

Social Media Interactions Indicators—Likes, Comments, and Shares—On User Engagement and Content Reach among Marketing Students

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Abstract

This study examined the relationship between social media interaction indicators, specifically likes, comments, and shares, and perceived digital marketing outcomes in terms of user engagement and content reach among Bachelor of Science in Business Administration (BSBA) Marketing Management students at the Eulogio “Amang” Rodriguez Institute of Science and Technology (EARIST)–Manila Campus. The study aimed to determine how social media interactions influence audience participation and the dissemination of digital content. It utilized a quantitative correlational research design involving 239 respondents selected through stratified random sampling. Data were gathered using a validated researcher-made questionnaire that measured social media interaction indicators and perceived digital marketing outcomes. Descriptive statistics, including frequency counts, percentages, weighted means, and standard deviations, were used to describe respondents’ perceptions, while Pearson’s r correlation coefficient at the 0.05 level of significance was employed to determine the relationships among variables. The findings revealed that respondents demonstrated evident levels of engagement through liking, commenting, and sharing social media content. Among the three interaction indicators, sharing showed the strongest relationship with user engagement ($r = 0.835$, $p < 0.001$) and content reach ($r = 0.791$, $p < 0.001$). Likes and comments also demonstrated strong positive and statistically significant relationships with both perceived digital marketing outcomes. The results indicated that social media interactions serve as important mechanisms in improving audience participation, increasing content visibility, and expanding digital reach. The study concluded that creating informative, relevant, interactive, and shareable content enhances digital marketing effectiveness. It recommends strengthening digital marketing education and developing engagement strategies that encourage meaningful user participation among students, educators, marketers, and content creators. The study supports Sustainable Development Goal (SDG) 4 – Quality Education by contributing evidence-based insights that strengthen students’ digital marketing competencies and social media communication skills. Through improved understanding of digital engagement practices, the study contributes to educational sustainability by preparing future marketing professionals for participation in the digital economy. It also supports institutional sustainability by providing localized knowledge that can guide digital marketing education and practices within higher education contexts.

Keywords: Social Media Interaction, User Engagement, Content Reach, Digital Marketing, Marketing Management Students, Pearson Correlation

1. Introduction

Social media has become one of the most influential digital communication platforms, transforming how individuals interact, exchange information, and engage with online content. Platforms such as Facebook, Instagram, TikTok, and X (formerly Twitter) enable users to express their opinions and participate in online communities through interactions such as likes, comments, and shares. These engagement features have become essential indicators of audience participation and play a significant role in determining the visibility, reach, and effectiveness of digital marketing campaigns (Soares et al., 2021). As businesses and organizations increasingly rely on social media to promote products and services, understanding how user interactions influence digital marketing outcomes has become an important area of research.

Social media interactions not only reflect audience engagement but also influence how content is distributed by platform algorithms. Higher levels of engagement often result in increased content visibility, broader audience reach, and stronger online communities (Drivas et al., 2022). Previous studies have shown that likes serve as indicators of user approval, comments reflect deeper cognitive and emotional involvement, and shares significantly expand the dissemination of content across social networks (Unnava & Aravindakshan, 2021). Furthermore, emotionally appealing, relevant, and

informative content has been found to encourage greater user participation and improve engagement metrics (Al-Zyoud et al., 2023; Yip et al., 2024).

For Marketing Management students, social media serves not only as a communication platform but also as an essential learning environment where digital marketing concepts, consumer behavior, and promotional strategies can be observed and applied. Developing a clear understanding of how social media interactions affect user engagement and content reach is valuable for preparing future marketing professionals to design effective digital marketing campaigns. As digital platforms continue to evolve, students must acquire practical knowledge of engagement strategies that can improve communication, strengthen brand awareness, and maximize marketing performance.

