



Review of Video Content Marketing Implementation on Shopee Platform: A Study on Bastohana Brand

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ABSTRACT

This study examines how the Bastohana Brand uses video content marketing on the Shopee platform. Bastohana Brand is a women's fashion company based in Tasikmalaya, Indonesia, that specializes in unique embroidered products. From March to May of 2026, the study employed a descriptive qualitative approach to collect data through observations, interviews, documentation, and a literature review. The findings reveal that video content marketing implementation involves five stages: idea development, content production, editing, uploading, and evaluation. Uploaded videos performed considerably differently, generating between one and 1,100 views per post. Audience engagement was relatively limited, as reflected by the small number of comments ranging from 0 to 3 per video. Despite the company's consistent publication of six to eight videos daily, the quality of the content was inconsistent. Several challenges were identified, including inadequate lighting, limited camera capabilities, unstable internet connectivity, changes in platform algorithms, and low audience interaction levels

INTRODUCTION

The advancement of digital technology has fundamentally changed the way companies market themselves. While promotion used to be done mainly through traditional media like TV, newspapers, magazines, and brochures, companies are now increasingly turning to digital media. Digital media offers a higher level of interactivity, faster information distribution, and the ability to evaluate performance more accurately and measurably (Alfira et al., 2021). Along with this technological progress, marketing activities use digital platforms that allow direct two-way communication between companies and consumers. This results in a more dynamic relationship that is responsive to market needs.

Video content marketing is a type of digital marketing that is experiencing rapid growth. This approach uses video content as the main way to share information about products, build brand awareness, and influence consumer buying decisions. According to Chaffey and Smith (2017), the effectiveness of content marketing largely depends on how well the content delivers valuable and relevant information to the target audience. Research by Juanna et al. (2024) shows that short videos that combine informational and entertainment elements reach a wider audience and achieve higher engagement than other content formats.

Shopee, one of the biggest e-commerce platforms in Southeast Asia, offers a feature called Shopee Video. This feature lets sellers upload short videos that are directly linked to the products they're promoting (Daffa Mahendra & Rudy P. Tobing, 2025). It gives sellers a chance to showcase their products in a more engaging way and makes it easier for consumers to access information before making a purchase. Putri et al. (2025) found that using video content marketing on Shopee positively and significantly influences consumers' buying decisions. Bastohana is a women's fashion brand that specializes in exclusive embroidered products. The brand operates under CV Rahmli in Tasikmalaya. Rahmli is based in Tasikmalaya. According to observations of the Shopee account *bastohana.id* in May 2026, the account has 23,800 followers and a store rating of 4.9 out of 5. However, audience engagement is relatively low, with 140 likes and video views ranging from 1 to 1,100 per post. This indicates a mismatch between the high posting frequency, around six to eight videos per day, and the engagement level achieved. Putri et al. (2025) stated that a combination of live streaming and video content marketing can positively increase user engagement on e-commerce platforms.

This study has three main goals:

1. analyzing the implementation of video content marketing by Brand Bastohana through the Shopee platform,
2. identifying obstacles that arise during the implementation process, and
3. determining the efforts made by Brand Bastohana to overcome these obstacles and optimize the implementation.

LITERATURE RIVIEW

Digital Marketing and Video Content Marketing

Digital marketing is an approach that uses the internet and digital technology to reach consumers in a more effective, efficient, and measurable way (Kotler et al., 2015). As this concept has evolved, its scope has expanded beyond just promotional activities to include building ongoing relationships with customers through various digital media. Chaffey and Smith (2017) explain that digital marketing involves activities aimed at creating, developing, and maintaining relationships with customers through digital channels like search engines, social media, and e-commerce platforms. In this way, digital marketing allows companies to build closer and more lasting interactions with their target market with the help of constantly evolving technology.

One form of content marketing strategy is video content marketing, which uses videos as the main medium to convey messages to the audience. According to Chaffey and Smith (2017), this strategy uses visual content to share information about products, build emotional connections with consumers, and drive sales conversions. As consumer behavior shifts, the effectiveness of using videos continues to rise, because people increasingly enjoy visual content that is easy to understand. Putri et al. (2025) stated that short videos can boost brand engagement through elements like attention, entertainment, authenticity, and audience participation. In addition, Chandrawijaya and Angelia (2023) found that storytelling quality, the relevance of the information shared, emotional appeal, and posting time significantly affect the number of likes, comments, and shares that short videos get.

