| RESEARCH ARTICLE

Paper Title:

REVISITING THE PAST FOR INFORMING THE FUTURE: A BIBLIOMETRIC EXPEDITION ON SOCIAL MEDIA CUSTOMER ENGAGEMENT

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| ABSTRACT

Customer engagement is an important marketing concept, and doubles the importance when it's connected with social media. The companies can easily access and maintain relationships with their customers through social media is an opportunity. The study aimed to present the art of social media customer engagement studies and to find the potential area for future customer engagement studies.

Customer engagement is an important marketing concept, and doubles the importance when it's connected with social media. The companies can easily access and maintain relationships with their customers through social media is an opportunity. The study aimed to present the art of social media customer engagement studies and to find the potential area for future customer engagement studies. The Scopus database was used to extract data for bibliometric analysis. After reviewing all the retrieved data, a total of 498 articles from 2014 to 2023 were chosen for the study. Software tools like R studio, biblioshiny were used for visualize the bibliometric data. Analysis has shown that the field of study is growing well and offering numerous opportunities for future study. This study serves as a valuable resource for researchers, academicians for referring the area of study.

Introduction :-

The emergence of new technologies and the popularity of social media usage have played a significant role in the evolution of relationship marketing(Lim & Rasul, 2022). Also, with high-speed internet access, customers can access brand-related information quickly (Lim & Rasul, 2022). Now, social media has allowed customers can openly express their opinions, attitudes through comments, likes, shares(Lim & Rasul, 2022). By introducing new digital communication modes such as email messages, blogs, texts, and social networks, individuals and organizations were altered in accordance with the change(URBAN & MAPHATHE, 2021). Social media apps such as Facebook, Instagram provide brands to give customers a virtual experience of reality attheirfingertips (URBAN & MAPHATHE, 2021). New tools such as Twitter, YouTube, Facebook, LinkedIn also connect sellers with customers to connect with each other and can form interconnected networks(Sashi et al., 2019). Social media is a widely used tool for customer relationships(Lim & Rasul, 2022). Popular social media such as Facebook, Twitter, Snapchat, and Instagram are commonly used to engage with their customers (Lim & Rasul, 2022). Face book is particularly emerged as the main channel for customer-brand interactions(Lim & Rasul, 2022). At the same time, social media can make customer engagement more complex because it allows not only the exchange of brands but also the exchange between the customers themselves(Lim & Rasul, 2022). On the other hand, the transformation of customers into active participants can

attain by social media itself(Lim & Rasul, 2022). Customer engagement is treated as the relevant concept in the customer management area(Chen et al., 2019).The marketing academicians and practitioners were contribute their interest on customer engagement because of the development of internet and social media communication having a potential for engaging with the customers and building relationships(Sashi et al., 2019). At present, the need and importance of customer engagement is relatively high(Miryam & Antonio, 2022). Entertainment, customization, interaction, trends and perceived risk were treated as the fundamental ingredients of social media marketing for increasing the brand equity (Miryam & Antonio, 2022). As per the previous literature, it is identified that creating an intention for engaging in physical activity on social media through content quality factors and perceived utilities (Miryam & Antonio, 2022). Web 2.0 social media networks can help the seller to satisfy the customer needs more than the traditional media(Sashi et al., 2019). Two way interactions with the potential and existing customers can be done using web 2.0 tools and build a relationship with them.(Sashi et al., 2019). The existing marketing studies have evaluated the connections to customer engagement with other customer related concepts(Lim & Rasul, 2022). Those concepts brings prominent scientific attention which includes commitment, loyalty, trust, involvement, value and brand attachment(Lim & Rasul, 2022).

