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# Consumer engagement in brand communities: a literature review

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## Abstract

With the prevalence of social media, a great deal of research has examined consumer engagement in brand communities. However, we lack a holistic understanding of the phenomena. The purpose of this paper is to provide a systematic review on consumer engagement in brand communities and present the current state of research. Based on our review of 133 articles, we first discuss the definition, nature, research patterns, and theoretical foundations. We then present an integrative framework to synthesize what is known and identify areas for future research.

Keywords: consumer engagement; social media; literature review; integrative framework.

## 1. Introduction

With the prevalence of social media, marketers are increasingly using social media brand communities to connect consumers and facilitate them to exchange product and brand information (Carlson, Rahman, Voola, & De Vries, 2018; Dwivedi et al., 2021). In the era of relational marketing, social media brand communities are vital and constitute strategic instruments to induce and nurture consumer-brand relationships (Coelho, Rita, & Santos, 2018; de Vries, Gensler, & Leeflang, 2012; Hudson & Thal, 2013; Kannan & Li, 2017). Consumers' active participation in social media brand communities helps to build brand trust, brand loyalty, and brand awareness (Bianchi & Andrews, 2018; de Valck, van Bruggen, & Wierenga, 2009; Habibi, Laroche, & Richard, 2014b; Zhang, Lu, Torres, & Chen, 2018). Engagement appears to be an important buzzword in today's business world (Grewal, Roggeveen, Sisodia, & Nordfalt, 2017; Merrilees, 2016).

Despite the considerable attention to the concept of engagement, the major challenge is a lack of consistent conceptualisation. The concept appears in diverse domains with foci,

such as brand (Hollebeek, 2012; Hollebeek, 2011; Hollebeek, Glynn, & Brodie, 2014; Hollebeek, Juric, & Tang, 2017a; Hollenbeck & Kaikati, 2012), organisation (Vivek, Beatty, & Morgan, 2012, 2014), community (Algesheimer, Dholakia, & Herrmann, 2005; Baldus, Voorhees, & Calantone, 2015; Coelho et al., 2018; Dessart, Veloutsou, & Morgan-Thomas, 2015, 2016), advertising (Calder, Malthouse, & Schaedel, 2009), online or social media engagement (Dessart, 2017; Dolan, Conduit, Fahy, & Goodman, 2016; Langaro, Rita, & Salgueiro, 2018; Paruthi & Kaur, 2017; Schivinski, Christodoulides, & Dabrowski, 2016), and even different subjects, such as consumer, customer, or user. In addition, prior literature review studies found that there is a multiplicity of subjects, contexts, conceptualisation, dimensionality and measures of the concept (Barger, Peltier, & Schultz, 2016; Eigeraam, Eelen, Lin, & Verlegh, 2018; Hollebeek et al., 2014; Liu, Lee, Liu, & Chen, 2018; Vivek et al., 2014).

Given the popularity of using brand communities to engage consumers, a literature review focusing on the two concepts – brand communities and engagement is needed to systematise and consolidate the existing knowledge. This paper aims to present a systematic literature review on consumer engagement in brand communities. A systematic approach will synthesise definitions and discuss the nature, research patterns, and theoretical foundations. We then propose an integrative framework to indicate avenues for future research by showing what we already know and what we do not know about consumer engagement in brand communities.

The rest of the paper is structured as follows. We begin by providing the definitions and concepts of consumer engagement in brand communities. We then describe the paper search approach and present the current state of research. Finally, we discuss the integrative framework and future research directions.

## 2. Definitions and concepts

### 2.1. Consumer engagement

Brodie et al.'s (2011) study is considered a pioneer in introducing the concept of engagement in the marketing literature. Since then, several studies and distinct approaches have emerged in the field, especially focused on the brand. Some studies addressed conceptualisation and scale development (Brodie, Ilic, Juric, & Hollebeek, 2013; Dessart, 2017; Dessart et al., 2015, 2016; Hollebeek et al., 2014), and many others focused on developing or testing models of antecedents and outcomes of consumer engagement in brand communities (Dessart, 2017; Habibi et al., 2014b; Laroche, Habibi, Richard, & Sankaranarayanan, 2012; Luo, Zhang, & Liu, 2015), adapting engagement in the community from brand engagement scales.

Regarding conceptualisation, various research streams have been followed. The study of Brodie et al. (2011) opened the line of conceptualising engagement as a psychological state of mind, comprising cognitive, emotional and behavioural aspects (Brodie et al., 2013; Dessart et al., 2015, 2016; Hollebeek, 2012; Hollebeek et al., 2014), to which other authors joined the social aspect (Vivek et al., 2014). A second line emerged based on intrinsic motivation to actively interact with brand-related elements in the brand community (Baldus et al., 2015; Hollebeek, Srivastava, & Chen, 2016). In parallel, another research stream has been gaining recognition, defining consumer engagement in the brand community as a behaviour, focusing on consumer behavioural practices of interaction with brand-related elements (Dolan et al., 2016; Eigeraam et al., 2018; Muntinga, Moorman, & Smit, 2011; Van Doorn et al., 2010).

## 2.2. Brand Communities

The importance of brand communities as Relationship Marketing tools is well expressed in the related literature (Coelho et al., 2018; de Vries et al., 2012; Hudson & Thal, 2013; Kannan & Li, 2017). Engagement reflects a broader idea of consumer-brand interaction, having the potential to embody the current scenario of complex relationships based on social media (Dwivedi et al., 2021; Graffigna & Gambetti, 2015) and supporting the creation, maintenance, and strengthening of consumer-brand bonds (Zaglia, 2013). Due to the technological capabilities of social media, brand communities are places where consumers and brands can meet each other as equals. On the one hand, these communities help marketers to develop consumer-brand connections to achieve firms' goals, such as brand trust, brand loyalty, brand awareness, and in the end, firms' profit (Bianchi & Andrews, 2018; de Valck, van Bruggen, & Wierenga, 2009; Habibi, Laroche, & Richard, 2014b; Zhang, Lu, Torres, & Chen, 2018). On the other hand, communities allow consumers to talk to the brand and between each other, to reduce information asymmetry between them and the brand, as well as creating feelings of connection and partnership with the brand and other participants in the community (Fournier & Alvarez, 2012; Hudson, Roth, Madden, & Hudson, 2015; Kannan & Li, 2017). Consumer engagement in these communities expresses the type and level of interaction to which consumers are willing to involve themselves.

## 3. Method

A descriptive approach was performed to aggregate prior findings in this domain and identify research patterns and supportive theories. A descriptive review is based on structured search methods to achieve a representative sample of articles addressing the construct (Paré et al., 2016). Systematicity provides grounded evidence of the current state of the investigation into this domain, allowing to have a deep understanding of its

body of knowledge (Ahmed et al., 2019). To ensure process transparency and consistent results, this review broadly followed the guidelines proposed by Templier and Paré (2015), which are compatible with former literature review guides for the information system field (Bandarra, Suraya, & Fielt, 2011; Kitchenham, 2004, 2007). The process suggests six steps: (1) formulating the problem, (2) searching the literature, (3) screening for inclusion, (4) assessing quality, (5) extracting data, and (6) analysing and synthesising data.

### 3.1. Problem formulation

This study aims to provide a descriptive overview of existing research on consumer engagement in brand communities, identifying: (1) different definitions, dimensions, and related operationalisations of the concept; (2) research patterns, expressed by causes and consequences and other factors involved, and the role of the concept in research models; (3) theories and paradigms supporting prior research.

Seven research questions were identified to guide this investigation:

RQ1: How did prior studies conceptualise consumer engagement in brand communities?

RQ2: Which were the dimensions considered in the conceptualisation of consumer engagement in brand communities?

RQ3: What were the contexts in which the concept has been addressed?

RQ4: What were the methodological approaches applied in previous studies?

RQ5: How was consumer engagement in brand communities operationalised in research models (independent or dependent variable, mediator or moderator)?

RQ6: What were the critical factors related to consumer engagement in brand communities, such as causes, consequences, mediators, and moderators?

RQ7: What were the theories used to support previous studies?

### 3.2. Search process

Figure 1 describes the search process, which combined an automatic and a manual search (Kitchenham, 2007; Webster & Watson, 2002). The process began with the automated search, based on research keywords and conducted in two electronic databases, Scopus and Web of Science. The following combination of keywords was used in the electronic search: '(consumer OR customer) brand community engagement'. Given the broader range of focus described in this paper's previous sections, the topic was necessarily enlarged to ensure no relevant paper was missed. The identified articles were stored in the reference manager Mendeley to search for duplicates.

The search process in Scopus included the following criteria:

- Years: all years;
- Type of documents: journal articles and reviews;
- Subject area: Business, Management, and Accounting; Computer Science; Social Sciences; Economics, Econometrics, and Finance; Engineering; Decision Sciences; Psychology.

The search process in Web of Science included the following criteria:

- Years: all years;
- Indexes: SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH, ESCI, CCR-EXPANDED, IC;
- Type of documents: journal articles and reviews;
- Web of Science Categories: Business, Management, Communication, Telecommunications, Hospitality Leisure Sports Tourism, Economics, Information Science Library Science, Computers Science Information Systems, Computer Science Multidisciplinary Applications, Psychology Multidisciplinary, Psychology Experimental, Psychology Applied, Psychology Social, Multidisciplinary Sciences.

The manual search was approached in two stages to ensure that no relevant article was missed, especially articles from journals that frequently address the research topic (Boell & Cecez-Kecmanovic, 2015; Webster & Watson, 2002). First, a search was conducted in ten top journals in the Marketing, Information Systems, and Computer Science fields, specifically: Journal of Business Research, Journal of Interactive Marketing, Journal of Retailing and Consumer Services, Journal of Marketing Management, Journal of Product and Brand Management, Journal of Services Marketing, International Journal of Information Management, Computers in Human Behavior, Internet Research, and Electronic Commerce and Applications. These journals were chosen because of their major contributions to the body of knowledge for both concepts, brand community, and engagement (Senyo, Liu, & Effah, 2019; Webster & Watson, 2002). This step was followed by performing a complimentary search by a backward approach, reviewing the references of articles identified in previous steps, to find prior articles addressing the concept (Webster & Watson, 2002). After removing the repeated papers using the Mendeley application, three-hundred and seventy-one primary studies were found to match the topic.

### 3.3. Inclusion and exclusion criteria

According to the literature review process guidelines (Kitchenham, 2004, 2007; Templier & Paré, 2015), inclusion and exclusion criteria were applied, screening the articles identified in the search phase. The abstracts of all papers were read to apply the criteria that were discussed among authors, and the paper screening and consolidation were conducted by the first author. As the study was focused on brand communities, considering brands as commercial entities in nature, the exclusion criterion was based on specific cases. Accordingly, all studies focused on particular communities, such as crowdsourcing, the defence of causes, sports clubs, health, nutrition, senior communities, blogs, Business-to-Business (B2B), game, and discussion forums were eliminated. Given the specificity of foci of these communities, community creation motivated by special causes, such as crowdsourcing, or the amount of emotional capital involved in sport club communities or addiction situations in-game communities, makes them particular communities. Thus, the conceptualisation and operationalisation of constructs in these contexts are necessarily different from common brand communities. In total, 121 articles were excluded.

A more in-depth reading of the remaining articles was conducted to apply the inclusion criterion, which was based on including all the papers that effectively conceptualise or operationalise the idea of consumer engagement in the brand community. These papers included topics such as advertising, strategies, word-of-mouth, brand, and brand-related content. The papers referring to the first three topics were also eliminated. In the case of the last two topics, brand and brand-related content, the inclusion-exclusion process demanded a careful reading to identify the adequate papers for the topic of interest, since papers mentioned topics such as brand engagement, brand engagement in social media, social media content, and social media branded content. Given the large number of papers, it was decided to eliminate all the papers that did not explicitly identify consumer engagement in the brand community. At the end of this phase, one hundred and thirty-three primary studies remained for the analysis.

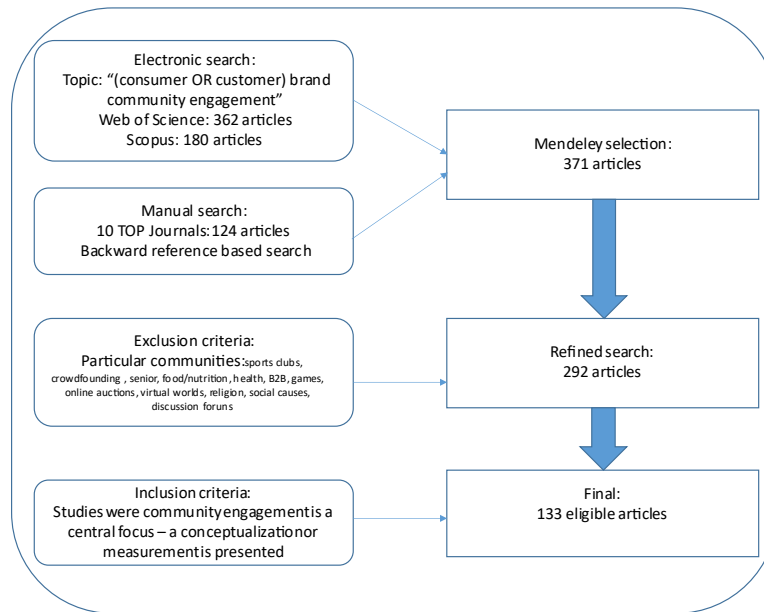


Figure 1 – Search process

### 3.4. Quality assessment

Since the use of peer-reviewed journals as data sources guarantees the quality of the studies obtained (Chan, Cheung, & Lee, 2017), no additional criteria were applied.

### 3.5. Data extraction

In order to prepare the analysis, data from 133 eligible articles were recorded in Microsoft Excel. The articles were classified according to the nature of the study, namely, conceptual, scale development, qualitative, netnographic, quantitative by content analysis, and quantitative by survey research. A spreadsheet for each study type was constructed, and related information was extracted, including the name of the article, publication year, authors, journal, consumer community engagement, theories applied, research domain, and social media context. In the case of quantitative studies, the following information was also registered: community engagement definition, dimensions, measurement scale, the role of the concept in the research, such as independent or dependent variable, mediator or moderator, and other variables involved in the model (tables in Appendix A-E).

### 3.6. Data analysis and synthesizing

Before analysing the content of the articles, some related data was organised to contextualise the information gathered. Table 1 presents the number of articles obtained in the ten journals referred to above (section 3.2). The 63 papers eligible for the study found in those journals represent 49% of all final articles used in this study.



Table 1 - Number of articles obtained in considered TOP journals

Journal	Initial articles	Articles eligible for the study
Computers in Human Behavior	15	11
Journal of Product and Brand Management	16	8
Journal of Business Research	16	7
International Journal of Information Management	12	7
Journal of Interactive Marketing	8	7
Journal of Marketing Management	12	6
Journal of Services Marketing	8	6
Internet Research	6	5
Electronic Commerce and Applications	6	5
Journal of Retailing and Consumer Services	11	3

Table 2 shows the number of articles eligible for the literature review, classified according to the nature of the study, which was identified according to their own authors' description. More than 70% of the articles presented a quantitative method, by content analysis (15%) or survey research (56%) approach.

