CUSTOMER ENGAGEMENT – A LITERATURE REVIEW

LIKITHA VS,
Research Scholar
CHRIST (Deemed to be University), Bangalore
Email id:likitha.1262@gmail.com

Dr. JACOB JOSEPH K,
Associate professor School of Business and Management
CHRIST (Deemed to be University) Bangalore- 560029 Karnataka
Email id: Jacob.joseph.k@christuniversity.in

Dr. TIJO THOMAS,
Assistant Professor, School of business and management,
CHRIST (Deemed to be University) Bangalore
Email id: tijo.thomas@christuniversity.in

ABSTRACT

In a dynamic market where customers are in constant effort to substitute products, both academicians and practitioners are increasingly drawn towards this topic of Customer Engagement (CE). The phrase "Customer Engagement (CE)" is often used as catch line to refer to anything related to customers' buying behaviour such as customer satisfaction, customer involvement. While these sets of behaviours are appealing, they do not assure that the customer will not substitute the product. To be sure of customers' constant engagement toward the product, marketers should be able to constantly engage customers with the brand both offline as well as through digital platforms to increase loyalty. As a result marketers not only should put efforts to make the brand desirable and appealing they must also take a step forward to ensure that the consumers remain associated, engaged, and involved with the brand. Consumers invest themselves emotionally, psychologically, and physically with the brand during the purchasing process. This results in customer engagement. There are many drivers for this conduct and varies from customer to customer. Marketers strive to design an appropriate strategy to persuade consumers so that the customers feel worth their effort, time, and money involved with the brand and establishing a fruitful relationship with the brand. Customer Engagement is a well-researchable topic since the need to build a relationship with customers is on priority to all companies particularly understanding the means of building a preferred relationship lasting for a longer time. Customer engagement is the valuable dynamic through which marketers intend to achieve brand loyalty, brand engagement, brand performance, brand satisfaction and achieve a competitive advantage in the market. This study provides an in-depth review of customer engagement considering different attributes like Consumer engagement, Social media engagement, Brand relationship, Brand interactivity, Brand Co-creation and how companies adapt apt strategies to engage and involve customers.

Keywords: Customer Engagement, Social media Engagement, Brand Relationship, Brand interactivity, Brand Co-creation.

INTRODUCTION

Customer Engagement (CE) emerged in the year 2006 as the component of consumers' attachment towards the brand or a product. Customer Engagement has

the potential to generate value for the companies in various ways apart from purchasing. Hence Customer Engagement has become one of the main topics of the internet in the research of Marketing Science Institutes (MSI) between 2014 and 2017 (Islam & Rahman, 2016). Hence research on finding the alternative to engage, build relationships and create communities through different Customer relationship Management platforms like Social media is essential. (Verhoef, Reinartz, & Krafft, 2010) Research on engagement emerged as systematic conducted to differentiate the streams of study such as education and learning (Kearsley & Shneiderman, 1998) psychology and management (Csikszentmihalyi, 1997). In the field of management, Customer engagement (CE) surfaces in various studies on individuals' approaches to workplace settings which portrays the experimental condition of individuals engaging in the behavior (Billett, 2001). Similar work on community engagement emphasizing the importance of brand commitment in consumers, brand loyalty, and purchase intention was developed in marketing directing that consumers' motivation and interaction with other individuals have a positive impact on brand community engagement. More extensive research was made during 2010 and the concept of CE evolved due to shifting in the market from product to consumers resulting in exploring ways to enhance the experience of the consumers through constantly engaging, similar traits of customer Engagement (CE) are considered in marketing definitions. Specifically, marketing scholars consider that customer engagement is behaviour. The review follows a systematic analysis of the following factors to establish and explore ways to enhance the relationship with customers

- Customer Engagement
- Brand Relationship
- Brand interactivity
- Social media Engagement

NEED FOR THE STUDY

This research provides a review of literature on customer engagement considering different factors like Consumer engagement, Social media engagement, Brand relationship, Brand interactivity and social media engagement and how companies adapt apt strategies to engage and involve customers. This research also provides a categorization of important factors involved in establishing and enhancing the relationship with consumers

SYSTEMATIC LITERATURE REVIEW

For the study, a systematic theoretical approach to review papers of literatures was adopted to make the results more unfailing and reproducible. This process includes a systematic search to collect suitable research reviews and identify quality papers.