The results obtained from the research studies in this area are relevant for the marketing and branding in which they are allowing the company's to make strategic business decisions having a clear understanding of the chain of customer engagement and its implications.(Lim & Rasul, 2022). Customers may share their experience about the brand with their peers when they get brand information from social media platforms and get familiar with the product and service(Miryam & Antonio, 2022). Marketers were promotes their brands by consumer generated content, it is treated as an advertising tool (URBAN & MAPHATHE, 2021). Nowadays, online influencers are very popular for using brands on social media platforms thus, the brands may create a working relationship to tap into their followers by word of mouth and recommendations(URBAN & MAPHATHE, 2021). Companies are struggling for evaluate the online customers even the cooperation of social media in digital business(Jani & Zakaria, 2021). Getting not only the comments and likes but also about increasing the engagement, it indicates the expansion of audience.(Golab-Andrzejak, 2022). Gaining attention from the customers is important but building a community to maintain that attention and encourage for engagement should give more than that (Riley, 2020). Customer engagement is act as an innovative methodology of implementing corporate social responsibility(Loureiro & Lopes, 2019). Customer interaction and communication are always essential for creating a long term healthy bonds for the companies(Achen, 2017). Thus, the importance of customer and customer engagement is always remains constant.

Now a days, businesses, brands and celebrities use social media strategies to connect with their audience. Through social media, groups and individuals may collaborate to produce, distribute and edit material in a dynamic, online setting. The technique of increasing website traffic using social networking sites is known as social media marketing. Social media differs from the traditional media as a marketing tool. It offers quantifiable, meaningful, and helpful information on trends, customer engagement, feedback, public opinion, brand activity and consumer purchasing patterns. It is adaptable, extensive, quick, reasonably priced, increases brand recognition, and enhances customer service. While encouraging their customers and clients to engage conversations on how to enhance or alter their goods, businesses are able to increase traffic to their own websites. While encouraging their customers and clients to conduct conversations about how to enhance or modify their products or services, the organizations are able to increase traffic to their own websites (Humbe, 2012). It highlights how social media platforms like Facebook, Instagram, YouTube, and Twitter have grown to be essential tools for businesses trying to engage and communicate with their clientele (Guha 2021).

Social media involvement is crucial for customer relationship management (CRM). For effective CRM, it assists companies in building and maintaining relationships with their customers. social media engagement and CRM performance are closely tied. Information and insights from social media platforms may significantly enhance CRM efforts, allowing them to better cater to the wants and preferences of their clientele. By communicating with customers on social media, businesses may reduce the chance of losing them. Companies that actively participate in conversations and respond to comments can boost customer retention rates and foster loyalty. Social networking is a good way to get feedback and suggestions from customers may help firms enhance their products and offerings (Devita 2024).

Customers react more favourably to brand engagement campaigns that are seen as honest, indicating that sincere communication is essential to creating enduring customer connections. Skill-based promotional games, such as advergames, are more successful than chance-based games at creating favourable sentiments towards a company, suggesting that the kind of engagement activity has a big influence on customer attitude (Mariana 2023)

Beyond simple transactions, consumer engagement entails an ongoing effort to build connections that promote brand knowledge and loyalty. It emphasizes that a business and its customers have a continuous relationship that extends beyond simple business dealings. Building relationships is essential to increasing brand recognition and loyalty. Social media's the potential as an effective instrument for strengthening bonds with customers, encouraging brand loyalty, and raising general consumer happiness (Madhupriya 2024).

In order to manage commercial connections, client involvement is crucial. Through efficient data analysis and historical examination, it seeks to build solid alliances and improve relationships. The environment of consumer engagement has changed dramatically as a result of digital transformation. These days, technologies like automation, cloud computing, big data analytics and artificial intelligence are essential for increasing customer interactions, efficiency, and customization. Customer experiences are improved by the integration of these technologies. By using automation and artificial intelligence (AI) to analyze massive volumes of client data, businesses may improve workflows and obtain a competitive advantage. An organization may develop individualized marketing campaigns, product suggestions and customized experiences by collecting and analyzing client data. This customization is essential for increasing client engagement and loyalty (Sharma 2024).

