



From Content To Continuity: The Role Of Engagement In Building Customer Stickiness On Social Media

Istiqomah Nurfitri ¹⁾

Department of Management, Faculty of Economics and Business, University of Bengkulu

Email: ¹⁾ inurfitri@unib.ac.id

How to Cite :

Nurfitri, I. (2026). From Content To Continuity: The Role Of Engagement In Building Customer Stickiness On Social Media. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(2). DOI: <https://doi.org/10.37676/ekombis.v14i2>

ARTICLE HISTORY

Received [13 December 2025]

Revised [15 April 2026]

Accepted [24 April 2026]

KEYWORDS

Relational Content,
Remunerative Content,
Customer Engagement.

*This is an open access article
under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license*



ABSTRACT

This study investigates how social media content shapes sustained consumer behavior in the bodycare industry by examining the roles of Relational Content (RLC) and Remunerative Content (REC) in driving Customer Engagement (CN), Customer Loyalty (CL), and Customer Stickiness (CS). A cross-sectional survey involving 220 Instagram users of Scarlett bodycare products was analyzed using PLS-SEM in SmartPLS 4. All measurement constructs met validity and reliability standards. The results reveal that both RLC and REC significantly enhance engagement and stickiness, with relational cues showing consistently stronger effects than transactional incentives. Engagement emerges as the most influential predictor of stickiness and also strongly contributes to loyalty, whereas loyalty does not significantly predict stickiness. These findings indicate that sustained platform use is more strongly driven by active engagement behaviors than by attitudinal loyalty alone. Practically, brands should prioritize relational content—such as storytelling, empathy, and community interaction—to cultivate deeper involvement, while using promotional content strategically to prompt initial or repeated participation. The study advances content marketing and engagement literature by demonstrating the superiority of relational cues over extrinsic rewards in fostering long-term behavioral continuity on social media. Limitations include the use of a single-brand context and cross-sectional design. Future studies may extend the model to other industries, platforms, or longitudinal settings to further examine how engagement evolves into loyalty and behavioral persistence.

INTRODUCTION

In the digital marketplace, brands increasingly rely on social media to create, communicate, and maintain value. Marketing success now relies not only on persuasive messages but also on stimulating interactions and building meaningful connections. The one-way broadcast model has shifted to a two-way dialogue where consumers co-create brand meaning (Brodie et al., 2011; Hollebeek et al., 2014). This shift enhances the role of *content marketing* in providing valuable, relevant, and consistent content to attract and retain audiences (Pulizzi, 2012).

The effectiveness of brand communication depends on the type of content and its emotional resonance (Ashley & Tuten, 2015; Kulikovskaja et al., 2023). Two prominent forms are: remunerative content (discounts, vouchers, gifts, awards) that appeal to utilitarian motives and trigger immediate participation, and relational content (empathy, storytelling, social interaction) that fosters inclusion and belonging beyond the short-term campaign (Islam & Rahman, 2017). However, the simultaneous effects of both on various results behavior in one integrated model still unexplored.

A growing body of literature positions *customer* engagement as a mechanism that transforms marketing stimuli into sustainable outcomes. Engagement is a multidimensional state encompassing cognitive attention, emotional involvement, and behavioral participation that emerges in interactive brand relationships (Hollebeek et al., 2014; Vivek et al., 2014). Engaged customers co-create value, advocate for brands, and participate in communities (Ng et al., 2020), making engagement a central construct for explaining post-exposure behavior.

Consumer engagement is closely related to loyalty, such as preference continuity, repurchase intention, and recommendations (So et al., 2016), although loyalty alone may not reflect continued platform usage. Customer stickiness complements *loyalty* by emphasizing behavioral continuity: repeatedly visiting, browsing, and interacting over time. Therefore, understanding how content shapes engagement and how engagement relates to loyalty and stickiness is crucial to explaining ongoing connections in the context of social media.

