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# The Influence of Storytelling Content Marketing on Customer Engagement on the TikTok Social Media Platform, Mediated by Emotional Response

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## ABSTRACT

TikTok has become a highly popular social media platform in Indonesia, with 127.5 million users in 2024. Despite its extensive user base, TikTok exhibits a low engagement rate in the travel, hospitality, and recreation sectors, at 0.64% as of January 2024. This study aims to explore the effectiveness of storytelling-based marketing strategies in enhancing customer engagement on TikTok. The study employs a quantitative survey approach with a sample of 102 TikTok users from across Indonesia, and data is analyzed using Partial Least Squares (PLS) with SmartPLS 3.0 software. This study confirms that emotional response can serve as a mediator between storytelling content and customer engagement. The research has academic implications regarding the importance of customers' emotional responses when viewing storytelling content in digital marketing.

**Keyword :** Storytelling Content Marketing; Customer Engagement; Emotional Response

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## 1. Introduction

TikTok has become an immensely popular social media platform worldwide, particularly among younger users. It enables individuals to produce and share short videos covering a wide array of subjects, from entertainment to educational content. In Indonesia, the platform's popularity is experiencing significant growth. According to data from [www.statista.com](http://www.statista.com), the number of TikTok users in Indonesia reached 127.5 million in 2024. This figure positions TikTok as the social media platform with the largest user base in Indonesia, demonstrating its broad penetration in the country's social media market.

TikTok's popularity has also attracted the attention of many companies from various industries to use the platform as a promotional medium. Marketers leverage TikTok's short video features to attract customers and increase engagement through creative and captivating content. However, despite TikTok's large user base, its effectiveness in boosting customer engagement is not consistent across all industries. Data from [blog.hootsuite.com](http://blog.hootsuite.com) shows that TikTok had a low average engagement rate in the travel, hospitality, and leisure industries, at 0.64% in January 2024 (Mikolajczyk & Hu, 2024). This figure is the lowest compared to other social media platforms like Instagram, Facebook, X/Twitter, and LinkedIn, indicating that TikTok still faces challenges in creating higher customer engagement in these sectors.

This gap raises questions about what strategies these industries can use to enhance engagement on TikTok. One increasingly popular strategy is storytelling-based marketing. In efforts to boost engagement on TikTok, some companies have started adopting storytelling-based marketing strategies. This strategy enables companies to convey their messages and brand values through stories that can capture the attention and emotions of their audience. In the digital marketing era, storytelling has become increasingly relevant, as consumers are not only buying products but also the experiences and emotions associated with them (Maria et al., 2019). Previous research has shown that storytelling-based marketing is effective in communicating and promoting products to consumers and can influence their purchasing decisions (Kang et al., 2020). This type of marketing uses narratives or stories packaged with supporting elements to create an emotional connection between the company and its audience (Alexander, 2011).

Although there is evidence that storytelling can increase customer engagement, in-depth research on measuring the effectiveness of storytelling strategies on social media platforms is still very limited (Atiq et al., 2022; Mavilinda et al., 2023). Moreover, assessing how well a story works can vary depending on individual perceptions and reactions to the content. This means that another challenge faced in previous research is the difficulty of determining the most appropriate and objective metrics for evaluating storytelling effectiveness, as these measurements are often considered too subjective (Kang et al., 2020). This limitation creates a research gap that needs to be addressed with more comprehensive studies.

Therefore, this study aims to examine how storytelling-based content marketing can be utilized by companies to enhance customer engagement on TikTok, with emotional response proposed as a mediating variable. Research by (Bagozzi et al., 1999) indicates that emotional responses to advertisements reflect cognitive evaluations that can influence consumer attitudes and behaviors. (Kang et al., 2020) further confirm that emotions elicited from digital content, particularly those presented in narrative form, can mediate the relationship between storytelling and consumer actions. This study is significant as it demonstrates that consumer engagement is not solely dependent on the content presented but also on how the content influences the audience's emotions. Based on the Service-Dominant Logic theory, customer engagement can be viewed as part of the co-creation of value (Vargo & Lusch, 2004) where consumers play an active role in creating meaning from the narratives presented through storytelling. The emotional experiences generated from interactions with brand content shape consumers' perceptions of value, which subsequently influence their level of engagement.