Video Content Marketing Performance Indicators

This study measures the effectiveness of video content marketing using three main indicators. The first indicator is reach, or the number of views. Fitrisam et al. (2022) state that the number of views can reflect users' initial interest in content. Besides showing audience attention, the number of views also serves as a signal for platform algorithms, indicating whether the content is worth distributing to a wider audience. Therefore, this indicator is often used as an initial measure of a video's success in grabbing users' attention.

The second indicator is interaction, which is reflected in the number of likes and comments. According to Witara (2024), engagement includes behavioral responses as well as the cognitive and emotional involvement of the audience with the content they consume. Pramonoputri et al. (2024) explain that comments have a higher value than other forms of interaction because they show users actively participating by giving feedback on the content. Daffa et al. (2025) also found that a high level of interaction can boost consumer trust and strengthen loyalty to the promoted brand.

The third indicator relates to content performance consistency. Witara (2024) explains that consistency doesn't just cover regular posting frequency, but also includes stable content quality and messaging that aligns with the brand identity. Consistency is super important because it shapes the audience's expectations about the quality of content they get from a brand. Along the same lines, Indrawati and Rizqullah (2022) found that maintaining consistent content

quality significantly affects consumer perceptions of a brand. So, the success of video content marketing doesn't just depend on short-term performance, but also on the ability to maintain quality over the long term.

Shopee Video as a Distribution Platform

Shopee is one of the leading e-commerce platforms in the Indonesian market. As of February 2024, this platform holds a market share of 63.5% (Daffa Mahendra & Rudy P. Tobing, 2025). To support digital marketing activities, the platform offers the Shopee Video feature, which allows users to upload short videos that are directly linked to product pages. Shopee Video is supported by an algorithm-based distribution system and interactive features like likes and comments. This feature also offers relatively affordable promotion costs for businesses (Indrawati & Rizqullah, 2022). This feature gives sellers a bigger chance to showcase their products in an attractive and informative way. Indrawati and Rizqullah (2022) found that using short videos in an e-commerce environment can positively affect consumer trust and purchase intentions.

Stages of Making Video Content Marketing

Chaffey and Smith (2017) state that the process of creating effective content marketing videos consists of five main interconnected stages. The first stage is idea planning, which includes setting content goals and identifying the characteristics of the target audience. The second stage is production, which involves shooting, lighting setup, and product arrangement to ensure a visually appealing presentation. The post-production stage involves video editing, creating attention-grabbing hooks, and adding relevant hashtags to boost content reach. The fourth stage is distribution and uploading. This stage focuses on determining the best timing and schedule for publishing to reach the audience. The final stage is evaluation. This stage involves monitoring content performance based on metrics like views, likes, and comments. This information can then be used to improve content in the future.

METHODOLOGY

This research uses a qualitative approach with a descriptive research design. According to Sugiyono (2013), qualitative research examines phenomena or objects in their natural state, without any special intervention from the researcher. In this approach, the researcher acts as the main instrument and is directly involved in collecting, processing, and interpreting the data obtained during the research.

The data collection for this study was done using several techniques. First, the Shopee account *bastohana.id* was directly observed from March to May 2026. This observation focused on various aspects, including the types of videos posted, the number of views and likes, comments left by users, and the frequency of content uploads. Second, a semi-structured interview was conducted with Mrs. Nenci Haryadi, who is a production staff member and part of the Bastohana brand marketing team. The interview took place in January 2026 and was repeated during the March–May 2026 period to gather more in-depth information. Third, documentation was collected, including screenshots of Shopee accounts and video performance data obtained from the Shopee Seller Center, as well as documentation of the tools and facilities used in the content

production process. Fourth, a literature review was conducted by examining various scientific sources, such as books and journals, that are relevant to the research topic. In addition, this study used the Mendeley app to help manage and organize the bibliography.