Study This examine How content relational and remunerative influence involvement consumers, as well as How involvement the relate with loyalty and attachment to consumers *body care*. With test effect direct content on stickiness and no direct through engagement and loyalty, research This explain how to content strategy certain produce connection sustainable in social media environment.

LITERATURE REVIEW

Relational Content, Consumer Engagement, and Stickiness

Relational content humanizes brands through empathy, dialogue, and community-building cues that encourage participation, not just one-way persuasion (Islam & Rahman, 2017). From a relationship marketing perspective, trust-based interactive exchanges strengthen perceived closeness and attachment (Brodie et al., 2011). *Engagement theory* explains that two-way interactions increase cognitive attention and emotional resonance, motivating consumers to invest mental and behavioral effort in brand activities (Hollebeek et al., 2014). Together, these perspectives position relational content as a catalyst for the multidimensional conditions of engagement that underlie lasting customer-brand bonds.

Empirical evidence supports this mechanism. Posts with conversational/relational value increase engagement intensity (Kulikovskaja et al., 2023), while self-expression and social connection motives encourage users to participate and remain active in brand communities (Bazi et al., 2020). A community-oriented publishing strategy correlates with affective and behavioral engagement, strengthening the pathway from relational cues to deeper engagement (Espuela et al., 2023). In addition to attitudinal engagement, a sense of belonging and reciprocal

responsiveness can normalize revisits and participation routines, linking relational value to stickiness, i.e., repeat visits and continued usage (Ng et al., 2020; Qu et al., 2023; Zhou et al., 2024).

H1: Relational content is influential positive to involvement consumers .

H2: Relational content is influential positive to attachment consumers .

Remunerative Content, Consumer Engagement , and Stickiness

Remunerative content frames discounts, *vouchers* , prizes, and awards as value exchanges that attract attention and lower the threshold for initial participation (Pulizzi, 2012; Ashley & Tuten, 2015). While extrinsic, such incentives can act as entry points to richer interactions: once users begin engaging, repeated exposure can reinforce attention and encourage sustained engagement consistent with engagement dynamics (Kaur et al., 2023). This view positions remunerative content as a lever that can transform fleeting interest into sustained engagement, particularly in competitive categories.

Evidence supports this claim. Promotional value tends to show a positive relationship with engagement in social media contexts (Kulikovskaja et al., 2023), and extrinsic rewards can complement intrinsic motives to maintain engagement over time (Bazi et al., 2020). Incentives can also encourage immediate return behaviors, such as returning to redeem or check out offers, which, if repeated, normalizes repeat visits and contributes to stickiness. (Qu et al., 2023). Co-creating value through promotions (sharing, tagging, and co-promoting) further links perceived benefits to continued usage in social commerce (Zhou et al., 2024).

H3: Content remunerative influential positive to involvement consumers .

H4: Content remunerative influential positive to attachment consumers .

Consumer Engagement , Loyalty, and Stickiness

Customer engagement is a multidimensional state of cognitive, emotional, and behavioral investment in brand interactions (Vivek et al., 2014; Hollebeek et al., 2014). Engaged customers are not passive recipients of marketing stimuli; they co-create value, share experiences, and contribute to brand communities (Brodie et al., 2011). Engagement theory suggests that when consumers find interactions intrinsically satisfying, they develop attitudinal and behavioral connections with the brand that translate into loyalty and continued engagement (Ng et al., 2020).

This process manifests itself in two ways. First, engagement underpins loyalty through preference continuity, repurchase intentions, and advocacy across categories (So et al., 2016; Kaur et al., 2023), with community-oriented interactions strengthening emotional bonds that then translate into loyal behavior (Espuela et al., 2023). Second, engagement also predicts stickiness. When interactions are intrinsically satisfying, users are more likely to return and maintain participation. Empirical results in social commerce link interaction quality and co-created value to continued usage (Qu et al., 2023; Zhou et al., 2024). Thus, engagement serves as a unifying psychological mechanism that drives continuity of attitudes and behaviors.

H5: Involvement consumer influential positive to attachment consumers .

H6: Involvement consumer influential positive to loyalty consumers .

