# The Effectiveness of Positioning and Content of Online Celebrities on Consumer Participation and Purchase Intention

## Shangwei Liu[1, a, *, †], Yutong Xiao[2, b, †]

[1]Chengdu No.7 High School 610000 Chengdu, China

[2]Kang Chiao International School Xi'An QuJiang Campus 710000 Xi'an, China

[*]Corresponding author: [a]guanghua.ren@gecacdemy.cn, [b]100050@stu.kcisxa.org.cn

[†]These authors contributed equally.

**Abstract:** As more prosperous the short video platforms, and the increasing numbers of channels for online celebrities to seek benefits, live broadcasting has become a main way for online celebrities to make money. Therefore, this article figures out whether the positioning and content of influencers on short video platforms will affect consumer participation and purchase intentions. This problem has become more important as the increased number of people that benefits from live broadcasting. Through Consumer Engagement Theory, Uses & Gratifications Theory, Weak Ties Theory, as well as data analysis, the article analyzes the number of fans, audience conversion ratio, and the relationship between viewer conversion ratio and live broadcast sales that determined by account categories and live broadcast categories via describing statistics and linear programming analysis. The paper concludes that different account types do affect different live broadcast categories. This research only uses the basic statistics method conducted by Excel to perform the research, hence the relationship between live streaming and different types of bloggers, in reality, is much more complex than the research suggests.

## 1. Introduction

### 1.1 Background

In the new media era of the 21st century in China, with the development of network media technology, a group of online celebrities, a new type of celebrity in current society, have become popular with an incredible speed and emerged with network media. By attracting large amounts of consumer traffic, online celebrities gather popularity on social media and conduct targeted marketing relying on their huge fan base. The emergence of these online celebrities has promoted the transformation of business models, hence the Internet Celebrity Economy emerged. The Internet Celebrity Economy - represented by the image of the online celebrity - refers to the popularity of online celebrities with the help of marketing methods to realize assets and obtain certain economic benefits.

From the Computer era to the mobile 5G era, the social platform between people and information has ranged from web pages to apps to people. One of the biggest changes is that people used to actively search for information, then the platform pushed content to users. Nowadays, users are more accustomed to find people and obtain a lot of different values by paying attention to the ones they admire, like, and recognized. At this time, there are more needs that can be supplied and met. On the short video platform, different industries and people have brought completely different values through such connections. The core is that it was difficult to make short videos before, but now, because of numerous short video apps, everyone can produce content easily.

This article will study the Internet Celebrity Economy at the beginning of the 21st century because video by far in this era is a perfect and the most intuitive medium that can transmit information and

connect the public. People who become popular because of their behavior are paid attention to by netizens. The core characteristics of online celebrities in this period are creating content, distributing and operating on the platform, and accumulating fans across the entire network.

Li's research showed that Intangible assets are those owned by a business without physical substance [1]. Intangible assets include the popularity of online celebrities. A previous study in the 5th issue of "China Agricultural Accounting" in 2020, written by Niu and Song, studied the success factors of online celebrities [2]. The research mainly analyzed the well-known online celebrity Li Jiaqi relied on his strength to sell 15,000 lipsticks during only 5 minutes' live broadcast, earned 3.53 million yuan in 5.5 hours, and showed a sales model exceeded 1 billion yuan in 2019 "11.11" and the marketing model behind the huge shipment data he created. Besides, factors found to be influencing the Internet Celebrity Economy have been explored in several studies [2].

## 1.2 Research Gap

Although many papers studied on online celebrities, there is still not enough research studying the major way, live broadcasting, that those online celebrities making a profit. Therefore, this research will provide a conceptual framework, based on the previous study, to further study about whether those online celebrities will influence the consumer participation and purchase intentions in certain way. This article helps media companies to better understand the impact of their online celebrities' positioning and content on profitability through this paper. The similarities between this research and previous researches are that they all talk about online celebrities, and the differences are that this research will focus more on how online celebrities benefit from live streaming, which is an important component in the Internet Celebrity Economy study.

