

1 **Consumer Engagement with Retail Businesses:**
2 **A Systematic Literature Review and Future Agendas**

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20 **ABSTRACT**

21 This literature review aims (1) to systematically lay out and analyze the literature
22 on consumer engagement and consumer engagement with retail businesses, (2) to
23 identify the possible antecedents of consumer engagement, and (3) to analyze the
24 context of studies, trends in methodologies, and conceptual frameworks and thus
25 provide the future agendas for consumer engagement with retail businesses. This review
26 uses a systematic literature review (SLR) method. The research articles published in
27 Scopus-indexed journals between 2008 and 2022 were downloaded from the Google
28 Scholar database using a systematic search strategy. The key antecedents of consumer
29 engagement included attitudes towards brands, brand interactivity, brand intimacy,
30 consumer involvement, customer participation, customer perceived value, peer
31 communication, personality traits of consumers, self-brand image congruity, perceived
32 service quality, social media marketing efforts of retail brands, and subjective norms.
33 Though only a few reviewed articles had explicit conceptual frameworks, researchers
34 performed an in-depth analysis of conceptual frameworks underpinning the research.
35 This framework-based review uniquely analyzes the antecedents (Independent
36 Variables) and mediating variables of consumer engagement (Dependent Variable) with
37 retail businesses.

38 **Keywords:** Antecedents of consumer engagement, Consumer engagement, Consumer
39 engagement with retail businesses, Customer involvement, Systematic
40 literature review

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INTRODUCTION

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The literature on marketing, sociology, psychology, and organizational behavior frequently discusses engagement. Consumer engagement (CE) is linked to relationship marketing theory and originated as a unique term in the early 2010s (Lemon & Verhoef, 2016; Van Doorn et al., 2010). As relationship marketing focuses on building, maintaining, and retaining long-term customer-supplier relationships, consumer engagement strategically determines business and marketing activities through customer and brand interactions (Vivek et al., 2012). Consumer engagement refers to customers' cognitive, behavioral, and emotional interactions with products/services, brands, firms, and other customers beyond purchase dimensions resulting from motivational drivers (Van Doorn et al., 2010). Consumer engagement results in value addition to the brand through word-of-mouth referrals. CE also builds loyal and engaged customers by leveraging trust, involvement, and commitment (Bowden, 2009). The valuable feedback from active customers helps recognize unmet consumer needs, develop new products, and modify existing ones. An engaged customer is more profitable for a business than others (Pansari & Kumar, 2017). Thus, consumer engagement benefits all stakeholders, like intermediaries, retailers, and consumers.

Consumer engagement with retail refers to the direct or indirect interactions that consumers have with retailers, brands, products, and other customers, influenced by their knowledge, information, feelings, emotions, and attitudes. Retailing is the consumer end of the marketing distribution channel, which includes selling goods or services to the end consumer for personal, non-business use (Kotler & Keller, 2011). Retailing is the second-largest and most highly competitive industry globally. Retail businesses play a linking role between the end consumer and suppliers. Their role is significant in the supply chain through direct or indirect consumer interactions. Business profitability, competitiveness, and consumer preferences forced retailers to reinvent themselves. Retailers recognize the role of consumers as co-creators (Vargo & Lusch, 2004). This view of customer marketing orientation provides a foundation for studying consumer engagement with retail businesses. Intense competition in the retail sector and its implications for the survival and growth of retailers are driving attention to the factors/antecedents leading consumers to engage with retail businesses. Consumer engagement as a field of study gained importance in many countries, including the USA, UK, Australia, Mexico, India, and Europe. Due to COVID-19 and the shift towards modern retail formats, small retailers face immense competition

76 worldwide. Examining how consumers interact with retail businesses is imperative,
77 given these various challenges.

78 A literature review is vital for laying the groundwork for any research, as well as
79 for improving subject knowledge and opening up new research possibilities in the future
80 (Paul & Criado, 2020). Over one and a half decades, discussions on CE have achieved
81 increased attention in marketing literature. Many research papers have been published
82 since 2008 on consumer engagement (Barari et al., 2020; Bitter et al., 2014; Bowden,
83 2009; Cheung et al., 2021; Dessart et al., 2015; Etgar, 2008; Gummerus et al., 2012;
84 Itani et al., 2019; Schultz, 2017; Van Doorn et al., 2010). Considering the importance
85 of CE in transforming retail businesses, this review paper aimed to provide a complete
86 analysis of the antecedents of consumer engagement, conceptual models/frameworks,
87 and methodologies used in previous literature. Researchers proposed antecedents and a
88 conceptual framework of consumer engagement relevant to retail businesses. The study
89 will help to improve retail practices by strengthening customer relationships, ultimately
90 leading to higher sales.

91 The paper is structured as follows: the second section discusses the research
92 methodology used for this literature review. The third section (Result section) provides
93 a detailed description of publication trends and the context of the studies. Additionally,
94 this section provides a brief introduction to conceptual frameworks and methodological
95 trends gathered from various studies. The fourth section provides directions for future
96 research. This section also suggests a conceptual framework for consumer engagement
97 with retail firms. Lastly, the conclusion section discusses summarized results.

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REVIEW METHODOLOGY

100 Review Design

101 A systematic literature review examines and summarizes previous studies to
102 choose, review, and extract pertinent information to establish future research goals from
103 earlier studies (Christofi et al., 2019; Pereira et al., 2019). Thus, this paper used a five-
104 phase systematic literature review technique to identify, select, and analyze the relevant
105 research articles for review (Pereira et al., 2019; Thorpe et al., 2005). Further, this
106 review primarily used a domain-based review structure (Paul & Criado, 2020)
107 consisting of two categories: structured review and framework-based review. The
108 structured review presents widely used methods, theories, and constructs (Canabal &
109 White, 2008; Kahiya, 2018; Paul & Dhiman, 2021), while framework-based reviews
110 focus on conceptual models used in past literature (Paul & Benito, 2018).

111 In phase I of SLR, all the possible key terms and phrases related to CE were listed.
112 Phase II involved searching the key terms in the selected database and downloading the
113 research articles. During the second phase of SLR, the researchers also eliminated

114 duplicate copies from the downloads. Phase III focused on briefly reading the titles and
 115 abstracts of downloaded articles. We excluded the articles that did not reflect the study's
 116 central theme. Researchers performed a thorough analysis of the selected full-text
 117 articles in phase IV. All the necessary data was compiled and recorded in Microsoft
 118 Excel during this phase. The articles found weak in theory building and methodological
 119 construction per the study were eliminated at this phase. Therefore, the final phase
 120 comprised data analysis and the presentation of the results. Table 1 represents the details
 121 of the five-phase systematic literature review technique used.

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123 **Table 1** *Five Phases of SLR*

| Phases | |
|---------------|--|
| Phase I | Outlining the key terms and phrases |
| Phase II | Searching and downloading research articles in the databases |
| Phase III | A brief reading of the titles and abstracts (elimination) |
| Phase IV | Full-text reading of selected papers |
| Phase V | Analysis and presentation of findings |

124 **Source:** (Thorpe et al., 2005; Paul & Dhiman, 2021)

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126 The researchers used the Google Scholar database to download the research article
 127 for review. The key terms and phrases that were searched included consumer
 128 engagement, antecedents of consumer engagement, determinants of consumer
 129 engagement, consumer engagement with retail businesses, consumer engagement with
 130 brands on social media platforms, consumer engagement behavior, and consumer
 131 engagement with marketing. The top publishers in the world, such as Elsevier, Emerald,
 132 Wiley Online Library, Sage Publications, Taylor & Francis, Springer, etc., published
 133 all the reviewed papers.