Table 2 - Final number of papers eligible for the study

Paper type	Number of papers	Percentage of papers
Conceptual	8	6%
Scale development	6	5%
Qualitative research	12	9%
Netnography	6	5%
Qualitative + netnography	6	5%
Quantitative by content analysis	20	15%
Quantitative by Survey research	75	56%
Total	133	

Figure 2 shows the number of papers by type and publication year. During the gap observed in the graphic, between years 2005 and 2011, we can find some published studies addressing engagement but mainly focused on the brand (Gambetti & Graffigna, 2010; Sprott, Czellar, & Spangenberg, 2009; Van Doorn et al., 2010) or a specific media (Calder et al., 2009). Those studies were not eligible for the present study since their focus was not engagement in the community but brand engagement. The oldest study (Algesheimer et al., 2005) was applied in an offline context, and it is considered a pioneer

study in the brand community field, as several subsequent studies adopted its measurement scale of community engagement (Habibi et al., 2014b; Hartmann, Wiertz, & Arnould, 2015; Khang, Han, & Ki, 2014; Kumar & Nayak, 2018; Kuo & Feng, 2013; Laroche et al., 2012; Loureiro, Pires, & Kaufmann, 2015; Martínez-López, Anaya-Sánchez, Molinillo, Aguilar-Illescas, & Esteban-Millat, 2017). Studies published since 2011 were applied in the social media context. During the last five years, the publication of quantitative papers has increased.

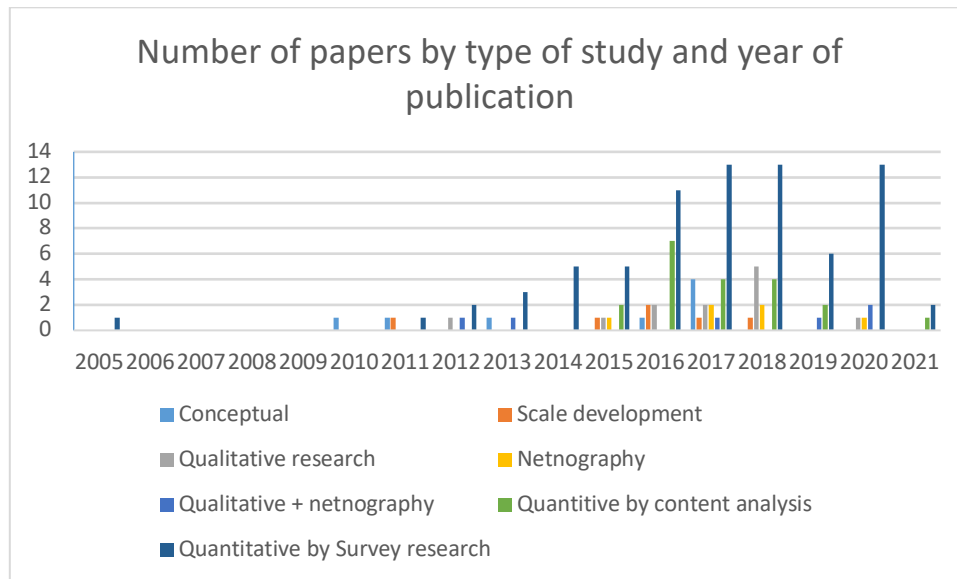


Figure 2 - Number of papers by type of study and year of publication

## 4. Results

As previously mentioned, a multiplicity of expressions was found to designate consumer engagement in the brand community, either with respect to the subject (community engagement, customer engagement, consumer engagement, and fan engagement) or the context (social media, social networks, online, and virtual).

### 4.1. Type of studies

This section shows the multiplicity of research according to the study type.

#### 4.1.1. Conceptual studies

Different conceptual papers were found (Appendix A), considering the subjects, consumer (Dolan et al., 2016), customer (Brodie et al., 2011; Kunz et al., 2017; Muñoz-Expósito, Oviedo-García, & Castellanos-Verdugo, 2017; Pansari & Kumar, 2016; Wirtz et al., 2013), and fan (Rosenthal & Brito, 2017). The context was also different, from communities in general (Brodie et al., 2011; Hatch & Schultz, 2010; Kunz et al., 2017; Pansari & Kumar, 2017), to online (Wirtz et al., 2013), virtual (Rosenthal & Brito, 2017),

or social media communities (Dolan et al., 2016), or even specific platforms as Twitter (Muñoz-Expósito et al., 2017). Different definitions of the topic were also presented, with some studies, proposing their definition (Brodie et al., 2011; Dolan et al., 2016), whereas others use definitions proposed by previous studies (Pansari & Kumar, 2017; Rosenthal & Brito, 2017). Most of the definitions of community engagement vary from a behavioural perspective (Dolan et al., 2016; Pansari & Kumar, 2017) to an attitudinal perspective (Brodie et al., 2011; Rosenthal & Brito, 2017). A behavioural perspective is based on consumer behaviour, going beyond transactions (Dolan et al., 2016; Pansari & Kumar, 2017), such as value co-creation practices (Kunz et al., 2017) or platform parameters (Muñoz-Expósito et al., 2017). The attitudinal perspective results from psychological states based on cognitive, emotional and behavioural aspects. A third conceptualisation of community engagement is based on the intrinsic motivations to actively interact with the brand on social media (Wirtz et al., 2013). These papers aim to elaborate on the process of engagement (Brodie et al., 2011; Rosenthal & Brito, 2017; Wirtz et al., 2013) or the role of community engagement as a consumer-brand relationship driver (Dolan et al., 2016; Kunz et al., 2017; Muñoz-Expósito et al., 2017; Pansari & Kumar, 2017). One paper elaborated on the influence of social media content on community engagement (Dolan et al., 2016).

#### *4.1.2. Scale development and validation studies*

Consistent with conceptual papers, studies presenting scale development and validation (Appendix B) propose consumer engagement in brand community definitions based on one dimension, behaviour (Eigeraam et al., 2018; Schivinski et al., 2016), or multidimensions, based on cognitive, emotional, behavioural and social aspects (Dessart et al., 2016; Paruthi & Kaur, 2017), or intrinsic motivations to interact (Baldus et al., 2015). Dessart et al.'s (2016) study was included despite the subject being designated by 'customer brand engagement'. As these authors explain, in social media brand communities, the foci of engagement are the brand and the community. So, their definition of brand engagement comprises both foci, 'the level of a customer's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in brand interactions' (Dessart et al., 2015, 2016).

Three studies, classified as quantitative approaches, also present a community engagement scale. The study by Algesheimer et al. (2005) presents the first definition of community engagement in marketing literature, and many authors have cited it since its publication. These authors defined community engagement based on 'consumers, intrinsic motivation to interact and collaborate with community members' (Algesheimer

et al., 2005, p. 21). The same situation happens with the study by Lee, Kim, & Kim (2011), which presented a scale focused on behaviour. Finally, the study by Habibi, Laroche, & Richard (2016) proposed a very diverse community engagement scale, based on value creation practices, reflecting consumers' attitude through the community.

#### *4.1.3. Qualitative and netnographic studies*

Authors resort to qualitative studies or netnography to gain a deeper understanding of phenomena in particular situations, such as to propose a conceptual definition or a measurement scale (Hollebeek, 2012; Vivek et al., 2012) or to identify the inherent dimensions of the concept (Dessart et al., 2015), or to adapt the current knowledge to a specific (Bowden, Conduit, Hollebeek, Luoma-aho, & Solem, 2017; Choi & Burnes, 2017; Coelho et al., 2018; Le, 2018; Marbach, Lages, & Nunan, 2016; Peeroo, Samy, & Jones, 2017; Pentina, Guilloux, Micu, & Pentina, 2018; Pongpaew, Speece, & Tiangsoongnern, 2017; Potdar, Joshi, Harish, Baskerville, & Wongthongtham, 2018; Ramadan, Farah, & Dukenjian, 2018; Roncha & Radclyffe-Thomas, 2016). In qualitative studies (Appendix C - table 1), the process of data collection was based on in-depth interviews with experts and in-depth interviews or focus groups with consumers. Some studies combined the qualitative process with netnography (Appendix C - table 2) to better understand the process of engagement and consumer responses to the specific context. These studies were applied to a single community (Brodie et al., 2013; Fujita, Harrigan, & Soutar, 2017; Lima, Irigaray, & Lourenco, 2019; Morgan-Thomas, Dessart, & Veloutsou, 2020; Rossolatos, 2020; Seraj, 2012). Studies applying just netnography (Appendix C - table 3) did not use such a narrow context since those authors observed more than one community belonging to the same industry (T. D. Le, 2018; Peeroo et al., 2017; Potdar et al., 2018; Skålen, Pace, & Cova, 2015; Uzunboylu, Melanthiou, & Papasolomou, 2020). In netnographic studies, community engagement was identified by consumer actions in Facebook (Le, 2018; Skålen et al., 2015) or Instagram (Uzunboylu et al., 2020) brand pages, or the type of content they produce or interact with (Brodie et al., 2013; Fujita et al., 2017; Hollebeek et al., 2017a; Peeroo et al., 2017; Potdar et al., 2018; Seraj, 2012).

#### *4.1.4. Quantitative studies*

Given the volume and the specificities of quantitative studies, these were divided into two groups: content analysis and survey research studies. As referred before, all studies restricted to one brand or one community were eliminated from this study, as their results do not allow for generalisation.

#### *4.1.4.1. Content analysis studies*

Content analysis comprehended the studies where data were collected by observing a research unit in the community (Appendix D). As verified above in other types of studies, also, in this case, the subject of engagement varies - customer, consumer, user, and brand page user. The unit of analysis was a post from a brand community or the page itself. Two studies were applied to Twitter (Ibrahim, Wang, & Bourne, 2017; Viswanathan, Malthouse, Maslowska, Hoornaert, & Van den Poel, 2018), two on different social media platforms (Oh, Roumani, Nwankpa, & Hu, 2017; Wu, Fan, & Zhao, 2018), two on Weibo, and the remaining others were applied to Facebook brand pages (Chen, Lin, Choi, & Hahm, 2015; Cooper, Stavros, & Dobeles, 2019a; Gutiérrez-Cillán, Camarero-Izquierdo, Carmen, & José-Cabezudo, 2017; Kang, Lu, Guo, & Li, 2021; Khan, Dongping, & Wahab, 2016; Lei, Pratt, & Wang, 2017; Noguti, 2016; Schultz, 2016; Schultz, 2017; Swenson, 2016; Tafesse, 2016; Wang, Qiao, & Peng, 2015). The studies applied to Facebook defined and measured engagement by consumer actions, such as the number of comments, likes and shares. The studies applied to Twitter used simple actions as tweets, or more subjective measures, such as sentiments expressed by users and text length. The role of consumer engagement in the model vary: from a cause, predicting how consumers treat brands (Chen et al., 2015; Swenson, 2016), users' brand-related sentiments (Ibrahim et al., 2017) or company' (Cooper et al., 2019; Yoon et al., 2018); to a consequence of customer experience (Tafesse, 2016; Wang et al., 2015), or the type of content (Lei et al., 2017; Noguti, 2016); or as a mediator between brand actions and product consumption (Viswanathan et al., 2018). Studies applied to various platforms showed differences in the engagement level (Oh et al., 2017) or engagement expressions (Geissinger & Laurell, 2016). Most of the studies were applied to just one industry, category of products, such as fashion (Geissinger & Laurell, 2016; Gutiérrez-Cillán et al., 2017), films (Oh et al., 2017), retail (Ibrahim et al., 2017; Schultz, 2016), television shows (Viswanathan et al., 2018), and hotels (Lin, Yang, Ma, & Huang, 2018), or community (Cooper et al., 2019; Noguti, 2016; Smith, 2019; Swenson, 2016; Wang et al., 2015).

#### *4.1.4.2. Survey research studies*

The data used in survey research studies represents the perceptions of individuals, consumers, customers or users of brand communities (Appendix E). The older study (Algesheimer et al., 2005) was applied within the offline context, as referred before. Many of the quantitative studies reported used the measurement scale developed in this study, reflecting engagement as a multidimensional construct based on cognitive, affective, and behavioural aspects (Dessart, Veloutsou, & Morgan-Thomas, 2020; Habibi et al., 2014b; Kumar & Kumar, 2020; Kuo & Feng, 2013; Laroche et al., 2012; Luo et al., 2015; Wang,

Liao, Zheng, & Li, 2019). Other authors, besides using a multidimensional scale, adopted measures from brand engagement (Carlson, Rahman, Rahman, Wyllie, & Voola, 2021; Ferreira & Zambaldi, 2019; Islam & Rahman, 2017; Islam & Rahman, 2016; Nguyen, Conduit, Lu, & Hill, 2016; Niedermeier, Albrecht, & Jahn, 2019; Cristian Nedu Osakwe, Boateng, Popa, Chovancová, & Soto-Acosta, 2016; Yuan, Lin, Filieri, Liu, & Zheng, 2020). In alignment with previously referred studies, consumer engagement in brand communities is also measured as behavioural engagement, reflecting the actions consumers perform in brand communities (Briggs, Yang, Harmon-Kizer, & Arnold, 2016; Fernandes & Castro, 2020; Hanson, Jiang, & Dahl, 2019; Kujur & Singh, 2019; Thai & Wang, 2020; Verhagen, Swen, Feldberg, & Merikivi, 2015a). Those studies adopted measures from previous ones applied to brand engagement on social media (Tsai & Men, 2013) or value co-creation practices (Muntinga et al., 2011; Schau, Muñiz, & Arnould, 2009). Other studies developed their measures adapted to the specific context in the same study or previous ones (Dessart, 2017; Habibi et al., 2016; Hall-Phillips, Park, Chung, Anaza, & Rathod, 2016; Osemeahon & Agoyi, 2020; Prentice, Wang, & Lin, 2020). Three of these studies are exploratory in nature, exploring cultural differences (Tsai & Men, 2014; Tsai & Men, 2013), or different motivations to engage (Kim & Drumwright, 2016). Considering the models explored in the reviewed articles, consumer engagement in brand communities was conceptualised as an outcome of environmental characteristics, perceived benefits (Verhagen et al., 2015a; Wang et al., 2019), nature of consumptive moments (Hartmann et al., 2015), firms strategies (Briggs et al., 2016), cultural values (Le & Duong, 2020) or motivational drivers of community participation (Claffey & Brady, 2017). Other authors studied the influence of consumer engagement in brand outcomes, such as trust (Habibi, Laroche, & Richard, 2014a; Kwon, Jung, Choi, & Kim, 2020), loyalty (Bowden & Mirzaei, 2021; Fernandes & Castro, 2020; Ha, 2018; Kumar & Nayak, 2018; Kumar, Singh, Chandwani, & Gupta, 2020; Osemeahon & Agoyi, 2020), word-of-mouth (Islam & Rahman, 2017; Naumann, Bowden, & Gabbott, 2020), and identification (Hall-Phillips et al., 2016); or community outcomes, such as commitment (Kuo & Feng, 2013; Luo et al., 2015), or participation (Martínez-López et al., 2017). Community engagement was also conceptualised as a moderator construct involved in models of consumer-community and consumer-brand relationships (Akrout et al., 2018; Habibi et al., 2014b; Kumar & Kumar, 2020). Regarding the method used for model estimation, studies were divided between structured equation covariance-based (SEM) or correlation-based (PLS-SEM) methods. Case studies were also included in the analysis (Gamboa & Gonçalves, 2014; Guo, Zhang, Kang, & Hu, 2017; He & Negahban, 2017; Hutter, Hautz, Dennhardt, & Füller, 2013; Lee, Han, & Suh, 2014; Nagaraj & Singh, 2018; Phua, Jin, & Kim, 2017; Willis & Wang, 2016).