To verify the assumption that whether influencers' positioning and contents will transform consumers' participation and purchase intention is accurate, this article will then use Consumer Engagement, Uses & Gratifications Theory (U&G), Weak ties combined with data via quantitative data analysis, data-based analysis, linear regression to study the influence of different types of influencers, the online celebrity, on the Douyin platform which is one of the most popular platforms in China. Before the main discussion, the article assumes that factors outside the Douyin platform will not affect online celebrities inside Douyin, and only online celebrities in Douyin will affect consumers of Douyin. The results of this study can be promoted on other short video platforms and other regions. However, due to differences between regions and platforms, there may be some deviations between application results. In addition, the research will further study the influence of user consumption motivation and video user engagement on the profits of online celebrities in the future.

## 2. Literature Review

### 2.1 Consumer Engagement

In recent years, consumer engagement has been intensively examined. Customer engagement (CE) is a term that refers to the relationship that exists between a customer and a business. Customer participation might take the form of longevity, pro-activity, repetition and regularity, context, and volume.

In March 2006, the Advertising Research Foundation (ARF) published the first definition of consumer engagement as "acquainting a prospect with a brand idea strengthened by its environment" [3]. However, others have questioned the ARF definition for being overly broad. Customer engagement, according to 2008 Forrester Consulting research, is described as creating deep connections with customers that drive purchase decisions, interaction, and participation, over time [4]. According to the Economist Intelligence Unit, client engagement is defined as an intimate, long-term relationship with the customer [5]. Both concepts assert that customer involvement is determined by the depth of the relationships created with customers. Customer engagement is defined in the book, Best Digital Marketing Campaigns in The World, as mutually beneficial relationships with a constantly growing community of online consumers [6]. In 2011, the phrase customer engagement

was defined as the degree to which a customer's cognitive, emotional, and behavioral investment in specific brand encounters and identified the three CE characteristics of immersion (cognitive), passion (emotional), and activation (behavioral) [7]. Additionally, it was defined as a psychological state induced by interactive, co-creative customer interactions with a specific agent/object (e.g., a brand) [8]. The researchers' work is founded on the concept of consumer engagement as a multidimensional construct that is also environment-dependent. The numerous definitions of customer engagement are influenced by the engagement process's diverse perspectives and situations. The context does not have to be geographical but can also include the medium through which the user interacts [9].

Recent research has concentrated on the factors that contribute to consumer engagement on social media, notably context effects. Despite this,that paper uncovered relatively little research on the relationship between consumer engagement and influencers in the context of short video platforms such as Douyin. An Internet celebrity is a brand, and consumer engagement occurs when the public interacts with it. As a result, the objective of this research is to close this gap. To illustrate consumer engagement on short videos, this essay uses some root metrics to demonstrate the effectiveness of different short video bloggers and various ways of live streaming.

Basic root metric includes Duration of visit, Frequency of visit (returning to the site directly – through a URL or bookmark - or indirectly), percentage of repeat visits, Recency of visit, Depth of visit (percentage of the site visited), Sales, Lifetime value.

The most memorable and preferred form of branded content among consumers, videos have taken center stage in the online marketing landscape, with more brands doubling down on their video marketing efforts. Whether hosted on your website, app, social media, or any other third-party platform, videos are proven to drive excellent engagement numbers because they are more compelling, snackable, entertaining, share-worthy, and ideal for on-the-go consumption [11]. Therefore, the short video content of bloggers on Douyin and other video platforms is crucial to their consumer engagement on live streaming. In the Degrees of engagement (TableI), the different degrees of consumer engagement were listing from the lowest to the highest.

In this essay, due to the limited data, this paper uses some algorism to represent some of the root metrics mentioned above. In the actual delivery part of live streaming, this paper uses the ratio of the number of people in the live broadcast room to the number of fans to indicate the consumer engagement level. And in the life sharing part of live streaming, this essay uses the assumed realization rate of bloggers to indicate consumer engagement.

## 2.2 The Hypothesis of U&G

Over the last decade, the most sociological study has focused on uses and gratification theory, which is an audience-centered approach to understanding how and why people actively seek out specific media to fulfill specific goals.

