BUILDING CONSUMER ENGAGEMENT IN SOCIAL MEDIA: A SYSTEMATIC LITERATURE REVIEW

[1]Dina Mardhatilah, [2]Azizah Omar & [3]Elisabet Dita Septiari

[1&2]School of Management, Universiti Sains Malaysia
[3]Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta, Indonesia

[1]*Corresponding author*: *dinamardhatilah@student.usm.my*

ABSTRACT

This study aims to investigate the dimensions of customer engagement (CE) in social media and what theories and methods are employed to scrutinize CE on social media. This study systematically used the literature review of 77 articles. Through Scopus-indexed academic databases, this study found and assessed peer-reviewed journal papers focused on social media and consumer engagement from 2018 to 2022. In this study, the current issues and research gaps for designing and developing future research are presented as well. This research analyzed the dimensions, theories, variables, methods, social media types, and previous business and spatial contexts. Most researchers illustrated CE as giving likes, comments, and shares on social media. Sixteen theories of the prior research were employed to investigate consumer engagement. This study positively impacts social media and consumer engagement by suggesting new insight for analyzing the related literature. They include modifying the CE in social media, reflecting the interaction between brand and customer phenomena, using other theories that exclude sixteen approaches that have been

identified, and applying different methods such as experimental or mixed methods. Therefore, a comprehensive explanation of the consumer engagement framework on social media can be explained holistically by further studies.

Keywords: Social media, consumer engagement, systematic literature review.

INTRODUCTION

Recently, marketing through social media has become one of the most effective marketing strategies. Through social media, an interactive connection between business companies and customers continues to grow (Cartwright et al., 2021). Many companies use social media to bring customers closer to their brands, products, and services. They can control and convey their information to many people more rapidly, enabling two-way interactive communication with customers and encouraging customer engagement with the company (Hudson et al., 2016; Mega Marketing, 2018). The total number of social media users globally is 59.4%, with the average daily time spent using social media is more than two hours, as illustrated in Figure 1. It indicates that to attract consumers, marketers should use social media as a marketing tool (Eslami et al., 2022). Social media also can support customers as volunteer marketers through sharing and participating intensively. They no longer play as spectators. However, the customers play as observers, recommenders, brand popularizers, initiators, and co-creators that interact directly with the brands (Eslami et al., 2022b).

Figure 1

Overview of Social Media Use (Datareportal, 2023)

Company or brand interactions with customers on social media can build customer engagement that can have a similar function as firm advertising but, in this case, from consumer experiences in a participative way. Social media enable customers to devote their experiences to the brand through likes, comments, posts, and shares, reflecting customer engagement. Increasing customer engagement can benefit firms in raising website traffic, sales, customer satisfaction, and quality decisions (Eslami et al., 2022). Hence, customer engagement becomes popular agenda for marketers in which they can maintain long-term customer relationships and strengthen customer loyalty to the brand (W. M. Lim & Rasul, 2022 ; Ali et al., 2021)

In terms of its construct and measurement, consumer engagement is variously defined in social media. The research inventory activity carried out in this study is deemed necessary to gain a more in-depth and up-to-date understanding of customer engagement research shortly. A systematic review was applied to understand and map the existing literature on consumer engagement and identify some research gaps. First, what the dimensions of customer engagement on social media are, and then theories and methods are applied to investigate social media consumer engagement.

LITERATURE REVIEW

Customer Engagement

Organizational behaviour and psychology are the fields in which the idea of Engagement is generated and investigated (Huo et al., 2010; Schaufeli, 2002; Tkalac Verčič, 2021). It is then utilized in the marketing sector (Bowden, 2009). CE has become a well-known construct in such research (Eslami et al., 2022). Doorn et al. (2010) applied a behavioural approach to explaining CE, defined as customers' actions motivated by a particular brand or company and going beyond purchases. The behaviour engagement can be positive (like, share, positive comment) or negative (negative comment, negative e-WOM) (Audy Martínek, 2021; Bowden, 2009). Other researchers explained that CE is a psychological state and a multifaceted construct with cognitive, emotional, and behavioural elements that occur in customer experiences on social media that interactively and creatively with brands (Brodie et al., 2011, 2013; Eigenraam et al., 2021; Hollebeek,

