

Mapping Trends and Future Directions in Consumer Engagement and Loyalty : A Comprehensive Bibliometric and Thematic Analysis

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Abstract

Purpose : Consumer engagement and consumer loyalty are fundamental to the success of contemporary brands. As consumer behavior continually evolved, it was imperative to conduct ongoing research and adaptation to sustain and enhance these essential relationships. Although there is an increasing volume of research available within this domain, there is a noticeable paucity of review studies that synthesized key trends and potential future directions in consumer engagement and loyalty. Addressing this gap, the present study utilized bibliometric and thematic analysis, leveraging modern technologies to integrate global knowledge structures and identify emerging themes.

Methodology : This analysis utilized Scopus-indexed literature from 2014 to 2024, focusing on primary keywords such as “consumer engagement,” “customer engagement,” “consumer involvement,” “customer involvement,” “loyalty,” “customer loyalty,” “consumer loyalty,” and “e-loyalty.” Employing VOSviewer, the study conducted co-authorship, citation, bibliographic, and co-occurrence analyses to pinpoint leading contributors and significant research trends.

Findings : The findings revealed that several themes garnered considerable attention during the study period. Notably, research extensively explored topics including e-loyalty, brand engagement, brand value, perceived value, brand loyalty, social networking sites, and tourism engagement.

Practical Implications : The study emphasized the importance of co-creation and the relevance of community building in improving consumer relations for practitioners. Managers prioritized customer inclusion in product development and campaigns while leveraging data analytics and artificial intelligence to personalize experiences and foster brand loyalty.

Originality : This paper provided a quantitative synopsis of the principal contributors and research trends, offering valuable insights into the current state and future directions of consumer engagement and loyalty research.

Keywords : Consumer engagement, loyalty, bibliometric, consumer involvement, consumer behavior

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In today's business environment, knowledge and leveraging of consumer behavior is a critical asset that determines organizational success. Among the critical constructs, consumer engagement and consumer loyalty have been studied extensively since they affect business performance and sustainability (Kumar et al., 2024; Mendrofa, 2024). Consumer engagement has been explained as the degree of the consumer's cognitive, emotional, and behavioral investment in some specific brand interactions (Brodie et al., 2013). These encapsulate a broad spectrum of interactions of customers with brands, including participation in online communities, social media interactions, and other forms of direct and indirect communication (Hollebeek, 2011). In contrast, consumer loyalty is often defined as a consistent preference of a consumer toward one brand over others, which can be seen manifested in repeat purchasing behavior and positive word-of-mouth endorsements by the consumer (Dwivedi, 2015).

The link between consumer engagement and consumer loyalty has been the focal point of marketing research. Over the years, loyalty has been examined with theoretical frameworks such as Dick and Basu's (1994) loyalty model, which majorly prioritizes the relationship between attitude and repeat buying behavior. Other frameworks, like Kumar and Reinartz (2016), take a profitability-driven perspective to loyalty. Engaged consumers are more likely to embrace the brand and develop an emotional attachment toward it. They show a higher propensity toward loyalty, which translates into repeated purchases and favorable advocacy for the same brand (Ngobo, 2017). This relationship highlights the possibility and duty of businesses to establish practices of strong engagement as a means to an end for greater consumer retention.

To examine the intricacy of customer engagement, most marketing-related research has looked at it as this three-dimensional concept (Brodie et al., 2013). Brodie et al. (2013) explained the dynamic and co-creative aspect of engagement, whereas Hollebeek (2011) conceptualized it as a multifaceted entity with cognitive, emotional, and behavioral elements. It is worth mentioning that recent studies have examined the synergistic relationship between engagement and loyalty, particularly through the Service-Dominant (S-D) logic framework (Lusch & Vargo, 2018), which views consumer engagement as a key driver of value co-creation and long-term loyalty (Mahadevan & Joshi, 2022). Additionally, some studies have utilized the self-determination theory, which emphasizes intrinsic motivation and autonomy in shaping consumer-brand relationships (Gilal et al., 2020). Additionally, the arrival of digital technologies has revolutionized consumer engagement practices, enabling brands to interact with consumers in more personalized and dynamic ways (Calder et al., 2015). The surge of digital platforms has forced online communities to integrate network-based theories (Brodie et al., 2013), which has further intensified the call for researchers to explore how engagement mechanisms can effectively drive consumer loyalty in multiple contexts (Hollebeek et al., 2023).

The significance of this study lies in its potential to provide insights into consumer engagement and loyalty. Earlier studies have typically treated these constructs separately, mostly focusing on their antecedents and outcomes (Ubgade & Joshi, 2024). However, there is a developing recognition of the need for an integrative approach that takes into account how engagement activities can be strategically employed to enhance consumer loyalty. Since consumer engagement and loyalty represent a diverse and rapidly growing field with multiple segments, it is essential to objectively identify and map this complexity. To solve this, bibliometric analysis enables the researchers to systematically visualize these differences, helping to integrate the various diverse research strands and providing a clearer understanding of the field's intellectual structure as well as its evolution. Unlike traditional literature review techniques, which often focus on specific subsets or themes in a piecemeal manner, bibliometric review brings out a holistic view of the literature. This holistic understanding is crucial for marketers aiming to design comprehensive consumer relationship management programs. Given the rapidly evolving market dynamics and consumer behavior patterns, it is imperative to revisit and reanalyze the existing literature.

Bibliometric analysis is a research method that researchers have used as it combines both qualitative and

quantitative techniques. It has been gaining popularity worldwide since it has allowed researchers to examine and evaluate each other's contributions to a subject (Roig-Tierno et al., 2017). They have employed this method to chart modern marketing subjects, such as digital communication and IoT, as seen by studies conducted by Kim et al. (2021) and Mohapatra et al. (2024).

Previous bibliometric reports of consumer engagement and loyalty performed by Islam and Rahman (2016a) and Rasool et al. (2020) had a limited small sample size or lacked systematic methodologies, while So et al. (2020) was limited to only one industry, specifically hospitality and tourism. Even the more comprehensive studies by Ng et al. (2020) and Rosado-Pinto and Loureiro (2020) suffered from small sample sizes and the use of traditional review methodology, which could not give an accurate representation of the depth and breadth of the area under study. This bibliometric and thematic analysis aims to synthesize the existing research, identify dominant and prevailing trends, and highlight gaps that warrant further investigation. In doing so, the present study seeks to provide a foundational framework that can guide future empirical and theoretical work in this domain. The subsequent section of this paper explains the methodology, reports on the findings and discussions, which lists the implications for both academic research and practical applications. Through this comprehensive examination, the study endeavors to contribute to a deeper understanding of how consumer engagement can be leveraged to cultivate and sustain consumer loyalty, thereby offering valuable insights for both scholars and practitioners in the field of marketing. This study builds upon and enhances previous research that has focused on specific approaches such as domain-based, theory-based, or methodology-based systematic reviews (Rosado-Pinto & Loureiro, 2020; So et al., 2020, 2021). The study has unique objectives and methodology while exploring the following research questions:

- What are the most recent trends in the distribution of publications and citations on consumer engagement and consumer loyalty over the past decade?
- What is the role and influence of key contributors—such as journals, authors, countries, and keywords—in the literature on consumer engagement and consumer loyalty?
- What are the most prominent research topics in the field of consumer engagement and consumer loyalty, as identified through keyword co-occurrence and thematic mapping analysis?
- What are the current research gaps and possible future directions in the nexus of consumer engagement and consumer loyalty?

