

The engagement paradox: when technology design generates dysfunctional consumer engagement and well-being costs

Dissertation submitted in fulfilment of the requirements for the degree of Ph.D. in Economics and Management by

Lisa BAIWIR

Jury

- Prof. Willem STANDAERT, President of the Jury
(HEC Liège, Management School of the University of Liège)
- Prof. Matthew ALEXANDER
(University of Strathclyde)
- Prof. Wafa HAMMEDI
(University of Namur)
- Prof. Thomas LECLERCQ
(IESEG School of Management)
- Prof. Laurence DESSART, Supervisor
(HEC Liège, Management School of the University of Liège)
- Prof. Cécile DELCOURT, Supervisor
(HEC Liège, Management School of the University of Liège)

Acknowledgements

When all is said and done, we tend to forget the hardships that brought us to the results we waited so long to see materialize. Standing on the verge of this milestone, I do not want to forget or minimize the growth that writing this dissertation required. Particularly, that growth would not have been possible without the many individuals who have surrounded me, closely or loosely, throughout these years. In this section, I want to take the time and space to thank them for accompanying me on this journey.

First and foremost, I want to thank Alex for being my wonderful partner. You have lived this PhD journey by my side from day one, celebrating victories and milestones, but also holding me through the inevitable hardships and difficult moments it entails. You have supported this long and demanding journey without exception and with complete selflessness, despite the demands it placed on both our lives. Thank you for your patience, your presence, your unwavering support, and unconditional love. Thank you for giving me the time and space to do what I needed to do. There is nothing dearer to me than your presence, your love, and your friendship. I am beyond happy to be growing by your side and to be celebrating this milestone with you.

I have often been told that the quality of a PhD is largely determined by the relationship with one's supervisors. In this regard, it is equally important for me to express my sincere gratitude to Laurence Dessart and Cécile Delcourt. I am only now beginning to grasp how complex supervising a doctoral candidate can be: being a mentor, a critical reviewer, a friendly face, all while managing one's own life, professional pressures, and a thousand other demands. Cécile, thank you for being there at the very beginning, opening doors I did not yet know existed, introducing me to research communities and practices, to the rhythms of academic life, and to the breadth of possibilities academic work enables. Laurence, thank you for being there at the finish line, helping me hold it all together when the marathon felt endless, understanding my limits, knowing when to push and when to let go, and keeping me motivated through the hardest stretches. Together, you have challenged me intellectually in ways that go well beyond the dissertation, pushing me to think more broadly and with greater nuance, and trusting me with teaching and research opportunities that shaped who I have become as a scholar. You have both shown me the importance of setting boundaries and doing one's best within them, modeling values of benevolence, inclusivity, and

well-being even in a context as demanding as academic life. And beyond mentoring, you have offered me friendship, with shared lunches, walks in the woods, informal moments, and even some well-earned celebrations. Thank you for nudging me toward growth, not only as a researcher, but as a more patient, resilient, critical, and nuanced person. I am deeply grateful for everything you have taught me.

My warm thanks also extend to Matthew Alexander, jury member and beloved mentor and co-author. I remember our first meeting in Namur fondly, and this collaboration grew into something I did not anticipate. During my research stay at Strathclyde, you welcomed me with open arms, and your passion for research re-ignited a fire in me that had started to lose its breath. I came back a different researcher. You have always pushed me further, both intellectually and theoretically, in the way I think, question, and connect ideas, all the while bringing the fun back into research. Your revision comments are the finest I have ever encountered in a Word document, and a remarkably effective strategy for making me smile while reading critical feedback. I am deeply grateful for your mentoring and friendship.

I would also like to thank Wafa Hammedi for serving on my thesis committee and this jury. You are someone who makes a lasting impression, particularly for your ability to transform research into impact for the greater good. These values you have shared with me have quietly shaped my research journey and interests. Your rigor and expertise have undoubtedly helped elevate the quality of this dissertation, always communicated with benevolence and care. Thank you for your support and thoughtful advice, and for the consistent reminder that putting the human at the center is one of the most fundamental aspects of the research we undertake.

Another important member of this jury is Willem Standaert, who has also been part of this journey from day one as a colleague. I will particularly remember your feedback as consistently constructive and down-to-earth, helping PhD candidates on your team advance in their journeys. The few times we have had the chance to work together have been both enjoyable and remarkably efficient, and our informal moments have always been easy and fun. Thank you for always being supportive, attentive, and present to celebrate and congratulate. I thank you for accepting the role of presiding over this jury, and I am particularly happy to share this milestone with such a dear colleague.

I would also like to warmly thank Thomas Leclercq for joining this jury. I had already encountered your work before we met: your papers on gamification were among those I genuinely enjoyed reading at the beginning of my PhD journey. There is something quite amusing about sitting across from the person behind work that shaped your thinking, casually eating canapés, and having a good laugh at a conference. Try explaining that feeling to someone who isn't an academic. You are proof that rigorous, impactful research and fun are not mutually exclusive. Thank you for your participation in this jury.

Completing this dissertation has been as much (if not more) of an emotional challenge than an intellectual one. My close family thus deserves a big mention here, and I want to immensely thank them. Thank you, Dad, for being my number one fan, genuinely in awe of everything I do. Thank you, Mom, for being my number one confidant, always listening to my stories, my fears, my complaints, without judgment. Thank you, Samy, my big brother, for being my number one inspiration. All my life, you have traced paths that I later found myself walking. Watching you grow with integrity and grace has made it less overwhelming for me. You have always shown me the way in the most exceptional manner. Thank you, papy, for your strong interest in my education and academic development. I also want to thank my family broadly because it is from them that I inherited what I consider my most valuable intellectual traits: the instinct to question, the pleasure of debate, the care for others, the awareness of human suffering, and the refusal to take anything for granted. I can only hope this work reflects some of those values.

Research tends to improve when you step back and let it breathe. Luckily, I can always count on amazing friends to unwind and share good times together. Thank you to Chloé, Elsa, Hélène, Clara, Rachel, Laurine, Clara, les poulettes, the lads, los panas. I could not have completed this without your love, thoughtfulness, fun distractions, creative moments and parties, serious and silly discussions, big hugs, and all the experiences we have shared together.

I would also like to extend my warmest thanks to my marketing colleagues for their support and camaraderie. Every interaction, every shared moment, has contributed to shaping the scholar I am becoming. Particularly, Charlotte, you were my first colleague, and you took me under your wing with the warmth of a big sister. Thank you for the coffee, the conversations, and the time you gave

so generously. Jordan, thank you for your constant openness and kindness and for the quiet reminder that life is meant to be enjoyed.

It truly takes a village, and mine has been remarkably rich. In this regard, I would also like to thank many other persons who have shaped this journey. Thank you to the fellow doctoral candidates who made this journey richer, at conferences, seminars, social events, and everything in between. Having a community to share the hardships and the amazing times with, to learn alongside, and to learn from, has been one of the unexpected gifts of this experience. Thank you to the more senior scholars who have shaped my trajectory with an attentive ear and invaluable advice, by taking the time to discuss, encourage, and help me find my way. Thank you to the broader HEC Liège community. Each of you has played a part, large or small, in helping me grow as a researcher, as an educator, and as a member of this academic community. Thank you to all the individuals who have willingly invested time and effort in participating in the several research projects I have undertaken for this PhD.

To all these wonderful people, thank you for believing in me and my projects; for pushing me and protecting me at the same time.

Abstract

Engaging consumers has become a central objective in contemporary marketing practice due to its well-established benefits for firms. Given this practical importance, consumer engagement has emerged as a consistent priority of marketing research scholarship. Yet, while recent research has taken an interest in the dark side of engagement, it has largely focused on negative manifestations from the firm's perspective, leaving the consumer experience of dysfunctional consumer engagement undertheorized. This dissertation aims to advance understanding of consumer engagement by theorizing dysfunctional consumer engagement manifestations, the conditions that facilitate their development, and the associated well-being costs. Dysfunctional consumer engagement is conceptualized as a process in which consumers' dispositions and behaviors directed toward connected actors in a service system deviate from the functional assumptions of genuine and bounded resource investment, generating well-being costs across ecosystem levels. Using a multi-study, mixed-methods design grounded in the self-tracking context, the dissertation identifies two manifestations of dysfunctional consumer engagement: over-engagement and faked engagement behaviors. Dysfunctional consumer engagement emerges through the interplay of technology affordances alongside individual and contextual factors, generating well-being costs across ecosystem levels which diffuse into broader marketplace and societal logics. Critically, dysfunctional consumer engagement operates through a self-reinforcing cycle: well-being costs recalibrate technology design and social norms, thereby sustaining further dysfunctional consumer engagement. These findings reflect the engagement paradox: while engagement is designed to create value for actors, it can simultaneously manifest in a vicious cycle. Taken together, these findings extend consumer engagement theory by conceptualizing dysfunctional consumer engagement, opening a broad and fruitful area of inquiry for future research. For practitioners, these findings urge a shift away from strategies designed and evaluated around engagement maximization, toward quality engagement for the collective good. Finally, the well-being costs documented here produce systemic harm that risks intensifying over time, positioning dysfunctional consumer engagement as a governance challenge requiring coordinated responses from regulators, policymakers, and educators.

Keywords: consumer engagement, dysfunctional, well-being, technology affordances, paradox

Résumé

L'engagement des consommateurs est devenu un objectif central de la pratique marketing contemporaine et une priorité constante de la recherche en marketing, en raison de ses bénéfices bien établis pour les entreprises. Si l'engagement des consommateurs a longtemps été étudié sous un angle positif, la recherche récente sur ses aspects néfastes demeure ancrée dans la perspective de l'entreprise, laissant l'expérience du consommateur face à l'engagement dysfonctionnel sous-théorisée. Cette thèse vise à approfondir la compréhension de l'engagement des consommateurs en théorisant ces manifestations dysfonctionnelles, les conditions qui facilitent leur développement, et les coûts pour le bien-être qui leur sont associés. L'engagement dysfonctionnel du consommateur est conceptualisé comme un processus par lequel les dispositions des consommateurs dévient des hypothèses fonctionnelles d'investissement de ressources authentique et délimité, générant des coûts pour le bien-être. S'appuyant sur un design multi-études et multi-méthodes ancré dans le contexte du suivi personnel, cette thèse identifie deux manifestations dysfonctionnelles de l'engagement: le sur-engagement et les comportements d'engagement falsifiés. Cet engagement dysfonctionnel émerge de l'interaction entre les affordances technologiques et des facteurs individuels et contextuels, générant des coûts pour le bien-être se diffusant dans des logiques marchandes et sociétales plus larges. Il opère à travers un cycle auto-renforçant: les coûts pour le bien-être recalibrent les choix de conception technologique et les normes sociales, soutenant ainsi un engagement dysfonctionnel ultérieur. Ces résultats reflètent le paradoxe de l'engagement: bien qu'il soit conçu pour créer de la valeur pour les acteurs, il peut simultanément se manifester sous la forme d'un cycle vicieux. Pris ensemble, ces résultats étendent la théorie de l'engagement des consommateurs en conceptualisant l'engagement dysfonctionnel, ouvrant un champ de recherche vaste et fécond. Pour les praticiens, ces résultats invitent à s'éloigner des stratégies conçues et évaluées autour de la maximisation de l'engagement, au profit d'un engagement de qualité orienté vers le bien commun. Enfin, les coûts pour le bien-être documentés ici produisent des effets néfastes systémiques susceptibles de s'intensifier avec le temps, positionnant l'engagement dysfonctionnel du consommateur comme un défi de gouvernance nécessitant une réponse coordonnée des régulateurs, des décideurs politiques et des institutions éducatives.

Mots clés: engagement du consommateur, dysfonctionnel, bien-être, affordances technologiques, paradoxe

Contents

Acknowledgements	3
Abstract.....	7
Résumé	8
Contents	9
List of tables	13
List of figures	14
List of abbreviations	15
Chapter 1 General introduction	17
Consumer engagement: a converging priority for practice and scholarship	17
Conceptualizing consumer engagement: foundations and developments.....	18
The dark side of consumer engagement: emerging knowledge and current gaps	20
Research objectives and dissertation scope: dysfunctional consumer engagement with technological platforms	26
Research philosophy, design, and empirical context	31
<i>A pragmatist, multi-study, mixed-methods approach</i>	<i>31</i>
<i>Self-tracking technologies as the empirical context.....</i>	<i>33</i>
Overview of dissertation chapters.....	34
Chapter 2 Play smart, win big: how game elements can benefit brands ..	; Error! Marcador no definido.
Introduction	; Error! Marcador no definido.
Understanding gamification	; Error! Marcador no definido.
<i>Definition and characteristics.....</i>	<i>;</i> <i>Error! Marcador no definido.</i>
<i>Game elements</i>	<i>;</i> <i>Error! Marcador no definido.</i>
<i>Typology of game elements in brand strategy.....</i>	<i>;</i> <i>Error! Marcador no definido.</i>
The role of game elements in driving brand outcomes	; Error! Marcador no definido.
<i>Contextual factors</i>	<i>;</i> <i>Error! Marcador no definido.</i>
<i>Individual factors</i>	<i>;</i> <i>Error! Marcador no definido.</i>
<i>Game elements</i>	<i>;</i> <i>Error! Marcador no definido.</i>
<i>Brand strategy.....</i>	<i>;</i> <i>Error! Marcador no definido.</i>
Contribution and future research	; Error! Marcador no definido.
<i>Scientific contribution</i>	<i>;</i> <i>Error! Marcador no definido.</i>
<i>Managerial recommendations</i>	<i>;</i> <i>Error! Marcador no definido.</i>
<i>Future research</i>	<i>;</i> <i>Error! Marcador no definido.</i>
Chapter 3 When the game stops being fun: understanding the relationship between gamification, over-engagement, and consumer stress.....	; Error! Marcador no definido.

Introduction	¡Error! Marcador no definido.
The link between gamification and consumer stress	¡Error! Marcador no definido.
<i>Gamification for engagement</i>	¡Error! Marcador no definido.
<i>The dark side of gamified engagement</i>	¡Error! Marcador no definido.
<i>Conservation of resources as a theoretical lens</i>	¡Error! Marcador no definido.
<i>Hypothesis development</i>	¡Error! Marcador no definido.
Methods and findings	¡Error! Marcador no definido.
<i>Study 1</i>	¡Error! Marcador no definido.
<i>Study 2</i>	¡Error! Marcador no definido.
<i>Study 3</i>	¡Error! Marcador no definido.
<i>Study 4</i>	¡Error! Marcador no definido.
Discussion and conclusion	¡Error! Marcador no definido.
<i>Theoretical contributions</i>	¡Error! Marcador no definido.
<i>Practical implications</i>	¡Error! Marcador no definido.
<i>Societal implications</i>	¡Error! Marcador no definido.
<i>Directions for future research</i>	¡Error! Marcador no definido.
Chapter 4 Consumer engagement with self-tracking technologies: a double-edged sword for consumer well-being	¡Error! Marcador no definido.
Introduction	¡Error! Marcador no definido.
Theoretical framework	¡Error! Marcador no definido.
<i>Wellbeing in the age of new technologies</i>	¡Error! Marcador no definido.
<i>Consumer engagement with preventive health technologies</i>	¡Error! Marcador no definido.
Methodology	¡Error! Marcador no definido.
Results	¡Error! Marcador no definido.
<i>Consumer health goals</i>	¡Error! Marcador no definido.
<i>Trajectories of consumer engagement with preventive health technologies and wellbeing</i>	¡Error! Marcador no definido.
<i>Marcador no definido.</i>	
Discussion	¡Error! Marcador no definido.
<i>Theoretical contributions</i>	¡Error! Marcador no definido.
<i>Practical implications</i>	¡Error! Marcador no definido.
<i>Policy implications</i>	¡Error! Marcador no definido.
<i>Limitations and future research suggestions</i>	¡Error! Marcador no definido.
Chapter 5 The emergence of faked engagement behaviors in service ecosystems	¡Error! Marcador no definido.
Marcador no definido.	
Introduction	¡Error! Marcador no definido.
Theoretical background	¡Error! Marcador no definido.
<i>Engagement behaviors</i>	¡Error! Marcador no definido.
<i>Self-presentation and tensions in engagement manifestations</i>	¡Error! Marcador no definido.
Methodology	¡Error! Marcador no definido.
<i>Data collection</i>	¡Error! Marcador no definido.
<i>Data analysis</i>	¡Error! Marcador no definido.
<i>Ensuring trustworthiness and rigor</i>	¡Error! Marcador no definido.
Findings	¡Error! Marcador no definido.

<i>Faked engagement behaviors</i>	¡Error! Marcador no definido.
<i>Social norms as key drivers of faked engagement behaviors</i>	¡Error! Marcador no definido.
<i>The role of engagement platform affordances</i>	¡Error! Marcador no definido.
<i>Well-being consequences of faked engagement behaviors</i>	¡Error! Marcador no definido.
Discussion and conclusion	¡Error! Marcador no definido.
<i>Theoretical contributions</i>	¡Error! Marcador no definido.
<i>Practical implications</i>	¡Error! Marcador no definido.
<i>Societal implications</i>	¡Error! Marcador no definido.
<i>Future research directions</i>	¡Error! Marcador no definido.
Chapter 6 General conclusion	39
Towards a better understanding of dysfunctional consumer engagement.....	39
Contributions to knowledge	42
<i>Advancing consumer engagement research through a dysfunctional lens</i>	42
<i>Advancing gamification and self-tracking research</i>	44
<i>Advancing methodological approaches to consumer engagement research</i>	45
Challenging engagement marketing practices.....	46
Beyond the firm: societal implications for governance, regulation, and consumer education .	49
Ethical reflections on engagement marketing	51
Boundaries of the present dissertation: methodological, theoretical, and contextual limitations	52
Extending the field: future research agenda on dysfunctional consumer engagement.....	53
Concluding statement.....	59
References	61
Appendices	¡Error! Marcador no definido.
Appendix A Measurement scales (Chapter 3)	¡Error! Marcador no definido.
Appendix B Scenario stimuli (Chapter 3)	¡Error! Marcador no definido.
Appendix C Coding process (Chapter 4)	¡Error! Marcador no definido.
Appendix D Selection of netnographic materials (Chapter 5) ..	¡Error! Marcador no definido.
Appendix E Interview protocol (Chapter 5).....	¡Error! Marcador no definido.
Appendix F Data structure (Chapter 5).....	¡Error! Marcador no definido.

List of tables

Chapter 1

TABLE 1.1 Emerging research on the dark side of consumer engagement.....	21
TABLE 1.2 Positioning dysfunctional consumer engagement among related concepts	27
TABLE 1.3 Overview of core chapters.....	37

Chapter 2

TABLE 2.1 Typology of game elements in brand strategy	45
TABLE 2.2 Overview of key studies on gamification and branding.....	49
TABLE 2.3 Propositions and specific conditions.....	58

Chapter 3

TABLE 3.1 Overview of studies	77
TABLE 3.2 Descriptive statistics, reliabilities, and correlations (Study 1)	80
TABLE 3.3 Effects of perceived gamification affordances on stress (Study 1).....	81
TABLE 3.4 Descriptive statistics, reliabilities, and correlations (Study 2)	82
TABLE 3.5 Effects of gamification affordances and distance to goal on stress (Study 2).....	83
TABLE 3.6 Person-level associations among over-engagement and stress (Study 3)	86
TABLE 3.7 Weekly mixed-effects model predicting stress (Study 3).....	87
TABLE 3.8 Hypothesis support across four complementary studies	91

Chapter 4

TABLE 4.1 Key empirical papers investigating consumer behavior towards preventive health technologies.....	106
TABLE 4.2 Profile of respondents	111
TABLE 4.3 Summary of key insights.....	114
TABLE 4.4 Future research avenues	133

Chapter 5

TABLE 5.1 Informants key characteristics	146
TABLE 5.2 Manifestations and discourses of faked engagement behaviors.....	148

Chapter 6

TABLE 6.1 Future research agenda.....	188
---------------------------------------	-----

List of figures

Chapter 1

FIGURE 1.1 Multiphase mixed-methods design across empirical chapters.....	32
---	----

Chapter 2

FIGURE 2.1 Integrative gamification-branding framework.....	53
---	----

Chapter 3

FIGURE 3.1 Research model.....	73
--------------------------------	----

FIGURE 3.2 Simple slopes of the association between weekly over-engagement and stress as a function of weekly distance to goal (Study 3).....	87
---	----

Chapter 4

FIGURE 4.1 Matrix of consumer health goals.....	115
---	-----

FIGURE 4.2 Settling engagement trajectory	117
---	-----

FIGURE 4.3 Engagement curve trajectory	119
--	-----

FIGURE 4.4a Detrimental over-engagement trajectory	121
--	-----

FIGURE 4.4b Detrimental technology over-engagement trajectory	122
---	-----

FIGURE 4.5 Bumpy engagement trajectory	123
--	-----

Chapter 5

FIGURE 5.1 A self-reinforcing cycle linking faked engagement behaviors, ecosystem norms, platform affordances, and multi-level negative consequences on well-being.....	163
---	-----

Chapter 6

FIGURE 6.1 Integrative framework of dysfunctional consumer engagement, contrasted with the traditional view of functional consumer engagement.....	173
--	-----

List of abbreviations

AI: Artificial Intelligence

CE: Consumer Engagement

COR: the Conservation Of Resources theory

EU: European Union

FEBS: Faked Engagement Behaviors

fsQCA: fuzzy-set Qualitative Comparative Analysis

ICC: Intraclass Correlation Coefficient

IT: Information Technology

LLM: Large Language Models

MCAR: Missing Completely At Random

PANAS: Positive Affect and Negative Affect Schedule

PHTs: Preventive Health Technologies

SEM: Structural Equation Modeling

SDL: Service-Dominant Logic

STTs: Self-Tracking Technologies

TSR: Transformative Service Research

UK: United Kingdom

UN: United Nations

US: United States

USD: United States Dollar

Chapter 1 General introduction

Consumer engagement: a converging priority for practice and scholarship

Consumer engagement has become a central objective in contemporary marketing practice. Organizations across sectors invest substantially in strategies intended to foster meaningful connections and sustained interactions with consumers, including loyalty programs, branded applications, gamified experiences, and social media communities. The global consumer engagement solutions market was valued at approximately USD 23.45 billion in 2023 and is projected to reach USD 50 billion by 2030, growing at a compound annual rate of 11.8% (Grand View Research, 2024). This growth reflects the strategic importance firms place on engagement. The rationale is well established: engaged consumers demonstrate higher purchase frequency, greater loyalty, and increased advocacy (Harmeling et al., 2017; Pansari & Kumar, 2017). As a result, engagement metrics have become key indicators of organizational performance and inform investment decisions. For example, Starbucks' Rewards program, designed with engagement marketing techniques such as gamification and personalization, reached 34.3 million active U.S. members in 2024, with members spending more per visit than non-members. These outcomes have guided further investments in AI-driven analytics and cross-brand loyalty partnerships with Bank of America and Marriott Bonvoy (Starbucks Corporation, 2024).