2011). Specifically, in the marketing realm, CE is defined as consumer behaviour that is interactive and co-creative with companies or brands (Eslami et al., 2022). Consumer engagement exists in every phase, from purchasing transactions, repurchasing, and recommending product brands to other consumers to evaluating brands voluntarily (Eslami et al., 2022; Roberts & Alpert, 2010). Most marketing research has identified an interaction between CE and constructs such as brand attachment, satisfaction, involvement, commitment, loyalty, and trust (Castillo-Abdul et al., 2021; Eslami et al., 2022a; Huang et al., 2022a). Customer satisfaction is essential to customer engagement (Fatima & Ali, 2022; Rahman et al., 2022; Park & Ha, 2021). However, there have been quite various explanations for the dimensions of CE. Some empirical studies revealed that the CE dimensions are cognitive, affective, and behavioral. In contrast, Doorn et al. (2010) mentioned five dimensions of consumer engagement: positive and negative valence, information absorption process, scope, impact, and customer goals. In the same vein, Lim and Rasul (2022) stated that the concept of consumer engagement could accommodate various perspectives and must capture the nature of customer exhibit interaction, which can then be inferred to encourage desired brand action or discourage undesired customer behavior. It is obvious that there are numerous perspectives on approaching CE, which need to be systematically reviewed and reported. From the online view, social media facilitate the CE process as two-way interactive communication. They bring brands closer to customers, making it easier for customers to engage with brands (Castillo-Abdul et al., 2021; Harrigan et al., 2017). Brand engagement with customers on social media is reciprocal and transcends space and time (Mani et al., 2019). Through direct and flexible communication (Eslami et al., 2022a), social media have increased the complexity of customer engagement with brands and direct customer-to-customer (Carlson et al., 2018; Prentice et al., 2019). Customer engagement in social media is shaped and can be measured by the number of likes and shares of a social media post (Eslami et al., 2022b; Prados-Peña et al., 2022; Nguyen et al., 2022; Fatima & Ali, 2022; Rahman et al., 2022; Park & Ha, 2021).

Social Media

Social media admit that content making and sharing is user-generated content based on the internet platform (Cortez et al., 2023). This platform provides access to its users to build virtual communities and

share content with fellow users. The specified term in the marketing context is an online brand community (OBC) (Eslami et al., 2022). Through social media (Some favourite ones such as Instagram, Facebook, Twitter, Whatsapp, LinkedIn, Reddit, TikTok, and YouTube), marketers can take advantage of an extensive customer network and use them as media for promotion and creation of shared value (Bohlin et al., 2018; Izogo, 2020). Data demonstrated that in 2019 Facebook, Instagram, and YouTube had 2.14 billion, 1 billion, and 2 billion active followers, respectively (Statista, 2019, YouTube, 2020).

Digital marketing is different from traditional marketing approaches in which marketing on social media is characterized by modern, more porous, open, and flexible marketing style with a broad reach (Felix et al., 2017). With all their advantages, social media platforms help businesses achieve various marketing goals, such as increasing brand awareness, eWOM, and consumer engagement and influencing consumer attitudes toward brands (Pezzuti et al., 2021). Unlike traditional marketing channels, social media platforms are designed for customers to engage directly with brands; thus, it is one way to encourage an active response from customers (Brodie et al., 2011, 2013; Hollebeek, 2011). For example, Snapchat is a social media platform that allows users to send images, videos, and text within a specified amount of time for the receiver(s) to view the content before it becomes permanently inaccessible to the receiver (Iankova et al., 2019). Instagram is a social media platform providing access for users to share videos and photos. While YouTube is a platform for sharing videos that can be shared with everyone (Voorveld, 2019).

Previous research has investigated many social media marketing strategies (de Vries et al., 2017). Companies can use social media to analyse their communications' impact through consumer engagement feedback (Eslami et al., 2022). With this feedback, companies may make better judgments about interacting with customers, producing more gratifying goods, and boosting sales (Othman et al., 2021). Therefore, many firms spend more on social media to develop their brands and increase sales, whereas users spend more time there (de Vries et al., 2017). Marketing channels through social media have the convenience of segmenting consumers, many affordable costs, and a broader reach compared to traditional marketing channels such as television, radio, magazines, and other printed media(Arenas-Gaitán

et al., 2018; Moe & Ratchford, 2018). It has become a platform often used to break consumer brand bonds in reality and has helped to turn customers into participants (de Vries et al., 2012).

METHODOLOGY

This study conducted a systematic literature review to collect information about customer engagement, especially on social media. Using SLR, research papers were collected and categorized in the trustworthy and repeatable evaluations of a field of study's state-of-the-art (Roy et al., 2012). The criteria for the analysis of the results followed the recommendations of the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) statement (Vaque et al., 2002). Some of the questions in this study are: First, what are the dimensions of customer engagement on social media, and Second, what the theories are employed to examine consumer engagement in social media? Based on the gap, this research can expand the research about consumer engagement on social media. Refer Figure 2.