CUSTOMER ENGAGEMENT

(Richard P & Utpal M, 2006). Brand community participation can be determined by various social and psychological variables, social intentions of the consumers have been neglected or given less importance by the marketers but are important factors to characterising contribution particularly in online brand communities of a smaller group. This research aims to determine different activities involved concerning brand community participants.

(Christoph F, Roderick, & Linda, 2014).Understanding the importance of engagement platforms, virtual or physical where brand value is co-created through resources. Analysis of types and characteristics of customer engagement platforms to enhance the content delivery of the resource engaged in the customer platform. The managerial level decision-making process concerning implementation, adoption, and utilization of the customer engagement(CE) ecosystem is analyzed.

(Wayne, Nichola, Lisa, & Ahmed, 2019) This study provides a framework of consumer Engagement(CE) on Twitter through conducting interview, using blend and extant reviews and interview findings. Customer engagement is positively influenced by "brand customer service and brand intimacy and it mediates the relationship between these factors" (Wayne, Nichola, Lisa, & Ahmed, 2019) and consumer co-promotion intentions. Brands Twitter accounts popularity affects consumer perception which helps in adding value to the brand and acts as one of the moderators in the conceptual framework.

(Roderick J, Linda D, & Biljana, 2011) Customer engagement (CE) plays a vital role in co-creating customer experience and value. The foundation of customer engagement(CE) is analyzed by drawing analysis on theory of relationship marketing and service-dominant logic. The analysis of social sciences engagement, marketing and management literature, and business practices and also determined. A framework is developed using 5P such as psychology, dynamic, central role within a nomological network, multidimensional concept, and situational conditions which occurs under a specific set of situations generating different levels of customer engagement outcome of which is a dynamic iterative process that co-creates value.

(Peter C, Werner J, & Manfred, 2010).Brands are engaged in setting strategies for non-transactional customer behavior by asking customers to provide ratings and being involved proactively in their new ventures. Consumer engagement behaviors go beyond monetary benefits and can be defined as Customers' manifestations having a brand or firm focus. The concept of CLV(Customer lifetime value) has helped in firm valuation, marketing strategy decisions which contribute to additional new marketing metrics, ignoring customer engagement may lead to under evaluation of a firm. Customer engagement value (CEV), Customer referral Value (CRV), Customer Influence Value (CIV) was introduced as a new customer value metric.

Table 1: Overview of Customer Engagement Concept

Concept	Author	Definition	Discussion
Customer Engagement	(Richard P & Utpal M, 2006)	"customer participation in collective activities within small group brand communities can be explained by a combination of social and psychological variables" (Richard P & Utpal M, 2006)	Brand community participants, behaviour theory in incorporate social intentions, We intentions, affective commitment, transformative mechanism
Customer Engagement	(Christoph F, Roderick, & Linda, 2014)	"Despite an emerging body of literature that emphasizes the fit between engagement and technology-enabled service contexts, EPs remain ill-defined" (Christoph F, Roderick, & Linda, 2014) "Understanding the role and implications of engagement platforms" (EPs), physical or virtual customer touch points where actors exchange resources and co-create value" (Christoph F, Roderick, & Linda, 2014)	Customer Engagement Implementation of technology, Technology adoption in engagement, engagement ecosystems utilisation,
Customer Engagement	(Wayne, Nichola, Lisa, & Ahmed, 2019)	"Brand customer service and brand intimacy positively influence consumer engagement on Twitter, and consumer engagement mediates the relationship between these antecedents and consumer co-promotion intentions." (Wayne, Nichola, Lisa, & Ahmed, 2019)	Consumer engagement on Twitter, theoretical framework, consumer perception about brand account popularity, identification of mediating factors in consumer engagement process on Twitter
Customer Engagement	(Roderick J, Linda D, & Biljana, 2011)	"Customer engagement (CE) is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships" (Roderick J, Linda D, & Biljana, 2011)	Customer relationship management, the conceptual foundation of, a multi-dimensional perspective of engagement, cognitive approach, emotional perspective, and behavioural dimensions, transcending service relationships
Customer Engagement	(Peter C, Werner J, & Manfred, 2010)	"Customer engagement behaviors go beyond transactions and may be specifically defined as a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers" (Peter C, Werner J, & Manfred, 2010)	Customer relationship management(CRM), Customer lifetime value(CLV), customer loyalty, customer characteristics, marketing metrics, Customer Engagement Value(CEV), Customer influence value(CIV), Customer referral Value(CRV), Customer Knowledge Value(CKV),