Despite the growing body of literature on social media marketing, limited studies have specifically examined the relationship between social media interaction indicators and perceived digital marketing outcomes among Bachelor of Science in Business Administration (BSBA) Marketing Management students in Philippine higher education institutions, particularly at the Eulogio "Amang" Rodriguez Institute of Science and Technology (EARIST)–Manila Campus. Addressing this gap can provide localized evidence that reflects the experiences and perceptions of students who are preparing for careers in digital marketing.

Therefore, this study examined the relationship between social media interaction indicators—specifically likes, comments, and shares—and perceived digital marketing outcomes in terms of user engagement and content reach among selected BSBA Marketing Management students at EARIST–Manila Campus. The findings are expected to contribute to the development of more effective social media engagement strategies for students, educators, marketers, and content creators while supporting the advancement of digital marketing education and practice.

2. Material and methods

2.1 Research Design

The study utilized a quantitative correlational research design to determine the relationship between social media interaction indicators and perceived digital marketing outcomes. This design was appropriate for examining the association between students' social media interaction behaviors and outcomes related to user engagement and content reach without manipulating the variables.

2.2 Locale of the Study

The study was conducted at the Eulogio "Amang" Rodriguez Institute of Science and Technology (EARIST)–Manila Campus, where selected BSBA Marketing Management students served as respondents. The institution provided the setting for examining students' experiences and perceptions regarding social media interactions and digital marketing practices.

2.3 Respondents of the Study

The respondents of the study were BSBA Marketing Management students from different year levels at EARIST–Manila Campus. A total of 239 students participated in the study, providing data regarding their social media interaction behaviors in terms of likes, comments, and shares, as well as their perceptions of user engagement and content reach.

2.4 Sample and Sampling Procedure

The study involved 239 respondents selected through stratified random sampling. The sampling procedure ensured representation from different year levels of BSBA Marketing Management students, allowing the study to obtain varied perspectives regarding social media interaction indicators and perceived digital marketing outcomes.

2.5 Research Instrument

Data were collected using a researcher-made questionnaire developed to measure social media interaction indicators and perceived digital marketing outcomes. The instrument assessed likes, comments, and shares as indicators of social media interaction, while user engagement and content reach represented perceived digital marketing outcomes. The questionnaire underwent content validation by experts and reliability testing to ensure its suitability and consistency for data gathering.

2.6 Data Gathering Procedure

Data gathering was conducted through the administration of the validated questionnaire to selected BSBA Marketing Management students. After retrieval, responses were organized, encoded, and prepared for statistical analysis. The collected data were used to determine students' perceptions of social media interaction behaviors and their relationship with digital marketing outcomes.

2.7 Data Analysis Techniques

The collected data were analyzed using frequency counts, percentages, weighted means, and standard deviations to describe respondents' perceptions regarding social media interaction indicators and perceived digital marketing outcomes. Pearson's r correlation coefficient was applied at the 0.05 level of significance to determine the strength and direction of the relationship between social media interaction indicators and digital marketing outcomes.

3. Results and Discussion

3.1 Social Media Interaction Indicators

3.1.1 Frequency and Behavioral Patterns of Likes

The findings showed that respondents frequently used the like feature as part of their social media activities. Liking posts while browsing obtained the highest rating with a composite mean of 3.77 (Evident), followed by making liking posts part of regular social media activity with a composite mean of 3.73 (Evident), and liking multiple posts during one session with a composite mean of 3.72 (Evident). The overall weighted mean of 3.74 (Evident) indicated that liking content was a common interaction behavior among respondents across year levels. The results indicate that likes serve as an accessible form of social media participation and content appreciation among students. This suggests that users commonly acknowledge content that interests them, reflects their opinions, or provides value. The findings support Unnava and Aravindakshan (2021), who identified likes as a primary indicator of user approval and engagement on social media platforms.

