



## Impact of Video Content Marketing on Consumer Engagement

Abdul Saleem<sup>1</sup>, Rashid Mehmood<sup>2</sup>, Ayman Taj<sup>3</sup>, Muhammad Umair Khalid<sup>4</sup>, Aliza Moiz<sup>5</sup>, Asadullah Lakho<sup>6\*</sup>

### Abstract

The purpose of this research proposal is to examine how customer engagement in the context of digital marketing is affected by video content marketing. Given the rapid expansion of digital media and the popularity of short video platforms like TikTok and Instagram Reels, it is critical for businesses to comprehend how video content affects customer behavior. In addition to highlighting a research gap concerning the precise processes via which video content influences consumer engagement, the proposal offers a thorough evaluation of the body of work already written on content marketing and consumer engagement. The study suggests a quantitative research approach that includes factor analysis and regression analysis as well as survey-based data collecting and analysis. The results of this study may improve our comprehension of how video content marketing contributes to customer retention, brand loyalty, and general consumer engagement.

**Keywords:** Marketing, Consumer, Engagement, Video Content, Digital Marketing

### 1. Introduction

Computerized promotion and virtual entertainment have rapidly become the main ways for organizations to reach and reach clients. Web-based entertainment advertising spending is supposed to develop by 71% throughout the following five years (Statista, 2021). With this expanded notoriety of web-based entertainment advertising comes an overflow of buyer-confronting content. Computerized promoting has changed worldwide advertising, remembering all web-based showcasing exercises for the Web, with the presentation of electronic media (Krishen et al., 2021).

Progresses in innovation and the far and wide utilization of online entertainment have essentially changed purchaser-specialized devices and methodologies (Mangold and Faulds, 2009), and organizations are anxious to connect with and cause customers to notice their web-based entertainment content in new, creative ways. Consequently, organizations are progressively coordinating visual media, for example, photographs and recordings into their online entertainment content (Fox et al., 2019).

The expansion in the improvement of data frameworks and the development of versatile web advances has sped up the prominence of online entertainment stages (Li and Xie, 2020) and the restoration of advertising rehearses (Gavilanes et al., 2018). Different interpersonal organizations and stages empower organizations to convey showcasing and brand content to target crowds in an effective and opportune way (Teixeira and Wedel, 2012). Brief recordings have arisen as friendly showcasing strategies (Kang et al., 2012). The blend of brief recordings and online entertainment stages expands the lavishness and dynamic quality of data and works on the adequacy of correspondence, giving astounding open doors to social intelligence promoting and publicizing that create personal fervor, inundation, trust, and social bonds (Kang et al. 2022; Gavilanes et al., 2018; Teixeira et al., 2012). The brief video market has developed at an astounding rate. In 2020, the worldwide web-based video stage market came to \$1.17 billion and is supposed to reach \$3.35 billion of 2027 (Hengzhou Bozhi Programming and Business Administrations Exploration Center (QYR), 2021). Observing brief recordings, particularly on cell phones, is turning into the fundamental way most purchasers get data (Melody et al., 2021), and brief video stages, for example, TikTok, YouTube Shorts, and Instagram Reels have all the while becoming a significant showcasing milestone.

A survey of existing video and virtual entertainment promoting research uncovers that the elements impacting the outcome of short-structure marked video showcasing are not completely perceived. According to a comprehensive point of view, it hazy short-structure video content comprises of and what aspects it contains. Moreover, it is essential to know which components and aspects of brief video content are mean a lot to increment buyer commitment.

Also, because of the social idea of brief recordings, the planning of posting and distributing video content can be especially significant. Then again, in contrast to the latent connection between the crowd and customary media (for example Television and video stages), web-based entertainment clients have a serious level of independence to effectively pick promoting and publicizing content (Liu et al., 2018); on the other hand, they expect and want more friendly associations with others (Mulier et al., 2021). The impact of the season of distribution of video content is by all accounts connected with the view of clients of mental assets and social connections (Zor et al., 2022).

<sup>1</sup> Lecturer, Department of Business Administration, Indus University, Karachi, Pakistan

<sup>2</sup> Senior Joint Director, EPD, State Bank of Pakistan, Karachi, Pakistan

<sup>3</sup> Assistant Director ORIC, Hamdard University, Karachi, Pakistan

<sup>4</sup> Senior Lecturer, Business Studies, Bahria University, Karachi, Pakistan

<sup>5</sup> Program Manager, Department of Business Management & Social Sciences, TMUC-MITE, Karachi, Pakistan

<sup>6\*</sup> Senior Lecturer, Department of Business Administration, Iqra University, Karachi, Pakistan. [asadullah.lakho@iqra.edu.pk](mailto:asadullah.lakho@iqra.edu.pk)

Kanuri et al. (2018) spearheaded the investigation of the effect of virtual entertainment stage story distributing time on story interface clicks, however as far as anyone is concerned, there is practically no huge examination on the effect of distributing time on brief video showcasing endeavors. As far as examination strategies, this study ordered important information in view of self-created Python projects to guarantee the objectivity and credibility of the outcomes, which compensates for the deficiencies of most existing self-regulated review-based investigations.

A brief video is another video design that watchers commonly watch in a hurry. The span of the brief video is ambiguously characterized. By and large, brief recordings can be named recordings that last between five seconds and five minutes. Creation is moderately basic and expenses are low. Albeit the substance will in general be rich and modern, it adjusts to the high speed of life. The upward screen mode additionally matches the propensities for cell phone clients, and the utilization of man-made consciousness innovation, like face acknowledgment, makes the brief video more tomfoolery and intuitive.