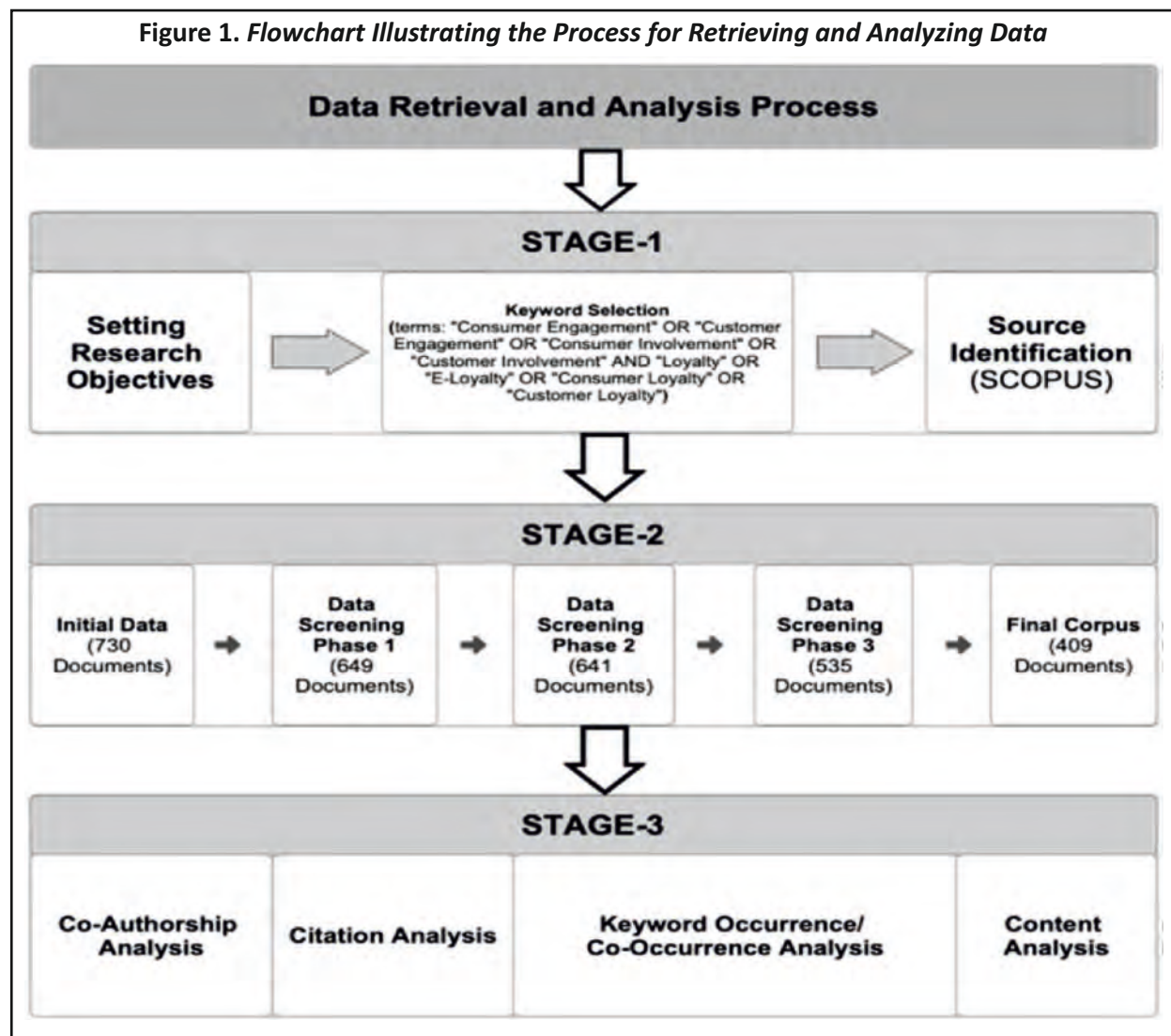
Methodology

This study uses bibliometric methodologies to visually represent the research landscape on consumer engagement and consumer loyalty. Once the historical framework was established, bibliographic coupling was employed to analyze the knowledge base of the field. The study utilized VOSviewer, a visualization tool, to represent the field and enhance interpretation and understanding (Kruggel et al., 2020). The scientific mapping technique of this bibliometric analysis follows the conceptual framework proposed by Aria and Cuccurullo (2017) and Zupic and Čater (2015). Scopus was chosen as the main database due to its broad coverage of scholarly literature, which comprises a greater number of articles (Veloutsou & Mafe, 2020). Scopus is a reputable bibliometric database that provides metadata records, author profiles, and abstracts from various sources such as journals, conference proceedings, and book series worldwide (Baas et al., 2020). Furthermore, Scopus adheres to stringent and precise quality standards for indexation, which provides a guarantee that only reputable, peer-reviewed publications are listed. This is especially crucial for our research as it enables us to examine reliable and significant studies.

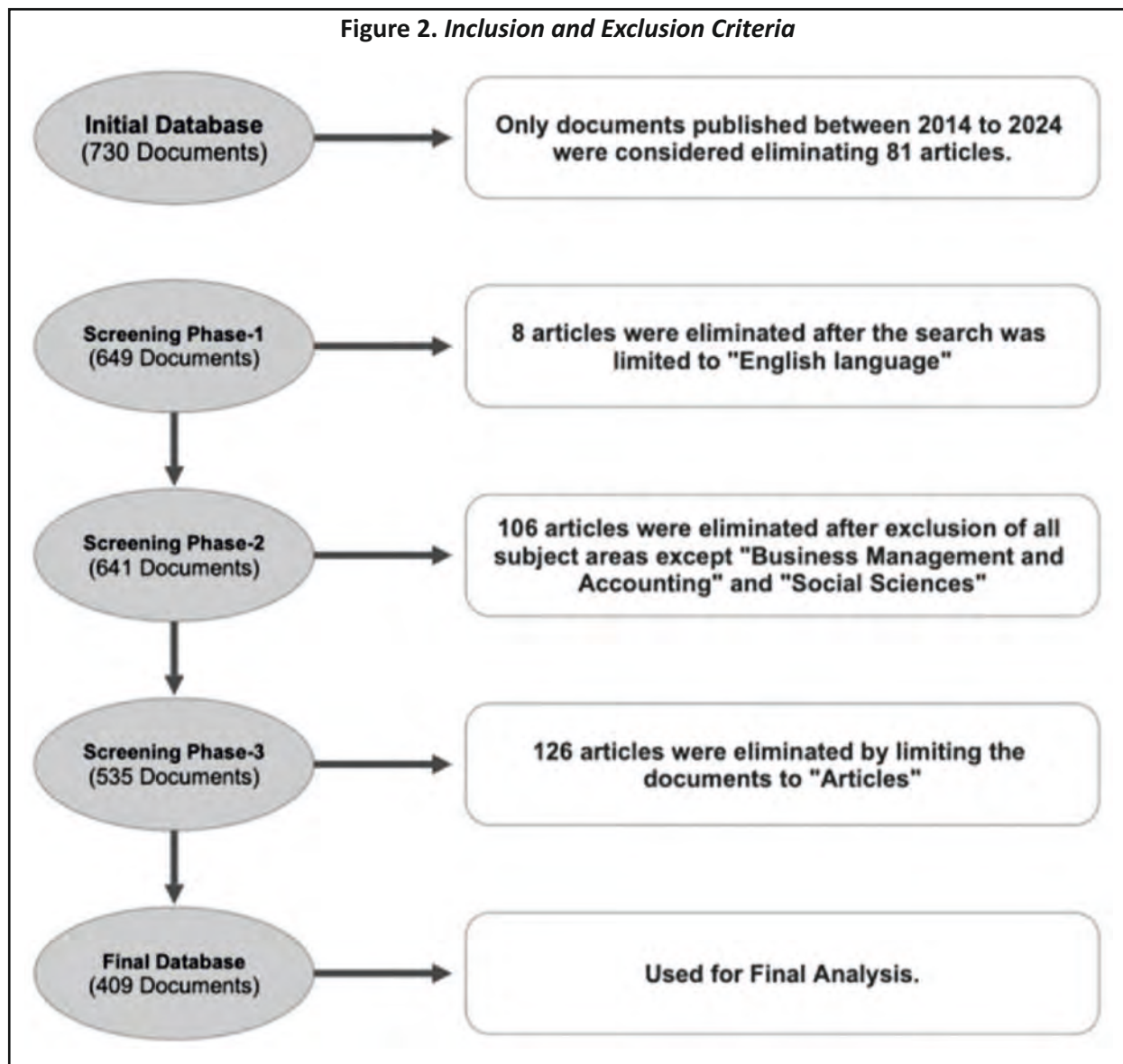
The paper is organized in the following manner: The technique section encompasses the steps involved in

collecting, loading, converting, and extracting data through targeted keyword searches. Subsequently, the analysis and findings section presents a comprehensive compilation of the leading journals, authors, affiliations, and nations that have made significant contributions to the subject of consumer engagement and loyalty research, along with the current research trends. Bibliometric analysis has become increasingly popular in business research in recent years (Donthu et al., 2021; Singh et al., 2024). Bibliometric analysis is a valuable tool that, together with citation and co-citation analysis, allows for examining the patterns and characteristics of previously published publications on multiple topics (Faruk et al., 2021).