Figure 2

Process of Searching and Selecting Related Articles
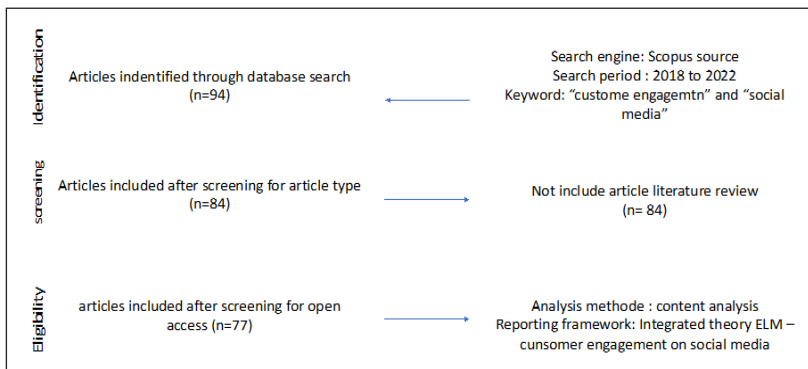
Several original papers were collected and conducted using the Scopus-indexed database, limited to English language journals between 2018 and 2022. Reports such as conference proceedings or books and book chapters were excluded. The keywords used for the search were a combination of the terms "social media and customer engagement." Then, it was organized in a table containing years, authors, journal

names, methods (collecting data, data type, the sample scale), theories used, and variables (independent, moderator, and mediator). The results of a systematic literature review using 77 studies of the literature by year, country, ideas, theories, and methodologies. Its classifications of variables influence consumer engagement. The results of this study are the literature's regional distribution, its distribution by year, its usage of significant ideas and theories, its methodologies, and its classifications of variables that influence consumer engagement.

In recent years, a growing body of academic study has focused on consumer engagement on social media. Although the article search started in 2000, during the identification phase, the author used Scopus source as a search engine to seek the works released between 2018 and 2022. Scopus source was chosen as a search tool to understand the latest research developments on consumer engagement in social media. Due to the importance of these concepts to our assessment, the author selected the specific terms (1) "customer interaction" and (2) "social media" for the search. (i.e., customer = consumer, social media). At the beginning of the search, it was obtained 94 articles, and after screening based on inclusion and exclusion, 77 articles were selected. Seven of which could not be accessed. Table 1 depicts the criteria for inclusion and exclusion.

Table 1

Criteria of Inclusion and Exclusion

Criteria	Inclusion	Exclusion
Type	Indexed journal in Scopus	Non-indexed journals, proceeding conferences, books, and chapters of books
Keywords	Social media and consumer engagement	Not mentioned
Language	English	Non-English
Timeline	Between 2018 and 2022	Before 2018
Subject area	Business, Management, and Accounting	Others
Open access	All open access	Closed Access

Finally, 77 academic papers on customer engagement on social media were published from 2018 to 2022. This report outlined more detailed information on each study to determine which studies were mentioned.

Table 2 presents the empirical research sources used in this study and available publications year. A cumulative frequency distribution graphic illustrates how the 77 peer-reviewed research publications as a part of the systematic review were distributed (See Table 2). On average, 15 articles were published yearly over the previous five years (2018-2022). There was an increasing number of papers from 2018 to 2020, but it decreased in 2021 and again increased in 2022. Many researchers have been interested in researching consumer engagement on social media recently. It was found that 13 articles and 14 articles were published in 2018 and 2019, respectively. The number continued to increase to 29 reports in 2020, 11 in 2021, and 20 in 2022, and the total number of articles reviewed was (n = 77).

Table 2

Summary of Journals by Year

No	Journal	2018	2019	2020	2021	2022	Total
1	Decision Support System		✓		✓	✓	3
2	Journal of Travel Research				✓	✓	2
3	Journal of Retailing and Consumer Service		✓			✓	2
4	Journal of Air Transport Management					✓	1
5	Journal of Telecommunications and the Digital Economy					✓	1
6	Journal of Business Research			✓	✓	✓	4
7	Australasian Journal of Information Systems					✓	1
8	Journal of Marketing Analytics					✓	1
9	Organizations and Markets in Emerging Economies					✓	1
10	Corporate Social Responsibility and Environmental Management					✓	1
11	Corporate Social Responsibility and Environmental Management					✓	1
12	Spanish Journal of Marketing ASIC					✓	1
13	International Journal of E-Services and Mobile Applications (IJESMA)					✓	1
14	IBIMA Business Review					✓	1
15	Event Management					✓	1
16	Business and Management Journal					✓	1
17	International Journal of Market Research					✓	1
18	International Journal of Consumer Relationship Marketing and Management					✓	1
19	Theoretical and Applied Electronic Commerce Research			✓	✓	✓	5
20	International Journal of Interdisciplinary Research				✓		1

(continued)