With the fast advancement of the brief video industry, publicists progressively incline toward brief video showcasing. As a general rule, brief video showcasing from a thin perspective method all promoting exercises on a committed brief video stage, while this article is fundamentally focused on brief video advertising from a more extensive perspective, for example all brief video-based showcasing exercises in different sorts of web-based stages incorporate not just unique brief video stages (like TikTok, Kuaishou, Well of Lava Recordings, Meipai, and so forth), yet additionally other wide happy stages (like Weibo, WeChat, Zhihu, Tencent Recordings, and so on) online business stages (like Taobao) and others.

Today, most clients are more mindful of their buying interaction than customary clients, contrasting items with contenders with increment their fulfillment to a high worth. In the present society, there is a great deal of examination, everything being equal. Subsequently, clients will search for significant data for their buy. Purchasers have more options; they can look for data from changed sources (Kivetz and Simonson, 2000). At the point when a client needs to purchase an item, they contact various brands available, contrasting the elements of every item, since there are numerous choices.

Client dependability is a kind of connection between the client and the brand. Profoundly connected with clients are faithful to associations and purchase more items. Online client commitment happens when web clients contact brands or organizations. With the coming of the Web and cell phones, online commitment is an exceptionally helpful peculiarity. Clients can rapidly look for data about their buys. Then again, it is significant for the organization since it can rapidly advance its image. Notwithstanding, online client commitment is a helpful promoting technique to fabricate a drawn-out connection between a brand and clients on the web. Content promoting is a system that includes making and distributing content on sites and web-based entertainment. Content incorporates recordings, sites, PDFs of white papers, and articles from sites. These are considered SEO-optimized exposure. Much of the time, the buyer can look for data connected with their buy through web-based gadgets. This is a pattern since advertisers carry on like distributors. It is not difficult to vanquish the market by giving clients extensive data. The way to content promoting is to give important substance to clients (Andrew, 2012).

Content showcasing is characterized as "a strategic marketing approach that spotlights on making and circulating important, pertinent and steady satisfied to draw in and hold an obvious crowd and eventually lead to productive client movement" (Content Promoting Organization 2018). Computerized content promoting alludes to content given "a certifiable, true craving to enhance a buyer's life in some significant manner that makes it more straightforward to obtain or hold a client" on the web or via virtual entertainment (Hollebeek and Macky 2019).

It incorporates different substance arrangements like recordings, e-bulletins, online diaries, webcasts, white papers, infographics, online courses, and virtual meetings (Fox, Nakhata, and Deitz 2019; Hollebeek and Macky 2019). As per a concentrate by the Substance Showcasing Foundation, 86% of B2B associations and 91% of B2B organizations in North America have taken on a substance promoting system (Beets and Handley 2018, 2018). Shrewd Bits of knowledge additionally reports that advertisers accept that content showcasing is probably going to greatest affect their business sooner rather than later (Santo 2019).

As a component of brand correspondence, brand-based content promoting plans to create significant data to address customer issues (Schultz 2016). Marked content promoting achieves the errand of illuminating and teaching customers about specific points, sharing viewpoints and values, and engaging them (Harad 2013). Albeit content showcasing has similar objective as publicizing concerning expanding deals and building brands (Neff 2015), it doesn't present an unmistakable attempt to sell something.

Marked content showcasing has been found to assist brands with building trust and believability (duPlessis 2017; Muntinga et al. 2011), better interface with interest groups (du Plessis 2017) and work with shopper learning (Rowley 2008). Marked content promoting is in a general sense seen as a continuous socialization among brands and customers that plans to "change latent shopper conduct through unpretentious and connecting with brand discussions" (du Plessis 2015, 128). In this cycle, buyers get esteem from their openness to marked content advertising, which thusly increments brand unwaveringness and resulting client relationship expectations (Lou et al. 2019).

Content advertising and brand results (for example mindfulness, value) in light of subjective appraisals (for

example Ahmad, Musa, and Harun 2016; du Plessis 2015; Holliman and Rowley 2014; Gagnon 2014; Kee and Yazdanifard 2015; 08). A few examinations that directed substance investigation or studies upheld the positive job of web-based entertainment based content showcasing in buyer commitment (for example Ashley and Tuten 2015; Chauhan and Pillai 2013; du Plessis 2017; Hutchins and Rodriguez 2018; Kim and Ko, 2012).

A different line of existing exploration made sense of the reason impact connection between brand content showcasing and brand constructing and demonstrated the case about the beneficial outcome of brand content promoting on brand building (for example Coursaris et al. 2016; Lou et al. 2019; Padilla Vivero 2016). For instance, Coursaris et al. (2016) zeroed in on the connections between generally web-based entertainment advertising correspondence, brand value, shopper commitment and buy goals. Padilla Vivero (2016) researched the impact of content qualities (for example curiosity and utilization of insights) on shopper commitment. Making it a stride further, Lou et al. (2019) distinguished an apparent worth system through which marked content promoting expanded brand dependability and buy goals.

All the more explicitly, they proposed a fundamental typology that considers the job of data and diversion values in brand devotion and buy goals (Lou et al. 2019). Nonetheless, these two kinds of significant worth may not completely cover the design of significant worth securing when purchasers participate in brand content advertising. This thusly requires a more itemized comprehension of the system by which brand content qualities drive brand reliability.