In this context, it is important to explore the role of emotional response in mediating the influence of storytelling on customer engagement on TikTok. While storytelling is considered effective, its impact may vary depending on the emotional reactions it elicits. This research aims to address the extent to which storytelling can enhance customer engagement, as well as whether emotional response plays a significant role as a mediator. The study is expected to provide solutions for the tourism industry in promoting products on TikTok more effectively, and to offer practical guidance for companies in enhancing customer engagement through storytelling strategies.

## **2. Literature Review and Hypothesis Development**

### 2.1. Service Dominance Logic Theory

(Vargo & Lusch, 2004) Service-Dominant (S-D) Logic Theory, emphasizes that service is the fundamental basis of economic exchange. Rather than focusing on the exchange of goods, S-D logic views value as co-created by both providers and customers through interaction. Value is not embedded in the product itself but is determined by the customer based on their experience. This theory aligns with the three variables in this study. First, storytelling content serves as a form of service, where companies provide emotional narratives that engage consumers. Second, emotional response is a key component of value co-creation, as customers react emotionally to the narratives, shaping their perception of value. Lastly, customer engagement represents the active role consumers play in co-creating value through interactions like commenting, liking, and sharing content.

### 2.2. Customer Engagement

Customer engagement encompasses how actively consumers interact with brand content on social media, including actions such as liking, commenting, sharing, or participating in content creation (Schivinski et al., 2016). These three levels of consumer engagement with brands on social media were previously outlined in the framework of "Consumers' Online Brand-Related Activities" (Muntinga et al., 2011) which includes the dimensions of consumption, contribution, and creation. Social media engagement behaviors can be categorized into three groups based on the level of consumer activity: consumption, contribution, and creation (Muntinga et al., 2011). Consumption, which includes activities like reading or clicking, represents the most passive type of engagement. Contribution, through actions such as liking, commenting, or sharing, indicates a more active level of involvement. In contrast, consumers who express their views by creating and uploading content exhibit the highest degree of engagement. (Liu et al., 2021; Schivinski et al., 2016). On short video platforms, interactions between consumers, sellers, and other users usually take place through actions like liking, commenting, and sharing. Consequently, this study concentrates on three forms of active customer engagement: liking, commenting, and sharing.

### 2.3. Storytelling Content and Customer Engagement

Storytelling in marketing is defined as the practice of conveying information and values through well-structured narratives (Atiq et al., 2022), where the story follows a clear structure: beginning, middle, and end (Escalas, 2004). According to (Brooks, 1992) the plot of a story provides a specific intention to the message being conveyed, while (Singer & Bluck, 2001) emphasize the importance of characters in the narrative, which help to resolve conflicts. Adaval and Wyer (1998) argue that consumers are more likely to imagine a sequence of events rather than analyze the product's utility, showing that narrative forms are more effective than informational messages. (Megehee & Woodside, 2010) state that storytelling is engaging because the audience can play the role of both protagonist and spectator in the experience. In the digital era, Lambert popularized Digital Storytelling (DST), which uses short video clips to tell personal stories (Lambert, 2012). According to

(Coker et al., 2017), this approach is more effective in capturing attention and increasing engagement on social media compared to straightforward, informational advertisements. (Kang et al., 2020) add that storytelling makes messages easier to remember and internalize because humans naturally store information in the form of stories.