In marketing research and practice, the customer interaction strategies have drawn a lot of attention. Customers may interact with companies in five different ways through digital platforms: for enjoyment, learning, feedback, work, and conversation (Eigenraam 2018). Different motivational states of consumer brand involvement are associated with these behaviours(Eigenraam, 2018). B2B partnerships, gamification, design thinking, online reviews, and sustainable economies are just a few of the settings where customer engagement ideas are used (Kumar 2019). Customer involvement is becoming more and more important to businesses, especially in developing nations where the service sector is expanding (Desai 2012). The straight adoption of Western best practices may be hampered by contextual variations in developing Asian nations, which might affect consumer interaction strategies (Desai 2012).

CE is greatly improved by AIML, BT, and ARVR with the largest favorable correlations shown between AIML and BT. On the other hand, VSO is linked to detrimental effects on CE (Kumar 2024). Critical characteristics of the involvement of the client as, the businesses may better predict client wants with the use of social media analytics. Proactively resolve the problems by businesses and enhance the general customer experience, engagement, contentment, and social impact by recognizing trends and patterns in consumer behavior. These factors are very important to create a thorough analytical model that reliably determines the degree of interaction with clients. Businesses will develop trust with their customers as well as clients by employing data-driven insights, which are essential for creating enduring bonds and brand loyalty (Alla 2024).

The social media engagement can be classified into behavioural, emotional, and cognitive reactions rather than being a single idea. It implies that a range of emotional and psychological elements have a role in customer engagement, which means that marketers should take into account a number of things when planning their social media campaigns. Its cause, methods and outcomes are the components of social media engagement. The researcher and the practitioners may discover and analyze several factors that affect consumer interactions on social media with the help of this organized framework (Salam 2024)

By fostering consumer involvement, which requires regular posting schedules, high-quality, pertinent material, and interactive elements like surveys, live videos, and tailored replies. In order to create and preserve a devoted clientele, the marketers should maximize their social media efforts by stressing the importance of responsiveness, authenticity, and smart content development (Ayekpam 2024).

The following research questions were addressed for the study:
RQ 1: How is the publication pattern of social media customer engagement studies in between 2014-2023?
RQ 2: Which countries and journals are the most relevant in social media customer engagement studies?
RQ 3: What are the current themes and trends of social media customer engagement studies?
RQ 4: what are the scope of customer engagement studies in future?

Research Methodology:-
It was decided to review the customer engagement studies published between 2014 and 2023. 2014 was chosen as the starting point. So, the study was focused on a decade-long study of social media customer engagement. The search for the study was done in December 2023.
Scopus database has a wider coverage and has plenty of indexing criteria for scrutinizing articles, so in this study, the articles were retrieved from the database- Scopus.

The search queries are used as (TITLE-ABS-KEY ("social media") AND TITLE-ABS-KEY ("customer engagement") OR TITLE-ABS-KEY ("consumer engagement")) AND (LIMIT-TO (EXACTKEYWORD, "Social Media") OR LIMIT-TO (EXACTKEYWORD,"Customer Engagement") OR LIMIT-TO (EXACTKEYWORD, "Social Networking (online)") OR LIMIT-TO (EXACTKEYWORD," Consumer Engagement") OR LIMIT TO(EXACTKEYWORD, "Consumer Behavior")). The database resulted in 849 articles.

These 800 articles are further filtered for"subject area", which was limited to "Business, Management, Accounting", "Social Science", and "Psychology". The source type and the document type were limited to "Journal" and "Article" respectively. The language was limited to "English". After applying the filtration process, 498 articles are used for final analysis.

In the study, (TITLE-ABS-KEY ("social media") AND TITLE-ABS-KEY ("customer engagement") OR TITLE-ABS-KEY ("consumer engagement")) are used as primary keywords and found 1208 articles, then after applyingthe following filtration process

Database	Scopus	
Review period	2014-2023	1142
Keywords	"social media", "customer engagement", "consumer engagement", "social networking", and "consumer behavior"	800
Subject area:	"Business, Management, Accounting", "Social science", and "Psychology"	606
Source type	Journal	532
Document type	Article	504
Language	English	498

The above table shows that the filtration process was used for the study, and at last 498 articles were selected for final analysis. It was analyzed using BiblioShiny of R Studio software

