

Critical Success Factors of Marketing Advertisement Sharing Platforms: Examining User Engagement Behavior and Loyalty

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ABSTRACT

With the rapid expansion of digital marketing, advertisement sharing platforms such as TikTok, YouTube, and Bilibili have emerged as vital spaces for user interaction, content promotion, and brand engagement. This paper explores the critical success factors (CSFs) influencing the effectiveness of such platforms, focusing on their role in shaping user engagement behavior and fostering user loyalty. Drawing upon existing literature in marketing, information systems, and consumer behavior, the study highlights key factors including content quality, interactivity, trust, platform usability, and social influence as drivers of engagement and loyalty. The paper contributes to both theory and practice by synthesizing prior findings into a framework that explains how CSFs enhance user behavior outcomes in digital environments. It concludes with a call for future empirical research to test and validate the proposed relationships in real-world contexts.

KEYWORDS: Critical Success Factors, Marketing Advertisement Platforms, User Engagement, User Loyalty, Digital Marketing

I. INTRODUCTION

In recent years, the proliferation of digital advertising and video-sharing platforms such as TikTok, Bilibili and YouTube has marked a paradigm shift in marketing communication (Kulikovskaja, 2023; Rajendra Kumar et al., 2025). These platforms enable advertisers not only to disseminate creative content at global scale but also to engage users through interactive and user-driven formats, thus significantly expanding the digital marketing landscape (Rajendra Kumar et al., 2025). At the same time, the sustained success of such platforms rests not only on reach but critically on user engagement defined as cognitive, emotional and behavioural involvement with platform content and user loyalty, the degree to which users continue to interact and return over time (Forbes Business Council, 2023; Sarkis, 2025).

Despite the fast growth and importance of advertisement-sharing platforms, there remains a substantial gap in understanding the critical success factors (CSFs) that drive meaningful user engagement and foster loyalty in these environments. While previous research has explored broad digital marketing outcomes, few studies have systematically identified and conceptualised the underlying platform-specific enablers that convert user

interactions into sustained loyalty (Kurhasku-Hoti & Rustemi, 2025). This limited understanding poses a challenge for both theory and practice because without clear insight into these CSFs, platforms and advertisers may struggle to design strategies that deliver both engagement and retention effectively.

The primary purpose of this paper is to explore the critical success factors (CSFs) that influence user engagement behavior and user loyalty in marketing advertisement sharing platforms. With the rapid growth of platforms such as YouTube, TikTok, and Bilibili, understanding what drives users to consistently engage with advertisements and remain loyal to a platform has become increasingly vital for both scholars and practitioners. Prior studies suggest that factors such as content quality, interactivity, personalization, and trust significantly shape user engagement, which in turn strengthens loyalty and long-term platform success (Bazi et al., 2023; Kulikovskaja et al., 2023). This paper synthesizes these perspectives to provide a structured understanding of how CSFs operate within advertisement sharing ecosystems.

The contribution of this paper is twofold. Theoretically, it adds to the marketing and advertising literature by linking CSFs with user engagement and loyalty through an integrative framework. This addresses current gaps in research by consolidating insights across digital marketing, customer engagement, and platform management studies (Roy et al., 2023). Practically, the paper provides actionable guidelines for platform managers and advertisers, emphasizing strategies such as enhancing content aesthetics, leveraging interactive features, and building user trust to drive long-term loyalty. Recent research has highlighted that when platforms design advertising content that is entertaining, relevant, and trustworthy, they not only increase engagement but also foster stronger brand relationships and sustained user loyalty (Rockstuhl & Van Dyne, 2023; Alzaidi & Agag, 2022). By bridging theoretical and practical insights, this paper aims to advance both academic discourse and managerial practice in digital marketing.