Given its practical importance and relevance, consumer engagement has emerged as a consistent priority of marketing research scholarship across successive cycles of the Marketing Science Institute's agenda, from its initial inclusion in 2010 (documented in Brodie, Hollebeek, et al., 2011) through its most recent iterations (Marketing Science Institute, 2020; 2022; 2024). Dedicated calls for research within review papers and special issues in leading marketing and service management outlets have further reinforced scholarly interest in better understanding the concept of consumer engagement (e.g., Hollebeek, Kumar, et al., 2022 in the *Journal of Service Research*; Kumar et al., 2025 in the *Journal of the Academy of Marketing Science*; Lim et al., 2022 in the *Journal of Business Research*).

The convergence of managerial priorities and scholarly attention highlights the centrality of consumer engagement as a research domain. However, advancing the field requires not only the accumulation of evidence within established assumptions but also the critical examination of those

assumptions (MacInnis, 2011). The following sections review the foundations and developments of the consumer engagement literature and subsequently examine emerging research and current knowledge gaps that challenge its core assumptions.

Conceptualizing consumer engagement: foundations and developments

Prior to its development in marketing, engagement was explored across disciplines, including sociology, psychology, political science, and organizational behavior, where it was described as a range of phenomena, from civic participation and employee investment to social interaction and student learning (Brodie, Hollebeek, et al., 2011). Within marketing scholarship, two complementary streams of consumer engagement have emerged through distinct theoretical lenses. The first builds on relationship marketing, in which engagement is conceptualized as a relational construct that strengthens consumer-brand bonds and drives firm-relevant outcomes (Bowden, 2009; Hollebeek et al., 2014; Kumar et al., 2010). The second conceptualizes engagement as a mid-range theory grounded in service-dominant logic (SDL), wherein interactive, co-creative experiences between actors generate value within service relationships (Brodie, Hollebeek, et al., 2011; Brodie, Saren, et al., 2011; Jaakkola & Alexander, 2014). Both perspectives have progressively evolved beyond their initial dyadic focus, increasingly acknowledging that engagement occurs among multiple actors and across multiple objects simultaneously within broader service ecosystems (Brodie et al., 2019; Hollebeek, Kumar, et al., 2022; Kumar et al., 2019). Consumer engagement is accordingly defined as a dynamic, iterative process reflecting actors' dispositions to invest resources in their interactions with other connected actors within a service system (Brodie et al., 2019, p. 183).

Consumer engagement is largely conceptualized as a multidimensional phenomenon comprising cognitive, emotional, and behavioral dimensions (Bowden, 2009; Brodie, Hollebeek, et al., 2011; Hollebeek et al., 2014). Accordingly, engagement is both regarded as a psychological state consisting of dispositions to invest resources (i.e., affective and cognitive dimensions) and as the observable behavioral manifestations of engagement dispositions (i.e., behavioral dimension). This last dimension is often studied through engagement behaviors, which include the extra-transactional behaviors consumers direct toward a brand or firm, such as word-of-mouth, recommendations, and content creation, that generate value beyond the core purchase (Jaakkola &

Alexander, 2014; Pansari & Kumar, 2017; Van Doorn et al., 2010). Engagement dimensions are complementary: the psychological state underlies and motivates behavioral manifestations, which, in turn, shape subsequent engagement dispositions (Lim et al., 2022).

Consumer engagement research has accumulated substantial knowledge over the past two decades, as summarized below. The engagement actor has predominantly been the consumer or customer¹, with more recent work broadening this to multiple actor types within service ecosystems (Aksoy et al., 2022; Brodie et al., 2019; Hollebeek, Kumar, et al., 2022). The brand has historically been the dominant engagement object (Hollebeek, Sharma, et al., 2022; Ng et al., 2020), consistent with early theoretical lens-building in relationship marketing. As engagement research increasingly builds upon the SDL logic, it acknowledges simultaneous engagement across multiple objects (including communities, platforms, and other actors) within broader ecosystems (e.g., Dessart et al., 2016; Fehrer et al., 2018; Sim et al., 2018). Technology has largely been treated as an engagement context rather than a direct object of engagement in the marketing literature (Blut et al., 2023; Hollebeek, Sharma, et al., 2022; Lim et al., 2022), though technological affordances are considered material to how engagement unfolds (Morgan-Thomas et al., 2020; Storbacka et al., 2016). A parallel stream in information systems research has conceptualized user engagement as a quality of the interaction experience with technology itself (O'Brien & Toms, 2010). While informative, this perspective focuses on discrete interaction episodes and interface design effectiveness rather than the broader motivational disposition and its relational consequences across actors and objects that characterize consumer engagement in marketing, and thus falls outside the scope of this dissertation.

As discussed above, engagement manifestations can be cognitive, affective, or behavioral. Valence and intensity are recognized as key dimensions of these manifestations (Dessart, 2017; Li et al., 2018; Ng et al., 2020; Wang, Fehrer, et al., 2023). Engagement dynamics have increasingly been conceptualized as evolving processes rather than static states (Bowden, 2009; Fehrer et al., 2018; Hollebeek, Kumar, et al., 2022). Consequences of engagement have been extensively documented in terms of firm-level benefits (such as performance, competitive advantage, word-of-mouth, and

¹ Although the terms “customer engagement” and “consumer engagement” are different semantically, the literature emphasizes a high degree of similarity in their conceptual core (Hollebeek et al., 2019; 2022). They are used interchangeably in this dissertation.

brand outcomes; Aksoy et al., 2022; Blut et al., 2023; Pansari & Kumar, 2017), alongside the broader assumption of mutual value co-creation across actors (Brodie et al., 2019; Jaakkola & Alexander, 2014).

However, this prevailing perspective on consumer engagements rests on a set of assumptions that merit closer examination. Research has predominantly examined engagement in hedonic and positively valenced contexts, treating it as an inherently enjoyable and beneficial phenomenon (Barrett et al., 2025; De Oliveira Santini et al., 2020), while negative or detrimental expressions of engagement remain comparatively understudied (Ng et al., 2020). Consequences have been evaluated primarily from the firm's perspective, with consumer outcomes, when addressed, often reduced to firm-adjacent constructs such as loyalty and satisfaction (e.g., Fehrer et al., 2018; Ng et al., 2020). Where consumer well-being has been considered, research has predominantly documented its beneficial effects (Henkens et al., 2021; Roy et al., 2023), with the conditions under which engagement may harm consumer well-being comparatively less examined (Hollebeek, Sharma, et al., 2022; Hollebeek & Belk, 2021). More broadly, how consumers actually experience engagement in their daily lives remains understudied (Flaherty et al., 2019; Ng et al., 2020). Furthermore, the assumption of synergetic mutual value co-creation obscures the reality that different actors may extract different levels of perceived value from the same engagement interactions, with some actors experiencing these as negative rather than beneficial under certain conditions (Alexander & Vallström, 2023; Hollebeek, Kumar, et al., 2022).

The dark side of consumer engagement: emerging knowledge and current gaps

In response to these knowledge limitations, recent research has begun to investigate the detrimental manifestations of consumer engagement, as well as its unintended consequences, thereby contributing to an emerging literature on the dark side of engagement. Table 1.1 provides a synthesized overview of this developing body of knowledge.

Authors (year)	Methodology	Engagement manifestation	Technology design role	Perceived value	Key findings
Cluster 1: Negatively valenced engagement and disengagement					
Azer and Alexander (2018)	Qualitative (unobtrusive netnography)	Negatively valenced influencing behaviors Object: Firm	No	Consumer: / Firm (-): financial, relational, reputational harm Ecosystem (+): community information benefits	Identifies six forms of negatively valenced influencing behaviors and their cognitive-emotional antecedents, demonstrating actor-dependent value perception within service ecosystems. Consumer well-being and technology design remain unaddressed.
Naumann et al. (2020)	Quantitative (survey, SEM)	Negative engagement Object: Firm/Community	No	Consumer: / Firm: / Ecosystem: /	Provides the first quantitative operationalization of both negative and positive engagement valence. No genuine value consequences for any actor are examined (word-of-mouth treated as outcome conflates with engagement behaviors). Consumer well-being and technology design remain unaddressed.
Rahman et al. (2022)	Quantitative (time-series cross-sectional data, simultaneous equation modelling)	Negative engagement Object: Firm	No	Consumer: / Firm (-): reduced equity and financial performance Ecosystem: /	Provides objective empirical evidence that negative engagement reduces brand equity and financial performance, establishing firm-side consequences of negative engagement. Consumer well-being and technology design remain unaddressed.
Abboud et al. (2023)	Qualitative (interviews)	Negative engagement Disengagement Object: Firm	No	Consumer (-): well-being harm Firm: / Ecosystem: /	Establishes perceived power imbalance as an individual factor driving negative engagement and disengagement, with documented harm to consumer financial, physical, and hedonic well-being. Technology design remains unaddressed.
Do and Bowden (2024)	Quantitative (survey, SEM)	Negative engagement behaviors Disengagement Object: Firm	No	Consumer: / Firm: / Ecosystem: /	Identifies manifestations and antecedents of negative engagement behaviors and disengagement. Consumer well-being and technology design remain unaddressed.

TABLE 1.1 Emerging research on the dark side of consumer engagement

Note: Papers were identified through a targeted Scopus search combining consumer engagement terms with detrimental pattern-related terms (e.g., ‘dark side’, ‘negative’, ‘unintended’, ‘stress’, ‘well-being’), restricted to peer-reviewed articles published after 2015 in leading marketing and service management journals. Additional papers were included through purposive selection based on direct relevance to the dissertation's focus.

Authors (year)	Methodology	Engagement manifestation	Technology design role	Perceived value	Key findings
Hammedi et al. (2024)	Quantitative (multi-study, field and laboratory experiments)	Engagement satiation Object: Gamified activity	Yes	Consumer (-): experience Firm (-): reduced engagement Ecosystem: /	Shows that repeated exposure to gamification affordances produces satiation, reducing experience quality and engagement, and tests design-level solutions as moderators. Consumer well-being beyond experience quality with the focal engagement object remain unaddressed.
Lee et al. (2025)	Conceptual	Negative engagement Object: Technological platform/Community	Yes	Consumer (+): material, social, emotional benefits Firm (-): platform integrity Ecosystem (-): harm to community	Theorizes platform affordances as facilitators of consumer misconduct (i.e., negative engagement in the form of information falsification and harassment). Well-being outcomes for the focal consumer are seen as positive, demonstrating actor-dependent value perception within service ecosystems.
El Midaoui et al. (2026)	Mixed-methods (survey, SEM, interviews)	Negative engagement Object: Brand	Yes	Consumer: / Firm: / Ecosystem: /	Documents active and passive negative engagement driven by expectation violation, with chatbot design as a moderating factor. Consumer well-being and broader technology design affordances beyond the use of a specific technology remain unaddressed.
Cluster 2: Other detrimental engagement manifestations					
Eisingerich et al. (2019)	Mixed-methods (interviews, field study, simulation study)	Compulsive app use Object: Technological platform	Yes	Consumer: / Firm (-): sales Ecosystem: /	Demonstrates that specific gamification affordances induce compulsive use, reducing engagement and firm outcomes. Consumer well-being remains unaddressed.
Okazaki et al. (2021)	Quantitative (survey, SEM)	Compulsive social media use Object: Brand/Technological platform	No	Consumer (-): stress, compulsive buying Firm: / Ecosystem: /	Shows that brand engagement triggers compulsive social media use leading to consumer stress and compulsive buying, with personality traits intensifying this relationship. Technology design remains unaddressed.
Lervik-Olsen et al. (2024)	Quantitative (survey, SEM)	Compulsive social media use Object: Technological platform	Yes	Consumer (-): disconnection anxiety Firm: / Ecosystem: /	Establishes platform accessibility affordances and social norms as drivers of compulsive use, with documented platform-relational anxiety. Broader consumer well-being consequences beyond the relationship with the focal object of engagement are unaddressed.

TABLE 1.1 Emerging research on the dark side of consumer engagement (*continued*)

Authors (year)	Methodology	Engagement manifestation	Technology design role	Perceived value	Key findings
Moriuchi et al. (2025)	Quantitative (surveys, SEM)	Addictive smartphone use Object: Technological platform	Yes	Consumer (-): life satisfaction Firm: / Ecosystem: /	Documents notification affordances as drivers of addictive smartphone use harming life satisfaction, considering engagement as a buffer of this relationship. Technology affordances beyond notifications and conditions under which engagement itself becomes detrimental remain unaddressed.
Alexander et al. (2026)	Qualitative (interviews)	Engagement behaviors for self-presentation Object: Brand	No	Consumer: / Firm: / Ecosystem: /	Reveals self-presentational engagement as a form of inauthentic resource investment disconnected from genuine brand connection, invisible to conventional metrics. Consumer well-being and technology design remain unaddressed.
Cluster 3: Engagement and well-being tensions					
Kumar et al. (2022)	Conceptual	Consumer engagement Object: Firm	Yes	Consumer (-): stress Firm: reduced engagement (-) Ecosystem: /	Proposes a framework considering technology affordances as stressors that deplete consumer resources and reduce engagement. Empirical validation remains needed.
Hollebeek et al. (2023)	Conceptual	Hindrance engagement Object: Multiple (brand ecosystem)	No	Consumer (-): stress Firm: / Ecosystem: /	Introduces hindrance engagement a driver of resource depletion and consumer stress, with individual resources intensifying this relationship. Empirical validation and the role of technology design remain unaddressed.
Xie et al. (2023)	Mixed methods (interviews, survey, SEM)	AI engagement Object: technological platform (chatbot)	Yes	Consumer (-): technology dependence Firm: / Ecosystem: /	Identifies individual factors (i.e., trust, loneliness) alongside personification affordances as drivers of AI engagement, resulting in relationship formation and technology dependence. Well-being consequences beyond dependence and broader design technology landscape remain unaddressed.
This dissertation	Mixed methods (interviews, netnography, survey, scenario and field experiments)	Dysfunctional engagement Object: Multiple (technological platform ecosystem)	Yes	Consumer (-): hedonic and eudaimonic well-being Firm: / Ecosystem (-): group and societal well-being	Identifies over-engagement and faked engagement behaviors as two forms of dysfunctional consumer engagement which generate well-being costs across ecosystem levels. Dysfunctional consumer engagement is shaped by the interplay of technology affordances, individual, and contextual factors.

TABLE 1.1 Emerging research on the dark side of consumer engagement (*continued*)

Regarding emerging detrimental engagement manifestations, scholarly attention has predominantly focused on disengagement and negatively valenced engagement (as evidenced in Cluster 1, Table 1.1). Although these are often labeled as ‘negative’ in the literature, it is important to note that engagement behaviors are not inherently valenced as resource investments are valence-free in themselves (Li et al., 2018); what is perceived as negative reflects the interpretation of one or more actors in the service ecosystem rather than a property of the engagement manifestation itself (Hollebeek, Kumar, et al., 2022). Within this stream, negatively valenced engagement refers to dispositions and behaviors whose perceived outcomes are experienced as harmful by at least one actor, whether the firm, other consumers, or the community (Abboud et al., 2023; Azer & Alexander, 2018; Bowden et al., 2017; Do & Bowden, 2024; El Midaoui et al., 2026; Naumann et al., 2020). Disengagement reflects a withdrawal of resource investment (Abboud et al., 2023; Do & Bowden, 2024; El Midaoui et al., 2026). Engagement satiation, in which repeated exposure to the same engagement stimuli leads to declining experience quality and behavioral engagement, represents a related but distinct manifestation of diminishing resource investment (Hammedi, Leclercq, et al., 2024). A growing stream, evidenced in Cluster 2 (Table 1.1), also examines compulsion or addiction with technological platforms (Eisingerich et al., 2019; Lervik-Olsen et al., 2024; Moriuchi et al., 2025). However, these are predominantly studied as antecedents or consequences of engagement rather than as a manifestation of engagement itself. More recently, scholars have begun to examine engagement for self-presentation that lacks a genuine cognitive or emotional connection to the focal object (Alexander et al., 2026), raising fundamental questions about the validity of engagement behaviors as indicators of underlying dispositions.

Regarding the conditions facilitating detrimental manifestations of engagement, the role of technology design has received growing but still limited attention. In most studies, technology appears as an empirical context rather than an object of theoretical inquiry, with its specific affordances and their role in shaping detrimental engagement left unspecified. Drawing on Gibson's (1986) foundational concept, affordances refer to the potential for action that an object's materiality offers to users—not as fixed properties of the technology itself, but as relational possibilities that emerge when consumers' needs and motivations align with platform features (Leonardi & Vaast, 2017). A small but growing number of studies constitute meaningful exceptions, explicitly theorizing specific affordances: gamification affordances such as progress

tracking, rewards, and prompts have been shown to induce compulsion (Eisingerich et al., 2019); platform accessibility affordances and notification design have been linked to compulsive technology use (Lervik-Olsen et al., 2024; Moriuchi et al., 2025); and platform structural affordances including anonymity, digital detachment, and content interactivity have been theorized as facilitators of negative engagement (Lee et al., 2025). While they remain fragmented across specific affordances, these contributions demonstrate the relevance of technology design in understanding the dark side of engagement. Individual and contextual factors have received comparatively less attention: while some studies acknowledge the moderating roles of personality traits and individual resource levels (Hollebeek et al., 2023; Okazaki et al., 2021; Xie et al., 2023), these remain peripheral rather than central to theoretical development.

Firm-side outcomes of detrimental engagement dominate the emerging literature, mirroring a broader bias toward taking a firm perspective in the established engagement literature. Reduced brand equity, financial performance, and market value are relatively well-documented consequences of detrimental engagement (Azer & Alexander, 2018; Eisingerich et al., 2019; Rahman et al., 2022). Moreover, many studies implicitly frame disengagement, satiation, and compulsive engagement as detrimental insofar as they ultimately reduce engagement (Abboud et al., 2023; Eisingerich et al., 2019; Hammedi, Leclercq, et al., 2024), consistent with the view of engagement as a key performance indicator in marketing strategy (Harmeling et al., 2017; Pansari & Kumar, 2017). This firm-centric perspective reflects an important blind spot: how consumers experience detrimental engagement in their daily lives.

Recent studies (evidenced in Cluster 3, Table 1.1) have begun to address this gap, with stress emerging as the most documented consumer-side consequence, though largely through conceptual frameworks rather than empirical investigation (Hollebeek et al., 2023; Kumar et al., 2022). Other consumer-side outcomes remain narrow and platform-relational, including declining experience quality and disconnection anxiety (Hammedi, Leclercq, et al., 2024; Lervik-Olsen et al., 2024). A small number of studies have begun to empirically examine consumer well-being as an outcome of engagement (Abboud et al., 2023; Moriuchi et al., 2025; Okazaki et al., 2021; Xie et al., 2023). However, these contributions remain limited in two important respects. First, where well-being harm is documented, it tends to be associated with negatively valenced engagement, thus implicitly preserving the assumption that positively valenced engagement benefits consumers (Abboud et al.,

2023). Second, compulsion, addiction, and technology dependence are predominantly framed as outcomes of engagement rather than as dysfunctional manifestations of engagement itself, leaving the possibility that engagement, as a process, can be inherently detrimental largely unexamined (Moriuchi et al., 2025; Okazaki et al., 2021; Xie et al., 2023).

Collectively, the emerging literature on the dark side of consumer engagement reveals three interconnected shortcomings: a limited conceptualization of detrimental engagement manifestations beyond negative valence and disengagement; an undertheorized role of technology design in shaping detrimental manifestations; and an underexamined relationship between detrimental engagement manifestations and consumer well-being. Addressing these gaps defines the research agenda for this dissertation, as outlined in the subsequent section.

Research objectives and dissertation scope: dysfunctional consumer engagement with technological platforms

The overarching objective of this dissertation is to advance understanding of consumer engagement by examining dysfunctional manifestations and their associated well-being costs. This work builds on Brodie et al.'s (2019) SDL-informed conceptualization of engagement to define dysfunctional consumer engagement.

Dysfunctional consumer engagement is a process in which consumers' dispositions and behaviors directed toward connected actors in a service system deviate from the functional assumptions of genuine and bounded resource investment, generating well-being costs across ecosystem levels.

Concept	Definition	Theoretical foundation	Core nature	Locus of phenomenon	Focal actor perspective	Relationship to engagement	Key references
Negatively valenced engagement	Dispositions and behaviors characterized by unfavorable thoughts, feelings, and actions toward a focal object, whose perceived outcomes are experienced as harmful by at least one actor in the service ecosystem	Engagement (Relationship marketing, SDL)	Multidimensional (cognitive, affective, behavioral); reactively triggered, intentionally enacted	Perceived outcomes (valence attributed by actor perception)	Firm/brand and ecosystem; consumer well-being largely unaddressed	Extends engagement through valence attribution to outcomes; resource investment process unquestioned	(Azer and Alexander, 2018; Hollebeek and Chen, 2014; Naumann et al., 2020)
Disengagement	Process of concluding or reducing resource investment with a focal object, ranging from temporary dormancy to permanent termination	Engagement (Relationship marketing, SDL)	Behavioral; reactively triggered, intentionally enacted as withdrawal	Reduction or termination of the resource investment process	Firm/brand; consumer well-being largely unaddressed	Grounded in engagement; theorized as a terminal stage of the resource investment process	(Bowden et al., 2015; Do and Bowden, 2024)
Compulsive/problematic technology use	Uncontrollable, repetitive pattern of technology use that persists despite negative consequences, driven by urges or obsessive passion that override self-regulation	Psychology; Consumer behavior	Behavioral and dispositional; emergent and unintended	Outcome of technology interaction and engagement dynamics	Individual consumer; well-being costs documented	Partial; engagement appears as antecedent, moderator, or consequence of compulsive use	(Eisingerich et al., 2019; Lervik-Olsen et al., 2024; Okazaki et al., 2021)
Technostress	Stress experienced by individuals due to their use of technology, resulting from demands that exceed their ability to cope	Information systems; Organizational psychology	Psychological state; emergent and unintended	Outcome of technology interaction and engagement dynamics	Individual; well-being costs documented	Adjacent; stress and engagement theorized as mutually influencing but distinct phenomena	(Hollebeek et al., 2023; Kumar et al., 2022; Tarafdar et al., 2019)

TABLE 1.2 Positioning dysfunctional consumer engagement among related concepts

Concept	Definition	Theoretical foundation	Core nature	Locus of phenomenon	Focal actor perspective	Relationship to engagement	Key references
Impression management/ self-presentation	Strategic process through which individuals selectively manage information disclosed to others to project a desired identity and generate favorable impressions	Sociology; Social psychology	Behavioral and cognitive; deliberate and intentional	Identity projection toward an audience	Individual; well-being costs documented	Not grounded in engagement; self-presentation recently identified as a motivational driver of engagement behaviors that deviate from genuine cognitive or emotional connection to the focal object	(Alexander et al., 2026; Goffman, 1959)
Consumer misbehavior	Behavioral acts by consumers that violate generally accepted norms of conduct in consumption situations or disrupt otherwise functional service encounters	Consumer behavior; Service management	Behavioral; intentionality variable	Disruption of the service encounter or consumption order	Firm, employees, and other consumers; consumer well-being of the actor absent	Theoretically distinct; engagement dispositional at its core, whereas consumer misbehavior operates exclusively at the behavioral level	(Fisk et al., 2010; Fullerton & Punj, 2004; Harris & Reynolds, 2003)
Dysfunctional consumer engagement	Process in which consumers' dispositions and behaviors directed toward connected actors in a service system deviate from the functional assumptions of genuine and bounded resource investment, generating well-being costs across ecosystem levels	Engagement (Relationship marketing, SDL)	Multidimensional (dispositional, behavioral) and processual; deviation emergent through interplay of technology affordances and individual and contextual factors	Deviation within the resource investment process itself	Consumer primarily; well-being costs documented across micro, meso, and macro ecosystem levels	Central; formally defined against implicit functional engagement assumptions	This dissertation

TABLE 1.2 Positioning dysfunctional consumer engagement among related concepts (*continued*)

This conceptualization deliberately departs from terms such as 'negative engagement,' 'detrimental engagement,' or 'dark side of engagement,' as these conflate the perceived negativity of engagement outcomes for one or more actors with a property of the engagement manifestation itself. What distinguishes dysfunctional engagement is not its perceived valence but its deviation from the assumptions that underpin engagement as a marketing strategy. First, it deviates from the assumption that resource investments are genuine, a notion that has received nascent attention in recent work on engagement for self-presentation, revealing that observable behavioral engagement may fail to reflect genuine connection with the focal object (Alexander et al., 2026). Second, it deviates from the assumption that resource investments are bounded, an assumption that remains largely unexamined. Compulsion and addiction are largely studied as antecedents or consequences of engagement rather than as engagement itself exceeding functional boundaries (Eisingerich et al., 2019; Lervik-Olsen et al., 2024; Moriuchi et al., 2025; Xie et al., 2023), leaving the threshold beyond which resource investment becomes dysfunctional theoretically unaddressed. Third, it deviates from the assumption that resource investments generate mutual value for connected actors in the service ecosystem by considering the potential of engagement to simultaneously generate both well-being costs and benefits. Engagement is thus considered within the technology well-being paradox (McLean et al., 2025), moving toward a nuanced account of the perceived value of technology relationships (Belghiti et al., 2026).