To identify pertinent research, a three-step methodology involving data retrieval, selection, and analysis was employed (Figure 1). Initially, the study objectives were established, followed by a thorough quest in the Scopus database utilizing only some specific terms such as “consumer engagement,” “customer engagement,” “consumer involvement,” “customer involvement,” “loyalty,” “customer loyalty,” “consumer loyalty,” and “e-loyalty.” These keywords were selected based on their prominence and relevance in the literature. This data was extracted on May 1, 2024.



During the secondary phase of the study, a preliminary search was conducted using the provided keywords, and it produced 730 documents. The Scopus database search results underwent two additional steps of refinement utilizing inclusion as well as exclusion conditions in order to get the range of the most pertinent articles related to the research topic. These documents were filtered based on criteria such as years, area of the subject, type of document, and lastly, the language the publication was written in. The first screening search was limited to research conducted within a 10-year timeframe, specifically from 2014 to 2024, and the second exclusion criterion was that the document should be written in the English language, which led to the exclusion of eight articles. The search yielded a compilation of 641 documents. Next, the subject area was restricted to “business, management, and accounting” and “social sciences,” leading to a reduction in the total number of papers to 535. In the next exclusion, only articles were included, while reviews, editorials, books, book chapters, conference proceedings, and conference reviews were excluded. This criterion further decreased the number of articles to 409. Figure 2



provides a comprehensive explanation of the criteria used to determine which articles were included and excluded.

Analysis and Results

Figure 3 displays a timeline analysis of the cumulative number of publications published between 2014 and 2024. The Scopus database showed a scarcity of studies on customer engagement and customer loyalty before 2014 but with a significant increase thereafter. Therefore, only data from 2014 onwards were utilized for this study. The significant increase can be linked to the growing interest from both industry and academia in the field of consumer engagement and consumer loyalty. The indisputable expansion of consumer behavior is rapidly influencing all aspects of our lives. Significantly, the corpus study was primarily undertaken from 2014 to 2024, accounting for 88.9% of the total. In particular, 85 papers (13%) were published in 2023, demonstrating noteworthy academic interest. Within six months of 2024, 40 papers (which account for 5.5% of the whole research on consumer engagement and customer loyalty) were published. This suggests the possibility of an even larger number of publications by the end of the year.

Table 1 highlights the most cited studies on consumer engagement and loyalty from 2014 to 2024, showcasing key trends. Wongkitrungrueng and Assarut (2020) lead with 538 citations, emphasizing live streaming's role in fostering trust and engagement in social commerce. Harrigan highlights engagement's significance in tourism,

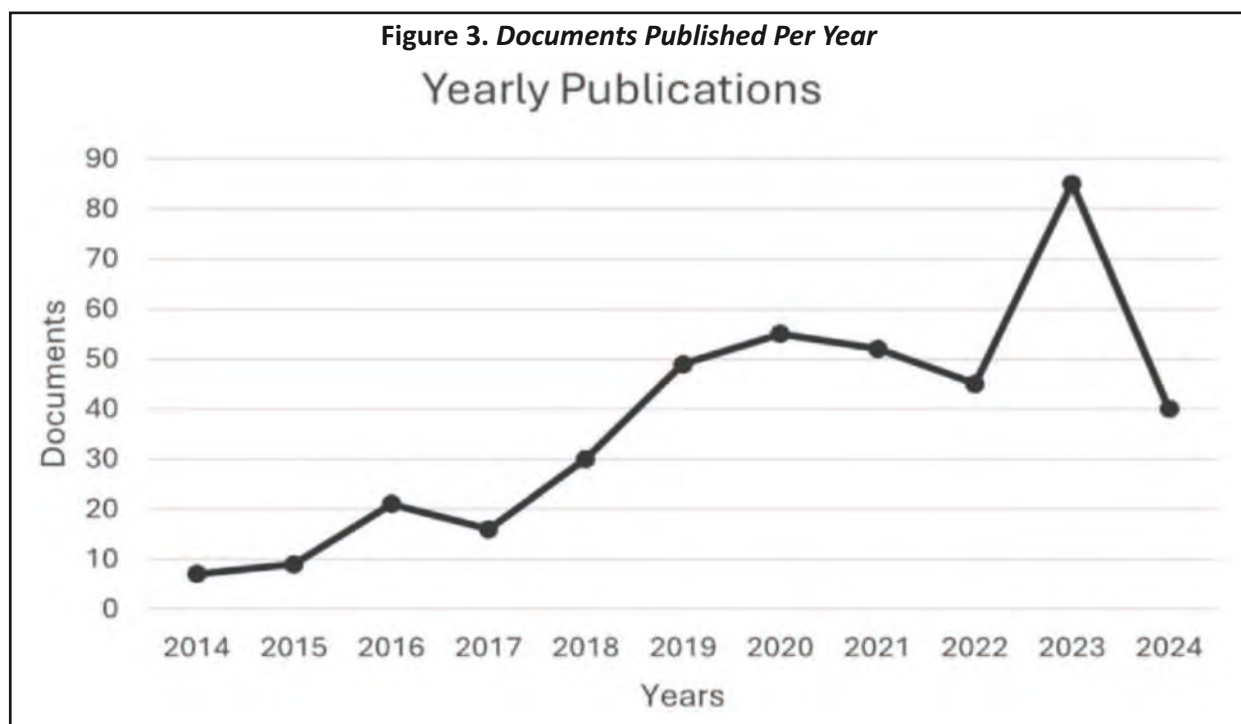


Table 1. Most Cited Documents

S. No.	Documents	Citation	Year	Authors	Journal	DOI	TC	TCpy
1	"The Role of Live Streaming in Building Consumer Trust	(Wongkitrungrueng & Assarut, 2020)	2020	Wongkitrungrueng, A.; Assarut, N.	<i>Journal of Business Research</i>	10.1016/j.jbusres.2018.08.032	538	134.5

and Engagement with
Social Commerce Sellers"

2	"Customer Engagement with Tourism Social Media Brands"	(Harrigan et al., 2017)	2017	Harrigan, P.; Evers, U.; Miles, M.; Daly, T.	<i>Tourism Management</i>	10.1016/j.tourman.2016.09.015	519	74.14
3	"Customer Engagement with Tourism Brands: Scale Development and Validation"	(So et al., 2014)	2014	So, K. K. F.; King, C.; Sparks, B.	<i>Journal of Hospitality and Tourism Research</i>	10.1177/1096348012451456	466	46.6
4	"Creating Enduring Customer Value"	(Kumar & Reinartz, 2016)	2016	Kumar, V.; Reinartz, W.	<i>Journal of Marketing</i>	10.1509/jm.15.0414	422	52.75
5	"The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands"	(So et al., 2016)	2016	So, K. K. F.; King, C.; Sparks, B. A.; Wang, Y.	<i>Journal of Travel Research</i>	10.1177/0047287514541008	415	51.88
6	"Customer Loyalty: A Review and Future Directions with a Special Focus on the Hospitality Industry"	(Kandampully et al., 2015)	2015	Kandampully, J.; Zhang, T. C.; Bilgihan, A.	<i>International Journal of Contemporary Hospitality Management</i>	10.1108/IJCHM-03-2014-0151	351	39
7	"Social Media and Consumer Engagement: A Review and Research Agenda"	(Barger et al., 2016)	2016	Barger, V.; Peltier, J. W.; Schultz, D. E.	<i>Journal of Research in Interactive Marketing</i>	10.1108/JRIM-06-2016-0065	293	36.63
8	"Antecedents of Consumer Brand Engagement and Brand Loyalty"	(Leckie et al., 2016)	2016	Leckie, C.; Nyadzayo, M. W.; Johnson, L. W.	<i>Journal of Marketing Management</i>	10.1080/0267257X.2015.1131735	290	36.25
9	"Consumer Engagement in Online Brand Communities: A Solicitation of Congruity Theory"	(Islam et al., 2018)	2018	Islam, J. U.; Rahman, Z.; Hollebeek, L. D.	<i>Internet Research</i>	10.1108/IntR-09-2016-0279	260	43.33
10	"Enhancing Consumer Engagement in E-commerce Live Streaming via Relational Bonds"	(Hu & Chaudhry, 2020)	2020	Hu, M.; Chaudhry, S. S.	<i>Internet Research</i>	10.1108/INTR-03-2019-0082	251	62.75
11	"Tourism-Based Customer Engagement: The Construct, Antecedents, and Consequences"	(Rather et al., 2019)	2019	Rather, R. A.; Hollebeek, L. D.; Islam, J. U.	<i>The Service Industries Journal</i>	10.1080/02642069.2019.1570154	238	47.6
12	"Social Media Engagement: A Model of Antecedents and Relational Outcomes"	(Dessart, 2017)	2017	Dessart, L.	<i>Journal of Marketing Management</i>	10.1080/0267257X.2017.1302975	223	31.85
13	"The Impact of Service Quality, Customer Engagement and Selected	(Hapsari et al., 2017)	2017	Hapsari, R.; Clemes, M. D.; Dean, D.	<i>International Journal of Quality and</i>	10.1108/IJQSS-07-2016-0048	213	30.42

