

Research Article

Digital Marketing and Consumer Engagement: A Conceptual Framework

Anil Kumar^{1*}, Ashish Meena² and Bipin Kumar³

¹⁻³MBA Student, Vivekananda Global University, Jaipur, India

*Corresponding Author

Anil Kumar
(23MGT3MB012@vgu.ac.in)

Article History

Received: 23.02.2024

Accepted: 16.03.2024

Published: 28.04.2024

DOI: 10.61336/cjmr.1401.06

Abstract: Digital marketing has transformed the way organizations communicate with and engage consumers by creating increasingly interactive, personalized and technology-enabled marketing environments. This paper reviews the existing literature on digital marketing and consumer engagement, focusing on the growing influence of social media, digital content, electronic word-of-mouth, mobile marketing, artificial intelligence, personalization, consumer data and digital experiences. The review highlights that digital marketing has shifted consumers from passive recipients of marketing communication toward active participants who interact with brands, create and share content and influence other consumers. The literature also indicates that meaningful consumer engagement is influenced by the quality of digital experiences, trust, transparency, authenticity and concerns regarding privacy and responsible data use. At the same time, digital engagement may generate both positive outcomes, such as stronger relationships, loyalty and advocacy and negative outcomes, including criticism, negative word-of-mouth and consumer resistance. The paper consolidates these perspectives and discusses the major developments, opportunities and challenges associated with consumer engagement in the digital marketing environment. The review provides a broader understanding of how technological and consumer-oriented dimensions of digital marketing are shaping contemporary consumer-brand relationships.

Keywords: Digital Marketing, Consumer Engagement, Social Media, Artificial Intelligence

Copyright @ 2024: This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution and reproduction in any medium for non-commercial use (NonCommercial, or CC-BY-NC) provided the original author and source are credited.

INTRODUCTION

The rapid development of digital technologies has transformed the contemporary marketing environment and fundamentally changed the way organizations communicate with, understand and engage consumers. Digital marketing has expanded beyond conventional online advertising to include social media, mobile platforms, digital content, artificial intelligence, personalization, electronic word-of-mouth, digital customer experiences and technology-enabled relationship-building activities. As consumers increasingly use digital platforms to search for information, interact with brands, share experiences and influence other consumers, organizations are required to reconsider traditional approaches to marketing communication and consumer relationship management. In this environment, consumer engagement has emerged as an important concept for understanding the depth and nature of consumer interaction with brands [1,2].

The transformation of consumer behaviour through digital technologies has made engagement more interactive and continuous. Unlike traditional marketing communication, where organizations primarily transmitted messages to consumers, digital platforms allow consumers to respond, participate, create content, provide feedback, share information and communicate with both organizations and other consumers. Social media has particularly strengthened these interactive characteristics by creating environments in which consumers can simultaneously act as information receivers, information creators and participants in brand communities. Tiwary *et al.* [3], emphasize the importance of social media within contemporary marketing, while Moorlock *et al.* [4], highlight its relevance to consumer-brand relationship development (Table 1).

Digital marketing has also increased the importance of personalization. Organizations can use consumer information and digital technologies to provide more relevant communication, recommendations and experiences.