Online entertainment has expanded its presence in our day to day routines and in this way it has carried different open doors for organizations to utilize different chances to work on their business. Thus, web-based entertainment has likewise expanded its significance in business life (Ngai et al., 2015; Phua et al., 2017). The primary benefit is the chance of two-way correspondence among organizations and clients, which advances client commitment in web-based entertainment (Malthouse et al., 2016). It is basic for organizations to comprehend how they can more readily draw in with their web-based local area and what variables impact client commitment. Scholarly examinations around here, albeit normal, don't depict consistent advancement as far as measurements, interpersonal organization highlights and new stages (Coelho et al., 2016; Dessart et al., 2016). Background

As per artificial intelligence Media, the number of brief video clients in China came to 501 million of every 2018 and keeps on developing. The homegrown improvement of the brief video began basically in 2012-2013. During this period, portable Web innovation grew quickly, and brief video applications for versatile client applications, for example, kuaishou and Miaopai were made.

In 2014, the progressive improvement of the brief video industry pulled in capital consideration and a surge of brief video content makers. Some brief video applications, for example, Kuaishou and Xiaokaxiu effectively utilized intriguing issues, for example, "cooler test" and "Chinese New Year" to draw in people in general, and lastly raised the brief video market to another level. During this time, their selling focuses were well known superstars or powerhouses, and their item supports turned into the fundamental method for expanding deals from brief video promoting. 2016 is broadly viewed as the main year for brief video promoting, and Tiktok, the most persuasive brief video stage today, was sent off in September of this current year. With the headway of the web, man-made consciousness innovation, and the fast convergence of brief video content makers, the effect of brief video promoting is expanding. Obviously, brief video involves increasingly more available energy of clients and incredibly influences all parts of their lives (Xiao et al. 2019).

Client commitment offers a few advantages to brands as seen as a component adds to better hierarchical execution, deals development, productivity and client faithfulness (Bowden, 2009). (Gambetti et al. 2010) likewise contend that client commitment is a vital upper hand and that as the job of clients in the buying system changes, organizations should adjust and answer new necessities (want to co-make brand content, interface with different clients. furthermore, profound encounters). Essentially, (Verhoef et al. 2010) contend that the job of clients has changed lately as they have become more dynamic and involved in the buying cycle as well as in what brands offer and additionally start.

One of the vital elements of business achievement today is the capacity to make and keep up with long-haul client connections. This has been a worry and objective of chiefs and brands for quite a while, yet the rise of virtual entertainment and the improvement of Web 2.0 has underscored the significance of building associations with clients (Malthouse et al. 2016). Accordingly, client commitment is a basic point for business pioneers in all ventures and organizations.

As in (van Doorn et al. 2010) and (Sashi 2012), client commitment goes past a straightforward buy exchange since clients are presently profoundly engaged with brands. For instance, clients who are associated and have a relationship with a brand are bound to give great input their encounters with loved ones, which makes verbal exchange about the brand. Accordingly, they can become brand advocates who make an incentive for the brand. Subsequently, client commitment isn't static, however an intuitive cycle that reaches out past the snapshot of procurement (Verhoef et al. 2010).

Simultaneously, client commitment can adversely affect brands. As expressed before, when clients begin sharing negative eWOM, for instance, brands will experience negative exposure and potential clients might be dismissed. In this way, marks actually should oversee client commitment appropriately (Hollebeek et al. 2014).

As recommended in past examinations (Cvijikj et al. 2013; Sabate et al., 2014; Kim and Yang, 2017), clients can take part in Facebook in three unique ways: loving, remarking and sharing. For Instagram, the main types of commitment are preferring and remarking (Erkan, 2015; Coelho et al., 2016).

In any case, (Kim et al. 2017) contend that these ways of behaving don't convey a similar weight and don't address a similar degree of responsibility. Not to clients or Facebook and Instagram calculations. That is the reason it's vital to incorporate everybody while concentrating on client commitment with mediums like web-based entertainment.

### 1.1. Problem Statement

The past purchaser conduct has changed, clients have zero faith in the brand and have little to no faith in the web-based store (Natchaya and Siriluck, 2010). In this manner, it is important to examine brand-related content promoting in a web-based setting. In this manner, content promoting is much of the time examined with regards to B2B and exceptionally small B2C research. (Laila Bunpis, 2014). The event of showcasing responsibility has been broadly examined and numerous writings manage client commitment, however generally center on disconnected advertising (Ursem, 2008).

Content showcasing is as yet ailing in scholastic examination (Puro, 2013). This is because content advertising is still new in the scholarly world. In any case, happy showcasing is as yet missing because it is another thing (Bowden, 2009; Bielski, 2008; Brodie et al., 2011). Past the Sri Lankan setting, there is a hole in the writing to break down the COE of CM. Given these inquiries; the reason for the review is to figure out the effect of content advertising on web-based client commitment.

In a period while conventional promoting is finding it hard to reach clients actually because of the quick improvement of advertising innovation and changes in appropriation channels, the adequacy of content showcasing, particularly through video, is turning out to be progressively significant. This study expects to inspect the effect of video content showcasing on shopper commitment and mentalities, zeroing in on channels like TikTok and Instagram. The motivation behind the examination is to answer the test of successfully coming to and connecting with general society in the changing showcasing correspondence scene, particularly with regards to worldwide and nearby organizations working in Norway (Mohammed Al-Dekany, 2022).