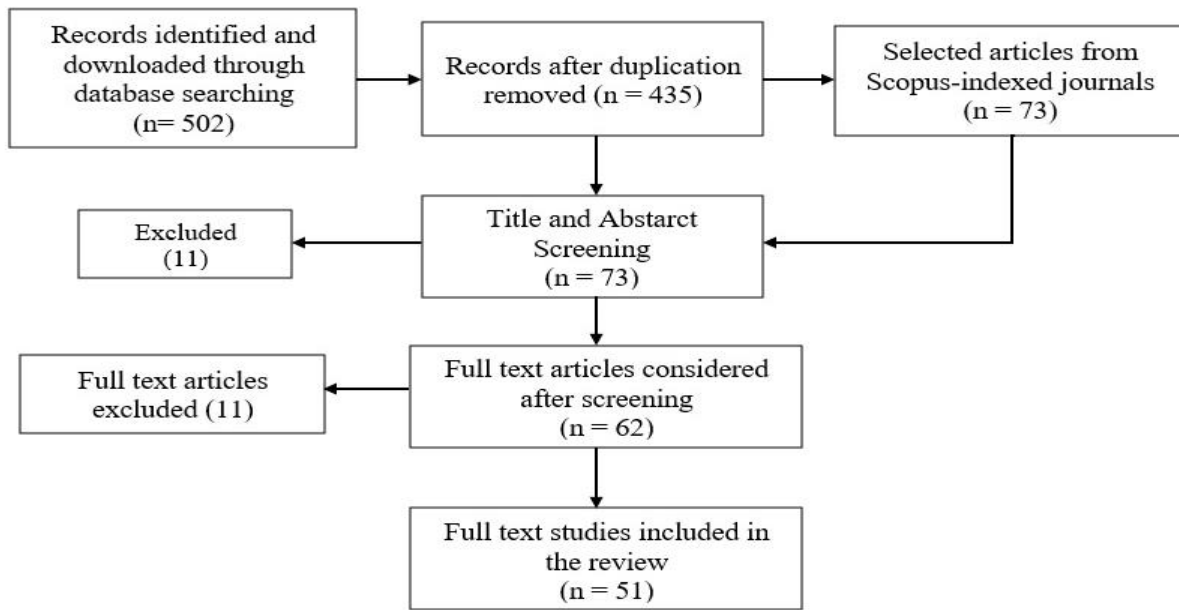
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135 **Inclusion and Exclusion Criteria for the Studies**

136 A flow chart is shown in Figure 1 in light of the significance of the inclusion and
 137 exclusion criteria (Vrontis et al., 2020) for choosing the final articles. Inclusion and
 138 exclusion criteria (as per SLR) streamlined the selection of the appropriate research
 139 articles for review.

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142 **Figure 1** *Inclusion and Exclusion Criteria for the Studies*

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144 *Note.* The Inclusion and Exclusion Criteria is derived from "Three Decades of Export
 145 Competitiveness Literature: Systematic Review, Synthesis, and Future Research
 146 Agenda," by J. Paul & R. Dhiman (2021). *International Management Review*,
 147 38(5), 1082-1111.

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149 A total of 502 research papers were found and downloaded by searching the key
 150 phrases and terms in the articles' titles, abstracts, and keywords. Researchers identified
 151 67 duplicate copies of research articles in downloads. After the removal of duplication,
 152 435 articles remained. Next, we selected studies published in Scopus-indexed journals
 153 (volumes of 10 and above) from this data pool. The articles thus selected for the review
 154 represent well-established journals. The researchers vetted the titles and abstracts of
 155 these selected research articles following the third phase of the Systematic Literature
 156 Review (Thorpe et al., 2005; Paul & Dhiman, 2021). The researchers removed 11
 157 research articles as they did not reflect the critical theme of consumer engagement.

158 The full-text analysis included 62 studies in total. The analysis excluded articles
 159 that demonstrated weak theory-building and methodological construction. Finally, this
 160 review article referred to 51 full-text studies.

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162 **Years-Wise and Study Approach-Wise Composition of Studies**

163 Before moving to the detailed literature review, it is crucial to understand the
 164 years-wise and study approach-wise breakdown of full-text studies included in this
 165 review. For years-wise breakup, the period of 15 years (2008-2022) is divided into three
 166 categories of five-year interval gap, i.e., 2008-2012, 2013-2017 and 2018-2022. The

167 number of papers published and authors contributed to the study field (consumer
168 engagement) for the referred studies is presented in Table 2.

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170 **Table 2** *Authors' Contributions and Year-Wise Classification of Papers Published*

| Years | Papers Published | Percentage (%) | Authors Contributed |
|--------------|------------------|----------------|---------------------|
| 2008-2012 | 6 | 12 | 17 |
| 2013-2017 | 11 | 22 | 28 |
| 2018-2022 | 34 | 66 | 111 |
| Total | 51 | 100 | 156 |

171 **Source:** Authors' Own Compilation

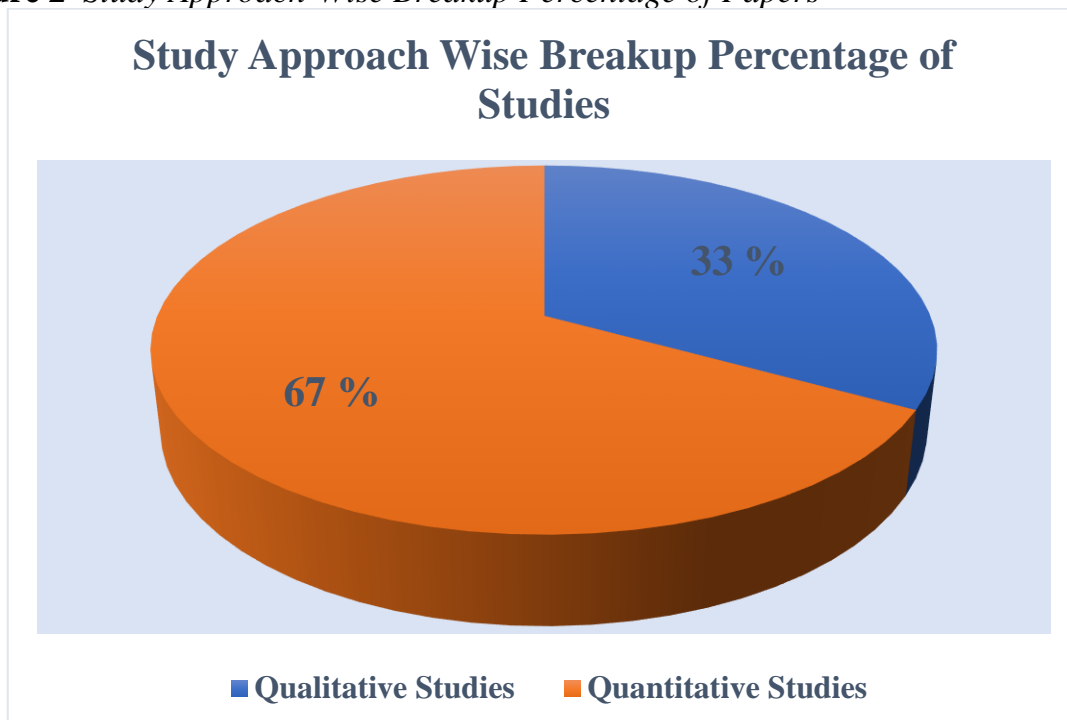
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173 It is evident from Table 2 that there is a steep rise in the number of papers published
174 on consumer engagement from 2018 to 2022. Most of the papers (66%) referred to were
175 recent. Also, the authors' contributions to the field of study have increased rapidly in
176 recent years. A total of 156 authors have contributed to the selected 51 studies. Results
177 suggested that the study field has gained acceptance in recent years with a focus on
178 consumer engagement at the center.

179 Based on the study approach, the papers were classified into two categories, i.e.,
180 quantitative and qualitative. Figure 2 shows the approach-wise breakdown of studies.

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182 **Figure 2** *Study Approach-Wise Breakup Percentage of Papers*



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184 **Source:** Authors' Own Compilation

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186 It is evident from Figure 2 above that the majority (67%) of the published papers
 187 used a quantitative study approach. The exploratory nature of the initial studies is a
 188 possible reason for the lesser studies being qualitative. Most studies have used the
 189 quantitative approach, with advancements in the field over the years.

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191 **Context of the Studies**

192 The primary and sub-engagement platforms used for engaging are discussed in the
 193 result section to understand the context of the studies (for example, social media is the
 194 prime engagement media platform, and LinkedIn is a sub-engagement media platform).

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196 **RESULTS**

197 **Publication Trends**

198 Table 3 is an attempt to provide a detailed description of the publication trends of
 199 selected articles. The studies are listed using journal names, CiteScore, and publisher
 200 names. The CiteScore for a journal is a count of total citations received by the journal
 201 articles in 4 years divided by the total number of articles published in those years. Every
 202 research article listed has its CiteScore sourced from the Scopus database.