Positioning dysfunctional consumer engagement as a distinct concept also requires clarity about its boundaries with adjacent phenomena that share similarities but differ fundamentally in their theoretical foundations and locus (see Table 1.2). Compulsive and problematic technology use documents well-being costs in technology contexts but is theorized as an outcome of technology interaction and engagement dynamics rather than as a manifestation of the engagement process itself, and is not defined at the dispositional level central to engagement research (Eisingerich et al., 2019; Lervik-Olsen et al., 2024; Okazaki et al., 2021). Similarly, technostress captures the stress individuals experience from technology-induced demands but operates outside the engagement process as a psychological state rather than a dispositional deviation within it (Hollebeek et al., 2023; Kumar et al., 2022; Tarafdar et al., 2019). Impression management and self-presentation explain how actors strategically project desired identities, but they operate at the level of cognitive and behavioral identity management rather than at the level of resource

investment in a service system (Alexander et al., 2026; Goffman, 1959). Consumer misbehavior refers to violations of behavioral norms in consumption settings but is defined exclusively at the behavioral level, without reference to the dispositional foundations central to engagement (Fisk et al., 2010; Fullerton & Punj, 2004; Harris & Reynolds, 2003). Dysfunctional consumer engagement is theoretically distinct from these related concepts: it is formally defined as a deviation from the functional assumptions of the engagement process itself, operating simultaneously at the dispositional and behavioral levels, and generating well-being costs that diffuse across ecosystem levels. Dysfunctional consumer engagement is thus theoretically bounded by its locus (i.e., a deviation within the resource investment process itself), its dispositional and behavioral nature, and its grounding in the functional assumptions implicit in consumer engagement research.

This dissertation investigates dysfunctional consumer engagement with technological platforms as its focal object. Technological platforms represent an increasingly prevalent engagement object, characterized by diverse affordances and multiple simultaneous engagement objects within their ecosystems, including the platform itself, associated brands, communities, and other consumers. The role of technology in shaping consumer experiences is an expanding area of research (Furrer et al., 2020). The term "consumer" is used to reflect the marketing perspective adopted in this work, while acknowledging that engagement with technological platforms does not always involve monetary exchange. In platform contexts, consumption extends beyond traditional transactions: consumers invest time, personal data, attention, and network contributions in exchange for access and value, constituting a form of resource-based exchange. The focus on consumers emphasizes individual experiences of dysfunctional engagement manifestations, while recognizing that these occur within broader service ecosystems (Brodie et al., 2019; Landry & Furrer, 2023).

To examine the costs of dysfunctional consumer engagement, this dissertation adopts consumer well-being as its primary outcome, focusing on the consumer as the focal actor whose resource investments and consequences are examined. Consumer well-being is conceptualized as a multidimensional phenomenon encompassing both hedonic and eudaimonic dimensions (Ryan & Deci, 2001). Hedonic well-being refers to consumers' subjective evaluations of their affective states, including positive and negative emotions, mood, and stress (Diener & Emmons, 1984; Ryan & Deci, 2001). Eudaimonic well-being captures consumers' sense of self-realization, purpose, and fulfillment derived from acting in accordance with their values (Waterman, 1993). In the context

of technology, these dimensions are not independent: the same engagement that may enhance hedonic well-being through enjoyment and social connection may simultaneously undermine eudaimonic well-being through compulsion, loss of autonomy, or identity-related tensions, a duality captured in the technology well-being paradox (McLean et al., 2025). Consistent with an ecosystem view of engagement, well-being in this dissertation is examined at multiple levels (individual, group, and societal), while remaining anchored in the consumer's perspective on how dysfunctional engagement generates consequences that extend beyond themselves into the broader service ecosystem (Landry & Furrer, 2023).

Against this background, the present dissertation addresses the following research questions:

RQ1: How does dysfunctional consumer engagement manifest?

RQ2: What conditions facilitate the development of dysfunctional consumer engagement? Specifically: (a) What is the role of technology design in shaping dysfunctional consumer engagement? (b) What are the individual factors that intensify dysfunctional consumer engagement? (c) What are the contextual factors that intensify dysfunctional consumer engagement?

RQ3: What are the well-being costs of dysfunctional consumer engagement?

Research philosophy, design, and empirical context

A pragmatist, multi-study, mixed-methods approach

This dissertation employs a multiphase, mixed-methods design across three empirical chapters, as illustrated in Figure 1.1. Chapter 3 adopts a QUAN(qual) mixed-methods design, combining a cross-sectional survey, scenario-based experiment, and longitudinal field study—grounded in an objectivist paradigm—with complementary in-depth interviews drawing on an interpretivist lens. The integration of quantitative and qualitative evidence in Chapter 3 enables both systematic testing of over-engagement mechanisms and their well-being costs, and a deeper understanding of how compulsive thoughts, feelings and behaviors are experienced by consumers (Creswell & Plano Clark, 2018). Chapters 4 and 5 adopt fully qualitative designs, drawing on in-depth interviews, and semi-structured interviews alongside a netnography respectively, consistent with

an interpretivist epistemology (Whittle & Reissner, 2025). The combination of methods follows a complementarity logic (Creswell & Plano Clark, 2018; Johnson & Onwuegbuzie, 2004), whereby each method and phase addresses aspects of the research questions that others cannot. The three phases build sequentially: Chapter 3 establishes over-engagement empirically, Chapter 4 deepens its understanding qualitatively by examining how over-engagement trajectories unfold, and Chapter 5 explores a second manifestation of dysfunctional engagement (i.e., faked engagement behaviors) motivated by the observation that dysfunctional engagement can also emerge from the social visibility of engagement in platform contexts. Each chapter specifies its own methodological choices and justifications in detail.

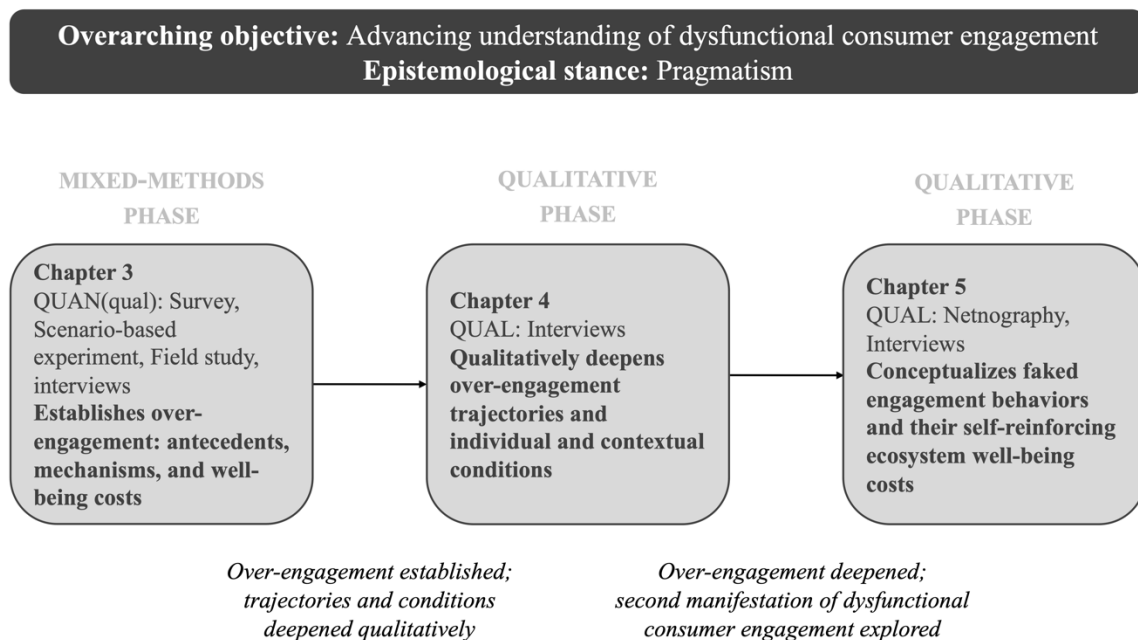


FIGURE 1.1 Multiphase mixed-methods design across empirical chapters

Self-tracking technologies as the empirical context²

Self-tracking technologies are tools enabling the automatic collection and analysis of physiological and behavioral data linked to an individual's activities (Swan, 2013). Ranging from mobile applications such as Apple Health and Samsung Health to wearables including Garmin watches, Oura rings, and fitness trackers, these technologies provide users with detailed, personalized information about their health and well-being across multiple dimensions of daily life (Lupton, 2016). Their rapid diffusion reflects broader societal trends toward health consciousness and self-optimization: the digital health and well-being market is projected to reach approximately 80 billion euros by 2030 (Statista, 2025a), with around 25 million health and well-being applications downloaded globally in January 2025 alone (Statista, 2025b). Scholarly interest has grown accordingly, with research examining self-tracking technologies across marketing, information systems, and sociology literatures. Current knowledge predominantly takes an adoption and continued use perspective, assuming that engaging with such technologies is inherently beneficial for well-being (Baiwir et al., 2024; Chen et al., 2024; Sweeney et al., 2015).

The engagement potential of self-tracking technologies is deeply embedded in their design through technological affordances. Self-tracking technologies are deliberately designed around three categories of affordances that map onto the fundamental psychological needs identified in self-determination theory (Ryan & Deci, 2000): monitoring affordances (e.g., progress tracking, performance dashboards, personalized notifications) that satisfy the need for competence; control and goal achievement affordances (e.g., goal-setting, behavior change prompts, and achievement gamification such as badges and rewards) that support autonomy; and social comparison affordances (e.g., social gamification such as leaderboards and community challenges, activity sharing, social media) that fulfill the need for relatedness. Together, these affordances are designed to drive engagement while promoting healthy behaviors, and research has predominantly focused on their beneficial effects, mirroring the positive bias identified in the broader consumer engagement literature (Chen et al., 2024; Jain et al., 2025; Mwangi et al., 2024).

² The content of this subsection is largely drawn from a chapter contribution: Baiwir, L. (2026). L'effet paradoxal des technologies de suivi personnel: entre bien-être et tensions. In N. Neysen & G. Briganti (Eds.), *La santé à l'ère du numérique: regards croisés sur les défis contemporains* (pp. 131-146). Presses Universitaires de Mons. ISBN: 978-2-8733-5881-8.

Self-tracking technologies constitute a particularly relevant empirical context for studying dysfunctional consumer engagement, for four key reasons. First, they are embedded in strong societal norms around health, fitness, and self-optimization (Berry et al., 2021; Pione et al., 2025), creating conditions under which consumers may feel compelled to engage beyond functional assumptions (i.e., genuine and bounded resource investment), heightening the potential for dysfunctional manifestations. Second, engagement with self-tracking platforms is inherently multi-object: consumers simultaneously engage with the technology itself, associated brands, and peer communities, alongside their health and fitness goals, reflecting experiential engagement (Mankute et al., 2025). This is consistent with the ecosystem view of engagement and the tension stemming from the multiplicity of engagement objects, which creates competing demands on consumer resources, as consumers cannot fully invest in all objects simultaneously (Sim et al., 2018). Third, self-tracking technologies exemplify the technology well-being paradox (McLean et al., 2025): the same affordances designed to enhance well-being through self-knowledge, empowerment, and social connection can simultaneously generate dependence on data, compulsive use, and negative upward social comparison (Akdevelioglu et al., 2022; Constantiou et al., 2023; Toner, 2018). This makes them an ideal context to observe the paradoxical nature of consumer engagement and the potential for dysfunctional manifestations to disrupt value co-creation. Fourth, their affordance-rich design provides a rich landscape for examining how technology design may facilitate dysfunctional engagement.

Overview of dissertation chapters

The present dissertation consists of one context-setting chapter and three empirical chapters, framed by a general introduction and general conclusion. The three empirical phases build sequentially: Chapter 3 establishes over-engagement through a mixed-methods design, Chapter 4 deepens its understanding qualitatively, and Chapter 5 explores a second manifestation of dysfunctional consumer engagement. Table 1.3 provides a synthetic overview of each chapter, including its objective, theoretical lens, methodology, research questions addressed, and key results.

Chapter 2 serves as a context-setting contribution, drawing on a narrative literature review of gamification in brand management. It reveals that the combined role of game affordances,

individual factors, contextual factors, and brand strategy type shapes positive brand outcomes. Consumer engagement acts as the central mediating mechanism through which gamification creates value for brands. This chapter focuses on positive brand outcomes of gamification and stresses the abundance of research in this stream. It concludes by calling for research addressing the dysfunctional engagement consequences of gamification and their well-being costs.

The three empirical chapters address the dissertation's three research questions through complementary methodological approaches. Chapter 3 investigates when, why, and for whom achievement and social gamification affordances contribute to consumer stress. Drawing on the conservation of resources theory and a multi-study design combining a cross-sectional survey, a scenario-based experiment, a longitudinal field study, and interviews, the chapter provides consistent evidence that gamification affordances induce over-engagement—a manifestation of dysfunctional consumer engagement characterized by compulsive thoughts and behaviors—which, in turn, generates consumer stress. It further identifies individual (i.e., consumer goal orientation) and contextual (i.e., distance to goal) factors that intensify the relationship between gamification, over-engagement, and stress. In doing so, Chapter 3 advances understanding of how dysfunctional engagement manifests (RQ1), illuminates the role of individual and contextual factors in facilitating its development (RQ2b, RQ2c), and documents its well-being costs (RQ3).

Chapter 4 examines how distinct engagement trajectories, shaped by individual and contextual factors, determine whether engagement with self-tracking technologies benefits or harms consumer well-being. Drawing on the conservation of resources theory and interviews with 30 participants, the chapter shows that consumers with high data dependency are particularly susceptible to over-engagement trajectories, which lead to dysfunctional engagement and both hedonic and eudaimonic well-being costs. Fluctuating contextual goals produce variable engagement intensity and well-being outcomes over time. These findings advance understanding of how dysfunctional engagement manifests (RQ1), illuminate the role of individual and contextual factors in facilitating its development (RQ2b, RQ2c), and document its well-being costs (RQ3).

Chapter 5 examines faked engagement behaviors as a second manifestation of dysfunctional consumer engagement. Combining netnography and semi-structured interviews, the chapter

conceptualizes faked engagement behaviors as deliberate actions through which consumers select, edit, or fabricate the resources used to display engagement toward a focal object without corresponding resource investment, aimed at projecting a desired self-image to others. It further identifies the conditions that facilitate their emergence. Specifically, social norms, enhanced and facilitated by technology design, shape faking behaviors, while discursive ownership enables consumers to make sense of and normalize them. Critically, faked engagement behaviors pollute the resources available to other ecosystem actors, distorting the value co-creation process and generating well-being costs across ecosystem levels. These dynamics are self-reinforcing: distorted resources recalibrate evaluative standards, sustaining the social norms and technology design that motivate faking. Chapter 5 thus advances understanding of dysfunctional engagement manifestations (RQ1), illuminates the role of technology design and contextual factors in facilitating their development (RQ2a, RQ2c), and documents their multi-level well-being costs (RQ3).

Chapter	Chapter 2	Chapter 3	Chapter 4	Chapter 5
Objective	Review knowledge on gamification, engagement, and brand management.	Investigate when, why, and for whom achievement and social gamification affordances contribute to consumer stress.	Examine how distinct engagement trajectories may benefit versus harm consumer well-being.	Examine faked engagement behaviors, their manifestations, the conditions of their emergence, alongside well-being costs across ecosystem levels.
Theoretical lens	NA	Conservation of resources theory	Conservation of resources theory	Engagement as SDL-informed mid-range theory development
Research questions addressed	Contextual grounding	RQ1 (manifestation) RQ2a (technology design) RQ2b (individual factors) RQ2c (contextual factors) RQ3 (well-being costs)	RQ1 (manifestation) RQ2b (individual factors) RQ2c (contextual factors) RQ3 (well-being costs)	RQ1 (manifestation) RQ2a (technology design) RQ2c (contextual factors) RQ3 (well-being costs)
Methods and sample	Narrative literature review	QUAN(qual): Online survey (N=189), Scenario experiment (N=267), Field experiment (N=62), Interviews (N=21)	QUAL: Interviews (N=30)	QUAL: Interviews (N=31) Netnography (N=25)
Key findings	The combined role of game affordances, individual factors, contextual factors, and brand strategy type shapes positive brand outcomes, with consumer engagement acting as the central mediating mechanism.	Achievement and social gamification affordances induce dysfunctional engagement in the form of over-engagement, which in turn generates consumer stress. Consumer goal orientation and distance to goal intensifying the relationship between gamification, over-engagement, and stress.	Engagement trajectories, shaped by data dependency and fluctuating goals, determine when engagement harms well-being. Consumers developing high data dependency are particularly susceptible to over-engagement, while fluctuating contextual goals produce variable engagement intensity and well-being outcomes over time.	Faked engagement behaviors are driven by pervasive social norms and facilitated by technology design, with discursive ownership enabling their normalization and emergence. As a form of dysfunctional engagement, they pollute ecosystem resources, distorting value co-creation and generating well-being costs through a self-reinforcing cycle that sustains the conditions motivating faking.

TABLE 1.3 Overview of core chapters

Chapter 6 General conclusion

Towards a better understanding of dysfunctional consumer engagement

This dissertation introduces dysfunctional consumer engagement, conceptualized as a process in which consumers' dispositions and behaviors directed toward connected actors in a service system deviate from the functional assumptions of genuine and bounded resource investment, generating well-being costs across ecosystem levels. It further identifies over-engagement and faked engagement behaviors as two manifestations of dysfunctional consumer engagement. Over-engagement is characterized by resource investment that exceeds functional boundaries, deviating from the functional assumption of bounded resource investment. Faked engagement behaviors are conceptualized as deliberate actions through which actors distort resources used to display engagement toward a focal object without corresponding resource investment, deviating from the functional assumption of genuine resource investment.

Dysfunctional consumer engagement generates well-being costs across ecosystem levels. At the hedonic level, dysfunctional engagement relates to negative affect such as stress, frustration, and decreased enjoyment. At the eudaimonic level, dysfunctional engagement is linked to compulsion across engagement objects alongside heightened self-evaluative pressures through reduced self-image and upward social comparison. Beyond individual well-being, this dissertation documents that dysfunctional engagement generates harm that extends across ecosystems, including the recalibration of social norms and evaluative standards, whose consequences diffuse into broader marketplace and societal logics alongside technology design choices. At such, dysfunctional engagement operates through a self-reinforcing cycle: well-being costs recalibrate technology design and social norms that shape further dysfunctional engagement. These findings reflect the engagement paradox: while engagement is designed to create value for actors, it can simultaneously manifest in a vicious cycle of dysfunctional engagement and well-being costs.

This dissertation further shows that technology affordances (i.e., achievement and social gamification, quantification, and social media) shape manifestations of dysfunctional engagement. In parallel, this dissertation highlights individual and contextual factors (including goal orientation, data dependency, and social norms) as facilitating factors that condition whether and how

dysfunction manifests. Dysfunctional consumer engagement thus emerges through the interplay of technology affordances, alongside individual and contextual factors.

Figure 6.1 synthesizes these findings into an integrative framework, contrasting the traditional view of functional consumer engagement—characterized by resource integration and exchange, ecosystem benefits, and synergetic value co-creation—with this dissertation's extension into dysfunctional consumer engagement. Critically, the same consumer, engaging with the same technology design, may experience both functional and dysfunctional engagement simultaneously or across time, reflecting the engagement paradox at the heart of this dissertation. As highlighted in Figure 1.1, the three empirical chapters contribute complementary evidence to this framework. Chapter 3 establishes over-engagement empirically through a mixed-methods design, demonstrating that achievement and social gamification affordances shape over-engagement, generating consumer stress, with goal orientation and distance to goal as intensifying conditions. Chapter 4 deepens this understanding qualitatively, showing how over-engagement trajectories unfold and how data dependency renders certain consumers particularly susceptible to dysfunctional engagement and its hedonic and eudaimonic well-being costs. Chapter 5 explores the second manifestation, faked engagement behaviors, revealing how social norms and platform affordances motivate resource distortion and how the resulting well-being costs diffuse across micro, meso, and macro ecosystem levels through a self-reinforcing cycle. Together, the three chapters demonstrate that dysfunctional consumer engagement manifests in distinct forms, shaped by different configurations of technology design, individual, and contextual factors, with well-being costs extending across ecosystem levels and feeding back into the conditions that sustain its emergence and reinforcement.