II. LITERATURE REVIEW

A. Marketing Advertisement Sharing Platforms

Marketing advertisement sharing platforms are social video and social - network sites that host, algorithmically distribute, and monetize advertiser and creator content (e.g., pre-rolls, in-feed ads, branded content, affiliate posts), while enabling users to co-create, remix, comment on, and share that content at scale. Their role in digital marketing has expanded from mere delivery channels to two-sided ecosystems that orchestrate creator-brand-audience interactions, data-driven targeting, and commerce (Bleier et al., 2024). Central to these platforms is user-generated content (UGC) text, images, and especially short-form video that users produce and circulate, which shapes discovery, social proof, and purchase pathways. A large body of research shows that UGC/eWOM measurably influences sales and conversion, making these platforms pivotal touchpoints in the digital funnel (Babić Rosario et al., 2016; Sang et al., 2024). Beyond exposure, platform affordances algorithmic recommendation, stitching/duets, real-time comments, and creator monetization have

shifted advertising toward participatory, creator-led formats where engagement is both the input and output of effectiveness (Bleier et al., 2024; Meng et al., 2024).

Representative platforms include YouTube (long- and short-form video with standardized ad products and revenue sharing), TikTok (short-form, algorithm-first discovery and creator-commerce), Instagram Reels (short-video embedded in a broader social graph), and China's Bilibili, who's distinctive danmaku (on-screen, real-time "bullet comments") turns viewing into a synchronous, co-created experience (Pan, 2023). Empirical work on short-form video advertising documents that content cues such as authenticity, expertise, and attractiveness increase ad effectiveness and behavioral responses on TikTok/Reels/Shorts (Meng et al., 2024), while meta-analytic evidence shows eWOM/UGC consistently affects sales and downstream outcomes across platforms and product categories (Babić Rosario et al., 2016).

Historically, brand promotion on these platforms evolved from broadcasted, repurposed TV spots to native social video and then to creator-integrated formats (sponsorships, affiliate links, live shopping, and short-video ads). This evolution reflects three linked shifts: (1) from exposure to engagement (likes, comments, shares as algorithmic signals), (2) from message control to co-creation (UGC and influencer content that reframes brand meaning), and (3) from awareness to measurable commerce (click-throughs, attributable sales, and live-stream conversions). Research in the emerging "creator economy" underscores platforms' governance of visibility, monetization, and brand-creator matching as strategic drivers of advertising performance (Bleier et al., 2024). In parallel, studies on UGC/eWOM and online reviews show durable effects on persuasion and purchase intention, explaining why brands now design campaigns that seed and amplify UGC rather than relying solely on top-down messaging (Babić Rosario et al., 2016; Sang et al., 2024). Bilibili's danmaku illustrates the frontier of participatory advertising, where real-time commentary shapes interpretation and community norms during the ad experience itself (Pan, 2023). Collectively, the literature positions advertisement sharing platforms as adaptive, engagement-centric infrastructures that integrate creator content, social signals, and commerce redefining how brands achieve attention, trust, and loyalty in international markets.

B. User Engagement Behavior

User engagement in advertisement-sharing platforms is commonly defined as a multidimensional psychological state and set of behaviors arising from interactive, co-creative brand-user experiences (Brodie et al., 2011). In digital environments, engagement typically comprises cognitive (attention, absorption), emotional (interest, enjoyment, affect), and behavioral (clicking, commenting, sharing, co-creating) facets that unfold over time (Hollebeek et al., 2014; Voorveld et al., 2018). Cognitive engagement reflects the degree of mental focus and elaboration when users process content; emotional engagement captures affective reactions that motivate continued exposure; and behavioral engagement represents visible actions such as likes, shares, and repeat visits that signal platform stickiness and loyalty (Calder et al., 2016; Islam & Rahman, 2017).

A growing body of work identifies platform-side and content-side drivers of engagement. Content quality diagnosed through informativeness, entertainment value, credibility, and aesthetic appeal predicts stronger cognitive and emotional engagement, which, in turn, lifts sharing and return intentions (de Vries et al., 2012;

Hollebeek & Macky, 2019). Interactivity (e.g., comments, live streams, polls) heightens users' sense of agency and social presence, fostering reciprocal exchanges that translate into sustained behavioral engagement (Cvijikj & Michahelles, 2013; Voorveld et al., 2018). Personalization recommendation relevance and tailored ad experiences reduces information overload, increases perceived usefulness, and strengthens both engagement depth and conversion-oriented behaviors (Davis, 1989; Venkatesh & Davis, 2000; O'Brien & Toms, 2008). Together, these factors shape engagement pathways in which high-quality, interactive, and personalized content drives attention and affect, which then manifest as advocacy and loyalty behaviors on the platform.