Marketing Constructs on Airline Passenger Loyalty"				Service Sciences			
14	"The Influence of E-Banking Service Quality on Customer Loyalty: A Moderated Mediation Approach"	(Shankar & Jebarajakirthy, 2019)	2019	Shankar, A.; Jebarajakirthy, C.	<i>International Journal of Bank Marketing</i>	10.1108/IJBM-03-2018-0063	189 37.8
15	"Investigating the Antecedents of Customer Brand Engagement and Consumer-Based Brand Equity in Social Media"	(Algharabat et al., 2020)	2020	Algharabat, R.; Rana, N. P.; Alalwan, A. A.; Baabdullah, A.; Gupta, A.	<i>Journal of Retailing and Consumer Services</i>	10.1016/j.jretconser.2019.01.016	179 44.75
16	"Brand Evaluation, Satisfaction and Trust as Predictors of Brand Loyalty: The Mediator-Moderator Effect of Brand Relationships"	(Veloutsou, 2015)	2015	Veloutsou, C.	<i>Journal of Consumer Marketing</i>	10.1108/JCM-02-2014-0878	179 19.88
17	"On the Relationship Between Consumer-Brand Identification, Brand Community, and Brand Loyalty"	(Coelho et al., 2018)	2018	Coelho, P. S.; Rita, P.; Santos, Z. R.	<i>Journal of Retailing and Consumer Services</i>	10.1016/j.jretconser.2018.03.011	178 29.67
18	"Okay, Google!: An Empirical Study on Voice Assistants on Consumer Engagement and Loyalty"	(Moriuchi, 2019)	2019	Moriuchi, E.	<i>Psychology & Marketing</i>	10.1002/mar.21192	176 35.2
19	"Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping"	(Thakur, 2016)	2016	Thakur, R.	<i>Journal of Retailing and Consumer Services</i>	10.1016/j.jretconser.2016.06.004	175 21.875
20	"Unlocking the Customer Engagement-Brand Loyalty Relationship in Tourism Social Media: The Roles of Brand Attachment and Customer Trust"	(Li et al., 2020)	2020	Li, M.-W.; Teng, H.-Y.; Chen, C.-Y.	<i>Journal of Hospitality and Tourism Management</i>	10.1016/j.jhtm.2020.06.015	163 40.75

while Kumar and Reinartz reinforce its link to loyalty and value. Emerging topics, as reflected via the titles of the articles, were the influence of technology on e-commerce, live streaming, and voice assistants. Ultimately, the emphasis on digital and experiential components underscores technology's expanding impact on engagement and loyalty.

Performance of Research Outlets

A total of 409 publications were published on the topic of Consumer Engagement and Consumer Loyalty from 2014 to 2024 across 208 separate journals, as seen in Table 2. Out of the total of 208 journals, 134 journals (equivalent to 64.4%) published only one article, 36 journals (equivalent to 17.3%) published two articles, 14 journals (equivalent to 6.7%) published three articles, 5 journals (equivalent to 2.4%) published four articles, and 19 journals (equivalent to 9.13%) published five or more articles on the subject. Table 3 displays the top 10 journals with the highest quantity of documents, accounting for around 23% of the overall document count. The *Journal of Retailing and Consumer Services* made the most significant impact in this field. During the chosen period, the journal published a total of 18 research papers, which made up around 4.4% of all publications. The journal published four articles in 2023 and three articles in the first half of 2024. The *Journal of Services Marketing* and *Sustainability (Switzerland)* have each published 11 and 10 documents, respectively, making them other prominent journals in the field. The *Journal of Services Marketing* published a single paper in 2023, whereas *Sustainability (Switzerland)* published two articles in both 2023 and the first half of 2024. The *Journal of Retailing and Consumer Services* received the highest number of citations, which demonstrates the excellence of its work.

Table 2. Top 10 Contributing Journals

Ranking	Journals	Frequency	(%)
1	<i>Journal of Retailing and Consumer Services</i>	18	18.95
2	<i>Journal of Services Marketing</i>	11	11.58
3	<i>Sustainability Switzerland</i>	10	10.53
4	<i>International Journal of Contemporary Hospitality Management</i>	9	9.47
5	<i>Journal of Business Research</i>	9	9.47
6	<i>International Journal of Bank Marketing</i>	8	8.42
7	<i>International Journal of Business Innovation and Research</i>	8	8.42
8	<i>Journal of Marketing Management</i>	8	8.42
9	<i>Journal of Product & Brand Management</i>	8	8.42
10	<i>Asia Pacific Journal of Marketing and Logistics</i>	6	6.32