Analysis and Results:-

The present study aimed to find out the publication trends,
To do so, bibliometric data of 498 articles published in Scopus between 2014 and 2023 were analyzed using Biblioshiny from R Studio software

Main Information About Data

Timespan	2014:2023
Sources (Journals, Books, etc)	219
Documents	498
Annual Growth Rate %	20.49
Document Average Age	3.9
Average citations per doc	36.97
References	30569
DOCUMENT CONTENTS	
Keywords Plus (ID)	711
Author's Keywords (DE)	1358
AUTHORS	
Authors	1265
Authors of single-authored docs	53
AUTHORS COLLABORATION	
Single-authored docs	57
Co-Authors per Doc	2.99
International co-authorships %	33.73
DOCUMENT TYPES	
Article	498

Source: biblioshiny

Thisis the information extracted from the Biblioshiny application from R Studio software, which is related to the whole data under study.

Publication Trend:-

The publication trend reflects the performance of the social media customer engagement research field. For this, 498 articles were retrieved from the Scopus database. The results indicatea growing trend of customer engagement research.


Annual Scientific Production
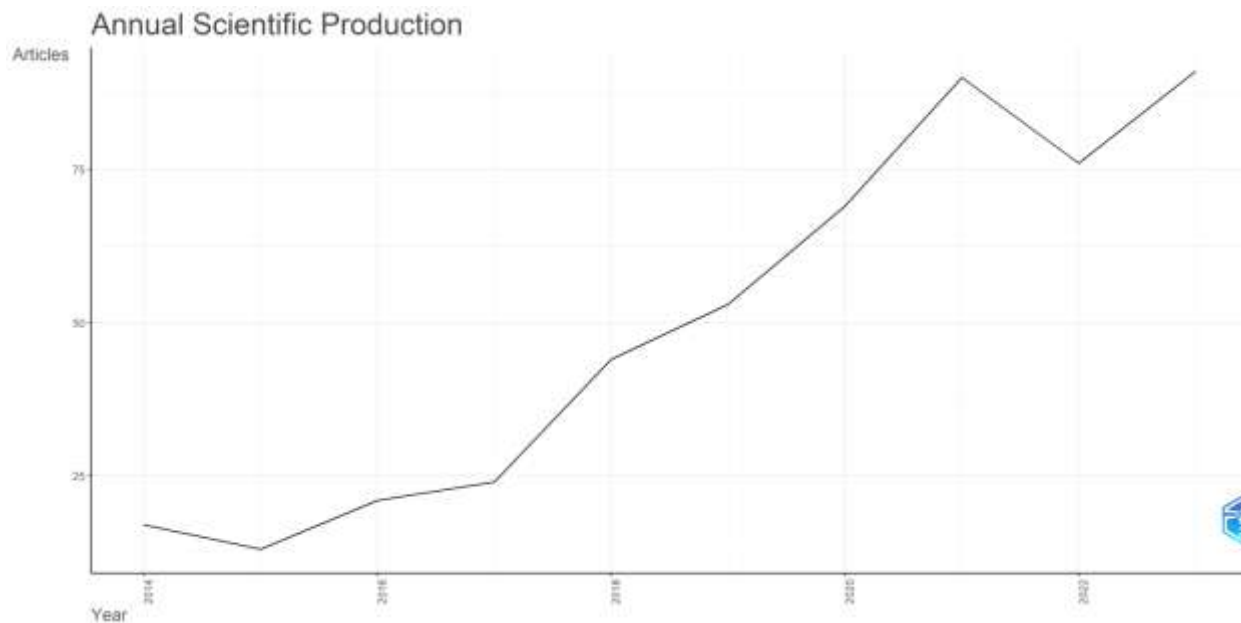
Figure 1 Publication trend

Here, Figure 1 shows the trend of social media customer engagement research. There is a huge growth of customer engagement studies in the year 2021, that is, 90 studies. In 2022, there was a decreasing tendency of customer engagement studies, say 76, and in the year 2023, there is an upward tendency of 91 studies. That is back to growing. There is a slight downward movement inthe publication of customer engagement studies during 2021-2022, which may havehappened due to the COVID-19 pandemic impact.