In 1944, academics began to elucidate why consumers chose forms of media. Herzog conducted interviews with soap opera fans and identified three distinct types of satisfaction. Emotional, wishful thinking, and learning were the three domains of gratification [12]. In 1948, Lasswell proposed a four-functional model of media interpretation. Individuals and society both use the media for surveillance, correlation, entertainment, and cultural transfer [11]. In 1954, Wilbur Schramm developed the percent of selection to estimate which mass media a person would prefer. The formula calculated the amount of enjoyment an individual may expect from a medium about the amount of work required to obtain gratification [12]. In 1969, Blumler and McQuail conducted a study to determine why people watched political programming on television. They wanted to classify viewers' needs by classifying their motivations for viewing a certain program [14]. Their 1972 discovery of audience motives laid the groundwork for their uses and gratifications theory. In 1972, McQuail and others proposed four classifications of media use. The four categories were then subdivided into four subcategories [12]. Katz and others accompanied them on their media discovery voyage in 1973-1974. These findings were compiled by a team of researchers [12]. In Uses and Gratifications Theory, the relationship between media use and pleasure has received renewed attention. Academics at Uses

and Gratification Theory (UGT) are refining the concept to make it more predictive and explanatory by incorporating individual and media effects. Katz and others who worked in UGT were revolutionary because it changed the emphasis away from how media influences people and toward how audiences use media, thereby lessening the dominance of the limited effects approach in mass media studies [12].

As with this paper, recent research on social media has focused on interpreting users' motivations through the lens of the usage and pleasure theories. This paper wants to employ this theory to investigate the factors that influence Internet celebrities and their fans, as well as their connection.

## 2.3 Weak Ties

Weak ties refer to people's weaker interpersonal bonds as a result of communication and contact, which manifests itself in the following ways: fewer encounters, diminished feelings, poor intimacy, and fewer and narrow reciprocal exchanges.

The relationship between people can be simply classified into strong ties and weak ties based on the frequency of contact and engagement. Individuals' strong links are most likely to form with central family members, close friends, coworkers, business partners, and large clients. They present themselves through increased possibilities for engagement in both life and work. In comparison to strong links, weak ties span a greater distance. It is possible to have classmates, friends, relatives and friends, and neighbors, but even formerly strong links will deteriorate into weak bonds as contact and interaction possibilities decrease, owing primarily to personal time, experience, and communication opportunities.

In 1973, American sociologist Mark Granovetter proposed the theory of weak connections. Granovetter description of weak connections was rejected by the American Sociological Review and received little attention for many years [15]. It was thereafter recognized as one of the seminal works of modern sociology.

Granovetter noted that in conventional society, each individual's primary contacts are with their relatives, classmates, friends, and colleagues [15]. This results in a very stable and limited spread of social cognition referred to as "strong connection." Ties) phenomenon; at the same time, human society contains another type of broader and more superficial social cognition, such as a person who is accidentally mentioned or accidentally heard by someone turning on the radio [15]. He coined the term "weak ties" to refer to this relationship [15].

Granovetter argues that it is more vital to utilize the concept of weak ties than it is to use the concept of strong ties when investigating certain network phenomena [15]. Indeed, the social link most strongly associated with a person's employment and career is frequently a "weak connection." While "weak connections" are not as strong (pyramidal) as "strong ties," they offer incredibly quick, perhaps low-cost, and high-efficiency transmission [15].

Weak connections' strength is precisely in these unusual and non-repetitive signals [16]. Information can be used as a medium. Users that have an interest in a particular piece of information are connected and form a specific circle over time. For instance, a brief video platform with particular social characteristics is rife with weak ties. From this vantage point, short videos emphasize information transmission; by watching short videos, consumers can obtain as much information as possible in a short period [16].

Simultaneously, the content qualities of short videos confer on information transmission the advantage of strong links. Influencers are frequently the protagonists of short videos, and short movies have the potential to engage users more deeply due to their qualities [17]. When influencers and audiences communicate more intimately and actively, buyers become more receptive to influencers and more likely to acquire the things they advocate [17].