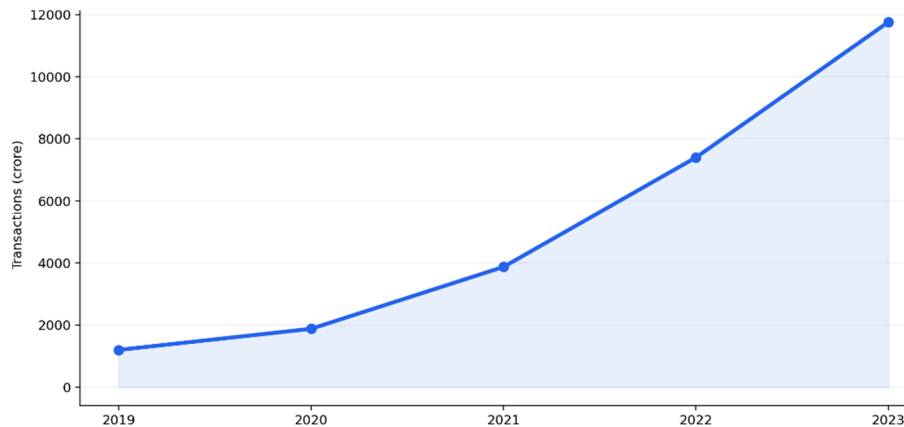


Figure 1: Growth of UPI-Based Digital Consumer Transactions in India

Digital Marketing and Consumer Engagement: A Conceptual Framework

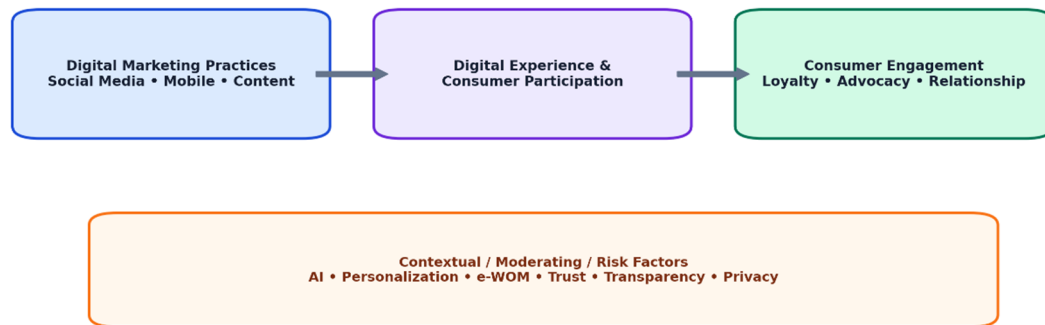


Figure 2: Conceptual Model for Digital Marketing and Consumer Engagement: A Conceptual Framework

Table 1: Growth of UPI-Based Digital Consumer Transactions in India

Calendar year	UPI transactions (crore)
2019	1,200
2020	1,880
2021	3,874
2022	7,400
2023	11,761

Source: Reserve Bank of India. RBI speech/data on digital payments: UPI volume increased from 43 crore in CY2017 to 11,761 crore in CY2023. Contextual digital-market indicator only; it is not a direct measure of consumer engagement. No 2024 observation is used

Artificial intelligence has further strengthened this capability by enabling organizations to analyse consumer information and support personalized interactions. Kopalle *et al.* [5], highlight the increasing importance of artificial intelligence in marketing, while Kunz and Wirtz [6] demonstrate the growing relevance of AI-enabled customer service and consumer interaction. Moradi and Dass [7] similarly discuss the expanding role of artificial intelligence within marketing activities. These developments indicate that digital marketing is increasingly based on the ability to provide consumers with relevant and responsive experiences (Figure 1).

At the same time, the increasing use of consumer data creates important challenges. Digital marketing depends substantially on information about consumer preferences, behaviours, interactions and online activities. Although data-driven marketing can improve personalization and relevance, consumers may also become concerned about privacy, transparency and the use of their personal information. Blasco-Arcas *et al.* [8], emphasize the increasing significance of consumer data within digital environments, while Gutierrez *et al.* [9], draw attention to privacy-related issues associated with social media and consumer interactions. Consequently, the effectiveness of digital marketing cannot be considered solely from the perspective of technological capability; consumer perceptions of trust, transparency and responsible data use are equally important (Figure 2).

Another important transformation concerns the experiential nature of digital marketing. Consumers increasingly encounter brands through interactive, virtual, mobile and sensory experiences rather than through conventional promotional messages. Digital platforms allow organizations to provide experiences that may be more personalized, interactive and immersive. Poushneh [10], demonstrates the relevance of virtual product experiences, while Zha *et al.* [11], emphasize the importance of sensory brand experience. These developments indicate that consumer engagement may arise not only from the informational value of marketing communication but also from the quality of the experience created through digital technologies.

Consumer participation has also become an important component of digital marketing. Consumers can create and distribute brand-related information through reviews, recommendations, comments, posts and electronic word-of-mouth. Akbari *et al.* [12], emphasize the importance of electronic word-of-mouth within contemporary digital environments. Digital storytelling also provides opportunities for participation and interaction, enabling organizations and consumers to contribute to the development of shared meanings and experiences [13]. This transformation has reduced the distinction between the producer and consumer of marketing content.

However, digital consumer engagement does not always result in positive outcomes for organizations. Consumers can also use digital platforms to express dissatisfaction, criticize brands, communicate negative experiences and encourage resistance. Akrouf and Mrad [14], highlight the potential for negative consumer responses, including consumer hate and boycott-related behaviour. This suggests that digital engagement should not automatically be understood as favourable engagement. Instead, it represents a broader process of consumer involvement that can generate both positive and negative consequences.

The increasing importance of digital marketing and consumer engagement has resulted in a growing body of academic research. Existing studies examine different aspects of digital marketing, including social media, artificial intelligence, mobile marketing, digital experiences, personalization, consumer data, digital storytelling, electronic word-of-mouth and consumer-brand relationships [15-20]. Although this literature provides valuable insights, it remains distributed across different technological and behavioural perspectives.

Therefore, there is a need for a consolidated review of the literature that brings these perspectives together and examines how different digital marketing practices contribute to consumer engagement. The purpose of this paper is to review the existing literature on digital marketing and consumer engagement and to identify the major themes, relationships, challenges and emerging directions within this field. The paper focuses on the transformation of consumer engagement in digitally mediated environments and discusses the implications of social media, personalization, artificial intelligence, mobile marketing, digital experiences, electronic word-of-mouth, trust, transparency and privacy.

Literature Review

The literature on digital marketing demonstrates that technological development has significantly expanded the scope of marketing activities. Digital platforms have enabled organizations to communicate with consumers through multiple channels and have increased the speed, frequency and interactivity of marketing communication. Varadarajan *et al.* [1], emphasize the transformative influence of digital technologies on marketing activities, while Pandey *et al.* [2], highlight the increasing significance of digital marketing within contemporary organizational environments. Digital marketing therefore represents an important shift from conventional one-way communication toward interactive and technology-enabled marketing processes.