## 4.2. Domain

This section shows the multiplicity of the operationalisations of the domain addressed.

### 4.2.1. *Conceptualisation, dimensionality, and context*

Consumer engagement in brand community definitions are based on three approaches: consumer motivation to interact with the community (Algesheimer et al., 2005; Baldus et al., 2015), consumer attitude towards the community (Dessart et al., 2016; Habibi et al., 2016; Paruthi & Kaur, 2017), and consumer practices within the community (Eigeraam et al., 2018; D. Lee et al., 2011; Schivinski et al., 2016) (Table 3).

The first approach initially proposed by Algesheimer et al. (2005) for the offline context and recently adapted to online environments by Baldus et al. (2015) is based on Uses and Gratification Theory (Blumler, 1979). Consumers' motives to engage are related to the benefits they expect to receive from participation in the community, resulting from the interaction with the brand and other participants. The study by Baldus et al. (2015) extends the uses-gratification perspective to the interactive environment, incorporating the idea of community engagement as a two-way communication channel. Like older published scales, a large number of quantitative studies were found using this approach to measure community engagement, mainly based on the study by Algesheimer et al. (2005).

Consumer attitude towards the community is a broader approach used to conceptualise community engagement, as it involves consumers' psychological state of mind based on cognitive, affective, and behavioural aspects (Dessart et al., 2016; Habibi et al., 2016; Paruthi & Kaur, 2017). The measurement scales developed by this approach reflect emotions, brand attention, and enthusiastic participation, factors not directly related to specific benefits coming from the brand. Just a few studies were found using the scales adopting this approach, as they were recently published. Nevertheless, some quantitative studies were found using an attitudinal operationalisation of community engagement, adapted from brand engagement measures. These conceptualisations developed by Vivek et al. (2014) and by Hollebeek et al. (2014) were adapted by some studies reflecting consumers interaction in brand communities (Islam et al., 2016; Islam, Rahman, & Hollebeek, 2017, 2018; Islam & Rahman, 2016; Nguyen et al., 2016; Osakwe, Boateng, Popa, Chovancová, & Soto-Acosta, 2016).

The last approach is based on consumer behaviour within the community. Joining Uses and Gratifications Theory and media uses (Blumler, 1979; Shao, 2009), authors developed engagement scales supported on consumers' activities (Eigeraam et al., 2018; D. Lee et al., 2011; Schivinski et al., 2016). Only a few studies based on self-

reported data and using these scales were found (Hall-Phillips et al., 2016; Kujur & Singh, 2019). Most quantitative studies reflecting behavioural engagement were performed by content analysis, measuring consumer actions by specific social media platform features, such as posts, likes, and comments on Facebook or tweets on Twitter.

Table 3 – Definition approaches

Approach	Authors	Definition	Studies adopting the definition
Consumer motivation	(Algesheimer, Dholakia, & Herrmann, 2005)	The consumer's intrinsic motivation to interact and cooperate with community members.	(Laroche, Habibi, Richard, & Sankaranarayanan, 2012) (Cheung, Zheng, & Lee, 2012) (Kuo & Feng, 2013) (Habibi, Laroche, & Richard, 2014) (Ray, Kim, & Morris, 2014) (Luo, Zhang, & Liu, 2015) (Verhagen, Swen, Feldberg, & Merikivi, 2015a) (Hartmann, Wiertz, & Arnould, 2015) (Loureiro, Pires, & Kaufmann, 2015) (Kang, Shin, & Gong, 2016) (Martínez-López, Anaya-Sánchez, Molinillo, Aguilar-Illescas, & Esteban-Millat, 2017) (Ha, 2018) (Kumar & Nayak, 2018)
	(Baldus, Voorhees, & Calantone, 2015)	The compelling, intrinsic motivations to continue interacting with an online brand community	(Časas, Palaima, & Mironidze, 2016) (Loureiro & Kaufmann, 2018) (Baldus, 2018)
Consumer attitude	(Dessart, Veloutsou, & Morgan-Thomas, 2016)	The level of a customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in brand interactions	(Dessart, 2017)
	(Habibi, Laroche, & Richard, 2016)	Engaging in value creation practices requires members to have strong feelings of brand community markers such as obligations to the community and shared consciousness,	



		creating a sense of meaning and identity for members	
	(Paruthi & Kaur, 2017)	Consumer psychological state of mind and intensity of awareness, affection, participation, and connection with the brand. It is characterised by consumer-specific interactive experiences with the brand.	
Consumer behaviour	(Lee, Kim, & Kim, 2011)	Participation intentions	(Hall-Phillips, Park, Chung, Anaza, & Rathod, 2016)
	(Schivinski, Christodoulides, & Dabrowski, 2016)	Consumer online brand-related activities - based on Muntinga, Moorman, & Smit (2011)	(Kujur & Singh, 2019)
	(Eigeraam, Eelen, Lin, & Verlegh, 2018)	Digital customer engagement practices	

#### 4.2.2. Role in conceptual models and related factors

Regarding the role of consumer engagement in the brand community in conceptual models, studies conceptualised it as an independent variable, dependent variable, mediator, or moderator. Models including the concept as a cause (Table 4), mainly identify brands' outcomes as consequences, such as word-of-mouth (Cheung, Zheng, & Lee, 2012; Lima et al., 2019; Loureiro & Kaufmann, 2018), loyalty (Baldus, 2018; Kuo & Feng, 2013; Luo et al., 2015), purchase intentions (Časas, Palaima, & Mironidze, 2016; Cheung et al., 2012; Lima et al., 2019), and brand attachment (Arya, Sethi, & Verma, 2018). Community commitment is largely used in these studies as a mediator between community engagement and brand outcomes. One study used consumer engagement in the community as a digital tool to manage a product-harm crisis (Yuan et al., 2020).

Table 4 – Consumer engagement as an independent variable

Consequences	Directly	Indirectly	Indirectly through	Measurement of engagement
Word-of-mouth and purchase intentions		(Cheung et al., 2012)	Community commitment	Behaviour
Purchase intentions		(Hutter et al., 2013)	Brand awareness, WOM	Attitude
Brand loyalty		(Kuo & Feng, 2013)	Perceived benefits and community commitment	Motives
Members' interaction and organizational innovation	(Lee et al., 2014)			Attitude
Brand loyalty		(Gamboa & Gonçalves, 2014)	Brand trust, satisfaction	Behaviour
Brand loyalty		(Luo et al., 2015)	Community commitment,	Attitude

			consumers relationships	
Repurchase intentions		(Časas et al., 2016)	Community commitment	Motives
Perceived price fairness		(Nguyen et al., 2016)	Community norms and familiarity rules	Attitude
Consumers' benefits: social, relationship, autonomous, economic, altruistic, self-fulfilment	(Braun, Batt, Bruhn, & Hadwich, 2016)			Behaviour
Brand meaning	(Willis & Wang, 2016)			Behaviour
Growth rate of social media brand community	(He & Negahban, 2017)			Behaviour
Brand outcomes: identification, engagement commitment	(Phua et al., 2017)			Behaviour
Stickiness and word-of-mouth		(Zhang, Guo, & Liu, 2017)	Costumer value creation	Attitude
Brand and community supportive behaviours		(Baldus, 2018)	Sense of community	Motives
Brand attachment behaviour		(Arya et al., 2018)	Brand communication	Behaviour
Word-of-mouth	(Loureiro & Kaufmann, 2018)			Motives
WOM and purchase intentions		(Lima et al., 2019)	Customer happiness	Behaviour
Organization benefits: loyalty		(Prentice et al., 2020)	Customer social benefits:	Behaviour
Consumer forgiveness, and repurchase intentions	(Yuan et al., 2020)			Attitude

Most studies conceptualising consumer engagement in a brand community as an outcome (table 5) aim to understand how the community dynamics influence community engagement. Measuring community dynamics as environmental characteristics (Carlson et al., 2018; D. Lee et al., 2011; Triantafillidou & Siomkos, 2018), or consumers' benefits (De Oliveira, Huertas, & Lin, 2016; Simon & Tossan, 2018; Verhagen, Swen, Feldberg, & Merikivi, 2015b), authors explore its influence on consumers' engagement behaviour. Studies were also found analysing the impact of community characteristics on consumer engagement as motives to participate (Hartmann et al., 2015; Khan et al., 2016; Phua et

al., 2017), and consumers benefits and cultural values on community engagement measured as attitude (Claffey & Brady, 2017; Fernandes & Remelhe, 2016; L. H. Le & Duong, 2020; J. Wang et al., 2019).

Table 5 – Consumer engagement as a dependent variable

Antecedents	Directly	Indirectly	Indirectly through	Measurement of engagement
Community type		(D. Lee et al., 2011)	Intrinsic and social motives	Behaviour
Perceived benefits	(Verhagen et al., 2015b)			Behaviour
Consumptive moments of practice		(Hartmann et al., 2015)	Social recognition and use	Motives
Motives	(Fernandes & Remelhe, 2016)			Attitude
Social, uses and gratification, social presence factors	(De Oliveira et al., 2016)			Behaviour
Community personalization, familiarity among members, and quality of C2C interactions	(Khan et al., 2016)			Attitude
Personal motivation, information quality	(Guo et al., 2017)			Behaviour
Platform type (SNS)	(Phua et al., 2017)			Motives
Motives: personal, social, self-enhancement, utilitarian	(Claffey & Brady, 2017)			Attitude
Social interaction, content value, and affective commitment	(Chang & Fan, 2017)			Attitude
Brand attitude		(Simon & Tossan, 2018)	Satisfaction and brand gratitude	Behaviour
Community experience	(Triantafillidou & Siomkos, 2018)			Behaviour
Environmental stimulus: community content, interactivity, sociability		(Carlson et al., 2018)	Virtual experiences	Behaviour
Reputation signal type		(Hanson et al., 2019)	Role clarity and connectedness	Behaviour

Value: social and informational	(J. Wang et al., 2019)		Moderators: Brand symbolism, product complexity, extraversion	Motives
Cultural values		(Le & Duong, 2020)	Resource integration, perceived knowledge quality, and personal outcome expectation	Attitude
Interactivity (responsiveness and personalisation)		(Kang et al., 2021)	Tie strength	Behaviour

Most of the studies conceptualise consumer engagement in the brand community as a mediator between community perceptions and brand outcomes (table 6). Community engagement measured as motives to engage is applied in studies understanding the influence of community perceptions, such as community identification or satisfaction on other community outcomes, such as intentions to continue participating and recommendation (Algesheimer et al., 2005), or on brand outcomes, such as trust, loyalty, word-of-mouth, and intention to purchase (Kumar & Kumar, 2020; Kumar & Nayak, 2018; Laroche et al., 2012; Loureiro et al., 2015; Ray, Kim, & Morris, 2014). The conceptualisation of engagement based on attitude toward the community is the most frequent approach in these studies, using engagement as a relationship mediator. Some different situations were found:

- community characteristics or perceptions as causes of community outcomes (Ha, 2018; Liu et al., 2018; Martínez-López et al., 2017; Shing-Wang & Shih-Heng, 2017), company outcomes (Hall-Phillips et al., 2016) or brand (Carlson et al., 2021; Dessart, 2017; Ha, 2018; Habibi et al., 2016; Haverila, McLaughlin, Haverila, & Arora, 2020; Islam et al., 2017; Kumar & Nayak, 2018; Kwon et al., 2020; Laroche et al., 2012; Thai & Wang, 2020);
- brand perceptions (Bowden & Mirzaei, 2021; Islam et al., 2018; Christian Nedu Osakwe et al., 2016) or consumer characteristics (Ferreira & Zambaldi, 2019; Islam & Rahman, 2017; Islam & Rahman, 2016; Niedermeier et al., 2019) as causes of brand outcomes.

Only two studies using a behavioural scale and survey research were found, one relating content factors to the customer-company relationship (Kujur & Singh, 2019) and the other relating community learning factors to brand loyalty (Chiang, Wei, Parker, & Davey, 2017).

Table 6 – Consumers engagement as a mediator

Antecedents	Consequences	Studies	Measurement of engagement
Brand community identification	Community outcomes intention	(Algesheimer et al., 2005)	Motives
Community markers	Brand trust and loyalty	(Laroche et al., 2012)	Attitude
Knowledge self-efficacy, self-identity verification, community identification	WOM and knowledge contribution	(Ray et al., 2014)	Motives
Site experience	Consumer-company identification	(Hall-Phillips et al., 2016)	Attitude
Brand identification, other members, and satisfaction	Brand outcomes: loyalty, WOM, and knowledge	(Loureiro et al., 2015)	Motives
Brand orientation and vendor reputation	WOM and purchase intentions	(Osakwe et al., 2016)	Attitude
Customer involvement	Brand trust and WOM	(Islam & Rahman, 2016)	Attitude
Brand community identification	Brand relationship quality and brand loyalty	(Habibi et al., 2016)	Attitude
Online interaction propensity, attitude toward participation, and product involvement	Brand engagement	(Dessart, 2017)	Attitude
Content value (hedonic and utilitarian), social interaction tie, and self-image congruence	Affective commitment and continued intention to use	(Shing-Wang & Shih-Heng, 2017)	Attitude
Community characteristics	Brand loyalty	(Islam, Rahman, & Hollebeek, 2017)	Attitude
Personality traits	Purchase intention	(Islam & Rahman, 2017)	Attitude
Community trust, experience, and identification	Community participation	(Martínez-López et al., 2017)	Attitude
Learning factors: motivation and collaborative	Brand loyalty	(Chiang et al., 2017)	Behaviour
Brand community	Brand and community loyalty	(Ha, 2018)	Attitude
Community identification	Brand engagement and brand loyalty	(Kumar & Nayak, 2018)	Motives
C2C trust and C2M trust	Brand trust	(Liu et al., 2018)	Attitude
Self-brand image congruity and value congruity	Brand loyalty	(Islam, Rahman, & Hollebeek, 2018)	Attitude
Customer participation	Brand loyalty	(Nagaraj & Singh, 2018)	attitude
Concepts from TRA and TAM model	Intention to purchase	(Bianchi & Andrews, 2018)	Attitude toward engagement and intentions to engage

Personal traits	Perceived value: social, aesthetic, altruistic, economic	(Niedermeier et al., 2019)	Attitude
Brand involvement and perceived homophily	Corporate reputation	(Ferreira & Zambaldi, 2019)	Attitude
Content-related factors	Customer-company relationship	(Kujur & Singh, 2019)	Behaviour
Negative brand relationships	Community recommendation intentions	(Dessart et al., 2020)	Motives
Involvement	Wom	(Naumann et al., 2020)	Attitude
Advertising, promotion, and content	Brand trust and loyalty	(Kwon et al., 2020)	Attitude
Community identification and participation	Community satisfaction, relationship, loyalty	(Haverila et al., 2020)	Attitude
Community interaction and liking behaviour	Purchase intentions	(Thai & Wang, 2020)	Behaviour
Community relationship and benefits	Com. Commitment and brand loyalty	(Kumar & Kumar, 2020)	Motives
Consumers benefits	Brand loyalty	(Fernandes & Castro, 2020)	Behaviour
OBC-site quality	Brand loyalty	(Carlson et al., 2021)	Attitude
Self-brand connections	Brand loyalty	(Bowden & Mirzaei, 2021)	Attitude

Three studies applying consumer engagement in the brand community as a moderator were found. One measured the concept as motives to interact in the community, and the other measured engagement as a behaviour (table 7).