Based on Study by (Atiq et al., 2022), it was found that storytelling content can significantly enhance engagement by making the content relevant and building trust with the audience. This indicates a positive relationship between storytelling and customer engagement. This is further supported by the research of (Garczarek-Bak et al., 2024), which states that product-focused storytelling, in particular, has a broader appeal in enhancing customer engagement, indicating the positive impact of storytelling content on customer interactions. Additionally, the study by (Kemp et al., 2021) found that small businesses use storytelling to build relationships and drive online engagement.

Thus, based on the preceding arguments, the following hypotheses are proposed :

H1 : Storytelling Content has a positive and significant impact on Customer Engagement.

#### **2.4. Storytelling Content and Emotional Respons**

Emotional response refers to the psychological and physiological reactions experienced by an individual when exposed to certain stimuli, such as social media content. In marketing, emotional responses are often triggered by well-crafted narratives designed to evoke the audience's emotions. Based on content, advertisements are generally categorized into two types: ads that focus on rational aspects, such as product information or practical benefits, and ads that emphasize emotional aspects, where attention is given to the feelings consumers will experience when using or owning the product (Bagozzi et al., 1999) .

According to research by (Bagozzi et al., 1999; Kang et al., 2020), emotional reactions to advertisements represent a "mental state of readiness" that arises from an individual's cognitive evaluations of the advertisement. This response significantly impacts consumer attitudes and behaviors, making it a critical factor in determining the success of marketing campaigns. Other studies have also shown that storytelling in advertisements can positively influence the emotional response of the audience. (Kang et al., 2020) found that storytelling enhances narrative engagement and triggers stronger emotional responses from the audience.

Emotional connections are crucial in digital marketing, where consumers are bombarded with large amounts of content daily. Emotional responses help differentiate brand messages and deepen the connection between the audience and the brand (Escalas, 2004). Emotions act as mediators in consumer responses, and advertisers recognize the role of emotions in consumer decision-making. Consequently, they design strategies that not only convey information but also create positive emotional responses. Empirical studies show that when consumers feel emotionally connected to content, they are more likely to engage actively with the brand (Bagozzi et al., 1999). (Kemp et al., 2021) suggests that emotion-based storytelling can help establish personal connections that are essential in building customer engagement. Thus, based on the preceding arguments, the following hypotheses are proposed :

H2 : Storytelling Content has a positive and significant impact on Emotional Respons

H3: Emotinal Resposns has a positive and significant impact on Customer Engangement  
 H4: Storytelling content has a positive and significant effect on customer engagement, mediated by emotional response.

**3. Research Metodology**

This study uses a quantitative research method, which involves numerical data analyzed through mathematical and statistical calculations (Sekaran & Bougie, 2017). The research uses primary data, with the population being TikTok users in Indonesia. Since the total population is unknown, a sample size is determined based on (Sekaran & Bougie, 2017) guideline of using 5-10 times the number of study indicators. With 20 indicators, the sample size ranges from 100 to 200 respondents. The researcher selected 110 respondents to anticipate the possibility of respondents not meeting the research criteria. This study will be elected via purposive sampling based on specific criteria(Suliyanto, 2011). The criteria for respondents are those who have watched the storytelling videos on the @Anaraexplore account. Data Questionnaires will be gathered from active TikTok users in Indonesia using a 5-point Likert scale.

Data will be analyzed using SmartPLS 4.0, a tool for structural equation modeling (SEM). SEM will assess relationships between storytelling content marketing, emotional response, and customer engagement, with the analysis covering both outer model (validity, reliability, and assumption tests) and inner model methods (Goodness of Fit, Path Coefficient, and hypothesis testing).