No	Journal	2018	2019	2020	2021	2022	Total
21	Phycology and Marketing				✓	✓	2
22	Journal of Interactive Marketing	✓	✓		✓		3
23	Australasian Marketing Journal	✓					1
24	Journal of Marketing and Communication	✓		✓			2
25	Current Issue of Tourism			✓			1
26	Journal of the Academy of Marketing Science	✓		✓			2
27	International Journal of Contemporary Hospitality Management		✓				1
28	Service Management Journal		✓				1
29	International Journal of Operation & Production Management		✓				1
30	Corporate Communications: An International Journal		✓				1
31	Journal of Enterprise Information Management		✓				1
32	Managerial and Decision Economic		✓				1
33	Journal of Hospitality Marketing & Management		✓				1
34	European Journal of Marketing				✓		1
35	Qualitative Market Research				✓		1
36	Supply Chain Management				✓		1
37	Journal of Economic and Dynamic Control			✓			1
38	Market TRZISTE			✓			1
39	Spanish Journal of Marketing ESIC			✓			1
40	International Journal of Recent Technology and Engineering (IJRTE)			✓			1
41	International Marketing			✓			1
42	Industrial Marketing Management			✓		✓	2
43	Journal of Travel & Tourism Marketing			✓			1

(continued)

No	Journal	2018	2019	2020	2021	2022	Total
44	Asian Academy Management Journal			✓			1
45	Journal of Marketing Management			✓			1
46	American Marketing Management			✓			1
47	American Marketing Association			✓			1
48	Journal of Business-to-Business Marketing			✓			1
49	International Journal of Electronic Commerce			✓			1
50	Social Responsibility Journal	✓					1
51	Journal of Marketing Analytics		✓				1
52	Information and Management	✓					1
53	Innovative Marketing		✓				1
54	Sajems		✓				1
55	Management Science Letter		✓				1
56	Cogent Business & Management International Journal of Information Management	✓					1
57	Journal of Air Transport Management	✓					1
58	Dirasat: Administrative Sciences	✓					1
59	Journal of Service Management	✓					1
60	International Journal of Engineering Business Management					✓	1
61	International Journal of E-Business Research (IJBER)	✓					1
62	Journal of Business Economics and Management	✓					1
63	Gastao	✓					1
Total		13	14	19	11	20	77

11

RESULT

Geographic Scope

As shown in Figure 3, the research was conducted in ten different nations. The United Kingdom papers comprised the most (29.5%), followed by the United States (15%). A few peer-reviewed research papers were from Australia, Finland (5.9%), India (5.9%), Canada (5%), China (5%), Malaysia (5%), and France (3.5%). In Asia, research on consumer engagement and social media has not been widely studied, and it was primarily investigated in China, India, and Malaysia.

Figure 3

Geographic Scope
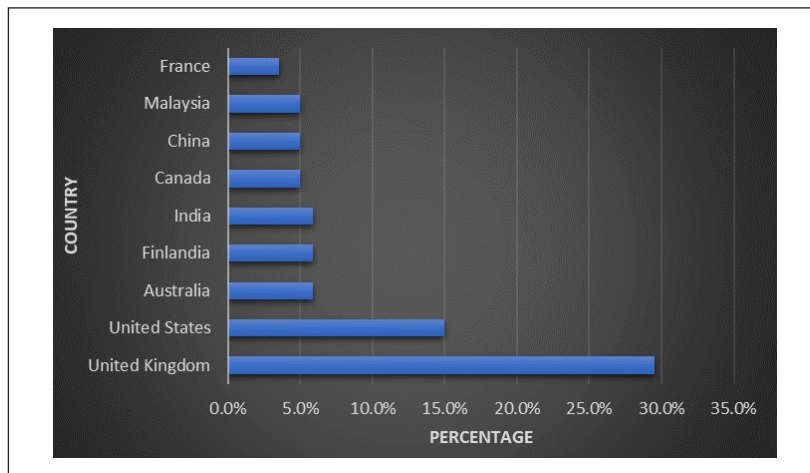
Scope by Field

The increase in consumer engagement research can be seen from the number of articles published in several journals (see Figure 4). These included scholarly publications in business management (52.5%), computer science (9.5%), decision science (8.9%), economic (8.9%), social science (8.9%), engineering (3.9%), physiology (2.8%), environment (2.2%), arts and human (1.7%), and material science (0.6%). The dominance of journals assessing consumer engagement and social media has been found in business management and computer science.

Figure 4

Scope by Field
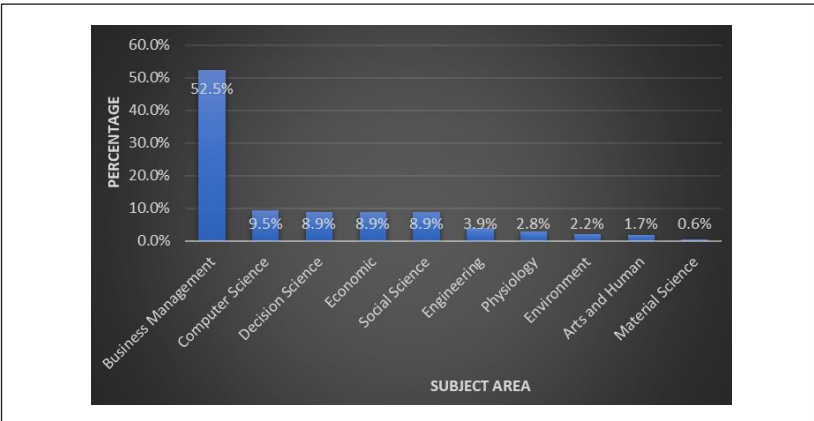
Dimension of Consumer Engagement