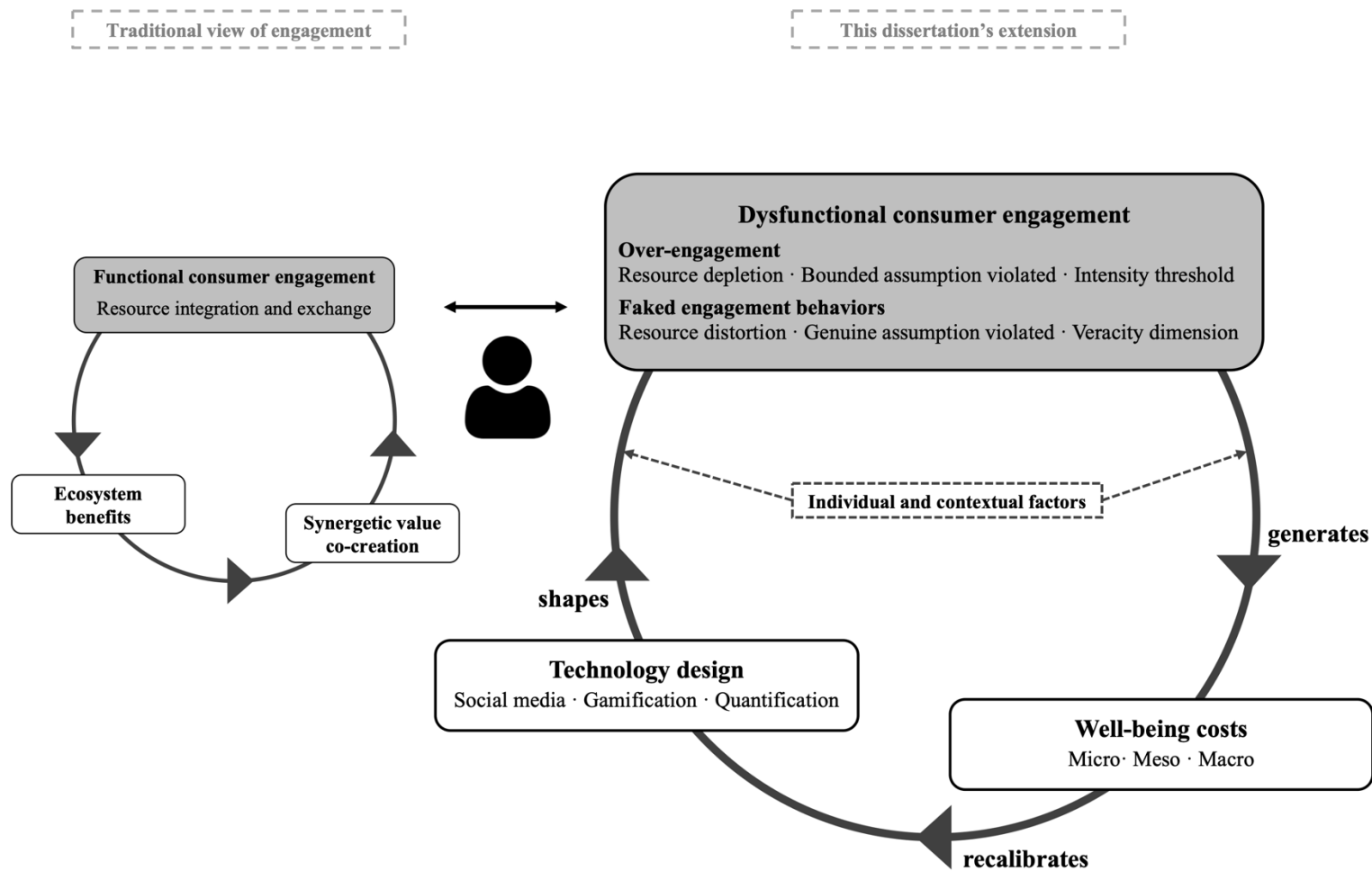


Figure 6.1 Integrative framework of dysfunctional consumer engagement, contrasted with the traditional view of functional consumer engagement

Contributions to knowledge

Advancing consumer engagement research through a dysfunctional lens

Dysfunctional consumer engagement departs from existing dark side knowledge of engagement in two theoretically meaningful ways. First, building on the recognition that engagement manifestations carry no inherent valence (Li et al., 2018), this dissertation reframes dysfunction not as perceived negativity of outcomes (e.g., Abboud et al., 2023; Do & Bowden, 2024; Naumann et al., 2020) but as deviation from the functional assumptions underpinning engagement as a theoretical construct. These findings thus extend Brodie et al.'s (2019) conceptualization of engagement: resource investment dispositions remain the foundational mechanism, but this dissertation advances the recognition that such dispositions can take dysfunctional forms (i.e., exceeding functional boundaries or misrepresenting underlying resource investment) that the framework did not theorize. Second, this dissertation positions dysfunctional consumer engagement as a process unfolding across ecosystem levels rather than an episodic individual phenomenon. It further provides empirical grounding for this process dimension through a self-reinforcing cycle in which well-being costs recalibrate the technology design that sustains dysfunctional engagement, consistent with conceptualizations of engagement as dynamic and iterative (Bowden, 2009; Brodie et al., 2019; Fehrer et al., 2018). In doing so, this dissertation provides the field with a unified construct for studying engagement dysfunction, enabling systematic investigation of when, how, and for whom engagement generates costs rather than value, and holding technology design accountable for the dysfunctional manifestations it contributes to shaping.

Building on this conceptualization, this dissertation advances engagement theory through two theoretically meaningful extensions. First, it establishes that engagement intensity carries a dysfunctional threshold—a point beyond which resource investment exceeds the functional boundaries of the engagement process. This departs from the existing literature's treatment of compulsion as an antecedent or consequence of engagement (e.g., Moriuchi et al., 2025; Okazaki et al., 2021; Xie et al., 2023). Engagement research has acknowledged intensity across its active and passive expressions and in relation to engagement versus disengagement (Bowden et al., 2015;

Do & Bowden, 2024), but has left the upper boundary of intensity (i.e., the point at which resource investment itself becomes dysfunctional) theoretically unaddressed. Second, it introduces veracity as a dimension of engagement manifestations alongside the established dimensions of valence and intensity: the degree to which visible behavioral engagement reflects underlying resource investment varies systematically, with low veracity constituting a form of dysfunctional engagement. While existing research has touched upon veracity as a potential dimension of engagement (Alexander et al., 2026; Ng et al., 2020), its theoretical implications remain unaddressed. Given the importance of engagement with technological platforms for identity work (e.g., Batat & Hammedi, 2023; Belk, 2013; Dessart & Cova, 2021), the veracity of engagement is increasingly important to consider. Together, these extensions call for engagement research to incorporate both bounded intensity and veracity as necessary dimensions for capturing the full range of how consumers invest resources in service ecosystems.

This dissertation further advances understanding of technology's role in consumer engagement by demonstrating that technology affordances are integral to shaping dysfunctional manifestations of consumer engagement, contributing to their emergence within platforms. Therefore, it establishes technology design as a structural condition of dysfunctional engagement rather than a contextual factor (Diaz Ruiz, 2025; Morgan-Thomas et al., 2020). In doing so, this dissertation aligns with a growing body of research on the role of technology in consumption experiences (Furrer et al., 2020) and responds to calls for research on how technology design may shape distinct engagement manifestations (Kumar et al., 2022; Ng et al., 2020).

This dissertation departs from the firm-centric perspective that has dominated consumer engagement research. By recentering on the consumer as the focal actor, this dissertation provides systematic empirical evidence that dysfunctional engagement generates well-being costs across both hedonic and eudaimonic dimensions. These costs emerge from engagement itself rather than from disengagement or negatively valenced engagement manifestations. In doing so, it provides empirical grounding for the technology well-being paradox (McLean et al., 2025), demonstrating that engagement with technological platforms can manifest in both functional and dysfunctional forms, generating benefits alongside costs for well-being. This nuanced approach is particularly relevant as technology evolves and may create asymmetric value for actors (Belghiti et al., 2026).

It thus extends the emerging but predominantly conceptual literature linking engagement to consumer well-being costs (Hollebeek et al., 2023; Kumar et al., 2022), and responds to calls for research examining platform-facilitated engagement and its effects on outcomes beyond the firm, such as consumer well-being (Batat & Hammedi, 2023; Hollebeek, Sharma, et al., 2022; Hollebeek & Belk, 2021; Ng et al., 2020).

Beyond individual well-being, this dissertation advances the recognition that dysfunctional engagement generates costs across ecosystem levels through an endogenous, emergent dynamic rather than as an episodic side effect of individual engagement interactions (Polonsky et al., 2026; Vargo et al., 2023). Particularly, dysfunctional engagement is shaped by the interplay of technology design, individual, and contextual factors—becoming institutionally embedded through collective engagement practices that sustain and perpetuate the factors that facilitate dysfunctional engagement (Alexander et al., 2018; Ozgen Genc et al., 2025). Therefore, this dissertation aligns with a growing body of research acknowledging that value co-creation outcomes are actor-dependent: the same engagement process that generates benefits for some actors may harm others (Alexander & Vallström, 2023; Hollebeek, Kumar, et al., 2022; Landry & Furrer, 2023). By doing so, this dissertation responds to calls for a multi-level ecosystem perspective on well-being (Landry & Furrer, 2023) and shows that dysfunctional engagement challenges the mutually beneficial resource integration that engagement research assumes (Brodie et al., 2019; Vargo & Lusch, 2016). Finally, by empirically grounding the self-reinforcing cycle through which well-being costs recalibrate the conditions sustaining dysfunctional engagement, this dissertation advances the process dimension of engagement, which has been theorized but remains empirically underexplored (Bowden, 2009; Fehrer et al., 2018; Hollebeek, Kumar, et al., 2022).

Advancing gamification and self-tracking research

This dissertation also contributes to the gamification literature, which has been dominated by research on positive firm-centric outcomes (e.g., increased engagement, loyalty, and performance), leaving the psychological costs of gamification and consumers' lived experience comparatively undertheorized (Ciuchita et al., 2023; Koivisto & Hamari, 2019). By providing consistent empirical evidence that gamification affordances shape dysfunctional consumer engagement and generate well-being costs, this dissertation addresses the comparative lack of knowledge on the

psychological costs of gamification from the consumer perspective (Ciuchita et al., 2023; Hammedi, Leclercq, et al., 2024; Koivisto & Hamari, 2019). Additionally, this dissertation joins the effort in considering the individual and contextual factors conditioning gamification's role in consumer experiences through longitudinal design (e.g., Leclercq et al., 2017; Leclercq, Poncin, & Hammedi, 2020)

This dissertation further contributes to the self-tracking technology literature, which has been characterized by a predominantly positive bias: research has focused overwhelmingly on adoption, usage, and the assumption that engaging with self-tracking technologies is inherently beneficial for well-being (Chen et al., 2024; Mwangi et al., 2024; Sweeney et al., 2015). This dissertation advances this literature in two ways. First, it goes beyond positivist adoption and usage frameworks to examine how consumers actually experience engagement with self-tracking technologies, contributing to an understanding of their lived experience rather than merely their adoption behavior (Flaherty et al., 2019; 2021). Second, it demonstrates that self-tracking affordances shape dysfunctional consumer engagement, generating well-being costs that extend beyond the individual consumer. The recalibration of evaluative standards subsequently shapes the logics and social norms of the health and fitness marketplace, including those around self-optimization, addressing calls for research on a better understanding of the social pressures influencing consumer relationships with self-tracking (Berry et al., 2021).

Advancing methodological approaches to consumer engagement research

This dissertation advances methodological approaches to consumer engagement research through a multiphase, mixed-methods design that addresses limitations identified across the engagement, gamification, and self-tracking literatures. The heavy reliance on surveys and cross-sectional designs (Ng et al., 2020) is addressed through a combination of in-depth interviews, netnography, cross-sectional survey, scenario-based experiment, and a longitudinal field study. The longitudinal field study further responds to calls for designs that capture engagement processes and user profiles over time (Hammedi, Leclercq, et al., 2024; Mwangi et al., 2024), while the qualitative studies respond to calls for research on consumers' lived experience with technology (Chen et al., 2024; Ng et al., 2020). Critically, the integration of quantitative and qualitative evidence within Chapter 3 provides both systematic evidence of over-engagement mechanisms alongside experiential

understanding of how compulsive thoughts, feelings and behaviors are lived by consumers (Creswell & Plano Clark, 2018). Together, these methodological choices demonstrate the value of complementary mixed-methods designs for studying experiential, dynamic, and context-dependent consumer engagement phenomena.

Challenging engagement marketing practices

Research has increasingly recognized that well-being (vs. firm-centric metrics such as profits, market share, or satisfaction) should be the ultimate measure of service value (e.g., transformative service research; Anderson et al., 2013; Anderson & Ostrom, 2015). Recent marketing scholarship has called for redirecting marketing practices, such as engagement, toward collective good and societal well-being rather than solely toward firm-beneficial outcomes (Alexander et al., 2025; Hammedi, Parkinson, et al., 2024). Yet this recognition has not sufficiently translated into engagement marketing practice, where strategies continue to be designed and evaluated around behavioral engagement metrics and firm-beneficial outcomes. This dissertation builds on that gap and makes the translation urgent: dysfunctional engagement is not an unfortunate side effect of otherwise functional engagement strategies but a structurally embedded outcome of how engagement is designed and optimized. Once documented, it becomes a foreseen harm that practitioners have a responsibility to anticipate and manage rather than treat as acceptable externality (Polonsky et al., 2026; Diaz Ruiz, 2025). The ability to regulate consumers' emotions during consumption experiences has also been shown to generate positive firm outcomes and competitive advantage (Delcourt et al., 2013, 2016, 2025; Belghiti et al., 2026), suggesting that platforms designed to detect and respond to consumer emotional states could turn well-being into a strategic asset rather than an afterthought. The implications that follow are a direct expression of this reorientation, from engagement maximization toward bounded, genuine, and conscious engagement practices (O'Brien et al., 2022).

For platform and technology designers, this dissertation provides consistent evidence that dysfunctional consumer engagement is not an unintended design failure but a predictable consequence of technology design. Accordingly, treating bounded and genuine resource investment as design criteria is a professional and ethical responsibility. Concretely, this calls for building friction into gamification affordances that signal when engagement intensity becomes

dysfunctional; redesigning quantification affordances to capture qualitative and contextual dimensions alongside numerical metrics, actively encouraging and rewarding breaks from quantification; and reducing the social pressure embedded in social media affordances by making performance visibility opt-in rather than opt-out by default. More fundamentally, platforms could rebalance their reward structures away from visible performance display and toward forms of engagement associated with genuine resource investment and collective benefit, including knowledge sharing, peer support, and progress relative to one's own prior performance rather than others'. In this way, designers would embrace the engagement paradox rather than ignore it, designing platforms that actively steer consumers toward the synergetic value co-creation that functional engagement can drive.

These design choices become still more urgent as AI and immersive technologies scale the very affordances this dissertation identifies as constitutive of dysfunctional engagement. In particular, AI-driven systems could monitor early signs of over-engagement (e.g., compulsive checking frequency, goal-distance ratios, and activity volume relative to personal baselines) and adaptively reduce gamification pressure when individual thresholds are exceeded, shifting from uniform design toward personalized, well-being-informed engagement experiences. Immersive technologies that extend consumers' perceptions of self, time, and social connection (Batat & Hammedi, 2023; Kostyk et al., 2024) introduce additional risks of engagement intensity and resource distortion: by blurring the boundary between physical and digital experience, they may amplify data dependency, deepen over-engagement trajectories, and escalate resource distortion to new forms. Accordingly, designers of immersive platforms should proactively assess these risks before deployment. Concretely, immersive platforms could embed real-time emotional regulation features, such as detecting stress or over-engagement indicators and surfacing them as legible signals to consumers. This would turn the technology's capacity to extend perception inward rather than outward. Rather than deepening platform dependency, immersive design could enhance consumer self-awareness and enable informed disengagement before dysfunctional trajectories build up.

For marketing managers and firms, this dissertation challenges two foundational assumptions of current engagement strategy. First, that more engagement is always better. Over-engagement

generates consumer stress, frustration, and evaluative pressures. These well-being costs are not only a consumer concern. Consumers experiencing dysfunctional engagement may disengage, withdraw genuine resource investment, or develop negative associations with the platform, ultimately undermining the sustainable consumer relationships that engagement marketing depends on. Concretely, firms designing or evaluating engagement strategies should set maximum engagement intensity thresholds per user segment and design disengagement-friendly exits. This makes it easy for consumers to reduce engagement without penalizing them. Program effectiveness should be evaluated against consumer stress and well-being indicators alongside firm-beneficial outcomes, rather than relying exclusively on behavioral engagement metrics as proxies for success.

Second, the assumption that engagement metrics reliably reflect consumer dispositions. If faked engagement behaviors inflate clicks, shares, and interaction frequency, and if over-engagement produces compulsive rather than genuine resource investment, behavioral metrics may systematically overestimate engagement quality. Firms should therefore treat visible engagement indicators as evidence to be interpreted rather than facts to be accepted, augmenting behavioral proxies with affective and cognitive indicators. Concretely, this means incorporating consumer stress levels, self-reported sense of agency and control, and perceived social pressure into engagement audits and campaign evaluations. This shifts the standard of engagement quality from how much consumers engage to how they experience that engagement. Where faked engagement behaviors are likely, particularly in influencer marketing and user-generated content contexts, firms should establish explicit veracity standards, specifying what constitutes acceptable content editing, required disclosures, and performance context. They should also evaluate creator partnerships against authenticity indicators and connection with the audience rather than engagement volume alone. Taken together, these steps would align measurement more closely with the quality of engagement.

Critically, because dysfunctional engagement operates through a self-reinforcing cycle, platform-level and firm-level efforts must be coordinated rather than pursued in isolation. In practice, this means firms conditioning their platform partnerships and media investments on evidence of bounded engagement design, and platforms making well-being-informed design choices independently of firm-side pressure to maximize behavioral metrics. Moving toward synergetic

cycles of value co-creation requires both. At the same time, the self-reinforcing nature of dysfunctional engagement means that firm and platform efforts alone remain insufficient. The conditions sustaining dysfunction are also societal, requiring governance, regulation, and education to address.

Beyond the firm: societal implications for governance, regulation, and consumer education

The well-being costs documented in this dissertation extend beyond individual consumers into recalibrated norms and marketplace logics, producing systemic harm that risks intensifying over time. Accordingly, this positions dysfunctional engagement as a governance challenge that individual- and firm-level efforts alone cannot address.

For regulators and policymakers, a first priority is holding platforms accountable for the dysfunctional engagement manifestations shaped by their design. Platform affordances are designed to generate value that can benefit firms and consumers alike. Yet as this dissertation shows, the same affordances that drive engagement and value creation simultaneously constitute the conditions for dysfunctional engagement and well-being harm. This paradox makes regulation both necessary and complex. Manipulative design undermines consumers' ability to make informed choices, and existing legal enforcement tools are increasingly being mobilized to address them (Raval, 2026). Accordingly, this dissertation's findings support three concrete regulatory priorities. First, require platforms to offer gamification-free modes for equivalent marketplace offerings, removing the design conditions this dissertation documents as constitutive of over-engagement. Second, mandate periodic platform assessments to proactively identify consumers at risk of over-engagement or stress, treating dysfunctional engagement as a foreseeable design outcome rather than an individual failing. Third, require disclosure cues for synthetic or materially altered content, directly addressing the conditions that facilitate faked engagement behaviors and the distortion of resources circulating in service ecosystems.

These recommendations align with accelerating regulatory momentum. The EU's forthcoming Digital Fairness Act, expected Q4 2026, explicitly targets dark patterns, addictive design features including gamification, exploitative personalization, and problematic influencer practices, directly mapping onto the technology affordances this dissertation documents as constitutive of

dysfunctional engagement (Carroll et al., 2025). The UK Online Safety Act 2023 and a landmark California ruling finding social media platforms liable for psychological harm caused by addictive design (Kleinman, 2026) further signal an accelerating shift toward regulatory responses that treat dysfunctional engagement as a platform-level responsibility rather than an individual one. As AI amplifies these affordances through hyper-personalized gamification prompts, synthetic social signals, and agentic self-optimization systems, the case for proactive regulation becomes still more urgent. Concretely, regulators could require algorithmic impact assessments for AI-driven engagement systems before deployment, evaluating their potential to induce over-engagement or resource distortion, rather than waiting for consumer harm to materialize before acting.

A second priority is equipping consumers with the knowledge and skills to engage with technological platforms critically and purposefully. Technology dependence depletes cognitive resources and increases susceptibility to deceptive design (Stewart et al., 2024), underscoring the need for digital literacy as a public health imperative. This dissertation's findings give content to that imperative. Consumers need to understand specifically how dysfunctional engagement emerges: how gamification affordances can induce compulsive checking and goal-fixation that exceeds functional boundaries; how quantification affordances can create data dependency that makes disengagement psychologically costly; and how social visibility mechanisms generate the evaluative pressure that motivates resource distortion. Particular attention should be given to consumers most susceptible to dysfunctional engagement, including those with high data dependency, strong goal orientation, or high susceptibility to social comparison, as this dissertation's findings show these individual factors intensify dysfunctional engagement trajectories.

Concretely, secondary school curricula could integrate platform literacy modules that teach students to recognize gamification mechanics, understand how quantified self-tracking shapes behavior, and critically evaluate socially visible engagement metrics, building the interpretive skills needed before susceptibility patterns solidify. Workplace wellness programs and public health initiatives could extend this to adults, offering accessible training sessions on recognizing and responding to early signs of over-engagement in everyday platform use. As younger generations become embedded in technological platforms at an increasingly early age, parents

represent a critical but often overlooked vector for digital literacy. Accompanying parents through targeted programs that help them understand how dysfunctional engagement emerges and how to recognize its signs in their children's platform use would extend protective capacity beyond formal educational settings and into the household. Restoring the balance of power between platforms and consumers requires systemic educational investment rather than placing the burden of protection on individuals alone (Dickinson-Delaporte et al., 2020).

Ultimately, this dissertation contributes to a growing call to place human values at the center of how digital technology is designed, governed, and evaluated (Alexander et al., 2025; Anderson et al., 2013; Anderson & Ostrom, 2015; Hammedi, Parkinson, et al., 2024). Engagement was conceptualized as a mechanism for generating mutual value across actors (Brodie et al., 2019; Jaakkola & Alexander, 2014). This dissertation's findings demonstrate that mutually beneficial value co-creation is not self-fulfilling. It requires deliberate design, governance, and educational choices that place consumer and societal well-being alongside firm-beneficial outcomes. The convergence of scholarly evidence, regulatory momentum, and legal accountability documented in this section suggests that such a reorientation is both timely and necessary.

Ethical reflections on engagement marketing

This dissertation raises fundamental ethical questions about the practice of engagement marketing. Technology design that deliberately maximizes engagement intensity is not an ethically neutral act. Quantification carries particularly significant ethical stakes: the capture, specification, and appropriation of numerical data from consumers' experience impose a particular regime of value on embodied life, reducing rich contextual experience to measurable performance and concentrating interpretive power asymmetrically in the hands of platform designers (Islam, 2022). Drawing on Foucault's (1975) analysis of disciplinary power, platforms that make engagement visible, measurable, and comparable create conditions of self-surveillance in which consumers regulate their behavior to conform to visible norms, even when doing so generates dysfunctional engagement. The ethical question this raises extends beyond cost documentation: it concerns whether marketers and platform designers have the right to engineer engagement in the first place. Reversing that engineering raises an equally important tension—even protective design interventions are paternalistic choices made by designers rather than consumers. In this regard,

collaborating with consumers in the design development of technologies increasingly becomes a necessity (Belghiti et al., 2026).