The issue explanation spins around the test many brands face in making important substances that can connect with customers and fabricate brand reliability. Regardless of the continuous discussion among brands and shoppers through marked content showcasing, getting through the commotion stays troublesome. This study expects to address this test by proposing a hypothetical structure that investigates the system of marked content showcasing in cultivating brand unwaveringness for both high- and low-item contribution brands. (Chen Lou and Quan Xie, 2020)

The elements that impact client commitment on Facebook have been broadly examined, yet there is no proof that these variables likewise impact client commitment on Instagram. The impact of these elements on client commitment was examined utilizing computerized investigation, which included content examination of mail requests and message connection, and various direct relapses. The review expected to recognize factors that could increment client commitment in virtual entertainment, zeroing in specifically on the collaboration among messages and certain postal requests. The outcomes show that different informal organizations, for example, Facebook and Instagram affect client commitment. This number is significant for illuminating substance and virtual entertainment systems, assisting brands with expanding client commitment. (Balio, 2016)

The review analyzes what Social's Instagram content means for client commitment, choices, fulfillment, and dedication in the excellence business. It evaluates the effect of message design, timing, message cooperation, and points on these variables. Information from 385 respondents who saw and made buys on Social's Instagram was broke down utilizing primary condition models (SEM), which showed tremendous impacts for all factors (Pasaribu et al., 2022).

The issue explanation centers around examining the impact of different elements on customer buy aims concerning brief video advertising. It plans to reinforce theories about saw handiness, liveliness, and powerhouse commitment, and at last give suggestions to brief video showcasing organizations in light of observational examination. (Shaw et al. 2019).

This study analyzes how various parts of short-marked recordings and their posting times on Weibo influence customer commitment. It centers around four critical qualities of these recordings: content importance, educational importance, narrating, and emotionality. Breaking down information from Weibo, the investigation discovers that these highlights emphatically affect shopper commitment. Also, it sets aside that the opportunity of the day when recordings are posted influences the effect of positive feelings in recordings, with morning posts being more successful. The reason for the exploration is to give organizations experiences on the most proficient method to make connecting brief recordings for virtual entertainment showcasing (2022).

The issue is that while organizations are progressively utilizing advanced content promoting to interface with clients and assemble trust, there isn't sufficient scholastic exploration of it. This makes a hole in the comprehension of how computerized content-promoting functions and what variables impact shopper commitment and trust. (Hollebeek et al. 2019)

**After the problems of different research papers here is our problem statement which we can focus:** In today's digital environment, companies are constantly looking for effective ways to engage consumers and increase brand awareness. With the proliferation of video content on various platforms, understanding the impact of video content marketing on consumer engagement has become extremely important. However, the specific mechanisms through which video content influences consumer behavior and its effectiveness are still under investigation.

### 1.2. Research objectives

- 1) To investigate the impact of video content marketing on consumer engagement.
- 2) To examine the factors that influence consumer engagement with video content marketing.
- 3) To explore the role of video content marketing in building brand loyalty and customer retention.

### 1.3. Research question

1. How does video content marketing influence consumer engagement?

### 1.4. Significance of study

This study aims to add to existing knowledge by providing insight into the effectiveness of video content marketing in engaging consumers. Understanding what drives consumer engagement can help companies develop more targeted and effective video content strategies, ultimately leading to better brand awareness, customer loyalty and sales.

### 1.5. Scope and Limitation

This study focuses specifically on the impact of video content marketing on consumer engagement metrics and does not address broader forms of digital marketing or other content marketing. Although efforts are made to gather diverse perspectives and data sources, findings may be affected by limitations of quantitative and qualitative research methods, such as sample size limitations and self-report bias. In addition, the generalization of the results may be limited to the contexts and industries considered in the study.

## 2. Literature Review

### 2.1. Content Marketing

CM is one of the promoting ideas to arrive at the objective market. As per the Substance Showcasing Organization, Content Promoting is a showcasing strategy used to make and share important, significant, and reliable substances to draw in and procure a distinct crowd with the objective of beneficial client commitment. As per (Rowley, 2008), content showcasing can be characterized as an administration cycle in which an organization distinguishes, breaks down, and fulfills client interest for benefit using computerized content conveyed through electronic channels. (Milhinhos, 2015)

Content can come in many structures including websites, infographics, slides, contextual analyses, white papers, digital books, recordings, tests, images and pictures, and so forth. Judy Strauss, 2014, referenced in her book *Distribution that content promoting is a methodology that includes making and distributing content on sites and virtual entertainment.* (Andac et al. 2016) referenced that the substance delivered ought to be shareable, straightforward, empowering, effectively open, and satisfactory.

As indicated by (Kotler et al. 2018), the present advertisers depict themselves as happy showcasing pioneers as opposed to utilizing and setting promotions in television or print advertisements. Today, happiness isn't simply a message, it is an interaction to begin a discussion with shoppers whose objectives lead to client commitment, buy, unwaveringness, and impact. (PHAN et al. 2020) make sense of that there are four aspects, to be specific (1) message design: this is a significant marker to draw in purchasers. Buyers like messages that are clear, instructive and offer the most recent news about brands and items; (2) distribution time period: messages at various times additionally influence different commitment. The worth of shopper commitment is different when posts are stacked at active times, and occasional substance increments commitment; (3) message connection: a proportion of the degree to which customers saw that the cooperation among them and the organization; (4) point engaging quality: the subject influences the progress of correspondence.