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204 **Table 3** *Distribution of Papers*

| Journal Names | CiteScore | Publisher Names | No. of Studies | Citations |
|---|-----------|--------------------|----------------|---|
| Asia Pacific Journal of Marketing and Logistics | 6.1 | Emerald | 1 | (Ting et al., 2021) |
| British Food Journal | 4.3 | Emerald | 1 | (Ornelas et al., 2020) |
| Electronic Commerce Research and Applications | 10.0 | Elsevier | 2 | (Schultz, 2017; Deng et al., 2021) |
| European Journal of Marketing | 6.6 | Emerald | 2 | (Read et al., 2019; Marbach et al., 2019) |
| Industrial Marketing Management | 10.4 | Elsevier | 1 | (Chen et al., 2021) |
| International Journal of Advertising | 7.6 | Taylor and Francis | 1 | (Chu & Kim, 2011) |
| International Journal of Bank Marketing | 7.3 | Emerald | 1 | (Glavee-Geo et al., 2019) |
| International Journal of Consumer Studies | 7.0 | Wiley | 1 | (Barari et al., 2020) |
| International Journal of Hospitality Management | 12.9 | Elsevier | 1 | (Itani et al., 2019) |

| Journal Names | CiteScore | Publisher Names | No. of Studies | Citations |
|---|------------------|------------------------|-----------------------|---|
| International Journal of Information Management | 28.8 | Elsevier | 2 | (Sung et al., 2021; Santos et al., 2022) |
| International Journal of Networking and Virtual Organisations | 0.9 | Inderscience | 1 | (Bitter et al., 2014) |
| International Journal of Retail and Distribution Management | 6.1 | Emerald | 2 | (Bianchi et al., 2018; Kosiba et al., 2018) |
| Internet Research | 10.1 | Emerald | 2 | (Islam et al., 2018; Chen et al., 2020) |
| Journal of Marketing Management | 5.2 | Taylor and Francis | 1 | (Leckie et al., 2016) |
| Journal of Business Research | 11.2 | Elsevier | 6 | (Harrigan et al., 2018; Dessart & Pitardi, 2019; Morgan-Thomas et al., 2020; Chu et al., 2020; Brodie et al., 2013; Alvarez-Milan et al., 2018) |
| Journal of Consumer Behaviour | 4.3 | Wiley | 2 | (Claffey & Brady, 2014; Devereux et al., 2019) |
| Journal of Interactive Advertising | 7.1 | Taylor and Francis | 1 | (Wan-Hsiu & Linjuan, 2013) |
| Journal of Interactive Marketing | 12.8 | Elsevier | 1 | (Pezzuti et al., 2021) |
| Journal of Marketing Theory and Practice | 3.9 | Taylor and Francis | 2 | (Bowden, 2009; Vivek, et al., 2012) |
| Journal of Modelling in Management | 3.7 | Emerald | 1 | (Adhikari & Panda, 2019) |
| Journal of Product and Brand Management | 6.2 | Emerald | 2 | (Dessart et al., 2015; Simon et al., 2016) |
| Journal of Research in Interactive Marketing | 9.1 | Emerald | 1 | (Barger et al., 2016) |
| Journal of Retailing and Consumer Services | 12.8 | Elsevier | 3 | (Islam et al., 2019; Cheung et al., 2021; Arghashi & Yuksel, 2021) |

| Journal Names | CiteScore | Publisher Names | No. of Studies | Citations |
|---|-----------|--------------------|----------------|--|
| Journal of Services Marketing | 7.0 | Emerald | 3 | (Moliner et al., 2018; Carlson et al., 2018; Black et al., 2021) |
| Journal of Service Research | 16.3 | Sage | 1 | (Van Doorn et al., 2010) |
| Journal of Service Theory and Practice | 6.4 | Emerald | 1 | (Heinonen, 2018) |
| Journal of the Academy of Marketing Science | 15.2 | Springer | 2 | (Etgar, 2008; Pansari & Kumar, 2017) |
| Management Research Review | 4.8 | Emerald | 1 | (Gummerus et al., 2012) |
| Marketing Intelligence and Planning | 5.4 | Emerald | 2 | (Mishra, 2019; De-Silva, 2019) |
| Services Marketing Quarterly | 1.7 | Taylor and Francis | 1 | (Fernandes & Esteves, 2016) |
| Spanish Journal of Marketing | 6.8 | Emerald | 1 | (Bilro & Loureiro, 2020) |
| Technological Forecasting and Social Change | 13.7 | Elsevier | 1 | (Nadeem et al., 2021) |
| Total | | | 51 | |

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It is evident from Table 3 that there is a range of diversified journals that consider consumer engagement as an essential research concept. The journal with the highest CiteScore was the International Journal of Information Management (CiteScore = 28.8), followed by the Journal of Service Research (CiteScore = 16.3). International Journal of Networking and Virtual Organisations received the least CiteScore. The Studies on consumer engagement were recognized worldwide by journal publishers like Emerald, Springer, Elsevier, Taylor and Francis, Wiley, etc. Emerald and Elsevier were the most prominent publishers for the studies on consumer engagement. Journal of Business Research was the only journal to publish six articles based on consumer engagement.

217 Context of the Studies

218 Table 4 provides detailed information on the engagement object, the platforms
219 through which consumers engage, regions where these studies were performed, and the
220 year of publication. The engagement object in this section describes the list of objects
221 like brands, communities, companies, goods, and services with which consumers
222 engage. The selected research articles in this review studied consumer engagement with
223 engagement objects considering three leading engagement platforms, i.e., Online
224 Engagement, Online Social Media Engagement, and Offline Engagement. In online
225 engagement, researchers studied consumer engagement with engagement objects on the
226 internet, whereas, in online social media engagement, researchers specifically studied
227 consumer engagement on social media platforms (Facebook, Twitter, Instagram, etc).
228 All the forms of engagement without the use of the internet and social media are
229 considered offline engagement. The regions column of the table provides the details of
230 countries (regions) where previous studies were conducted.