The ethical stakes extend into the ideological conditions that make engagement marketing culturally legitimate. The self-optimization discourse embedded in engagement marketing reflects a neo-liberal ideology that frames self-development as individual moral responsibilities marketized through consumption (Silchenko & Askegaard, 2021). Within this context, over-engagement is easily reframed as discipline, and the suffering generated by excessive resource investment becomes a marker of virtue rather than a signal of harm (Scott et al., 2017). Faked engagement behaviors also illustrate this dynamic as they are shaped by a socio-cultural system that subordinates authenticity to appearance across engagement contexts, from health and fitness to broader brand communities (Alexander et al., 2026). This dissertation's findings invite reflection on whether the marketing of self-optimization ultimately serves consumers or primarily the system that profits from their engagement.

A final reflection concerns the socio-cultural boundaries of this dissertation's scope. The well-being costs documented are consequential, though experienced within conditions of relative privilege—by consumers who are digitally literate, financially resourced, and sufficiently positioned to invest in self-optimization. This dissertation cannot speak to those excluded by cost, health literacy, or digital access. If engagement with self-optimization platforms generates systemic harm even for those with the resources to participate, the consequences for those without those resources warrant scholarly attention. Consumer research would benefit from expanding its scope to include the structural conditions that determine who benefits from engagement—and who bears its costs.

Boundaries of the present dissertation: methodological, theoretical, and contextual limitations

Several limitations of this dissertation warrant acknowledgment. The empirical studies rely on self-reported testimonials, which may be subject to social desirability bias, particularly for sensitive constructs such as over-engagement and faked engagement behaviors. Additionally, consumer engagement in this dissertation is primarily approached through its behavioral

dimension, which is particularly observable compared to the affective and cognitive dimensions. The operationalization of over-engagement and faked engagement thus warrants development. The dissertation's empirical scope is deliberately bounded: it examines well-being costs of consumer engagement with technological platforms, within predominantly European samples. While this focus generates theoretical depth, findings may not transfer directly to other technological platforms, engagement objects, or cultural contexts where dysfunctional engagement dynamics and related outcomes may differ. Theoretically, the dissertation builds on the service-dominant logic and conservation of resources theory; alternative frameworks may complement these lenses and illuminate dimensions of dysfunctional engagement left unaddressed here. Self-determination theory, given its explicit focus on autonomous motivation and psychological needs, offers a particularly promising avenue, as does institutional theory, which could further illuminate how dysfunctional engagement manifestations become embedded and normalized. Finally, technology design and social norms evolve rapidly; the specific affordances examined here may be replaced by new platform features, and the social norms facilitating dysfunctional engagement may recalibrate over time, requiring findings to be interpreted within their technological and cultural moment. Several of these limitations point directly toward avenues for future research, as outlined in the section that follows.

Extending the field: future research agenda on dysfunctional consumer engagement

This dissertation formally establishes dysfunctional consumer engagement as a concept, documents two of its manifestations (i.e., over-engagement and faked engagement behaviors) and empirically investigates their driving factors, well-being costs, and self-reinforcing dynamics. In doing so, it creates the theoretical foundation for a sustained and ambitious research program. The agenda that follows represents a structured program organized around the theoretical possibilities that dysfunctional consumer engagement as a concept creates for the field. This future research agenda is organized across three themes that mirror the dissertation's theoretical architecture and is summarized in Table 6.1.

The first theme questions the functional assumptions underpinning consumer engagement and develops the construct's theoretical foundations. This dissertation demonstrates that two foundational assumptions, genuine and bounded resource investment, do not always hold. This

raises a productive question for the field: which other assumptions warrant similar scrutiny, and what new phenomena do they reveal when examined? The voluntary nature of consumer engagement is increasingly recognized as shifting across engagement interactions (Hammedi et al., 2021; Hollebeek, Kumar, et al., 2022), yet conditions under which engagement becomes structurally forced remain undertheorized. Engagement theory assumes reciprocal resource exchange, yet this dissertation documents asymmetric value outcomes that raise questions about how power differences contribute to dysfunctional engagement. Two emerging phenomena push the construct's boundaries further. First, the growing prevalence of quantification and immersion affordances challenges the assumption that engagement always involves a distinct external actor, calling for a better understanding of the projected self as an engagement object. Second, the growing use of virtual influencers and AI-generated engagement behaviors raises fundamental questions about the dispositional foundations of engagement and whether engagement dispositions can be expressed by technologies.

More broadly, over-engagement and faked engagement behaviors are the first two manifestations of dysfunctional consumer engagement to be formally identified and empirically investigated. Yet, they are unlikely to be the only ones. Examining what other manifestations exist across different platform contexts, actor types, and cultural settings represents one of the most generative directions this agenda opens. Underpinning all of this is a foundational need for formal construct operationalization: developing and validating measurement instruments for dysfunctional consumer engagement, testing them across platform contexts, and establishing the construct's nomological validity through empirical examination of its relationships with established engagement and well-being constructs.

The second theme extends knowledge on the specific manifestations of dysfunctional engagement identified in this dissertation. Having identified over-engagement and faked engagement behaviors as two manifestations of dysfunctional consumer engagement, this theme deepens understanding of each. For over-engagement, foundational questions remain about the threshold beyond which intensity becomes dysfunctional, whether distinct profiles exist across cognitive, affective, and behavioral dimensions, and how over-engagement might spill over across engagement objects within the same service ecosystem. For faked engagement behaviors, the veracity dimension

introduced here requires operationalization and measurement before it can be studied quantitatively, and the individual, contextual, and evaluative pressures under which faking emerges and spreads remain underexplored. Two research questions connect both manifestations: whether and how disengagement serves as a recovery mechanism from dysfunctional engagement, and how the two forms might co-occur or amplify one another in practice.

The third theme extends the nomological network of dysfunctional consumer engagement, including its antecedents, consequences, boundary conditions, and pathways to mitigation. This dissertation provides empirical evidence of a self-reinforcing cycle in which well-being costs recalibrate the institutional arrangements sustaining dysfunctional engagement. Understanding the conditions under which that cycle can be disrupted or reversed is one of the most practically urgent directions for the field. The engagement paradox documented here raises equally important questions about how consumers navigate the coexistence of beneficial and detrimental engagement outcomes over time, and about the role of temporal discounting in sustaining dysfunctional engagement despite accumulating well-being costs. Beyond individual consumers, the consequences of dysfunctional engagement for consumer-brand relationships and service ecosystems represent significant avenues for future research. Cultural factors, consumer empowerment and agency, and new affordance configurations introduced by generative AI and immersive technologies extend the agenda further, calling for cross-cultural, longitudinal, and experimental designs.

Taken together, this research agenda positions dysfunctional consumer engagement as a theoretically generative concept capable of reshaping how the field understands the relationship between engagement, technology, and well-being.

Sub-theme	Research questions	Suggested methodological approaches
Theme 1: Theoretical foundations and construct development		
Voluntary resource investment	Under what conditions does consumer engagement shift from voluntary resource investment to forced participation (e.g., when not engaging is structurally difficult)? How does this shift relate to dysfunctional engagement manifestations?	Exploratory qualitative (interviews, netnography, focus groups); LLM analysis of social media discourse
Reciprocal resource exchange	How do asymmetries in resource investment and value extraction across actors contribute to dysfunctional engagement?	Multi-stakeholder qualitative interviews; social exchange theory and institutional theory as potential guiding frameworks
The projected self as engagement object	Does the interaction between a consumer and their platform-mediated self (whether through quantification affordances or immersive affordances) constitute genuine resource exchange in the SDL sense? If so, what functional assumptions govern self-engagement, and under what conditions does it become dysfunctional?	Conceptual development; exploratory qualitative; photovoice diary study; the extended self as potential guiding framework
Human dispositions at the source of engagement	How do consumers interpret and respond to AI-generated engagement? Does the perceived authenticity of engagement change when consumers know it is artificially generated or delegated to an agent?	Exploratory qualitative; survey; experimental design
Typology of dysfunctional manifestations	Beyond over-engagement and faked engagement behaviors, what other manifestations of dysfunctional consumer engagement exist across different platform contexts, actor types, and cultural settings? How do they relate to deviations from functional engagement assumptions?	Conceptual development; exploratory qualitative across multiple platform contexts; comparative case study
Construct operationalization	How should dysfunctional consumer engagement be formally operationalized as a construct, and what dimensions and indicators best capture it across contexts and manifestations?	Conceptual development; expert panel; qualitative interviews; scale development

Table 6.1 Future research agenda

Sub-theme	Research questions	Suggested methodological approaches
Theme 2: Extending knowledge on over-engagement and faked engagement behaviors		
Over-engagement	What factors determine where the intensity threshold lies for different consumers, contexts, and affordance configurations?	Longitudinal field study; experience sampling
	Are there distinct profiles of over-engagement across cognitive, affective, and behavioral dimensions, with different antecedents and well-being consequences?	Qualitative interviews; survey-based latent profile analysis
	Can over-engagement spill over across engagement objects within the same service ecosystem?	Photovoice diary study; longitudinal survey
	How should engagement intensity be measured across its full range (from passive engagement through active engagement to over-engagement) integrating cognitive, affective, and behavioral dimensions?	Scale development
Faked engagement behaviors	How does exposure to faked engagement behaviors influence subsequent faking, through social learning, norm updating, or institutionalization?	Experimental design; longitudinal survey; LLM analysis of social media discourse
	What individual factors determine susceptibility to faked engagement behaviors?	Survey-based latent profile analysis
	Under what conditions do evaluative pressures (e.g., leaderboards, public rankings, large audiences) strengthen the motivation to fake engagement?	Experimental design
	How should the veracity dimension of engagement be operationalized and measured in empirical research?	Scale development
	How do veracity cues (e.g., disclosure labels, verification badges) influence consumers' interpretation of engagement and their behavioral responses?	Experimental design
Interaction between engagement manifestations	What is the role of disengagement as a recovery mechanism from dysfunctional engagement? Under what conditions does disengagement facilitate return to functional resource investment?	Exploratory qualitative; photovoice diary study; experimental design
	How might over-engagement and faked engagement behaviors co-occur or interact? Under what conditions might one manifestation facilitate or amplify the other?	Exploratory qualitative; photovoice diary study; longitudinal study

Table 6.1 Future research agenda (*continued*)

Sub-theme	Research questions	Suggested methodological approaches
Theme 3: Extending the nomological network of dysfunctional consumer engagement		
Emergence	Under what conditions can institutionalized dysfunctional engagement be de-institutionalized? What actors, practices, or interventions can facilitate that reversal?	Longitudinal netnography; multi-stakeholder interviews; comparative case study; natural experiments
Well-being paradox for consumers	Under what conditions do the beneficial and detrimental outcomes of dysfunctional engagement coexist for consumers? How do consumers navigate that paradox? What is the role of temporal discounting, given that immediate perceived benefits may outweigh diffuse well-being costs?	Photovoice diary study; longitudinal survey; experimental design Exploratory qualitative; longitudinal survey; diary study
Actor consequences	What are the consequences of dysfunctional engagement for consumer-brand relationships? Can dysfunctional engagement erode brand trust or drive negative word-of-mouth? What are the long-term consequences of sustained dysfunctional engagement for consumers and service ecosystems?	Survey, experimental design Conceptual development; Integrative review; Longitudinal multi-stakeholder interviews; transformative service research as potential guiding framework
Boundary conditions and interventions	What is the role of cultural factors (including self-construal, uncertainty avoidance, and individualism vs. collectivism) in shaping dysfunctional engagement manifestations and their well-being costs? How do consumers' perceived power and agency in relation to platform design and engagement marketing strategies shape their susceptibility to dysfunctional engagement? How do new affordance configurations introduced by generative AI, agentic technologies, and immersive environments facilitate dysfunctional engagement manifestations beyond those identified in this dissertation? How can technology be designed to prevent or reduce dysfunctional engagement? What is the effectiveness of bounded engagement design interventions? What educational interventions and public policy mechanisms are most effective in helping consumers recognize and manage dysfunctional engagement manifestations?	Cross-cultural comparative survey; experimental design Survey; experimental design Exploratory qualitative; survey Experimental design, A/B testing Multi-stakeholder interviews; field experiment; experimental design

Table 6.1 Future research agenda (*continued*)

Concluding statement

This dissertation is motivated by the observation that consumer engagement, widely regarded as a key contemporary marketing imperative, has been predominantly examined in terms of its benefits to firms, with comparatively limited attention to its costs for consumers and society. By investigating engagement with technological platforms, the findings reveal a fundamental paradox: the same affordances intended to drive engagement and create value also shape dysfunctional manifestations that generate well-being costs across ecosystem levels. This paradox is structural, embedded in the design, optimization, and governance of engagement platforms. In advancing knowledge of dysfunctional consumer engagement, this dissertation introduces new conceptual tools (including over-engagement and bounded intensity, faked engagement behaviors, and veracity) and documents a self-reinforcing dynamic in which well-being costs recalibrate the factors that shape dysfunctional manifestations. While much remains to be explored, the proposed future research agenda outlines directions for deepening and extending understanding of dysfunctional engagement. This dissertation challenges marketing practice and public policy to move beyond behavioral engagement metrics and toward accountability for the costs generated by engagement strategies. Ultimately, it contributes to a broader call to reimagine engagement marketing as a practice oriented toward human flourishing rather than solely maximizing consumer resource investment for corporate objectives.

References

- Abboud, L., Bruce, H. L., & Burton, J. (2023). I can't always get what I want: Low power, service customer (dis)engagement and wellbeing. *European Journal of Marketing*, 57(10), 2713–2736. <https://doi.org/10.1108/EJM-04-2022-0266>
- Akdevelioglu, D., Hansen, S., & Venkatesh, A. (2022). Wearable technologies, brand community and the growth of a transhumanist vision. *Journal of Marketing Management*, 38(5–6), 569–604. <https://doi.org/10.1080/0267257x.2021.2001559>
- Aksoy, L., Banda, S., Harmeling, C., Keiningham, T. L., & Pansari, A. (2022). Marketing's role in multi-stakeholder engagement. *International Journal of Research in Marketing*, 39(2), 445–461. <https://doi.org/10.1016/j.ijresmar.2021.09.014>
- Alexander, M., Azer, J., & Conduit, J. (2025). Editorial: Reshaping the world through customer and actor engagement. *Journal of Service Theory and Practice*, 35(2), 165–170. <https://doi.org/10.1108/JSTP-03-2025-329>
- Alexander, M., Jaakkola, E., & Hollebeek, L. D. (2018). Zooming out: Actor engagement beyond the dyadic. *Journal of Service Management*, 29(3), 333–351. <https://doi.org/10.1108/josm-08-2016-0237>
- Alexander, M., Jaakkola, E., Thanvarachorn, A., & Doherty, A. M. (2026). Genuine, fake, or does it matter? Exploring engagement behavior driven by self-presentation. *Journal of Business Research*, 210, 116144. <https://doi.org/10.1016/j.jbusres.2026.116144>
- Alexander, M., & Vallström, N. (2023). Value co-destruction: Problems and solutions. *AMS Review*, 13(3–4), 200–210. <https://doi.org/10.1007/s13162-023-00269-z>
- Alkire, L., Myrden, S., Köcher, S., & O'Connor, G. E. (2023). Cultural Drivers of Health Engagement. *Journal of International Marketing*, 31(1), 90–105. <https://doi.org/10.1177/1069031X221127938>
- Anderson, L., & Ostrom, A. L. (2015). Transformative Service Research: Advancing Our Knowledge About Service and Well-Being. *Journal of Service Research*, 18(3), 243–249. <https://doi.org/10.1177/1094670515591316>
- Anderson, L., Ostrom, A. L., Corus, C., Fisk, R. P., Gallan, A. S., Giraldo, M., Mende, M., Mulder, M., Rayburn, S. W., Rosenbaum, M. S., Shirahada, K., & Williams, J. D. (2013). Transformative service research: An agenda for the future. *Journal of Business Research*, 66(8), 1203–1210. <https://doi.org/10.1016/j.jbusres.2012.08.013>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>

- Ascarza, E., Netzer, O., & Runge, J. (2025). Personalized game design for improved user retention and monetization in freemium games. *International Journal of Research in Marketing*, 42(4), 975–995. <https://doi.org/10.1016/j.ijresmar.2025.01.006>
- Azer, J., & Alexander, M. J. (2018). Conceptualizing negatively valenced influencing behavior: Forms and triggers. *Journal of Service Management*, 29(3), 468–490. <https://doi.org/10.1108/JOSM-12-2016-0326>
- Baiwir, L., Dessart, L., & Delcourt, C. (2024). Consumer engagement with preventive health technologies: A double-edged sword for consumer wellbeing. *Journal of Consumer Affairs*, 58(4), 872–904. <https://doi.org/10.1111/joca.12603>
- Banerjee, S., Bhattacharyya, S., & Bose, I. (2023). The motivation paradox: Understanding contradictory effects of awards on contribution quantity versus quality in virtual community. *Information & Management*, 60(7), 103855. <https://doi.org/10.1016/j.im.2023.103855>
- Barrett, J. A. M., Jaakkola, E., Heller, J., & Brüggen, E. C. (2025). Customer Engagement in Utilitarian vs. Hedonic Service Contexts. *Journal of Service Research*, 28(4), 614–633. <https://doi.org/10.1177/10946705241242901>
- Batat, W., & Hammedi, W. (2023). The extended reality technology (ERT) framework for designing customer and service experiences in phygital settings: A service research agenda. *Journal of Service Management*, 34(1), 10–33. <https://doi.org/10.1108/JOSM-08-2022-0289>
- Beckers, S. F. M., Van Doorn, J., & Verhoef, P. C. (2018). Good, better, engaged? The effect of company-initiated customer engagement behavior on shareholder value. *Journal of the Academy of Marketing Science*, 46(3), 366–383. <https://doi.org/10.1007/s11747-017-0539-4>
- Beh, Y. S., Sajtos, L., & Cao, J. T. (2020). Complainers’ resource investment and mobilization in digital environments using Conservation of Resources theory. *Journal of Service Management*, 31(3), 509–534. <https://doi.org/10.1108/JOSM-10-2018-0344>
- Bekk, M., Eppmann, R., Klein, K., & Völckner, F. (2022). All that glitters is not gold: An investigation into the undesired effects of gamification and how to mitigate them through gamification design. *International Journal of Research in Marketing*, 39(4), 1059–1081. <https://doi.org/10.1016/j.ijresmar.2022.03.002>
- Beldad, A. D., & Hegner, S. M. (2018). Expanding the Technology Acceptance Model with the Inclusion of Trust, Social Influence, and Health Valuation to Determine the Predictors of German Users’ Willingness to Continue using a Fitness App: A Structural Equation Modeling Approach. *International Journal of Human–Computer Interaction*, 34(9), 882–893. <https://doi.org/10.1080/10447318.2017.1403220>

- Belghiti, S., Hammedi, W., Leclercq, T., & Henkens, B. (2026). From smart service systems to smart service relationships (SSRs): Conceptualization, dynamics, and practices. *Journal of Service Management*, 37(2), 227–251. <https://doi.org/10.1108/JOSM-01-2025-0039>
- Belk, R. W. (2013). Extended Self in a Digital World. *Journal of Consumer Research*, 40(3), 477–500. <https://doi.org/10.1086/671052>
- Berger, A., Schlager, T., Sprott, D. E., & Herrmann, A. (2018). Gamified interactions: Whether, when, and how games facilitate self–brand connections. *Journal of the Academy of Marketing Science*, 46(4), 652–673. <https://doi.org/10.1007/s11747-017-0530-0>
- Berry, R. A., Rodgers, R. F., & Campagna, J. (2021). Outperforming iBodies: A Conceptual Framework Integrating Body Performance Self-Tracking Technologies with Body Image and Eating Concerns. *Sex Roles*, 85(1–2), 1–12. <https://doi.org/10.1007/s11199-020-01201-6>
- Berthon, P., Pitt, L., & Campbell, C. (2019). Addictive De-Vices: A Public Policy Analysis of Sources and Solutions to Digital Addiction. *Journal of Public Policy & Marketing*, 38(4), 451–468. <https://doi.org/10.1177/0743915619859852>
- Billore, S., Anisimova, T., & Vrontis, D. (2023). Self-regulation and goal-directed behavior: A systematic literature review, public policy recommendations, and research agenda. *Journal of Business Research*, 156, 113435. <https://doi.org/10.1016/j.jbusres.2022.113435>
- Birkmeyer, S., Wirtz, B. W., & Langer, P. F. (2021). Determinants of mHealth success: An empirical investigation of the user perspective. *International Journal of Information Management*, 59, 102351. <https://doi.org/10.1016/j.ijinfomgt.2021.102351>
- Bitrián, P., Buil, I., & Catalán, S. (2021). Enhancing user engagement: The role of gamification in mobile apps. *Journal of Business Research*, 132, 170–185. <https://doi.org/10.1016/j.jbusres.2021.04.028>
- Blumler, J. G., & Katz, E. (Eds). (1974). *The Uses of mass communications: Current perspectives on gratifications research*. Sage Publications.
- Blut, M., Kulikovskaja, V., Hubert, M., Brock, C., & Grewal, D. (2023). Effectiveness of engagement initiatives across engagement platforms: A meta-analysis. *Journal of the Academy of Marketing Science*, 51(5), 941–965. <https://doi.org/10.1007/s11747-023-00925-7>
- Bol, N., Helberger, N., & Weert, J. C. M. (2018). Differences in mobile health app use: A source of new digital inequalities? *The Information Society*, 34(3), 183–193. <https://doi.org/10.1080/01972243.2018.1438550>

- Boland, W. A., Martin, I. M., & Mason, M. J. (2020). In search of well-being: Factors influencing the movement toward and away from maladaptive consumption. *Journal of Consumer Affairs*, 54(4), 1178–1194. <https://doi.org/10.1111/joca.12324>
- Bolger, N., & Laurenceau, J.-P. (2013). *Intensive longitudinal methods: An introduction to diary and experience sampling research*. Guilford Press.
- Bowden, J. (2009). The Process of Customer Engagement: A Conceptual Framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Bowden, J., Conduit, J., Hollebeek, L. D., Luoma-aho, V., & Solem, B. A. (2017). Engagement valence duality and spillover effects in online brand communities. *Journal of Service Theory and Practice*, 27(4), 877–897. <https://doi.org/10.1108/JSTP-04-2016-0072>
- Bowden, J., Gabbott, M., & Naumann, K. (2015). Service relationships and the customer disengagement – engagement conundrum. *Journal of Marketing Management*, 31(7–8), 774–806. <https://doi.org/10.1080/0267257X.2014.983143>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Breidbach, C. F., & Brodie, R. J. (2017). Engagement platforms in the sharing economy: Conceptual foundations and research directions. *Journal of Service Theory and Practice*, 27(4), 761–777. <https://doi.org/10.1108/JSTP-04-2016-0071>
- Brockmyer, J. H., Fox, C. M., Curtiss, K. A., McBroom, E., Burkhart, K. M., & Pidruzny, J. N. (2009). The development of the Game Engagement Questionnaire: A measure of engagement in video game-playing. *Journal of Experimental Social Psychology*, 45(4), 624–634. <https://doi.org/10.1016/j.jesp.2009.02.016>
- Brodie, R. J., Fehrer, J. A., Jaakkola, E., & Conduit, J. (2019). Actor Engagement in Networks: Defining the Conceptual Domain. *Journal of Service Research*, 22(2), 173–188. <https://doi.org/10.1177/1094670519827385>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Brodie, R. J., Saren, M., & Pels, J. (2011). Theorizing about the service dominant logic: The bridging role of middle range theory. *Marketing Theory*, 11(1), 75–91. <https://doi.org/10.1177/1470593110393714>