Table 1. Degrees of engagement.

| Low | Medium | High | Highest |
|---|---|---|---|
| Adoption | Collaborative Filtering | Content Creation | Social |

| Bookmarking, Tagging, Adding to the group | Rating, Voting, Commenting, Endorsing, Favoriting | Upload (User Generated Content), Blogging, Fan community participation, Create mashups, Podcasting, Vlogging | Adding Friends, Networking, Create Fan Community |
|---|---|---|---|

## 3. Method

### 3.1 Research Design

The research will start with different blogger's positioning and content, Douyin trending videos and topics, user engagement, etc. Douchacha is committed to monitor and analyze all aspects of Douyin video data, enabling users to summarize the content rules of popular Douyin videos through straightforward data charts, which is conducive to the operation of Douyin bloggers.

This paper will mainly analyze three parts of live streaming which are actual delivery, life sharing, and knowledge explanation (this article will focus on the first two). Live-streaming is a cost-effective video strategy that is easy to do on a budget and still provides engaging content.

Data Collection

The data on Douchacha shows that video content, namely blogger positioning and content, is divided into 33 categories - beauty, handsome, joke, emotion, drama, food, makeup, Zhongcao (The act of sharing and recommending good qualities of a product to motivate someone to buy it), attire, celebrity, entertainment, games, pets, music, dance, baby, life, health, sports, travel, anime, creativity, fashion, infant-mother & child-rearing, education, professional education, automobile, house design, science and technology, photography teaching, government affairs, information, and office software. Generally, it is divided into four big categories: appearance orientation, plot orientation, celebrity orientation, and interest and specialty orientation. In reality, all the short videos are multi-orientation.

The data of this article will mainly collect and analyze the live streaming categories, times, hot-selling products, number of goods, number of fans, number of viewers, sales quantity, total sales volume, the conversion ratio of viewers and fans, etc.

The consumer traffic sources of live streaming are divided into four parts: local (been in the same city with the online celebrity), fans, video recommendation, and others. The audience is mainly distributed between the age of below 17 and over 40, and Douyin users' aged 31-35 account are in the highest proportion.

All of the top 300 trending topics are upbeat and contain words such as joy, happiness, simple, beautiful, healing, hard work, smile, warmth, wonderful, love, good luck, and kindness. The topic with the highest participation rate has 39.802 million people involved in the discussion or producing video. Data analysis

This article divides the live broadcast data into three sections, namely actual delivery, life sharing, and knowledge explanation. This article uses data to analyze the first two sections, and each section analyzed different types of influencers.

First, this paper classifies all the popular bloggers into four categories: appearance, plot, interest and specialty, and celebrities according to their different characteristics to attract audiences. Second, this paper divides the highest number of viewers in each type of live broadcast by the number of fans to get the audience conversion rate. In the live streaming section, this paper links the audience conversion rate to the live streaming sales and conducts a linear regression to find the linear relationship between them. At the same time, this paper uses descriptive statistics to summarize the number of fans and audience conversion rates of each type of anchor. In the life sharing section, this paper assumes that the audience conversion ratio is within a certain range (1%-10%) and summarizes the results by descriptive statistics on the number of fans in each category. Finally, this paper compares each category and compares them with the overall to get the conclusion.

## 4. Result

This article splits the research findings into three sections: actual delivery, life sharing, and knowledge explanation. This article will discuss the first two.

### 4.1 Actual delivery

Live streaming has grown in popularity as a sales approach since it has the potential to greatly increase channel efficiency. This method is similar to earlier television shopping shows; the critical difference is that the material must be appealing. The critical point is to capture live broadcast viewers' attention by a product presentation, product experience, or preferential perks, and then allow them to generate related buy conversion behaviors.

According to the research findings, live streaming has a reasonably high conversion rate of viewers, defined as the ratio of the number of individuals in the live broadcast to the number of followers. Additionally, live streaming has a high rate of realization. According to Douyin's top 500 live streaming items, bloggers with a specific interest account for roughly 60%, the majority of which are dedicated to beauty, fashion, and clothes. While celebrity bloggers account for fewer than 10% of all bloggers, they have the highest volume and conversion rate.

