Dwivedi et al. (2021) emphasized that contemporary customers spend more time browsing the Internet, particularly in search of product and service information, underscoring the significance of informative content in digital marketing.

Informative content on fashion retail websites can take various forms to engage with website visitors. In line with the research study by Zhang et al. (2021), informative content on fashion websites, such as User-Generated Content (UGC), has proven to be an effective approach to enhancing customer engagement. UGC allows customers to access informative content contributed by other customers on the website, thereby keeping them engaged.

The presence of useful online information has the potential to impact user engagement behaviours, suggesting that informative content possesses considerable efficacy in increasing customer engagement (Bouchra & Hasnaa, 2020). Informative content may include a wide range of written materials such as articles, blogs, and educational resources that pertain to various aspects of fashion. It is further supported by corporate blogs, which have the potential to effectively engage consumers and foster a sense of connection from the informative content on the blogs (Sinha et al., 2011). In conclusion, the degree of informativeness in the content, irrespective of its kind, has the potential to engage clients on fashion online retail websites effectively.

Secondly, this research hypothesized that the level of content interactivity would impact customer engagement on online fashion stores in Malaysia. The findings of this study provided evidence for the hypothesized relationship ( $\beta=0.160$ ,  $p<0.05$ ), which aligns with prior research conducted by Ho and Lee (2015) and Islam and Rahman (2017). The researcher concluded that content interactivity significantly influences customer engagement on fashion retail websites in Malaysia.

Phan et al. (2020) have similarly found a positive correlation between content interactivity and consumer engagement, particularly within the realm of social media. Additionally, Wang and Choi (2022) directed their research towards examining the effects of interactivity on customer engagement, specifically within the domain of mobile commerce.

In this study, content interactivity refers to the extent to which customers can actively engage and interact with the content on a website. This encompasses various elements, such as product reviews, live chat support, interactive product visualizations, and user-generated content (Lahey, 2020).

According to the research conducted by Harmeling et al. (2022), it was determined that content interactivity has the potential to enhance customer engagement significantly. This implies that the presence of content interactivity plays a pivotal role in fostering customer engagement on fashion retail websites. Also, Ko et al. (2022) conducted a study which revealed that the use of user-generated content (UGC) can serve as an effective approach to enhancing customer engagement on e-commerce platforms. UGC is not only informative but also interactive in terms of content that is generated by customers, indicating that the incorporation of content interactivity, such as enabling users to generate and distribute their own material, might serve as an effective strategy for enhancing customer engagement on e-commerce platforms.

Thirdly, the study posited a hypothesis regarding the impact of content interactivity on customer engagement within the context of fashion retail websites in Malaysia. The results of this study offered support for the proposed association ( $\beta=0.149$ ,  $p<0.05$ ) and were consistent with previous investigations conducted by Bismo et al. (2019), Chauhan et al. (2022) and (Jafarova & Tolon, 2022). Content entertainment refers to several components that are specifically created to captivate and engage those who visit a website enjoyably and engagingly (Febrian et al., 2021). Considering the wide array of options accessible to consumers, the ability to entertain and involve users has become an effective way for fashion businesses to establish a distinctive edge over their rivals.

According to a recent study conducted by McKinsey & Company (2022), it was shown that customers have a desire for entertainment and engagement during their buying experiences. This implies that the utilisation of content entertainment has the potential to captivate clients and enhance their loyalty effectively. Dolan et al.

(2019) provide more evidence for the notion that the objective of entertaining content is to effectively captivate a larger audience, with the aim of enhancing a connection between customers and a brand. Moreover, fashion retail has an unbreakable connection to aesthetics and self-expression. Customers frequently seek not only utilitarian products but also emotional connections and inspiration (Benamic, 2023). This demand is met by content entertainment, which provides a visually appealing and pleasurable browsing experience. For example, fashion video provides a dynamic and engaging approach for buyers to explore the products, allowing them to imagine how the things might fit into their style and preferences (Davies, 2023).

## 5. Conclusion

In conclusion, this research examined the effects of content informativeness, interactivity, and entertainment on consumer engagement within the specific context of fashion retail websites in Malaysia. The results indicated that there are notable and meaningful relationships between the characteristics of content and the level of engagement from customers. This confirms the significance of offering information that is informative, interactive, and entertaining in order to capture the attention and involvement of online shoppers effectively. The findings presented in this study are consistent with existing ideas and previous research, thereby enhancing the theoretical comprehension of user behaviour within the realm of digital marketing.

This study offers significant contributions to the understanding of the correlation between content marketing and consumer engagement on fashion retail websites in Malaysia. However, it is crucial to recognise and address certain limitations related to this research. First, this research is single geographic focus in Kuala Lumpur, Malaysia, with a limited and small sample size of only 172 valid respondents, which may not comprehensively reflect the range of diversity and variability that could be present in a larger population. Also, it employed a cross-sectional design, which only allowed for the examination of associations at a specific moment in time with time restrictions. Next, the imbalance of demographic profile could be seen in this study as most of the respondents are young, single and Chinese respondents, possibly a restriction in the applicability of the results to a wider range of individuals with varying characteristics. Besides, the data collection process was dependent on individuals providing self-reported replies due to the presence of social desirability bias.

Drawing upon the results and limitations of this study's findings, there exist multiple opportunities for future research to consider. It is recommended that future research could increase the sample size with extending the geographic focus beyond Kuala Lumpur, Malaysia, to gain a more comprehensive understanding of the broader implications, as a larger sample size will be better representative of the population and will hence provide more accurate results. Meanwhile, utilising the longitudinal research design could investigate the characteristics and changes in customer engagement over an extended duration. Besides, further researchers should include a more balanced representation of demographic profiles in the study to obtain a full comprehension of the manner in which different categories of the population engage with fashion retail websites.

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