Most relevant articles :

A measurement of the cumulative effect and the performance of scholarly output of a journal is h index. To find a leading journal in a particular field, it is to be noted the quantitative citations. h index is more relevant to see for this. If h index is said to be 10, which indicates ten papers with at least 10 citation for each on a journal.

Sources' Local Impact by H index
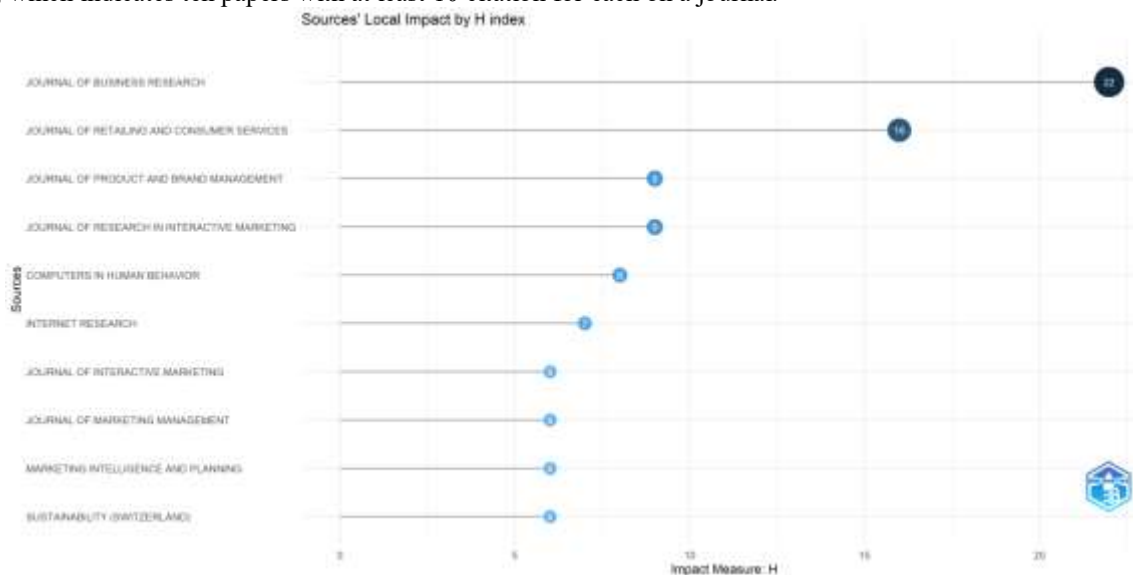
**figure 2 Most relevant articles**

The figure 2 shows that top 10 journals having the most h index citation on the social media customer engagement studies under the bibliometric data. Journal of Business Research having an h index of 22, Journal of Retailing and Consumer Services has 16 h index. Both the Journal of Product and Brand management and the Journal of Research in Interactive Marketing have 9 h index each.

Under SCImago Journal Rank (SJR), "Journal of Business Research" holds an overall rank of 663, Journal of Retailing and Consumer Services has 850th rank. It implied that the studies related to social media customer engagement were published on noteworthy journals and there is a scope of wider publication related to the studies on better journals in the field.

Most relevant countries:

There are numerous countries which are published papers of social media customer engagement. The darker color indicates more social media customer engagement studies conducted countries and vice versa.
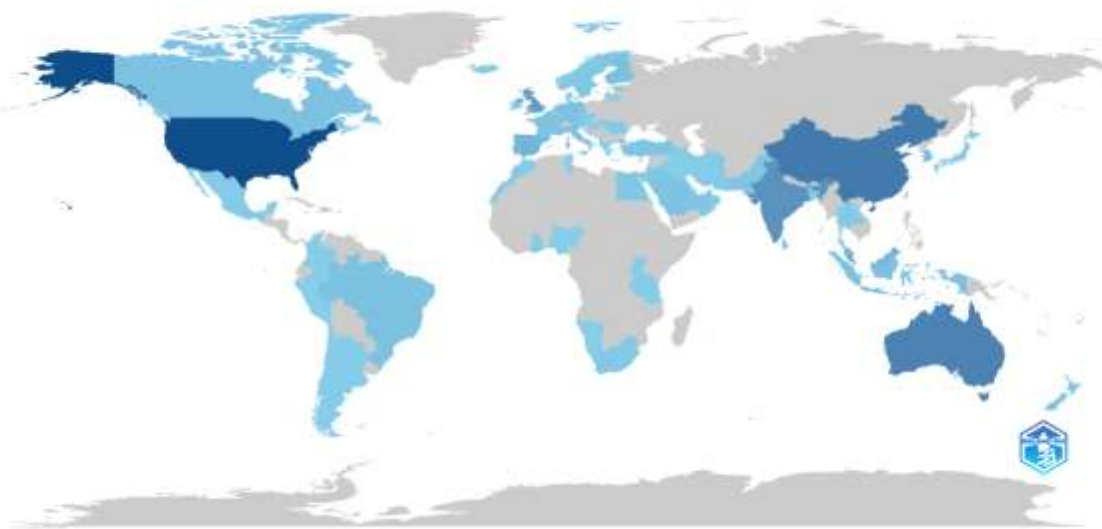

Source: blibioshiny
figure 3 Most relevant countries

The figure 3 shows that social media customer engagement studies were conducted more USA say 250 studies, in china 158 studies were conducted related to the area and Australia has 141 studies. There is more scope in the countries such as Finland, South Korea having conducted least studies such as 24, 29 respectively. The filtration process limited to English language studies. Thus, that limitation may also rectify in future studies.

Research theme analysis:-

As given figure shows that thematic map. It was constructed based on the author keywords up to the limit of 150 words and it was mapped into four themes such as, motor themes on the top right, these are represented the future area of opportunity. Niche theme on the left top ,basic theme on the right bottom and the decline theme on the left bottom, which indicates the declining keywords.
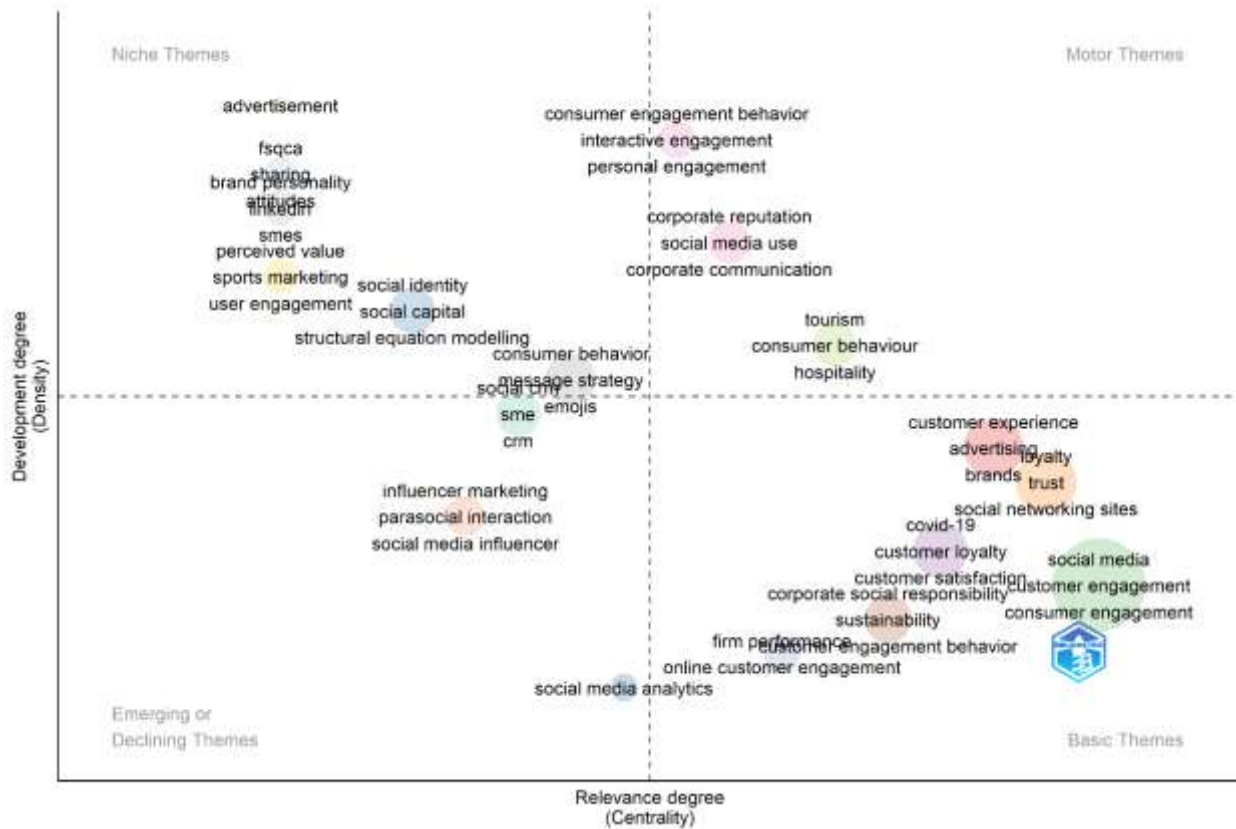
Source :biblioshiny
figure 4: thematic map

