

"They Made Me Excited, Will I Stay?": The Role of Online Customer Engagement on Behavioural Intention in Food Social Commerce Context

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Abstract

The study examines the determinants of online customer engagement and its role in influencing the intention to repurchase healthy food products. A stimulus-organism-response (S-O-R) model framed the development of a survey of 300 Indonesian urban shoppers who have purchased healthy food from social commerce (s-commerce) platforms. The PLS-SEM analysis highlighted online content quality as the external stimulus and customer experiences as the internal stimulus in determining customer engagement and its importance in building the repurchase intention, particularly from a food context. The study provides deeper insight into s-commerce research and practical implications in designing online food services to retain customers.

Subject Areas: *Electronic Commerce and Internet Marketing*