231 **Table 4** *Context of the Studies*

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| Sr. No. | Studies | Engagement Objects | Context of the Studies | | Regions of Study | Year of Publication | Citations |
|---------|---|-------------------------|--------------------------------|-----------------------------------|------------------|---------------------|-------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| 1 | A descriptive model of consumer co-production process | Co-Production | Offline Engagement | N/A | N/A | 2008 | (Etgar, 2008) |
| 2 | The process of customer engagement: A conceptual framework | Service Brands | Offline Engagement | N/A | N/A | 2009 | (Bowden, 2009) |
| 3 | Consumer engagement behavior: Theoretical foundations and research directions | N/A | Online and Offline Engagement | N/A | N/A | 2010 | (VanDoorn et al., 2010) |
| 4 | Determinants of consumer engagement in electronic word of mouth (eWOM) in social networking sites | Brands | Online Social Media Engagement | Facebook, MySpace, and Friendster | United States | 2011 | (Chu & Kim, 2011) |
| 5 | Customer engagement: exploring customer relationships beyond purchase | Brands | Online and Offline Engagement | N/A | N/A | 2012 | (Vivek et al., 2012) |
| 6 | Customer engagement in a Facebook brand community | Online Gaming Community | Online Social Media Engagement | Facebook | N/A | 2012 | (Gummerus et al., 2012) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|---|-------------------------------------|--------------------------------|----------------------|------------------|---------------------|----------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| 7 | Consumer engagement in a virtual brand community: An exploratory analysis | Service Sector (Health and fitness) | Online Engagement | Vibra Train Platform | N/A | 2013 | (Brodie et al., 2013) |
| 8 | Motivations and antecedents of consumer engagement with brand pages on social networking sites | Brands | Online Social Media Engagement | Facebook | United States | 2013 | (Wan-Hsiu & Linjuan, 2013) |
| 9 | Customer engagement behavior in online social network- The Facebook perspective | Companies and Brands | Online Social Media Engagement | Facebook | Europe | 2014 | (Bitter et al., 2014) |
| 10 | A model of consumer engagement in a virtual customer environment | Virtual Customer Environment | Online Engagement | Web 2.0 Technologies | N/A | 2014 | (Claffey & Brady, 2014) |
| 11 | Consumer engagement in online brand communities: A social media perspective | Online Brand Communities | Online Social Media Engagement | Facebook and Twitter | United Kingdom | 2015 | (Dessart et al., 2015) |
| 12 | The impact of external social and internal personal forces on consumer brand community engagement on Facebook | Brands | Online Social Media Engagement | Facebook | Europe | 2016 | (Simon et al., 2016) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|---|--|--------------------------------|---------------------|------------------|---------------------|-----------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| 13 | Customer engagement and loyalty: a comparative study between service contexts | Service Sector (Health Care and Retailing) | Offline Engagement | N/A | N/A | 2016 | (Fernandes & Esteves, 2016) |
| 14 | Antecedents of consumer brand engagement and brand loyalty | Service Sector (Mobile Phone) | Offline Engagement | N/A | Australia | 2016 | (Leckie et al., 2016) |
| 15 | Social Media and consumer engagement: a review and research agenda | N/A | Online Engagement | N/A | N/A | 2016 | (Barger et al., 2016) |
| 16 | Proposing to your fans: which brand post characteristics drive consumer engagement activities on social media brand pages?. | Apparel and Food Retail Brands | Online Social Media Engagement | Facebook | N/A | 2017 | (Schultz, 2017) |
| 17 | Customer engagement: the construct, antecedents, and consequences | Goods and Services | N/A | N/A | N/A | 2017 | (Pansari & Kumar, 2017) |
| 18 | Customer engagement, self-brand connection, and brand usage intent | Service Sector (Tourism) | Online Social Media Engagement | N/A | United States | 2018 | (Harrigan et al., 2018) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|--|---------------------------|--------------------------------|---------------------|------------------|---------------------|------------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| 19 | Consumer engagement with retail firms through social media: an empirical study in Chile | Retail Brands | Online Social Media Engagement | Facebook | Chile | 2018 | (Bianchi & Andrews, 2018) |
| 20 | Strategic consumer engagement marketing: a decision-making framework | Retailer and Distributors | Offline Engagement | N/A | Northern Mexico | 2018 | (Alvarez-Milan et al., 2018) |
| 21 | Positive and negative valence influencing consumer engagement | Online Community | Online Engagement | Magazines | N/A | 2018 | (Heinonen, 2018) |
| 22 | Examining customer engagement and brand loyalty in retail banking: the trustworthiness influence | Retail Banking | Offline Engagement | N/A | Ghana | 2018 | (Kosiba et al., 2018) |
| 23 | Consumer engagement in online brand communities: a solicitation of congruity theory | Online Brand Communities | Online Social Media Engagement | Facebook | N/A | 2018 | (Islam et al., 2018) |
| 24 | Consumer engagement behaviour in social media: capturing innovative opportunities | Brands | Online Social Media Engagement | Facebook | United States | 2018 | (Carlson et al., 2018) |
| 25 | Consequences of customer engagement and customer self brand connection | Service Sector (Banking) | Offline Engagement | N/A | Spain | 2018 | (Moliner et al., 2018) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|--|--------------------------|--------------------------------|----------------------------------|------------------|---------------------|--------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| 26 | Consumer engagement on social media: evidence from small retailers | Small Retail Firms | Online Social Media Engagement | Facebook, Instagram, and Twitter | Australia | 2019 | (Devereux et al., 2019) |
| 27 | consumer engagement in service context: An empirical investigation of the construct, its antecedents, and consequences | Service Sector (Hotel) | Offline Engagement | N/A | India | 2019 | (Islam et al., 2019) |
| 28 | The role of consumer brand engagement towards driving brand loyalty: mediating effect of relationship quality | Automobile sector | Offline Engagement | N/A | India | 2019 | (Adhikari & Panda, 2019) |
| 29 | Consumer engagement on Twitter: perceptions of brand matters | Brands | Online Social Media Engagement | Twitter | N/A | 2019 | (Read et al., 2019) |
| 30 | Consumer engagement in online brand community: mediating role of the personal values | Customer service support | Online social Media Engagement | Social media Brand community | N/A | 2019 | (Marbach et al., 2019) |
| 31 | Antecedents of consumers' engagement with brands related content on social media | Brands | Online Social Media Engagement | Facebook | India | 2019 | (Mishra, 2019) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|---|------------------------------------|--------------------------------|---------------------|------------------|---------------------|---------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| 32 | Building relationships through customer engagement in Facebook brand pages | Brands | Online Social Media Engagement | Facebook | Sri Lanka | 2019 | (De-Silva, 2019) |
| 33 | Value get, value give: the relationship among perceived value, relationship quality, customer engagement, and value consciousness | Service Sector (Restaurants) | Offline Engagement | N/A | United States | 2019 | (Itani et al., 2019) |
| 34 | How stories generate customer engagement: An exploratory study | Dove Brands | Online Social Media Engagement | YouTube | N/A | 2019 | (Dessart & Pitardi, 2019) |
| 35 | Drivers and outcomes of consumer engagement: insights from mobile money usage in Ghana | Service Sector (Mobile Money) | Offline Engagement | N/A | Ghana | 2019 | (Glavee-Geo et al., 2019) |
| 36 | A meta analysis of customer engagement behavior | Service and Manufacturing Industry | Online and Offline Engagement | N/A | N/A | 2020 | (Barari et al., 2020) |
| 37 | A consumer engagement systematic review: synthesis and research agenda | N/A | Online and Offline Engagement | N/A | N/A | 2020 | (Bilro & Loureiro, 2020) |
| 38 | Effect of marketing message and consumer engagement on economic | Box Office | Online Social Media Engagement | Weibo | China | 2020 | (Chen et al., 2020) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|---|------------------------------|--------------------------------|----------------------|------------------|---------------------|---|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| | performance: evidence from Weibo | | | | | | |
| 39 | Digital ecosystem and consumer engagement: a socio technical perspective | Brands | Online Engagement | Digital Technologies | N/A | 2020 | (Morgan-Thomas et al., 2020) |
| 40 | Consumers' engagement with corporate social responsibility (CSR) communication in social media: evidence from China and the United States | Footwear Brands | Online Social Media Engagement | CSR Communications | US and China | 2020 | (Chu et al., 2020) |
| 41 | The more I know, the more I engage: consumer education role in consumer engagement in the coffee shop | Service Sector (Coffee Club) | Offline Engagement | N/A | Mexico | 2021 | (Ornelas Sanchez & Vera Martinez, 2020) |
| 42 | Promoting customer engagement in service setting through identification | Service Sector (Health Club) | Offline Engagement | N/A | United States | 2021 | (Black et al., 2021) |
| 43 | Examining the mediating role of social interactivity between CE and brand loyalty | Companies and Brands | Online Social Media Engagement | Facebook | N/A | 2021 | (Ting et al., 2021) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|---|------------------------|--|---|------------------|---------------------|---------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| 44 | Interactivity, inspiration, and perceived usefulness! How retailers' AR- Apps improve consumer engagement through flow | Brands | Online Engagement | Augmented Reality /Virtual Reality Apps | Turkey | 2021 | (Arghashi & Yuksel, 2021) |
| 45 | Understanding consumer engagement with brand posts on social media: the effects of post linguistic styles | Brands | Online Social Media Engagement | Facebook | N/A | 2021 | (Deng et al., 2021) |
| 46 | How do experiences enhance brand relationship performance and value co-creation in social commerce? The role of consumer engagement and self brand connection | Brands | Online Social Media Engagement | Facebook | United States | 2021 | (Nadeem et al., 2021) |
| 47 | Consumer engagement via interactive artificial intelligence and mixed reality | Retail Brands | Online Engagement and Offline Engagement | Artificial Intelligence Embedded Mixed Reality Apps | N/A | 2021 | (Sung et al., 2021) |
| 48 | The role consumer-consumer interaction and consumer-brand interaction in driving consumer brand | Smartphone Brand Pages | Online Social Media Engagement | Facebook | Malaysia | 2021 | (Cheung et al., 2021) |

| Sr. No. | Studies | Engagement Objects | Engagement Media Platform | | Regions of Study | Year of Publication | Citations |
|---------|---|---------------------------------|--------------------------------|----------------------|------------------|---------------------|------------------------|
| | | | Main Media Platforms | Sub Media Platforms | | | |
| | engagement and behavioral intentions | | | | | | |
| 49 | Certainty in language increases consumer engagement on social media | Brands | Online Social Media Engagement | Facebook and Twitter | N/A | 2021 | (Pezzuti et al., 2021) |
| 50 | Differential effect of firm generated content on consumer digital engagement and firm performance: An outside-in perspective. | Service Sector (Movie industry) | Online Social Media Engagement | Sina Weibo | China | 2021 | (Cheng et al., 2021) |
| 51 | Consumer engagement in social media brand communities: a literature review | Online Communities | Online Engagement | N/A | N/A | 2022 | (Santos et al., 2022) |