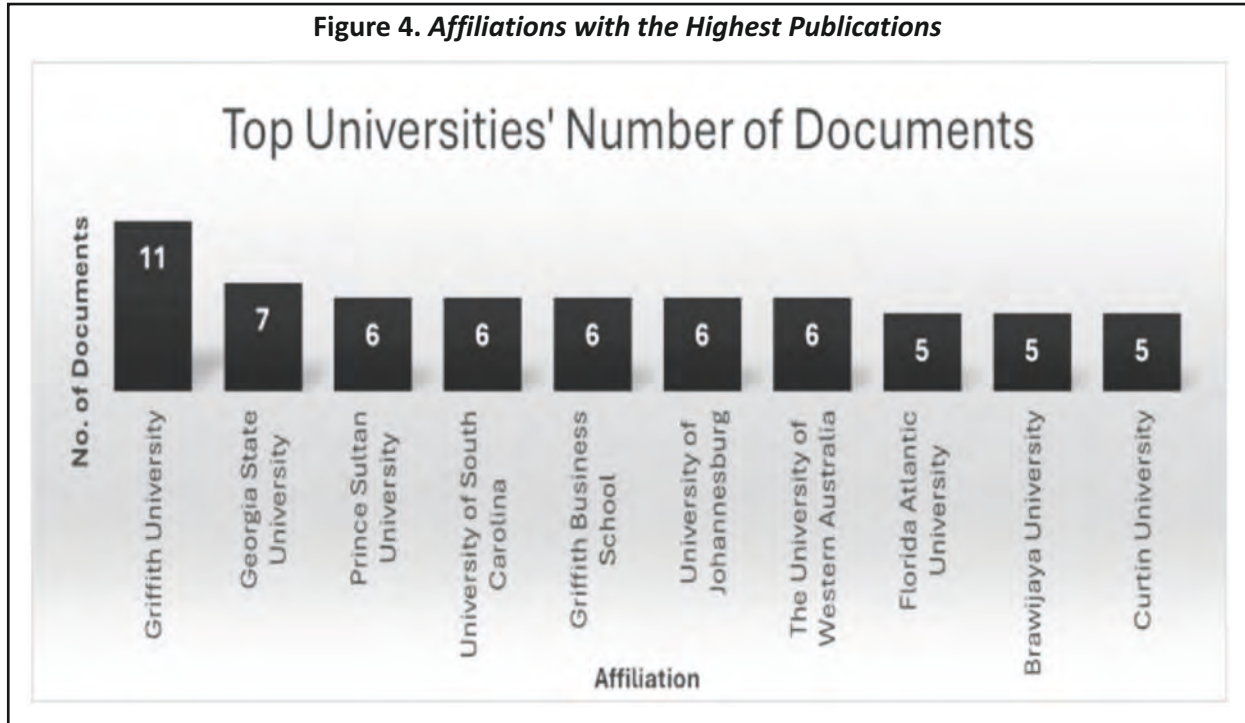
Table 3. Most Cited Journals

Journals	Citations
<i>Journal of Retailing and Consumer Services</i>	1,128
<i>Journal of Business Research</i>	959
<i>Journal of Marketing Management</i>	770
<i>Journal of Hospitality & Tourism Research</i>	629
<i>International Journal of Contemporary Hospitality Management</i>	621

Analysis of Affiliation

In the domain of customer engagement and customer loyalty, a total of 909 organizations were analyzed over the period from 2014 to 2024. Figure 4 presents a summary of the leading 10 organizations based on their publication volume. The findings indicate that research on these topics has been conducted by numerous universities globally, with notable contributions from institutions in Malaysia, France, Spain, and Saudi Arabia, among others. Griffith University emerged as the most prolific institution, with a total of 11 publications. Closely following were Georgia

Figure 4. Affiliations with the Highest Publications



State University, Prince Sultan University, the University of South Carolina, and Griffith Business School, collectively comprising the top five contributors.

Statistics and Analysis of Territorial Data

The country contribution and citation assessment ascertained that the United States made the most contributions to academic works on consumer engagement and consumer loyalty, with 74 documents and the highest citation count, highlighting its dominance. As shown in Table 4, India follows with 68 publications (19.54%). Researchers from Australia have the third highest contribution but rose to second rank with the second highest citations

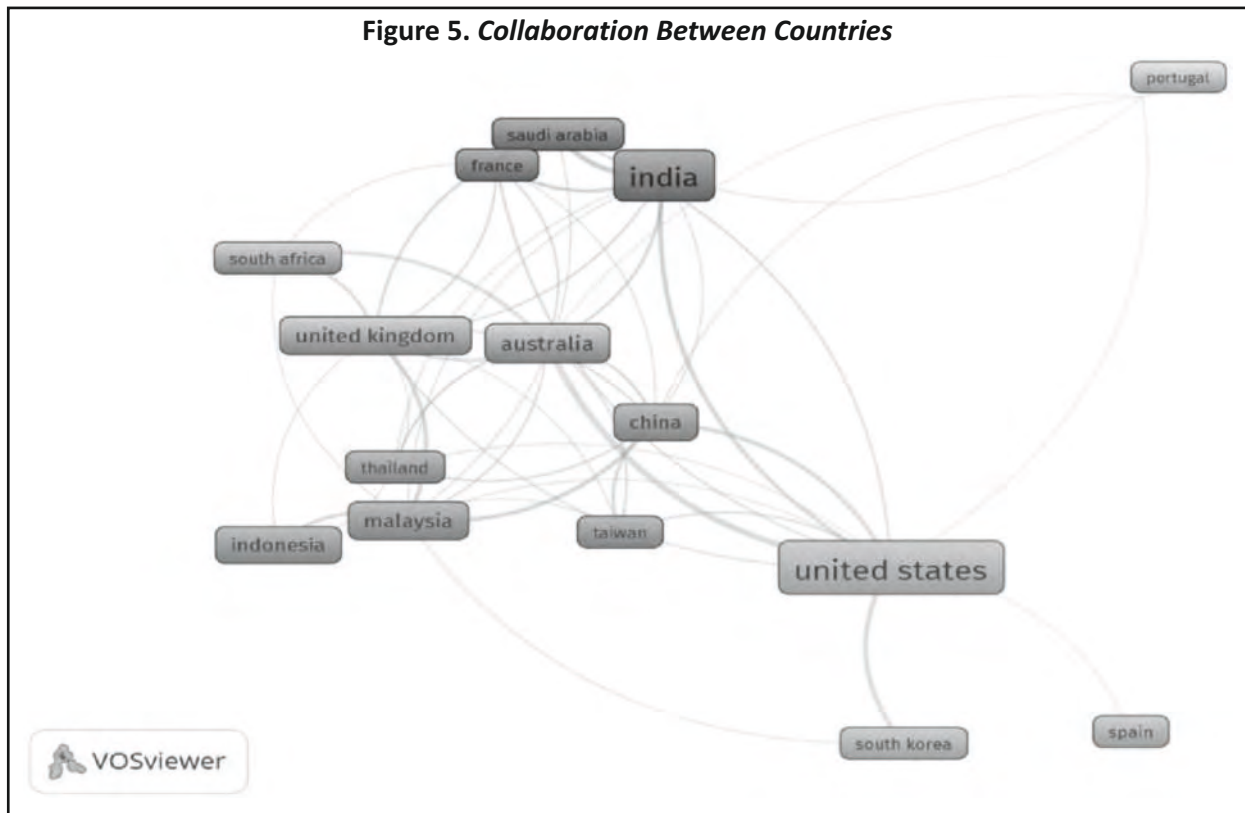
Table 4. Leading 10 Nations in Contributions

Rank	Countries	Frequency	Percentage
1	United States	74	21.26
2	India	68	19.54
3	Australia	40	11.49
4	United Kingdom	31	8.91
5	Malaysia	30	8.62
6	China	28	8.05
7	Indonesia	24	6.9
8	France	18	5.17
9	Spain	18	5.17
10	Saudi Arabia	17	4.89

Table 5. Most Cited Countries

Countries	Citations	Documents
United States	4,193	74
Australia	3,075	40
India	2,891	68
United Kingdom	1,196	31
Malaysia	527	30

Figure 5. Collaboration Between Countries



(Table 5). Notably, in terms of international author collaborations, the United States holds the top position, followed by Australia in second place (Figure 5). Although India is the third-largest publisher in the field, it has collaborated with only 24 countries, trailing behind the collaborative efforts of the United States (36 nations), Australia (33 nations), and the United Kingdom (27 nations). Other Asian nations, such as Malaysia (30 publications, 8.62%), China, and Indonesia, have also been significant contributors. This distribution reflects the global and cross-cultural relevance of consumer engagement and loyalty research.

Most Productive and Influential Authors

Based on the collected data, a total of 1,058 authors have produced works in the field of consumer engagement and consumer loyalty between 2014 and 2024. A total of 25 authors have each made a minimum contribution of three documents. Table 6 displays the publications authored by the top five influential authors, as measured by the quantity of their published works. The table additionally presents the aggregate citation count and the average