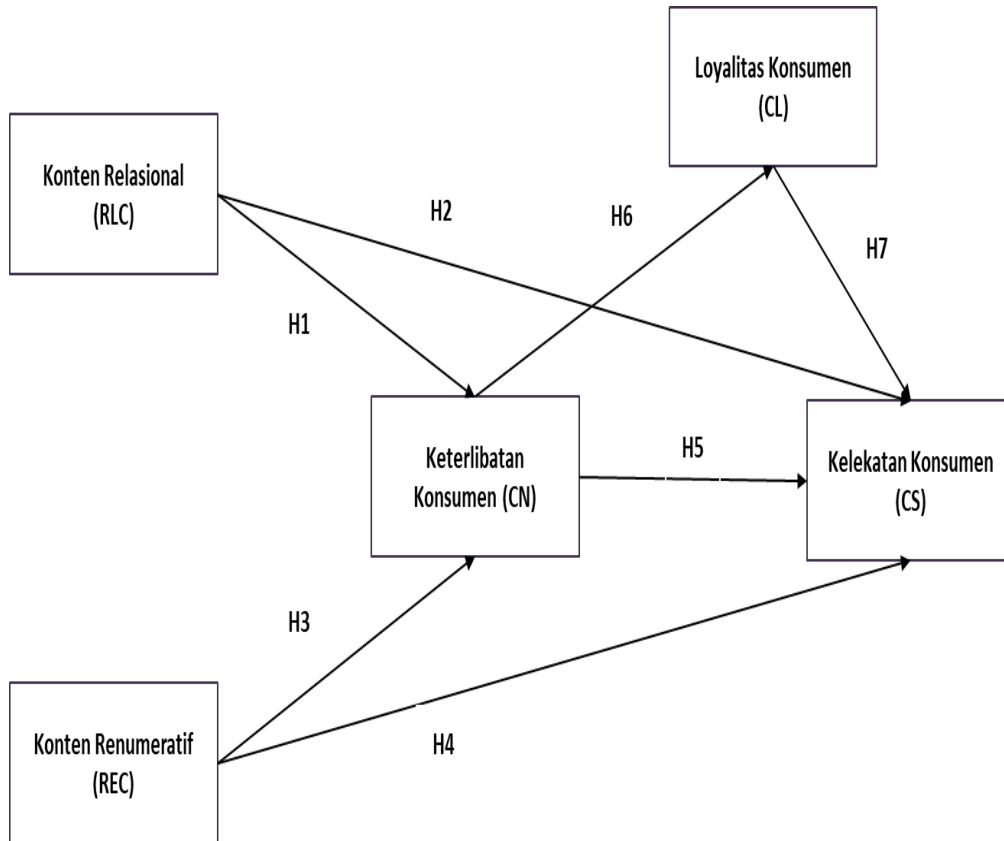
Consumer Loyalty and Stickiness

While conceptually distinct, loyalty and attachment are complementary outcomes of sustained brand-customer relationships. Loyalty reflects attitudinal commitment in the form of continued preference and repurchase intentions, while attachment reflects embodied behavior in the form of tangible patterns of repeated visits and interactions over time (So et al., 2016). Within an integrated framework, loyalty can translate into continued usage when supported by sustained and satisfying encounters, helping explain persistence beyond isolated campaigns (Kaur et al., 2023).

Empirical research on social media commerce shows that more loyal users tend to revisit *the platform* more frequently and engage more intensively, suggesting that attitudinal commitment can contribute to behavioral continuity (Qu et al., 2023). While engagement is often the primary driver for users to return to *a platform*, loyalty can further reinforce the propensity to return, strengthening attachment within a brand community where trust and identification are crucial. In this sense, loyalty acts as an additional pathway supporting continued *platform use* alongside engagement-based mechanisms.

H7: Loyalty consumer influential positive to attachment .