Three complementary theoretical lenses clarify why users engage. Uses and Gratifications Theory (UGT) posits that audiences actively select media to satisfy information, entertainment, social, and identity needs; on ad-sharing platforms, content that meets these gratifications elicits deeper cognitive–emotional involvement and repeat use (Katz et al., 1973; Whiting & Williams, 2013). Technology Acceptance Model (TAM) explains how perceived usefulness and ease of use often enhanced by personalization and interface simplicity raise attitudes and intentions to engage (Davis, 1989; Venkatesh & Davis, 2000). Flow Theory describes an optimal state of absorption when challenges match user skills and feedback is immediate; features like seamless UI, low latency video, and real-time interaction can induce flow, elevating time-on-platform and sharing propensity (Csikszentmihalyi, 1990; Hoffman & Novak, 2009). Synthesizing these perspectives suggests a process view: platform design (interactivity, usability) and content strategy (quality, personalization) activate gratifications and acceptance beliefs, facilitating flow-like immersion that converts into sustained behavioral engagement and, ultimately, user loyalty.

C. Critical Success Factors (CSFs)

The success of marketing advertisement–sharing platforms relies heavily on several critical success factors (CSFs) that shape user experiences and influence long-term outcomes such as engagement and loyalty. Among these, trust is often regarded as the foundation of user–platform relationships. Trust reduces perceptions of risk, increases confidence in content, and strengthens the intention to return to the platform. A meta-analytic study demonstrated that trust exerts a strong positive effect on user purchase intentions and engagement in social-commerce environments, emphasizing its central role in sustaining loyalty (Wang et al., 2022). Similarly, credibility of online reviews and transparent information flows foster higher trust, which in turn promotes deeper engagement and repeat usage (Peña-García et al., 2024).

Content relevance is another key determinant of engagement and loyalty. When users perceive platform content to be meaningful, personalized, and aligned with their preferences, they are more likely to engage actively and sustain loyalty. For example, Guo et al. (2022) found that features such as personalized recommendations and interactive feedback enhanced perceived value, which subsequently translated into stronger repurchase intentions. In the same vein, research on social media marketing confirms that relevant and value-adding content consistently drives consumer engagement, which serves as the foundation of loyalty (Bryła et al., 2022).

Equally important is platform usability, which encompasses ease of navigation, clarity, and responsiveness. Usability reduces barriers to participation by creating seamless user experiences, thereby enabling higher engagement. A study of mobile travel applications revealed that usability significantly influenced continued intention to use and loyalty, underscoring its role as an enabler of user retention (Putra et al., 2022). Usable platforms reduce cognitive effort, allowing users to focus more on content and social interactions, which deepens engagement and fosters loyalty.

Another important CSF is interactivity, which refers to the degree of reciprocal, timely, and engaging communication facilitated by the platform. Interactivity enhances users' sense of involvement, providing hedonic and utilitarian value. For instance, interactive platform features were found to increase perceived value and repeat behaviors, reinforcing the conversion of short-term engagement into long-term loyalty (Pang et al., 2024). Interactivity therefore functions as a bridge between user participation and platform stickiness.

Finally, social influence plays a crucial role in shaping user behaviors. Subjective norms, peer recommendations, and influencer endorsements provide social proof, reduce uncertainty, and encourage users to align with community expectations. Evidence from live-stream commerce shows that influencer credibility and peer norms significantly influence attitudes and purchase intentions, which in turn drive loyalty outcomes (Long et al., 2024). Social influence thus operates as both a normative and informational mechanism that fosters user engagement and solidifies loyalty over time.

Taken together, these CSFs trust, content relevance, usability, interactivity, and social influence work in synergy to shape user experiences. They directly enhance engagement by increasing satisfaction, reducing risk, and elevating perceived value, and indirectly build loyalty by encouraging repeat use and long-term commitment to the platform. As Ahmad et al. (2022) argue, engagement serves as a critical process variable that translates these factors into loyalty outcomes, highlighting the importance of platform strategies that align with these CSFs.