3.1.2 Motivations and Emotional Factors Influencing Likes

The results revealed that respondents were primarily motivated to like posts that provided useful or informative content, which obtained the highest composite mean of 4.37 (Highly Evident). Liking posts that reflected their agreement obtained a composite mean of 4.26 (Highly Evident), while showing appreciation for content creators obtained a composite mean of 4.03 (Evident). The overall weighted mean of 4.22 (Highly Evident) demonstrated that respondents had strong and purposeful motivations when engaging through likes. The findings suggest that content value, relevance, and personal alignment influence students' decision to interact with posts. Users are more likely to engage with content that provides information or reflects their beliefs and interests. These findings support the study of Soares et al. (2021), who found that valuable, relevant, and engaging content increases users' likelihood of interacting through Likes, Comments, and Shares.

3.1.3 Influence of Visibility and Popularity on Likes

The findings showed that respondents were influenced by the visibility and popularity of social media posts. Noticing posts with high engagement obtained the highest rating with a composite mean of 3.92 (Evident), followed by feeling encouraged to like trending posts with 3.77 (Evident), and becoming more likely to like posts with many likes with 3.74 (Evident). The overall weighted mean of 3.81 (Evident) indicated that popularity and engagement levels affected respondents' liking behavior. The results suggest that social proof influences user interaction because students tend to notice and engage with content that already receives significant attention. Highly visible and trending posts are more likely to attract additional interactions. These findings support Drivas et al. (2022), who found that higher levels of social media interaction increase content visibility and attract greater user attention.

3.1.4 Influence of Likes on Content Credibility

The findings indicated that respondents associated high numbers of likes with greater content credibility. Gaining confidence in information when posts had many likes obtained the highest composite mean of 3.84 (Evident), followed by trusting posts with high numbers of likes at 3.62 (Evident), and allowing likes to affect perceptions of content quality at 3.57 (Evident). The overall weighted mean of 3.68 (Evident) showed that likes influenced respondents' evaluation of content credibility. The findings imply that engagement metrics function as social signals that shape perceptions of reliability and quality. Students may interpret high engagement as an indicator of trustworthy content, highlighting the importance of digital literacy in evaluating information beyond popularity indicators. These findings support Yip et al. (2024), who found that social media engagement metrics such as Likes influence users' judgments of content credibility and perceived reliability.

3.2 Comment-Based Interaction Behaviors

3.2.1 Frequency and Purpose of Commenting

The results showed that commenting behavior was moderately evident among respondents. Making commenting part of their social media routine obtained the highest rating with a composite mean of 2.99 (Moderately Evident), followed by leaving comments when they had opinions to share with 3.19 (Moderately Evident), and commenting frequently on posts with 3.09 (Moderately Evident). The overall weighted mean of 3.07 (Moderately Evident) indicated that commenting occurred less frequently compared with other interaction forms. The findings suggest that students use comments more selectively and purposefully rather than as a routine activity. Commenting appears to occur when users have relevant

opinions or meaningful responses to contribute. This supports Unnava and Aravindakshan (2021), who identified comments as indicators of deeper cognitive and emotional involvement compared with likes.

3.2.2 Depth and Relevance of Comments

The findings revealed that respondents generally maintained relevance when commenting. Avoiding unrelated comments obtained the highest composite mean of 3.64 (Evident), followed by contributing meaningful insights with 3.35 (Moderately Evident), and providing thoughtful responses with 3.28 (Moderately Evident). The overall weighted mean of 3.42 (Moderately Evident) showed that respondents demonstrated moderate depth and relevance in their comments. The results indicate that students recognize the importance of appropriate and meaningful online communication. However, the moderate ratings suggest opportunities to encourage deeper discussion and reflective participation. These findings support Unnava and Aravindakshan (2021), who stated that comments represent deeper cognitive and emotional involvement among social media users.