Table 7 – Consumers engagement as a moderator

Antecedents	Consequences	Studies	Measurement of engagement
Consumer-community relationships	Brand trust	(Habibi et al., 2014b)	Motives
Commitment and trust in brand community	WOM	(Akrouit et al., 2018)	Behaviour
Consumer-brand identification	Oppositional loyalty	(Liao, Dong, Luo, & Guo, 2020)	Behaviour

Studies operationalising consumer engagement behaviour as consumer actions based on social media platform features were approached by content analysis (table 8). Two main objectives were found: (1) to understand consumer engagement behaviour as a consequence of community strategies or content characteristics, and (2) to explore the

relationship between consumer engagement behaviour and brand performance or outcomes.

Table 8 – Consumers engagement behaviour in studies by content analysis

Engagement behaviour	Other concepts involved	Studies
As a cause	Community strategies	(Chen et al., 2015) (Tafesse, 2016)
	Content characteristics	(Geissinger & Laurell, 2016) (Khan et al., 2016) (Lei et al., 2017) (Schultz, 2017) (Gutiérrez-Cillán et al., 2017)
As a consequence	Brand economic performance	(Schultz, 2016) (Oh et al., 2017) (Yoon et al., 2018)
	Online reviews	(Wu et al., 2018)
	Advertising effectiveness	(Lin et al., 2018)
	Community interactivity and tie strength	(Kang et al., 2021)

#### 4.2.3. Theories and paradigms

The most referred theories in eligible studies belong to the group of mass communication theories or social behaviour theories, such as Uses and Gratifications Theory (UGT) (Blumler, 1979) and Social Identity Theory (SIT) (Tajfel & Turner, 1986), respectively. Authors based their models on UGT to understand the precursors of meeting consumer needs. To increase consumers' participation in social media brand communities, brands seek to meet consumer expectations, awarding social, functional, and emotional benefits consumers want to achieve. The studies based on this theory defined consumer engagement as a dependent variable, measured as motives to participate in a brand community (Phua et al., 2017; Tsai & Men, 2014; Tsai & Men, 2013), or as consumer behaviour in a brand community (De Oliveira et al., 2016; Lei et al., 2017; Verhagen et al., 2015a), or as an attitude (Wang et al., 2019). Three more studies based on this theory were identified, measuring consumer engagement as a behaviour, one defining the variable as moderator (Akrouit & Nagy, 2018) and the other two as a mediator of the relationship (Chiang et al., 2017; Fernandes & Castro, 2020).

Social Identity Theory (SIT) explains consumers identification with a brand, or a social group, as a brand community and how this identification fulfils consumers social needs. In the analysed articles, SIT was applied to support models where consumer engagement was measured as behaviour and defined as a dependent variable (De

Oliveira et al., 2016) or an independent variable (Cheung et al., 2012). It was also applied in models where consumer engagement was a mediator measured as an attitude (Habibi et al., 2016; Hall-Phillips et al., 2016; Laroche et al., 2012) or as behaviour (Kujur & Singh, 2019; Liao et al., 2020). Consumer engagement was also found as a moderator of the relationship and measured as an attitude (Habibi et al., 2014b).

Social Exchange Theory (SET) was applied in four studies to explain the exchanging benefits between consumers and brands on social media brand communities allowing the creation and maintenance of valuable relationships. In two of them, consumer engagement was defined as the independent variable and measured as motives to participate in brand communities (Baldus, 2018; Kuo & Feng, 2013). In another study, SET was applied to explain how community dynamics impact consumer engagement (Kumar & Kumar, 2020). In the other study, SET was a moderator measured as a behaviour (Akrouit et al., 2018). Some studies combined two theories to address their hypotheses, such as UGT and SIT (De Oliveira et al., 2016), UGT and SET (Akrouit et al., 2018), SIT and Social Capital Theory (SCT) (Habibi et al., 2014b). Those studies supported the idea of a consumer-brand relationship created in the community in exchanges beyond the commercial dimension.

Personal behaviour theories were also found in some articles, such as Attachment Theory (Arya et al., 2018), explaining brand attachment by the emotional links created within the community; Theory of Reasoned Action (Bianchi & Andrews, 2018), explaining consumer behaviour motivated by an attitude to perform a determined behaviour towards a brand, such as purchase intention; Attribution Theory (D. Lee et al., 2011) explaining engagement differences in marketer-created and consumer-created communities, since consumers attribute marketer intentions (profit and sales) to marketer-created communities; Trust Transfer Theory (Liu et al., 2018) explaining the process of trust transfer from the community to the brand; Theory of Close Relationships (Simon & Tossan, 2018) supporting the brand value creation on the close relationships created within the community, and Self-determination Theory explaining consumers decisions and behaviour to engage in the community (Osemeahon & Agoyi, 2020).

Relationship Marketing is the most discussed paradigm in studies relating brands and consumers on social media, representing the idea of close relationships between consumers and brands on social media. Value creation practices and consumer-brand co-creation are other common supports of consumer-brand interaction on social media proposed by authors (Fernandes, 2018; Hartmann et al., 2015; Luo et al., 2015). Also, the Stimulus-Organism-Response paradigm supports some studies. These studies discussed consumer behaviour or attitude explained by an exterior stimulus affecting a



consumer cognitive or emotional state, leading to a response reflected in consumer behaviour (Carlson et al., 2018, 2021) or consumer attitude (Islam & Rahman, 2017) towards brand or community.

#### 4.2.4. A classification framework

The findings described above are summarised in the classification framework (Figure 3). Building on the most applied theories and paradigms in the field, the variables involved were categorised into six groups: social, personal, mass-communication, brand-related, and community-related factors.

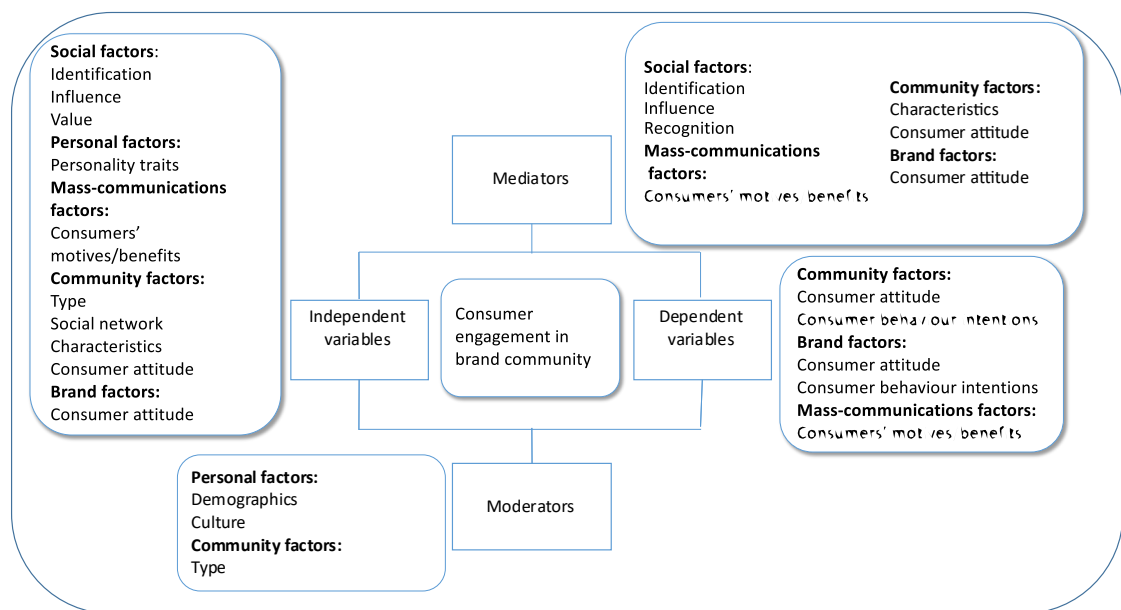


Figure 3 – A classification framework

## 5. Discussion

Relationship Marketing is the most addressed paradigm to discuss consumer-brand and consumer-community relationships. Supporting the idea that creating and strengthening consumers and a brand's closeness is vital to brands' lives, the dynamisation of brand communities in social media is the way to reach that goal (Dwivedi et al., 2021). The discussion of the main findings of this study based on that paradigm allows answering the research questions put forward in subsection 3.1.

### 5.1. Conceptualisation

As mentioned in section 4.5, three different conceptualisations of consumer engagement in the brand community were found: consumer motivation to interact with the community

(Algesheimer et al., 2005; Baldus et al., 2015), consumer attitude towards the community (Dessart et al., 2016; Habibi et al., 2016; Paruthi & Kaur, 2017), and consumer practices within the community (Eigeraam et al., 2018; D. Lee et al., 2011; Schivinski et al., 2016) (Table 3).

The motivational conceptualisation of consumer engagement in brand communities (Baldus et al., 2015) is a comprehensive approach that reflects relational, experiential, and instrumental motives to continue interacting in the community and comprehends aspects related to both the brand and the community. On the one hand, this conceptualisation could easily fit different consumers, with different feelings and interests towards the brand and the community, and different motivations to access the community (Loureiro & Kaufmann, 2018). On the other hand, the conceptualisation could also be applied to a vast range of brands, independently of being more or less considered by consumers (Coelho et al., 2018).

Attitudinal consumer engagement in the brand community involves consumers' psychological state of mind based on cognitive, affective, and behavioural aspects (Dessart et al., 2016; Habibi et al., 2016; Paruthi & Kaur, 2017). This approach, covering several dimensions of consumers predisposition to interact with brands in social media, could also reflect different types of consumers' attitudes, which are more cognitive or emotionally focused (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020). Focusing on the brand and on the community itself also helps achieve a broad range of consumers (Dwivedi et al., 2021).

Behavioural measures of community engagement (Eigeraam et al., 2018; D. Lee et al., 2011; Schivinski et al., 2016) will likely present lower engagement levels than attitudinal measures, as authors refer that most consumers are lurkers (Pongpaew et al., 2017). Several studies have focused on the participant's actions on social media, revealing that just a few effectively participate (Amichai-hamburger et al., 2016). Furthermore, measuring consumer engagement reflecting consumers actions could punish community brands with less appealing content (Shing-Wang & Shih-Heng, 2017). Independent of what the brand represents to consumers, the relevance of the content produced by the brand or other members is more influential on behavioural engagement than on the other conceptualisations. Besides that, more active behaviours do not mean stronger consumer-brand connection (Fernandes & Castro, 2020).

Table 9 summarises the main findings, showing model conceptualisations according to different consumer engagement conceptualisations, giving light to the research questions addressed. Independently of brand community conceptualisation (behaviour, motives to engage, or attitude), causes, consequences, and mediators are mostly the

same. It reflects the significant investment of the investigation in this domain, capturing all potential consumer engagement perspectives.

Table 9 – Related variables by consumer engagement operationalisation

<b>Consumer engagement in brand community</b>	<b>Attitudinal approach (23 articles)</b>	<b>Motivational approach (11 articles)</b>	<b>Behavioural approach (13 articles)</b>
<b>Dimensions</b>	Cognitive, affective, behaviour	Social, hedonic, utilitarian, personal	Consumer practices, platform features
<b>Independent variables</b>	Community dynamics Consumer-community attitude Consumer benefits (social, personal, economics) Consumer-brand attitude Consumers' personality traits	Community dynamics Consumer-community attitude Consumer-brand attitude	Community dynamics Consumer benefits (social, personal, economics) Consumer-brand attitude Social factors
<b>Mediators</b>	Community attitude Community dynamics	Community attitude Mass-communication Consumers benefits	Community attitude Mass-communication Brand attitude Personal factors
<b>Dependent variables</b>	Brand outcomes: WoM, loyalty, trust, engagement, identification, repurchase intentions, and relationship quality; Community outcomes: intention of continued participation, commitment, and loyalty Consumers' benefits	Brand outcomes: WoM, loyalty, engagement, repurchase intentions; Community outcomes: intentions of continued participation and recommendation	Brand outcomes: WoM, loyalty, attachment, repurchase intentions; Consumer's benefits
<b>Moderators</b>	Community type	Personal characteristics Cultural differences Motivation to engage	Motivation to engage
<b>Theories</b>	Reasoned Action, Trust Transfer, Stimulus-Organism-Response	Uses and Gratification, Social Exchange, Social Capital	Uses and Gratification, Social identification, Social Exchange, Attachment, Attribution, Close Relationships, Stimulus-Organism-Response
<b>Context</b>	Virtual brand community, social media, online, online brand community, social media brand community, Facebook	Social network sites, social media brand community, Facebook, online brand community	Digital environments, social media, online channels, Facebook, Twitter, Weibo, brand community of social

			network sites, social media sites, virtual community
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## 5.2. Antecedents

Community-related, brand-related, social, and mass-communication factors mainly explain the antecedents of consumer engagement in brand communities. Personal aspects have also shown influence on the concept (Figure 3).

Community-related factors, such as dynamics (type, content, interactivity, personalisation, member relationships, and sociability), and attitude (commitment and trust), are a common cause (independent variable or relationship mediator) of engagement in the three approaches (motivational, attitudinal, and behavioural). Envisaging practical implications, researchers explored community capability and dynamics to understand what captures consumers attention and participation (Islam et al., 2017; Kujur & Singh, 2019; Lee et al., 2011). Community aspects, such as type and characteristics related to its origin and dynamisation, influence consumers interactivity (Haverila et al., 2020). For example, consumers understand consumer-generated communities as more organic and trustworthy than marketer-managed communities (Bowden & Mirzaei, 2021; Islam et al., 2017; Lee et al., 2011; Liu et al., 2018). Behavioural theories, such as the theory of Reasoned Action and Attribution theory, were suggested in those studies to explain the impact of consumers actions on their relationships with the community. A favourable attitude towards the community, created by trust relationships and involvement with other members, also contributes to engaging consumers (Shing-Wang & Shih-Heng, 2017), evidencing the community's power as a relationship strengthener instrument. Consequently:

**Proposition 1:** *Behavioural theories explain consumer engagement in brand communities by community-related factors.*

Brand-related aspects is another cause (independent variable or relationship mediator) of consumer engagement in the community present in the three approaches. Attitudinal constructs, such as brand loyalty, attachment, and behavioural intentions, influence consumer engagement in the respective community. This influence reflects the brand's power to motivate consumers to visit and participate in the community (Islam et al., 2018; Loureiro et al., 2015; Osakwe et al., 2016). Consumers involve themselves in the community because of the brand, and in return, they feel satisfied by that participation (Haverila et al., 2020). Behavioural theories, such as Attachment and Close Relationship

Theory, explain the link from the brand to the community (Simon & Tossan, 2018). Hence:

**Proposition 2:** *Behavioural theories explain consumer engagement in brand communities by brand-related factors.*

Mass-communication factors, supported by Uses and Gratification Theory (Blumler, 1979), explain consumers' motives to engage in a brand community through the benefits consumers expect to receive from the community and the medium itself (social media) (J. Wang et al., 2019). Understanding consumers motives to visit or interact in the community helps to provide a customised response to consumer interests (Bianchi & Andrews, 2018; Chiang et al., 2017). According to their interests, measuring consumers' engagement by attitudinal or behavioural approaches allows understanding what type of interaction they are available to perform. Therefore:

**Proposition 3:** *Uses and Gratification Theory explains attitudinal and behavioural consumer engagement in brand communities by mass-communication factors.*

Social aspects explain how engagement is influenced by consumer needs of belongingness to social groups, reflecting their identification, influence, and the value obtained related to brand or community association (Habibi et al., 2016; Martínez-López et al., 2017). Prestigious brands or those with a strong image for consumers, celebrities' associations to products or to the brand itself attract consumers with those necessities (Lin et al., 2018). Based on Social Identification Theory (Tajfel & Turner, 1986), these factors influence motivational and behavioural engagement (Kumar & Nayak, 2018; Thai & Wang, 2020). Thus:

**Proposition 4:** *Social and Identification Theory explains motivational and behavioural consumer engagement in brand communities by social factors.*

This study found more articles that approached consumer engagement from the attitudinal perspective. Consequently, it seems that this research stream has explored a range of possible causes, based on brand and community aspects larger than in the motivational and behavioural approaches. Another factor contributing to that situation is that several studies apply measures adapted from attitudinal engagement with the brand (Hollebeek et al., 2014; Vivek et al., 2014). Those measures were available for a longer time than recently developed measures directed to the community. Brand outcomes such as loyalty, intentions to repurchase, attachment, trust, involvement, and positive attitude, were found to trigger engagement in the community (Ferreira, Zambaldi, & Guerra, 2020;

Osakwe et al., 2016). Almost the same constructs towards the community (loyalty, trust, and positive experience) were explored as engagement influencers (Dessart, 2017; Ha, 2018; Martínez-López et al., 2017).