234 **Source:** Authors' Own Compilation

235 It is apparent from Table 4 that most ($n_1=15$) of the studies used "brands" as
236 consumer engagement objects. The service sector is also a widely studied engagement
237 object ($n_2=12$). Retail ($n_3=6$), health care ($n_4=3$), banking ($n_5=2$), and hotel and
238 restaurant ($n_6=2$) brands were prominently studied for consumer engagement. Most
239 studies ($n_7=25$) focused on consumers' online social media engagement with
240 engagement objects, followed by offline and online engagement.

241 Facebook was the most preferred online engagement platform for studying
242 consumer engagement, along with Twitter, Instagram, Myspace, Friendster, VibraTrain,
243 and other social media platforms. Most studies on consumer online social media
244 engagement were conducted in the United States. Other regions where studies were
245 undertaken primarily were Australia, Spain, Europe, India, Sri Lanka, the UK, Ghana,
246 etc.

247 Advancements in internet technologies and an increased base of smartphone users
248 provided enormous opportunities for business organizations to shape their marketing
249 strategies. Social media is the best advertising platform to attract potential customers.
250 Consumers' interactions with brands, retailers, organizations, and other consumers on
251 social media platforms provided an additional opportunity for the online retailing
252 industry to flourish. Online presence may be the possible cause of more studies being
253 focused on consumers' online social media engagement.

254

255 **Methodological Trends**

256 This section provides detailed information on methodological trends followed by
257 the researchers in previous studies on consumer engagement. Table 5 presents the
258 sample size, sampling techniques, and statistical tools used for the studies. It also
259 provides a clear picture of the used hypothesis and explicitly stated conceptual
260 frameworks.

261 **Table 5** *Methodological Trends*

262

| Citations | Hypothesis Developed | Widely Used Methodologies | | |
|-----------------------------|----------------------|---|-----------------------|---|
| | | Explicitly Stated Conceptual Frameworks | Sample Sizes | Sampling Techniques and Statistical Tools |
| (Etgar, 2008) | No | No | N/A | Qualitative study design |
| (Bowden, 2009) | Yes | Yes | N/A | Qualitative study design |
| (Van Doorn et al., 2010) | No | Yes | N/A | Qualitative study design |
| (Chu & Kim, 2011) | Yes | Yes | 363 Students | 7-point Likert's Scale, Semantic Differential Scale, and others |
| (Vivek et al., 2012) | Yes | Yes | 27 Executives | Convenience and snowball Sampling, Qualitative study design |
| (Gummerus et al., 2012) | Yes | Yes | 276 Community Members | Scales from previous literature, Factor Analysis |
| (Brodie et al., 2013) | No | No | 6 Community Members | Netnographic Method, Qualitative study design |
| (Wan-Hsiu & Linjuan, 2013) | Yes | No | 280 Facebook Users | Online Survey, Measurement tools from previous studies |
| (Bitter et al., 2014) | Yes | Yes | 358 Facebook Users | Convenience and Snowball Sampling, 7-point Likert's Scale, and Structural Equation Modelling using SmartPLS 2.0 |
| (Claffey & Brady, 2014) | Yes | Yes | 308 | Structural Equation Modelling |
| (Dessart et al., 2015) | No | Yes | 21 Community Members | Qualitative Methodology |
| (Simon et al., 2016) | Yes | Yes | 460 Facebook Users | Quota Sampling, Confirmatory Factor Analysis |
| (Fernandes & Esteves, 2016) | Yes | No | 516 | Convenience Sampling, Multi-Dimensional, and 7-point Likert's scales |

| Citations | Hypothesis Developed | Explicitly Stated Conceptual Frameworks | Sample Sizes | Sampling Techniques and Statistical Tools |
|------------------------------|-----------------------------|--|---------------------------------|--|
| (Leckie et al., 2016) | Yes | Yes | 502 Mobile Phone Users | Multi-item 7- Point Continuum Scale, Structural Equation Modelling |
| (Barger et al., 2016) | No | No | N/A | Review Paper |
| (Schultz, 2017) | Yes | Yes | 13 Retail Brands | Qualitative study design |
| (Harrigan et al., 2018) | Yes | Yes | 495 Social Media Users | Partial Least Square-Structural Equation Modelling |
| (Pansari & Kumar, 2017) | Yes | Yes | N/A | Qualitative study design |
| (Bianchi & Andrews, 2018) | Yes | Yes | 186 Facebook Users | Structural Equation Modelling |
| (Alvarez-Milan et al., 2018) | No | No | 34 Managers | Structural Equation Modelling |
| (Heinonen, 2018) | No | No | 243 Community Members | Abductive Research Approach |
| (Kosiba et al., 2018) | Yes | Yes | 365 Bank Users | Structural Equation Modelling |
| (Islam et al., 2018) | Yes | Yes | 443 Students | 7-point Likert's Scale and Structural Equation Modelling |
| (Carlson et al., 2018) | Yes | Yes | 654 Facebook Users | Partial Least Square-Structural Equation Modelling |
| (Moliner et al., 2018) | Yes | Yes | 225 Managers/ 1125 Customers | 5-points Likert's Scale |
| (Devereux et al., 2019) | No | No | 109 Retailers | One-way ANOVA test |
| (Islam et al., 2019) | Yes | Yes | 395 | Likert's Scale, Confirmatory Factor Analysis, Cronbach Alpha |
| (Adhikari & Panda, 2019) | Yes | Yes | 417 Car Users | Structural Equation Modelling |

| Citations | Hypothesis Developed | Explicitly Stated Conceptual Frameworks | Sample Sizes | Sampling Techniques and Statistical Tools |
|---|-----------------------------|--|--------------------------------|---|
| (Read et al., 2019) | Yes | Yes | 400 Twitter Users | Measurement Scales from Previous Literature |
| (Marbach et al., 2019) | Yes | Yes | 559 Community Members | Structural Equation Model, Confirmatory Factor Analysis |
| (Mishra, 2019) | Yes | Yes | 509 Social Media Users | Structural Equation Modelling |
| (De-Silva, 2019) | Yes | Yes | 327 Students | 5-Point Likert's Scale, Structural Equation Modelling, Cronbach Alpha |
| (Itani et al., 2019) | Yes | Yes | 397 Restaurants users | Convenience Sampling, Two Set Approaches using AMOS 22 Software |
| (Dessart & Pitardi, 2019) | No | Yes | 4 Videos' Observations | Natnographic Qualitative Study |
| (Barari et al., 2020) | Yes | Yes | 184 Publications | Meta-Analysis |
| (Bilro & Loureiro, 2020) | Yes | Yes | 41 Papers | Review Paper |
| (Glavee-Geo et al., 2019) | Yes | Yes | 595 Students | 7 Point Likert's Scale, PLS Method |
| (Chu et al., 2020) | Yes | Yes | 153 Movies | Ordinary Least Square Regression Model |
| (MorganThomas et al., 2020) | No | No | 23 | Qualitative study design |
| (Chu et al., 2020) | Yes | Yes | 421 and 482 Social Media Users | 10-Point Scale for CE, Cronbach Alpha |
| (Ornelas Sanchez & Vera Martinez, 2020) | Yes | Yes | 128 Respondents | Convenience Sampling, Scale of CE |