There are two perspectives of consumer engagement: psychological aspects and consumer behavior. Consumer engagement behaviour is customer behaviour towards a brand that goes beyond buying behaviour (Wong & Lee, 2022). The multidimensional construct, which includes cognitive, affective, and behavioural constructs, is included in the psychological aspect of consumer involvement and is a psychological result resulting from the customer's interactive experience with the brand. As shown in Table 3, researchers mostly used psychological perspectives to explain CE. 27% of the researchers used: like, share, and comment as dimensions of CE. 16% of the researchers illustrated CE with emotional reaction, sharing, recommendation and suggestion, advocacy, and participation. From the literature review, there are many forms that customers share in social media as CE reflection, including issues about the brand, experiences, their hobby related to the brand, tips about the brand, updated threads in brands, and additional brand information. Customers also become advocates of the brand by influencing purchase decision-making, modifying incorrect information, and voluntarily handling complaints about the brand. They also share product and service improvement ideas and attend or organize consumer gatherings. 9% of the researchers used the level of Engagement (minimum, mid-range, and active) as a dimension of consumer engagement. Other researchers (8%) used the measurements of consuming, contributing, and creating user-generated content (UGC) as a dimension of CE.

14

Table 3

Dimension of Consumer Engagement

Authors	Dimension of consumer engagement	Perspectives of consumer engagement	%
(Eslami et al., 2022b), (Prados-Peña et al., 2022), (Nguyen et al., 2022), (Fatima & Ali, 2022), (Rahman et al., 2022), (Park & Ha, 2021), (Aydin et al., 2021), (Castillo-Abdul et al., 2021), (Yakhlef & Nordin, 2021), (Ozuem et al., 2021), (Eigenraam et al., 2021), (P. Wang & McCarthy, 2021), (Albayrak et al., 2021), (Y. Wang et al., 2020), (Abosag et al., 2020), (Sigurdsson et al., 2020), (Aydin, 2020), (Che Kar* et al., 2019), (Hughes et al., 2019), (Helme-Guizon & Magnoni, 2019), (D. Lee et al., 2018), (Colicev et al., 2018), (Perdue, 2021),	Like, Share, Comment	Cognitive, Affective, and Behaviour	27 %
(Rahman et al., 2022), (Vinerean & Opreana, 2021), (Park & Ha, 2021), (Yakhlef & Nordin, 2021), (Albayrak et al., 2021), (Garrido-Moreno et al., 2020), (Y. Wang et al., 2020), (Algharabat et al., 2020), (Williams et al., 2020), (Naeem, 2021; Okazaki et al., 2021), (Eigenraam et al., 2018), (Grégoire et al., 2018)	Emotional Reaction, Sharing "Issues, Experience, Hobby, Tips, Update Threads, Additional Information," Recommendation And Suggestion, Advocacy "Influencing Decision Making, Modifying Incorrect Information, Handling Complaint," Participation "Product And Service Idea Improvement, Attend Or Organize Consumers Gathering"	Cognitive, Affective, and Behaviour	16%
(Rahman et al., 2022), (Tafheem et al., 2022), (Park & Ha, 2021), (Macnamara, 2020), (Hughes et al., 2019),Buhalis & Sinarta., 2019, (Ibrahim & Wang, 2019), (Braojos et al., 2019)	Level Of Engagement: Minimum Level Of Engagement e.g Viewing Content And Reading. Mid-Range Engagement, e.g., Leaves A Comment Active Engagement Level, e.g., Producing UGC.	Cognitive, Affective, and Behaviour	9%

(continued)