3.2.3 Emotional Expression and Feedback Through Comments

The results showed that respondents used comments to express support, disagreement, and emotional reactions. Showing support or disagreement through comments obtained the highest composite mean of 3.36 (Moderately Evident), followed by expressing emotions through comments with 3.32 (Moderately Evident), and reflecting emotional reactions with 3.20 (Moderately Evident). Feedback-related commenting also showed moderate evidence, with influencing future content creation obtaining the highest rating at 3.43 (Evident). The findings suggest that comments serve as a platform for opinion sharing, emotional expression, and feedback. Although respondents recognize the influence of their comments, structured feedback behavior remains moderate. These findings are supported by Al-Zyoude et al. (2023), who emphasized that emotionally engaging content encourages users to express feelings and opinions through comments, and Mishnick and Wise (2024), who found that user-generated comments influence content development and creator responsiveness.

3.3 Sharing Behavior as a Social Media Interaction Indicator

3.3.1 Frequency and Patterns of Sharing Content

The findings revealed that respondents demonstrated evident sharing behavior on social media platforms. Sharing posts frequently obtained the highest rating with a composite mean of 3.59 (Evident), followed by making sharing content part of online activities with a composite mean of 3.42 (Evident), and sharing posts perceived as valuable with a composite mean of 3.40 (Evident). The overall weighted mean of 3.47 (Evident) indicated that sharing was a common interaction behavior among respondents across different year levels. The findings suggest that students consider sharing as an important form of digital participation, although their sharing decisions remain selective. Users are more likely to distribute content that they find meaningful, useful, or relevant to their networks. These findings are supported by Rosli et al. (2024), who found that sharing behavior is influenced by perceived content value, usefulness, and personal relevance.

3.3.2 Motivations Behind Sharing Content

The results showed that respondents were primarily motivated to share content for awareness-building purposes. Raising awareness by sharing posts obtained the highest rating with a composite mean of 3.75 (Evident), followed by supporting brands or creators through sharing with 3.66 (Evident), and sharing content aligned with personal beliefs with 3.40 (Evident). The overall weighted mean of 3.60 (Evident) indicated that respondents had clear motivations when sharing content. The results imply that students perceive sharing as a means of information dissemination and social contribution rather than only personal expression. Content that provides value, supports awareness, or benefits others is more likely to be shared. These findings support Drivas et al. (2022), who found that sharing behavior is driven by users' intentions to distribute meaningful and relevant content.

3.3.3 Types of Shared Content and Information Dissemination

The findings showed that respondents most frequently shared informative or news content, which obtained the highest composite mean of 3.80 (Evident). This was followed by marketing-related or educational content with a composite mean of 3.74 (Evident), while entertaining posts obtained 3.66 (Evident). The overall weighted mean of 3.73 (Evident) indicated that respondents preferred sharing content with informational and educational value. The findings indicate that students view social media sharing as a tool for knowledge exchange and information distribution. Practical, useful, and credible content is more likely to reach wider audiences because users perceive greater value in sharing it. These findings are supported by Yip et al. (2024), who found that users are more likely to share content perceived as credible, useful, and informative.

3.3.4 Expansion of Audience Reach Through Sharing

The results revealed that respondents perceived shared content as effective in increasing awareness and expanding online interaction. Encouraging interaction from others through shared posts obtained the highest rating with a composite mean of 3.92 (Evident), followed by expanding social connections through sharing with 3.72 (Evident), and connecting with a broader audience through shared content with 3.62 (Evident). The overall weighted mean of 3.75 (Evident) indicated that

sharing contributes to social connectivity and audience expansion. The findings suggest that sharing functions not only as a dissemination mechanism but also as a means of building online relationships. Shared content encourages further participation and interaction among users. These findings support Drivas et al. (2022), who found that sharing increases user interaction, expands networks, and contributes to broader content reach.

3.4 Perceived Digital Marketing Outcomes

3.4.1 User Engagement Through Social Media Interaction

The findings showed that respondents demonstrated evident levels of user engagement. Reading posts carefully before reacting obtained the highest rating with a composite mean of 4.08 (Evident), followed by browsing and interacting with content daily with 3.91 (Evident), and spending considerable time engaging with posts with 3.54 (Evident). The overall weighted mean of 3.84 (Evident) indicated that respondents actively and thoughtfully interacted with social media content. The results suggest that students are not merely passive viewers but actively process and respond to content. Meaningful and relevant posts encourage longer attention and stronger interaction. These findings support Soares et al. (2021), who found that meaningful and relevant content increases users' likelihood of spending time engaging with social media content.