The number of fans (TABLE II): The number of fans in all categories shows a left-leaning trend, and relatively few bloggers with extremely high numbers of fans can be seen within the scope of the selected data. From the statistical data, the deviation of celebrity bloggers is the largest, and the difference between the maximum value and the minimum value is very large. Then came the drama bloggers, the deviation is slightly smaller than the celebrity bloggers. The appearance bloggers are relatively stable, and most of these bloggers have fans in the medium area (within the selected range). Interests and specialties are exceptional because they cover too many fields, and it is difficult to judge effectively from the number of fans.

Audience conversion ratio (TABLE III): From the selected data range, the conversion rate of bloggers in the interest and specialty category is much higher than that of the other three categories, which means that bloggers in the interest and specialty category generally have a strong ability to bring goods. Then came the celebrity category and the plot category. The audience conversion rate of bloggers of the appearance category is generally small, so they are not suitable for bringing goods.

Regression linear analysis (FIGURE 1): From the regression linear graph, this research analyzes the size of the relationship between the live broadcast sales of each category and the audience conversion rate. Interest and specialty category, appearance category, and plot category generally have relatively high live broadcast sales and low audience conversion rate, and interest and specialty categories are most affected. The star category is relatively stable.

Table 2. The descriptive statistics of fan number (actual delivery).

| Fan number | Interest and specialty | Beauty | Plot | Celebrity |
|---|---|---|---|---|
| average | 2082919.799 | 3800465.47 | 6963554.11 | 10925741.1 |
| standard error | 224135.3359 | 854659.688 | 2392878.85 | 2229943.57 |
| median | 975590.5 | 3237637 | 1453071.5 | 5632823 |
| mode | #N/A | #N/A | #N/A | #N/A |
| standard deviation | 3803702.782 | 3523852.17 | 12661924.7 | 13192524.1 |
| variance | 1.45E+13 | 1.24E+13 | 1.60E+14 | 1.74E+14 |
| kurtosis | 28.43037453 | 7.71667605 | 5.0193829 | 9.25472483 |
| bias | 4.770478716 | 2.41366391 | 2.40865882 | 2.76860554 |
| region | 34182590 | 15143066 | 46173641 | 65552436 |
| minimum | 58302 | 355812 | 70552 | 1231867 |
| maximum | 34240892 | 15498878 | 46244193 | 66784303 |
| sum | 599880902 | 64607913 | 194979515 | 382400939 |
| observation | 288 | 17 | 28 | 35 |

Table 3. The descriptive statistics of audience conversion rate.

| audience conversion ratio | interest and specialty | beauty | plot | celebrity |
|---|---|---|---|---|
| average | 0.016060234 | 0.007894283 | 0.01125801 | 0.01622801 |
| standard error | 0.001426575 | 0.001607366 | 0.00250992 | 0.00218262 |
| median | 0.008851456 | 0.006805254 | 0.00641801 | 0.01292982 |
| mode | #N/A | #N/A | #N/A | #N/A |
| standard deviation | 0.024209788 | 0.006627341 | 0.01328124 | 0.01291257 |
| variance | 0.000586114 | 4.39E-05 | 0.00017639 | 0.00016673 |
| kurtosis | 13.84538056 | 2.212421099 | 6.63225109 | -0.0705175 |
| bias | 3.445958982 | 1.56440046 | 2.45304009 | 0.98892895 |
| region | 0.172718053 | 0.024444606 | 0.0587034 | 0.04556904 |
| minimum | 0.000237725 | 0.00141345 | 0.00113898 | 0.00103188 |
| maximum | 0.172955777 | 0.025858056 | 0.05984239 | 0.04660093 |
| sum | 4.625347336 | 0.134202819 | 0.31522421 | 0.5679804 |
| observation | 288 | 17 | 28 | 35 |
| Confidence level (95%) | 0.002807877 | 0.003407464 | 0.00514993 | 0.00443562 |