Authors	Dimension of consumer engagement	Perspectives of consumer engagement	%
(Li et al., 2021), (Alalwan et al., 2020), (Kujur & Singh, 2020; Mohammed & Al-Swidi, 2019), (Pacauskas et al., 2018), (Colicev et al., 2018, (Viswanathan et al., 2018),	Three-Stage Consumer Engagement Consuming (e.g., Following, Viewing Content) Contributing (e.g., Rating, Commenting) Creating (e.g., User-Generated Content UGC).	Cognitive, Affective, and Behaviour	8%
(Nguyen et al., 2022), (Fatima & Ali, 2022), (P. Wang & McCarthy, 2021), (Nikolov et al., 2021), (Albayrak et al., 2021), (Han et al., 2019),	Meme, Tagging, Hashtag, Emoji, Follow	Behaviour	7%
(Castillo et al., 2021), (Macnamara, 2020), (Peeroo et al., 2019), (A. Windasari & Visita, 2019), (Eigenraam et al., 2018), (C.K. M. Lee et al., 2018),	Comments Positive Comments Negative Comments Neutral	Cognitive, Affective, and Behaviour	7%
(Huang et al., 2022b), (Rahman et al., 2022), (Tafheem et al., 2022), (Yakhlef & Nordin, 2021), (Eigenraam et al., 2021),	Passive Engagement and Active Engagement	Behaviour	6%
(Shawky et al., 2022), (Vinerean & Opreana, 2021), (Park & Ha, 2021), (A. Kumar et al., 2019), (Braojos et al., 2019)	Loyalty, Interaction, Connection	Cognitive, Affective, and Behaviour	6%
(Garrido-Moreno et al., 2020), (Iankova et al., 2019; Pitt et al., 2019, Hardwick & Anderson, 2019	Customers Give Us Valuable Feedback and Suggestions. Customers Provide Helpful Information to Other Customers. Customers Recommended, Awareness.	Cognitive, Affective, and Behaviour	5%
(Prados-Peña et al., 2022), (Rahman et al., 2022), (Robertson et al., 2019),	Differential Level of Engagement; Low Engagement and High Engagement.	Behaviour	3%
(Prados-Peña et al., 2022), (Ozuem et al., 2021)	Mentions, Download, Completed Forms, Turnover, Conversation.	Behaviour	2%
(Vinerean & Opreana, 2021), (Chen, 2021),	Involvement, Customer Participation, Commitment,	Cognitive, Affective, and Behaviour	2%
(Banerjee et al., 2022),	Physical Engagement (Offline e.g., Dwell Time, Crowding)	Cognitive, Affective, and Behaviour	1%

Social Media Used

Overall, the majority of the research in our study (77 publications), as shown in Table 4**,** concentrated on social media. However, some studies focused on more than one social networking platform but multiple social media, e.g., Twitter, Instagram, Facebook, and Whatsapp. In contrast, the authors found no articles from the entire articles we reviewed focused on TikTok. TikTok, a new subculture, has emerged for the present era into a new wave of social media, which has also become a media as a new place to develop young talents (Patel & Binjola, 2020) that can influence consumer engagement on social media. Facebook ranked as the most social media widely researched about consumer engagement (37 research), brand web occupied the second position as a social media widely studied about consumer engagement (28 research) and Twitter with 15 articles.

Table 4

Type of Social Media Used

Social media type	Author	Percentage
Facebook	(Izogo et al., 2022),(Prados-Peña et al., 2022),(Smaoui et al., 2022), (Hartini et al., 2022),(Quiles-Soler et al., 2022),(Fatima & Ali, 2022), (FARIA et al., 2022),(Shawky et al., 2022), (Vinerean & Opreana, 2021),(Chen, 2021),(Aydin et al., 2021),(Eigenraam et al., 2021),(P. Wang & McCarthy, 2021),(Albayrak et al., 2021), (Dineva et al., 2020),(Abosag et al., 2020),(Algharabat et al., 2020),(Hughes et al., 2019),(D. Lee et al., 2018),(Colicev et al., 2018),(Bohlin et al., 2018),(Seller & Laurindo, 2018),(Klepek & Starzyczná, 2018)	46%
Twitter	(Eslami et al., 2022b), (Prados-Peña et al., 2022),(Banerjee et al., 2022),(Hartini et al., 2022), (Quiles-Soler et al., 2022), (Fatima & Ali, 2022), (Park & Ha, 2021),(Okazaki et al., 2021), (Han et al., 2019), (Bohlin et al., 2018), (Iankova et al., 2019)	19%

Social media type	Author	Percentage
Instagram	(Eslami et al., 2022b), (Prados-Peña et al., 2022),(Nguyen et al., 2022), (Hartini et al., 2022), (Quiles-Soler et al., 2022), (Rahman et al., 2022),(Park & Ha, 2021), (Iankova et al., 2019)	16%
YouTube	(Prados-Peña et al., 2022), (Hartini et al., 2022), (Bohlin et al., 2018), (Iankova et al., 2019)	5%
Blogs	(Bohlin et al., 2018),(Cheng et al., 2020)	4%
Whatsapp	(Fatima & Ali, 2022)	2%
Broadcast	(Nikolov et al., 2021)	1%
LinkedIn	(Mora Cortez & Ghosh Dastidar, 2022)	1%
Pinterest	(Park & Ha, 2021)	1%
Sina Weibo	(Huang et al., 2022b)	1%
Snapchat	(Iankova et al., 2019)	1%
Vimeo	(Iankova et al., 2019)	1%
Tripadvisor	(Y. Wang et al., 2020)	1%

Methods Employed

The method employed for data collecting in academic articles was categorized into some manners, including quantitative, qualitative, experimental, and mixed methods. While the data collection method used for quantitative included survey, data scrapping, and secondary data. Then, the qualitative approach researches employed case studies, interviews, and observation to collect the data. Finally, the authors attempted to identify the correlation between content and customer engagement for the experiment.