Video showcasing alludes to a web-based stage that is content-driven and imaginative-driven, utilizing all-around arranged video content for item promoting and brand correspondence. With the advancement of media innovation, visual data has become an ever increasing number of normal in virtual entertainment, and organizations progressively depend on recordings to advance their items and administrations (Li et al. 2019). Contrasted with text or still pictures, recordings contain more extravagant data, including facial, body, and voice attributes, which increase their prominence (Kang et al. 2022). Hence, visual data, which is viewed as unstructured information (Sudhir, 2016) assumes a significant part in the shopper's dynamic cycle.

Flow video promoting research shows that web-based video utilization is a significant monetary driver. According to the viewpoint of shopper interest, commitment, and handling familiarity, (Mulier et al. 2021) found that upward portable video publicizing can further develop purchaser interest and commitment contrasted with even video promoting. Furthermore, the enhancement of the data content of the video title, the close-to-home power of the video title, the substance of the distinct data of the video, and the volume of the video tag can impact the survey conduct of buyers (Tafesse, 2020) and brief recordings are additionally a powerful apparatus for showcasing motion pictures and others. Web content (Liu et al. 2018). Thusly, concentrating on the attributes of brief video

content is significant for visual promotion.

As of late, happy showcasing has turned into a popular expression and is viewed as the fate of promoting in the computerized economy (Daniel, 2021). In light of mid-2020 reactions from worldwide advertisers, content promoting was accepted to be the best showcasing strategy, with 82% of advertisers effectively involving content showcasing in 2021 (Statista, 2022)

Rose et al. 2011 characterize the principal goals of content promotion as memorability, client the board, client change, client assistance, and drawing in clients to purchase more and draw in clients' products with the brand. Corridor (2013) finishes client preparation and works on the corporate picture. Moreover, (Rowley et al. 2014); (Patrutiu, 2015) proposed information types to quantify client commitment with advanced media (normally likes, remarks, and offers) and marketing projections. (Ahmed et al. 2016) likewise direct out that the measurements toward examining the viability of content promotion are likes, hashtags, retweets, remarks, and sharing of content posted online by brands.

Content showcasing goes before the buyer's buy choice and includes making valuable and applicable computerized brand content without effectively attempting to sell items and additional benefits (not hard-to-sell content). Together, computerized brand content leads shoppers to buy choices in the wake of building connections, validity, and trust (Spinuzzi et al. 2018). Subsequently, it very well may be contended that the premium of content promoting in web-based shopper conduct is hence connected with how customers answer computerized brand content, which constructs connections, faithfulness, and trust, prompting a buy choice.

As indicated by (Shah et al. 2010), content promotion makes significant substance in light of the necessities of potential purchasers who have effectively looked for data about the item. Content advertising is likewise connected with virtual entertainment promoting because the substance made should be shared, endlessly on different social stages to expand permeability to the overall population. Initially, organizations involved online entertainment to share commercials for their items, yet today web-based entertainment is utilized as a two-way correspondence stage (Kilgour et al. 2015) and as an initiator of content showcasing. Content advertising is tied in with making client esteem (I-SCOOP 2018, Ruffolo 2017) and sharing data (Ruffolo 2017.)

The valuable substance ought to be at the center of your promoting methodology (Content Showcasing Establishment 2017.) Content advertising permits you to give pertinent data to the objective market. This requires a comprehension of target promoting and their inclinations. A vital figure content showcasing is an obviously recognized and completely comprehended target market. Then, material about a particular interest or tackling an issue, and so forth, can be created and distributed either in the organization's interpersonal organizations, blog or site or in bunches that as of now exist in web-based entertainment or other computerized places. By joining a current virtual entertainment bunch, it is vital to turn into a member instead of a pretentious trying organization (Metrick 2018.) It is fundamental to foster validity and entrust with the objective market, which happens when buyers see the commitments of the advertiser as. Valid and believable (I-Scoop 2018, Ruffolo 2017)

## **2.2. Consumer Engagement**

Commitment or Consumer Engagement happens when online clients associate or draw in with brands, organizations, or one another. (Judy Strauss, 2014) referenced that commitment includes associating with the client sincerely and mentally. Online commitment makes way for buying items. Moreover, online commitment is practically equivalent to disconnected experiential promoting. This implies that web-based commitment is the reason for purchasing items. Online advertisers draw in clients by inspiring them to communicate with their substance or media. (Patterson et al. 2006) expressed that the components of client commitment were thought (Power and Assimilation), feeling (Responsibility) and conduct (Collaboration).

Client commitment is characterized as buyer brain science coming about because of intelligent encounters and imaginative encounters of shoppers with brands or organizations in the advertising system (Kurniawati, 2019). (Butow et al. 2020) said that commitment is the point at which a client or buyer chooses to accomplish something with a post, like enjoying, remarking and sharing. Merchants can be others who need to make content proposals. As indicated by (Kurniawat, 2019), client commitment has five aspects, for example (1) learning; (2) sharing; (3) assurance; (4) dating; and (5) joint turn of events.

Purchaser commitment has been generally viewed in relationship showcasing as a significant execution mark of an organization's presentation (Pansari, 2017). It alludes to the associations that people make with associations, including administrations, items, brands and works (Vivek et al. 2012). Purchaser commitment conduct has been characterized as conduct toward brands or organizations that is driven by buyer inspiration, including verbal, proposals, helping different customers, composing audits, and, surprisingly, making a lawful move (Van Doorn et al. 2010).