Figure 1. Research Framework



METHODS

This study used a *cross-sectional design* analyzed with PLS-SEM (SmartPLS 4) in the context of Scarlett body care product marketing on *Instagram*. Eligible respondents were Instagram users aged ≥16 years who had used Scarlett body care products and encountered Scarlett-related content (e.g., brand or influencer posts, stories, reels) on the platform. A Google Form link was distributed via WhatsApp, Instagram, Facebook, and Telegram using private messages/DMs to reach active users. Of the 245 individuals approached, 220 completed questionnaires met the screening criteria and were retained for analysis. Participation was voluntary and anonymous; an information sheet and consent statement were prepared prior to the survey.

All constructs were modeled reflectively and measured using a 7-point Likert scale (1=strongly disagree; 7=strongly agree), with minor changes to the social media/beauty context and consistency checks to maintain conceptual meaning. Relational Content (RLC) captures perceptions of empathy, conversational tone, and community-building cues in Scarlett's social media posts, adapted from prior research on online brand communities and

relationship/engagement logic (e.g., Islam & Rahman, 2017; conceptually supported by Brodie et al., 2011; Hollebeek et al., 2014). Remunerative Content (REC) assesses perceptions of rewards and value exchange signals such as discounts, gifts, or vouchers, adapted from the branded content and content marketing literature (Ashley & Tuten, 2015; Pulizzi, 2012). Items for both content constructs were phrased at the perceptual level (e.g., "Scarlett's posts make me feel.../often give..."), ensuring respondents were evaluating their actual exposure on Instagram.

Operationally, REC uses four indicators adapted from Kim et al. (2021) (e.g., posts offering discounts/vouchers/value that motivate attention or participation). RLC also uses four indicators adapted from Kim et al. (2021) to capture the interactive and social engagement aspects of posts (e.g., relational tone, connection, and sharing cues). Customer Engagement (CN) uses four indicators adapted from Junaid et al. (2019) to reflect cognitive, affective, and behavioral engagement with Scarlett's Instagram content. Customer Loyalty (CL) uses four indicators adapted from Prasad et al. (2019) (preference continuity, repurchase intention, recommendation). Customer Stickiness (CS), behavioral persistence in returning to shop, browsing, and time spent, is measured with three indicators adapted from Kusumawati et al. (2021).

Scale adaptations in the questionnaire followed standard practice by slightly altering the wording for platform specificity (e.g., "Scarlett's Instagram post..."), filtering for clarity/redundancy, and structuring the predictors (REC, RLC) so that they appeared separately from the outcomes (CN, CL, CS) to reduce priming. Questionnaire items were presented in random order and with neutral wording to reduce respondent bias.

RESULTS

The measurement model demonstrated strong reliability and convergent validity. All standardized loadings exceeded the recommended 0.70 threshold for reflective indicators (Table 1), with ranges of 0.735–0.875 for RLC, 0.749–0.859 for REC, 0.902–0.877 for CN, 0.867–0.890 for CL, and 0.892–0.922 for CS. The average variance extracted (AVE) exceeded 0.50 for each construct, and composite reliability (CR) was high, as was Cronbach's alpha (≥ 0.840), meeting common standards for internal consistency and convergent validity (Hair et al., 2019). Discriminant validity is supported by the cross-loading matrix (Table 2): the loading of each indicator on the intended construct is greater than the cross-loading on other constructs, indicating adequate construct distinctiveness (Fornell & Larcker, 1981; Henseler et al., 2015).

Table 1. Measurement Model Analysis

Construct	Loading Factor	Average of Variance Extracted (AVE)	Composite Reliability (CR)	Cronbach's α
Customer Loyalty (CL)		0.772	0.91	0.852
CL1	0.890			
CL2	0.867			
CL3	0.879			
Customer Engagement (CN)		0.795	0.94	0.914
CN1	0.902			
CN2	0.909			
CN3	0.879			
CN4	0.877			
Customer Stickiness (CS)		0.818	0.931	0.888
CS1	0.892			
CS2	0.922			