D. Underpinning Theory

RBV posits that firms achieve sustained advantage by developing valuable, rare, inimitable, and non-substitutable (VRIN) resources and capabilities (Barney, 1991; Peteraf, 1993). In advertisement-sharing platforms, core "resources" include data assets (first-party behavioral data), algorithmic recommendation engines, moderation/governance routines, creator ecosystems, and socio-technical complementarities (e.g., APIs, analytics dashboards). These platform capabilities enable superior ad-content matching, reduce search and coordination costs between advertisers and users, and foster engagement loops that translate into loyalty. Extending RBV to digital settings, dynamic, analytics-driven capabilities rapid A/B testing, continuous model retraining, and community governance can be viewed as higher-order resources that renew engagement advantages over time (Teece, 2007; Kozlenkova et al., 2014).

ECT explains post-adoption satisfaction and continued usage as a function of users' pre-use expectations and subsequent confirmation/disconfirmation (Oliver, 1980; Bhattacharjee, 2001). On ad-sharing platforms, users form

expectations about relevance (personalization), intrusiveness (ad load), and value (informational/entertainment utility). When actual experiences confirm or exceed these expectations e.g., relevant skippable ads, creator-aligned sponsorships, transparent disclosures users report higher satisfaction, which strengthens loyalty intentions and continued platform use. Conversely, ad clutter, poor targeting, or privacy concerns produce negative disconfirmation, eroding satisfaction and loyalty even when content supply remains abundant.

TAM argues that perceived usefulness and perceived ease of use shape attitudes and intentions to adopt/use technology (Davis, 1989), with later extensions (e.g., TAM2/UTAUT) adding social influence and facilitating conditions (Venkatesh & Davis, 2000; Venkatesh et al., 2003, 2012). For advertisement-sharing platforms, usefulness maps to benefits such as efficient discovery of interesting content/ads, shopping enablement (shoppable video), and creator–audience interaction; ease of use reflects intuitive UI, seamless playback, and controllable ad formats. When both are high, adoption and sustained engagement increase, which together with satisfaction feeds into loyalty behaviors (subscriptions, repeat visits, positive word-of-mouth). Meta-reviews show TAM/UTAUT remain robust in social/digital media contexts, particularly when combined with affective and trust cues relevant to ad experiences (Marangunić & Granić, 2015).

Customer engagement (CE) captures users’ cognitive, emotional, and behavioral investments beyond mere transactions (Brodie et al., 2011; Vivek et al., 2012). In ad-sharing platforms, CE manifests as viewing time, likes/comments/shares, co-creation with creators, participation in brand challenges, and advocacy behaviors that algorithmically amplify reach and platform value. Empirical syntheses link higher engagement to greater loyalty through enhanced relationship value, communal identification, and switching-costs built via routines and networks (Harmeling et al., 2017; Kumar & Pansari, 2016). Strategically, CE provides the bridge from critical success factors (e.g., content quality, interactivity, personalization, trust/privacy) to user loyalty outcomes by mediating how platform capabilities are experienced and internalized by users.

III. METHODOLOGY

E. Conceptual Model and Hypotheses

This study advances a process view in which critical success factors (CSFs) of marketing advertisement-sharing platforms shape user engagement, which in turn drives user loyalty. The model reflects well-established streams in digital/platform research: (i) platform-side antecedents such as content quality and relevance, perceived usefulness/ease of use (technology acceptance), interactivity & social presence, trust/privacy assurance, and personalization/recommendation quality that stimulate engagement (Hollebeek & Macky, 2019; Dwivedi et al., 2021); (ii) multi-dimensional engagement (cognitive, emotional, and behavioral) as a proximal driver of outcomes (Brodie et al., 2011; Islam, Rahman, & Hollebeek, 2019); and (iii) loyalty as both attitudinal commitment and repeat use/advocacy (Oliver, 1999; Rather, 2021). In advertising-rich social/video platforms, higher content relevance, seamless usability, and credible governance (privacy, security, transparent policies) reduce friction, increase

perceived value, and enable more frequent, deeper interactions thereby strengthening engagement and, downstream, loyalty (Appel et al., 2020; Shareef et al., 2020).

