Customer Engagement Drivers with Brands on Social Media: Article Review

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Abstract

Importance: Brands today aim to benefit from social media to gain customer loyalty and increase competitiveness compared to their competitors in the market. There are many reasons why consumers engage with brands on social media. There are many scientific studies on the drivers of customer engagement with the brand on social media. Despite the increasing importance of companies studying the incentives that drive consumers to interact with a brand on social media, there still needs to be a systematic review of the drivers of customer engagement with a brand on social media. **Methodology**: The current study aims to study customer engagement motivation in social media by conducting a literature reference study. This review adhered to the PRISMA standard for systematic reviews and meta-analyses. Our study examined 25 papers from the 17200 papers in the database. **Results**: The motivations for customer engagement are based on Four categories of antecedents to consumer engagement identified by our analysis of the literature: information drivers, brand drivers, consumer drivers, and social drivers. In addition, our analysis also shows that the Uses and Gratifications Theory was the most referred theory in prior studies. **Recommendations**: As a reference to address the topic of customer behaviour and the impact of motivation on brand loyalty, we encourage the development of other comprehensive frameworks in which the topic of customer behaviour and brand loyalty is addressed.

Keywords: Customer Engagement, Social Media, Customer Motivations, Brand Engagement.

Introduction

Companies today consider customer engagement a key long-term success factor, as customer engagement is the market of the 21st century. Engaged customers bring profitability to the company due to their satisfaction and sustainability (Huang et al., 2022). In the global economy, expanding businesses effectively integrate their customer engagement methods with their business-focused marketing tactics. Customer engagement has good impacts and is necessary for companies operating on different platforms to ensure trust, authenticity, and the relevance of their services. Engaging customers can improve business performance, give companies a competitive edge, and boost the possibility of forming new markets (Fehrer et al., 2018).

A notion of customer involvement was created using Western management techniques. In 2006, the American Advertising Foundation was initially suggested. In contrast to customer

loyalty, participation, and involvement, customer engagement has meaning and qualities beyond loyalty, lasting relationships, co-creation value, participation, and Interaction. (Lu & Ho, 2020). Generally, engagement is defined and described as being involved, occupied, and interested in something (Park & Ha, 2021). Customer Engagement is characterized as consumer behaviours resulting from motivating drives, occurring in interactions between the focal object and other actors, and involving voluntary resource contributions with a firm focus or brand but going beyond what is essential to transactions (Islam et al., 2018). Furthermore, Hollebeek (2011) saw engagement as a multifaceted subject that includes not only behavioural (actions) but also cognitive (thoughts) and emotional (feelings) components. At the same time, van Doorn et al (2010) define *customer engagement* as "customers' behavioural manifestations toward a brand or firm, beyond purchase, resulting from motivational drivers" (p. 254).

Basically, consumer engagement refers to how a person interacts with the media, a company, or a brand (Ahiabor et al., 2023). The widespread internet has made social media dynamic and commonplace, a platform to engage brands online (Vale & Fernandes, 2018). Companies' use of social media significantly reduces the operating costs of brand marketing, as social media has a larger audience than traditional media, a non-hierarchical structure, and a diverse membership (Yasin et al., 2020). Customers spend much time interacting with brands via social media, which has become an ideal tool for developing customer engagement in brand communities(Fernandes & Castro, 2020; Huang et al., 2022). Social media engagement behaviour typically takes the form of liking, commenting, sharing, uploading videos, and posting content (Ahiabor et al., 2023).

There is much interest in the notion of engagement among academics and practitioners. Previous Research has studied several engagement concepts, such as consumer engagement (Brodie et al., 2013), brand engagement (Bento et al., 2018), customer engagement (Pansari & Kumar, 2017), and customer engagement behaviours (van Doorn et al., 2010). Because customer relationship marketing is a crucial responsibility of the marketing function, the customer engagement construct is used and applied more frequently than other constructs (Hollebeek et al., 2019). Furthermore, some studies suggest customer engagement as a multidimensional concept consisting of emotional, cognitive and behavioural dimensions (Baldus et al., 2015) or cognitive, emotional, and social dimensions (Xi & Hamari, 2020). Additionally, some researchers limit and narrow their attention to customer engagement behaviours (Lou et al., 2021). Moreover, The motivations for customer engagement through social media have been separated in several studies regarding utilitarian, hedonic, and social motivations (Chahal et al., 2020; Fehrer et al., 2018).