The development of digital marketing has also influenced the role of consumers. Consumers are increasingly active participants in the marketing environment, rather than passive recipients of organizational communication. Digital platforms enable consumers to search for information, evaluate products, share opinions, communicate experiences and influence the behaviour of other consumers. Akbari *et al.* [12], demonstrate the importance of electronic word-of-mouth in digitally mediated consumer communication. Such participation increases the influence of consumers within marketing processes because consumer-generated information can become an important component of brand communication. Digital storytelling provides another mechanism through which consumers can become involved with organizations and brands. Bassano *et al.* [13], highlight the importance of digital storytelling in creating opportunities for participation and value creation. Digital stories can provide consumers with meaningful content while encouraging interaction and sharing. This indicates that effective digital marketing is increasingly concerned with creating content that encourages participation rather than simply transmitting promotional information.

Social media has become one of the most important environments for consumer engagement. Social platforms provide continuous opportunities for consumers to interact with brands and with other consumers. Tiwary *et al.* [3], highlight the role of social media in contemporary marketing and relationship development, while Moorlock *et al.* [4], demonstrate its relevance to consumer-brand relationships. Through social media, consumers can comment on

brand messages, share content, provide reviews and communicate directly with organizations. Consequently, engagement within social media environments is multidirectional and socially embedded. The literature further suggests that social interaction can influence consumer identity and relationship development. Zhang and Li, emphasize the relevance of social identity to customer engagement. Consumers may engage with brands partly because of the social meanings associated with those brands and the communities surrounding them. This indicates that consumer engagement is not exclusively an individual response but may also reflect social relationships, group identification and community participation.

Mobile marketing has further increased opportunities for continuous consumer engagement. Mobile devices enable consumers to interact with organizations at different times and locations, making marketing communication more immediate and accessible. Florido-Benítez [21], emphasizes the strategic importance of mobile marketing within the contemporary digital environment. Mobile technologies can therefore strengthen ongoing interactions and provide organizations with opportunities to deliver timely and personalized communication. Artificial intelligence represents another major development in digital marketing. AI technologies can support consumer analysis, personalization, recommendation systems, automated communication and customer service. Kopalle *et al.* [5], identify artificial intelligence as an important emerging area within marketing, while Moradi and Dass [7] discuss the implications of AI for marketing activities. Kunz and Wirtz [6], further demonstrate the increasing importance of AI-enabled customer service. Together, these developments indicate that AI can contribute to consumer engagement by improving responsiveness, relevance, convenience and personalization.

Personalization is closely related to the development of AI and data-driven marketing. Digital technologies allow organizations to adapt marketing messages according to consumer characteristics, preferences and previous interactions. When consumers receive information that is perceived as relevant, digital communication may become more meaningful and engaging. However, personalization also creates a potential tension between relevance and privacy. Consumers may appreciate customized communication while simultaneously becoming concerned about the amount and type of personal information being collected. Consumer data has consequently become a central issue within digital marketing. Blasco-Arcas *et al.* [8], emphasize the importance of consumer data within contemporary digital environments. Data enables organizations to better understand consumer behaviour and design more targeted marketing activities. However, the increasing dependence on data also raises questions concerning privacy, control, transparency and responsible data management. Gutierrez *et al.* [9], further demonstrate the importance of privacy considerations within social media interactions.

Trust is therefore an important consideration in digital consumer engagement. Consumers are more likely to participate in digital interactions when they perceive organizations as reliable and transparent. Transparency can contribute to perceptions of authenticity and strengthen consumer relationships. Yang and Battocchio [22], emphasize the relevance of transparent brand communication to authenticity and consumer responses. Digital marketing strategies that fail to communicate clearly about data usage or consumer privacy may therefore weaken the trust required for sustained engagement. Digital consumer engagement is also increasingly associated with customer experience. Digital environments allow organizations to create interactive and immersive experiences that extend beyond conventional marketing communication. Poushneh [10], highlights the importance of consumers' perceptions of virtual products and digital experiences. Zha *et al.* [11], further demonstrate the relevance of sensory brand experiences. These studies suggest that digital engagement may be strengthened when consumers perceive digital interactions as experiential rather than purely informational.

Emotional factors are also important within digital consumer behaviour. Consumers may respond to digital marketing on the basis of feelings, emotional attachment and experiential responses. Sharma *et al.* [23], highlight the role of emotions within consumer behaviour. Digital marketing can therefore create engagement by generating experiences that resonate with consumers emotionally rather than simply providing functional information. The literature also demonstrates that digital marketing may contribute to consumer relationship outcomes. Digital interaction can facilitate continued communication, relationship development, loyalty, advocacy and other forms of consumer participation. Rollins *et al.* [24], Nyagadza *et al.* [19] and Rizvanović *et al.* [20], contribute to understanding the broader relationship between digital marketing, consumer interaction and organizational outcomes.