### 5.3. Consequences

Consequences of consumer engagement in brand communities (motivational, attitudinal, and behavioural) are expressed in community and brand outcomes, reflecting the role of brand communities as relationship generators and maintainers (Coelho et al., 2018).

The engagement in the community gives consumers a sense of belonging to a group, where they interact among them and with the brand or its sponsor (Martínez-López et al., 2017). On the one hand, exchange relationships are established based on consumers interactivity and sociability in the community (Akroun & Nagy, 2018; Baldus, 2018; J. Wang et al., 2019). On the other hand, positive experiences induce consumers to trust in the group and feel emotionally connected (Ha, 2018), to be available to help others, to participate in discussions, and to respond to the brand incentives (Baldus, 2018), even to identify themselves with the community. Social Exchange Theory, Social Identification Theory, and behavioural theories, such as Attachment, and Trust Transfer Theory, are theoretical foundations used in this research line (Arya et al., 2018; Bianchi & Andrews, 2018; Liu et al., 2018). Consequently, consumer engagement in brand communities positively influences a favourable attitude and positive intentions towards the community, such as word-of-mouth, loyalty, commitment (Ha, 2018; Shing-Wang & Shih-Heng, 2017) and continued intentions of participation and contribution (Algesheimer et al., 2005; Baldus, 2018; Martínez-López et al., 2017). So:

**Proposition 5:** *Behavioural and social theories explain consumer engagement in brand communities (attitudinal, motivational, and behavioural) as a trigger of consumer-community relationships, stimulating favourable behavioural intentions towards the community.*

Brand outcomes as consequences of consumer engagement in brand communities were found in all approaches. This research stream is widely explored as it supports the brand community's idea as an enrichment of the consumer-brand relationship (Coelho et al., 2018). Social Exchange Theory explains exchanging benefits between consumers and brands by the engagement process in the community (Baldus, 2018; Kuo & Feng, 2013). Based on Social Identification Theory, literature explains the process of consumer-brand identification based on shared experiences and mutual knowledge (Islam et al., 2018). Positive experiences in the community enable consumers to develop strong ties with

other members and the brand (Dessart, 2017). Based on theories, such as Attachment Theory, Trust Transfer Theory, Theory of Reasoned Action, and Attribution theory, consumers tend to transfer or attribute the community's pleasant and enjoyable situations to the brand, as it is the community's focus (Hollebeek et al., 2019). Consequently, a favourable attitude is developed towards the brand (Kumar & Nayak, 2018), reflected in outcomes such as brand loyalty, trust or identification (Kujur & Singh, 2019; Kuo & Feng, 2013; Langaro et al., 2018; Luo et al., 2015), and supportive behaviours such as word-of-mouth and repurchase intentions (Časas et al., 2016; Cheung et al., 2012; Loureiro & Kaufmann, 2018; M. Zhang et al., 2017). Accordingly:

**Proposition 6:** *Behavioural and social theories explain consumer engagement in brand communities (attitudinal, motivational, and behavioural) as a supporter of consumer-brand relationships, reflected on consumers favourable attitude and supportive behaviours towards the brand.*

Consumer's benefits, classified in this study as mass-communication factors, are also a consequence of attitudinal and behavioural engagement. Benefits, such as entertainment, social recognition, informational and economic aspects, and self-expression behaviours, are factors that consumers expect to get from the community and the medium itself (De Oliveira et al., 2016). Attitudinal and behavioural approaches to engagement impact consumers benefits from the community (Baldus et al., 2015). Depending on their interest in the community and the brand, consumers have different attitudes towards the community (Niedermeier et al., 2019) and perform different behaviours (Braun et al., 2016), envisaging the benefits they expect to gain. In consequence:

**Proposition 7:** *Mass-communication theories, such as UGT, explain the influence of consumer engagement in brand communities (attitudinal and behavioural) on consumers benefits obtained from media uses (mass-communication factors).*

#### 5.4. Mediators

Depending on the community's type and characteristics, consumers infer what sort of benefits they can expect, more social, functional or experiential. Mass-communication factors mediate the relationship between community dynamics based on the type or characteristics and motivational and behavioural engagement. According to their interests, consumers develop different motivations to engage (Hartmann et al., 2015) as well as engagement behaviours (Lee et al., 2011). Hence:

**Proposition 8:** *Mass-communication factors mediate the impact of community-related factors in motivational and behavioural consumer engagement in a brand community.*

Consumer engagement in brand communities influences brand outcomes, such as positive attitude and favourable behaviour intentions mediated by a positive attitude towards the community (Baldus, 2018; Časas et al., 2016; Luo et al., 2015). As explained in subsection 5.3, consumer engagement in brand communities influences consumers attitude towards the community and the brand. Sometimes the influence on brand attitude is not direct; the attitude toward the community mediates it. It means that engagement in the community influences the consumer-brand relationship, but the consumer-community relationship could mediate this relationship. Therefore:

**Proposition 9:** *Community-related factors mediate the impact of consumer engagement in a brand community (attitudinal, motivational and behavioural) in attitudinal and behavioural intentions towards the brand.*

## 5.5. Moderators

The relationship between constructs related to consumer engagement in brand communities is affected by consumers' characteristics such as personality traits, demographics and culture (Le & Duong, 2020), and community type (Oh et al., 2017). As moderators, studies explored motivation to engage, personal and cultural differences, and community types, such as consumer-created or marketer-created (Carlson et al., 2021). Thus:

**Proposition 10:** *Consumers characteristics and community characteristics constrain the relationship between consumer engagement and other variables (causes or consequences).*

## 5.6. Research framework

Building on the relationship marketing paradigm, as support of close relationships between brands and consumers in social media, an integrative framework is proposed (figure 4). The framework helps answer the research questions in subsection 3.1, presenting the main constructs included in the literature, classified as antecedents, consequences, mediators and moderators, and the relationships between them, supported in the most applied theories.



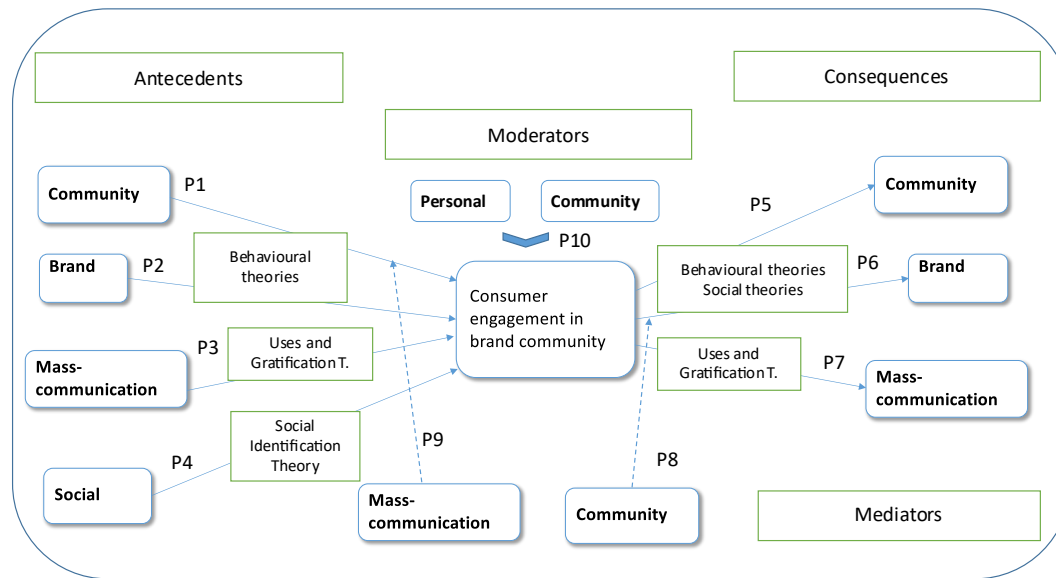


Figure 4 – Integrative framework

## 6. Conclusion

The more targeted the strategy implemented in the community is towards its participants, the better it will serve the brand's purpose, given the community's role as an information-sharing focal point. Brand community research allows understanding the potential of this strategic instrument (Dwivedi et al., 2021). Research about consumer engagement in the brand community can be found in the marketing literature since 2011. Although a few studies were published before, the significant increase of publications related to this topic happened since the association of engagement and social media in the marketing literature (Coelho et al., 2018; Laroche et al., 2012).

Conceptual and qualitative studies allow researchers to explore specific scenarios, to observe interaction practices in order to understand the current paradigm of consumer-brand relationships supported on social media (Fawcett et al., 2014). These exploratory studies open the way to conceptualise constructs and relationships among them. Scale development in consumer engagement in the brand community has become more adapted to the context of social media in recent developments (Baldus et al., 2015; Dessart et al., 2015, 2016). In the last four years, quantitative research benefited from previous qualitative studies. It gained an adequate stimulus, with many researchers investing in the field to capture the concept's different perspectives.

This paper contributes to the domain literature by identifying the main conceptualisations of the topic and proposing an integrative framework, linking the subject to its main antecedents and consequences, relationship mediators and moderators, and addressing

the central social, behavioural, and mass-communication theories supporting these relationships.

### 6.1. Practical implications

Understanding the consumer's interests, emotional focus, and willingness to interact with others and brands on social media is the key to developing Digital Marketing strategies based on social media (Dwivedi et al., 2021; Simon & Tossan, 2018). The framework presented allows an understanding of what variables brand strategists need to manipulate to strengthen consumers' engagement in the community, depending on the expected outcomes. Being aware of what moves consumers, the community characteristics, the desire for sociability or the love for the brand, for example, allows designing strategies more focused on attitudinal or behavioural engagement (Kaur, Paruthi, Islam, & Hollebeek, 2020). The platform chosen for the strategy implementation should also bear the intended audience and the variables to combine envisaging the specific goals in mind (Tafesse, 2016). For example, if the strategy is based on handling consumers' emotions, social desires, brand exhibitions, platforms more focused on entertainment or social experiences sharing are more adequate (Facebook or Instagram) than others focused on informational aspects. Social media campaigns based on information attract consumers with other interests and other availability to connect with brands that intend a not so close relationship. Platforms based on messaging could be more appropriate for the binary consumers-strategy regarding the antecedents and consequences of involved consumer engagement (Shareef, Dwivedi, Kumar, & Kumar, 2017).

### 6.2. Study limitations

This study aimed to perform a systematic literature review focused on the 'consumer engagement in brand communities' topic. The study followed literature review research guidelines to ensure a rigorous and consistent process in selecting the journal articles to assure compliance with the established criteria (Bandarra et al., 2011; Kitchenham, 2004, 2007; Templier & Paré, 2015). As a consequence of narrowing the concept and compliance with the inclusion criterion (include all articles addressing specifically 'consumer engagement in brand communities'), the study did not consider close or overlapping concepts in the literature, such as brand-related social media use (Muntinga et al., 2011), brand interaction on social media (Nisar & Whitehead, 2016; Rohm, Kaltcheva, & Milne, 2013), consumer-brand co-creation practices (Hamilton, Kaltcheva, & Rohm, 2016; Pilgrimienė, Dovalienė, & Virvilaite, 2015), and consumer participation

(Casaló, Flavián, & Guinalú, 2007, 2008; Kamboj, Sarmah, Gupta, & Dwivedi, 2018; B. Lin, Ming, & Bin, 2011). In marketing literature, these concepts are frequently used to describe similar situations and ideas. Still, in this study, they were not considered because they did not meet the established criteria. This restriction, although more rigorous, could represent a closed view of the concept, as it does not consider the great diversity of constructs and related operationalisation found in the literature.

### 6.3. Future research directions

As social media is an environment with a wide range of capabilities, combined with a complex concept as engagement, it seems natural that the literature presents a great diversity of approaches. Future research should articulate the different perspectives of consumer and brand relationships within the community to provide a broader view of this complex field of study. Based on the diversity of approaches found by this review, some suggestions are proposed concerning future literature reviews, concept definitions, concept operationalisation, research methods, and theories.

Considering further literature reviews in the field, researchers should focus on a broader view of engagement, incorporating concepts such as brand-related social media use (Muntinga et al., 2011), brand interaction on social media (Nisar & Whitehead, 2016; Rohm et al., 2013), consumer-brand co-creation practices (Hamilton et al., 2016; Pilgrimene et al., 2015), and consumer participation (Casaló et al., 2007, 2008; Kamboj et al., 2018; B. Lin et al., 2011). Identifying the similarities and differences between these constructs will contribute to clarifying definitions, related measures, and research context, developing a more robust and consistent body of knowledge to support consumer-brand interaction within the community. For example, consumer behaviour in brand communities is operationalised based on actions, number, and type (Malinen, 2015); hence, which are the differences between behavioural engagement (Eigeraam et al., 2018; Schivinski et al., 2016), consumer-brand co-creation practices (Hamilton et al., 2016; Pilgrimene et al., 2015) and consumer participation (Casaló, Flavián, & Guinalú, 2007, 2008; Lin, Ming, & Bin, 2011) in brand communities? A literature review focused on these concepts will likely provide a useful framework to understand if they are or not used as overlapping concepts.

The authors suggest more efforts from the academic community in the definition of engagement. The idea of actions performed by people in a community, supporting behavioural engagement, should be explored since studies revealed that very few effectively participate (Fernandes & Castro, 2020; Heinonen, 2011). Observational studies focus on a few elements in the community to describe their behaviour (Sun, Rau,

& Ma, 2014), but more consider themselves participants in the community. How are passive participants involved in the community, knowing they constitute its majority, and perform no or very few actions in the community, but keep accessing? A definition of engagement based on attitude, or specifically, motives to participate, encompasses more consumer profiles. It is not dependent on their propensity for action and reveals the different consumer orientations related to the community or brand interaction. However, in self-reported surveys used to measure consumers' attitudes and behaviour towards the community, people tend to portray an ideal image of themselves and their relationship with brands. The real motivation could be misunderstood in study results (Malinen, 2015).