The data analysis process was carried out in three stages: data reduction, data presentation, and drawing conclusions. To improve the validity of the research findings, data triangulation techniques were applied to ensure the results are valid and reliable. This research was conducted at CV. Rahmli/Brand Bastohana, located on Jalan K.H. Khoerul Affandi, Cibereum District, Tasikmalaya City, West Java, Indonesia, 46196. The research process took place from March to May 2026.

RESULT

The Process of Implementing Video Content Marketing

The video content marketing strategy for the Bastohana brand is carried out through a series of systematically organized stages. The first stage is content idea development. This stage involves identifying products that consumers frequently ask about during live broadcasts. These products become the basis for determining the video themes. The next stage is the production stage, which involves shooting with a smartphone using the rear camera as the main camera. Production is done in a special studio equipped with a ring light to ensure optimal lighting. After shooting is finished, the video goes into the editing stage. A hook is added in the first 3–5 seconds to grab viewers' attention. Hashtags relevant to the content are also included. The videos are then uploaded regularly, with a frequency of about six to eight videos per day, between 1:00 PM and 2:00 PM and 4:00 PM and 7:00 PM WIB. The final stage involves regular evaluation through Shopee Seller Center to monitor the performance and effectiveness of the published content.

Table 1 presents an overview of the Shopee account profile for the Bastohana Brand based on observations conducted in May 2026.

Table 1. Shopee Brandbastohana Account Profile(May2026)

Data	Value
Username	bastohana.id
Number of Followers	23.800pengikut
Number of Likes	140
Store Rating	4,9/5,0
Average Views per Video	1-1.100tayangan
AverageCommentsPerVideo	0-3komentar

Source: Observations from the Shopee account bastohana.id, May 2026.

Reach (Views)

From March to May 2026, observations were made on the Shopee Brand Bastohana account. The number of video views showed quite significant variations, ranging from one to 1,100 views per published video. Among the various types of content uploaded, OOTD (Outfit of the Day) videos had relatively high view counts, around 500–700. This outperformed product review content, which generally received 200–300 views, as well as promotional content, which averaged 150 views. These results align with the research by Xu et al. (2023), which states that entertainment factors, performance expectations, and content relevance are key in boosting user engagement with short video content on e-commerce platforms.

Besides the type of content, the upload time also affects the number of views you get. Videos posted after the Zuhur prayer, especially between 1:00 PM and 2:00 PM WIB, and in the late afternoon between 4:00 PM and 7:00 PM WIB, tend to reach a wider audience because user activity is relatively higher during these periods.

Interactions (Likes and Comments)

Observations show that audience engagement on the Shopee Brand Bastohana account is still low. On average, the videos get between 8 to 25 likes, and comments range from 0 to 3 per post. In fact, quite a few videos were published without receiving any comments at all from users. Based on interviews conducted during the research, this is because the audience prefers to interact directly through live streaming features rather than leaving comments on videos. Table 2 presents the various types of content produced by Brand Bastohana during the research period.

Table 2. Types of Video Content From Brand Bastohana (March–May 2026)

No	Content Type	Description	Frequency
1	OOTD(Outfit of the Day)	Showcasing a fashion mix with exclusive embroidery	Every day
2	Mukena Review	Details from fabric to embroidery	2x a week
3	Shirt Review	Embroidery details on the shirt	Every day
4	Review Vest	Latest vest models and details ...	2x a week
5	Promotional Content	Information on discounts and special offers Promotional Content	Conditional

Source: Hasil observasi di Brand Bastohana, Maret–Mei 2026

Performance Consistency

Looking at the publication frequency, the Bastohana Brand shows a fairly good level of consistency in running its video content marketing strategy. This can be seen from the routine of uploading around 6–8 videos every day during the research period. However, there are still some issues when it comes to content quality. One of the problems identified is that the visual quality of the videos

sometimes appears blurry after being uploaded to the Shopee platform, which could potentially affect the audience's experience. This is reinforced by Mrs. Nenci Haryadi's statement that the content production process is carried out every day, starting with idea searching based on the products most asked about by consumers during live streaming sessions.