However, the literature also identifies challenges associated with digital engagement. One important issue is that increased digital interaction may not necessarily lead to positive consumer responses. Akrouit and Mrad [14], demonstrate how negative consumer perceptions can develop into consumer hate and boycott-related behaviour. Digital platforms can therefore amplify both positive and negative consumer responses. The literature also indicates that digital marketing is continuously evolving. Recent research increasingly considers artificial intelligence, emerging digital platforms, digital customer experiences and changing consumer behaviour [15-18,25]. These developments indicate that consumer engagement will continue to change as new digital technologies become integrated into everyday consumption.

Table 2: Literature Review Table

Author(s)	Main Area of Study	Major Focus/Contribution
Akbari <i>et al.</i> [12]	Electronic word-of-mouth	Consumer participation and digital communication
Akrout & Mrad [14]	Negative consumer responses	Consumer hate and boycott behaviour
Anand <i>et al.</i> [15]	Digital marketing	Emerging digital marketing environment
Bassano <i>et al.</i> [13]	Digital storytelling	Digital interaction and value creation
Blasco-Arcas <i>et al.</i> [8]	Consumer data	Data-driven consumer interaction
Chaturvedi <i>et al.</i> [16]	Digital consumer behaviour	Consumer behaviour in digital environments
Cheng <i>et al.</i> [28]	Consumer engagement	Digital consumer engagement
Dabas <i>et al.</i> [29]	Digital marketing adoption	Adoption of digital marketing
Deryl <i>et al.</i> [17]	Digital engagement	Technology-enabled consumer interaction
Florida-Benítez [21]	Mobile marketing	Mobile-enabled marketing interaction
Gutiérrez <i>et al.</i> [9]	Social media/privacy	Privacy and consumer–brand interaction
Kemp <i>et al.</i> [18]	Digital marketing	Contemporary digital marketing development
Kopalle <i>et al.</i> [5]	Artificial intelligence	AI and marketing transformation
Kour & Chhabria [30]	Digital platforms	Consumer engagement and continued usage
Kunz & Wirtz [6]	AI customer service	AI-enabled customer interaction
Lim <i>et al.</i> [31]	Digital retail	Digital consumer interaction
Moorlock <i>et al.</i> [4]	Consumer–brand relationships	Social media and relationship development
Moradi & Dass [7]	AI marketing	Artificial intelligence in marketing
Nyagadza <i>et al.</i> [19]	Digital marketing	Digital marketing and relationship outcomes
Pandey <i>et al.</i> [2]	Digital marketing	Development of digital marketing research
Poushneh [10]	Virtual products	Digital experience and consumer response
Rizvanović <i>et al.</i> [20]	Digital marketing	Strategic implications of digital transformation
Rollins <i>et al.</i> [24]	Consumer engagement	Digital relationship development
Sharma <i>et al.</i> [23]	Consumer emotions	Emotional aspects of consumer behaviour
Tian <i>et al.</i> [25]	Digital consumer behaviour	Technology-mediated consumer interaction
Tiwary <i>et al.</i> [3]	Social media marketing	Social interaction and consumer relationships
Varadarajan <i>et al.</i> [1]	Digital marketing	Digital transformation of marketing
Yang & Battocchio [22]	Brand transparency	Transparency, authenticity and consumer response
Yuan <i>et al.</i> [32]	Digital experience	Digital consumer experience
Zha <i>et al.</i> [11]	Brand experience	Sensory and experiential dimensions
Zhang & Watson IV [26]	Marketing ecosystem	Digital marketing ecosystem
Zhang & Li [27]	Social identity	Social identity and customer engagement

Overall, the literature demonstrates that digital marketing and consumer engagement are closely interconnected. Social media creates opportunities for interaction, electronic word-of-mouth facilitates consumer participation, mobile marketing enables continuous communication, AI supports personalization, digital experiences enhance experiential engagement and transparent communication contributes to trust. At the same time, privacy concerns, negative consumer responses and the responsible use of consumer data remain important challenges. The literature therefore supports the need to understand consumer engagement as a broad and dynamic phenomenon within the digital marketing environment (Table 2).

MATERIALS AND METHODS

The present paper adopts a conceptual literature review approach to examine the relationship between digital marketing and consumer engagement. Unlike empirical studies that collect primary data from respondents, the purpose of this paper is to synthesize and organize existing academic knowledge in order to develop a broader understanding of the topic. The review focuses specifically on the literature provided for the study and examines how existing research addresses digital marketing, consumer engagement, social media, mobile marketing, artificial intelligence, personalization, consumer data, digital experiences, electronic word-of-mouth, trust, transparency and consumer–brand relationships.