CS3	0.899			
Remunerative Content (REC)		0.681	0.895	0.843
REC1	0.749			
REC2	0.845			
REC3	0.859			
REC4	0.843			
Relational Content (RLC)		0.676	0.893	0.84
RLC1	0.735			
RLC2	0.807			
RLC3	0.864			
RLC4	0.875			

Table 2. Cross Loadings

	CL	CN	CS	REC	RLC
CL1	0.890	0.814	0.750	0.678	0.730
CL2	0.867	0.758	0.724	0.729	0.745
CL3	0.879	0.778	0.697	0.648	0.712
CN1	0.817	0.902	0.832	0.721	0.773
CN2	0.808	0.909	0.839	0.692	0.767
CN3	0.803	0.879	0.770	0.639	0.707
CN4	0.752	0.877	0.755	0.638	0.673
CS1	0.752	0.816	0.892	0.709	0.763
CS2	0.778	0.859	0.922	0.707	0.748
CS3	0.702	0.755	0.899	0.680	0.731
REC1	0.574	0.571	0.740	0.749	0.594
REC2	0.655	0.667	0.711	0.845	0.652
REC3	0.642	0.613	0.640	0.859	0.623
REC4	0.635	0.630	0.660	0.843	0.682
RLC1	0.544	0.538	0.512	0.493	0.735
RLC2	0.653	0.691	0.593	0.591	0.807
RLC3	0.703	0.780	0.772	0.702	0.864
RLC4	0.717	0.747	0.758	0.722	0.875

The structural model results (Table 3) indicate that both content strategies significantly impacted downstream outcomes. Relational content demonstrated a strong positive effect on engagement ($\beta = 0.588$, $p < 0.001$) and a positive direct effect on attachment ($\beta = 0.225$, $p = 0.001$). Remunerative content also positively impacted engagement ($\beta = 0.301$, $p < 0.001$) and attachment ($\beta = 0.159$, $p = 0.008$).

Consistent with engagement theory, engagement had the largest effect on behavioral persistence (attachment; $\beta = 0.659$, $p < 0.001$) and was strongly associated with loyalty ($\beta = 0.892$, $p < 0.001$). In contrast, the path from loyalty to attachment was not significant ($\beta = -0.075$, $p = 0.366$), indicating that attitudinal commitment alone does not result in repeat usage behavior in this context. Overall, these findings support H1–H6 and do not support H7.

Table 3. Results of Structural Model Analysis

Path	Path Coefficient	p-value	Hypothesis	Result
RLC → CN	0.588	0,000	H1	Supported
RLC → CS	0.225	0.001	H2	Supported
REC → CN	0.301	0,000	H3	Supported
REC → CS	0.159	0.008	H4	Supported
CN → CS	0.659	0,000	H5	Supported
CN → CL	0.892	0,000	H6	Supported
CL → CS	-0.075	0.366	H7	Not Supported

Overall, these patterns reinforce the consumer-centric view of engagement, while clarifying the role of RLC and REC in this *bodycare context*. RLC is a stronger driver of CN and also shows a direct relationship with CS, consistent with evidence that relational and conversational cues intensify participation (Kulikovskaja et al., 2023; Espuela et al., 2023) and with engagement theory's emphasis on two-way interactions (Brodie et al., 2011; Hollebeek et al., 2014). REC also contributes to CN and CS, consistent with the value exchange logic that promotions catalyze participation (Ashley & Tuten, 2015; Pulizzi, 2012), although its effect is relatively smaller. The strong CN → CS path is consistent with reviews linking engagement to behavioral continuity (Kaur et al., 2023) and social commerce evidence that interaction quality and value co-creation drive continued use (Qu et al., 2023; Zhou et al., 2024). In contrast, the insignificant CL → CS path deviates from contexts where attitudinal commitment more readily translates into behavior (So et al., 2016), suggesting that continued participation here primarily depends on CN, not CL.