DISCUSSION

This research reveals a paradox in the use of video content marketing for the Bastohana brand. Even though the frequency of video uploads is relatively high and consistent, it hasn't been matched by optimal content quality or sufficient audience engagement. These findings suggest that quantity alone is not enough to achieve effective digital marketing performance. Consistency in content marketing, as suggested by Witarra (2024), is measured not just by the regularity of the publishing schedule, but also by the brand's ability to maintain the quality of presentation and ensure that the message delivered aligns with the brand's identity and character. Thus, a successful content strategy requires a balance between the frequency of posting and the quality of the audience's experience. In Bastohana's context, strengthening this aspect is needed so that digital marketing activities can produce optimal results.

The fairly large variation in the number of views, ranging from one to 1,100 per video, shows a significant difference in content performance. This pattern aligns with Fitrisam et al. (2022), who stated that the number of views is a key indicator in the algorithmic system of digital platforms. OOTD videos, which showcase clothing details exclusively through close-up shots, have been proven to grab viewers' attention more than other types of content. These results show that the visual quality and the content's ability to evoke emotions significantly impact the success of video distribution. This supports Xu et al.'s (2023) findings that entertainment elements and content relevance are important for boosting user engagement with short videos on e-commerce platforms. Also, presenting products in a clear and appealing way helps viewers better understand a product's aesthetic value, which in turn increases engagement and interest.

On the other hand, one of the main issues identified in this study is the low level of audience interaction in the form of comments, ranging from 0 to 3 comments per video. According to Pramonoputri et al. (2024), comments indicate deeper emotional and cognitive engagement from viewers compared to just liking the content. The low number of comments on Bastohana's content is suspected to be related to the minimal use of call-to-action (CTA) elements that explicitly encourage interaction. This finding aligns with the research by Daffa Mahendra and Rudy P. Tobing (2025), which shows that content that directly invites viewers tends to generate higher comment rates. Besides that, their research explains that social and entertainment factors also significantly contribute to the increase in engagement with short videos on e-commerce platforms. Therefore, boosting interactive and entertainment elements could be an effective strategy to ramp up audience participation in Bastohana's content.

From a technical standpoint, the drop in video quality after uploading is a pretty big issue. This problem has a major impact on fashion brands that rely on visual details of their products as their main selling point, especially those offering exclusive embroidered items, like Bastohana. When the image quality drops, the product details become less visible, which can make it less appealing to consumers. This finding aligns with what Fitriam et al. (2022) stated – that high-quality videos positively influence consumer interest in the products offered. Besides that, various technical and non-technical obstacles affect the effectiveness of video content marketing strategies. A summary of these obstacles and their impact on content performance is presented in the table below.

Table 3. Summary of Technical and Non-Technical Obstacles

Category	Obstacle	Impact
Technical	The video quality drops after uploading	The product details are not very visible, which could lower buying interest
Technical	Lighting is suboptimal (blackout)	The video display became dark and the product looks less appealing
Technical	Smartphone camera limitations	The image sharpness isn't optimal at some shooting angles
Technical	The internet connection is unstable	The upload process becomes slow or experiences failure
Non-Technical	Shopee Video algorithm is hard to understand	The upload process becomes slow or experiences failure ...
Non-Technical	Low audience engagement	Interactive and social proof are still limited

Source: Interview and observation results, 2026.

In response to these challenges, the Bastohana Brand has implemented a series of gradual and systematic improvements. These efforts include using ring lights to enhance lighting quality, utilizing smartphone rear cameras to produce sharper visuals, creating more diverse content variations, adjusting posting schedules based on the most effective times, and regularly monitoring content trends. This strategy shows an effort to adapt to the ever-changing dynamics of digital platforms. This finding is in line with the research conducted by Putri et al. (2025), which used the AISAS model to find that combining live streaming and short video marketing boosts the effectiveness of the marketing process from the Attention stage through to Share. In addition, Putri et al. (2025) emphasized that active interaction during live streams significantly affects consumer purchase intentions. Therefore, applying a hybrid strategy that combines short videos and live streaming is relevant for strengthening Brand Bastohana's digital marketing performance.