The literature was examined thematically rather than through statistical analysis. The selected studies were reviewed according to their contribution to understanding the changing nature of digital marketing and consumer engagement. Particular attention was given to recurring themes across the literature, including digital interaction, consumer participation, personalization, artificial intelligence, social media engagement, digital experience, trust, transparency, privacy and relationship outcomes. This approach allows the paper to bring together findings from different streams of research and present them within a common discussion of digital consumer engagement. The review also considers the evolution of consumer participation within digital environments. Studies concerning electronic word-of-mouth, digital storytelling, social media and consumer–brand relationships were considered in order to understand how consumers have moved from passive recipients of marketing communication toward active participants in digital marketing processes. Similarly, studies concerning AI, personalization, consumer data

and mobile marketing were examined to understand how technological developments have expanded the organization's ability to create personalized and continuous consumer interactions.

The methodological approach is therefore qualitative and conceptual, with the literature serving as the basis for synthesis and interpretation. No primary data were collected and no questionnaire, sampling procedure, Likert scale, statistical test, regression analysis, or structural equation modelling was undertaken. The objective is to consolidate existing knowledge and identify the major themes and issues emerging from the literature on digital marketing and consumer engagement.

DISCUSSION

The reviewed literature demonstrates that digital marketing has fundamentally changed the nature of consumer engagement. The shift from traditional one-way communication toward interactive digital environments has given consumers greater opportunities to participate in marketing processes. Consumers can now respond to brand communication, create and distribute content, share experiences and influence other consumers. This transformation indicates that engagement is becoming an increasingly important component of digital marketing strategy. One of the most consistent themes emerging from the literature is the importance of interaction. Social media and other digital platforms enable consumers and organizations to communicate continuously rather than only during formal marketing campaigns. Tiwary *et al.* [3] and Moorlock *et al.* [4], illustrate the importance of digital interaction in developing relationships between consumers and brands. Such interaction can strengthen consumers' involvement with brands by making communication more immediate and participatory.

A second important theme is consumer participation. Electronic word-of-mouth, reviews, recommendations and social sharing have transformed consumers into active contributors to marketing communication. Akbari *et al.* [12], highlight the importance of electronic word-of-mouth, demonstrating that consumer-generated communication has become an important element of digital marketing. Bassano *et al.* [13], similarly demonstrate the value of digital storytelling and participation. These developments indicate that organizations no longer have complete control over brand communication because consumers actively contribute to the creation and circulation of brand-related information. Another important theme is personalization. Digital technologies have provided organizations with greater opportunities to customize marketing communication according to consumer characteristics and behaviours. AI has further strengthened these capabilities. Kopalle *et al.* [5], Moradi and Dass [7] and Kunz and Wirtz [6], demonstrate the growing importance of AI within marketing. The literature suggests that AI can improve the relevance and responsiveness of consumer interaction, particularly when organizations use technology to provide more convenient and individualized experiences.

However, the literature indicates that personalization must be considered alongside privacy and trust. The ability to collect and process large amounts of consumer information creates both opportunities and challenges. Blasco-Arcas *et al.* [8], emphasize the importance of consumer data, while Gutierrez *et al.* [9], highlight privacy-related concerns. These studies suggest that consumers' willingness to participate in digital environments may depend on whether they believe organizations are using their information responsibly. Transparency and authenticity therefore become important dimensions of digital engagement. Yang and Battocchio [22], emphasize the importance of transparent brand communication. Consumers may be more willing to interact with organizations when communication is perceived as authentic and transparent. Consequently, digital marketing effectiveness depends not only on technological sophistication but also on the quality and credibility of organizational communication.

The literature further highlights the importance of digital experience. Digital marketing increasingly involves interactive and experiential elements. Virtual products, sensory experiences and digitally mediated brand experiences can influence how consumers perceive and interact with brands. Poushneh [10] and Zha *et al.* [11], demonstrate the importance of experience within digital consumer environments. This suggests that organizations should focus not merely on providing information but on creating digital experiences that consumers find meaningful and engaging. The emotional dimension of engagement is also significant. Sharma *et al.* [23], highlight the importance of emotions in consumer behaviour. Digital communication that creates emotional resonance may strengthen consumer involvement and contribute to stronger relationships. This is particularly relevant in social media environments, where emotionally engaging content can encourage sharing, discussion and participation.

The review also demonstrates that consumer engagement can have both positive and negative forms. Organizations frequently seek engagement because they associate it with stronger relationships, loyalty, advocacy and purchase behaviour. However, Akrouit and Mrad [14], demonstrate that consumer involvement can also develop into negative communication and boycott behaviour. Digital platforms can amplify consumer dissatisfaction, making negative experiences highly visible. Therefore, organizations need to recognize that increasing consumer interaction alone is not sufficient; the quality and nature of engagement are equally important.