Regarding shopper brand commitment, (Liu et al. 2019) showed that acknowledgment; local area distinguishing proof, and self-viability affect purchaser commitment, which increments brand steadfastness. (Obilo et al. 2021) contended that customer brand commitment mirrors a shopper's response to a decent encounter cooperating with brands and incorporates just social aspects; purchaser commitment is emphatically connected with brand advancement. What's more, building connections and invigorating close-to-home commitment can likewise increment buyer commitment conduct (Chaudhry, 2020), and profoundly draw in customers will generally create

different ways of behaving, for example, verbal, shopper audits and writing for a blog (Verhoef et al. 2010) (Hollebeek, 2011) characterizes client commitment to a brand as the client's degree of inspiration in regards to the brand and a logical condition of mindfulness that relies upon the degree of mindfulness, sentiments, and ways of behaving zeroed in on a particular brand cooperation. (Verhoef et al. 2010), client commitment expects to zero in on client conduct to secure objective organizations and go past business and buying. Given this, (Vivek et al. 2012) contend that client contribution in relationship promotion includes purchaser-merchant connections as well as any relationship. There can be likely client's real clients and any remaining partners. In this article, the writer centers around client commitment conduct on Instagram. As per (Ghasemi et al. 2019), client commitment conduct is communicated in preferring the brand's Instagram content, eagerness to team up to give suggestions for the brand's improvement items and administrations, and expanded inspiration to cooperate decidedly with the brand. (Brodie et al. 2011) express buyer commitment as a mental expression that shoppers experience while collaborating with a specific brand. Customer contribution is integral to support connections and is connected to other brand-related factors like faithfulness. It concerns the mental, conduct, and profound elements of the customer.

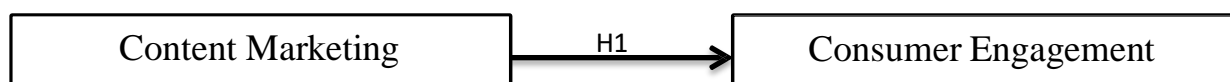
A concentrate (Neff, 2007) presumed that shopper commitment impacts and makes deals and that one connected with the purchaser is essentially as important as eight standard customers. Connected with buyers altogether affects deals (Neff, 2007). (Prakoso et al. 2022) additionally contend that commitment can advance deals. (Prakoso et al. 2022) found in their exploration that buyer commitment can be set off by how fulfilled the purchaser is with the substance given by the organization. Shopper commitment can likewise increment trust in an organization, so when a customer feels focused on an organization, it fortifies trust in that organization. Trust in the brand coming about because of commitment can increment buy interest and impact deals (Prakoso et al. 2022).

One of the principal discoveries of (Peltier et al. 2013) was that customer commitment is a slippery develop and specialists and advertisers need to more readily characterize, conceptualize, and embrace this proportion of relationship strength. As a general rule, (Peltier et al. 2013) contend that responsibility can be seen considering different social developments, including brand dependability, relationship advertising, concentric promoting, showcasing direction, client relationships with the executives, and interpersonal organizations. Incorporating these social developments into the shopper setting (Hollebeek et al. 2014) characterizes customer brand commitment as "the decidedly valence brand-related mental, profound and conduct activities of a shopper during or connected with a purchaser/brand central communication."

The idea of responsibility has been concentrated on in a few disciplines, including hierarchical way of behaving, brain research, humanism, and political theory. Various types of association (e.g representative inclusion, resident contribution, purchaser inclusion, and so forth) have characterized various translations of the idea. (Ilic et al. 2011) directed a conceptualization investigation of the sociology responsibility build. (Brodie et al. 2011) refer to specialists who stress that commitment is a type of social and intelligent way of behaving that can be characterized as a transitive state created over the long haul in significant commitment processes.

The expressions "commitment" and "association" are in many cases utilized in conversations of co-creation, choice turn of events and correspondence. As indicated by (Hollebeek, 2011), commitment is possibly profoundly setting focused and can be impacted by purchaser choices connected with explicit commitment objectives, like brands, items or associations. Purchaser research is likewise about more profound examination of the explanations behind customer commitment.

### 2.3. Hypothesis Framework



### 2.4. Hypothesis Explanation

H1: There is a relationship between content marketing and consumer engagement.

### 2.5. Variable Identification

In this research paper the Independent variable is content marketing and the dependent variable is consumer engagement.

## 3. Methodology

### 3.1. Research Method

The Exploration technique alludes to the general procedure and structure used to direct the study. In this case, a quantitative method is properly utilized, as it takes into consideration the assortment and examination of mathematical information from a huge example size to reach inferences about the effect of video content promoting on shopper commitment

### 3.2. Research Approach

The Research approach is used in this research paper is deductive approach because the topic indicates that the data will be gathered in a detailed form and cause and effect is applied in this research.

### 3.3. Data Collection

Information assortment includes gathering data from respondents through the overview survey. The poll is intended to catch different parts of purchaser commitment with video content advertising including recurrence of watching video content, sort of video content liked, commitment level, and by and large fulfillment.

### 3.4. Sample Size

The example size of this study incorporates is more than 100 respondents. This example size is gets the job done to give a delegate outline of the objective populace and to guarantee the unwavering quality and legitimacy of the examination discoveries.

### 3.5. Population

The populace for this study incorporates individual matured 18 to 65+ of the two sexes. This different age range guarantees that the exploration catches a wide cluster of point of view and encounters with video content promoting. Populace alludes to the whole gathering or associations that you need to study or comprehend. For instance, in the event that you're sending off another item, your populace may be all expected clients in a particular age reach, area, or industry.