- Buil, I., Catalán, S., & Hernández-Ortega, B. (2025). Building strong employer brands: The role of gamification. *Journal of Product & Brand Management*, 34(7), 1091–1110. <https://doi.org/10.1108/JPBM-07-2024-5349>
- Callaghan, S., Doner, H., Medalsy, J., Pione, A., & Teichner, W. (2024). *The trends defining the \$1.8 trillion global wellness market in 2024*. McKinsey & Company. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/the-trends-defining-the-1-point-8-trillion-dollar-global-wellness-market-in-2024>
- Callaghan, S., Teichner, W., Lösch, M., & Pione, A. (2022). *Still feeling good: The US wellness market continues to boom*. McKinsey. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/still-feeling-good-the-us-wellness-market-continues-to-boom>
- Cambier, F., & Poncin, I. (2020). Inferring brand integrity from marketing communications: The effects of brand transparency signals in a consumer empowerment context. *Journal of Business Research*, 109, 260–270. <https://doi.org/10.1016/j.jbusres.2019.11.060>
- Canhoto, A. I., & Arp, S. (2017). Exploring the factors that support adoption and sustained use of health and fitness wearables. *Journal of Marketing Management*, 33(1–2), 32–60. <https://doi.org/10.1080/0267257X.2016.1234505>
- Capito, S., & Pergelova, A. (2023). Treat yourself: Food delivery apps and the interplay between justification for use and food well-being. *Journal of Consumer Affairs*, 57(1), 479–506. <https://doi.org/10.1111/joca.12507>
- Carroll, D., Morrison, A., Evans, T., Dăinesu Signoret, L., & Zang, M. (2025, December 3). EU Unveils Next Five-Year Consumer Protection Strategy. *The Data Advisor*. <https://www.wsgrdataadvisor.com/2025/12/eu-unveils-next-five-year-consumer-protection-strategy/>
- Cemiloglu, D., Almourad, M. B., McAlaney, J., & Ali, R. (2022). Combatting digital addiction: Current approaches and future directions. *Technology in Society*, 68, 101832. <https://doi.org/10.1016/j.techsoc.2021.101832>
- Chan, S. S., Van Solt, M., Cruz, R. E., Philp, M., Bahl, S., Serin, N., Amaral, N. B., Schindler, R., Bartosiak, A., Kumar, S., & Canbulut, M. (2022). Social media and mindfulness: From the fear of missing out (FOMO) to the joy of missing out (JOMO). *Journal of Consumer Affairs*, 56(3), 1312–1331. <https://doi.org/10.1111/joca.12476>
- Charry, K., Poncin, I., Kullak, A., & Hollebeek, L. D. (2024). Gamification’s role in fostering user engagement with healthy food-based digital content. *Psychology & Marketing*, 41(1), 69–85. <https://doi.org/10.1002/mar.21892>

- Chatzopoulou, E., Filieri, R., & Dogruyol, S. A. (2020). Instagram and body image: Motivation to conform to the “Instabod” and consequences on young male wellbeing. *Journal of Consumer Affairs*, 54(4), 1270–1297. <https://doi.org/10.1111/joca.12329>
- Chen, C.-C., Hsiao, K.-L., & Li, W.-C. (2020). Exploring the determinants of usage continuance willingness for location-based apps: A case study of bicycle-based exercise apps. *Journal of Retailing and Consumer Services*, 55, 102097. <https://doi.org/10.1016/j.jretconser.2020.102097>
- Chen, H., Schoefer, K., Manika, D., & Tzemou, E. (2024). The “Dark Side” of General Health and Fitness-Related Self-Service Technologies: A Systematic Review of the Literature and Directions for Future Research. *Journal of Public Policy & Marketing*, 43(2), 151–170. <https://doi.org/10.1177/07439156231224731>
- Chen, L., Yan, Y., & Smith, A. N. (2023). What drives digital engagement with sponsored videos? An investigation of video influencers’ authenticity management strategies. *Journal of the Academy of Marketing Science*, 51(1), 198–221. <https://doi.org/10.1007/s11747-022-00887-2>
- Cheung, M. L., Chau, K. Y., Lam, M. H. S., Tse, G., Ho, K. Y., Flint, S. W., Broom, D. R., Tso, E. K. H., & Lee, K. Y. (2019). Examining Consumers’ Adoption of Wearable Healthcare Technology: The Role of Health Attributes. *International Journal of Environmental Research and Public Health*, 16(13), 2257. <https://doi.org/10.3390/ijerph16132257>
- Chiu, W., Cho, H., & Chi, C. G. (2021). Consumers’ continuance intention to use fitness and health apps: An integration of the expectation–confirmation model and investment model. *Information Technology & People*, 34(3), 978–998. <https://doi.org/10.1108/ITP-09-2019-0463>
- Cho, C.-M. (2016). South Korea’s Efforts to Prevent Internet Addiction. In M. Israelashvili & J. L. Romano (Eds), *The Cambridge Handbook of International Prevention Science* (1st edn, pp. 551–573). Cambridge University Press. <https://doi.org/10.1017/9781316104453.024>
- Ciuchita, R., Heller, J., Köcher, S., Köcher, S., Leclercq, T., Sidaoui, K., & Stead, S. (2023). It is Really Not a Game: An Integrative Review of Gamification for Service Research. *Journal of Service Research*, 26(1), 3–20. <https://doi.org/10.1177/10946705221076272>
- Consiglio, I., & Van Osselaer, S. M. J. (2019). The Devil You Know: Self-Esteem and Switching Responses to Poor Service. *Journal of Consumer Research*, 46(3), 590–605. <https://doi.org/10.1093/jcr/ucz001>
- Constantiou, I., Mukkamala, A., Sjöklint, M., & Trier, M. (2023). Engaging with self-tracking applications: How do users respond to their performance data? *European Journal of Information Systems*, 32(6), 941–961. <https://doi.org/10.1080/0960085X.2022.2081096>

- Corbin, J. M., & Strauss, A. L. (2015). *Basics of qualitative research: Techniques and procedures for developing grounded theory* (4th edition). SAGE.
- Creswell, J. W., & Plano Clark, V. L. (2018). *Designing and conducting mixed methods research* (Third Edition). SAGE.
- Crocker, J., & Wolfe, C. T. (2001). Contingencies of self-worth. *Psychological Review*, 108(3), 593–623. <https://doi.org/10.1037/0033-295X.108.3.593>
- Cruz-Cárdenas, J., Zabelina, E., Guadalupe-Lanas, J., Palacio-Fierro, A., & Ramos-Galarza, C. (2021). COVID-19, consumer behavior, technology, and society: A literature review and bibliometric analysis. *Technological Forecasting and Social Change*, 173, 121179. <https://doi.org/10.1016/j.techfore.2021.121179>
- De Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: A framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48(6), 1211–1228. <https://doi.org/10.1007/s11747-020-00731-5>
- Delcourt, C., D. Gremler, D., & Greer, D. A. (2025). Breaking bad news: How frontline employees cope with bad news disclosure to customers. *Journal of the Academy of Marketing Science*, 53(5), 1282–1305. <https://doi.org/10.1007/s11747-024-01079-w>
- Delcourt, C., Gremler, D. D., Van Riel, A. C. R., & Van Birgelen, M. (2013). Effects of perceived employee emotional competence on customer satisfaction and loyalty: The mediating role of rapport. *Journal of Service Management*, 24(1), 5–24. <https://doi.org/10.1108/09564231311304161>
- Delcourt, C., Gremler, D. D., Van Riel, A. C. R., & Van Birgelen, M. J. H. (2016). Employee Emotional Competence: Construct Conceptualization and Validation of a Customer-Based Measure. *Journal of Service Research*, 19(1), 72–87. <https://doi.org/10.1177/1094670515590776>
- Demetrovics, Z., Urbán, R., Nagygyörgy, K., Farkas, J., Zilahy, D., Mervó, B., Reindl, A., Ágoston, C., Kertész, A., & Harmath, E. (2011). Why do you play? The development of the motives for online gaming questionnaire (MOGQ). *Behavior Research Methods*, 43(3), 814–825. <https://doi.org/10.3758/s13428-011-0091-y>
- Derbaix, M., Masciantonio, A., Balbo, L., Lao, A., Camus, S., Taфраouti, S. I., & Bourguignon, D. (2025). Understanding Social Comparison Dynamics on Social Media: A Qualitative Examination of Individual and Platform Characteristics. *Psychology & Marketing*, 42(6), 1588–1606. <https://doi.org/10.1002/mar.22194>
- Dessart & Baiwir. (2025). Play Smart, Win Big: How Game Elements Can Benefit Brands. In Zarantonello, Lia & Andreini, Daniela (Eds), *The SAGE Handbook of Brand Management* (pp. 571–586). SAGE Publications.

- Dessart, L. (2017). Social media engagement: A model of antecedents and relational outcomes. *Journal of Marketing Management*, 1–25. <https://doi.org/10.1080/0267257x.2017.1302975>
- Dessart, L., Aldás-Manzano, J., & Veloutsou, C. (2019). Unveiling heterogeneous engagement-based loyalty in brand communities. *European Journal of Marketing*, 53(9), 1854–1881. <https://doi.org/10.1108/EJM-11-2017-0818>
- Dessart, L., & Bressolles, G. (2022). Intensity of collective consumption practices in brand communities: The case of crossfit. *Journal of Brand Management*. <https://doi.org/10.1057/s41262-022-00298-2>
- Dessart, L., & Cova, B. (2021). Brand repulsion: Consumers' boundary work with rejected brands. *European Journal of Marketing*, 55(4), 1285–1311. <https://doi.org/10.1108/EJM-02-2019-0164>
- Dessart, L., Cova, B., & Davignon, N. (2024). How violence among consumers alters the expected benefits of participation in a consumer collective. *Journal of Consumer Affairs*, 58(3), 840–865. <https://doi.org/10.1111/joca.12594>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product & Brand Management*, 24(1), 28–42. <https://doi.org/10.1108/JPBM-06-2014-0635>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: Duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5–6), 399–426. <https://doi.org/10.1080/0267257x.2015.1130738>
- Deterding, S. (2019). Gamification in Management: Between Choice Architecture and Humanistic Design. *Journal of Management Inquiry*, 28(2), 131–136. <https://doi.org/10.1177/1056492618790912>
- Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From game design elements to gamefulness: Defining 'gamification'. *Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments*, 9–15. <https://doi.org/10.1145/2181037.2181040>
- Dewender, S., & Kübler, R. V. (2025). Maniac Mansion or Wing Commander? The attenuating influence of video game adoption on stress signals in times of forced isolation. *International Journal of Research in Marketing*, 42(4), 1039–1057. <https://doi.org/10.1016/j.ijresmar.2025.04.004>
- Diaz Ruiz, C. A. (2025). Disinformation and fake news as externalities of digital advertising: A close reading of sociotechnical imaginaries in programmatic advertising. *Journal of Marketing Management*, 41(9–10), 807–829. <https://doi.org/10.1080/0267257X.2024.2421860>

- Dickinson-Delaporte, S., Mortimer, K., Kerr, G., Waller, D. S., & Kendrick, A. (2020). Power and responsibility: Advertising self-regulation and consumer protection in a digital world. *Journal of Consumer Affairs*, 54(2), 675–700. <https://doi.org/10.1111/joca.12295>
- Diener, E., & Emmons, R. A. (1984). The independence of positive and negative affect. *Journal of Personality and Social Psychology*, 47(5), 1105–1117. <https://doi.org/10.1037/0022-3514.47.5.1105>
- Do, D. K. X., & Bowden, J. L.-H. (2024). Determinants of disengagement and negative customer engagement behaviour: Expectancy disconfirmation and justice perspectives. *Journal of Services Marketing*, 38(6), 776–801. <https://doi.org/10.1108/JSM-07-2023-0259>
- Do, D. K. X., Rahman, K., & Robinson, L. J. (2020). Determinants of negative customer engagement behaviours. *Journal of Services Marketing*, 34(2), 117–135. <https://doi.org/10.1108/jsm-02-2019-0050>
- Donthu, N., Kumar, S., Pattnaik, D., & Lim, W. M. (2021). A bibliometric retrospection of marketing from the lens of psychology: Insights from *Psychology & Marketing*. *Psychology & Marketing*, 38(5), 834–865. <https://doi.org/10.1002/mar.21472>
- Dubois, A., & Gadde, L.-E. (2002). Systematic combining: An abductive approach to case research. *Journal of Business Research*, 55(7), 553–560. [https://doi.org/10.1016/S0148-2963\(00\)00195-8](https://doi.org/10.1016/S0148-2963(00)00195-8)
- Duffek, B., Eisingerich, A. B., Merlo, O., & Lee, G. (2025). Authenticity in Influencer Marketing: How Can Influencers and Brands Work Together to Build and Maintain Influencer Authenticity? *Journal of Marketing*, 89(5), 21–46. <https://doi.org/10.1177/00222429251319786>
- Eaves, S. (2021, February 25). 71,000 new health and fitness apps launched in 2020, estimates App Annie report. Leisure Opportunities. <https://www.leisureopportunities.co.uk/news/71000-new-health-and-fitness-apps-launched-in-2020-estimates-App-Annie-report/347246>
- Echeverri, P., & Skålén, P. (2021). Value co-destruction: Review and conceptualization of interactive value formation. *Marketing Theory*, 21(2), 227–249. <https://doi.org/10.1177/1470593120983390>
- Eisingerich, A. B., Marchand, A., Fritze, M. P., & Dong, L. (2019). Hook vs. hope: How to enhance customer engagement through gamification. *International Journal of Research in Marketing*, 36(2), 200–215. <https://doi.org/10.1016/j.ijresmar.2019.02.003>
- Ekinci, Y., Dam, S., & Buckle, G. (2025). The Dark Side of Social Media Influencers: A Research Agenda for Analysing Deceptive Practices and Regulatory Challenges. *Psychology & Marketing*, 42(4), 1201–1214. <https://doi.org/10.1002/mar.22173>

- El Midaoui, Y., Dessart, L., & Standaert, W. (2026). Unpacking negative brand engagement: The role of brand and chatbot expectation violation. *Journal of Product & Brand Management*, 1–16. <https://doi.org/10.1108/JPBM-03-2025-5889>
- Epp, A. M., & Otnes, C. C. (2021). High-Quality Qualitative Research: Getting Into Gear. *Journal of Service Research*, 24(2), 163–167. <https://doi.org/10.1177/1094670520961445>
- Eppmann, R., Bekk, M., & Klein, K. (2018). Gameful Experience in Gamification: Construction and Validation of a Gameful Experience Scale [GAMEX]. *Journal of Interactive Marketing*, 43(1), 98–115. <https://doi.org/10.1016/j.intmar.2018.03.002>
- Etkin, J. (2016). The Hidden Cost of Personal Quantification. *Journal of Consumer Research*, 42(6), 967–984. <https://doi.org/10.1093/jcr/ucv095>
- Fehrer, J. A., Woratschek, H., Germelmann, C. C., & Brodie, R. J. (2018). Dynamics and drivers of customer engagement: Within the dyad and beyond. *Journal of Service Management*, 29(3), 443–467. <https://doi.org/10.1108/JOSM-08-2016-0236>
- Feinman, J. P., Blashek, R. D., & McCabe, R. J. (1986). *Sweepstakes, prize promotions, games, and contests*. Dow Jones-Irwin.
- Feng, W., Tu, R., & Hsieh, P. (2020). Can gamification increases consumers' engagement in fitness apps? The moderating role of commensurability of the game elements. *Journal of Retailing and Consumer Services*, 57, 102229. <https://doi.org/10.1016/j.jretconser.2020.102229>
- Finsterwalder, J., & Kuppelwieser, V. G. (2020). Intentionality and transformative services: Wellbeing co-creation and spill-over effects. *Journal of Retailing and Consumer Services*, 52, 101922. <https://doi.org/10.1016/j.jretconser.2019.101922>
- Fischer, E., & Guzel, G. T. (2023). The case for qualitative research. *Journal of Consumer Psychology*, 33(1), 259–272. <https://doi.org/10.1002/jcpy.1300>
- Fisk, R., Grove, S., Harris, L. C., Keeffe, D. A., Daunt, K. L., Russell-Bennett, R., & Wirtz, J. (2010). Customers behaving badly: a state of the art review, research agenda and implications for practitioners. *Journal of Services Marketing*, 24(6), 417-429. <https://doi.org/10.1108/08876041011072537>
- Flaherty, S. J., McCarthy, M. B., Collins, A. M., & McAuliffe, F. M. (2019). A different perspective on consumer engagement: Exploring the experience of using health apps to support healthier food purchasing. *Journal of Marketing Management*, 35(3–4), 310–337. <https://doi.org/10.1080/0267257X.2019.1576756>
- Flaherty, S. J., McCarthy, M., Collins, A. M., McCafferty, C., & McAuliffe, F. M. (2021). Exploring engagement with health apps: The emerging importance of situational involvement and individual characteristics. *European Journal of Marketing*, 55(13), 122–147. <https://doi.org/10.1108/EJM-06-2019-0531>

- Foucault, M. (1975). *Surveiller et punir: Naissance de la prison*. Gallimard.
- Füller, J., Mühlbacher, H., Matzler, K., & Jawecki, G. (2009). Consumer Empowerment Through Internet-Based Co-creation. *Journal of Management Information Systems*, 26(3), 71–102. <https://doi.org/10.2753/MIS0742-1222260303>
- Fullerton, R. A., & Punj, G. (2004). Repercussions of promoting an ideology of consumption: consumer misbehavior. *Journal of Business Research*, 57(11), 1239–1249. [https://doi.org/10.1016/S0148-2963\(02\)00455-1](https://doi.org/10.1016/S0148-2963(02)00455-1)
- Furrer, O., Yu Kerguignas, J., Delcourt, C., & Gremler, D. D. (2020). Twenty-seven years of service research: A literature review and research agenda. *Journal of Services Marketing*, 34(3), 299–316. <https://doi.org/10.1108/JSM-02-2019-0078>
- Gamlin, J., & Touré-Tillery, M. (2025). The bad-influencer effect: Indulgence undermines social connection. *Journal of the Academy of Marketing Science*, 53(4), 1012–1033. <https://doi.org/10.1007/s11747-024-01024-x>
- Gibson, J. J. (1986). *The ecological approach to visual perception*. L. Erlbaum.
- Gil-Or, O., Levi-Belz, Y., & Turel, O. (2015). The “Facebook-self”: Characteristics and psychological predictors of false self-presentation on Facebook. *Frontiers in Psychology*, 6. <https://doi.org/10.3389/fpsyg.2015.00099>
- Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia Methodology. *Organizational Research Methods*, 16(1), 15–31. <https://doi.org/10.1177/1094428112452151>
- Goffman, E. (1959). *The presentation of self in everyday life*. Penguin Books.
- Grand View Research. (2024). *Customer Engagement Solutions Market (2024—2030)*. <https://www.grandviewresearch.com/industry-analysis/customer-engagement-solutions-market-report>
- Grodal, S., Anteby, M., & Holm, A. L. (2021). Achieving Rigor in Qualitative Analysis: The Role of Active Categorization in Theory Building. *Academy of Management Review*, 46(3), 591–612. <https://doi.org/10.5465/amr.2018.0482>
- Guest, G., Bunce, A., & Johnson, L. (2006). How Many Interviews Are Enough?: An Experiment with Data Saturation and Variability. *Field Methods*, 18(1), 59–82. <https://doi.org/10.1177/1525822X05279903>
- Habachi, S., Matute, J., & Palau-Saumell, R. (2024). Gamify, engage, build loyalty: Exploring the benefits of gameful experience for branded sports apps. *Journal of Product & Brand Management*, 33(1), 57–75. <https://doi.org/10.1108/JPBM-07-2022-4070>

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7. Auflage, Pearson new internat. ed). Pearson.
- Hamari, J., Hassan, L., & Dias, A. (2018). Gamification, quantified-self or social networking? Matching users' goals with motivational technology. *User Modeling and User-Adapted Interaction*, 28(1), 35–74. <https://doi.org/10.1007/s11257-018-9200-2>
- Hamari, J., & Koivisto, J. (2015). “Working out for likes”: An empirical study on social influence in exercise gamification. *Computers in Human Behavior*, 50, 333–347. <https://doi.org/10.1016/j.chb.2015.04.018>
- Hammedi, Leclercq, & Poncin. (2019). *Handbook of research on customer engagement* (L. D. Hollebeek & D. E. Sprott, Eds). Edward Elgar Publishing.
- Hammedi, W., Leclercq, T., Poncin, I., & Alkire (Née Nasr), L. (2021). Uncovering the dark side of gamification at work: Impacts on engagement and well-being. *Journal of Business Research*, 122, 256–269. <https://doi.org/10.1016/j.jbusres.2020.08.032>
- Hammedi, W., Leclercq, T., & Steils, N. (2024). Gamification Myopia: Satiation Effects in Gamified Activities. *Journal of Service Research*, 27(2), 213–230. <https://doi.org/10.1177/10946705231190873>
- Hammedi, W., Leclercq, T., & Van Riel, A. C. R. (2017). The use of gamification mechanics to increase employee and user engagement in participative healthcare services: A study of two cases. *Journal of Service Management*, 28(4), 640–661. <https://doi.org/10.1108/JOSM-04-2016-0116>
- Hammedi, W., Parkinson, J., & Patrício, L. (2024). SDG commentary: Services that enable well-being of the human species. *Journal of Services Marketing*, 38(2), 153–163. <https://doi.org/10.1108/JSM-09-2023-0324>
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Harris, L. C., & Reynolds, K. L. (2003). The consequences of dysfunctional customer behavior. *Journal of Service Research*, 6(2), 144–161. <https://doi.org/10.1177/1094670503257044>
- Harwood, T., & Garry, T. (2015). An investigation into gamification as a customer engagement experience environment. *Journal of Services Marketing*, 29(6/7), 533–546. <https://doi.org/10.1108/JSM-01-2015-0045>
- Hassan, L., Dias, A., & Hamari, J. (2019). How motivational feedback increases user's benefits and continued use: A study on gamification, quantified-self and social networking. *International Journal of Information Management*, 46, 151–162. <https://doi.org/10.1016/j.ijinfomgt.2018.12.004>