Table 6. Top Authors' Documents

Author	Citation	Year	Title	Source	DOI	TC	TCpy
Islam	(Islam et al., 2018)	2018	"Consumer Engagement in Online Brand Communities: A Solicitation of Congruity Theory"	<i>Internet Research</i>	10.1108/IntR-09-2016-0279	260	43.33
Rather	(Rather et al., 2019)	2019	"Tourism-Based Customer Engagement: The Construct, Antecedents, and Consequences"	<i>Service Industries Journal</i>	10.1080/02642069.2019.1570154	238	47.6
Hollebeek	(Hollebeek et al., 2021)	2021	"Game on! How Gamified Loyalty Programs Boost Customer Engagement Value"	<i>International Journal of Information Management</i>	10.1016/j.ijinfomgt.2021.102308	63	3
Clark	(Clark et al., 2020)	2020	"Friend or Foe? Customer Engagement's Value-Based Effects on Fellow Customers and the Firm"	<i>Journal of Business Research</i>	10.1016/j.jbusres.2020.03.011	57	14.25
Khan	(Khan et al., 2023)	2023	"Mobile App vs. Desktop Browser Platforms: The Relationships Among Customer Engagement, Experience, Relationship Quality and Loyalty Intention"	<i>Journal of Marketing Management</i>	10.1080/0267257X.2022.2106290	38	38
Hollebeek	(Hollebeek, Urbonavicius et al., 2023)	2023	"Customer Journey Value: A Conceptual Framework"	<i>Journal of Creating Value</i>	10.1177/23949643231157155	2	2
Islam	(Islam & Rahman, 2016b)	2016	"Examining the Effects of Brand Love and Brand Image on Customer Engagement: An Empirical Study of Fashion Apparel Brands"	<i>Journal of Global Fashion Marketing</i>	10.1080/20932685.2015.1110041	103	12.88
Shahid	(Shahid et al., 2022)	2022	"Examining Consumer Experience in Using M-Banking Apps: A Study of its Antecedents and Outcomes"	<i>Journal of Retailing and Consumer Services</i>	10.1016/j.jretconser.2021.102870	54	27
Prentice	(Prentice & Nguyen, 2020)	2020	"Engaging and Retaining Customers with AI and Employee Service"	<i>Journal of Retailing and Consumer Services</i>	10.1016/j.jretconser.2020.102186	138	34.5
Ou	(Ou et al., 2020)	2020	"Customer Engagement and its Outcomes: The Cross-Level Effect of Service Environment and Brand Equity"	<i>Journal of Hospitality and Tourism Research</i>	10.1177/1096348019897360	46	11.5
Prentice	(Prentice et al., 2018)	2018	"An Organic Approach to Customer Engagement and Loyalty"	<i>Journal of Computer Information Systems</i>	10.1080/08874417.2018.1485528	44	11
Tuguinay	(Tuguinay et al., 2022)	2022	"The Influence of Customer Experience with Automated Games and Social Interaction on	<i>Journal of Retailing and Consumer Services</i>	10.1016/j.jretconser.2021.102830	14	7

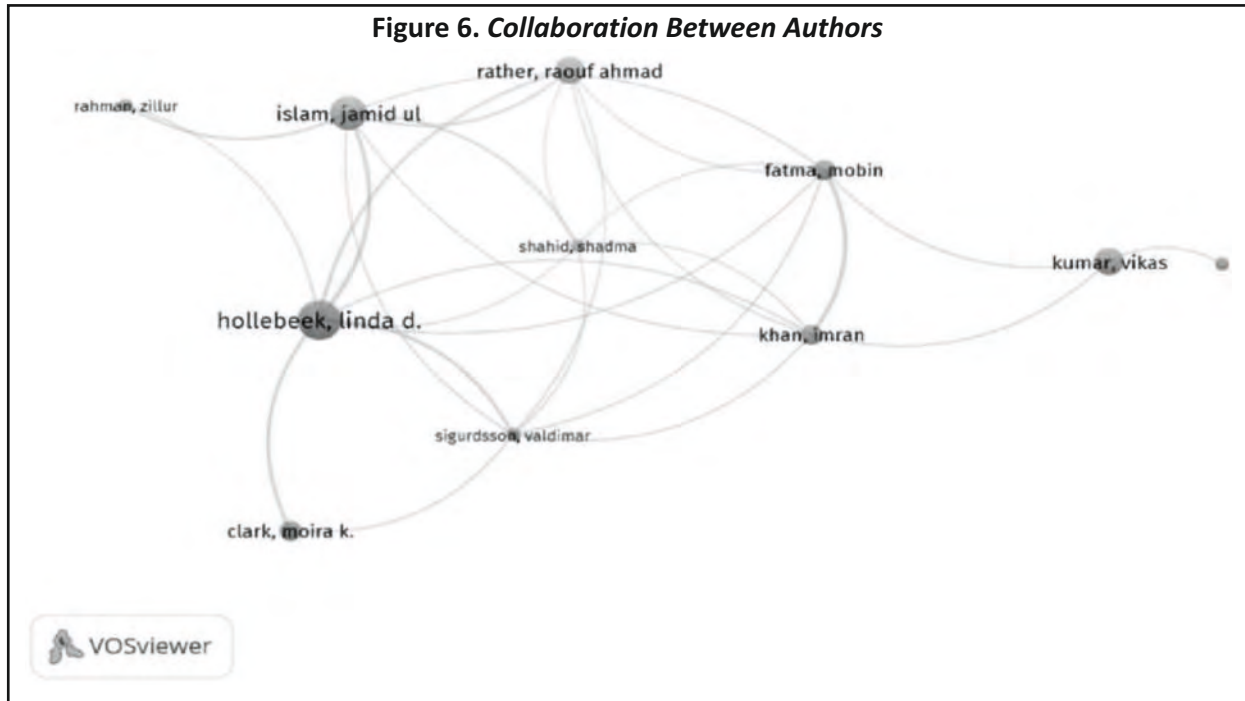
			Customer Engagement and Loyalty in Casinos”				
Wei	(Wei & Prentice, 2022)	2022	“Addressing Service Profit Chain with Artificial and Emotional Intelligence”	<i>Journal of Hospitality Marketing and Management</i>	10.1080/19368623.2022.2058671	7	3.5
Kandampully	(Kandampully et al., 2015)	2015	“Customer Loyalty: A Review and Future Directions with a Special Focus on the Hospitality Industry”	<i>International Journal of Contemporary Hospitality Management</i>	10.1108/IJCHM-03-2014-0151	351	39
Sashi	(Sashi et al., 2019)	2019	“Social Media, Customer Engagement and Advocacy: An Empirical Investigation Using Twitter Data for Quick Service Restaurants”	<i>International Journal of Contemporary Hospitality Management</i>	10.1108/IJCHM-02-2018-0108	96	19.2
Marti	(Marti et al., 2024)	2024	“Leveraging Artificial Intelligence in Firm-Generated Online Customer Communities: A Framework and Future Research Agenda”	<i>Journal of Service Management</i>	10.1108/JOSM-10-2023-0443	0	0
Bilgihan	(Bilgihan et al., 2024)	2024	“Proposing a Metaverse Engagement Model for Brand Development”	<i>Journal of Retailing and Consumer Services</i>	10.1016/j.jretconser.2024.103781	0	0
Rather	(Rather, 2019)	2019	“Consequences of Consumer Engagement in Service Marketing: An Empirical Exploration”	<i>Journal of Global Marketing</i>	10.1080/08911762.2018.1454995	123	24.6
Rather	(Rather & Sharma, 2019)	2019	“Dimensionality and Consequences of Customer Engagement: A Social Exchange Perspective”	<i>Vision</i>	10.1177/0972262919850923	47	9.4

citation count each year for each work. This study assessed the top authors' influence using both the amount and quality of their publications, as measured by total citations (TC) and average citations per year (TCpy). This dual strategy reduces self-citation bias by emphasizing the long-term effect and acknowledgment of their work within the academic community. Kevin Kam Fung is the most frequently referenced author in the field, even though he has produced a smaller number of documents in that area. Ceridwyn King is the second most frequently referenced author in the area, even though they have produced fewer documents compared to others in the same domain. Linda Hollebeek and Jamid Ul Islam were the most productive authors with the most highly cited publications, with Linda Hollebeek having contributed to six publications and Jamid Ul Islam having contributed to five publications.

Table 7 highlights the most cited authors in the field of consumer engagement and loyalty. So, Kevin Kam Fung emerges as the most influential author with 1,073 citations, with four documents indicating the high impact of their work on the field. King, Ceridwyn follows closely with 1,005 citations from three articles. Notably, Hollebeek, Linda D., who is a well-known scholar in the field, ranks fourth with 658 citations across six documents, reflecting her sustained influence and fruitful output. These authors collectively indicate the key intellectual contributors

Table 7. Most Cited Authors

Authors	Citations	Documents
So, Kevin Kam Fung	1,073	4
King, Ceridwyn	1,005	3
Islam, Jamid Ul	692	5
Hollebeek, Linda D.	658	6
Wang, Ying	539	2



whose work has framed the theoretical and empirical foundations of this nexus, making them essential references for future studies.