BRAND RELATIONSHIP

(Kim, park, & Kim, 2013) Strong brand connection quality has a positive impact on brand extensions demonstrated by different methods which reflect strong motivation toward the brand and is more affluent than Brand evaluation or behavioural intentions. It is conceptualized as multifaceted which includes relationship concepts as affective and socio motive attachments (trust, compassion, Love and nostalgia), cognitive beliefs (trust, intimacy, brand pattern quality), behavioral factors (interdependence and commitment) combining all of these factors results in a strong brand relationship

(Cheung M. L., Pires, Rosenbergr, & Oliveria, 2019)Consumer brand engagement has an impact if the brand interactivity is customized and mostly this platform is provided by social media for a durable technology product. This study demonstrates "how to use brand interactivity elements on a social media platform" (Cheung, Pires, & Rosenberger III, The influence of perceived social media marketing elements on consumer-brand engegement and brand knowledge, 2019) and how it helps to strengthen the brand relationship. It also examines the role of social media marketing in building the consumer-brand (Cheung M. L., Pires, Rosenbergr, & Oliveria, 2019) relationship by testing theoretical model proving that "Entertainment interactivty, cognitive information transfer interaction, and cognitive up to date information interactivity are critical drivers in strengthening the Consumer brand relationship" (Cheung M. L., Pires, Rosenbergr, & Oliveria, 2019)

(Morgan & Hunt, 2012)"A major shift in marketing theory and practice is observed due to evolving concepts of relationship marketing, developing, and maintaining successful relational exchanges" (Morgan & Hunt, 2012). Relationship marketing promotes customers trust, Brand commitment that enhances brand trust

(Aggarwal, 2014)Brand assessment is done using different interpersonal norms from which consumers build a relationship with the brand. There are two types of relationship norms examined,exchange relationship in which benefits are offered to others to receive something in return and communal relationship norms in which benefits are provided to others to show concern for others' needs. Overall brand evaluations are done base on these relationship norms which conveys that violation of any of the norms hampers brand relationship.

(Cheg, White, & Chaplin, 2012)Self-brand connections is a significant factor to build a strong brand relationship and consumer with elevated self-brand connection respond to the negative brand information demonstrating defensive behavior towards the same. The consumer reaction towards negative brand information is the same as the reaction to their Personal failure and they experience a threat to their self-opinion hence they exhibit defensive behavior.