| Citations | Hypothesis Developed | Explicitly Stated Conceptual Frameworks | Sample Sizes | Sampling Techniques and Statistical Tools |
|---------------------------|----------------------|---|-------------------------|---|
| (Black et al., 2021) | Yes | Yes | 331 Health Club Members | Confirmatory Factor Analysis, Structural Equation Modelling |
| (Ting et al., 2021) | Yes | Yes | 400 Facebook Users | 5-point Likert's Scale, Pearson Correlation Coefficient, and Cronbach Alpha |
| (Arghashi & Yuksel, 2021) | Yes | Yes | 350 App Users | Structural Equation Model tested using AMOS 24 Software |
| (Deng et al., 2021) | Yes | Yes | 104 Brand Page | Natural Logarithmic Transformation |
| (Nadeem et al., 2021) | Yes | Yes | 485 Facebook Users | Convenience Sampling, Confirmatory Factor Analysis, and Exploratory Factor Analysis |
| (Sung et al., 2021) | Yes | Yes | 251 Retail Shop Users | Partial Least Square-Structural Equation Modelling |
| (Cheung et al., 2021) | Yes | Yes | 315 Facebook Users | 7 Point Likert's Scale, Partial Least Square-Structural Equation Modelling |
| (Pezzuti et al., 2021) | Yes | Yes | N/A | Qualitative study design |
| (Cheng et al., 2021) | Yes | Yes | 285 Movies | Quantitative relation content analysis |
| (Santos et al., 2022) | No | No | N/A | Review Paper |
| Total (Yes/No) | (40/11) | (41/10) | | |

264 It is clear from Table 5 that out of 51 studies, the hypothesis had been proposed by
265 40 studies, whereas 41 studies provided conceptual frameworks. In earlier studies, the
266 qualitative research design was primarily used. The researchers widely used the
267 convenience sampling method to select respondents. Most studies used the Likert-type
268 scale (5-point and 7-point continuum) to measure responses. Many researchers
269 preferred Structured Equation Modelling (SEM) to analyze the relationship and impact
270 of antecedents of consumer engagement on consumer engagement. In most studies, the
271 Cronbach Alpha reliability test was preferred to check the reliability of the
272 constructs/measuring instruments. Some of the studies also used exploratory factor
273 analysis and confirmatory factor analysis. Previous articles have demonstrated various
274 sample sizes used to collect the data.

275 As previous studies discussed different factors of consumer engagement, it
276 becomes essential to perform exploratory and confirmatory factor analysis. Conceptual
277 models are the skeletal structures representing the causal relationship between the
278 independent, mediating, and dependent variables. So, most studies preferred using
279 structural equation modeling to test the hypothesis-based conceptual
280 models/frameworks. Structural equation modeling is a sophisticated statistical
281 technique for testing and evaluating causal relationships between multiple variables in
282 the form of a structural model (Fan et al., 2016).

283

284 **Conceptual Frameworks Used**

285 A conceptual framework organizes the concepts selected for investigation and
286 determines their possible relationships formed as a skeletal structure (Eisenhart, 1991).
287 Small individual concepts are combined to create conceptual frameworks for a broader
288 map of potential relationships, similar to the inductive process (Imenda, 2014). This
289 section contains information on pertinent conceptual frameworks of consumer
290 engagement. These conceptual frameworks are used to deduct the antecedents and
291 typology of consumer engagement.

292 Table 6 presents the antecedents/independent factors, mediating variables, and
293 dependent variables identified in various studies in a structured format. Antecedents are
294 the essential drivers or factors that impact the dependent variable. Mediating variables
295 help establish relationships between antecedents and dependent variables. Most of the
296 studies tried to find out the relationship between antecedents of consumer engagement
297 and consumer engagement.

298 Consumer engagement typology is a list of terms used to study consumer
299 engagement (Dependent variable). These terms have been drawn from Table 6 and are
300 listed below:

301 1. Consumer brand engagement

- 302 2. Consumer digital engagement
- 303 3. Consumer engagement behavior
- 304 4. Consumer engagement with brands
- 305 5. Customer engagement
- 306 6. Customer engagement behavior
- 307 7. Engagement and
- 308 8. Online customer engagement

309 **Table 6** *Conceptual Frameworks used by the Selected Studies*

| Antecedents/Independent Variables | Mediating Variables | Dependent Variables | Citations |
|---|---|---|--------------------------|
| 1) Customer-based (Satisfaction, Trust, Identity, Consumption goals, Resources, Perceived cost), 2) Firm based (Brand characteristics, Firm reputation, Firm size, Firm information usage, Industry), 3) Context-based (Competitive factors, PEST) | Consumer engagement behavior | Consequences (Customer based, firm-based, others) | (Van Doorn et al., 2010) |
| 1) Involvement 2) Customer participation | Consumer engagement | 1) Value 2) Trust 3) Affective Commitment 4) Word of Mouth 5) Loyalty | (Vivek et al., 2012) |
| 1) Engagement behaviors (Community and transaction) | Perceived benefits (Social, Entertainment, and Economic) | Outcome (Satisfaction and Loyalty) | (Gummerus et al., 2012) |
| 1) Attitude 2) Perceived behavioral control 3) Subjective norms | Interacting with friends: 1) Trust in Facebook 2) Information privacy concerns 3) Age 4) Gender | Consumer engagement behavior | (Bitter et al., 2014) |
| Online environmental stimuli | N/A | Consumer engagement (Cognitive appraisal, Emotions, Affective commitment) | (Claffey & Brady, 2014) |
| External social forces (Social demonstration of brands and number of fans) and Internal personal forces | 1) Consumer brand identification, 2) Self-image enhancement value | Brand community engagement | (Simon et al., 2016) |

| Antecedents/Independent Variables | Mediating Variables | Dependent Variables | Citations |
|--|---|--|---------------------------|
| 1) Involvement, 2) Participation, 3) Self-expressive brand | Three dimensions of Consumer Brand Engagement (Cognitive, affection, and activation) | Brand loyalty | (Leckie et al., 2016) |
| 1) Vividness 2) Interactivity 3) Content type 4) Top position and 5) Weekdays | N/A | 1) Likes 2) Comments 3) Shares | (Schultz, 2017) |
| Consumer involvement | Consumer engagement (Cognitive, emotional, and behavioral) | 1) Self-brand connection 2) Brand usage intent | (Harrigan et al., 2018) |
| Satisfaction and emotions | Convenience, nature of the firm (B2B and B2C), Types of industry (Service or Product), Value of the brand (Low or high), Level of involvement (Low or High) | Benefits of consumer engagement | (Pansari & Kumar, 2017) |
| 1) Perceived usefulness 2) Compatibility 3) Enjoyment 4) Credibility 5) Peer communication | Consumer attitude | Consumer engagement with retail brands | (Bianchi & Andrews, 2018) |
| Trustworthiness | Customer engagement | Brand loyalty Intentions | (Kosiba et al., 2018) |
| Service quality | Gender role | Consumer engagement | (Islam et al., 2018) |
| Environmental stimuli | Virtual customer experience | Customer engagement behavior | (Carlson et al., 2018) |
| 1) Customer engagement with the bank 2) customer self-brand connection | N/A | Self-advocacy and financial performance | (Moliner et al., 2018) |

| Antecedents/Independent Variables | Mediating Variables | Dependent Variables | Citations |
|--|--|--|---------------------------|
| 1) Self-brand image congruity 2) Value congruity | N/A | Consumer engagement | (Islam et al., 2019) |
| 1) Brand interactivity 2) Consumer involvement 3) Self-brand image congruity | Consumer brand engagement | Brand loyalty | (Adhikari & Panda, 2019) |
| 1) Brand customer service 2) Brand interactivity 3) brand Intimacy | Consumer engagement | Co-Promotion | (Read et al., 2019) |
| Personality traits (Extraversion, Agreeableness, Conscientiousness, Openness to experience, Neuroticism, Altruism) | Online consumer engagement | Social value and aesthetic value | (Marbach et al., 2019) |
| 1) Social media marketing efforts 2) Online interaction propensity | 1) Consumption 2) Creation 3) Contribution | 1) Overall brand equity 2) Purchase intentions | (Mishra, 2019) |
| 1) Information motive 2) Entertainment motive 3) Remuneration motive 4) Social interaction motive and 5) Personal identity motive | Consumer engagement | 1) Facebook brand pages trust 2) FBP commitment | (De-Silva, 2019) |
| 1) Customer perceived value 2) Relationship quality | N/A | Consumer engagement | (Itani et al., 2019) |
| Brand story plot | N/A | Three dimensions of Consumer engagement (Cognitive, Affective, Behavioral) | (Dessart & Pitardi, 2019) |
| 1) Organic pathways (Perceived value and perceived quality) 2) Promoted pathways (Functional initiative and Experimental initiative) | Satisfaction, trust, and commitment | Consumer engagement | (Barari et al., 2020) |
| Consumer engagement typology | Consumer interactivity | Benefits of consumer engagement | (Bilro & Loureiro, 2020) |