Co-authorship analysis was conducted to identify cooperation trends among academics. Co-authorship analysis gives a thorough knowledge of collaborative networks by identifying major contributors and their linkages, which is critical to our research aims. As depicted in Figure 6, a collaborative network can be partitioned into multiple groups, and each is assigned a distinct color according to their level of cooperation. The size of each circle represents the frequency of occurrence for each author. The line connecting the circles represents the collaboration links among the key authors. Imran Khan mostly worked together with Kumar and Fatma, but he also has a tense collaborative association with Jamid Ul Islam. Hollebeek L.D. and Jamil Ul Islam have the highest level of collaboration among all authors, depicting that they both have been highly collaborative in similar veins of the literature.

Intellectual Structure

An analysis of the keywords used in the titles and abstracts of articles could uncover the primary issues and research directions in the topic.

[illegible]

A total of 992 keywords were extracted from the 409 publications. A total of 379 terms, which appeared at least twice in the studies, were selected to identify more intriguing findings by establishing the threshold frequency of co-occurrence. The results of the keyword analysis are shown in Figure 7. The degree of association between two keywords can be determined by analyzing their overall distance. A larger circle indicates a higher frequency of the term's appearance. Various hues are employed to differentiate between distinct groupings. The keyword map illustrates the clustering of terms used in papers into eight prominent clusters.

The thematic analysis resulted in the derivation of 12 clusters, which can be seen in Table 8. Cluster 1 focused on brand loyalty in the hospitality and travel industry, with the use of keywords such as brand attachment, brand equity, and customer perceived value. This cluster highlighted the importance of emotional connections and consumer involvement in building long-term loyalty in service-oriented industries (Quynh, 2019; So et al., 2021). Cluster 2 centered on how online brand communities and social media foster engagement. The key variables mentioned in this cluster are brand love, trust, and value co-creation. The third cluster (Cluster 3) illustrated the impact of digital marketing in the hospitality industry using social media marketing (Chakraborty, 2024) and brand image, especially during COVID-19, in driving customer loyalty. Cluster 4 focused on CRM and loyalty programs with an emphasis on variables like customer retention, trust, and customer experience. This cluster highlighted the role of personalized loyalty programs, which are a key driver in attracting millennials and enhancing customer loyalty (Alvi, 2024). Cluster 5 described the dynamics of online brand communities and their impact on consumer behavior. Cluster 6 looked at the role of enhanced customer experience in increasing loyalty with a focus on emotional commitment, satisfaction, and application of artificial intelligence (AI). Cluster 7 highlighted customer value in retail and tourism by examining variables such as perceived value, service quality, and relationship marketing. Cluster 8 explored innovative loyalty strategies like gamification along with variables

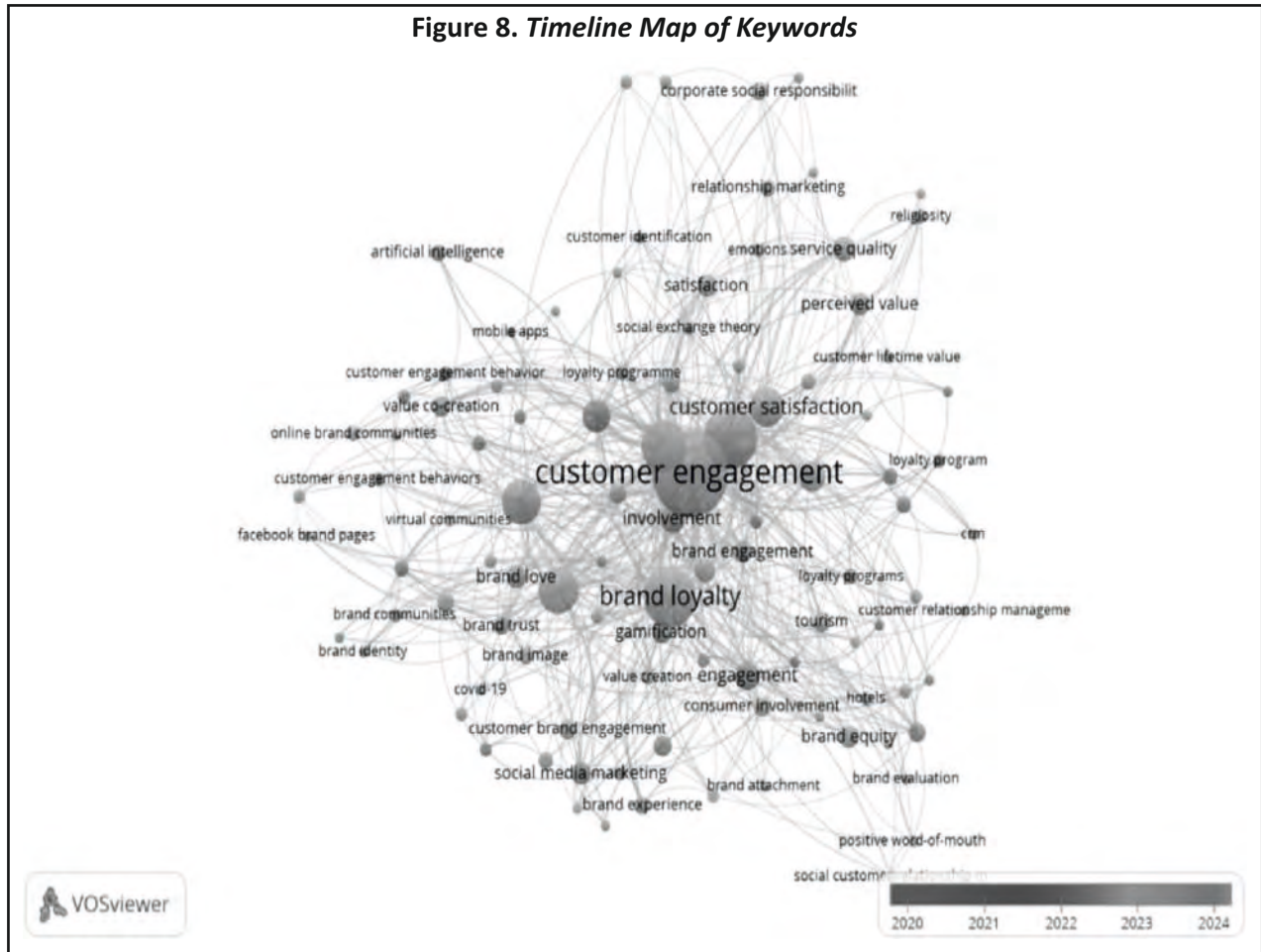
Table 8. Variable Clusters

Cluster	Broad Framework	Major Variables/Keywords
Cluster 1	Hospitality and Travel Brand Loyalty	Airlines, brand attachment, brand equity, brand evaluation, brand loyalty, brands, consumer involvement, content marketing, customer perceived value, hospitality, hotels, positive word of mouth, scale development, social customer relationship management
Cluster 2	Online Brand Engagement and Communities	Brand communities, brand identity, brand love, brand trust, consumer engagement, customer engagement behavior, emotional attachment, Facebook brand pages, netnography, online brand community, social media, social networking sites, value co-creation, virtual communities
Cluster 3	Digital Marketing in Hospitality	Brand image, consumer behavior, consumer loyalty, COVID-19, customer brand engagement, digital marketing, Facebook, hotel industry, Instagram, marketing, marketing communications, social media marketing
Cluster 4	Customer Loyalty Management	CRM, customer experience management, customer involvement, customer loyalty, customer relationship management, customer retention, customer service, loyalty programs for millennials, online shopping, trust
Cluster 5	Online Community Engagement	Consumer behavior, customer engagement behavior involvement, loyalty mobile apps, online brand communities, relationship quality, retail, self-brand connection, social commerce
Cluster 6	Enhanced Customer Experience	Effective commitment, artificial intelligence, customer experience, customer identification, emotions, hospitality industry, satisfaction, service-dominant logic, social exchange theory
Cluster 7	Customer Value in Retail & Tourism	Customer lifetime value, customer satisfaction, customer value, perceived value, relationship marketing, religiosity, retailing, service quality, tourist engagement
Cluster 8	Engaging Brand Loyalty Strategies	Brand experience, e-commerce, engagement, gamification, loyalty program, loyalty programs, marketing strategy, purchase intention
Cluster 9	Brand Engagement	Brand community, corporate social responsibility, customer engagement, Ghana, word of mouth
Cluster 10	Tourism Value Co-Creation	Co-creation, customer trust, participation, tourism, value creation
Cluster 11	Online Commitment Assessment	Commitment, online reviews
Cluster 12	Engagement Information Quality	Brand engagement, information quality

such as brand experience, purchase intention, and marketing strategy. Cluster 9 linked corporate social responsibility (CSR) and word-of-mouth in driving brand engagement. Cluster 10 focused on value co-creation in tourism highlighting collaborative experiences to have a long-term impact. Cluster 11 focused on online reviews and commitment and explored how digital feedback mechanisms influence consumer loyalty. Cluster 12 underscored the role of information quality in fostering trust and engagement in digital environments.