Overall, this study expands our understanding of how video content marketing is applied in the fashion MSME sector in Indonesia. The research findings show that the success of video marketing strategies isn't solely determined by the posting frequency. Instead, it's also influenced by visual quality, audience engagement levels, and the business owner's ability to adapt to

the characteristics of the platform being used. Shopee Video has different algorithm characteristics and user behavior patterns compared to other social media platforms, like TikTok and Instagram. Therefore, MSME owners need to develop strategies tailored to the Shopee Video ecosystem to maximize reach, engagement, and sales conversions generated through video content marketing.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study show that the Bastohana brand has implemented an intensive and well-planned video content marketing strategy on the Shopee platform. This strategy is carried out through five systematically arranged stages with a relatively high publication frequency of about 6–8 videos per day. This consistency shows the company's commitment to using video features as a digital marketing channel. However, the study findings indicate that the high upload volume has not been matched by optimal content quality. This is seen from the limited audience engagement with the videos published. In other words, the quantity of content production is good, but its effectiveness in capturing attention and user participation still needs improvement.

An analysis of the three main indicators reveals several important aspects that need attention. In terms of reach, the number of video views varies greatly, ranging from one to 1,100, indicating inconsistent performance for each piece of content. Among the different types of content published, 'Outfit of the Day' (OOTD) videos are the most successful in catching viewers' attention. Regarding engagement, the number of likes and comments remains relatively low, with an average of only 0–3 comments per video. This suggests that most viewers are passive and not yet motivated to interact. As for consistency, the posting frequency is fairly good and regular. However, visual quality, message delivery, and content appeal need to be maintained to ensure better stability and optimal performance.

Based on the findings of this study, here are some practical recommendations proposed to improve the effectiveness of Brand Bastohana's video content marketing strategy: First, the company should implement quality control procedures before publishing videos, including ensuring a minimum resolution of 1080p to make them look more professional. Second, the company should invest in production facilities, such as higher-quality cameras and lighting systems. Third, every video should include a consistent call-to-action (CTA) to encourage audience responses through comments, likes, or purchases. Fourth, a weekly content calendar should be created to streamline the production and publishing process. The hook element in the first 3–5 seconds of every video needs to be strengthened because this segment significantly affects the audience's decision to keep watching. Sixth, the Shopee Live and Shopee Video features need to be integrated and optimized to expand audience reach as well as boost engagement and sales conversion.

FURTHER STUDY

This study has some limitations that should be considered when interpreting the results. One of the main limitations is the scope of the research, which only focuses on the Brand Bastohana and covers a relatively short observation period: March to May 2026. Therefore, these findings do not fully represent the characteristics and dynamics of digital marketing among fashion SMEs more broadly. As a result, further research involving various fashion SME brands from different regions or cities across Indonesia is recommended to expand the scope of the study. With a wider scope, the research results are expected to be more generalizable and reflect the diversity of marketing strategies applied by business owners in different contexts.

In addition to expanding the scope of research, future studies could use a mixed-methods approach, combining quantitative and qualitative methods more comprehensively. Quantitative analysis can measure video content marketing performance through indicators like view counts, audience engagement rates, click-through rates, and conversion rates. Qualitative approaches can be carried out through in-depth interviews with business owners and consumers to gain a deeper understanding of perceptions, motivations, and factors that influence the effectiveness of video content. Combining these two approaches is expected to provide a more complete picture of the role of video content marketing in supporting MSME marketing activities.

It's recommended to conduct further research to examine the relationship between video content marketing performance and actual sales growth more specifically. Currently, most studies focus on audience engagement metrics, like the number of views, comments, and user interactions. However, the success of a digital marketing strategy should ultimately be measured based on its impact on business performance, especially the increase in sales and revenue. Analyzing sales data and linking it to the performance of published video content provides stronger empirical evidence for researchers regarding the contribution of video content marketing to the growth of SMEs in the fashion sector.

In addition, future research can compare the effectiveness of video content marketing across different digital platforms, such as Shopee, TikTok Shop, and Instagram. Since each platform has different user demographics, content distribution algorithms, and marketing features, the potential success of content strategies can also vary. Comparative analysis will help identify the most effective media to reach the target market, boost consumer engagement, and influence purchasing decisions. The findings from this research can help embroidery-based fashion SMEs in Indonesia determine digital marketing strategies that are more accurate, efficient, and aligned with their audience.

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