Customer engagement plays an important role in building long-term interactions and relationships with customers and enhancing customer loyalty to their brands (Lim, Kumar et al., 2022; Lim, Rasul et al., 2022). This is because customers develop positive attitudes toward that brand and form long-term relationships with it (Moliner et al., 2018). Customer engagement focuses on the cognitive, emotional, and behavioural aspects of relationships between customers and the brand (Kumar, 2020).

This review covers the motivations for engaging consumers with a brand through social media. The main research question is: What are the motivations for engaging consumers through social media?

Consumer Brand Engagement

Customer engagement has been a crucial brand management metric over the last ten years. Traditional metrics, such as customer involvement or commitment, are useful tools, but they could be better at separating the dynamics in customers' relationships with brands. In line with this, customer involvement has been declared essential for driving development in sales, referrals, competitive advantage, stock returns, etc. (Hollebeek et al., 2022).

Consumer engagement is a multidimensional construct comprising cognitive, emotional, and behavioural dimensions (Bazi et al., 2020; Brodie et al., 2013; Hollebeek, 2011)

First, cognitive engagement refers to one's level of attention and immersion during interactions with brand-hosted social media. High engagement requires a state of attention and absorption Dessart (2017), immersion Hollebeek (2011), and sustained cognitive processing Hollebeek & Chen (2014) during interactions with an engagement object. As consumers' interactions with brand-hosted social media intensify, they will likely be focused and immersed in what they do during interactions (Park & Ha, 2021).

Second, affective engagement concerns one's level of positively valenced feeling that occurs during his/her Interaction with the brand-hosted social media. Previous Research has validated that the affective aspect is essential to engagement (Dessart, 2017). Engaged consumers feel pleased and happy during the Interaction Dessart (2017); Hollebeek & Chen (2014), passionate Hollebeek (2011), and intrinsically excited Dessart (2017) during the Interaction.

Third, behavioural engagement is the extent of one's effort and time spent interacting with the engagement objects (Hollebeek, 2011; Hollebeek & Chen, 2014). Behavioural engagement means doing tasks such as visiting and participating in community activities, paying attention to brand posts, sharing personal opinions/content, and helping others (Wirtz et al., 2013). In online brand communities, consumer participation and contribution to the community enhance interactivity between consumers and brands and engagement with the community (Wirtz et al., 2013). The behavioural dimension is the strongest indicator, manifesting in many ways on social media (Dessart, 2017). On social media, the behavioural manifestation is driven by content that gratifies consumers' motives for using the platform (Annamalai et al., 2021).

To provide relevant and engaging content on brand social media pages, marketers must understand what motivates consumers to visit, 'like', and use these pages. According to some researcher's information, empowerment, brand love, social Interaction, Personal identity, Remuneration, and integration act as motivation to drive fans' engagement behaviours (Alsiyabi & Said, 2023; Dolan et al., 2016; Fernandes et al., 2017; McCarthy et al., 2014; Muntinga, 2013; Muntinga et al., 2011)

- Information: It refers to the requirement to get information straight from brands. It speaks of the necessity to stay informed about the brand or learn from other customers, and it might encourage consumption and contribution, i.e., customer behaviours.
- Entertainment: The urge for leisure and escape from the daily grind are tied to entertainment, which can motivate participation in brand-related activities.
- Personal identity refers to the urge to shape one's identity through self-expression and self-presentation to give others a sense of who one is and gain acceptance from others.

- Integration and Social Interaction: It is related to the need to connect with others who share a passion, feel a part of a community, and find others who share similar views.
- Empowerment: It has to do with the desire to shape the opinions of other customers or brands by taking on the position of an opinion leader. Social media is a significant platform for customers to express their thoughts and request brand enhancements.
- Remuneration: Consumers may interact with social media to receive Remuneration, such as cash, gifts, or prizes. The payment was identified as a driving factor for consumption and may be linked to promoting a brand and its products.
- Brand Love: Strong positive feelings towards a brand are called brand love. A pleased customer's level of intense emotional attachment to a specific brand is known as brand love.

Several other factors also can act as key drivers for fans' behaviours, i.e.fear of missing out (FoMO) Lee (2023), passion, hope, esteem, and togetherness for this purpose (Stavros et al., 2014), Expressing team support Li et al (2019), Arousal, Habitual use, Escape, Information surveillance, Building a virtual community, Companionship, Coolness, Maintaining relationships Billings et al (2019), criticism Schubert & Seyffert (2017), Broadcasting jockey's attractiveness Lee & Kim (2021), post quality and perceived brand quality Bazi et al (2020), individual's identification Trkulja et al (2022), purchase intention and price premium (Schivinski et al., 2016). People use social media to meet interpersonal and various other needs such as inclusion, affection, relaxation, entertainment, social Interaction, passing the time, habit, knowledge, and making new friends etc., which are met by social media (Witkemper et al., 2012).

