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## **The Impact of Marketing 4.0 on Customer Satisfaction and Engagement in the Sri Lankan Hotel Industry**

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### **Abstract**

The hotel sector evolves quickly allowing the hotels to discover innovative ways to attract customers. The impact of Marketing 4.0, including brand image, brand identity, brand integrity, and brand interaction, on customer satisfaction and engagement is examined in this study. This paper provides a practical test of this model by analyzing its four components along with customer satisfaction and engagement in the Sri Lankan hotel industry. To fill the gap, Sri Lankan 5-star hotel industry has been chosen by the researchers to evaluate the impact of Marketing 4.0 on customer satisfaction and engagement since the Sri Lankan research context lacks research studies for this area. To reach the purpose of the study a quantitative approach was used. Furthermore, data was gathered through an online survey. The technique used for sampling was convenience sampling. The pre-determined survey questionnaire was distributed among 400 respondents. 387 responses were accepted from the collected responses. To evaluate the impact of Marketing 4.0 on customer satisfaction and engagement, researchers used Correlation and Multiple Linear Regression analysis using the SPSS software. The results showed that brand image, brand interaction, and brand identity have a strong positive impact on customer satisfaction while brand image and brand interaction have a strong positive impact on customer engagement. Also, customer satisfaction has positively influenced customer engagement in the Sri Lankan hotel industry. Finally, this study provides insightful suggestions and recommendations for future researchers.

**Keywords:** Customer engagement, Customer satisfaction, Hospitality sector, Marketing 4.0, Marketing sector, Sri Lankan hotel industry

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