Table 3: Key Themes Emerging from the Literature

Key Theme	Description	Representative Studies
Digital interaction	Increasing interaction between consumers and organizations through digital platforms	Varadarajan <i>et al.</i> [1], Tiwary <i>et al.</i> [3]
Consumer participation	Consumers actively create, share and distribute brand-related information	Akbari <i>et al.</i> [12], Bassano <i>et al.</i> [13]
Social media engagement	Social platforms facilitate continuous interaction and relationship development	Tiwary <i>et al.</i> [3], Moorlock <i>et al.</i> [4]
Personalization	Digital technologies enable more relevant and customized communication	Kopalle <i>et al.</i> [5], Kunz & Wirtz [6]
Artificial intelligence	AI supports marketing automation, personalization and consumer interaction	Kopalle <i>et al.</i> [5], Moradi & Dass [7]
Mobile engagement	Mobile technologies enable continuous and accessible consumer interaction	Florida-Benítez [21], Lim <i>et al.</i> [31]
Digital experience	Virtual, sensory and interactive experiences influence consumer responses	Poushneh [10], Zha <i>et al.</i> [11]
Emotional engagement	Consumer emotions contribute to involvement with brands	Sharma <i>et al.</i> [23]
Consumer data	Data enables organizations to understand and respond to consumer behaviour	Blasco-Arcas <i>et al.</i> [8]
Privacy	Data-driven marketing creates concerns regarding consumer privacy	Gutierrez <i>et al.</i> [9]
Trust and transparency	Transparent and authentic communication can support consumer relationships	Yang & Battocchio [22]
Digital relationships	Digital interaction contributes to consumer–brand relationship development	Moorlock <i>et al.</i> [4], Rollins <i>et al.</i> [24]
Negative engagement	Digital platforms can facilitate criticism, resistance and boycott behaviour	Akrout & Mrad [14]
Digital ecosystem	Digital marketing activities operate as interconnected technologies and channels	Zhang & Watson IV [27]
Emerging digital environment	Continuous technological development is reshaping consumer behaviour	Anand <i>et al.</i> [15], Kemp <i>et al.</i> [18], Tian <i>et al.</i> [25]

The literature also suggests that digital marketing should be viewed as an integrated ecosystem. Social media, mobile technologies, AI, digital content, personalization, consumer data and digital experiences do not operate independently. Zhang and Watson IV [26,27], provide an ecosystem-oriented perspective that is useful for understanding these interconnected digital activities. The growing integration of technologies means that consumers increasingly experience marketing through combinations of platforms and touchpoints rather than through isolated channels. Recent literature reinforces the continuing evolution of this environment. Research by Anand *et al.* [15], Chaturvedi *et al.* [16], Deryl *et al.* [17], Kemp *et al.* [18], Nyagadza *et al.* [19], Rizvanović *et al.* [20] and Tian *et al.* [25], reflects the growing scholarly attention to digital transformation and changing consumer behaviour. This suggests that digital consumer engagement remains an evolving research area in which new technologies continuously create new forms of interaction.

Overall, the reviewed literature demonstrates that successful digital marketing requires a combination of technological capability and consumer-centred relationship management. Technology can provide organizations with opportunities for personalization, interaction and experience, but consumer engagement depends on how these opportunities are perceived and experienced. Trust, transparency, privacy, authenticity, relevance and emotional value therefore remain important considerations alongside technological innovation (Table 3).

CONCLUSION

The present review demonstrates that digital marketing has significantly transformed the nature of consumer engagement. The development of social media, mobile technologies, artificial intelligence, personalization, digital content, electronic word-of-mouth, virtual experiences and consumer data has created new opportunities for organizations to interact with consumers. At the same time, these developments have transformed consumers from relatively passive recipients of marketing communication into active participants who create, share, evaluate and distribute brand-related information. The literature indicates that consumer engagement within digital environments is multidimensional and influenced by the quality of interaction and experience provided by organizations. Social media facilitates communication and participation, electronic word-of-mouth enables consumers to influence other consumers, mobile marketing supports continuous interaction and digital storytelling provides opportunities for participation and value creation. Artificial intelligence and personalization further increase the ability of organizations to deliver relevant and responsive interactions.

The review also highlights the importance of consumer experience. Virtual products, sensory experiences and emotionally meaningful digital content can contribute to deeper consumer involvement. These developments suggest that organizations need to move beyond an information-based approach to digital marketing and consider the experiential and emotional dimensions of consumer interaction. However, technological development also creates important challenges. Consumer data and personalization raise concerns regarding privacy, while a lack of transparency may weaken trust. Authentic and transparent communication is therefore important for maintaining sustainable digital relationships. Organizations need to balance technological capabilities with responsible and consumer-oriented practices.

Another important conclusion is that digital engagement is not necessarily positive. Consumers may use digital platforms to express dissatisfaction, criticize organizations, spread negative word-of-mouth, or support boycott activities. Therefore, organizations should focus not simply on maximizing engagement but on creating meaningful, trustworthy, authentic and mutually beneficial consumer relationships. Overall, the reviewed literature demonstrates that digital marketing and consumer engagement are closely interconnected. The contemporary digital environment

has created an increasingly interactive marketing ecosystem in which technology, consumer participation, experience, relationships and trust operate together. Future research can further examine how emerging technologies, particularly artificial intelligence and increasingly immersive digital environments, continue to influence the nature of consumer engagement. The continuing evolution of digital marketing makes consumer engagement an important and relevant area for both academic research and marketing practice.