3.4.2 Active Participation and Emotional Involvement

The findings showed that respondents preferred active participation over passive viewing. Preferring active participation rather than passive viewing obtained the highest rating with a composite mean of 3.61 (Evident), followed by contributing ideas during discussions with 3.38 (Moderately Evident), and joining online discussions actively with 3.34 (Evident). Emotional involvement was also evident, with reacting strongly to meaningful content obtaining the highest rating at 3.72 (Evident). The findings indicate that students engage more when content is meaningful, relatable, and emotionally relevant. Emotional appeal strengthens participation and encourages stronger interaction with online content. These findings support Al-Zyoud et al. (2023), who found that emotionally engaging content significantly increases user participation on social media platforms.

3.4.3 Continued Engagement with Previously Viewed Content

The results revealed that respondents continued interacting with previously viewed content. Revisiting posts to check updates obtained the highest rating with a composite mean of 4.02 (Evident to Highly Evident), followed by checking engagement on liked or shared posts with 3.69 (Evident), and following up on previously engaged posts with 3.61 (Evident). The overall weighted mean of 3.77 (Evident) showed that respondents-maintained engagement beyond initial interaction. The findings suggest that students sustain interest in content that remains relevant or provides updated information. Continuous interaction contributes to maintaining audience attention and strengthening long-term engagement. These findings are supported by Yip et al. (2024), who found that users revisit previously viewed content as part of their information-seeking and engagement behavior.

3.5 Content Reach as an Outcome of Social Media Interaction

3.5.1 Visibility and Audience Expansion

The results showed that respondents perceived social media engagement as an important factor in increasing content reach. Leading to wider audience reach through high engagement obtained the highest rating with a composite mean of 3.68 (Evident), followed by increasing post exposure through comments with 3.66 (Evident), and increasing visibility through likes with 3.88 (Evident). The overall weighted mean of 3.74 (Evident) indicated that engagement contributes to wider content exposure. The findings suggest that likes, comments, and shares function as mechanisms that increase visibility and audience reach. Higher interaction levels allow content to become more noticeable and accessible to broader audiences. These findings support Drivas et al. (2022), who found that social media engagement significantly influences content visibility and audience reach.

3.5.2 Sustained Visibility and Virality Potential

The findings showed that respondents recognized continuous engagement as important in maintaining content visibility. Ensuring long-term visibility through active engagement obtained the highest rating with a composite mean of 3.88 (Evident), followed by remaining visible longer when posts are engaged with 3.86 (Evident), and sustaining post-exposure through continuous interaction with 3.77 (Evident). The results imply that continuous interaction helps maintain audience attention and prolong content exposure. Engagement signals contribute to algorithmic visibility and increase the possibility of wider distribution. These findings are supported by Drivas et al. (2022), who emphasized that consistent interaction helps sustain content visibility over time. The findings on virality potential showed that contributing to content virality through likes obtained the highest rating with a composite mean of 3.81 (Evident), followed by strengthening viral potential through shares with 3.57 (Evident), and increasing viral potential through comments with 3.54 (Evident). The overall weighted mean of 3.71 (Evident) indicated that respondents recognized engagement activities as contributors to content dissemination. The results suggest that interaction indicators serve as signals that influence how widely content spreads online. Likes, comments, and shares contribute to increased visibility and circulation of content. These findings support Drivas et al. (2022), who found that engagement metrics influence content virality and online dissemination.