### 3.6. Data Tool

The data tool used in this study is a survey questionnaire. The questionnaire is structured with mix of closed-ended and likert scale question to quantify respondent's engagement with video content marketing. Data tools are software or programs used to collect, organize, and analyze data. Examples of data tools include spreadsheets, databases, statistical software, and data visualization tools like Excel, SQL, SPSS, and Tableau.

### 3.7. Software

The software used for data analysis can include:

- SPSS (statistical package for the social sciences) for statistical analysis and hypothesis testing.
- Microsoft excels for data organization, basic analysis, and visualization.

### 3.8. Research Instrument

The Research instrument is the survey questionnaire. The questionnaire includes sections on demographic information, video consumption habits, engagement levels, and the perceived impact of video content. A research instrument is a tool used to collect data, such as a survey, questionnaire, interview, or test. It helps researchers gather information from participants, allowing them to answer their research questions and achieve their study's objectives.

### 3.9. Sampling technique

Simple random technique is used in this research because the data is collected from the random respondents to identify the research. Sampling techniques are methods used to select a subset of individuals or cases from a larger population, to make inferences about the population.

## 4. Data Analysis

### 4.1. Frequencies

Statistics		Age:	Gender:	Education Level:	Employment Status:	Annual Income:
N	Valid	104	104	104	104	104
	Missing	0	0	0	0	0
Mean		2.1	1.38	2.7	2.38	2.06
Median		2	1	3	1	1
Mode		2	1	3	1	1
Std. Deviation		0.583	0.489	0.695	1.673	1.268

### 4.2. Interpretation

The table shows that the questionair mainly filled by males those having bachelor's level education and mostly are the students having income level of about under 15k to 30k.

#### 4.2.1. Frequency table

Age:		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	11.5	11.5	11.5
	2	71	68.3	68.3	79.8
	3	20	19.2	19.2	99
	4	1	1	1	100
	<b>Total</b>	104	100	100	



### 4.3. Interpretation

The age breakdown shows a significant majority falls in 18 to 24 age group, making up 68.3% of the sample, with a significant proportion in 25 to 30 age group (19.2%), and a small proportion of age group is under 18 (11.5%), and only one individual is above 35 age. This indicates a predominant presence of younger and middle-aged individuals in the sample.

<b>Gender:</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	1	64	61.5	61.5	61.5
	2	40	38.5	38.5	100
	<b>Total</b>	104	100	100	

### 4.4. Interpretation

The table shows the gender distribution of 104 people, with 61.5% male and 38.5% female. All individuals are accounted for, and there are no missing values.

<b>Education Level:</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	1	7	6.7	6.7	6.7
	2	24	23.1	23.1	29.8
	3	66	63.5	63.5	93.3
	4	7	6.7	6.7	100
	<b>Total</b>	104	100	100	

### 4.5. Interpretation

This indicates that the majority of the sample (63.5%) has a Bachelors level of education, followed by those with some College level of education (23.1%), and smaller proportions with lower or school level of education (6.7%) and advanced degrees or masters level education (6.7%).

<b>Employment Status:</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	1	55	52.9	52.9	52.9
	2	9	8.7	8.7	61.5
	3	8	7.7	7.7	69.2
	4	11	10.6	10.6	79.8
	5	20	19.2	19.2	99
	6	1	1	1	100
	<b>Total</b>	104	100	100	

### 4.6. Interpretation

Most individuals in the sample are students, followed by those who are employed. Fewer individuals are part-time employed, self-employed, unemployed, or have other/unknown employment statuses.

<b>Annual Income:</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	1	54	51.9	51.9	51.9
	2	15	14.4	14.4	66.3
	3	11	10.6	10.6	76.9
	4	23	22.1	22.1	99
	5	1	1	1	100
	<b>Total</b>	104	100	100	

### 4.7. Interpretation

This suggests that the majority of the sample (51.9%) has a relatively low annual income under 15k to 39k, with a significant proportion (22.1%) in the higher-middle income range.

### 4.8. Reliability

#### 4.8.1. Scale: All Variable

<b>Case Processing Summary</b>			
		<b>N</b>	<b>%</b>
<b>Cases</b>	<b>Valid</b>	104	100
	<b>Excluded<sup>a</sup></b>	0	0
	<b>Total</b>	104	100

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.908	14

#### 4.9. Interpretation

Reliability statistics show a Cronbach's Alpha of 0.908 for 14 items, indicating strong internal consistency among them.

#### 4.10. Factor analysis

Correlation Matrix		VC1	VC2	VC5	VC6	CE1	CE2	CE3	CE4	CE5	CE6	
Correlation	VC1	1.000	0.558	0.488	0.391	0.444	0.372	0.320	0.491	0.280	0.480	
	VC2	0.558	1.000	0.410	0.435	0.362	0.326	0.178	0.334	0.256	0.326	
	VC5	0.488	0.410	1.000	0.537	0.404	0.296	0.235	0.330	0.255	0.297	
	VC6	0.391	0.435	0.537	1.000	0.460	0.531	0.308	0.364	0.391	0.382	
	CE1	0.444	0.362	0.404	0.460	1.000	0.596	0.633	0.436	0.599	0.530	
	CE2	0.372	0.326	0.296	0.531	0.596	1.000	0.648	0.515	0.470	0.468	
Sig. (1-tailed)	CE3	0.320	0.178	0.235	0.308	0.633	0.648	1.000	0.512	0.652	0.581	
	CE4	0.491	0.334	0.330	0.364	0.436	0.515	0.512	1.000	0.505	0.631	
	CE5	0.280	0.256	0.255	0.391	0.599	0.470	0.652	0.505	1.000	0.717	
	CE6	0.480	0.326	0.297	0.382	0.530	0.468	0.581	0.631	0.717	1.000	
	VC1		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.002	0.000	
	VC2			0.000	0.000	0.000	0.000	0.000	0.035	0.000	0.004	0.000
	VC5				0.000	0.000	0.001	0.008	0.000	0.005	0.001	
	VC6					0.000	0.000	0.001	0.000	0.000	0.000	
	CE1						0.000	0.000	0.000	0.000	0.000	
	CE2							0.000	0.000	0.000	0.000	
	CE3								0.000	0.000	0.000	
	CE4									0.000	0.000	
	CE5										0.000	
	CE6											0.000