Since this topic is as yet at an early stage, most empirical studies adopted early published definitions (Algesheimer et al., 2005) that do not fit today's context. Authors should invest in developing measurement scales adapted to the innovative and interactive context of social media. Recently published definitions (Baldus et al., 2015; Dessart et al., 2016; Eigeraam et al., 2018) more adapted to current consumers and brand strategies need to be explored in various platforms and supported in multiple theories to consolidate its relevance and fit to the field.

It is a challenge for researchers to choose the most beneficial method to approach the problem and data collection tool. Qualitative studies have an essential role as a vehicle of idea generation that quantitative studies could further confirm. For example, studies combining the observation of consumer actions and self-reported consumer attitudes towards the community or the brand would generate a richness of information, providing more consistent knowledge about community dynamics and their influence on consumer attitudes towards the brand. Another critical approach to be explored in brand communities is consumer engagement's long-term development. Longitudinal studies are necessary to understand the evolution of the consumer-community relationship over time and how it translates to and supports the consumer-brand connection (Prentice et al., 2020). Today, consumers are dispersed across multiple social media platforms, and consequently, brands try to capture their attention in each one to be present in every moment of consumers' lives. Approaches based on social media's multi-platforms will give a broader vision of the global influence of social media marketing in consumers minds.

Another critical aspect of investing in future studies is the support of conceptual models in mainstream theories since most current research does not do that. Most of the studies eligible for this review did not mention any theoretical foundation supporting the conceptual model.

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

## Appendix A

### Conceptual papers – Community engagement

Authors	Concept	Context	Definition	Dimensions	Method	Model
(Hatch & Schultz, 2010)	Stakeholder engagement	Social media	Co-creation practices	Behavioural	Literature review	Implications for brand management and governance
(Brodie et al., 2011)	Customer Engagement	General	Psychological state, which occurs by virtue of interactive customer experiences with a focal agent/object within specific service relationships	Cognitive, emotional, and behavioural	Literature review	
(Wirtz et al., 2013)	Customer engagement	Online brand community	The consumer's intrinsic motivation to interact and cooperate with community members		Literature review	Propose a conceptual model of drivers and outcomes of customer engagement in online brand communities
(Dolan et al., 2016)	Consumer engagement behaviour	Social media	A customer's behavioural manifestations that have a social media focus, beyond purchase, resulting from motivational drivers - adapted from (Van Doorn et al., 2010).	co-creation, positive contribution, consumption, dormancy, detachment, negative contribution and co-destruction	Literature review	Propose a model of the influence of social media content on consumer engagement behaviour
(Pansari & Kumar, 2017)	Customer engagement	General	Customer engagement value (Kumar et al., 2010)	Direct (buying) and indirect (referring, influencing, feedback)	Literature review	Propose a conceptual model of antecedents and consequences of customer engagement
(Rosenthal & Brito, 2017)	Fan engagement	Virtual community	(Brodie et al., 2011)	Cognitive, emotional, and behavioural	Literature review and page observation	Propose a framework based on content, community, and influencers
(Muñoz-Expósito et al., 2017)	Customer engagement	Twitter	Metric based on Twitter parameters		Literature review	
(Kunz et al., 2017)	Customer engagement	General		Customers motives, situational factors, and preferred engagement styles	Literature review	Propose a co-creation framework

## Appendix B

### Scale development papers - Definitions of community engagement

Authors	Concept	Context	Definition	Dimensions	Scale items
(Algesheimer et al., 2005)	Community engagement	offline	The consumer's intrinsic motivation to interact and cooperate with community members.	Utilitarian, hedonic, and social	I benefit from following the brand community's rules. I am motivated to participate in the brand community's activities because I feel better afterwards. I am motivated to participate in the brand communities because I am able to support other members. I am motivated to participate in the brand community's activities because I am able to reach personal goals.
(D. Lee et al., 2011)	Consumers' community engagement behaviours	Online	Participation intentions	Engagement behaviours	How likely to participate in activities: Providing new information about the brand to other people; Actively participating in the online brand community's activities; Supporting other members of the online brand community; Saying positive things about the online brand community to other people; Recommending the online brand community to anyone who sought their advice about the brand; Encouraging other people to use the brand in future; Not hesitating to refer other people to the brand
(Baldus et al., 2015)	Community engagement	Online brand community	The compelling, intrinsic motivations to continue interacting with an online brand community	brand influence, brand passion, connecting, helping, like-minded discussion, hedonic rewards, utilitarian rewards, seeking assistance, self-expression, up-to-date information and validation	I am motivated to participate in this brand community because I can help improve the brand and its products I like to know that my comments and suggestions can influence the brand and its products Increasing the influence I have on the brand and its products makes me want to participate more in this brand community I hope to improve the brand or product through participation and expression in this brand community I am motivated to participate in this brand community because I am passionate about the brand I participate in this brand community because I care about the brand I would not belong to a brand community if I did not have passion for the brand My passion for this brand's products makes me want to participate in this brand community Increasing the strength of the connection I have with this brand community makes me want to participate more in the community Being part of this brand community makes me feel more connected to the brand Being part of this brand community makes me feel more connected to other consumers of the brand

					<p>I like to participate in the brand community because I can use my experience to help other people</p> <p>I like to share my experience and knowledge with others in this brand community to help them be more educated about the brand</p> <p>I really like helping other community members with their questions</p> <p>I feel good when I can help answer other community member's questions</p> <p>I look forward to discussing my opinions about the brand with others who share the same interest as me</p> <p>I enjoy conversing with people similar to myself in this brand community</p> <p>I look to this brand community when I want to discuss a topic with people who have similar interests</p> <p>Having conversations with people in this brand community who share the same views about this brand is important to me</p> <p>I like to participate in this brand community because it is entertaining</p> <p>Having fun is my main reason for participating in this brand community</p> <p>I participate in this brand community because I think it is fun</p> <p>I find participating in this brand community to be very entertaining</p> <p>I am motivated to participate in this brand community because I can earn money</p> <p>If it weren't for the money, I wouldn't participate in this brand community</p> <p>Receiving more money makes me want to participate more in this brand community</p> <p>I am motivated to participate in this brand community because I can receive help from other members</p> <p>I am motivated to participate in this brand community because community members can use their knowledge to help me</p> <p>I like participating in this brand community because it gives me an opportunity to receive help from other community members</p> <p>It is important to me to be able to use this community to find answers to my questions about the brand</p> <p>I feel that I can freely share my interests in the brand community</p> <p>I would express any opinion or idea I had about this brand in this brand community</p> <p>I can always be myself when interacting with others in this community</p> <p>This community makes it easy for me to express my true beliefs about the brand</p> <p>This brand community is my critical connection for new and important information about the brand and its products</p> <p>When I want up-to-date information about this brand, I look to this brand community</p> <p>This community keeps me on the leading edge of information about the brand</p> <p>This community is the best way to stay informed about new developments with this brand</p> <p>Receiving more affirmation of the value of my comments makes me want to participate more in the brand community</p>
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					<p>I feel good about myself when other community members share my ideas</p> <p>I appreciate when others agree with the ideas I express in this brand community</p> <p>When others support my ideas and opinions in this brand community, I feel better about myself</p>
(Dessart et al., 2016)	<p>Customer brand engagement</p> <p>(customers engage with the brand and the community)</p>	Social media	The level of a customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in brand interactions	Cognitive (attention and absorption), affective (enthusiasm and enjoyment) and behavioural (sharing, learning and endorsement)	<p>I feel enthusiastic about (EF)</p> <p>I am interested in anything about (EF)</p> <p>I find (EF) interesting</p> <p>When interacting with (EF), I feel happy</p> <p>I get pleasure from interacting with (EF)</p> <p>Interacting with (EF) is like a treat for me</p> <p>I spend a lot of time thinking about (EF)</p> <p>I make time to think about (EF)</p> <p>When interacting with (EF), I forget everything else around me</p> <p>Time flies when I am interacting with (EF)</p> <p>When I am interacting with (EF), I get carried away</p> <p>When interacting with (EF), it is difficult to detach myself</p> <p>I share my ideas with (EF)</p> <p>I share interesting content with (EF)</p> <p>I help (EF)</p> <p>I ask (EF) questions</p> <p>I seek ideas or information from (EF)</p> <p>I seek help from (EF)</p> <p>I promote (EF)</p> <p>I try to get other interested in (EF)</p> <p>I actively defend (EF) from its critics</p> <p>I say positive things about (EF) to other people</p>
(Schivinski et al., 2016)	Consumers' engagement	Social media	consumers' online brand-related activities (based on (Muntinga et al., 2011))	Consumption, contribution and creation	<p>I read posts related to brand X on social media</p> <p>I read fan pages related to brand X on social network sites</p> <p>I watch pictures/graphics related to brand X</p> <p>I follow blogs related to brand X</p> <p>I follow brand X on social network sites</p> <p>I comment on videos related to brand X</p> <p>I comment on posts related to brand X</p> <p>I comment on pictures/graphics related to brand X</p> <p>I share brand X related posts</p> <p>I "like" pictures/graphics related to brand X</p> <p>I "like" posts related to brand X</p> <p>I initiate posts related to brand X</p> <p>I initiate posts related to brand X on social network sites</p> <p>I post pictures/graphics related to brand X</p>

					<p>I write reviews related to brand X</p> <p>I write posts related to brand X on forums</p> <p>I post videos that show brand X</p>
(Paruthi & Kaur, 2017)	Online engagement	Online	Consumers' psychological state of mind and intensity of their awareness, affection, participation, and connection with the brand. It is characterized by the consumers' specific interactive experiences with the brand.	conscious attention, affection, enthused participation, and social connection	<p>I like to know more about X.</p> <p>I like events that are related to X.</p> <p>I like to learn more about X.</p> <p>I pay a lot of attention to anything about X.</p> <p>I keep up with things related to X.</p> <p>Anything related to X grabs my attention.</p> <p>Engaging with X makes me feel happy.</p> <p>I feel the experience on X to be pleasurable.</p> <p>Browsing X satisfies me.</p> <p>I spend a lot of my free time on X.</p> <p>I am heavily into X.</p> <p>I am passionate about X.</p> <p>I try to fit accessing X into my schedule.</p> <p>I love accessing X with my friends.</p> <p>I enjoy using X more when I am with others.</p> <p>X is more fun when other people around me also access it.</p>
(Eigeraam et al., 2018)	Customer engagement practices	Digital environments	Digital customer engagement practices	For fun, learning about the brand, working for the brand, customer feedback, talking about the brand with other consumers	<p>Playing a game</p> <p>Participating in a contest</p> <p>Viewing a video about the brand</p> <p>Watching pictures of the brand</p> <p>Signing up for updates about the brand</p> <p>Providing assistance for the brand</p> <p>Making an advertisement for the brand</p> <p>Providing feedback to the brand</p> <p>Filling out a customer satisfaction survey about the brand</p> <p>Making suggestions for service or product improvements about the brand</p> <p>Responding to content about the brand</p> <p>Writing a recommendation for the brand</p> <p>Blogging about the brand</p> <p>Interacting with other consumers of the brand</p> <p>Recommending the brand</p> <p>Engaging in conversations about the brand</p> <p>Helping other customers of the brand</p>

## Appendix C

Table 1 – Qualitative papers

Authors	Concept	Context	Definition	Dimensions	Method	Model	Especial situation
(Vivek et al., 2012)	customer engagement	General	the intensity of an individual's participation and connection with the organization's offerings and activities initiated by either the customer or the organization	Cognitive, emotional and behavioural	In-depth interviews with executives, focus group and qualitative survey with consumers	Proposition of model involving customer engagement as a mediator between consumer participation and consumer-brand relationship drivers	Scale development
(Dessart et al., 2015)	consumer engagement (brand and community)	online brand community	The level of a customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in brand interactions	Cognitive (attention and absorption), affective (enthusiasm and enjoyment) and behavioural (sharing, learning and endorsement)	Semi-structured interviews with social media community members	Proposition of model involving customer engagement as a mediator between brand-related, social and community drivers and brand loyalty	Scale development
(Marbach et al., 2016)	Online customer engagement	Social media		Cognitive, emotional and behavioural	Semi-structured interviews with members of social media brand communities	Propose a theoretical framework where customer engagement is driven by personality traits and influences customer-perceived value.	Products and services delivered online
(Roncha & Radclyffe-Thomas, 2016)	Consumer engagement	Instagram		Behavioural engagement with content, co-creation	Semi-structured interviews with professional	Suggests new approaches to getting useful insights about how brands can use social media to further engage with their target audience through an integrative framework of brand value co-creation with theoretical underpinning.	Shoe's brand (Tom's)
(Bowden et al., 2017)	Consumer engagement	Social media		Positive and negative consumer manifestations	In-depth interviews with online brand	Propose a framework involving engagement valence, outcomes and	Luxury brands

					community members	directions. Engagement with the brand, the community and spillover effect	
(Choi & Burnes, 2017)	Consumer engagement	Social media			Semi-structured interviews with members of social media brand communities	Small companies use social media to establish relationships and interact with fans in order to co-create value and vitalise collective consumption, engagement, and participation	Music
(Coelho et al., 2018)	Consumer engagement	Social media brand community			In-depth interviews with experts and focus group with social media community members	Preposition of conceptual model of consumer engagement as consumer-brand relationship driver	FMCG
(Ramadan et al., 2018)	Consumer engagement	Social media			In-depth interviews with luxury brand online followers	Identify categories of online brand followers	Luxury brands
(Pentina et al., 2018)	Consumer engagement behaviours	Social media	Engagement behaviour		In-person interviews with luxury brand shoppers	Identify social media engagement behaviours	Luxury brands
(Kristina Heinonen, 2018)	Consumer engagement	Online platforms		Cognitive, emotional and behavioural	Abductive research approach	Identify factors influencing consumer engagement	Service
(Zhang et al., 2018)	Customer engagement	Online channels	Engagement behaviour	Value co-creation or co-destruction experiences	Open-ended questions (critical incidents technique)	Understand co-creation or co-destruction of value	Several
(Naeem & Ozuem, 2020)	Consumer engagement	Social media	Engagement behaviour	User generated content	Semi-structured interviews	Social responsibility, sharing experience, staying connected and updated, and reward sharing are the major factors leading to creation,	Fashion retail

						exchange and consumption of UGC.	
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Table 2 – Qualitative + netnographic papers

Authors	Concept	Context	Definition	Dimensions	Method	Results	Industry
(Seraj, 2012)	Engagement	Online community		Consumers actions	Netnography and interviews with community members	Characteristics of online brand community that instigate engagement	Case study airline
(Brodie et al., 2013)	Consumer engagement	Virtual brand community	(Brodie et al., 2011)	Cognitive, emotional and behavioural	Netnography and in-depth interviews with community members	Consumer engagement influence consumer-brand relationships	Case study Health and fitness
(Fujita et al., 2017)	Customer engagement	Social media		Consumers actions	Netnography and in-depth interviews with community members	Customer engagement as a result of acculturation and social identity	Case study education - University
(Lima et al., 2019)	Consumer engagement	Facebook	(Brodie et al., 2011)	Consumers actions	Netnography and group discussions	Participation and involvement do not mean engagement	Case study - Beauty
(Rossolatos, 2020)	Consumer engagement	Social media	Engagement behaviour	User-generated content	Netnography and discourse analysis	Model of brand engagement funnel	Fashion industry
(Morgan-Thomas et al., 2020)	Consumer engagement	Digital eco-system	Engagement behaviour	Consumer actions	Interviews and netnography	Engagement ecosystem generates new engagement practices	Several