| Antecedents/Independent Variables | Mediating Variables | Dependent Variables | Citations |
|--|----------------------------------|--|---|
| 1) Marketing message, 2) Consumer engagement behavior | N/A | Economic performance | (Chu et al., 2020) |
| 1) Attitude towards CSR 2) Peer communication 3) Opinion leader 4) Opinion seeker | eWOM Intentions | Consumer engagement with CSR communication in social media | (Chu et al., 2020) |
| 1) Firm-specific consumer education, 2) Market-related education | N/A | Product and brand engagement | (Ornelas Sanchez & Vera Martinez, 2020) |
| Consumer engagement | N/A | Brand loyalty and social interactivity | (Ting et al., 2021) |
| 1) Interactivity 2) Inspiration | 1) Flow 2) Attitude and 3) Trust | Engagement | (Arghashi & Yuksel, 2021) |
| 1) Emotionality 2) Complexity 3) Informality | N/A | Engagement | (Deng et al., 2021) |
| Experiential value construct (1) Cognitive value 2) Hedonic value 3) Social value and 4) Ethical value | Consumer engagement | 1) Satisfaction 2) Brand loyalty | (Nadeem et al., 2021) |
| Stimulus (AI and MR) | Organism (Consumer engagement) | Response (Behavior intentions and purchase intentions) | (Sung et al., 2021) |

| Antecedents/Independent Variables | Mediating Variables | Dependent Variables | Citations |
|--|---|---|------------------------|
| 1) Consumer-consumer interaction 2) Consumer-brand interaction | Consumer engagement (Cognitive, affective, emotional) | 1) Ongoing search behavior 2) Repurchase intentions | (Cheung et al., 2021) |
| Certainty of Messages on media platforms | Perceptions of Brand Powers | Consumer engagement | (Pezzuti et al., 2021) |
| Firm-generated content (Informative and emotional) | Mediating effect of consumer digital engagement (Likes, comments, and shares) | Firm performance (Box Office) | (Cheng et al., 2021) |

310 **Source:** Authors' Own Compilation

The frameworks above identify several important antecedents of consumer engagement, including attitudes towards brands, brand interactivity, brand intimacy, consumer involvement, customer participation, customer perceived value, peer communication, personality traits, self-brand image congruity, service quality, social media marketing efforts, and subjective norms. We recorded all these antecedents using Microsoft Excel.

Some identified mediating variables were age, gender, attitude, involvement, satisfaction, trust, commitment, intentions, perceptions, etc. However, some studies also used mediating variables as independent variables.

DIRECTIONS FOR FUTURE RESEARCH

In response to various studies on the antecedents and conceptual frameworks of consumer engagement, we systematically reviewed the literature to offer future directions for researchers.

Theoretical Implications

Considering the elements of the TCCM (Theory, Context, Construct, and Methodology) framework (Paul & Rosado-Serrano, 2019), this section provides future research directions on the context of studies, methodologies, and constructs related to consumer engagement.

1. Context to be Studied:

From investigated contexts, we observed that most of the articles studied consumer engagement with brands considering brands as an engagement object (Carlson et al., 2018; Chu & Kim, 2011; Mishra, 2019; Read et al., 2019; Simon et al., 2016; Vivek et al., 2012; Wan-Hsiu & Linjuan, 2013). Health care, fitness, tourism, banking, hotel, and restaurant service brands as engagement objects were studied in the context of CE (Bowden, 2009; Brodie et al., 2013; Fernandes & Esteves, 2016; Harrigan et al., 2018; Itani et al., 2019; Moliner et al., 2018). Various studies specifically mentioned Retail brands and firms as important engagement objects (Bianchi & Andrews, 2018; Devereux et al., 2019; Fernandes & Esteves, 2016; Schultz, 2017; Sung et al., 2021). However, most of the studies are not specific about the names of the brands, the nature of the brands, and the types of the brands. We firmly suggest conducting more studies on different brands, products, and service categories.

A large number of articles focused on consumers' online engagement or online social media engagement with brands. Studies considered Facebook as an essential platform where consumers engage (Bianchi and Andrew, 2018; Bitter et al., 2014; Cheung et al., 2021; Gummerus et al., 2012; Islam et al., 2018; Mishra, 2019; Simon et

al., 2016; Ting et al., 2021). We encourage researchers to consider other social media platforms and online applications for their research studies. We also suggest conducting studies on small retail firms and brands using online and offline engagement platforms. Comparative studies of different online engagement platforms (Facebook, Twitter, Instagram, YouTube, WhatsApp, Reddit, etc.) for the same brands should be performed. Country-specific platforms that consumers are using can be considered in future research. We strongly recommend conducting more studies on consumers of African, Asian, and Latin American regions.

2. Constructs to be Studied:

As per the constructs, the review acknowledges the effortful work of researchers on different constructs to establish the relationships among various antecedents of CE. The constructs of antecedents of consumer engagement, like attitude, brand interactivity, brand loyalty, consumer engagement, customer engagement, consumer involvement, customer participation, personality, satisfaction, service quality, and self-brand congruity, were widely used. In Consumer Engagement, we suggest researchers study and develop additional constructs like customer marketing orientation, retail reinvention, promotion strength, sustainable retailing, etc.

3. Methodologies for Future Research:

Analysis of the methodological domain of consumer engagement studies suggests that the initial studies used a qualitative investigation to study the field (Bowden, 2009; Etgar, 2008; VanDoorn et al., 2009), while later studies preferred collecting quantitative data from the respondents by taking different sample sizes (Bitter et al., 2014; Fernandes & Esteves, 2016; Harrigan et al., 2018; Leckie et al., 2016; Moliner et al., 2018; Simon et al., 2016). Likert's type scale was considered the most appropriate measurement tool for measuring the constructs related to consumer engagement. Hypothesis-based structure equation modeling was used in most studies to analyze the impact of antecedents of consumer engagement on consumer engagement. Additionally, it is crucial to thoroughly identify mediating variables and their moderating effect on customer engagement. However, the researchers did not adequately state sample size selection criteria and sampling techniques in most studies. A precise approach to sampling procedures and data collection methods is required.

4. Practical Implications

Based on the identified antecedents of consumer engagement from reviewed studies, we propose possible antecedents of consumer engagement that researchers can

appropriately study in the context of retail businesses in the future. Many antecedents of consumer engagement identified from the literature reviewed pointed to the same phenomenon /concept /construct and were combined. Authors subjectively framed the final consolidated list of antecedents of consumer engagement in three stages. In the first stage, identified antecedents and their general description from selected literature were noted in a tabular form. During the second stage, the antecedents conveyed similar meanings as per their description put under a common and standard head. At this stage, researchers referred to academic and industrial expert opinions for combining antecedents. With expert advice, the obtained list was again revised. Researchers finally determined 13 antecedents/independent variables to propose a conceptual consumer engagement model with retail businesses.

The authors also proposed two additional antecedents through their ideas and conceptual understanding. Table 7 represents proposed antecedents of consumer engagement with retail businesses.