Table2: Overview of Brand Relationship Concept

Concept	Author	Definition	Discussion
Brand Relationship	(Kim, park, & Kim, 2013)	"Brand Relationship quality has a positive effect on extension evaluations and contingency on the combination of category similarity and attributes consistency over different cultures, methods, and experimental stimuli." (Kim, park, & Kim, 2013)	Consumer brand relationship quality, behavioural intentions, Brand extension, Consumer judgment, extension evaluation
Brand Relationship	(Cheung M. L., Pires, Rosenbergr, & Oliveria, 2019)	"Entertainment interactivity, cognitive information-transfer interaction, and cognitive up-to-date information interactivity are the key elements directly influencing consumer–brand engagement, enhancing consumers' intention to co-create brand value and to repurchase the brand." (Cheung M. L., Pires, Rosenbergr, & Oliveria, 2019)	Brand Co-Creation, Product Repurchase intension, Social media, Brand Interactivity, Cognitive information transfer interactions, cognitive processing
Brand Relationship	(Morgan & Hunt, 2012)	"Consumer relationships can be enhanced through The commitment trust theory which helps in maintaining the marketing networks such as providing resources, opportunities, benefits, values, maintaining standards of performance corporate values, communicating including expectations, market intelligence, and evaluation of competitors." (Morgan & Hunt, 2012)	Relationship Marketing, Marketing networks, Marketing Variables, Brand relationship, Market intelligence
Brand Relationship	(Aggarwal, 2014)	"The relationship metaphor offers a great opportunity to explore the complex but fascinating world of consumer-brand interactions if there is no norm of interpersonal relationships are not a violation" (Aggarwal, 2014)	Relationship norms, Exchange relationship, communal relationship, Brand Evaluation, incremental charges for rendering help
Brand Relationship	(Cheg, White, & Chaplin, 2012)	"When brands become highly symbolic of consumers' self-concepts, consumers defend their self-connected brands much as they would defend themselves when they experience personal failure." (Cheg, White, & Chaplin, 2012)	Brand connection, Self-affirmation, Brand evaluation, Self- brand connection, Consumer brand relationship, self-conceptualization, self-affirmation

BRAND INTERACTIVITY

(Lee, Park, & Wise, 2014). Brand interactivity can be achieved through various ways amongst which advergames can be considered which increases the consumer participation time to 20 to 35 minutes, unlike radio or television advertising for which

consumer participation time is between 5 to 10 minutes. This concept extends the perception of consumer engagement providing a platform for interactivity. Consumers exhibit a positive attitude and stronger purchase intention if they are engaged in brand-sponsored advergames. Brand interactivity through advergames provides an opportunity for advertisers and practitioners to explore ways of improving the consumer experience.

(Kim & Lee, 2016) Customer-driven social media communities are of much attention for luxury brand marketers which exhibits a positive effect if luxury brand communities interaction is exhibited as a continuous process and it does have an impact on brand attitude, brand loyalty, and purchase intentions (Kim & Lee, 2016). It reflects a customer-centric relationship with the brand (Kim & Lee, 2016).

(Liao & Chung, 2019) Examines the influence of interactivity and customer engagement on hotel customers for which purchase intentions and word-of-mouth and trust act as the mediating factors. These factors have a direct and indirect effect on brand loyalty. Brands may increase individuals' identity by constantly engaging consumers through social media (Facebook).

(Daems, Pelsmacker, & Moons, 2019) Integration of advertising is contemporary online advertising. Advertising implants a powerful message into instructive or engaging content. Interactivity positively affects memory, consciousness of selling expectation, attitude, and data sharing. Advertising can also have a negative impact on different content but no effect on selling intentions, brand attitude, and personal information sharing.

(Gligor & Bozkurt, 2019) Customer purchases are influenced by perceived brand interactivity, perceived brand fairness (Gligor & Bozkurt, 2019) being the mediating influence. When brand involvement is lower, the positive impact of perceived brand interactivity on perceived brand fairness is greater likewise brand involvement is greater when there is a positive impact of perceived brand fairness on customer purchases. (Gligor & Bozkurt, 2019)

Table3: Overview of Brand Interactivity Concept

Concept	Author	Definition	Discussion
Brand Interactivity	(Lee, Park, & Wise, 2014)	"Brand interactivity helps advertisers develop effective ways to generate interaction between consumers and brands and understand how they can apply brand interactivity using advergames, which also enhance consumers' brand experiences" (Lee, Park, & Wise, 2014)	Brand Interactivity, Advertising, Brand attitude, purchase intentions, advergames, Consumer participation