DISCUSSION

The results of this study position customer engagement as the primary behavioral driver in building consumer attachment. Engagement shows the largest relationship with attachment, and is also closely related to loyalty, while the direct relationship between loyalty and attachment is not statistically significant. On the content side, both relational and remunerative content contribute positively to engagement and loyalty, with the magnitude of the effect of relational content consistently exceeding the effect of remunerative content. Practically speaking, relational cues outperform promotional cues in sustaining participation, and engagement, not loyalty intentions, best describes why consumers continue to return and interact with a brand.

First, the superiority of relational content over remunerative content in explaining engagement reinforces the engagement perspective that community-oriented, dialogic communication fosters deeper engagement than transactionally-dominated appeals (Brodie et al., 2011; Hollebeek et al., 2014). This finding aligns with recent evidence that conversational and community signals enhance social media engagement outcomes (Kulikovskaja et al., 2023; Espuela et al., 2023). Second, the strong relationship between engagement and stickiness advances research that separates attitudinal outcomes such as loyalty from embodied behavioral continuity; what consumers do (participate, interact, and co-create) appears to be more predictive of repeat use than what they say they like (Kaur et al., 2023; Qu et al., 2023; Zhou et al., 2024). Third, the absence of a direct effect of loyalty on stickiness highlights the boundary conditions where favorable attitudes may not translate into continued usage without the experience of active engagement, complementing the relationship marketing perspective that often assumes a closer attitude-behavior relationship (So et al., 2016).

For *body care brands*, content calendars should be anchored in relational content such as storytelling, empathetic messages, creator-follower dialogue, and recognition of community contributions, as these formats build engagement and foster behavioral persistence that is rewarded by *platform algorithms* (Kulikovskaja et al., 2023; Espuela et al., 2023). Rewarding

content remains useful as a supporting lever, such as time-bound promotions, loyalty perks, or bundled offers, to stimulate customer engagement and repeat visits, but relying too heavily on incentives risks shallower and more transactional engagement (Ashley & Tuten, 2015; Pulizzi, 2012). Given that loyalty does not directly explain stickiness, managers should not assume that positive attitudes alone will sustain repeat interactions. Instead, they should design sustainable interaction architectures such as regular Q&A reels, creator replies, user-generated content highlights, and micro-communities, which continually invite participation and keep engagement high (Kaur et al., 2023).

Measurement evidence supports a clear distinction between engagement, loyalty, and stickiness, reducing the likelihood that null results for loyalty reflect measurement artifact (Henseler et al., 2015). Observing a direct relationship between relational and remunerative content and stickiness, alongside the dominant engagement pathway, is consistent with the two pathways described in digital commerce research, where perceived interaction quality and perceived usefulness jointly support continued use (Qu et al., 2023; Zhou et al., 2024). Future research could examine moderators, such as habit strength, platform tenure, or content saturation, to clarify when loyalty is more likely to convert to behavioral persistence (Kaur et al., 2023).

CONCLUSION

This study shows that both RLC and REC contribute to continuity on social media, with RLC emerging as the stronger driver. Relational cues—empathy, dialogue, and community recognition—enhance CN more strongly and are also directly related to CS, while REC provides a smaller, complementary boost. Overall, continued usage is better explained by what people do in the brand space than by what they say they like, positioning CN as the primary driver of behavioral persistence.

The research integrates content marketing and customer engagement perspectives by demonstrating that relationship-building, dialogic communication can outperform transactional appeals for sustainable results. As a practical matter, content calendars should be grounded in RLC—stories, creator-follower conversations, and tangible appreciation for community contributions—while REC is applied tactically to encourage inbound or return participation without turning participation into a purely transactional exchange. The goal is to maintain high CN so that CS remains strong, with CL being a related factor, though not a significant influence on stickiness.

This study is limited by its cross-sectional design, focus on a single brand, and the Instagram context, which may limit generalizability. Future research could expand the model across categories and *platforms*, track the transition from CN to CL and CS using a longitudinal design, and examine moderators such as habit strength, platform tenure, and content saturation. Despite these limitations, the evidence suggests a clear conclusion: brands that consistently foster meaningful two-way interactions are more likely to sustain continued engagement and maintain CS over time.