Table 3 – Netnographic papers

Authors	Concept	Context	Definition	Dimensions	Results	Industry
(Skålén et al., 2015)	Engagement	Facebook	Engagement behaviour	Comments and posts	3 groups of collaborative practices: interacting, identity and organizing practices	Cars - Alfisti
(Peeroo et al., 2017)	Customer engagement	Facebook	Engagement behaviour	Respond to company posts	Identification of reasons why customer respond to company posts	Grocery
(Hollebeek, Juric, & Tang, 2017b)	Community engagement	Social media	Engagement practices	Value co-creation practices (Schau et al., 2009)	Identification of engagement practices	Luxury

(Potdar et al., 2018)	Online customer engagement	Facebook		Communication, interaction, experience, satisfaction, continued involvement, bonding, and recommendation	Identification of consumer patterns leading to recommendation	Banks
(Le, 2018)	Online engagement	Facebook	Online engagement metrics	Number of likes, comments and shares on Facebook posts	Understanding of the impact of WOM on online engagement	Cars
(Uzunboylu et al., 2020)	Engagement	Instagram	Instagram Metrics	Instagram metric in brand selfies	understand how the selfie phenomenon could mobilize the interactivity between brands and target audiences	

## Appendix D

### Quantitative papers by content analysis

Authors	Concept	Unit of analysis	Context	Measures	Model	Key findings	Industry
(Chen et al., 2015)	Consumer engagement	Consumer posts	Facebook	Number of likes, shares and comments	Brand personification in consumer-brand relationships	Engaged consumers treat brands as humanlike social agents	Several
(Wang, Qiao, & Peng, 2015)	User engagement	Brand post	Social media	Comments and valence	Evaluative aspect of the emotional process links engagement with purchase intention	Socializing purpose of online communities is related to the affective and evaluative valence of proactive engagement	Starbucks brand
(Geissinger & Laurell, 2016)	User engagement	User-generated content	Social media	Manifestations of user engagement by integrating these brands in expressions of engagement that materialize in the user-generated content that they create online	How ten Swedish fashion brands have been integrated in expressions of user engagement in social media	Expressions of engagement vary across social media platforms and over time	Fashion
(Khan et al., 2016)	Fan page engagement	Brand posts	Facebook	Number of likes, shares and comments	The effect of cultural differences on effectiveness of social media metrics	Posts characteristics influence engagement, and differences across cultures were observed	One product category
(Noguti, 2016)	User engagement	Brand posts	Reddit	Posts' elements	Relationship between posts elements and user engagement	Language features add explained variance to models of online engagement variables, providing significant contribution to both language and social media researchers and practitioners	
(Schultz, 2016)	Consumer social interaction	Consumer social interactions	Facebook	Number of likes, shares and comments	Fan number, brand posting, and response behaviour	Identification of engagement brand strategies	Apparel retail
(Swenson, 2016)	Consumer engagement	Consumer response	Offline		Letters analysis	women engaged in dialogue with the	Betty Crocker brand

						company to reify brand values, express gratitude and loyalty, and seek more social support and connection	
(Tafesse, 2016)	Consumer engagement	Brand page	Facebook	Number of likes, shares and comments	Experiential affordances of Facebook brand pages influence consumer engagement	Brands that facilitate experiential affordances generate higher levels of engagement	Several
(Willis & Wang, 2016)	Consumer engagement	Member interactions	Facebook	Number of likes, shares and comments	To understand the role consumer engagement plays in shaping brand meaning and how brand meaning is transferred through computer-mediated content	engage consumers with content delivered through online communities.	Weight Watchers
(Gutiérrez-Cillán et al., 2017)	User engagement	Brand posts	Facebook	Frequency of likes, shares and comments	How posts content contributes to users' engagement	Brand page engagement as outcome of experiential value (utility and entertainment) of brand posts	1 fashion brand
(Ibrahim et al., 2017)	User engagement	Tweets	Twitter	Number of replies and text length	Influence on users' perception of brand image and service	Effects on users' sentiment	Retail
(Lei et al., 2017)	Customer engagement	Brand posts	Facebook	Number of likes, shares and comments	Factor influencing consumer engagement with branded content	Content brand type influences customer engagement	Several
(Oh et al., 2017)	Consumer engagement behaviour	Social media posts	Social media	Platform parameters	Associates consumer engagement behaviour to economic performance	Differences across social media platforms	Films
(Schultz, 2017)	Consumer engagement	Brand posts	Facebook	Number of likes, shares and comments	Post characteristics influence consumer engagement	Identification of differences across engagement activities and industries	Several
(Lin, Yang, Ma, & Huang, 2018)	Brand engagement via social media platforms	Advertising data and actions data	Weibo		Identification of 2 forms of engagement (consumer-initiated and firm-initiated) and how they affect advertising effectiveness	Both types of engagement influence advertising effectiveness, but depends on the type of brand (strong or weak)	



(Viswanathan et al., 2018)	Customer engagement behaviours	Tv show tweets	Twitter	Volume, sentiment, and richness of user-generated content	Theoretical framework involving brands actions, consumer engagement behaviours and, consumer consumption	Different influences of action brands on product consumption, live or shifted viewing	Television shows
(Yoon et al., 2018)	User digital engagement	Brand posts	Facebook	Users' comments	How social media affects company's business performance	Number of users' comments influences company's revenue	Several
(Wu et al., 2018)	Customer engagement	Information about transactions and consumer reviews	Social media	Number of posting and replies	How community engagement affects online WOM behaviour (reviews and ratings)	Community engagement increases the likelihood of positive online WOM behaviour	several
(Cooper et al., 2019)	Engagement behaviours	Brand posts	Facebook	Number of likes, shares and comments	Balance between community goals and company needs	Appealing, consuming and affiliate actions	Clothing brand
(Smith, 2019)	Stakeholder Engagement	Brand posts	Facebook	Number of likes, shares and comments	Strong social media voice serves as an effective tool to attract new business, as well as mitigate rumours, misinformation and build brand loyalty	Built a strong and trusted digital voice using a surprisingly simple in-house strategy	Small airport
(Kang, Lu, Guo, & Li, 2021)	Customer engagement behaviours	Consumption, contribution, and creation	Sina Weibo Live	Likes, gifts, comments	Interactivity impacts tie strength and customer engagement behaviour. Moderators: popularity and tenure membership	Curvilinear relationships between interactivity and CE	Social commerce

## Appendix E

### Quantitative papers by survey research

Authors	Concept	Context	Definition	Dimensions	Scale	Method	Model	Key findings
(Algesheimer et al., 2005)	Community engagement	offline	The consumer's intrinsic motivation to interact and cooperate with community members.	Utilitarian, hedonic, and social	I benefit from following the brand community's rules. I am motivated to participate in the brand community's activities because I feel better afterwards. I am motivated to participate in the brand community's activities because I am able to support other members. I am motivated to participate in the brand community's activities because I am able to reach personal goals.	SEM	Consumer-community relationships	
(Lee et al., 2011)	Consumers' community engagement behaviours	Online	Participation intentions	Engagement behaviours	How likely to participate in activities: (a) providing new information about the brand to other people; (b) actively participating in the	ANOVA ANCOVA	Community engagement as a result of intrinsic motives of altruism and social identification motivation	Positive influence

					online brand community's activities; (c) supporting other members of the online brand community; (d) saying positive things about the online brand community to other people; (e) recommending the online brand community to anyone who sought their advice about the brand; (f ) encouraging other people to use the brand in future; and (g) not hesitating to refer other people to the brand			
(Laroche et al., 2012)	Community engagement	Social media		Attitude	Based on (Algesheimer et al., 2005)	SEM	Community engagement as a value creation practice influences brand trust and brand loyalty	
(Cheung, Zheng, & Lee, 2012)	Consumer engagement	Brand community of social networking sites		Behavioural: participation and promotion	Adapted from (Algesheimer et al., 2005) and e-business (Koh & Kim, 2004)	PLS	Consumer engagement behaviour (participation and promotion) affect online community commitment, which affects brand commitment, purchase intentions and WOM intentions	Positive effects

(Hutter et al., 2013)	user	Facebook		Attitude		Case study – Mini SEM	How social media activities and user interactions with these brand-related activities affect the perception of brands and ultimately influence consumers purchase decision	Engagement with a Facebook fan page has positive effects on consumers' brand awareness, WOM activities and purchase intention
(Kuo & Feng, 2013)	Community engagement	Online community		Motives	(Algesheimer et al., 2005)	PLS	Community engagement as an interaction characteristic influence perceived benefits and, consequently, community commitment	CE influences perceived benefits: learning, social, self-esteem, and hedonic
(Tsai & Men, 2013)	Consumer engagement	Social networking sites		Motives	Adapted from (Muntinga et al., 2011)	HRA	Motives to engage in Facebook brand pages	Positive influence
(Gamboa & Gonçalves, 2014)	Fans and non fans engagement	Facebook				PLS Case study Zara brand	Examining fans and non-fans of the Zara brand on Facebook, we discovered that Facebook enhances engagement	Relations are stronger for fans of the brand than for non-fans, and customer satisfaction is the strongest determinant of loyalty.
(Lee, Han, & Suh, 2014)	Opinion leader engagement	Online brand community				Exploratory Case study Starbucks	Research model that includes the types of customer expectations, opinion leader engagement, negative valence of VOC, interaction, and innovation.	Opinion leaders' engagement positively affects the interaction among community members
(Tsai & Men, 2014)	Consumer engagement	Social networking sites		Motives	Adapted from (Muntinga et al., 2011)	t-test	Motives to engage in Facebook brand pages, comparing two cultures	Differences across cultures
(Habibi et al., 2014b)	Community engagement	Social media		Motives	(Algesheimer et al., 2005)		Community engagement moderates the effect of brand community	CE moderates positively

							relationships on brand trust	
(Ray et al., 2014)	Community engagement	online		Motives	(Algesheimer et al., 2005)	SEM	A conceptual model where community engagement results from knowledge self-efficacy, self-identity verification, community identification and satisfaction. CE influences WOM and knowledge contribution	Positive influences
(Luo et al., 2015)	Community engagement	Social media		Attitude	Adapted from (Algesheimer et al., 2005; Laroche et al., 2012)	SEM	Community engagement as a value creation practice influences consumer-brand relationship and consumer-other consumer relationship, leading to community commitment and brand loyalty	
(Verhagen et al., 2015a)	Customer engagement	Virtual community	Customer engagement intentions	Behaviour	(Algesheimer et al., 2005; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004)	PLS	Model relating virtual environment characteristics, perceived benefits (cognitive, social, hedonic, and personal) and customer engagement intentions (behavioural)	Positive influence
(Hartmann et al., 2015)	Community engagement	Online community		Motives	(Algesheimer et al., 2005)	PLS	How different consumptive moments influence community engagement	Direct and vicarious moments have different roles in the creation of community engagement and vitality
(Loureiro, Pires, & Kaufmann, 2015)	Community engagement	Offline		Motives	(Algesheimer et al., 2005)	PLS	Antecedents: brand identification, community satisfaction, other members. Consequences:	Positive influence of drivers. Engagement influences participation.

							community participation, and indirectly brand loyalty, brand knowledge and WOM	
(Y. Wang et al., 2015)	Community engagement	Social media	Proactive engagement	Behaviour				
(Hall-Phillips et al., 2016)	Consumer engagement	Social media sites		Attitude	(Lee, Kim, Kim, 2011)	SEM	To foster consumer identification with social venture	Site experience: Excitement, aesthetics, Educational Value, Escapism influence CE. Consumer engagement and attractiveness of identity influence consumer identification of consumer with social venture
(Osakwe et al., 2016)	Consumer engagement	Social media		Attitude	Adapted from brand engagement (Hollebeek et al., 2014)	PLS	Conceptual model involving consumer engagement in social media in consumer purchase decision, mediated by WOM	CE do not affect WOM
(Nguyen et al., 2016)	Consumer engagement	Online community		Attitude	Adapted from brand engagement (Hollebeek et al., 2014)	SEM	Conceptual model involving online community engagement and perception of price fairness	Positive influence, fully mediated by community norms and rule familiarity
(Fernandes & Remelhe, 2016)	Customer engagement	Virtual community	Willingness to engage	Attitude	Based on co-creation and virtual communities' insights from different authors		Identification of reasons to participate in co-creation activities	
(Islam & Rahman, 2016)	Customer engagement	Facebook		Attitude	Adapted from brand engagement (Vivek et al., 2014)	SEM	Customer engagement influences brand trust and WOM	Customer engagement influences brand trust and WOM

(De Oliveira et al., 2016)	User engagement	Facebook	User engagement intentions	Contribution and interaction behaviours	Adapted from consumers participation (Cheung & Lee, 2011)	PLS	Extended model of social media participation	User engagement intentions are driven by subjective norms, social identity, maintaining interpersonal interconnectivity, and entertainment value
(Habibi et al., 2016)	Community engagement		Engaging in value creation practices requires members to have strong feelings of brand community markers such as obligations to the community and shared consciousness, creating a sense of meaning and identity for members	Attitude	This brand community has several specific domains to which members can contribute. There are many pages on social media that are devoted to a specific aspect of this brand. Members of this brand community remember and share their first personal experiences with this brand. Seminal experiences with the brand are highly valued in the brand community. There are many photos in the brand community page depicting consumers' experience with their brand.	SEM	Community engagement as a value creation practice influences brand relationship quality and brand loyalty	

					Members of this brand community use symbols or badges to reflect important experiences with this brand Members share narratives of their brand relationship journey on the brand's page.			
(Casas et al., 2016)	Brand community engagement	Online		Motives	Adapted from (Baldus et al., 2015)	EFA and MLR	Community Engagement as motives to interact influence community commitment and repurchase intention	Community Engagement as motives to interact influence community commitment and repurchase intention
(M. Kang, Shin, & Gong, 2016)	Community engagement	Online brand community		Attitude	Adapted from (Algesheimer et al., 2005) and (Habibi et al., 2014b)	PLS	Brand community engagement is affected by personalization, familiarity among members and quality of C2C interactions	Positive influence
(Braun et al., 2016)	Customer engagement	Online brand community		Behaviours: value-creation practices, online, customer-to-customer interaction	Adapted from (Habibi et al., 2014b)		The effect of customer engagement behaviours on perceived benefits	Benefits: social, relationship, autonomous, altruistic, economic, and self-fulfilment
(Kim & Drumwright, 2016)	Consumer engagement And consumer engagement intention	Social media brand community		Motivations and intentions to consuming and to contributing	Adapted from behavioural engagement (Muntinga et al., 2011) and (Tsai & Men, 2013)	2x2 design	For consumers with different motivations to engage with brands, explores the mechanism that enables perceptions of social relatedness to contribute to consumer engagement and relationship building	consumers' perceived social relatedness moderates the effects of consumer motivation on engagement, consuming intention, satisfaction, affective commitment, and trust