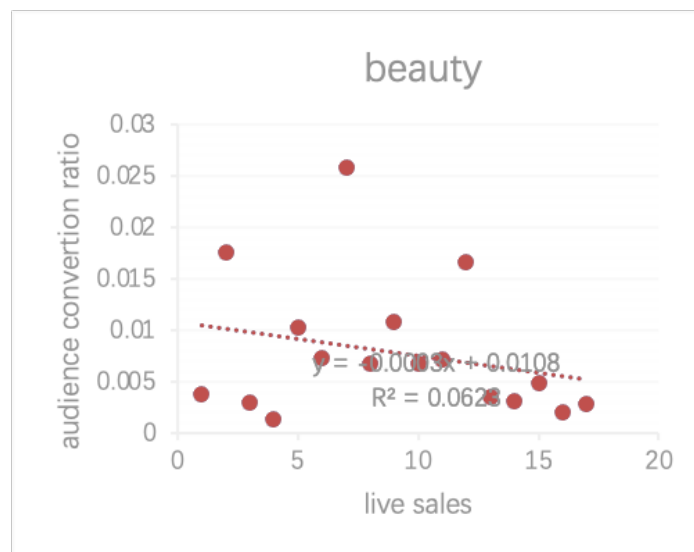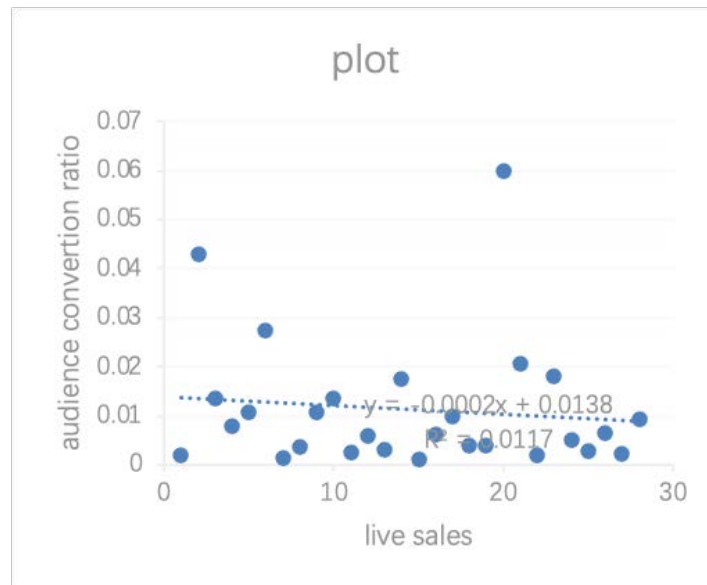Figure 1. Interest and specialty.



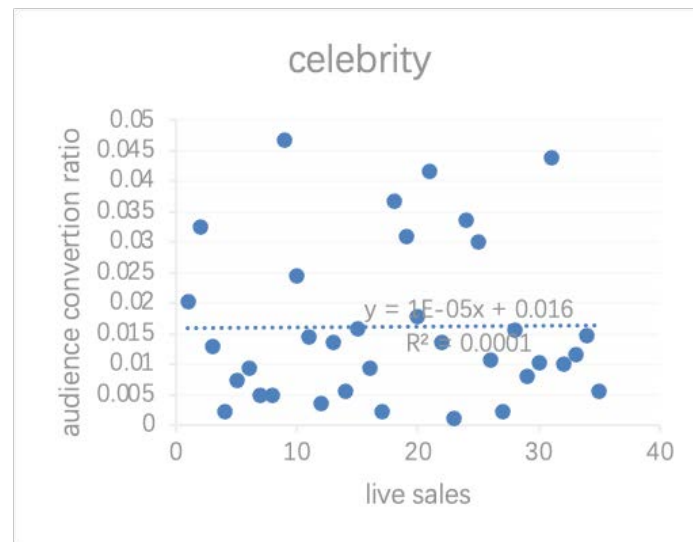Figure 2. Beauty.

Figure 3. Plot.



Figure 4. Celebrity.