- Hazée, S., Delcourt, C., & Van Vaerenbergh, Y. (2017). Burdens of Access: Understanding Customer Barriers and Barrier-Attenuating Practices in Access-Based Services. *Journal of Service Research*, 20(4), 441–456. <https://doi.org/10.1177/1094670517712877>
- Heatherton, T. F., & Polivy, J. (1991). Development and validation of a scale for measuring state self-esteem. *Journal of Personality and Social Psychology*, 60(6), 895–910. <https://doi.org/10.1037/0022-3514.60.6.895>
- Henkens, B., Verleye, K., & Larivière, B. (2021). The smarter, the better?! Customer well-being, engagement, and perceptions in smart service systems. *International Journal of Research in Marketing*, 38(2), 425–447. <https://doi.org/10.1016/j.ijresmar.2020.09.006>
- Hidalgo, C. (2025, April 12). «Je prends 30 euros pour un 10 km»: Les «Strava jockeys» payés pour courir à votre place et améliorer vos statistiques sur les réseaux sociaux. <https://www.lefigaro.fr/actualite-france/je-prends-30-euros-pour-un-10-km-les-strava-jockeys-payes-pour-courir-a-votre-place-et-ameliorer-vos-statistiques-sur-les-reseaux-sociaux-20250412>
- Higgins, E. T. (1987). Self-discrepancy: A theory relating self and affect. *Psychological Review*, 94(3), 319–340. <https://doi.org/10.1037/0033-295X.94.3.319>
- Hobfoll, S. (1996). *Handbook of coping: Theory, research, applications* (M. Zeidner & N. S. Endler, Eds). Wiley.
- Hobfoll, S. E. (1989). Conservation of resources: A new attempt at conceptualizing stress. *American Psychologist*, 44(3), 513–524. <https://doi.org/10.1037/0003-066X.44.3.513>
- Hochstein, R. E., Harmeling, C. M., & Perko, T. (2025). Toward a theory of consumer digital trust: Meta-analytic evidence of its role in the effectiveness of user-generated content. *Journal of the Academy of Marketing Science*, 53(4), 1034–1054. <https://doi.org/10.1007/s11747-023-00982-y>
- Hofacker, C. F., De Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). Gamification and Mobile Marketing Effectiveness. *Journal of Interactive Marketing*, 34(1), 25–36. <https://doi.org/10.1016/j.intmar.2016.03.001>
- Högberg, J., Shams, P., & Wästlund, E. (2019). Gamified in-store mobile marketing: The mixed effect of gamified point-of-purchase advertising. *Journal of Retailing and Consumer Services*, 50, 298–304. <https://doi.org/10.1016/j.jretconser.2018.07.004>
- Hollebeek, L. (2011). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing*, 19(7), 555–573. <https://doi.org/10.1080/0965254X.2011.599493>
- Hollebeek, L., & Belk, R. (2021). Consumers' technology-facilitated brand engagement and wellbeing: Positivist TAM/PERMA- vs. Consumer Culture Theory perspectives. *International Journal of Research in Marketing*, 38(2), 387–401. <https://doi.org/10.1016/j.ijresmar.2021.03.001>

- Hollebeek, L., & Chen, T. (2014). Exploring positively-versus negatively-valenced brand engagement: a conceptual model. *Journal of Product & Brand Management*, 23(1), 62-74. <https://doi.org/10.1108/JPBM-06-2013-0332>
- Hollebeek, L., Das, K., & Shukla, Y. (2021). Game on! How gamified loyalty programs boost customer engagement value. *International Journal of Information Management*, 61, 102308. <https://doi.org/10.1016/j.ijinfomgt.2021.102308>
- Hollebeek, L., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L., Hammedi, W., & Sprott, D. E. (2023). Consumer engagement, stress, and conservation of resources theory: A review, conceptual development, and future research agenda. *Psychology & Marketing*, 40(5), 926–937. <https://doi.org/10.1002/mar.21807>
- Hollebeek, L., Kumar, V., & Srivastava, R. K. (2022). From Customer-, to Actor-, to Stakeholder Engagement: Taking Stock, Conceptualization, and Future Directions. *Journal of Service Research*, 25(2), 328–343. <https://doi.org/10.1177/1094670520977680>
- Hollebeek, L., Sharma, T. G., Pandey, R., Sanyal, P., & Clark, M. K. (2022). Fifteen years of customer engagement research: A bibliometric and network analysis. *Journal of Product & Brand Management*, 31(2), 293–309. <https://doi.org/10.1108/JPBM-01-2021-3301>
- Hollebeek, L., Srivastava, R. K., & Chen, T. (2019). S-D logic–informed customer engagement: Integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, 47(1), 161–185. <https://doi.org/10.1007/s11747-016-0494-5>
- Holmlund, M., Witell, L., & Gustafsson, A. (2020). Viewpoint: Getting your qualitative service research published. *Journal of Services Marketing*, 34(1), 111–116. <https://doi.org/10.1108/jsm-11-2019-0444>
- Hsu, C.-L. (2023). Enhancing brand love, customer engagement, brand experience, and repurchase intention: Focusing on the role of gamification in mobile apps. *Decision Support Systems*, 174, 114020. <https://doi.org/10.1016/j.dss.2023.114020>
- Huang, G., & Ren, Y. (2020). Linking technological functions of fitness mobile apps with continuance usage among Chinese users: Moderating role of exercise self-efficacy. *Computers in Human Behavior*, 103, 151–160. <https://doi.org/10.1016/j.chb.2019.09.013>
- Hung, H.-Y., Kumar, A., Kumar, V., Lin, C.-C., & Tan, K. H. (2025). Exploring player cocreation dynamics on the gaming platform: Interplay of goal fulfillments, orchestration actions, and platform affordances. *International Journal of Research in Marketing*, 42(4), 1125–1142. <https://doi.org/10.1016/j.ijresmar.2024.12.003>

- Huotari, K., & Hamari, J. (2017). A definition for gamification: Anchoring gamification in the service marketing literature. *Electronic Markets*, 27(1), 21–31. <https://doi.org/10.1007/s12525-015-0212-z>
- Hwang, J., & Choi, L. (2020). Having fun while receiving rewards?: Exploration of gamification in loyalty programs for consumer loyalty. *Journal of Business Research*, 106, 365–376. <https://doi.org/10.1016/j.jbusres.2019.01.031>
- Hwang, J., & Choi, L. (2026). Is gamification always beneficial? Exploring non-monotonic consumer motivation and progress framing in gamified loyalty programs. *Journal of Retailing and Consumer Services*, 92, 104773. <https://doi.org/10.1016/j.jretconser.2026.104773>
- Islam, G. (2022). Business Ethics and Quantification: Towards an Ethics of Numbers. *Journal of Business Ethics*, 176(2), 195–211. <https://doi.org/10.1007/s10551-020-04694-z>
- Jaakkola, E., & Alexander, M. (2014). The Role of Customer Engagement Behavior in Value Co-Creation: A Service System Perspective. *Journal of Service Research*, 17(3), 247–261. <https://doi.org/10.1177/1094670514529187>
- Jaakkola, E., & Alexander, M. (2024). Understanding and managing engagement journeys. *Journal of Service Management*, 35(3), 357–380. <https://doi.org/10.1108/josm-02-2024-0066>
- Jain, A., Pradhan, D., Kuanr, A., & Singh, S. (2025). Self-quantification and consumer well-being: A meta-analytic review. *Psychology & Marketing*, 42(2), 514–538. <https://doi.org/10.1002/mar.22141>
- Jang, S., Kitchen, P. J., & Kim, J. (2018). The effects of gamified customer benefits and characteristics on behavioral engagement and purchase: Evidence from mobile exercise application uses. *Journal of Business Research*, 92, 250–259. <https://doi.org/10.1016/j.jbusres.2018.07.056>
- Jarvis, C. B., MacKenzie, S. B., & Podsakoff, P. M. (2003). A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research. *Journal of Consumer Research*, 30(2), 199–218. <https://doi.org/10.1086/376806>
- Javornik, A., Marder, B., Barhorst, J. B., McLean, G., Rogers, Y., Marshall, P., & Warlop, L. (2022). ‘What lies behind the filter?’ Uncovering the motivations for using augmented reality (AR) face filters on social media and their effect on well-being. *Computers in Human Behavior*, 128, 107126. <https://doi.org/10.1016/j.chb.2021.107126>
- Jia, F., & Hu, J. (2026). Receive help from friends: The buffer effect of social support on backfires of gamification. *Journal of Services Marketing*, 1–16. <https://doi.org/10.1108/JSM-04-2025-0276>

- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
<https://doi.org/10.3102/0013189X033007014>
- Kahneman, D., Diener, E., & Schwarz, N. (Eds). (1999). *Well-being: The foundations of hedonic psychology*. Russell Sage Foundation.
- Kapoor, P., Balaji, M. S., & Maity, M. (2024). Game On: Enhancing Customer Engagement Through Influencers' Gamified Messages. *Journal of Travel Research*.
<https://doi.org/10.1177/00472875241289565>
- Kim, M. (2021). Conceptualization of e-servicescapes in the fitness applications and wearable devices context: Multi-dimensions, consumer satisfaction, and behavioral intention. *Journal of Retailing and Consumer Services*, 61, 102562.
<https://doi.org/10.1016/j.jretconser.2021.102562>
- Kleinman, Z. (2026, March 26). *What next for big tech after landmark social media addiction verdict?* <https://www.bbc.com/news/articles/c87wd0d84jqo>
- Koivisto, J., & Hamari, J. (2014). Demographic differences in perceived benefits from gamification. *Computers in Human Behavior*, 35, 179–188.
<https://doi.org/10.1016/j.chb.2014.03.007>
- Koivisto, J., & Hamari, J. (2019). The rise of motivational information systems: A review of gamification research. *International Journal of Information Management*, 45, 191–210.
<https://doi.org/10.1016/j.ijinfomgt.2018.10.013>
- Kostyk, A., Cowan, K., Dessart, L., & Schyns, M. (2024). Memories of tourism brands in virtual reality. *Annals of Tourism Research*, 109, 103824.
<https://doi.org/10.1016/j.annals.2024.103824>
- Kozinets, R. (2020). *Netnography: The essential guide to qualitative social media research* (Third edition). SAGE.
- Kozinets, R., & Gretzel, U. (2025). Editorial: Netnography and qualitative digital methods to advance service theory and practice. *Journal of Service Theory and Practice*, 35(4), 487–500. <https://doi.org/10.1108/JSTP-07-2025-471>
- Krämer, N. C., & Winter, S. (2008). Impression Management 2.0: The Relationship of Self-Esteem, Extraversion, Self-Efficacy, and Self-Presentation Within Social Networking Sites. *Journal of Media Psychology*, 20(3), 106–116. <https://doi.org/10.1027/1864-1105.20.3.106>
- Krishna, K., Sivakumaran, B., Maheswarappa, S. S., & Jha, A. (2023). Mind the game you set for better website patronage. *European Journal of Marketing*, 57(5), 1560–1590.
<https://doi.org/10.1108/EJM-04-2021-0247>

- Kuanr, A., Moharana, T. R., Yan, M., Pradhan, D., & El-Manstrly, D. (2025). When chatbots cause trouble: How agent type and conversation style shape consumer responses to service failures. *European Journal of Marketing*, 59(12), 2788–2839. <https://doi.org/10.1108/EJM-08-2023-0663>
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. *Journal of Service Research*, 13(3), 297–310. <https://doi.org/10.1177/1094670510375602>
- Kumar, V., Leone, R. P., & McAlister, L. (2025). Enhancing customer engagement: Exploration and introduction to the special section. *Journal of the Academy of Marketing Science*, 53(4), 955–967. <https://doi.org/10.1007/s11747-025-01113-5>
- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2019). Customer engagement in service. *Journal of the Academy of Marketing Science*, 47(1), 138–160. <https://doi.org/10.1007/s11747-017-0565-2>
- Kumar, V., Rajan, B., Salunkhe, U., & Joag, S. G. (2022). Relating the dark side of new-age technologies and customer technostress. *Psychology & Marketing*, 39(12), 2240–2259. <https://doi.org/10.1002/mar.21738>
- Kunkel, T., Hayduk, T., & Lock, D. (2023). Push it real good: The effects of push notifications promoting motivational affordances on consumer behavior in a gamified mobile app. *European Journal of Marketing*, 57(9), 2592–2618. <https://doi.org/10.1108/EJM-06-2021-0388>
- Kunkel, T., Lock, D., & Doyle, J. P. (2021). Gamification via mobile applications: A longitudinal examination of its impact on attitudinal loyalty and behavior toward a core service. *Psychology & Marketing*, 38(6), 948–964. <https://doi.org/10.1002/mar.21467>
- Kuppelwieser, V. G., & Finsterwalder, J. (2016). Transformative service research and service dominant logic: Quo Vaditis? *Journal of Retailing and Consumer Services*, 28, 91–98. <https://doi.org/10.1016/j.jretconser.2015.08.011>
- Lan, X., & Song, B. (2025). The more, the merrier? Investigating the distinct and interaction effects of gamification mechanics in corporate sustainability engagement. *Journal of Business Research*, 199, 115513. <https://doi.org/10.1016/j.jbusres.2025.115513>
- Landers, R. N., Tondello, G. F., Kappen, D. L., Collmus, A. B., Mekler, E. D., & Nacke, L. E. (2019). Defining gameful experience as a psychological state caused by gameplay: Replacing the term ‘Gamefulness’ with three distinct constructs. *International Journal of Human-Computer Studies*, 127, 81–94. <https://doi.org/10.1016/j.ijhcs.2018.08.003>
- Landry, M., & Furrer, O. (2023). Well-being co-creation in service ecosystems: A systematic literature review. *Journal of Services Marketing*, 37(7), 862–882. <https://doi.org/10.1108/jsm-12-2022-0388>

- Leclercq, T., Hammedi, W., & Poncin, I. (2018). The Boundaries of Gamification for Engaging Customers: Effects of Losing a Contest in Online Co-creation Communities. *Journal of Interactive Marketing*, 44(1), 82–101. <https://doi.org/10.1016/j.intmar.2018.04.004>
- Leclercq, T., Poncin, I., & Hammedi, W. (2017). The Engagement Process During Value Co-Creation: Gamification in New Product-Development Platforms. *International Journal of Electronic Commerce*, 21(4), 454–488. <https://doi.org/10.1080/10864415.2016.1355638>
- Leclercq, T., Poncin, I., & Hammedi, W. (2020). Opening the black box of gameful experience: Implications for gamification process design. *Journal of Retailing and Consumer Services*, 52, 101882. <https://doi.org/10.1016/j.jretconser.2019.07.007>
- Leclercq, T., Poncin, I., Hammedi, W., Kullak, A., & Hollebeek, L. D. (2020). When gamification backfires: The impact of perceived justice on online community contributions. *Journal of Marketing Management*, 36(5–6), 550–577. <https://doi.org/10.1080/0267257X.2020.1736604>
- Lee, J., Sridhar, S., Bosukonda, N., & Yan, S. (2025). Platform customer misconduct: A conceptual framework for research and practice. *Journal of the Academy of Marketing Science*, 53(6), 1772–1796. <https://doi.org/10.1007/s11747-025-01111-7>
- Lee, S. Y., & Lee, K. (2018). Factors that influence an individual's intention to adopt a wearable healthcare device: The case of a wearable fitness tracker. *Technological Forecasting and Social Change*, 129, 154–163. <https://doi.org/10.1016/j.techfore.2018.01.002>
- Lee, Y.-K., Chang, C.-T., Lin, Y., & Cheng, Z.-H. (2014). The dark side of smartphone usage: Psychological traits, compulsive behavior and technostress. *Computers in Human Behavior*, 31, 373–383. <https://doi.org/10.1016/j.chb.2013.10.047>
- Leonardi, P. M., & Vaast, E. (2017). Social Media and Their Affordances for Organizing: A Review and Agenda for Research. *Academy of Management Annals*, 11(1), 150–188. <https://doi.org/10.5465/annals.2015.0144>
- Lervik-Olsen, L., Andreassen, T. W., & Fennis, B. M. (2024). When enough is not enough: Behavioral and motivational paths to compulsive social media consumption. *European Journal of Marketing*, 58(2), 519–547. <https://doi.org/10.1108/EJM-12-2022-0898>
- Li, H., Luo, X. (Robert), Lowry, P. B., & Zhang, J. (2025). Understanding the postadoption use of gamified learning systems against the conflicting role of the game layer. *Information & Management*, 62(4), 104133. <https://doi.org/10.1016/j.im.2025.104133>
- Li, L., Juric, B., & Brodie, R. J. (2018). Actor engagement valence: Conceptual foundations, propositions and research directions. *Journal of Service Management*, 29(3), 491–516. <https://doi.org/10.1108/JOSM-08-2016-0235>
- Libai, B., Rosario, A. B., Beichert, M., Donkers, B., Haenlein, M., Hofstetter, R., Kannan, P. K., Van Der Lans, R., Lanz, A., Li, H. A., Mayzlin, D., Muller, E., Shapira, D., Yang, J., &

- Zhang, L. (2025). Influencer marketing unlocked: Understanding the value chains driving the creator economy. *Journal of the Academy of Marketing Science*, 53(1), 4–28. <https://doi.org/10.1007/s11747-024-01073-2>
- Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140, 439–458. <https://doi.org/10.1016/j.jbusres.2021.11.014>
- Lin, F., & Windasari, N. A. (2019). Continued use of wearables for wellbeing with a cultural probe. *The Service Industries Journal*, 39(15–16), 1140–1166. <https://doi.org/10.1080/02642069.2018.1504924>
- Liu, X., Zhou, Z., Yuen, K. F., & Wang, X. (2024). Green and gamified! An investigation of consumer participation in green last-mile from a gamification affordance perspective. *Journal of Retailing and Consumer Services*, 79, 103808. <https://doi.org/10.1016/j.jretconser.2024.103808>
- Locke, E. A., & Latham, G. P. (2006). New Directions in Goal-Setting Theory. *Current Directions in Psychological Science*, 15(5), 265–268. <https://doi.org/10.1111/j.1467-8721.2006.00449.x>
- Locke, K., Feldman, M., & Golden-Biddle, K. (2022). Coding Practices and Iterativity: Beyond Templates for Analyzing Qualitative Data. *Organizational Research Methods*, 25(2), 262–284. <https://doi.org/10.1177/1094428120948600>
- Lowe, B., Fraser, I., & Souza-Monteiro, D. M. (2015). A Change for the Better? Digital Health Technologies and Changing Food Consumption Behaviors: DIGITAL HEALTH TECHNOLOGIES AND FOOD CONSUMPTION. *Psychology & Marketing*, 32(5), 585–600. <https://doi.org/10.1002/mar.20802>
- Lozano-Blasco, R., Robres, A. Q., & Sánchez, A. S. (2022). Internet addiction in young adults: A meta-analysis and systematic review. *Computers in Human Behavior*, 130, 107201. <https://doi.org/10.1016/j.chb.2022.107201>
- Lucassen, G., & Jansen, S. (2014). Gamification in Consumer Marketing—Future or Fallacy? *Procedia - Social and Behavioral Sciences*, 148, 194–202. <https://doi.org/10.1016/j.sbspro.2014.07.034>
- Lupton, D. (2016). The diverse domains of quantified selves: Self-tracking modes and dataveillance. *Economy and Society*, 45(1), 101–122. <https://doi.org/10.1080/03085147.2016.1143726>
- Luqman, A., Cao, X., Ali, A., Masood, A., & Yu, L. (2017). Empirical investigation of Facebook discontinues usage intentions based on SOR paradigm. *Computers in Human Behavior*, 70, 544–555. <https://doi.org/10.1016/j.chb.2017.01.020>

- MacInnis, D. J. (2011). A Framework for Conceptual Contributions in Marketing. *Journal of Marketing*, 75(4), 136–154. <https://doi.org/10.1509/jmkg.75.4.136>
- Malthouse, E. C., Calder, B. J., Kim, S. J., & Vandenberg, M. (2016). Evidence that user-generated content that produces engagement increases purchase behaviours. *Journal of Marketing Management*, 32(5–6), 427–444. <https://doi.org/10.1080/0267257X.2016.1148066>
- Mankute, A., Cornwell, T. B., Pappu, R., & Zhang, J. (2025). Experiential Engagement: A Scale for Experiential Contexts. *Psychology & Marketing*, 42(11), 2961–2980. <https://doi.org/10.1002/mar.70026>
- Marder, B., Javornik, A., Qi, K., Oliver, S., Lavertu, L., & Cowan, K. (2024). Does LinkedIn cause imposter syndrome? An empirical examination of well-being and consumption-related effects. *Psychology & Marketing*, 41(3), 492–511. <https://doi.org/10.1002/mar.21926>
- Mardon, R., & Belk, R. (2018). Materializing digital collecting: An extended view of digital materiality. *Marketing Theory*, 18(4), 543–570. <https://doi.org/10.1177/1470593118767725>
- Marketing Science Institute. (2020). *Research Priorities 2020–2022*. <https://www.msi.org/articles/2020-22-msi-research-priorities-outline-marketers-top-concerns/>
- Marketing Science Institute. (2022). *Research Priorities 2022–2024*. <https://www.msi.org/article/msi-announces-2022-24-research-priorities/>
- Marketing Science Institute. (2024). *Research priorities 2024*. Marketing Science Institute. <https://www.msi.org/article/msi-announces-2024-research-priorities/>
- Mason, J. (2018). *Qualitative researching* (Third edition). SAGE.
- Matthes, J., Karsay, K., Hirsch, M., Stevic, A., & Schmuck, D. (2022). Reflective smartphone disengagement: Conceptualization, measurement, and validation. *Computers in Human Behavior*, 128, 107078. <https://doi.org/10.1016/j.chb.2021.107078>
- Mazar, N., Amir, O., & Ariely, D. (2008). The Dishonesty of Honest People: A Theory of Self-Concept Maintenance. *Journal of Marketing Research*, 45(6), 633–644. <https://doi.org/10.1509/jmkr.45.6.633>
- McLean, G., Krey, N., & Barhorst, J. B. (2025). Revealing the double-edged sword: Introducing the Technology and Consumer Well-being Paradox Model. *Psychology & Marketing*, 42(1), 5–20. <https://doi.org/10.1002/mar.22110>