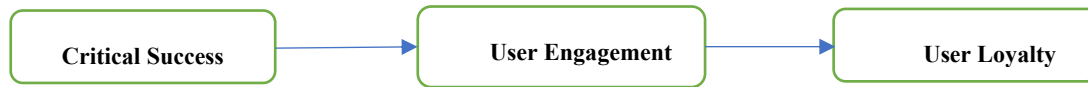


Figure 1. Conceptual Model

F. Hypothesized relationships

Grounded in technology-adoption and engagement theory, CSFs operate as engagement antecedents; engagement then operates as a proximal driver of loyalty often mediating the CSFs → loyalty path (Hollebeek & Macky, 2019; Islam et al., 2019).

- H1 (Content quality → Engagement). Higher content quality/relevance is positively associated with user engagement on advertisement-sharing platforms (Appel et al., 2020; Hollebeek & Macky, 2019).
- H2 (Usefulness/ease of use → Engagement). Greater perceived usefulness and ease of use positively relate to user engagement (Dwivedi et al., 2021).
- H3 (Interactivity/social presence → Engagement). Richer interactivity and social presence (e.g., comments, live chat, co-creation) increase user engagement (Islam et al., 2019).
- H4 (Trust/privacy assurance → Engagement). Strong trust and privacy assurance mechanisms positively affect user engagement (Shareef et al., 2020).
- H5 (Personalization/recommendations → Engagement). Higher personalization/recommendation quality is positively associated with user engagement (Dwivedi et al., 2021).
- H6 (Engagement → Loyalty). User engagement positively influences user loyalty (attitudinal and behavioral) (Rather, 2021; Brodie et al., 2011).
- H7 (Mediation). User engagement mediates the relationships between the CSFs (content quality, usefulness/ease of use, interactivity/social presence, trust/privacy, personalization) and user loyalty (Hollebeek & Macky, 2019; Islam et al., 2019).

Collectively, the model positions engagement as the core mechanism translating platform-level success factors into durable user loyalty. This structure also offers clear paths for future empirical testing (e.g., SEM/PLS) and for managerial experimentation (A/B tests on recommendation quality, privacy prompts, or interactivity features).

G. Challenges in Advertisement Sharing Platforms

Research on advertisement sharing platforms (e.g., TikTok, YouTube, Bilibili) faces several methodological and managerial challenges that shape how user engagement and loyalty are observed, measured, and interpreted.

First, algorithmic opacity complicates sampling and inference because recommendation engines constantly curate exposure in ways that are only partially disclosed to researchers and practitioners. Recent work shows that small shifts in features (e.g., like ratios, trending tags, video length) systematically alter recommendation likelihood and user engagement, but the underlying logic remains largely black-boxed (Zhou, 2024). Users' algorithm awareness further moderates trust and acceptance; perceptions of bias and transparency affect willingness to engage with platform-curated ads (Huang et al., 2025). This moving target challenges replicability and threatens external validity in engagement studies.

Second, privacy–personalization trade-offs produce unstable effects on ad responses and sampling biases. Personalization can raise relevance yet simultaneously trigger privacy concerns and reactance the so-called personalization–privacy paradox especially in high-attention, data-intensive environments (Cloarec et al., 2020). Stricter data regimes and user privacy preferences reduce observable signals available to researchers, narrowing the feature space for modeling engagement and complicating cross-study comparisons. Relatedly, ad avoidance practices (browser/mobile ad-blocking and ad-filtering) distort exposure denominators: as of Q2 2023, an estimated 912 million users employed ad-blocking tools globally, with material revenue impact and measurement bias for impression-based studies (Blockthrough, 2024). Platform crackdowns (e.g., YouTube's enforcement against ad blockers) introduce further volatility in exposure and audience composition (Wired, 2023).