## 4.2 Life Sharing

The term "life-sharing" refers to the content of a live broadcast intended to please people in exchange for their incentives. The platform will turn the prizes into incentives at a predetermined rate and compensate the bloggers. According to analysis, the majority of life-sharing skills are composed of good-looking networks male and female, plots, humor, and emotions. Actually, all types of bloggers show equal potential in the life-sharing type of live streaming, but most beauty and plot types dominate the market in reality. They rely significantly on the fan and like counts, as the majority of their viewers have a low conversion rate. (Figure 1 to Figure 4). Generally, if there is no contracted Multi-Channel Network (MCN) agency or the official Douyin, realization rate is around 30%-the bloggers can receive 300 Douyin from the 1000 Douyin awards. The realization rate for individuals who have signed MCN agencies and Douyin officials can often reach 70%.

Life sharing has grown to be a significant portion of the live broadcast business, and both the number of bloggers and the market are growing at a breakneck pace, rapidly outpacing the other two major divisions. This style of live broadcasting possesses the following characteristics: 1. Low threshold 2. High Affordability.

Player killing (PK) is a popular method for life sharing bloggers to earn rewards. It originated in China on a live broadcast platform. Later on, it gained popularity throughout the world.

This paper assumes that the audience conversion rate of life-sharing live broadcast bloggers is similar (between 1% and 10%), and they are not signed with Douyin official or MCN company. Then their live broadcast performance from the number of fans can be inferred from the research.

## 4.3 Explanation of Knowledge

The purpose of knowledge explanation is to communicate practical information via live broadcast. Typically, bloggers will accomplish realization by implantation of advertisements. In example of the game bloggers, they will sell similar things to the mouse and keyboard to their audience. Professionals involved in knowledge sharing are typically involved in gaming, sports, education, and software teaching. To achieve revenue, such bloggers must retain a high level of stickiness with fans, as well as a high level of confidence.

## 5. Discussion

Interests and specialties are generally suitable for live broadcast and knowledge explanation. Celebrities are generally suitable for live streaming and sharing of knowledge. The plot and appearance categories are generally suitable for live sharing.

After reading many papers, this paper found that few studies in the past focused on the live broadcast of short video platforms as the core of the research and did not associate it with account positioning. The research in this article fills this gap and paves the way for the subsequent live broadcast research from the perspective of influencers.

This research only uses the basic statistics method conducted by Excel to perform the research. The relationship between live streaming and different types of bloggers, in reality, consists of various factors and is much more complex than the research suggests. Also, this research fails to distinguish the types of bloggers between actual delivery and life sharing, so some overlaps of statistic sources exist between these two different types.

## 6. Conclusion

In light of the rapid growth of short video platforms in the web2.0 era, this article examines the characteristics of various types of webcasts produced by various types of bloggers and investigates whether the positioning of the online celebrity's account within the video content affect the audience's live broadcast. Participation and proclivity for consumption. Through the analysis of consumer participation theory, demand and satisfaction theory, and weak connection theory, as well as data analysis (descriptive statistics and linear programming), the number of fans, audience conversion ratio, and the relationship between viewer conversion ratio and live broadcast sales were determined for account categories and live broadcast categories, the number of fans, and audience conversion ratio. As a result of this, the paper concludes that different account types do have an effect on different live broadcast categories and that self-media and media firms should organize their bloggers' accounts based on their live broadcast needs.

Former studies mostly concentrate on the development of live streaming in a holistic view. In contrast, this paper gives a comprehensive overview of live streaming in a short video platform, examining each blogger's category specifically. This article can enable self-media users and MCN companies to locate different accounts corresponding to the characteristics of different live broadcast methods, and better position accounts according to their own needs. At the same time, this article can make readers have a clearer understanding of the development direction of the live broadcast of short video platforms.

This article only studies the influence of different types of online celebrities on the Douyin platform in China, hence there may be deviations in application to other regions and platforms or apps. In the future, further studies will be conducted on users' motivation to watch videos or consume videos and the influence of video users' participation on the profits of Internet celebrities on short video platforms.

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