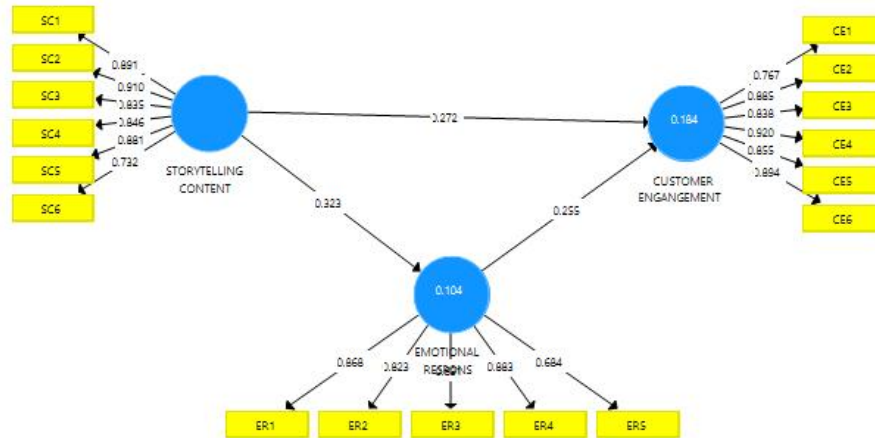
**4. Result**

The research sample was determined using purposive sampling, starting with 110 respondents. However, 8 respondents did not meet the criteria as they had not watched the storytelling video. Therefore, the final number of respondents analyzed was 102. Based on the research results, respondents aged 17-24 years made up 45.9%, 26-35 years made up 42.3%, 36-45 years made up 9.9%, and 46-50 years made up 1.8%. Additionally, 15.3% of the respondents spent 0 to <1 hour watching TikTok, 34.2% spent 1 to <2 hours, 39.6% spent 2 to <3 hours, and 10.8% spent more than 3 hours.

**4.1 Pls Outer Model Test Result**

In this research, the test results were supported by the use of Smart PLS version 3.0 software, and the complete model can be shown in the following figure:

Figure 1. Outer Model



Source: Primer Data 2024

The above scheme illustrates the outer model scheme that has undergone the elimination of three questions, specifically the sixth (ER6), seventh (ER7), and eighth (ER8) questions within the Emotional Response variable. This elimination was conducted because the outer loading values of these questions did not meet the required threshold, being below 0.5. According to Ghozali & Latan (2015), a loading factor value of 0.5 is still considered acceptable and can be retained.

4.1.1 Convergent Validity Test

Table 1. Convergent Validity Test

	CUSTOMER ENGAGEMENT	EMOTIONAL RESPONS	STORYTELLING CONTENT	Notes
CE1	0,767			Valid
CE2	0,885			Valid
CE3	0,838			Valid
CE4	0,920			Valid
CE5	0,855			Valid
CE6	0,894			Valid
ER1		0,868		Valid
ER2		0,823		Valid
ER3		0,891		Valid
ER4		0,883		Valid
ER5		0,684		Valid
SC1			0,891	Valid
SC2			0,910	Valid
SC3			0,835	Valid
SC4			0,846	Valid
SC5			0,881	Valid
SC6			0,732	Valid

Source :Primer Data 2024

The research results indicate that all indicators for each variable demonstrate validity. The Customer Engagement variable (Y) has the highest factor loading of 0.920 on the 4<sup>th</sup> indicator. For the Emotional Response variable (M), the highest loading is 0.891 on the 3<sup>rd</sup> indicator. Meanwhile, the Storytelling Content variable (X) shows the highest loading of 0.910 on the 2<sup>nd</sup> indicator.



4.1.2 Discriminant Validity Test

Table 2. Discriminant Validity Test

	<i>Average Variance Extracted (AVE)</i>
Customer Engagement	0,741
Emotional Respons	0,695
Storytelling Content	0,725

Source :Primer Data 2024

According to the table above, each variable shows an Average Variance Extracted (AVE) value > 0.5, with the CE variable having a value of 0.741, the ER variable 0.695, and the Storytelling Content variable 0.725. According to Ghozali (2015), discriminant validity is considered valid if the AVE value is > 0.5. Thus, based on the table above, each variable is deemed valid.

4.1.3 Reliability Test

According to Ghozali & Latan (2014), any indicator that achieves a Composite Reliability and Cronbach's Alpha value greater than 0.7 can be considered reliable, indicating that the construct meets the reliability test criteria.