Figure 4 shows that under motor themes, there are three clusters; cluster 1 includes the scope of keywords such as consumer engagement behavior, interactive engagement, and personal engagement. The second cluster includes corporate reputation, social media use, and corporate communication, and cluster 3 includes tourism, consumer behavior, and hospitality. Motor theme shows the future potential area.

Research trend analysis:
Word Cloud Analysis:
The most frequent research keywords have to be examined using the figure below- world cloud. When the font size of words is seen as bigger has to be considered that the word is used more in the journals.

Source: biblioshiny
Figure 5 word cloud analysis

The most frequent keywords were "social media"(e.g., online networking, digital networking, internet communication, and web-based networking), 127 times used. 55 times used "social networking"(e.g., cyber networking, virtual networking and internet networking) 40 times used the keyword "marketing"(e.g., promotion, advertising, selling, campaigning, retailing and merchandising) and 31 times used the keyword of "consumer behavior"(e.g., consumer choices, buying behavior, customer behavior and purchasing behavior.

Tree map analysis

Figure 6: Tree map analysis

Figure 6 shows the most frequent bigrams of the research title. It is a figure called a tree map. Among these titles, "social media" was seen in most of the papers (31% of the documents). The second most published research title was customer engagement and consumer engagement (9% documents) and followed by media marketing and media engagement have 3% of the documents. Brand communities, brand engagement, media brand, and social networking composed 2% of the documents

Findings and Discussion:-

The present study aimed to state the art of social media customer engagement studies and to find future research by providing a structure to the existing studies related to the area. In order to achieve this objective, a bibliometric analysis of 498 articles on social media customer engagement studies published between 2014 and 2023 in the Scopus database was used.

The results indicated an upward movement of growth on social media customer engagement studies.
The studies related to social media customer engagement were widely published in the noteworthy journals, and found that there is a scope for publishing in quality journals in the area of study.
The researchers in both developing and developed countries have contributed to the field. Thus, those countries have explored the role of digital technologies such as artificial intelligence, virtual reality, social media, augmented reality, etc. There is a scope of exploring different cultures across different countries; researchers need to explore whether the culture affects customer engagement or not.

The frequently used keywords for social media customer engagement studies as per the given data, are social media, social networking, and marketing.

The most used words in the title of social media customer engagement studies are social media, customer engagement, consumer engagement, and media engagement.

Research theme analysis displayed that the keywords such as consumer engagement behavior, interactive engagement, personal engagement, corporate reputation, social media use, corporate communication, tourism, consumer behavior, and hospitality are the future scope of research keywords.