(Dessart, 2017)	Community engagement	Social media brand community	(Dessart et al., 2015, 2016)	Attitude	(Dessart et al., 2016)	SEM	Community engagement influences brand engagement, commitment, trust and loyalty	
(Shing-Wang & Shih-Heng, 2017)	Fan brand Facebook page engagement	Facebook	Attitude	Participation, and engagement	Adapted from (Casaló, Flavián, & Guinalíu, 2010; Laroche et al., 2012; Pöyry, Parvinen, & Malmivaara, 2013)	SEM	Antecedents: social interaction tie, self-image congruence, and content value (utilitarian and hedonic). Consequences: continued intention to use and affective commitment to FBP	
(Islam & Rahman, 2017)	Community engagement	Social media brand community		Attitude	Adapted from brand engagement (Hollebeek et al., 2014)	SEM	Customer engagement mediates the relationship between community characteristics and brand loyalty	
(Islam, Rahman, & Hollebeek, 2017)	Community engagement	online brand community		Attitude	Adapted from brand engagement (Hollebeek et al., 2014)	SEM	Customer engagement mediates the relationship between personality traits and purchase intention	Extraversion is the strongest driver of CE, openness to experience, neuroticism and agreeableness also have positive influence. Consciousness has negative impact. EC influences intention to purchase.
(Martínez-López et al., 2017)	Consumer engagement in online brand community	Social media		Attitude	Adapted from (Algesheimer et al., 2005; Laroche et al., 2012)	SEM	Drivers: OBC trust, OBC identification, OBC experience. Outcome: OBC participation	
(Phua et al., 2017)	Community engagement	Social media		Motivation	Adapted from (Sung, Kim, Kwon, & Moon, 2010)	SEM	Community engagement as an outcome from frequency of use	

(Claffey & Brady, 2017)	Consumer engagement in virtual brand community	Social media	Attitudinal engagement	Cognitive, affective, and participation in value co-creation activities	Several measures adapted from different authors from psychology field	SEM	Motivational drivers of consumer engagement in virtual brand communities	Cognitive appraisal influences participation, moderated by affective states. Motives: hedonic, social and personal integrative, positive self-enhancement and utilitarian effect cognitive and participation
(Chiang et al., 2017)	Customer engagement	Social media		Behavioural	Adapted from social commerce (Kim, 2013) I spend a lot of time here I tell my friends about the information I obtain here I tell the firm what I need I recommend this firm's brand to my friends	PLS	How customer learning factors (collaborative and motivation) affect satisfaction, and satisfaction affect customer engagement behaviour and loyalty	Positive influence, and CBE have a positive influence on loyalty
(Guo et al., 2017)	Customer engagement	Social networks		Behavioural		Case study Online questionnaire SEM	how individuals' simply follow, purely aiming for information but with little contribution, could affect fans behaviour and make them engage in CSN	Personal factors and Environmental factors have a significant impact on determining followers' proclivity to engage in CNSs
(He & Negahban, 2017)	Consumer engagement	Social media		Behavioural	Social media platform metrics	Case study Fashion Exploratory	How consumers' roles and behaviours can shape and affect social media-based brand communities.	The overall consumer engagement behavior has a significant predictive relationship with the growth rate of brand community in both

								short term and long term
(Phua et al., 2017)	User engagement	Social media		Behavioural	Social media platform metrics	Case study Fashion Exploratory	Facebook, Twitter, Instagram, or Snapchat, for following brands, and their influence on brand community-related outcomes	Results depend on Social media platform
(Zhang, Guo, et al., 2017)	Customer engagement	Online brand community	Attitude	Conscious participation, Enthusiasm, and social interaction	(Vivek et al., 2012)	SEM	How customer engagement influences brand stickiness and wom intentions	Positive influence
(Chang & Fan, 2017)	Fan engagement	Brand social network site (Facebook)		Attitude		SEM	Predictors of fan's engagement and affective commitment	Engagement is influenced by social interaction tie, content value and affective commitment
(Ha, 2018)	Community engagement	Online brand community		Attitude	Adapted from (Algesheimer et al., 2005)	Online questionnaires SEM	Value creation practices influence community engagement.	Positive influence
(Kumar & Nayak, 2018)	Brand community engagement	General		Motives	(Algesheimer et al., 2005)	Offline questionnaires PLS-SEM	BCE Influences brand loyalty intentions and brand engagement. BCE is influenced by brand community identification	
(Simon & Tossan, 2018)	Brand Facebook page engagement	Facebook		Behaviour	Adapted from (Muntinga et al., 2011)	Online questionnaires SEM	Outcome of consumer brand relationships	Brand gratitude and brand page satisfaction positively influence BFPE
(Liu et al., 2018)	Consumer engagement	Social media brand community	Attitude	Cognitive, emotional and behavioural	Adapted from brand engagement (Hollebeek et al., 2014)	Online questionnaires PLS-SEM	Consumer engagement mediates the relationship between consumer to consumer and consumer to marketer trust and brand trust	CE partially mediates the relationship
(Loureiro & Kaufmann, 2018)	Online community engagement	Social media brand community		Motives	(Baldus et al., 2015)	Online questionnaires HRA	Dimensions of OCE affect WOM in love and hate communities	Emotions, passion and validation affect positive WOM in love communities. Brand

								influence, brand aversion and hedonic rewards affect negative WOM in hate communities
(Akrou et al., 2018)	Fans of Facebook brand pages	Facebook		Behaviour of visiting	Levels of frequency of visiting the brand page	Online questionnaire SEM	Engagement as a multigroup moderator (combined with age and gender) affecting the relationship between commitment and trust in virtual brand community and WOM	Young and female fans with a high level of engagement and having a strong brand relationship, spread positive WOM
(Triantafillidou & Siomkos, 2018)	Consumer brand engagement	Facebook	Behavioural engagement	Consuming and contributing (Motives)	Adapted from brand engagement (Tsai & Men, 2013)	Online questionnaires PLS	Model of the effects of Facebook experience in consumer behavioural engagement	Flow and communitas influence positively consuming, and escapism influence negatively. Entertainment, flow, socializing, and communitas influence positively contributing
(Islam, Rahman, & Hollebeek, 2018)	Consumer engagement	Online brand community		Attitude	Adapted from brand engagement (Hollebeek et al., 2014)	Online questionnaires SEM	Customer engagement mediates the relationship between self-brand image congruity and value congruity and brand loyalty	Positive impacts. Did not differ by gender
(Carlson et al., 2018)	Customer engagement	Social media brand communities	Engagement behaviour intentions	Feedback and collaboration intentions	Adapted from (Hamilton et al., 2016; Shi, Chen, & Chow, 2016)	Online questionnaires PLS	Environmental stimulus influence virtual customer experiences, that influence customer engagement behaviours in the community	Value resulting from customer experience influences intentions to give feedback and collaboration
(Bianchi & Andrews, 2018)	Consumer-brand engagement	Social media (Facebook)	Engagement behaviour	Attitude towards engagement and Intention to engage (visiting pages)	Adapted from visiting pages and intentions to continue using (Lin, Fan, & Chau, 2014; Yang, 2010)	Online questionnaire SEM	Attitude towards engaging influence engagement intentions, that influence intentions to purchase through SM	

(Baldus, 2018)	Community engagement	Online brand community	Intrinsic motivation to interact with the community	Motives	(Baldus et al., 2015)	Longitudinal study	OBCE influences psychological sense of community. That will affect brand and community supportive behaviours	Positive relationships: brand commitment, loyalty, WOM, community participation intentions
(Arya et al., 2018)	Consumer engagement	Social network sites	Engagement behaviour	Communication, building		Online questionnaires SEM	The influence of CESNS in brand attachment behaviours, mediated by brand communication	Brand communication mediates the relationship
(Nagaraj & Singh, 2018)	Customer engagement	Facebook	Engagement behaviour		Customer activities	Online questionnaires, quasi-experimental design Case study	mediation of CBE and RQ between customer participation and brand loyalty.	CBE does not mediate among the purchasers' group, however, CBE and RQ exhibit serial mediation. Also, RQ does not mediate among the non-purchasers' group.
(Kujur & Singh, 2019)	Consumer engagement	Brand social network sites pages (Facebook)	Engagement behaviour	Behaviour	(Schivinski et al., 2016)	Online and offline questionnaire SEM	Content related factors, social factors and perceptual factors influence consumer engagement. How consumer engagement behaviour influences the customer organization relationship	The 3 factors have positive impact on CE. CE influences C-O relationship
(Lima et al., 2019)	Customer engagement	Facebook	Engagement behaviour	Passive and active behaviour	Customer activities	Online questionnaire PLS	How customer engagement affects customer happiness and consequently WOM and purchase intentions	Positive influence
(Niedermeier et al., 2019)	Online consumer engagement	Facebook	Attitudinal engagement	Attitude	Adapted from brand engagement (Hollebeek et al., 2014)	Online questionnaire SEM	Explores the relationship between personality traits, OCE, perceived value and the moderating role of personal values.	Extraversion, openness to experiences and altruism – are positively correlated with OCE. OCE is related social value and aesthetic value.

(Ferreira & Zambaldi, 2019)	Consumer engagement	Facebook	Attitudinal engagement	Attitude	Adapted from (Vivek et al., 2014)	Online questionnaire SEM	Explores the impact of brand involvement and perceived homophily on consumer engagement with brand communities in social media and the effect of the latter on corporate reputation	community engagement has a strong, positive association with corporate reputation and fully mediates the relationship between brand involvement and perceived homophily with corporate reputation
(Hanson et al., 2019)	Consumer engagement	Facebook	Behaviour	Engagement intentions	Intentions to participate, visit, communicate and contribute	Online questionnaire SEM	how the type of signal used to indicate user reputation can enhance (or diminish) consumers' community engagement.	Signals that evoke a positive social role have the ability to drive greater engagement than signals that do not provide role clarity
(J. Wang et al., 2019)	Brand community engagement	Online	Motives	(Algesheimer et al., 2005)		Online and offline questionnaire SEM and HRA	Based on the UGT investigate the moderation of product complexity, brand symbolism, and extraversion in the relationship between brand community gratification and brand community engagement	product complexity positively moderates the impact of information value on BCE and brand symbolism positively moderates the effect of social value on BCE. Extraversion positively interacts with social value in enhancing BCE
(Dessart et al., 2020)	Community engagement	Facebook	Motives	(Algesheimer et al., 2005)		Online questionnaire SEM	Negative brand relationships and emotions to evidence how such relationships transpose into the willingness to participate in collective actions in antibrand communities	Negative brand relationship (negative emotional connection and two-way communication) lead to community participation in anti-brand communities,

								through the mediating role of social approval and oppositional loyalty
(Fernandes & Castro, 2020)	Consumer engagement	Facebook	Behaviour	Passive and active engagement behaviours	Adapted from (Schivinski et al., 2016)	PLS-SEM	How consumer benefits influence their behaviour (active or passive), and brand loyalty	Passive/lurker behaviour has a stronger impact on brand loyalty than active/posting behaviour
Hasim, Tajuddin, & Zainol, 2020)								
(Haverila et al., 2020)	Customer engagement	Online	Attitude	(Dessart, Aldás-Manzano, & Veloutsou, 2019) (Fernandes & Remelhe, 2016)	1. Passionate about visiting the brand community 2. Continue visiting the brand community for very long periods 3. Enthusiastic when interacting with the brand community 4. Proud of the brand community 5. Getting carried away when I interact with the brand community 6. Happy when I am interacting with the brand community	Online survey, SEM, FMPLS	Segment brand communities based on participation behaviour and their identification with the brand community, loyalty and benefits gained from membership	Segment one has a stronger relationship between identification and other outcomes and is also more motivated by social enhancement than segment two
(Kumar & Kumar, 2020)	Brand community engagement	Online brand community	(Algesheimer et al., 2005)	Motives		SEM	How community benefits influence CE, and CE influences brand and community relationships	Positive effects
(Kwon et al., 2020)	Consumer engagement	Social media	(Brodie et al., 2013)	Attitude	(Vivek et al., 2014)	SEM	The effects of marketing communications, such as	Advertisement/promotion and SNS content

					(Dessart et al., 2016)		advertisement/promotion and social network service (SNS) content, on consumer engagement (CE), brand trust and brand loyalty	have a positive effect on CE. CE has a positive effect on brand trust, and CE and brand trust have a positive effect on brand loyalty.
(Le & Duong, 2020)	Customer engagement	Online brand community		Attitude	Adapted from (Martínez-López et al., 2017)	Online questionnaire, PLS-SEM	How cultural traits influence customer engagement	Cultural values such as collectivism, uncertainty avoidance, and long-term orientation have an impact on OBC engagement
(Liao et al., 2020)	Brand community engagement	Baidu Tieba		Participation and communication	I frequently interact with other community members I spend a lot of time participating in the brand community's activities I often communicate with members of the community I have bidirectional communication with other community members	Online questionnaire, SEM	Oppositional loyalty is a brand identity-driven outcome. CE moderates the relationship.	Self-brand similarity, brand prestige and brand uniqueness lead to consumer-brand identification, which facilitates oppositional loyalty. BCE strengthen the relationship between consumer-brand identification and oppositional loyalty.
(Naumann et al., 2020)	Customer engagement dual focus: brand and community	Social media	Attitude	Positive and negative CE	(Vivek et al., 2014) (Hollebeek et al., 2014)	Online questionnaire, SEM	The effects of negative customer engagement (CE) and positive CE in relation to the antecedent of involvement and outcome of word-of-mouth.	Involvement is a strong driver of positive CE, and positive CE has a strong effect on WOM



(Osemeahon & Agoyi, 2020)	Consumer engagement in social media brand communities	Social media	Behaviours		Adapted from (Liu et al., 2018)	Online questionnaire PLS-SEM	FOMO and smartphone use affects CE, and CE affects brand loyalty	Positive effects
(Prentice et al., 2020)	Organic customer engagement	Online brand community	Behaviours	Information support, information sharing, and consumers interaction	Adapted measures from several authors	Longitudinal study	Organic customer engagement behaviours influence customer loyalty	Organic customer engagement behaviours have a positive effect on customer loyalty
(Thai & Wang, 2020)	Consumer engagement	Facebook	Behaviours	Consumption, contribution, and creation	(Schivinski et al., 2016)	Online questionnaire SEM	How life-cycling activities on sm influence consumer behaviour and c-b relationships	Friends and crowd endorsement influence consumer behaviour. Liking behaviour influences CE.
(Yuan et al., 2020)	Consumer online brand community engagement	Online brand community	Attitude	Conscious participation, enthusiasm, and social interaction	Adapted from (Vivek et al., 2014) (Zhang, Hu, Guo, & Liu, 2017)	Online questionnaire PLS-SEM	How Consumer online brand community engagement influences consumer forgiveness and repurchase intentions in a product-harm crises	High levels of engagement and forgiveness can off-set the negative consequences for consumer-brand relationships
(Bowden & Mirzaei, 2021)	Consumer engagement	Facebook	attitude	Cognitive, affective, behavioural, and social		Online questionnaire Multi-group analysis	consumer engagement with branded content is created through consumer-initiated OBC and brand-initiated digital content marketing (DCM) communications. Self-brand connections are important antecedent of CE and the subsequent impact on loyalty	Positive effects. Stronger effects of cognitive and affective engagement on b. loyalty in OBC channel, than in DCM communications.
(Carlson et al., 2021)	Customer engagement	Facebook and Weibo	Attitude	Absorption, activation, affection, and socialisation	Adapted from brand engagement (Hollebeek et al., 2014) and	Online questionnaire PLS-SEM	How OBS-site quality affects consumer engagement, and how CE impacts behavioural loyalty	Positive impacts. The impact varies across generations

					(Carlson et al., 2018)			
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