Table 5

Method Employed

Quantitative Approach	Qualitative Approach	Experiment Approach	Mixed Method
(Huang et al., 2022b), (Eslami et al., 2022b), (Mora Cortez & Ghosh Dastidar, 2022), (Prados-Peña et al., 2022), (Nguyen et al., 2022),(Hartini et al., 2022),(Rahman et al., 2022), (FARIA et al., 2022), (Majeed et al., 2022),(Shawky et al., 2022), (Tafheem et al., 2022), (Vinerean & Opreana, 2021), (Chen, 2021), (Park & Ha, 2021), (Aydin et al., 2021), (Castillo et al., 2021), (P. Wang & McCarthy, 2021),(Castillo-Abdul et al., 2021),(Nikolov et al., 2021), (Albayrak et al., 2021), (Cheng et al., 2020), (Garrido-Moreno et al., 2020), (Y. Wang et al., 2020), (Abosag et al., 2020), (Yuan et al., 2020), (Alalwan et al., 2020), (Sigurdsson et al., 2020),(Algharabat et al., 2020),(Williams et al., 2020),(Aydin, 2020),(Naeem, 2021; Okazaki et al., 2021),(Kovač & Žabkar, 2020),(Kujur & Singh, 2020; Mohammed & Al-Swidi, 2019),(Peeroo et al., 2019),(Hughes et al., 2019), (Iankova et al., 2019; Pitt et al., 2019),(Ibrahim & Wang, 2019),(Helme-Guizon & Magnoni, 2019), (Robertson et al., 2019), (A. Kumar et al., 2019),(Braojos et al., 2019),(Suhail Ajina, 2019),(Esenyel & Girgen, 2019),(Han et al., 2019), (Eigenraam et al., 2018),(D. Lee et al., 2018), (Grégoire et al., 2018; C. K. M. Lee et al., 2018), (Colicev et al., 2018; Viswanathan et al., 2018),(Troisi et al., 2018),	(Fatima & Ali, 2022), (Ruiz-Alba et al., 2022), (Ozuem et al., 2021),(Yakhlef & Nordin, 2021), (Marolt et al., 2020),(Che Kar* et al., 2019),(Buhalis & Sinarta, 2019; Hardwick & Anderson, 2019; (A. Windasari & Visita, 2019),(Dias et al., 2019),(Pacauskas et al., 2018)	(Smaoui et al., 2022)	(Banerjee et al., 2022),(Eigenraam et al., 2021),(Li et al., 2021), (Dineva et al., 2021), (Macnamara, 2020), (M. Kumar et al., 2021),

18

Types of Theory

A meta-analysis of 77 studies was employed to understand the theoretical basis and methods to examine consumer engagement in social media more deeply. The root theories were varied such as psychology, organizational behavior, communication, consumer behavior, linguistics, education, sociology, and economics. The most systematic approaches used were the Consumer Brand Engagement theory (34%), followed by User and Gratification theory (11%), Social Network Theory (9%), and Stakeholder theory (7%). Other approaches above 1% but below 5 % included Social Influence theory, TAM, contingency theory, Elaboration Likelihood model, relationship marketing, excellent and service-dominant logic, and contingency theory. Then, the hypotheses derived from 1% out of the entire paper include the Self-Determination Theory, Dual Process theory, Theory of Uniqueness, Flow theory, Cognitive Dissonance, and Theory of marketing firm. In addition, the service quality model, Hart's Theory of word choice and vocal tone, self-directed learning, Theory of marketing firm, cognitive dissonance, dual process theory, Theory of uniqueness, uses flow theory, and Theory of resonance were employed.

Table 6

Types of Theory

The Theory Root	Theory Applied	%	Researcher(s)
Psychology	Social Exchange theory	4%	(Eslami et al., 2022b), (Albayrak et al., 2021)
	Self-determination theory	1%	(Yakhlef & Nordin, 2021)
	Social influence theory	3%	(Ozuem et al., 2021),(Albayrak et al., 2021),(Li et al., 2021)
	Dual process theory	1%	(P. Wang & McCarthy, 2021)
	Theory of uniqueness	1%	(Abosag et al., 2020)
	Flow theory	1%	(A. Windasari & Visita, 2019)
	Cognitive dissonance	1%	(Izogo et al., 2022)
	TAM	4%	(Che Kar* et al., 2019),(Colicev et al., 2018)
Organizational Behavior	Contingency theory	3%	(Y. Wang et al., 2020), (Izogo et al., 2022)
	Theory of the marketing firm	1%	(Klepek & Starzyczná, 2018) (Sigurdsson et al., 2020)
	Stakeholder theory	7%	(Okazaki et al., 2021),(Mohammed & Al-Swidi, 2019),(Peeroo et al., 2019)
Communication	Elaboration likelihood Model	4%	(Hughes et al., 2019),(Buhalis & Sinarta, 2019)
	User and gratification theory	11%	(Rahman et al., 2022),(Huang et al., 2022b)
Consumer Behavior	Customer Brand Engagement	34%	(Cheng et al., 2020), (Mora Cortez & Ghosh Dastidar, 2022; Smaoui et al., 2022),(C. K. M. Lee et al., 2018),(Vinerean & Opreana, 2021), (Castillo et al., 2021), (Eigenraam et al., 2021),(Nikolov et al., 2021),(Li et al., 2021),(Cheng et al., 2020), (Yuan et al., 2020), (Algharabat et al., 2020),(Okazaki et al., 2021),(Kovač & Žabkar, 2020), (Peeroo et al., 2019),(Ibrahim & Wang, 2019),(Esenyel & Girgen, 2019),(Eigenraam et al., 2018),(D. Lee et al., 2018),(Viswanathan et al., 2018),