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.850
Bartlett's Test of Sphericity	Approx. Chi-Square	511.609
	df	45
	Sig.	0.000

#### 4.11. Interpretation

The KMO measure of 0.850 indicating that the data is adequate for factor analysis. Bartlett's Test, with a big chi-square value of 511.609, 45 degrees of freedom and significance 0.000, shows that the data is suitable for factor analysis, and that there are significant correlations between variables that can be explored further using factor analysis.

Rotated Component Matrix <sup>a</sup>		
	Component	
	1	2
VC1		0.740
VC2		0.781
VC5		0.772
VC6		0.664
CE1	0.705	
CE2	0.698	
CE3	0.873	
CE4	0.651	
CE5	0.840	
CE6	0.776	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 3 iterations.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 <sup>a</sup>	0.526	0.522	0.45266

a. Predictors: (Constant), VID

b. Dependent Variable: COE

#### 4.12. Interpretation

The model indicating a strong positive correlation ( $R = .726$ ) between what we're predicting and the factors we're looking at. It means the model is a good fit, explaining about 52.6% of the variance in Customer engagement and the average difference between observed and predicted Customer engagement values is about 0.45266 units.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.232	1	23.232	113.383	.000 <sup>b</sup>
	Residual	20.900	102	0.205		
	Total	44.132	103			

a. Dependent Variable: COE

b. Predictors: (Constant), VID

#### 4.13. Interpretation

The ANOVA table tells us if our model is useful. The regression model is statistically significant ( $F = 113.383$ ,  $\text{Sig.} = .000$ ). The model explains a significant portion of the variation in customer engagement (23.232 out of 44.132 units) and the error (residual) explains 20.900 units of variation.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	0.328	0.160		2.052	0.043
	VID	0.959	0.090	0.726	10.648	0.000

a. Dependent Variable: COE

#### 4.14. Interpretation

The coefficients table intercept that statistically significant ( $t = 2.052$ , with a standard error of 0.160 and  $\text{Sig.} = 0.043$ ), the slope coefficient for video content is statistically significant ( $t = 10.648$ , with a standard error of 0.090 and  $\text{Sig.} = 0.000$ ). Video content has a strong positive relationship with customer engagement ( $\text{Beta} = 0.726$ )

## 5. Conclusion And Recommendation

### 5.1. Conclusion

The research proposal's conclusion dives deeply into an exhaustive investigation of how video content marketing affects customer engagement in the context of digital marketing.

First of all, the plan highlights the growing importance of digital marketing as well as the quick development of platforms for video content such as Instagram Reels and TikTok. It explains how these platforms have changed the way that consumers communicate with one another, making a greater comprehension of their influence on consumer behavior necessary.

Second, the conclusion draws attention to the gaps in the literature, especially with regard to comprehending the precise mechanisms by which video content affects customer engagement. In order to fill this research need, the proposal summarizes and reviews relevant literature.

Thirdly, a strong approach for addressing the research issues is presented in the proposal. This includes the use of statistical techniques like factor analysis and regression analysis for rigorous analysis of the data collected through surveys. The study's findings are guaranteed to be valid and reliable thanks to this methodological approach.

Furthermore, the proposal emphasizes how the research findings might have an impact on both industry and academics. Through acquiring knowledge about the ways in which video content marketing influences customer engagement, companies may customize their marketing tactics to improve brand recognition, client retention, and eventually, revenue. Furthermore, the results advance scholarly expertise in the area of digital marketing and deepen our comprehension of the intricate relationships that exist between video content and customer behavior.

The research proposal's importance in filling a relevant research gap, outlining a sound methodology, and clarifying the possible consequences of the findings for theory and practice in the field of digital marketing are all summarized in the conclusion.

### 5.2. Recommendation

Video content marketing has become increasingly prevalent in recent years due to its ability to captivate audiences and convey information effectively. Understanding how this medium affects customer engagement is essential to understanding how organizations may use it to their advantage. The following suggestions are made for upcoming research reports:

Examine the differences in the ways that different kinds of video content such as product demos, testimonials,

tutorials, and storytelling influence viewer engagement. Analyzing engagement metrics from various video kinds, such as views, likes, shares, and comments, may be one way to do this.

Examine the variations in customer interaction with video content on various platforms, such as YouTube, Facebook, Instagram, and TikTok. Take into account elements specific to each platform, such as user demographics, content formats, and interaction strategies.

Analyze the effects of geographical and cultural differences on how viewers interact with video content. To spot international trends and regional quirks, compare engagement patterns across various geographical locations and cultural contexts.

Future research reports can offer important insights into the intricate dynamics of video content marketing and its effect on customer engagement by examining these aspects and carrying out in-depth studies.

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