REFERENCES

1. Varadarajan, R., Welden, R. B., Arunachalam, S., Haenlein, M., & Gupta, S. (2022). Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues and future research directions. *International Journal of Research in Marketing*, 39(2), 482–501. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2021.09.002>
2. Pandey, N., Nayal, P., & Rathore, A. S. (2020). Digital marketing for B2B organizations: structured literature review and future research directions. *Journal of Business & Industrial Marketing*, 35(7), 1191–1204. <https://doi.org/https://doi.org/10.1108/JBIM-06-2019-0283>
3. Tiwary, N. K., Kumar, R. K., Sarraf, S., Kumar, P., & Rana, N. P. (2021). Impact assessment of social media usage in B2B marketing: A review of the literature and a way forward. *Journal of Business Research*, 131, 121–139. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.03.028>
4. Moorlock, E., Dekel-Dachs, O., Stokes, P., & Larsen, G. (2023). Constructing Consumer-Masstige brand relationships in a volatile social reality. *Journal of Business Research*, 155, 113381. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.113381>
5. Kopalle, P. K., Gangwar, M., Kaplan, A., Ramachandran, D., Reinartz, W., & Rindfleisch, A. (2022). Examining artificial intelligence (AI) technologies in marketing via a global lens: Current trends and future research opportunities. *International Journal of Research in Marketing*, 39(2), 522–540. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2021.11.002>
6. Kunz, W. H., & Wirtz, J. (2023). Corporate digital responsibility (CDR) in the age of AI: implications for interactive marketing. *Journal of Research in Interactive Marketing*, 18(1), 31–37. <https://doi.org/https://doi.org/10.1108/JRIM-06-2023-0176>
7. Moradi, M., & Dass, M. (2022). Applications of artificial intelligence in B2B marketing: Challenges and future directions. *Industrial Marketing Management*, 107, 300–314. <https://doi.org/https://doi.org/10.1016/j.indmarman.2022.10.016>
8. Blasco-Arcas, L., Lee, H.-H. M., Kastanakis, M. N., Alcañiz, M., & Reyes-Menendez, A. (2022). The role of consumer data in marketing: A research agenda. *Journal of Business Research*, 146, 436–452. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.03.054>
9. Gutierrez, A., Punjaisri, K., Desai, B., Syed Alwi, S. F., O'Leary, S., Chaiyasoonthorn, W., & Chaveesuk, S. (2023). Retailers, don't ignore me on social media! The importance of consumer-brand interactions in raising purchase intention - Privacy the Achilles heel. *Journal of Retailing and Consumer Services*, 72, 103272. <https://doi.org/https://doi.org/10.1016/j.jretconser.2023.103272>
10. Poushneh, A. (2021). Impact of auditory sense on trust and brand affect through auditory social interaction and control. *Journal of Retailing and Consumer Services*, 58, 102281. <https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102281>
11. Zha, D., Foroudi, P., Melewar, T. C., & Jin, Z. (2022). Experiencing the sense of the brand: the mining, processing and application of brand data through sensory brand experiences. *Qualitative Market Research: An International Journal*, 25(2), 205–232. <https://doi.org/https://doi.org/10.1108/QMR-09-2021-0118>
12. Akbari, M., Foroudi, P., Zaman Fashami, R., Mahavarpour, N., & Khodayari, M. (2022). Let us talk about something: The evolution of e-WOM from the past to the future. *Journal of Business Research*, 149, 663–689. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.05.061>
13. Bassano, C., Barile, S., Picciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). Storytelling about places: Tourism marketing in the digital age. *Cities*, 87, 10–20. <https://doi.org/https://doi.org/10.1016/j.cities.2018.12.025>
14. Akrouf, H., & Mrad, M. (2023). Measuring brand hate in a cross-cultural context: Emic and Etic scale development and validation. *Journal of Business Research*, 154, 113289. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.08.053>
15. Anand, A., Bowen, M., Spivack, A. J., Vessal, S. R., & Rangarajan, D. (2023). The role of ethics in business-to-business marketing: An exploratory review and research agenda. *Industrial Marketing Management*, 115, 421–438. <https://doi.org/https://doi.org/10.1016/j.indmarman.2023.10.013>