Theories Consumer Engagement
Many theories have been used to study the factors that push the consumer to interact with the brand on social media platforms, among which we mention the most commonly used:

- **Uses and Gratifications theory**: According to U&G theory, people choose which media to utilize depending on how well certain media elements meet their social and psychological requirements (Osei-Frimpong et al., 2022). In light of this, U&G postulate that the social environment consists of various incentives for pleasure, each facilitated by combining a person's unique traits and a few basic needs. In actuality, the motivations of individual participants in social presence are frequently goal-oriented (Osei-Frimpong, 2019). Research on social media usage has utilized U&G theory to understand people's consumption patterns better. Starting from this premise, Khan (2017) identifies three key goals of U&G, which are to (1) explain how individuals use the media to satisfy their needs, (2) uncover the motivations behind media usage, and (3) identify the advantages and disadvantages of media use. In essence, U & G can sufficiently explain why consumers use interactive platforms like social media to meet their needs (such as seeking attention for their status).
- **Social Support Theory**: The widely utilized Social Support Theory (SST) is described as a dynamic process that depends on the recipient and provider and entails Interaction between them (Liang & Turban, 2011). According to SST, community members would naturally communicate suggestions and commercial information when social support is present in the social network to continue sharing other encouraging content (Hajli, 2014). On the other hand, social support—such as emotional and informational support—satisfies clients' social requirements and encourages fruitful interpersonal connections.

- **Social exchange theory and resource exchange theory** hold that customers reciprocate when they gain from the experiences related to their customers' engagement responses so that they develop positive sharing intentions, further supporting the relationship between customers' engagement dimensions and sharing intentions with the brand. Although unfavourable intentions can result from lousy customer engagement experiences, this study aims to share constructive intentions (Carlson et al., 2018).

Materials and Methods

To ensure transparency in reporting, this review adhered to PRISMA for Systematic Reviews and Meta-Analyses. Created for healthcare research, this evidence-based methodology is also currently employed in management and consumer behaviour Research (Moher et al., 2016).

Search Strategy

Google Scholar was extensively searched for studies drivers of social media customers' engagement with a brand. According to earlier studies, Google Scholar is the most thorough academic search engine. The study's reliance on freely accessible, published journals was trustworthy. Therefore, there was no need to request ethical approval or permits.

The databases indicated above were efficiently searched for peer-reviewed literature on the drivers of social media customers' engagement with a brand through July 31, 2023, using the Boolean operators "AND" and "OR" in combination with keywords. "Customer Engagement ", "Drivers," or "social media " were some of the search phrases used, as were "motivations," "brand," and "factors."

Eligibility Criteria

The following eligibility criteria were used to determine which publications were included and which ones were eliminated in this study. Articles that satisfied the following inclusion requirements were accepted.

- Studies that looked at what drives, influences, or motivations customers to engage in on-brand social media.
- Studies were done and available in English with free full-text manuscripts.
- Papers published eight years ago (2016-2023).

However, studies were excluded for the following reasons.

- Secondary sources include newspapers, magazines, un-evidenced abstracts, and other systematic reviews and meta-analyses.
- Studies published in languages other than English.
- Studies that did not provide full access to their manuscripts
- Studies that did not mention social media.
- Studies that addressed the issue of motivations for using social media in general without addressing the issue of brand.

Study Selection

The initial database was screened and reviewed in three phases (figure 1).