Table 7 *Proposed Antecedents of Consumer Engagement with Retail Businesses*

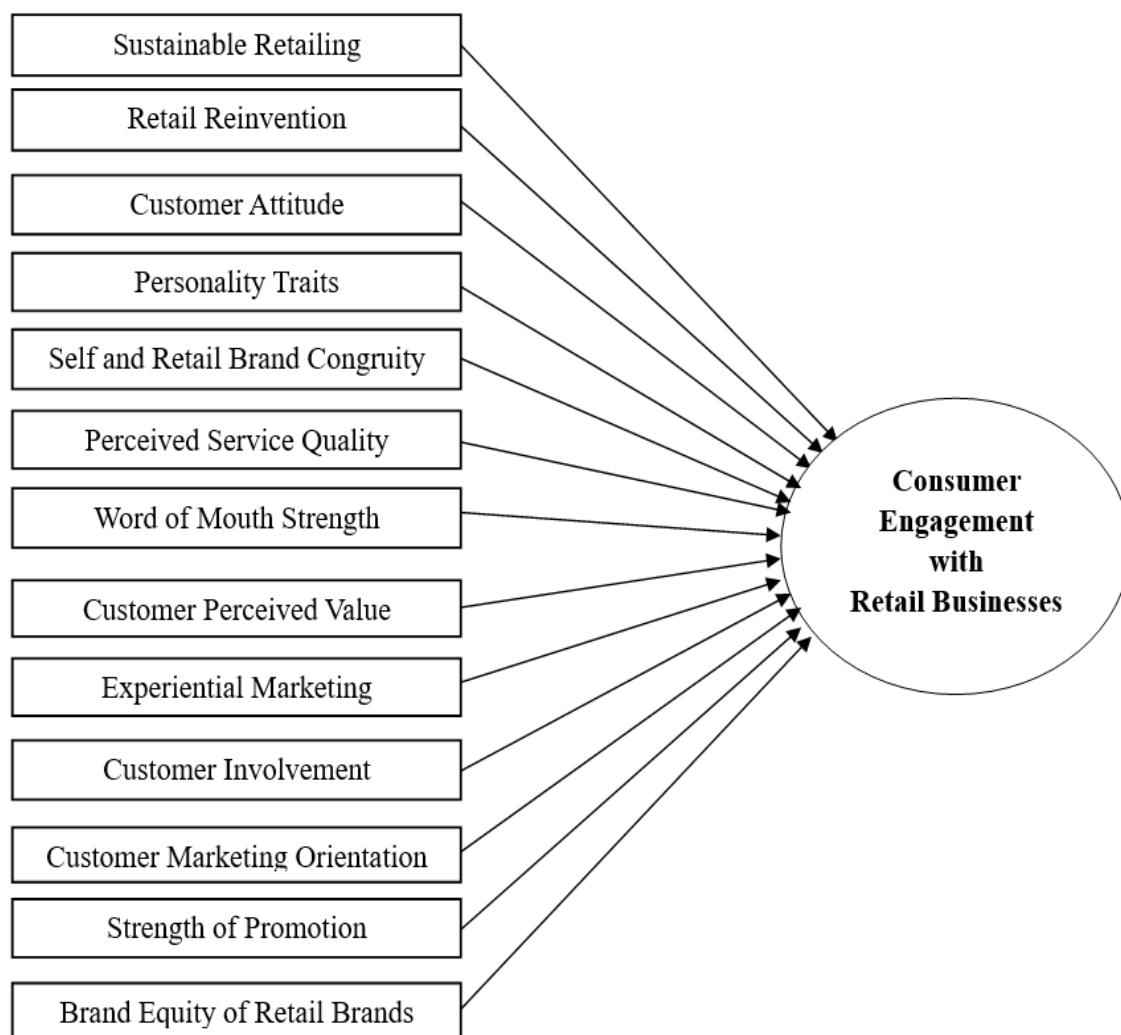
| Citations | Sr. No. | Proposed Antecedents | Dependent Variable |
|---|---------|---|--|
| (Authors' contribution) | 1) | Sustainable Retailing | |
| (Authors' contribution) | 2) | Retail Reinvention | |
| (Bitter et al., 2014; Chu et al., 2020; Deng et al., 2021; Pansari & Kumar, 2017) | 3) | Consumers' attitude towards retail businesses | |
| (Marbach et al., 2019; Mishra, 2019) | 4) | Personality Traits of Consumers | |
| (Adhikari & Panda, 2019; Islam et al., 2018; Leckie et al., 2016; Simon et al., 2016) | 5) | Self and retail brand congruity | |
| (Barari et al., 2020; Islam et al., 2019; Itani et al., 2019; Read et al., 2019;) | 6) | Retail brands' perceived service quality | Consumer engagement with retail Businesses |
| (Bianchi & Andrews, 2018; Cheung et al., 2021) | 7) | Word of mouth (WOM) strength | |
| (Barari et al., 2020; Bianchi & Andrews, 2018; Itani et al., 2019) | 8) | Customer perceived value | |
| (Barari et al., 2020; De-Silva, 2019) | 9) | Experiential marketing by retail brands | |
| (Harrigan et al., 2018; Vivek et al., 2012) | 10) | Consumer involvement | |
| (Adhikari & Panda, 2019; Arghashi & Yuksel, 2021; Cheung et al., 2021; Read et al., 2019) | 11) | Customer marketing orientation | |
| (Cheung et al., 2021; De-Silva, 2019; Ornelas Sanchez & Vera Martinez, 2020) | 12) | Strength of promotion of retail brands | |
| (Read et al., 2019; VanDoorn et al., 2010) | 13) | Brand equity of retail brands | |

Source: Authors' Own Contribution

Sustainability in retailing is gaining acceptance worldwide. Retailers were found to cope with social, economic, and environmentally sustainable agendas (Jones et al., 2005). Retailers were committed to waste reduction, recycling, fair and ethical trading, skills and training of employees, energy and water conservation, etc. (Jones & Comfort, 2005). Such efforts from retailers and brands can drive consumer engagement with brands. So, Sustainable retailing can be a possible antecedent of consumer engagement. We proposed retail reinvention as the second antecedent of consumer engagement. Due to the changing marketing environment, digitalization, the COVID-19 pandemic, and

consumer preferences, retailers (Small retailers) are progressively reinventing themselves. Thus, retail reinvention can also be studied as an antecedent of consumer engagement. We motivate researchers to consider these antecedents for future studies to work on. Figure 3 presents the proposed conceptual framework.

Figure 3 *Proposed Conceptual Framework of Consumer Engagement with Retail Businesses*



Source: Authors' suggested framework based on citations provided in Table 7

As identified antecedents were subjectively combined to propose the conceptual framework for consumer engagement with retail businesses, we further suggested performing exploratory and confirmatory factor analysis to significantly define the antecedents of consumer engagement in the context of retail.

LIMITATIONS OF THE STUDY

The authors clarify that their attempt at a systematic review of consumer engagement cannot be fully comprehensive as the analysis is limited to the articles published from 2008 to 2022. Also, the authors used only the Google Scholar database to download the research articles due to the lack of institutional and funding support for accessing Scopus and Web of Science databases. The authors critically reviewed the previous studies without any analysis software. Therefore, it is possible to consider the results of this review-based study as exploratory. Hopefully, this systematic review will generate interest in the subject field for the future and act as a standard point for the researchers.

CONCLUSIONS

This review article can act as a roadmap in the subject area to explore antecedents, different contextual settings, methodological techniques, and conceptual frameworks of consumer engagement. The present review on consumer engagement explored the conceptual frameworks and methodologies that provide insights into the factors/antecedents of consumer engagement with retail businesses. We can infer from the findings that the field area of consumer engagement is vast, and there is a great need for more research. The number of authors contributing to consumer engagement has dramatically increased in recent years. The findings also indicated that most existing studies focused on consumers' engagement with brands, services, and retail. Facebook was found to be the most preferred online platform for engaging. As per contextual settings, we suggested conducting more studies considering offline and online engagement media platforms through which consumers engage. The findings also indicated that consumers prefer online social media platforms for engaging with brands due to advancements in internet technologies. Researchers must explore social media platforms like Instagram, Twitter, and Reddit in new studies.

As expected, many antecedents of consumer engagement from previous studies were identified in this review. Some significant proposed antecedents of consumer engagement with retail businesses were perceived service quality of retail outlets, customer perceived value, experiential marketing by retail businesses, the brand equity of retail brands, sustainable retailing, retail reinvention, customer attitude towards retail brands, etc. Findings indicated a huge potential to introduce new antecedents, models, and conceptual frameworks in the future based on a systematic investigation. Consumer-centric regions of Asia, Africa, and Europe can be studied for CE, which will help to build marketing strategies and develop brands. Retailing is the second largest and most highly competitive industry globally. So, the study recommends conducting

more empirical studies on consumer engagement with retail businesses and brands. As authors, we hope our work's outcome will motivate the researchers for future research in the subject field.

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