Table 3. Reliability Test

	Cronbach's Alpha	Composite Reliability
Customer Engagement	0,930	0,945
Emotional Respons	0,892	0,919
Storytelling Content	0,924	0,940

Source :Primer Data 2024

Based on the data presented in Table 3, it can be concluded that all constructs meet the reliability criteria. This is evidenced by composite reliability values exceeding 0.70 and average variance extracted (AVE) values above 0.50. These results indicate that the constructs demonstrate strong reliability.

4.1.4 Classical Assumption Test for Multicollinearity

Table 4. Variance Inflation Factor (VIF)

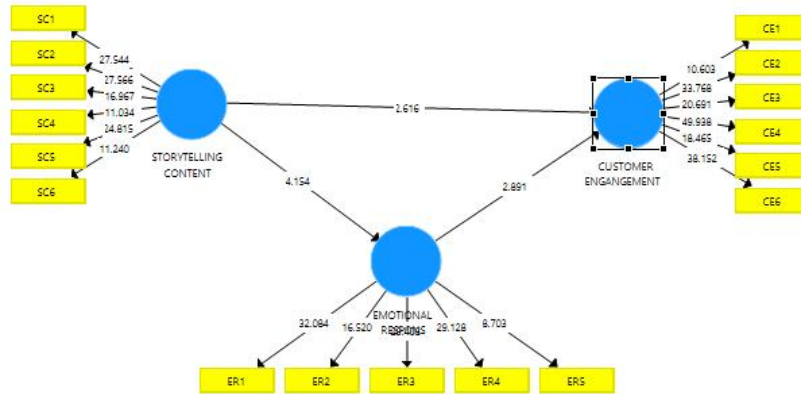
Indicator	CE1	CE2	CE3	CE4	CE5	CE6	ER1	ER2	ER3	ER4	ER5	SC1	SC2	SC3	SC4	SC5	SC6
VIF	2,183	3,105	2,827	5,259	3,149	4,668	2,466	1,835	3,644	3,110	1,729	3,761	5,161	3,264	2,923	2,996	2,169

Source :Primer Data 2024

The multicollinearity test examines whether multicollinearity exists among variables by analyzing the correlation values between independent variables. The criteria for this test state that a regression model is deemed free of multicollinearity if the Variance Inflation Factor (VIF) is below 10 (Ghozali, 2015).

4.2 PIs Inner Model

Figure 2. Inner Model



Source :Primer Data 2024

4.2.1 Godness Fit

Table 4. Godness Fit

	R Square
CUSTOMER ENGAGEMENT	0,572
EMOTIONAL RESPONS	0,339

Source :Primer Data 2024

The goodness-of-fit test comprises two components: R-square ( $R^2$ ) and Q-square ( $Q^2$ ).  $R^2$  values of 0.75, 0.50, and 0.25 signify strong, moderate, and weak models, respectively (Ghozali & Latan, 2015). This model demonstrates a good *Goodness of Fit* based on the values of *R Square* and *Q Square*. The *R Square* value for *Customer Engagement* is 0.572, which means that 57.2% of the variation in *Customer Engagement* is explained by the model, while the value of 0.339 for *Emotional Response* indicates that 33.9% of the variation can be explained. This suggests that the model is quite effective in explaining variations in *Customer Engagement*, although it is less robust in explaining *Emotional Response*.

$Q^2 = 1 - [(1 - R^2_1) \times (1 - R^2_2)] = 1 - [(1 - 0.339) \times (1 - 0.571)] = 0.7165$ . The *Q Square* value of 0.7165 indicates that the model has a very good predictive ability. A *Q Square* value above 0.7 suggests that the model is not only effective in explaining existing data but is also reliable for predicting outcomes with new data.