In the first phase, the researcher scanned the titles to exclude the irrelevant papers. The second phase was undertaken based on the abstracts to identify relevant and non-relevant papers further. In the third phase, the papers were categorized based on the identified customer engagement drivers by reading the full-text article. Through this selection process, (25) papers were included.
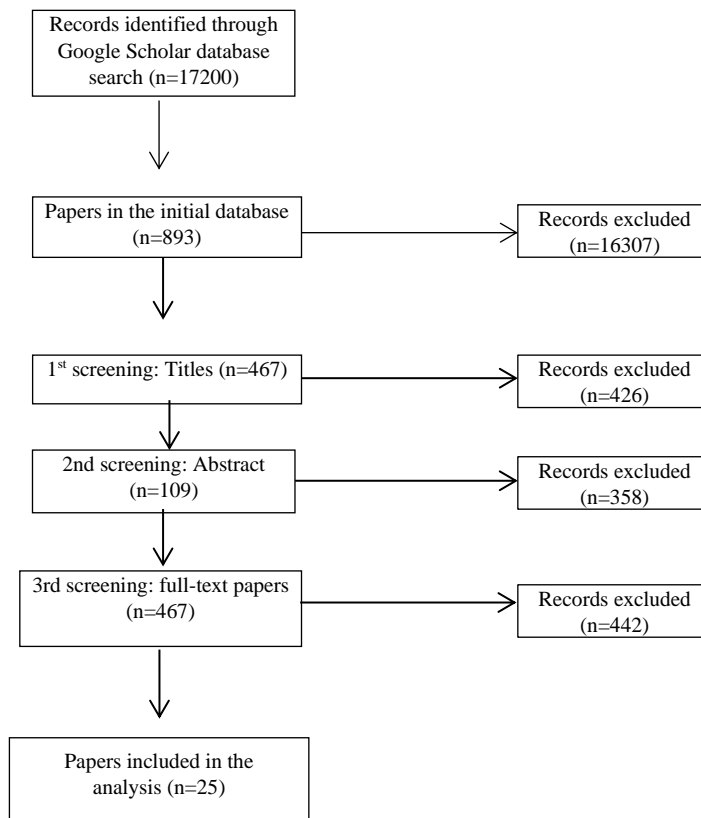
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│ 2nd screening: Abstract  │───────▶│ Records excluded     │
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Figure 1. Overview of the screening process.

Characteristics of Included Studies

A comprehensive classification of the final set of studies was designed to analyze customer engagement drivers with brands through social media (See Table 1 for results). The studies are categorized according to research objectives, field, type of social media platforms investigated, type of engagement behaviour investigated, motivations, and Theories adopted in the analysis.

Table 1
Characteristics of the included studies

	Titel	Reference	objectives	motivations	theory	S.M
1	Why we follow: Examining motivational differences in following sports organizations on Twitter and Weibo	(Li et al., 2019)	Researching whether there is a difference in the motivations of social media users when following sports organizations in two different applications:	information, entertainment, technical knowledge, passing time, escaping, and expressing team support,	uses and gratifications	Twitter and Weibo

			Twitter and Weibo		
2	Social media and sports: Driving fan engagement with football clubs on Facebook	(Vale & Fernandes, 2018)	understand why and how sports fans engage with clubs on social media.	(Information, Entertainment, Personal Identity, Integration and Social Interaction, Empowerment, Remuneration, and Brand Love)	Uses and Gratifications	Facebook
3	Untangling International Sport Social Media Use: Contrasting U.S. and Chinese Uses and Gratifications Across Four Platforms	(Billings et al., 2019)	compares the United States of America and China's uses sought and gratifications obtained within four different social media platforms.	Arousal, Passing time, Camaraderie, Entertainment, Self-expression, Habitual use, Escape, Information surveillance, Building a virtual community, Companionship, Coolness, Maintaining relationships	uses and gratifications	Facebook, Twitter, WeChat and Weibo
4	Motivations to Use Different Social Media Types and Their Impact on Consumers' Online Brand-Related Activities	(Buzeta, 2020)	investigates the relationships between incentives to use social media and consumer online brand-related activities	Entertainment, Integration and Social Interaction, Personal identity, and Information	uses and gratifications	social media
5	User Engagement and gratifications of NSO supporters on Facebook	(Osokin, 2019)	Identify various post attributes that would aid national sports organizations in reaching their online	Entertainment, Integration and Social Interaction, Personal identity, Information, Remuneration,	uses and gratifications	Facebook

			fans and excelling in their media .presence	Empowermen t		
6	Fan motives for interacting on social media –the example of the International Table Tennis Federation and Facebook	(Schubert & Seyffert, 2017)	investigates the motives of fans to communicate on the Facebook page of the International Table Tennis Federation (ITTF).	Expertise, passion, support, help, quiz participation, es-teem, camaraderie, and criticism	--	Facebook
7	Consumer brand engagement in social networking sites and its effect on brand loyalty	(Jayasingh, 2019)	identify the determinants of consumer brand engagement behaviour in Facebook brand pages and their impact on brand loyalty.	Information, Entertainment , Economic benefits, Social benefits, Trust, Social influence, Brand love	uses and gratification/ social influence theory	Facebook
8	Social media content strategy for sports clubs to drive fan engagement	(Annamalai et al., 2021)	understand the impact of content type and vividness of Facebook content shared by sports clubs on fan engagement.	Information/ Remuneration / Entertainment / Social	Uses and gratifications	Facebook
9	Motives to engage with sports brands on Facebook and Instagram– The case of a Portuguese football club	(Machado et al., 2020)	understand the motivations for fans to engage with their favourite football brands on Facebook and Instagram.	Social influence, searching for information, rewards, conversation, and entertainment.	Uses and Gratifications	Facebook and Instagram.