Third, brand safety and suitability constraints shape what ads run where and when, affecting generalizability of findings. The industry has moved from binary “safety” to more nuanced “suitability,” where advertiser risk thresholds influence content governance and ad placement, thereby altering the ad inventory that researchers can observe (Griffin, 2023). While platforms publicize third-party accreditation (e.g., MRC brand safety certifications), the governance layers that filter or demonetize content can create hidden selection effects in datasets (Google Ads & Commerce Blog, 2025).

Fourth, ad clutter and advertising fatigue undermine engagement quality over time. Overexposure to branded content and intrusive formats contributes to social media fatigue, reducing active participation and skewing behavioral metrics (Fernandes et al., 2024). For scholars, this means time-varying baselines: identical creative can perform differently as users cycle through saturation and recovery phases, complicating longitudinal designs.

Fifth, influencer disclosure compliance remains inconsistent and outcome-relevant. Evidence shows disclosure type and prominence change consumers' ad recognition, credibility judgments, and engagement, but effects vary by follower intensity and context (Naderer et al., 2021; Karagür et al., 2022). Enforcement actions and evolving norms (e.g., #ad, paid partnership tags) can introduce discontinuities in historical datasets, and failure to account for disclosure heterogeneity risks biased estimates of ad effectiveness.

Finally, invalid traffic and ad fraud (bots, spoofing, made-for-advertising sites) introduce noise into exposure and conversion metrics. Industry estimates indicate large and growing financial exposure to digital ad fraud, threatening both managerial decisions and empirical inference (ANA, 2025; Business of Apps, 2025). For methodology, this necessitates stringent verification, anomaly detection, and transparent reporting of filtering rules in any engagement or loyalty model derived from platform data.

Collectively, these challenges imply that studies of user engagement and loyalty on advertisement sharing platforms should (i) document platform and policy context, (ii) report exposure denominator assumptions (including ad-blocking and brand suitability filters), (iii) model privacy and disclosure effects, and (iv) implement robustness checks against algorithmic shocks and invalid traffic. Doing so enhances internal validity and comparability across studies while keeping results managerially meaningful.

IV. DISCUSSION AND CONCLUSION

H. Strategies for Enhancing Engagement and Loyalty

Enhancing user engagement and loyalty in marketing advertisement sharing platforms requires the integration of several interrelated strategies. One of the most significant is the use of personalized advertising and recommendation systems, which leverage artificial intelligence and data analytics to align content with user preferences. Personalization enhances perceived relevance and satisfaction, leading to greater engagement and stronger loyalty intentions. However, recent studies caution that personalization should be coupled with transparency to avoid user resistance or privacy concerns (Hardcastle et al., 2025; Segijn et al., 2025).

Another critical approach involves gamification and interactive features, which transform passive viewing into active participation. Game-based mechanics such as points, leaderboards, and challenges encourage users to interact repeatedly, creating both emotional connection and behavioral stickiness. Research has shown that gamified experiences increase enjoyment and flow, which subsequently strengthen brand attitudes and loyalty (Habachi et al., 2024; Misara et al., 2025). Similarly, the development of community-building strategies supports long-term engagement by fostering a sense of belonging and shared identity among users. Virtual brand communities not only create opportunities for peer-to-peer support but also enhance trust and empowerment, both of which contribute directly to user loyalty (Méndez-Lazarte et al., 2025).

Equally important is the implementation of transparent privacy and ethical advertising practices. Users are more likely to remain engaged when they perceive that platforms handle their data responsibly. Transparency in advertising, coupled with clear consent mechanisms, has been shown to mitigate privacy cynicism and reinforce trust (Hu et al., 2025; Segijn et al., 2025). Finally, leveraging influencers and co-creation with users has become a powerful strategy for sustaining loyalty. Influencer credibility through authenticity, expertise, and relatability generates social proof that motivates users to co-create content, thereby strengthening relational bonds with both the platform and advertisers. Evidence suggests that such co-creation enhances value perception and increases repeat usage (Bu et al., 2022; Kilumile et al., 2025).