16. Chaturvedi, R., Verma, S., Das, R., & Dwivedi, Y. K. (2023). Social companionship with artificial intelligence: Recent trends and future avenues. *Technological Forecasting and Social Change*, 193, 122634. <https://doi.org/https://doi.org/10.1016/j.techfore.2023.122634>
17. Deryl, M. Ds., Verma, S., & Srivastava, V. (2023). How does AI drive branding? Towards an integrated theoretical framework for AI-driven branding. *International Journal of Information Management Data Insights*, 3(2), 100205. <https://doi.org/https://doi.org/10.1016/j.ijime.2023.100205>
18. Kemp, A., Gravois, R., Syrdal, H., & McDougal, E. (2023). Storytelling is not just for marketing: Cultivating a storytelling culture throughout the organization. *Business Horizons*, 66(3), 313–324. <https://doi.org/https://doi.org/10.1016/j.bushor.2023.01.008>
19. Nyagadza, B., Mazuruse, G., Simango, K., Chikazhe, L., Tsokota, T., & Macheke, L. (2023). Examining the influence of social media eWOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCGs retailers. *Sustainable Technology and Entrepreneurship*, 2(3), 100040. <https://doi.org/https://doi.org/10.1016/j.stae.2023.100040>
20. Rizvanović, B., Zutshi, A., Grilo, A., & Nodehi, T. (2023). Linking the potentials of extended digital marketing impact and start-up growth: Developing a macro-dynamic framework of start-up growth drivers supported by digital marketing. *Technological Forecasting and Social Change*, 186, 122128. <https://doi.org/https://doi.org/10.1016/j.techfore.2022.122128>
21. Florido-Benítez, L. (2021). International mobile marketing: a satisfactory concept for companies and users in times of pandemic. *Benchmarking: An International Journal*, 29(6), 1826–1856. <https://doi.org/https://doi.org/10.1108/BIJ-06-2021-0303>
22. Yang, J., & Battocchio, A. F. (2021). Effects of transparent brand communication on perceived brand authenticity and consumer responses. *Journal of Product & Brand Management*, 30(8), 1176–1193. <https://doi.org/https://doi.org/10.1108/JPB-03-2020-2803>
23. Sharma, I., Jain, K., Behl, A., Baabdullah, A., Giannakis, M., & Dwivedi, Y. (2023). Examining the motivations of sharing political deepfake videos: the role of political brand hate and moral consciousness. *Internet Research*, 33(5), 1727–1749. <https://doi.org/https://doi.org/10.1108/INTR-07-2022-0563>
24. Rollins, N., Piwoz, E., Baker, P., Kingston, G., Mabaso, K. M., McCoy, D., Ribeiro Neves, P. A., Pérez-Escamilla, R., Richter, L., Russ, K., Sen, G., Tomori, C., Victora, C. G., Zambrano, P., & Hastings, G. (2023). Marketing of commercial milk formula: a system to capture parents, communities, science and policy. *The Lancet*, 401(10375), 486–502. [https://doi.org/https://doi.org/10.1016/S0140-6736\(22\)01931-6](https://doi.org/https://doi.org/10.1016/S0140-6736(22)01931-6)
25. Tian, S., Cho, S. Y., Jia, X., Sun, R., & Tsai, W. S. (2023). Antecedents and outcomes of Generation Z consumers' contrastive and assimilative upward comparisons with social media influencers. *Journal of Product & Brand Management*, 32(7), 1046–1062. <https://doi.org/https://doi.org/10.1108/JPB-02-2022-3879>
26. Zhang, W., & Li, D. (2022). Impact of IT identity on consumer negatively-valenced engagement in mobile medical consultation: from consumer experience perspective. *Industrial Management & Data Systems*, 122(11), 2508–2539. <https://doi.org/https://doi.org/10.1108/IMDS-04-2022-0209>
27. Zhang, J. Z., & Watson IV, G. F. (2020). Marketing ecosystem: An outside-in view for sustainable advantage. *Industrial Marketing Management*, 88, 287–304. <https://doi.org/https://doi.org/10.1016/j.indmarman.2020.04.023>
28. Cheng, M., Liu, J., Qi, J., & Wan, F. (2021). Differential effects of firm generated content on consumer digital engagement and firm performance: An outside-in perspective. *Industrial Marketing Management*, 98, 41–58. <https://doi.org/https://doi.org/10.1016/j.indmarman.2021.07.001>
29. Dabas, S., Sharma, S., & Manaktola, K. (2021). Adoption of digital marketing tools in independent businesses: experiences of restaurant entrepreneurs in India and United Kingdom. *Worldwide Hospitality and Tourism Themes*, 13(2), 214–235. <https://doi.org/https://doi.org/10.1108/WHATT-09-2020-0120>
30. Kour, G., & Chhabria, B. (2022). Understanding platform strategies for consumer stickiness on OTT platforms. *Journal of Indian Business Research*, 14(4), 540–555. <https://doi.org/https://doi.org/10.1108/JIBR-04-2021-0122>
31. Lim, X.-J., Cheah, J.-H., Ng, S. I., Basha, N. K., & Soutar, G. (2021). The effects of anthropomorphism presence and the marketing mix have on retail app continuance use intention. *Technological Forecasting and Social Change*, 168, 120763. <https://doi.org/https://doi.org/10.1016/j.techfore.2021.120763>
32. Yuan, Y.-P., Dwivedi, Y. K., Tan, G. W.-H., Cham, T.-H., Ooi, K.-B., Aw, E. C.-X., & Currie, W. (2023). Government Digital Transformation: Understanding the Role of Government Social Media. *Government Information Quarterly*, 40(1), 101775. <https://doi.org/https://doi.org/10.1016/j.giq.2022.101775>
- 33.
- 34.