However, the study has several limitations; therefore, the drawbacks of this study can be made an opportunity in future research. Firstly, the data are retrieved only from the Scopus database. There may be a chance of missing papers that havean important contribution to customer engagement may be published on some other database. Also, the study was reviewed only in the form of an article document and preferred only the English language. Also, the present study considered only a decade of studies (2014-2023)
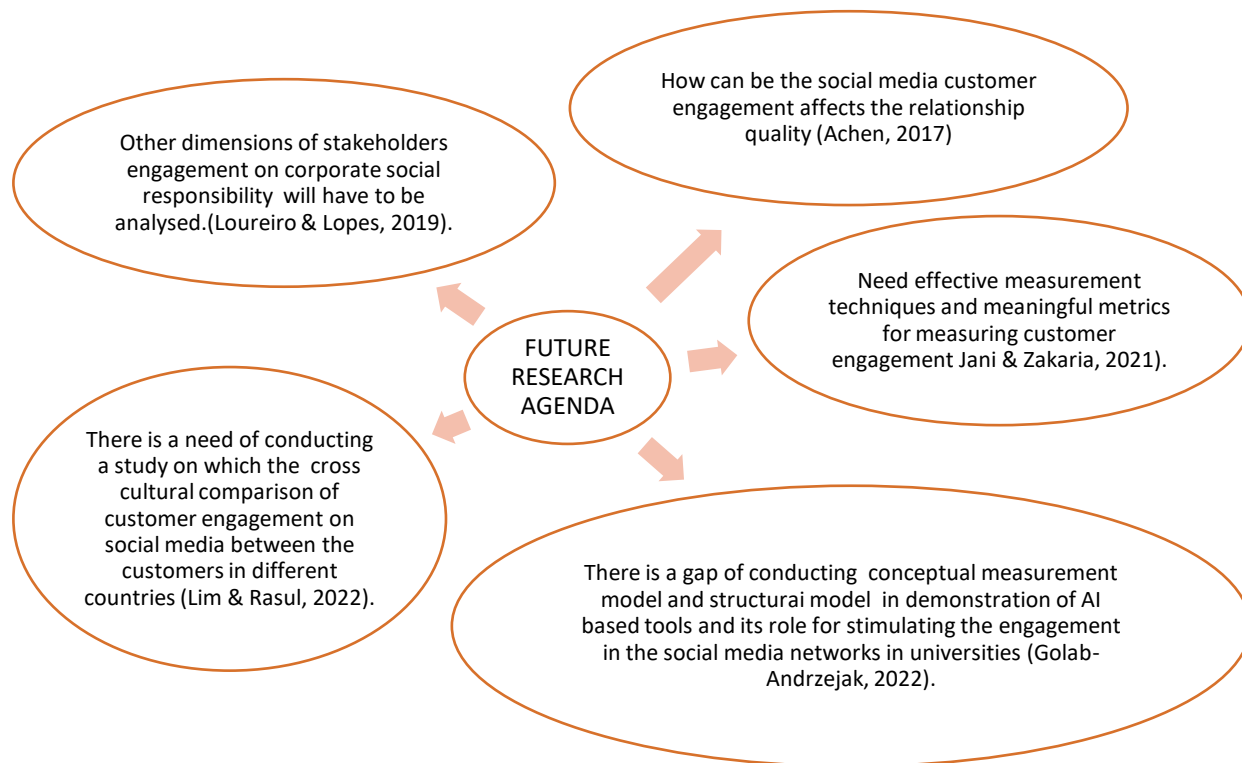
Conclusion:-

In the present study state of the art of social media customer engagement studies. The study fulfilled the objectives and gave a direction for future studies. The social media customer engagement area is currently growing. Nowadays, people can't live without social media and digital technologies. Thus, companies can access and maintain their customers with the help of social media. So, they were exploring the benefits and appointing personnel for managing the company's social media accounts. Therefore, the study related to social media customer engagement is necessary for future studies.

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