4.2.2 Hypothesis Testing

Table 5. Path Analysis and Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV)	P Values
ER -> CE (H3)	0,255	0,260	0,088	2,891	0,004
SC -> CE (H1)	0,272	0,276	0,104	2,616	0,009
SC -> ER (H2)	0,323	0,334	0,078	4,154	0,000
SC -> ER -> CE (H4)	0,082	0,087	0,037	2,213	0,027



Hypothesis testing for H1 reveals that the path coefficient is 0.272 with a significance level of 0.009, which is below the threshold of 0.05, or a t-statistic of 2.616, exceeding the critical value of 1.66. These results indicate that H1 is accepted, demonstrating that Storytelling Content has a positive and significant impact on Customer Engagement. Hypothesis testing for H2 indicates a path coefficient of 0.323 with a significance level of 0.000, or a t-statistic of 4.154, which surpasses the critical value of 1.66. Thus, H2 is accepted, suggesting that Storytelling Content has a positive and significant impact on Emotional Response. Hypothesis testing for H1 H3, the path coefficient is 0.255 with a significance level of 0.004, below the 0.05 threshold, or a t-statistic of 2.891, exceeding 1.66. These results support the conclusion that Emotional Response has a positive and significant effect on Customer Engagement. Hypothesis testing for H4 shows a specific indirect effect with a t-statistic of 2.213, above the critical value, and a significance level of 0.027, below 0.05. Hence, H4 is accepted, indicating that Emotional Response positively and significantly mediates the relationship between Storytelling Content and Customer Engagement.

## **5. Discussion**

This study confirm the critical role of storytelling content in enhancing customer engagement on TikTok, particularly when mediated by emotional response. The results of H1 testing show a positive and significant relationship between storytelling content and customer engagement, with a path coefficient of 0.272 and a significance level of 0.009. These findings are consistent with previous research, such as (Atiq et al., 2022; Garczarek-Bak et al., 2024) which found that storytelling enhances engagement by making content more relevant and trustworthy for consumers. This study also supports (Kemp et al., 2021) research, which shows that storytelling helps small businesses build relationships and increase online interaction. Therefore, storytelling content can be seen as a key tool for increasing consumer participation on online platforms like TikTok.

H2 is also supported, consistent (Kang et al., 2020) who found that storytelling effectively elicits emotional reactions from the audience. The emotional responses generated by narratives help consumers internalize messages from company, making content not only more memorable but also more likely to trigger active engagement. This further supports the Service-Dominant Logic Theory (Vargo & Lusch, 2004), where co-creation of value is realized through emotional interactions between brands and consumers.

Hypothesis H3 is supported, as indicated by a path coefficient of 0.255 and a significance level of 0.004. This result shows that emotional responses directly impact how actively consumers engage with content. Consistent with (Kang et al., 2020), emotional responses act as a mediator in the consumer decision-making and engagement process. Hypothesis H4 is accepted, with the data showing a specific indirect effect supported by a t-statistic of 2.213 and a significance level of 0.027. This indicates that emotional response significantly mediates the relationship between storytelling content and customer engagement, underscoring the important role of emotions in digital marketing strategies. For marketers, storytelling is crucial to maximizing engagement on platforms like TikTok. By creating emotionally resonant stories, brands can foster deeper connections with their audience and enhance customer interaction.

## 6. Conclusion

Based on the results of the study, it can be concluded that all findings support the proposed hypotheses, and this research highlights that emotional response plays a crucial role as a mediator in the relationship between storytelling content and customer engagement. Therefore, companies aiming to enhance customer engagement on TikTok, particularly in the tourism industry, should focus not only on the stories they tell but also on how those stories influence the emotions of the audience.

These paper have important implications for industries such as tourism, where effective engagement strategies are critical for promoting products and services. By adopting storytelling strategies that emphasize emotional connections, companies can better leverage TikTok as a platform to build meaningful interactions with their audience. However, given the variability in emotional responses and the subjective nature of storytelling effectiveness, future research is encouraged to refine measurement tools and explore other factors that may influence the relationship between storytelling, emotional response, and customer engagement.

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