Together, these strategies demonstrate that engagement and loyalty are not outcomes of a single practice but rather the cumulative effect of personalization, gamification, community development, ethical standards, and collaborative value creation. For both scholars and practitioners, these insights highlight the importance of adopting a multi-dimensional approach in designing and managing advertisement sharing platforms in order to secure sustained user loyalty.

I. Implications

This study provides several theoretical contributions by extending the existing body of knowledge on user engagement and loyalty within digital platforms. Prior research has extensively examined the drivers of engagement, yet the integration of critical success factors (CSFs) into this discourse remains underexplored (Dwivedi et al., 2021). By positioning CSFs such as trust, content relevance, interactivity, and platform usability as determinants of engagement and loyalty, this paper enriches the literature by linking marketing perspectives with information systems research. It further builds on engagement theory by conceptualizing user participation not only as a behavioral outcome but also as a response to platform-specific success factors, thereby expanding the scope of loyalty studies in digital contexts (Harrigan et al., 2023). This contribution underscores the importance of considering multidimensional success factors in shaping sustained platform usage, providing a foundation for future empirical validation.

From a managerial standpoint, the findings of this paper offer guidelines for advertisers, content creators, and platform managers in designing strategies to strengthen user engagement and loyalty. Advertisers can enhance effectiveness by leveraging personalization and relevance in ad placement, while content creators can benefit from adopting creative approaches that align with user preferences. For platform managers, investing in user-friendly design, interactive features, and transparent data practices is essential for sustaining engagement. These strategies align with recent evidence that users are more likely to remain loyal to platforms that foster trust and co-creation (Lim et al., 2022). Moreover, the study highlights policy implications, emphasizing the importance of ethical advertising standards and stronger data protection practices in response to rising privacy concerns (Martin & Murphy, 2017; Srivastava & Rossi, 2021). Collectively, these managerial insights can guide decision-makers in balancing business objectives with user satisfaction and long-term loyalty.

J. Conclusion

Positioning Figures and Tables: Place figures and tables at the top and bottom of columns. Avoid placing them in the middle of columns. Large figures and tables may span across both columns. Figure captions should be below the figures; table heads should appear above the tables. Insert figures and tables after they are cited in the text. Use the abbreviation "Fig. 1", even at the beginning of a sentence. Text size in the table should be 09 with bold column heading and text should align centered. Table should AUTO-FIT WINDOW

This paper set out to explore the critical success factors (CSFs) of marketing advertisement sharing platforms and their influence on user engagement and loyalty. The purpose was to highlight how platform characteristics such as content relevance, interactivity, trust, usability, and social influence contribute to sustained user engagement and ultimately, user loyalty. Through a synthesis of existing literature, the paper has argued that user engagement serves as a key mediator between CSFs and loyalty, aligning with prior studies that view engagement as central to digital platform success (Islam et al., 2022; Lim et al., 2020).

A review of the literature suggests that CSFs shape not only the frequency of user interaction but also the depth of cognitive and emotional connection that users form with platforms, which in turn strengthens loyalty

(Chen & Lin, 2023). For example, personalized recommendations and interactive features are shown to increase engagement, which then translates into long-term loyalty behaviors such as repeat usage and positive word-of-mouth (Saini & Singh, 2022). This reinforces the theoretical linkage between CSFs, engagement, and loyalty, providing a conceptual foundation for understanding user behavior in advertisement-sharing platforms.

The contribution of this paper is twofold. Theoretically, it enriches the digital marketing and consumer behavior literature by positioning engagement as a critical pathway through which CSFs enhance loyalty, and by integrating insights from established frameworks such as the Technology Acceptance Model and Customer Engagement Theory. Practically, it offers guidance to platform managers, advertisers, and content creators on how to design strategies that foster user engagement and loyalty in increasingly competitive digital environments (Kaur et al., 2021).

Finally, while the arguments presented are grounded in existing scholarship, the proposed framework requires empirical validation. Future research should test the model in real-world settings, such as Bilibili, TikTok, or YouTube, to confirm the relationships across diverse cultural and technological contexts. Longitudinal and comparative studies could further strengthen the understanding of how CSFs interact with user engagement and loyalty over time, thereby providing both richer theoretical insights and actionable implications for international digital marketing strategies.

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