The Theory Root	Theory Applied	%	Researcher(s)
	Relationship marketing	4%	(Iankova et al., 2019),(Bohlin et al., 2018),(Klepek & Starzyczná, 2018)
	Service quality model	1%	(C. K. M. Lee et al., 2018)
Linguistic	Hart's Theory of word choice and verbal tone	1%	(Pitt et al., 2019)
Education	Self-directed learning	1%	(A. Windasari & Visita, 2019)
Economic	Good and service dominance logic	3%	(Vinerean & Opreana, 2021), (Shin & Perdue, 2022)
Sociology	Social network theory	9%	(Albayrak et al., 2021), (Naeem, 2021), (Iankova et al., 2019)
	Theory of Resonance	1%	(Cheng et al., 2020)

21

DISCUSSION

This study aims to collect and categorize research into customer engagement on social media. The determined research has been conducted concerning when, who, where, on what, which method, and how CE is employed. The finding can help to give valuable insight for future research. Several findings of consumer engagement research included:

1) Research focused more on the United Kingdom and the United States;
2) Research interest increased during this time five years and was primarily studied in 2022;
3) The dominance of journals assessing consumer engagement and social media has been found in business management and computer science;
4) Primarily researchers used psychological perspectives to explain CE in social media with dimensions of like, comment, and share;
5) Facebook became social media primarily used in previous research;
6) Quantitative approach became the method mainly used in previous researches; and
7) The dominant Theory used to explain CE was consumer behavior, i.e., customer brand engagement.

CONCLUSION

Previous studies in Table 6 have been supported by various ideas to describe CE in social media, each applying several different theories. This study supported the postulate of Lim and Rasul (2022). Consumer engagement is a concept that can accommodate diverse perspectives. Still, it must capture the nature of customer exhibit interaction, which can be inferred to encourage desired brand action or discourage undesired customer behavior. Most researchers used to like, comment and share to describe the CE in social media. Future researchers can modify the CE in social media to reflect the phenomena of their object research as long as they capture the interaction between the brand and customers, support the brand, or reduce negative customer behavior about the brand.

This paper identified 16 theories in which prior research employed some views concerning consumer engagement (i.e., Social Exchange

Theory, Self-Determination Theory, Social Influence theory, Social Influence theory, Dual Process theory, Ideology of uniqueness, and Flow theory. Furthermore, the Contingency Theory, Theory of the marketing firm, Stakeholder theory, Innovation diffusion theory, ELM, Customer Brand Engagement, Relationship marketing, Service quality model, Hart's Theory of word choice and verbal tone, and Self-learning) were also employed. Future studies can comprehensively explain the social media consumer engagement framework.

On the other hand, numerous quantitative studies have been carried out. However, experimental approaches, so far, are still rare, so it is interesting to investigate in depth the consumer engagement determined by social media content. The mixed methods are also a call for further research to understand CE. Further research must clearly define the CE phenomena to be researched, enabling them to select an appropriate measurement of CE to reflect the phenomena and help develop an effective strategy for marketers to drive and sustain CE.

Based on the conclusions submitted above, this research's practical and Theory contribution is to develop an effective strategy for marketers to drive and sustain CE. This research investigates how companies design systems on social media to increase and measure their consumer engagement on social media. As our analysis shows, social media is growing as a field of inquiry, yet much is unknown regarding effective means for creating engaged and profitable consumers. This analysis notably reveals that "firm engagement" is a critical business problem and intellectual challenge.

This study has some limitations. It only applies one keyword in the title and abstract. Moreover, the keywords of this study were "social media" and "consumer engagement." In addition, this study only includes some works published in scholarly journals over the last five years that have been included in the Scopus-indexed database. Considering that the analysis in this study was manually conducted using Publish and Perish, Microsoft, and Mendeley. Furthermore, a systematic literature review tool should be evaluated to obtain more legitimate results.

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