3.6 Relationship Between Social Media Interaction Indicators and Perceived Digital Marketing Outcomes

3.6.1 Correlation Between Likes, Comments, Shares, and User Engagement

The findings revealed significant positive relationships between all social media interaction indicators and user engagement. Likes demonstrated a very strong positive correlation with user engagement ($\rho = 0.814$, $p < 0.001$), comments showed a strong positive correlation ($\rho = 0.789$, $p < 0.001$), and shares obtained the highest correlation among the three indicators, showing a very strong positive relationship with user engagement ($\rho = 0.835$, $p < 0.001$). All relationships were statistically significant, resulting in the rejection of the null hypotheses. The findings indicate that increased interaction through likes, comments, and shares contributes to stronger user engagement among BSBA Marketing Management students. Among the three indicators, shares demonstrated the strongest relationship, suggesting that content users actively distribute through their networks creates greater opportunities for participation and interaction. This implies that encouraging shareable content can strengthen audience involvement and improve digital marketing performance.

3.6.2 Correlation Between Likes, Comments, Shares, and Content Reach

The results showed that all social media interaction indicators had significant positive relationships with content reach. Shares obtained the highest correlation with content reach ($\rho = 0.791$, $p < 0.001$), followed by likes ($\rho = 0.762$, $p < 0.001$), and comments ($\rho = 0.745$, $p < 0.001$). All relationships were statistically significant, leading to the rejection of the null hypotheses. The findings suggest that social media interactions contribute significantly to expanding content visibility and audience exposure. Sharing behavior appears to be the strongest contributor because shared content has greater potential to circulate across different user networks. These findings support the importance of developing relevant, informative, and engaging content that encourages users to interact and redistribute posts. The results are consistent with Drivas et al. (2022), who found that higher levels of social media interaction increase content visibility, dissemination, and audience reach.

3.6.3 Overall Influence of Social Media Interaction Indicators on Digital Marketing Outcomes

The findings demonstrated that social media interaction indicators significantly influence both user engagement and content reach among BSBA Marketing Management students. Likes, comments, and shares were all positively associated with digital marketing outcomes, with shares showing the strongest relationship with both user engagement and content reach. The findings imply that social media interactions function beyond simple expressions of user response; they serve as mechanisms that increase participation, visibility, and information dissemination. For students, marketers, educators, and content creators, developing strategies that encourage meaningful interactions—particularly sharing behavior—can improve the effectiveness of digital marketing efforts.

4. Conclusion & Recommendations

The study concluded that social media interaction indicators, specifically likes, comments, and shares, significantly influence perceived user engagement and content reach among BSBA Marketing Management students at the Eulogio "Amang" Rodriguez Institute of Science and Technology (EARIST)–Manila Campus. Respondents demonstrated evident levels of interaction through liking and sharing content, while commenting was practiced at a moderate level. The findings showed that students engage more with content that is informative, relevant, emotionally meaningful, and aligned with their interests. Among the three interaction indicators, shares showed the strongest relationship with both user engagement and content reach, indicating that content dissemination through sharing plays a crucial role in increasing visibility and audience participation. Overall, the study confirmed that stronger social media interactions contribute to improved digital marketing outcomes.

Based on the findings, students, content creators, educators, and organizations are encouraged to develop informative, relevant, and engaging social media content that promotes likes, comments, and especially shares. Since sharing demonstrated the strongest relationship with user engagement and content reach, content strategies should prioritize valuable, educational, and awareness-driven materials that encourage users to distribute information within their networks. Interactive approaches that stimulate participation and meaningful discussions may further enhance audience engagement and improve content visibility. The findings may also support the integration of digital marketing practices into educational activities to strengthen students' social media communication skills and prepare them for digital marketing environments.

Compliance with ethical standards

The authors declare no conflict of interest. This study complied with recognized ethical standards for human-participant research by ensuring voluntary participation with informed consent, the right to withdraw without penalty, and strict confidentiality through anonymous, secure, and aggregated data handling. Given the focus on psychological well-being, procedures were non-invasive, and safeguards were observed to minimize discomfort, with guidance to appropriate support services when needed, and required institutional permissions were secured for instrument use and access to academic records.

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