10	Permanently desiring the temporary? Snapchat, social media, and the shifting motivations of sports fans	(Billings et al., 2017)	How will information-seeking motivations for using Snapchat in sports environments differ from other social media platforms?	information-seeking/ relaxation/ social interaction/ escape	uses and gratifications	Snapchat
11	A Study on the Relationship of the Motivation to Use Individual Internet Sports Broadcasting, Social Media Engagement, and Social Presence	(Lee & Kim, 2021)	influence of media use motivation and social media engagement on the social presence of the user.	Pursuit of information/ Pursuit of benefits/ Social relations/ Broadcasting jockey's attractiveness / Pursuit of contents / Pursuit of fun	Uses and Gratifications	social media
12	Customers' motivation to engage with luxury brands on social media	(Bazi et al., 2020)	understand why customers engage with luxury brands on social media platforms	The study identifies 13 motivations grouped into six macro-dimensions: perceived content relevancy (brand news, post quality, and celebrity endorsement), brand-customer relationship (brand love and brand ethereality), hedonic (entertainment), aesthetic (design appeal), socio-psychological (actual self-congruency, status signalling, and enhance and maintain face),	--	social media

				brand equity (perceived brand quality), and technology factors (ease of use and convenience).		
13	Social Media Brand Engagement: Dimensions, Drivers and Consequences	(Chahal et al., 2020)	investigate the motives for using social media and explore the impact of social media brand engagement on brand equity.	(a) utilitarian, (b) hedonic, and (c) social dimensions	--	social media
14	Customer engagement with brands in social media platforms Configurations, equifinality, and sharing	(Carlson et al., 2019)	investigate causal patterns of four customer engagement dimensions	attention, absorption, enthusiasm, and Interaction	classical attitude theory, social exchange theory, resource exchange theory	Weibo
15	Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns	(Hughes et al., 2019)	Determine the factors that drive the success of online brand engagement at different stages of the consumer purchase funnel	critical interplay of platform type, campaign intent, source, campaign incentives, and content factors	Uses and Gratifications	Facebook
16	Driving marketing outcomes through social media-based customer engagement	(Kulikovskaja et al., 2023)	examine direct effects of three content types (e.g., infotainment, remunerative, and relational content) on three engagement metrics of positive contribution	content types (infotainment, remunerative, and relational content)	customer engagement and user gratification theory	social media

			(e.g., Likes, Shares, and Comments)			
1 7	Athlete branding via social media: Examining the factors influencing consumer engagement on Instagram	(Doyle et al., 2022)	examined the factors that influence social media engagement (likes and comments) with athlete content	Athletic performance content type	Self-Presentation theory	Instagram
1 8	Social Identity Dimensions as Drivers of Consumer Engagement in Social Media Sports Club	(Marčinko Trkulja et al., 2022)	provide a conceptual and theoretical understanding of consumer engagement, particularly among sports teams that employ interactive platforms to establish relationships with customers	individual's identification	social-identity theory	Social Media Sports Club
1 9	Understanding consumer engagement in social media: The role of product lifecycle	(Eslami et al., 2021)	The notion of customer engagement on social media via users' participation in content creation and contribution	popularity, discourse logic and argument frame	Source Credibility Theory	social media

2 0	Social media marketing strategy in English football clubs	(McCarthy et al., 2022)	explore the evolving social media marketing strategies of football clubs involved in the English Premier League (EPL)	Passion, Esteem, Entertainment, Information		social media
2 1	Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands	(Fetais et al., 2023)	This Research aims to investigate the impact of social media marketing activities (SMMa) on brand loyalty directly and through mediating variables of community engagement and love mark.	Brand Loyalty Brand Authenticity	love mark theory, engagement theory and brand equity theory	Facebook Instagram Snapchat Twitter
2 2	Drivers of brand community engagement	(J. Kumar & Kumar, 2020)	this paper proposes a theoretical model portraying the role of online brand community-based benefits and community relationship investment in predicting the levels of brand community engagement.	Experiential-based benefit, Self-esteem based benefit,	Social-Exchange Theory	Social Media
2 3	Measuring 'Consumers Engagement With Brand-Related Social-Media Content	(Schivinski et al., 2016)	develop a scale to measure the consumer's engagement with brand-related social-media content	brand extension, purchase intention, price premium	--	social media