Figure 8 presents the keyword analysis of publications on consumer engagement and consumer loyalty, including temporal information. The color of a term indicates the average year of publication for all documents that contain the term in the title or abstract. Examining the temporal distribution of research, numerous variables

Figure 8. Timeline Map of Keywords



related to consumer engagement and loyalty, such as consumer engagement, retail banking, customer loyalty, brand attachment, brand community, and brand trust, were predominantly studied in 2021. Research in 2021 primarily concentrated on brand-related concepts. In contrast, the focus in 2022 shifted to keywords including customer identification, customer experience, relationship quality, customer engagement behaviors, and loyalty programs. By 2023, research trends pivoted toward topics like tourist engagement, entertainment, purchase intention, influencers, e-satisfaction, and destination loyalty. In 2024, the research landscape further evolved, emphasizing keywords such as COVID-19, consumer-generated advertising, AI, consumer gratitude, user engagement, and the Stimulus–Organism–Response (S–O–R) theory.

Additionally, a word cloud was generated to enhance comprehension of the most commonly researched phrases (Figure 9). Several terms that had a significant frequency of appearance included loyalty, customer, social, online, consumer, brand, community, marketing, management, value, and customer. Millennials were the sole age demographic that was featured leaving ample opportunity for other age groups to be investigated. Future research can explore how omnichannel strategies, e-WOM, and gamification enhance consumer engagement, retention, and loyalty across digital platforms using websites and e-mails. Additionally, studies on self-congruity, influencers, and recommendation systems can provide insights into personalized marketing, while netnography and importance-performance matrix analysis can offer a deeper understanding of online brand communities and consumer behavior.

Figure 9. Word Cloud of Popular Keywords

Conclusion

The research encompasses an extensive review of 409 scholarly papers on consumer engagement and consumer loyalty, authored by 1,058 researchers from 909 organizations across 80 countries and published in 208 academic journals. Employing content analysis via a bibliometric tool, VOSviewer, this study provides a comprehensive mapping of the current state and future trajectories of consumer engagement and loyalty research. Notably, the *Journal of Retailing and Consumer Services* leads in publishing the highest number of relevant articles (18), while the *Journal of Business Research* ranks second in citations received. The United States emerges as the leading country, contributing 74 papers (21% of the total), garnering 4,193 citations, and engaging in collaborations with 36 other nations. The top five countries in terms of publication volume include the United States, Australia, India, the United Kingdom, and Malaysia. Asia dominates continental research output, with 167 publications and 6,113 citations. Prominent authors in this field include Linda Hollebeek, Jamid Ul Islam, Kevin Kam Fung So, and Ceridwyn King, who have contributed six, five, four, and three articles, respectively. So and King are also the highest-cited authors, with 1,073 and 1,005 citations, respectively. Frequent keywords in the research corpus include customer engagement, loyalty, brand loyalty, brand engagement, social networking sites, digital marketing, marketing communications, customer relationship management, and loyalty programs. In contrast, keywords such as service quality, website quality, recommendation, perceived value, artificial intelligence, consumer-related advertisement, brand community, and customer retention are identified as areas needing further exploration.

The demographic focus has predominantly been on millennials, indicating a research gap concerning other age groups. Core clusters in the research include “Hospitality and Travel Brand Loyalty,” “Online Brand Engagement and Communities,” “Digital Marketing in Hospitality,” and “Customer Loyalty Management.” This bibliometric evaluation offers significant insights for academics and practitioners. It highlights the historical development and

emerging trends in consumer engagement and loyalty, identifies heavily researched domains, and pinpoints areas requiring further investigation. This comprehensive analysis is poised to aid academic researchers and marketing professionals in advancing their understanding and strategic approach to consumer engagement and loyalty.

Implications

By exposing new themes like the role of digital technologies, sustainability, and co-creation, this present study broadens conventional theoretical models to take into account modern consumer expectations and market conditions, while establishing crucial theoretical contributions to the literature. These results highlight the rising significance of perceived value and customized experiences while also validating the relevance of trust, satisfaction, and emotional attachment in promoting loyalty. Furthermore, by drawing attention to understudied topics like AI-driven personalization and cultural variations in engagement and loyalty, this study offers a roadmap for future research and inspires academics to explore novel theoretical facets and methodological strategies.

Beyond its theoretical value, this research provides practical advice for managers and professionals. The study emphasizes the importance of co-creation and the relevance of community building in improving consumer connections. Managers must actively foster customer inclusion in product development, campaigns, and brand narratives to foster a sense of ownership and belonging. Another significant implication is the value of personalization and improved client experiences. Brands using data analytics and AI-driven insights can personalize products to individual tastes, resulting in meaningful and memorable encounters for consumers.

Limitations of the Study and Future Research Direction

While bibliometric analysis can provide useful insights, it is essential to acknowledge the limitations inherent in this study. The research was confined to papers indexed in the Scopus database. Although Scopus is among the largest databases globally, it does not encompass all publications related to consumer engagement and consumer loyalty. Other comprehensive databases such as PubMed, Dimensions, and Web of Science could have been included to provide a more exhaustive coverage of the subject matter. The study was focused on the period from 2014 to 2024. This limited scope may only capture a fragment of the broader dynamics in consumer engagement and loyalty research. Future studies with extended timeframes and larger datasets could uncover additional sub-fields and trends within this domain. Moreover, since the study was conducted in mid-2024, the latter half of the year might reveal different patterns and insights compared to the first half.

Furthermore, focusing on specific sub-fields related to consumer engagement and loyalty could yield more nuanced insights and open new avenues for research, in contrast to the broader interdisciplinary approach adopted in this study. Areas such as AI, machine learning, user-generated content, user-generated advertisements, service quality, website quality, recommendation systems, information quality, and consumer participation are identified as underexplored in previous studies and warrant further investigation. Future research should use mixed-method approaches with techniques like case reports or interviews and bibliometric analysis. Furthermore, using theoretical frameworks such as the service-dominant logic (SDL), unified theory of acceptance and use of technology (UTAUT), or technology acceptance model (TAM) may aid in the explanation of new developments in this field. Furthermore, the millennial generation has been the focal point of numerous studies, whereas other generations—such as Gen Z, Gen X, and baby boomers—have received comparatively less attention. Future research should incorporate these age groups to better understand the engagement and loyalty intentions across different demographics. Additionally, gender disparities were not considered in this study, presenting an opportunity for future researchers to include this demographic variable in their analyses.

Authors' Contribution

Dr. Perna Arora conceptualized the research idea, identified the research gaps, and provided the foundational framework for the study. Dr. Rupali Kumar meticulously curated and filtered the dataset from Scopus and aided in its interpretation. Dr. Anurupa B. Singh contributed to the methodological design and assisted in the interpretation of the findings. Dr. Vandana Ahuja played a significant role in refining the manuscript, providing critical insights, and ensuring the coherence and academic rigor of the final draft. Each author contributed uniquely to the development and execution of this research. Dr. Perna Arora wrote the manuscript in consultation with all authors.

Conflict of Interest

The authors declare that they have no financial or non-financial affiliations with any organizations or entities related to the subject matter or materials presented in this manuscript.

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