- Meerkerk, G.-J., Van Den Eijnden, R. J. J. M., Vermulst, A. A., & Garretsen, H. F. L. (2009). The Compulsive Internet Use Scale (CIUS): Some Psychometric Properties. *CyberPsychology & Behavior*, 12(1), 1–6. <https://doi.org/10.1089/cpb.2008.0181>
- Mehrotra, V., & Roy, R. (2025). Rhythm of the game: How time-of-day and gamification rewards influence pay-what-you-want payments. *European Journal of Marketing*, 59(13), 146–174. <https://doi.org/10.1108/EJM-03-2024-0210>
- Menon, S. S., & Saurty, D. (2025). *Digital Fitness & Well-Being: Market data & analysis*. Statista Market Insights. <https://www.statista.com/study/116519/digital-health-report-2022-digital-fitness-and-well-being/>
- Merz, M. A., He, Y., & Vargo, S. L. (2009). The evolving brand logic: A service-dominant logic perspective. *Journal of the Academy of Marketing Science*, 37(3), 328–344. <https://doi.org/10.1007/s11747-009-0143-3>
- Moore, O. A., Aguinis, H., & Darden, T. R. (2026). Defining, assessing, and reporting saturation in qualitative research: Review and recommendations. *The Leadership Quarterly*, 37(2), 101950. <https://doi.org/10.1016/j.leaqua.2026.101950>
- Mordor Intelligence. (2024). *Gamification market size and share analysis – growth trends and forecasts (2024–2029)*. www.mordorintelligence.com/industry-reports/gamification-market
- Morgan-Thomas, A., Dessart, L., & Veloutsou, C. (2020). Digital ecosystem and consumer engagement: A socio-technical perspective. *Journal of Business Research*, 121, 713–723. <https://doi.org/10.1016/j.jbusres.2020.03.042>
- Moriuchi, E., Hollebeek, L. D., & Lim, W. M. (2025). Consumers’ smartphone addiction: Impact of engagement and app type on wellbeing. *Journal of Business Research*, 194, 115379. <https://doi.org/10.1016/j.jbusres.2025.115379>
- Mulcahy, R. F., McAndrew, R., Russell-Bennett, R., & Iacobucci, D. (2021). “Game on!” Pushing consumer buttons to change sustainable behavior: A gamification field study. *European Journal of Marketing*, 55(10), 2593–2619. <https://doi.org/10.1108/EJM-05-2020-0341>
- Mun, I. B., & Kim, H. (2021). Influence of False Self-Presentation on Mental Health and Deleting Behavior on Instagram: The Mediating Role of Perceived Popularity. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.660484>
- Mwangi, V. N., Millard, R., & Histon, W. (2024). Prevalent elements of consumer wellbeing in wearable technology use: An interdisciplinary systematic review and future research agenda. *Psychology & Marketing*, 41(5), 1006–1021. <https://doi.org/10.1002/mar.21962>

- Naumann, K., Bowden, J., & Gabbott, M. (2017). A Multi-Valenced Perspective on Consumer Engagement Within a Social Service. *Journal of Marketing Theory and Practice*, 25(2), 171–188. <https://doi.org/10.1080/10696679.2016.1270772>
- Naumann, K., Bowden, J., & Gabbott, M. (2020). Expanding customer engagement: The role of negative engagement, dual valences and contexts. *European Journal of Marketing*, 54(7), 1469–1499. <https://doi.org/10.1108/EJM-07-2017-0464>
- Nazifi, A., Roschk, H., Marder, B., & Leclercq, T. (2025). Spinning the Wheel: The Effectiveness of Gamification in Service Recovery. *Journal of Service Research*, 28(3), 469–487. <https://doi.org/10.1177/10946705241307681>
- Ng, S. C., Sweeney, J. C., & Plewa, C. (2020). Customer Engagement: A Systematic Review and Future Research Priorities. *Australasian Marketing Journal*, 28(4), 235–252. <https://doi.org/10.1016/j.ausmj.2020.05.004>
- Nickum, M., & Desrumaux, P. (2022). Burnout among lawyers: Effects of workload, latitude and mediation via engagement and over-engagement. *Psychiatry, Psychology and Law*, 1–13. <https://doi.org/10.1080/13218719.2022.2035840>
- Nobre, H., & Ferreira, A. (2017). Gamification as a platform for brand co-creation experiences. *Journal of Brand Management*, 24(4), 349–361. <https://doi.org/10.1057/s41262-017-0055-3>
- O'Brien, H. L., Roll, I., Kampen, A., & Davoudi, N. (2022). Rethinking (Dis)engagement in human-computer interaction. *Computers in Human Behavior*, 128, 107109. <https://doi.org/10.1016/j.chb.2021.107109>
- O'Brien, H. L., & Toms, E. G. (2010). The development and evaluation of a survey to measure user engagement. *Journal of the American Society for Information Science and Technology*, 61(1), 50–69. <https://doi.org/10.1002/asi.21229>
- Okazaki, S., Schuberth, F., Tagashira, T., & Andrade, V. (2021). Sneaking the dark side of brand engagement into Instagram: The dual theory of passion. *Journal of Business Research*, 130, 493–505. <https://doi.org/10.1016/j.jbusres.2019.11.028>
- Ozgen Genc, T., Wilson, J., Alexander, M., & Conduit, J. (2025). Actor engagement behaviors as forms of institutional work: Insights from a food waste setting. *Journal of Service Management*, 36(5), 661–689. <https://doi.org/10.1108/JOSM-03-2023-0105>
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Peterson Fronczek, L., Mende, M., & Scott, M. L. (2022). From self-quantification to self-objectification? Framework and research agenda on consequences for well-being. *Journal of Consumer Affairs*, 56(3), 1356–1374. <https://doi.org/10.1111/joca.12478>

- Pione, A., Medalsy, J., Weaver, K., Callaghan, S., & Doner, H. (2025). *The \$2 trillion global wellness market gets a millennial and Gen Z glow-up*. McKinsey & Company. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/future-of-wellness-trends>
- Pitardi, V., & Marriott, H. R. (2021). Alexa, *she's* not human but... Unveiling the drivers of consumers' trust in voice-based artificial intelligence. *Psychology & Marketing*, 38(4), 626–642. <https://doi.org/10.1002/mar.21457>
- Polonsky, M. J., Weber, V., Ozanne, L., & Robertson, N. (2026). A Framework of Foreseen and Unforeseen Harms in Transformative Service Systems. *Journal of Service Research*, 29(1), 3–21. <https://doi.org/10.1177/10946705241287833>
- Rahman, M., Faroque, A. R., Sakka, G., & Ahmed, Z. U. (2022). The impact of negative customer engagement on market-based assets and financial performance. *Journal of Business Research*, 138, 422–435. <https://doi.org/10.1016/j.jbusres.2021.08.023>
- Ramaswamy, V., & Ozcan, K. (2016). Brand value co-creation in a digitalized world: An integrative framework and research implications. *International Journal of Research in Marketing*, 33(1), 93–106. <https://doi.org/10.1016/j.ijresmar.2015.07.001>
- Raval, D. (2026). Consumer Awareness in the Digital Age. *Journal of Consumer Affairs*, 60(1), e70042. <https://doi.org/10.1111/joca.70042>
- Reissner, S., & Whittle, A. (2022). Interview-based research in management and organisation studies: Making sense of the plurality of methodological practices and presentational styles. *Qualitative Research in Organizations and Management: An International Journal*, 17(1), 61–83. <https://doi.org/10.1108/qrom-03-2021-2118>
- Robson, K., Plangger, K., Kietzmann, J. H., McCarthy, I., & Pitt, L. (2015). Is it all a game? Understanding the principles of gamification. *Business Horizons*, 58(4), 411–420. <https://doi.org/10.1016/j.bushor.2015.03.006>
- Robson, K., Plangger, K., Kietzmann, J. H., McCarthy, I., & Pitt, L. (2016). Game on: Engaging customers and employees through gamification. *Business Horizons*, 59(1), 29–36. <https://doi.org/10.1016/j.bushor.2015.08.002>
- Rosenbaum, M. S., Walters, G., Edwards, K. L., & Gonzalez-Arcos, C. F. (2022). Commentary: The unintended consequences of digital service technologies. *Journal of Services Marketing*, 36(2), 97–109. <https://doi.org/10.1108/JSM-03-2021-0072>
- Rosenberg, M. (1979). *Conceiving the self*. Basic Books.
- Roy, S. K., Singh, G., Sadeque, S., Harrigan, P., & Coussement, K. (2023). Customer engagement with digitalized interactive platforms in retailing. *Journal of Business Research*, 164, 114001. <https://doi.org/10.1016/j.jbusres.2023.114001>

- Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55(1), 68–78. <https://doi.org/10.1037/0003-066X.55.1.68>
- Ryan, R. M., & Deci, E. L. (2001). On Happiness and Human Potentials: A Review of Research on Hedonic and Eudaimonic Well-Being. *Annual Review of Psychology*, 52(1), 141–166. <https://doi.org/10.1146/annurev.psych.52.1.141>
- Ryan, R. M., Rigby, C. S., & Przybylski, A. (2006). The Motivational Pull of Video Games: A Self-Determination Theory Approach. *Motivation and Emotion*, 30(4), 344–360. <https://doi.org/10.1007/s11031-006-9051-8>
- Sailer, M., Hense, J. U., Mayr, S. K., & Mandl, H. (2017). How gamification motivates: An experimental study of the effects of specific game design elements on psychological need satisfaction. *Computers in Human Behavior*, 69, 371–380. <https://doi.org/10.1016/j.chb.2016.12.033>
- Salerno, A., Laran, J., & Janiszewski, C. (2019). The Bad Can Be Good: When Benign and Malicious Envy Motivate Goal Pursuit. *Journal of Consumer Research*, 46(2), 388–405. <https://doi.org/10.1093/jcr/ucy077>
- Santos-Vijande, M. L., Gómez-Rico, M., Molina-Collado, A., & Davison, R. M. (2022). Building user engagement to mhealth apps from a learning perspective: Relationships among functional, emotional and social drivers of user value. *Journal of Retailing and Consumer Services*, 66, 102956. <https://doi.org/10.1016/j.jretconser.2022.102956>
- Saxena, G., Jain, S., & Mishra, S. (2023). Enhancing affective commitment through gamified services of luxury brands: Role of game mechanics and self-congruity. *Journal of Services Marketing*, 37(8), 1018–1031. <https://doi.org/10.1108/JSM-06-2022-0217>
- Schau, H. J., Muñiz, A. M., & Arnould, E. J. (2009). How Brand Community Practices Create Value. *Journal of Marketing*, 73(5), 30–51. <https://doi.org/10.1509/jmkg.73.5.30>
- Schneider, L.-P., Systems, B., & Cornwell, T. B. (2005). Cashing in on crashes via brand placement in computer games: The effects of experience and flow on memory. *International Journal of Advertising*, 24(3), 321–343. <https://doi.org/10.1080/02650487.2005.11072928>
- Schoeppe, S., Alley, S., Van Lippevelde, W., Bray, N. A., Williams, S. L., Duncan, M. J., & Vandelanotte, C. (2016). Efficacy of interventions that use apps to improve diet, physical activity and sedentary behaviour: A systematic review. *International Journal of Behavioral Nutrition and Physical Activity*, 13(1), 127. <https://doi.org/10.1186/s12966-016-0454-y>
- Scott, R., Cayla, J., & Cova, B. (2017). Selling Pain to the Saturated Self. *Journal of Consumer Research*, 44(1), 22–43. <https://doi.org/10.1093/jcr/ucw071>

- Silchenko, K., & Askegaard, S. (2021). Powered by healthism? Marketing discourses of food and health. *European Journal of Marketing*, 55(1), 133–161. <https://doi.org/10.1108/EJM-04-2018-0296>
- Sim, M., Conduit, J., & Plewa, C. (2018). Engagement within a service system: A fuzzy set analysis in a higher education setting. *Journal of Service Management*, 29(3), 422–442. <https://doi.org/10.1108/JOSM-08-2016-0232>
- Starbucks Corporation. (2024). *Starbucks Reports Q1 Fiscal 2024 Results* [Press Release (SEC Form 8-K Exhibit 99.1)]. <https://investor.starbucks.com/news/financial-releases/news-details/2024/Starbucks-Reports-Q1-Fiscal-2024-Results/default.aspx>
- Statista. (2021). *Number of active users of Fitbit from 2012 to 2020*. Statista. <https://www.statista.com/statistics/472600/fitbit-active-users/>
- Statista. (2023). *Health and fitness app usage planned reasons 2023*. <https://www.statista.com/statistics/1370504/health-fitness-apps-usage-plan-reasons-selected-countries/>
- Statista. (2024). *Number of global mobile users since 2010*. www.statista.com/statistics/218984/number-of-global-mobile-users-since-2010/
- Statista. (2025a). *Digital Fitness & Well-Being*. <https://www.statista.com/outlook/hmo/digital-health/digital-fitness-well-being/worldwide>
- Statista. (2025b). *Health and fitness apps—Statistics & facts*. <https://www.statista.com/topics/9204/health-and-fitness-apps>
- Steils, N., Martin, A., & Toti, J.-F. (2022). Managing the Transparency Paradox Of Social-Media Influencer Disclosures: How to Improve Authenticity and Engagement When Disclosing Influencer–Sponsor Relationships. *Journal of Advertising Research*, 62(2), 148–166. <https://doi.org/10.2501/JAR-2022-008>
- Stewart, K., Perren, R., Chambers, C., & Zulauf, R. (2024). In tech we rely: How technology dependence fuels consumer vulnerability. *Journal of Consumer Affairs*, 58(4), 905–945. <https://doi.org/10.1111/joca.12610>
- Stocchi, L., Michaelidou, N., Pourazad, N., & Micevski, M. (2018). The rules of engagement: How to motivate consumers to engage with branded mobile apps. *Journal of Marketing Management*, 34(13–14), 1196–1226. <https://doi.org/10.1080/0267257X.2018.1544167>
- Storbacka, K., Brodie, R. J., Böhmman, T., Maglio, P. P., & Nenonen, S. (2016). Actor engagement as a microfoundation for value co-creation. *Journal of Business Research*, 69(8), 3008–3017. <https://doi.org/10.1016/j.jbusres.2016.02.034>

- Stuppy, A., Mead, N. L., & Van Osselaer, S. M. J. (2020). I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption. *Journal of Consumer Research*, 46(5), 956–973. <https://doi.org/10.1093/jcr/ucz029>
- Swaminathan, V., Sorescu, A., Steenkamp, J.-B. E. M., O’Guinn, T. C. G., & Schmitt, B. (2020). Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. *Journal of Marketing*, 84(2), 24–46. <https://doi.org/10.1177/0022242919899905>
- Swan, M. (2013). The Quantified Self: Fundamental Disruption in Big Data Science and Biological Discovery. *Big Data*, 1(2), 85–99. <https://doi.org/10.1089/big.2012.0002>
- Sweeney, J. C., Danaher, T. S., & McColl-Kennedy, J. R. (2015). Customer Effort in Value Cocreation Activities: Improving Quality of Life and Behavioral Intentions of Health Care Customers. *Journal of Service Research*, 18(3), 318–335. <https://doi.org/10.1177/1094670515572128>
- Tobon, S., Ruiz-Alba, J. L., & García-Madariaga, J. (2020). Gamification and online consumer decisions: Is the game over? *Decision Support Systems*, 128, 113167. <https://doi.org/10.1016/j.dss.2019.113167>
- Toner, J. (2018). Exploring the dark-side of fitness trackers: Normalization, objectification and the anaesthetisation of human experience. *Performance Enhancement & Health*, 6(2), 75–81. <https://doi.org/10.1016/j.peh.2018.06.001>
- Turel, O., & Gil-Or, O. (2019). To share or not to share? The roles of false Facebook self, sex, and narcissism in re-posting self-image enhancing products. *Personality and Individual Differences*, 151, 109506. <https://doi.org/10.1016/j.paid.2019.109506>
- Van Berlo, Z. M. C., Van Reijmersdal, E. A., Smit, E. G., & Van Der Laan, L. N. (2021). Brands in virtual reality games: Affective processes within computer-mediated consumer experiences. *Journal of Business Research*, 122, 458–465. <https://doi.org/10.1016/j.jbusres.2020.09.006>
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 13(3), 253–266. <https://doi.org/10.1177/1094670510375599>
- Van Vaerenbergh, Y., Hazée, S., & Zwienenberg, T. J. (2026). Open Science: A Review of Its Effectiveness and Implications for Service Research. *Journal of Service Research*, 29(1), 22–44. <https://doi.org/10.1177/10946705251338461>
- Van Vaerenbergh, Y., Varga, D., De Keyser, A., & Orsingher, C. (2019). The Service Recovery Journey: Conceptualization, Integration, and Directions for Future Research. *Journal of Service Research*, 22(2), 103–119. <https://doi.org/10.1177/1094670518819852>

- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10. <https://doi.org/10.1007/s11747-007-0069-6>
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: An extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5–23. <https://doi.org/10.1007/s11747-015-0456-3>
- Vargo, S. L., Peters, L., Kjellberg, H., Koskela-Huotari, K., Nenonen, S., Polese, F., Sarno, D., & Vaughan, C. (2023). Emergence in marketing: An institutional and ecosystem framework. *Journal of the Academy of Marketing Science*, 51(1), 2–22. <https://doi.org/10.1007/s11747-022-00849-8>
- Vega, E., & Camarero, C. (2024). Once upon a game: Boosting brand storytelling through gamification. *Journal of Product & Brand Management*, 33(6), 717–732. <https://doi.org/10.1108/JPBM-10-2023-4796>
- Verduyn, P., Gugushvili, N., Massar, K., Täht, K., & Kross, E. (2020). Social comparison on social networking sites. *Current Opinion in Psychology*, 36, 32–37. <https://doi.org/10.1016/j.copsyc.2020.04.002>
- Virlée, J. B., Hammedi, W., & Van Riel, A. C. R. (2020). Healthcare service users as resource integrators: Investigating factors influencing the co-creation of value at individual, dyadic and systemic levels. *Journal of Service Theory and Practice*, 30(3), 277–306. <https://doi.org/10.1108/JSTP-07-2019-0154>
- Virlée, J., Van Riel, A. C. R., & Hammedi, W. (2020). Health literacy and its effects on well-being: How vulnerable healthcare service users integrate online resources. *Journal of Services Marketing*, 34(5), 697–715. <https://doi.org/10.1108/JSM-02-2019-0057>
- Waiguny, M. K. J., Nelson, M. R., & Marko, B. (2013). How Advergame Content Influences Explicit and Implicit Brand Attitudes: When Violence Spills Over. *Journal of Advertising*, 42(2–3), 155–169. <https://doi.org/10.1080/00913367.2013.774590>
- Wang, E. Q., Fehrer, J. A., Li, L. P., Brodie, R. J., & Juric, B. (2023). The nature of actor engagement intensity: A classification scheme. *Journal of Service Management*, 34(4), 631–656. <https://doi.org/10.1108/JOSM-11-2022-0348>
- Wang, Y., Neilson, L. C., & Ji, S. (2023). Mindfulness through agency in health consumption: Empirical evidence from committed dietary supplement consumers. *Journal of Consumer Affairs*, 57(2), 871–905. <https://doi.org/10.1111/joca.12508>
- Waterman, A. S. (1993). Two conceptions of happiness: Contrasts of personal expressiveness (eudaimonia) and hedonic enjoyment. *Journal of Personality and Social Psychology*, 64(4), 678–691. <https://doi.org/10.1037/0022-3514.64.4.678>

- Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: The PANAS scales. *Journal of Personality and Social Psychology*, 54(6), 1063–1070. <https://doi.org/10.1037/0022-3514.54.6.1063>
- Whittaker, L., Mulcahy, R., & Russell-Bennett, R. (2021). ‘Go with the flow’ for gamification and sustainability marketing. *International Journal of Information Management*, 61, 102305. <https://doi.org/10.1016/j.ijinfomgt.2020.102305>
- Whittle, A., & Reissner, S. (2025). Making Knowledge Claims from Qualitative Interviews: A Typology of Epistemological Modes. *British Journal of Management*, 36(1), 3–16. <https://doi.org/10.1111/1467-8551.12845>
- Wichmann, J. R. K., Wiegand, N., & Reinartz, W. J. (2022). The Platformization of Brands. *Journal of Marketing*, 86(1), 109–131. <https://doi.org/10.1177/00222429211054073>
- Witell, L., Holmlund, M., & Gustafsson, A. (2020). Guest editorial: A new dawn for qualitative service research. *Journal of Services Marketing*, 34(1), 1–7. <https://doi.org/10.1108/JSM-11-2019-0443>
- Wolf, T., Weiger, W. H., & Hammerschmidt, M. (2020). Experiences that matter? The motivational experiences and business outcomes of gamified services. *Journal of Business Research*, 106, 353–364. <https://doi.org/10.1016/j.jbusres.2018.12.058>
- Wu, Y., Nambisan, S., Xiao, J., & Xie, K. (2022). Consumer resource integration and service innovation in social commerce: The role of social media influencers. *Journal of the Academy of Marketing Science*, 50(3), 429–459. <https://doi.org/10.1007/s11747-022-00837-y>
- Xanthopoulou, D., Bakker, A. B., Demerouti, E., & Schaufeli, W. B. (2007). The role of personal resources in the job demands-resources model. *International Journal of Stress Management*, 14(2), 121–141. <https://doi.org/10.1037/1072-5245.14.2.121>
- Xi, N., & Hamari, J. (2019). Does gamification satisfy needs? A study on the relationship between gamification features and intrinsic need satisfaction. *International Journal of Information Management*, 46, 210–221. <https://doi.org/10.1016/j.ijinfomgt.2018.12.002>
- Xi, N., & Hamari, J. (2020). Does gamification affect brand engagement and equity? A study in online brand communities. *Journal of Business Research*, 109, 449–460. <https://doi.org/10.1016/j.jbusres.2019.11.058>
- Xie, T., Pentina, I., & Hancock, T. (2023). Friend, mentor, lover: Does chatbot engagement lead to psychological dependence? *Journal of Service Management*, 34(4), 806–828. <https://doi.org/10.1108/JOSM-02-2022-0072>
- Xu, F., Buhalis, D., & Weber, J. (2017). Serious games and the gamification of tourism. *Tourism Management*, 60, 244–256. <https://doi.org/10.1016/j.tourman.2016.11.020>

- Yang, H., & Li, D. (2021). Understanding the dark side of gamification health management: A stress perspective. *Information Processing & Management*, 58(5), 102649. <https://doi.org/10.1016/j.ipm.2021.102649>
- Yap, S., Xu, Y., & Tan, L. (2021). Coping with crisis: The paradox of technology and consumer vulnerability. *International Journal of Consumer Studies*, 45(6), 1239–1257. <https://doi.org/10.1111/ijcs.12724>
- Yousaf, A., Mishra, A., & Gupta, A. (2021). ‘From technology adoption to consumption’: Effect of pre-adoption expectations from fitness applications on usage satisfaction, continual usage, and health satisfaction. *Journal of Retailing and Consumer Services*, 62, 102655. <https://doi.org/10.1016/j.jretconser.2021.102655>
- Zahrai, K., Veer, E., Ballantine, P. W., De Vries, H. P., & Prayag, G. (2022). Either you control social media or social media controls you: Understanding the impact of self-control on excessive social media use from the dual-system perspective. *Journal of Consumer Affairs*, 56(2), 806–848. <https://doi.org/10.1111/joca.12449>
- Zhang, L., Shao, Z., Li, X., & Feng, Y. (2021). Gamification and online impulse buying: The moderating effect of gender and age. *International Journal of Information Management*, 61, 102267. <https://doi.org/10.1016/j.ijinfomgt.2020.102267>
- Zhou, X., Krishnan, A., & Dincelli, E. (2022). Examining user engagement and use of fitness tracking technology through the lens of technology affordances. *Behaviour & Information Technology*, 41(9), 2018–2033. <https://doi.org/10.1080/0144929X.2021.1915383>