2 4	Factors Affecting Customer Engagement In Social Media: A Case Study Of Costume Rental Service In Vietnam	(Nguyen & Ngo, 2021)	Determining the factors affecting customer engagement on social networks in the digital transformation era	quality of products and services, trust satisfaction, and perceived value	theory of customer satisfaction	social media
2 5	Drivers of sustained brand engagement: Cases of long-term customers of hedonic and utilitarian brands in Japan	Ishizuka and Aoki, 2023	long-term engagement of customers with four globally proliferating luxury brands and notable utilitarian brands in Japan, aiming to elucidate the factors pertinent to engagement retention.	Prominent utilitarian component for hedonic brands and the facilitation of the hedonistic self by utilitarian brands	--	social media

Analysis and Discussion

Our literature analysis identified four categories of antecedents to consumer engagement: information drivers, brand drivers, consumer drivers, and social drivers. We examine the literature related to each of these individually.

Information Drivers

The reviewed papers analyze the role of information disseminated on social media to motivate consumers to interact with a brand. The type of content published by brands, whether it is informational, entertaining, or contains lucrative incentives, impacts consumers. The results of a study conducted by Kulikovskaja et al (2023) revealed different effects of content types (infotainment, remunerative, and relational content) on engagement (co-creation, positive contribution, dormancy, negative contribution, and disengagement) and results (Word-of-mouth, and customer loyalty); Relational entertainment and information content types show more significant effects on outcomes, suggesting that customers intentionally choose to interact with and contribute to content, which satisfies their information, entertainment, or socialization needs and enables them to build relationships with the company and other customers. On the other hand, content with lucrative incentives does not stimulate engagement. Content also played a role in motivating customers to engage with the brand in a study by Bazi et al (2020), who considered that the perceived suitability of content (brand news, quality of posts, and celebrity endorsement) to customers is one of the primary motivations for customer engagement. Lee and Kim (2021) found that access to information content has a significant positive impact on the social presence of brands on social media platforms. Annamalai et al (2021) pointed out the impact of the quality of

content on customers' Interaction with the brand. They found that social content received the maximum contribution.

In contrast, content related to rewards led to the most minor contribution, while images, which represent low-visibility content, received, received the most significant number of likes and comments. In contrast, high-definition content (i.e., videos) was often shared. Furthermore, the moderating effect of team performance and seasonality on the relationship between content type and fan engagement was demonstrated. The results of Machado et al (2020), who studied fans' motivations for interacting with FCP Club content on Facebook and Twitter, show that searching for information is one of the indicators of contribution on Facebook pages, as the hybrid nature of Facebook (images and text) is considered suitable for conveying realistic information. The results of Osokin (2019) showed the significant impact of the importance of publication topics on participation. Graphic elements such as photos and videos positively impact the generation of post likes, in addition to the exclusive and behind-the-scenes content that makes users interact very well, which affects all engagement metrics. Eslami et al., 2021 also found that objectively written social media posts increase customer engagement. According to Jayasingh (2019), information search is the primary determinant of consumer engagement on brand pages. The results of Buzeta et al (2020) and Vale and Fernandes (2018) indicate that the information-seeking motive is one of the primary drivers of customer engagement, and users usually consume brand-related content on social media due to informational needs about products and services. The results of a study by Li et al (2019) found that Chinese followers of the Lakers were more motivated to use social media to gather news related to the team. The results of Chahal et al (2020) confirmed that the information produced by the company (personalized ads, mass ads, promotions, and price information) is considered one of the factors that precede customer engagement. The results Billings et al. (2019) studied the behaviour of participants (soccer fans) on different platforms in both China and the United States of America to know the difference in consumer behaviour according to a place of residence and type of platform used in China; Facebook and Twitter users in the United States of America are motivated to obtain information about their favourite teams and players. The results of Carlson et al (2019) demonstrated that high brand familiarity corresponds to a high level of engagement intentions. According to Nguyen and Ngo (2021), the importance of the information motive was discovered for each category of brand-related activities, as the importance of the information motive being linked to content consumption was discovered. Users prefer to browse the materials of this social network on mobile devices and be able to instantly add a purchase button to the images. As a result, users can follow the content in real time. When they know enough about a product, they can click the buy button to go to the retailer's website. Since individuals can also perform these tasks on the website, they have little incentive to return to the social network and add to or even produce material. There is only one noteworthy association between entertainment motives and content consumption.