REFERENCES

- Ashley, C., & Tuten, T. (2015). *Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement*. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Bazi, S., Filieri, R., Gomez-Casero, G., & Lin, Z. (2020). *Customers' motivation to engage with luxury brands on social media: A self-determination theory perspective*. *Journal of Business Research*, 112, 223–235. <https://doi.org/10.1016/j.jbusres.2020.02.032>

- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). *Customer engagement: Conceptual domain, fundamental propositions, and implications for research*. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Creevey, D. (2022). *Social media and luxury: A systematic literature review*. *International Journal of Management Reviews*, 24(4), 482–506. <https://doi.org/10.1111/ijmr.12271>
- Espuela, N. D., Muñoz-Leiva, F., & Hernández-Muñoz, C. (2023). *Social networks and customer loyalty: Review of loyalty keys and main social networks publications' characteristics*. *Frontiers in Psychology*, 14, 1286445. <https://doi.org/10.3389/fpsyg.2023.1286445>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). *Consumer brand engagement in social media: Conceptualization, scale development and validation*. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Islam, J. U., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Junaid, M., Hou, F., Hussain, K., & Kirmani, A. A. (2019). Brand love: The emotional bridge between experience and engagement, generation-M perspective. *Journal of Product & Brand Management*, 28(2), 200–215. <https://doi.org/10.1108/JPBM-04-2018-1852>
- Kim, S.-E., Kim, H. L., & Lee, S. (2021). How event information is trusted and shared on social media: A uses and gratification perspective. *Journal of Travel & Tourism Marketing*, 38(5), 444–460. <https://doi.org/10.1080/10548408.2021.1943600>
- Kaur, G., Deshwal, P., & Dang, H. K. (2023). Customer engagement: A systematic review and future research agenda. *International Journal of Internet Marketing and Advertising*, 18(2-3), 148–180. <https://doi.org/10.1504/IJIMA.2023.129659>
- Kulikovskaja, V., Hubert, M., Grunert, K. G., & Zhao, H. (2023). Driving marketing outcomes through social media-based customer engagement. *Journal of Retailing and Consumer Services*, 74, 103445. <https://doi.org/10.1016/j.jretconser.2023.103445>
- Kusumawati, A., Saifudin, A., & Rofiq, A. (2021). The E-Servqual effect on the stickiness intention of digital wallets. *Journal of Asian Finance, Economics and Business*, 8(5), 259–266. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0259>
- Pereira, M. d. S., Teles, V. K., & Souza, D. R. (2025). *Factors of customer loyalty and retention in the digital environment: A bibliometric analysis*. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 71. <https://doi.org/10.3390/jtaer20020071>
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of Generation Y in an online environment. *Marketing Intelligence & Planning*, 37(4), 372–385. <https://doi.org/10.1108/MIP-02-2018-0070>
- Pulizzi, J. (2012). *The rise of storytelling as the new marketing*. *Publishing Research Quarterly*, 28(2), 116–123. <https://doi.org/10.1007/s12109-012-9264-5>
- Qu, Y., Ciešlik, A., Fang, S., & Qing, Y. (2023). The role of online interaction in user stickiness of social commerce: The shopping value perspective. *Digital Business*, 3(2), 100061. <https://doi.org/10.1016/j.digbus.2023.100061>

- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). *The role of customer engagement in building consumer loyalty to tourism brands*. *Journal of Travel Research*, 55(1), 64–78. <https://doi.org/10.1177/0047287514541008>
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). *A generalized multidimensional scale for measuring customer engagement*. *Journal of Marketing Theory and Practice*, 22(4), 401–420. <https://doi.org/10.2753/MTP1069-6679220404>
- Zhou, Y., Chen, Y., & Huang, G. (2024). *Enhancing customer value co-creation and stickiness in social commerce*. *Humanities and Social Sciences Communications*, 11, 89. <https://doi.org/10.1057/s41599-023-02586-x>