Brand Interactivity	(Kim & Lee, 2016)	"Key factors that influence interaction include Luxury Brand Communities integration that reflects a customer-centric relationship with the brand, products, companies, and other customers" (Kim & Lee, 2016)	Brand Interactivity, luxury Brand, brand attitude, Brand community integration, Social brand community, perceived interactivity, Brand attitude, Brand loyalty, Purchase intension
Brand Interactivity	(Liao & Chung, 2019)	"Purchase intention and word-of-mouth are indirectly affected by interactivity and engagement respectively in the hospitality industry, via the mediation of trust" (Liao & Chung, 2019)	Brand interactivity, Brand trust, word of mouth, moderated mediation, social media, purchase intension, social media engagement
Brand Interactivity	(Daems, Pelsmacker, & Moons, 2019)	"Brand name recognition is higher in the non-integrated advertising formats than in the integrated formats, and higher in the brand-interactive formats than in the non-brand-interactive formats" (Daems, Pelsmacker, & Moons, 2019)	Integrated advertising, Interactive advertising, Personal data sharing, Memory, Brand attitude, Integrated advertising,
		"Brand recognition is higher in the non-integrated interactive condition (interactive banner) than in the integrated non-brand-interactive (in-game advertising), the non-integrated non-brand-interactive (non-interactive banner), and the integrated interactive condition (advergame)". (Daems, Pelsmacker, & Moons, 2019)	
Brand Interactivity	(Gligor & Bozkurt, 2019)	"Perceived brand interactivity, directly and indirectly, impacts customer purchases and also has a positive impact of perceived brand interactivity on perceived brand fairness is greater when brand involvement is lower" (Gligor & Bozkurt, 2019)	Customer Engagement, customer purchase, Brand involvement, Perceived brand fairness, Perceived brand interactivity

SOCIAL MEDIA ENGAGEMENT

(Dessart, Veloutsou, & Thomas, 2015)Consumer engagement with the online brand community is refined through this study by emphasizing engagement through online communities embedded in social media (Dessart, Veloutsou, & Thomas, 2015). There are three substantive dimensions such as cognition effect and behaviour and its sub-dimensions contributing to consumer engagement and marketing relationship paradigm by showing the distinction between strongly established factors of relationship marketing namely trust, brand satisfaction, and brand loyalty. (Dessart, Veloutsou, & Thomas, 2015)

(Quach, Shao, Ross, & Thaichon, 2019) A relationship metrics was drawn between different variables such as customer participation, customer co-created value, and customer engagement. This study also determines the motivation of customers involved in the process of building relationship. Extrinsic motivation was seen as the mediating factor for measuring the relationship between customer co-created value and customer participation. Customer

(Barger & Schultz, 2016) A lot of examination has been directed on buyer commitment beginning around 2010. Absence of agreement on the meaning of the develop has prompted fracture in the discipline, nonetheless. Subsequently, research identified with shopper commitment is regularly not distinguished accordingly, making it hard for scholastics and specialists to keep up to date with advancements around here.

(Cheung, Pires, & Rosenberger III, 2019) This examination contributes by giving an understanding the brand building measure and the pretended by web-based media. Online media stage is an essential instrument that aides in sharing the brand related data and go about as the trigger to the clients brand commitment. Albeit the effect made by the brand relies upon the viability of web-based media content. Through observational testing and hypothetical model, the basic drivers of brand building measure through web-based media promoting are web-based media content, connection, popularity.

(Shawky, Kubacki, Dietrich, & Weaven, 2020) Online media have become unpreventable particular instruments, setting out affiliations and entryways for client commitment. They have rethought essential dyadic correspondences among clients and promoters, transforming them into more stunning joint efforts between various social occasions of performers, including clients, affiliations, accomplices, and non-clients. In affirmation of the redesigning of client commitment, analysts have required additional assessment keeping an eye on the work of commitment in multi-performer conditions. Our audit hopes to address this opening by pushing the understanding of the course of client commitment by means of electronic media and proposing a precisely grounded structure with legitimate measures to study client commitment.