Brand Drivers
Bazi et al (2020) indicated in their study on the motivations for customer engagement with luxury brands that customers' love for the brand and brand value (perceived brand quality and good design) drive them to interact with the brand. As luxury brands are perceived as trendy, well-designed, and of high quality, the design evokes emotions, and customers love to deal with "well-designed" products, which can also help them express their taste and style. This highlights the importance of the aesthetic appearance of luxury products, the way they

are presented, and their role in stimulating digital engagement. Eslami et al (2021) found that the popularity of the product promoter in social media (i.e., a user whom many social media users follow) is a determining factor. It is essential to increase customer social media engagement across social media platforms. The results of Trkulja et al (2022), who investigated the drivers of fan engagement for sports clubs, indicate that consumer identification through members of the sports club's social network and consumer identification through the sports club brand is positively related to consumer engagement. Moreover, the value creation process is enhanced if the sports club separately addresses different dimensions of customer engagement in the social networks of the sports club, as customer interaction on the social networks of sports clubs is highly dependent on the brand identity. According to Nguyen & Ngo (2021), customer satisfaction with service quality and perceived value are the factors that have the most effects on customer engagement after product quality. The slightest influence on customer involvement was determined to be from customer trust. As a result, these results will help businesses recognize that these aspects interact. By developing a model explaining why and how sports fans interact with clubs on social media, Vale and Fernandes (2018) find that brand love fundamentally drives consumption, contribution, and creativity. According to Ishizuka and Aoki (2023), factors that maintain engagement are not just related to the brand's character. Hedonistic brand engagement typically lasts because of a recognition of the added value the brand offers. This lends credence to the viewpoint that hedonistic values are highly significant (Ishizuka & Aoki, 2023). Deepening involvement, utilitarian brands emphasized hedonistic components that aided in human growth and goal attainment through their products or brands. These imply that elements that go beyond the product's declared attributes are essential for sustaining user engagement (Ishizuka & Aoki, 2023)

Consumer Drivers
The results of Chahal et al (2020) confirmed that user-based factors (service, product and price information, hedonic motives, and previous experience with social media) are considered factors that precede customer engagement. The results of Machado et al (2020) show that consumption Content on FCP's Facebook and Instagram is primarily entertainment-related. Fans mostly consume content because they find it fun and entertaining. Entertaining and informative news such as live score updates, transfer news, and team lineups provide fans with personal satisfaction. Bazi et al (2020); Kulikovskaja et al (2023) indicated that pleasure drives customers to interact with the brand. The results of Ahiabor et al (2023) indicate that personal satisfaction is positively related to consuming activities on social media sites. , as individuals seeking personal gratification, such as entertainment or information, are more likely to engage in consuming sports-related content on SNS platforms; therefore, entertaining and helpful news, such as live score updates, transfer news, and team lineups, lead to increased consumption activities in addition to content contribution. And discussions on these platforms. The results of Ahiabor et al (2023) indicate that individuals who use social networking sites to feel comfortable, satisfied, or enjoyable are more likely to engage in various activities on these platforms. The results of Schubert and Seyffert (2017) indicate that fans seek to express their passion, admiration, and support for players, or in other words, show experience and express emotional attachment, which allows fans to satisfy their motivations. The results of Trkulja et al (2022) indicate the impact of an individual's identity on the dimensions of customer participation in the sports club's social networks in a different way, as strengthening identity among members of the social network makes them feel a spirit

of interconnectedness and mutual participation through communication on social media. The results of Buzeta et al (2020) indicate no effect of personal identity motives at any level of COBRA. Hughes et al (2019) suggest that when a sponsored post is published on a blog, bloggers' high experience is more effective when the advertising goal is to increase awareness versus increase experience. However, source expertise fails to drive engagement when a sponsored post appears on Facebook. When a sponsored post is shared on Facebook, posts with highly entertaining content are most effective when the advertising intent is to increase experience versus awareness. Entertainment and information motives only influence copra consumption. According to Buzeta et al (2020), entertainment motives are relevant drivers to stimulate media use. The results of Buzeta et al (2020) also indicate that empowerment and reward motives are the most critical drivers of customer engagement across the four social media platforms studied. According to Nguyen and Ngo's (2021) findings, there is a significant correlation between the desire for amusement and the consumption of content on social media platforms. According to Nguyen and Ngo (2021), engaging in content consumption activities alone usually fulfils the requirements for entertainment motivation and rarely requires a higher level of engagement. If such a circumstance occurs, users may be motivated to participate in social networking to share their experiences, attract attention, or enhance their social identity. It also showed that the most important reason is the desire to interact with others. According to Kulikovskaja et al (2023), consumers engage with particular content categories by creating digital material satisfying their unique demands. They have discovered the relationship between five different Customer Engagement behaviours (co-creation, positive contribution, dormancy, negative contribution, and disengagement) and three different content kinds (infotainment, remunerative, and relational). Their results highlight the critical mediating function of positive contribution in all instances of content types and point to differing effects of content types on Customer Engagement. Their findings about infotainment content indicate that users actively participate in the content through Likes, Shares, and Comments and passively consume it. Their findings with remunerative content indicate that it is unlikely to result in positive or negative engagement because it directly negatively affects Customer Engagement behaviours, i.e., positive and negative contributions. Customers might read or consume material that contains financial components, for instance, but they might not actively interact with it by leaving Likes and Comments. As a result, relying solely on this social media marketing strategy is unlikely to boost platform engagement.

Social Drivers
The results of a study by Li et al (2019) found that social relationships are one of the main benefits attributed to social media, and it is a powerful communication tool that facilitates Interaction and enhances social relationships between athletes, sports organizations, and sports fans. The results of Chahal et al (2020) confirmed that social factors that include social identity and tie strength are considered factors that precede customer engagement. The results of Billings (2018) indicated that users of the WeChat platform in China are motivated by social motives, such as enhancing camaraderie, entertainment, habitual use, and maintaining relationships. Lee and Kim (2020) found that the motive of social and emotional relationships significantly positively impacts the quality of participation and the party they share from. Where he posts video clips, comments on the opinions of others, publishes opinions, and writes expressions of praise and admiration, as engaged people tend to show "enhanced satisfaction, empowerment, connection, emotional connectedness, trust, and

exchange. Therefore, people who enjoy high levels of Interaction with online brand communities form trust and emotional bonds through active social Interaction with community members, giving participants a sense of solidarity and belonging to the community. Forming emotional bonds and collective feelings among members in an online community will positively impact social presence, which is communication through media where they feel as if they are meeting each other in person (Lee & Kim, 2020). The results of Machado et al (2020) show that social influence is one of the main drivers influencing consumer interactions on the FCP Facebook page for those fans who do not regularly attend matches at the stadium. They fulfil the need for social belonging to the club through the use of Facebook, which may be a way to increase the sociability of that experience before, during and after a match, even if not through active participation but through monitoring what the club and other fans post. The results of Ahiabor et al (2023) indicate that social satisfaction affects the creation of activities. This finding suggests that individuals seeking social gratification, such as obtaining social recognition or forming social connections, are more likely to create activities on social media sites.

Consequently, these individuals seek approval, recognition, praise, or validation from others by spending time creating their content regarding who their clubs should sign, post-match player ratings, and pre-and post-match previews. Recognition or respect for an individual's contributions or expertise in a particular field can be a source of social gratification. Jayasingh (2019) states that social impact and economic benefits stimulate consumer participation on social media sites. Findings from Buzeta et al (2020) suggest that integration and social interaction motives are negatively associated with creating branded content on platforms with personalized messaging (e.g., Facebook, Reddit). This may be because people who use this site are primarily motivated to integrate and interact socially with other people (e.g., family and friends). Vale & Fernandes (2018) found that social Interaction and the need for integration are the second most essential drivers overall for customer engagement.

Conclusion and Future Research

Needs Research is increasingly focused on understanding the drivers of customer engagement with a brand through social media. Through studying the literature that dealt with this topic, we found four motives for customers' participation in the brand on social media: motives related to information, customer personality, social factors, and motives related to brands. These motives are considered one of the basic drivers of customer interaction with the brand through contribution, participation, and production on social media platforms. In this Research, the motivations for engagement were addressed, as the actions undertaken by customers resulting from these motivations were overlooked, as was their impact on brand loyalty. As a reference to address the topic of customer behaviour and the impact of motivation on brand loyalty, we encourage the development of other comprehensive frameworks in which the topic of customer behaviour and brand loyalty is addressed.

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