Table 4: Overview of Social Media Engagement Concept

Concept	Author	Definition	Discussion
Social Media Engagement	(Dessart, Veloutsou, & Thomas, 2015)	"Individuals are engaged in online communities in social network platforms both with other individuals and with brands. There are three key engagement dimensions (cognition, affect and Behaviors) which helps in Consumer Engagement" (Dessart, Veloutsou, & Thomas, 2015)	Brand Engagement, Social media engagement, Online brand community, Cognitive process, dimensions of engagement
Social Media Engagement	(Quach, Shao, Ross, & Thaichon, 2019)	"The level of customer participation increased, the level of co-created value decreased. The relationship between customer participation and customer engagement was fully mediated by co-created value" (Quach, Shao, Ross, & Thaichon, 2019)	Social media content, Privacy, Customer engagement, Customer participation, Co-created value, Extrinsic motivations
Social Media Engagement	(Barger & Schultz, 2016)	"In Social media's slippery slope: challenges, opportunities, and future research directions", asked "whether or how social media can be used to leverage consumer engagement into highly profitable relationships for both parties" (Barger & Schultz, 2016)	Marketing through social media, Brand Management, Customer loyalty, online branding
Social Media Engagement	(Cheung, Pires, & Rosenberger III, 2019)	"Interaction, electronic word-of-mouth and trendiness are the key elements directly influencing consumer brand engagement, then strengthening brand awareness and brand knowledge. This contrasts with the non-significant results found for the influence of entertainment and customisation on consumer–brand engagement" (Cheung M. L., Pires, Rosenbergr, & Oliveria, 2019)	Social media, Consumer participation, brand engagement, Brand Knowledge, Brand awareness, Brand Image.
Social Media Engagement	(Shawky, Kubacki, Dietrich, & Weaven, 2020)	"The multi-actor engagement framework depicts the role that social media play in developing and nurturing customer engagement in a multi-actor ecosystem" (Shawky, Kubacki, Dietrich, & Weaven, 2020)	Social media, Digital platform, engagement framework, multi factor eco system

DISCUSSION OF THE RESULTS

This review paper provides a conceptual foundation in the area of customer engagement. It provides a framework on how customer engagement can be achieved through streaming out into four factor based research, emphasising on each component will help researcher to provide insight on the subject.

The factors can help create a research question to facilitate further exploration of customer engagement. Customer Engagement, one of the factors in consumer Engagement focuses on research question addressing to fundamentals of engaging the customers. Brand relationship, the second factor paws a way to research on cognitive nature exhibited by consumers towards the brand in building relationship. Brand interactivity, the third factor poses question on online community interaction, innovative practices to enhance the interactions through various activities. The fourth factor discussed in the paper is social media engagement which helps to research on various platforms that can be used as a powerful tool to engage customers.

SCOPE OF RESEARCH

This study contributes to a framework of Customer Engagement which can be useful for academicians and practitioners in future research and accomplishments. The review on customer engagement, the gaining interest in the present market. Few factors have been emphasised providing a research agenda for further research and a better understanding of customer engagement. This research was limited to theoretical study and requires more empirical research on each factor.

Firstly, research can be conducted on building upon the framework given by adding other factors contributing to Customer engagement. For instance a qualitative research can be done measuring the given factors and evaluating the impact of each factor on customer engagement

Secondly, a psychological perspective can be implemented to each factor to know the why factors of customer engagement. Many of the influencing factors can be determined by looking into the psychological and behavioural aspects.

Thirdly, Customer Engagement is a dynamic in nature the influencing factors and the antecedents many differ in propensity and nature. A research may be conducted to evaluate the propensity of the factors

CONSLUSION

Consumer engagement with the online brand community is refined through this study by emphasizing engagement through online communities embedded in social media. There are three substantive dimensions such as cognition effect and behaviour and its sub-dimensions contributing to consumer engagement and marketing relationship paradigm by showing the distinction between strongly established factors of relationship marketing namely trust, brand satisfaction, and brand loyalty (Dessart, Veloutsou, & Thomas, 2015)

This research reviews various literature on customer Engagement, how the literature is evolved and the paper teams four factors which can be concentrated to achieve customer engagemnt.It aims to provide a conceptual framework for future research

for academicians and practitioners.This paper potrays a systematic review of various papers providing the definition of factor exclusive for authors and paper.

Four research strems are heilighted namely

- Customer Engagement
- Brand Relationship
- Brand interactivity
- Social media Engagement

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