Interactivity and Engagement: A Systematic Review of Academic Production in Marketing

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Abstract

Purpose: This study aimed to identify the current direction of research on interactivity and engagement, specifically in the field of marketing, evaluating in-depth the main themes and methods of studied research, indicating new directions for future research.

Method: From journals listed in the Web of Science, a systematic review of the literature was carried out through textual statistics analysis with the Iramuteq software. We conducted an in-depth analysis of 40 articles on the subject of engagement and interactivity.

Results: We identified that the theme is studied in several environments, such as online environment, social communities, social media ads, games advertising and mobile telephony. The textual analysis indicates that the most frequent relation is related to the studies of branding. This work also identified that most of the research was carried out in the United States, and the most used approach was quantitative, primarily with the use of structural equation modeling.

Theoretical contributions: This work contributes to consolidate the academic research in interactivity and engagement in the field of marketing. It shows that interactivity is directly related to engagement and its cognitive and affective commitment, generating an active relationship with technology, which influences satisfaction, trust and commitment.

Originality/relevance: This study presents the most recent studies and presents relevant research gaps on the topic of engagement and interactivity, reinforcing its current relevance and increasing importance in marketing research.

Keywords: Systematic literature review, Interactivity, Engagement, Marketing.

How to cite the article:
Garzaro, D. M., Varotto, L. F., Carvalho, M., & Pedro, S. C. (2019). Interactivity and engagement: A systematic review of academic production in marketing. Revista Brasileira de Marketing, 18(3), 246-265. https://doi.org/10.5585/remark.v18i3.16374

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1 Introduction

One of the most significant features of the online environment is interaction (Yoo, Kim, & Sanders, 2015). Interaction is the virtual environment that enables companies to directly communicate - exclusively and individually - with their customers (Barreda, Bilgihan, Nusair, & Okumus, 2016). It also allows consumers to interact with other actors using diverse media and virtual communities (Dessart, Veloutsou, & Morgan-Thomas, 2016).

Interactivity is a media’s ability to be receptive, assess user reaction, and measure how much a message is based on previous contacts (Rafaeli, 1988), and can determine the degree to which one or more individuals influence or are influenced in this process (Florenthal & Shoham, 2010).

Associated interactivity and engagement are necessary antecedents for customer engagement with the brand (Hollebeek, 2011). Through interactivity, the user can modify the shape and content of a real-time mediated environment favoring consumer engagement (Furner, Racherla, & Babb, 2014). In fact, customers who interact with companies have more favorable attitudes and are more engaged, thus spending more and intensifying their relationship with the brand (Kim, Wang, & Malthouse, 2015).

Engagement is social and interactive (Dessart et al., 2016; Dwivedi, 2015) and is characterized by a behavioral flow without mental intention (control, attention, focus, curiosity or interest) and is related to a non-continuous involvement that generates a persistent and widespread cognitive-affective state (Kim, Kim, & Wachter, 2013). In marketing, engagement extends through two-way interactions between the consumer and a brand, product, or organization (Hollebeek, 2011), which leads to a strong consumer bond, resulting in consumers’ intention to maintain the relationship, generating repeat buying and brand loyalty (Hollebeek, Glynn, & Brodie, 2014).

In fact, engagement is related to developing an emotional connection, making the brand relevant to consumers (Blazevic, Wiertz, Cotte, Ruyter, & Keeling, 2014). The engaged customer is steeped in brand experience, and therefore, has a high level of attachment and a positive psychological state that generates trust, pride and passion for the brand (France, Merrilees, & Miller, 2016). Engagement is a cognitive and affective commitment to an active relationship with technology (Fan, Liu, Wang, & Wang, 2016), conveying competitive advantage and generating loyalty (Dwivedi, 2015; Fang, 2017; Hollebeek, 2011; Patterson, Yu, & Ruyter, 2006).
Studies on interactivity and engagement in marketing and retail have been growing in terms of publications and becoming more relevant to the area. However, due to the newness of the topic and small number of studies that evaluate the relationship of interactivity and engagement, it becomes important to better understand how this theme has been studied in the marketing field.

According to Algharabat, Rana, Dwivedi, Alalwan and Qasem (2018), the study of the concept of engagement is promising for marketing, as engagement is expected to improve relational outcomes associated, for example, with consumer loyalty. Consumer engagement changes the view of highly interactive relationships, reflecting the changes in consumer relationships brought about by computer-mediated interaction (Dessart et al., 2016), reinforcing the role of interactivity as a decisive element for successful marketing (Fan et al., 2016).

A systematic literature review was conducted on the basis of Thomson Reuters ISI Web of Science; this article aimed to identify the key issues being studied about marketing interactivity and engagement.

This study presents a relevant qualitative analysis regarding the current direction of research on the theme interactivity and engagement, assessing the main themes of existing research, allowing a broader view of their gaps. The survey identified the theoretical gaps on these topics in the field of marketing, pointing to relevant support for the direction of future studies.

2 Method

Systematic literature review is a process of locating and classifying all available information on a particular topic (Davis, Mengersen, Bennett, & Mazerolle, 2014). Systematic literature review is valuable in enhancing the magnitude, transparency and highlighting the importance of scientific research, as well as identifying gaps, highlighting methodological inconsistencies and weaknesses of existing studies. Systematic literature review is an appropriate method to answer a particular research question, by thoroughly exploring articles published on a given topic, and synthesizing and evaluating the available quantitative or qualitative evidence (Mallett, Hagen-Zanker, Slater, & Duvendack, 2012).

Thomson Reuters ISI Web of Science was the database used to electronically search articles. Searching for the key terms took place in the “topic” field of the search engine with the words: interactivity and engagement and marketing. It was narrowed to only include peer-reviewed articles without date determination, since the theme is new and seeks a comprehensive view on the subject.
This searched for the words in the title, abstract and keywords of the documents, and returned 49 articles published in international journals and congresses. All articles were included in a table containing the following data: journal and year of publication, title, abstract, environment analyzed, cause, effect, moderation, and mediation, unit of analysis, method and authors.

For a deeper analysis of the textual body, Iramuteq software was used to perform lexical statistics that group and organize words graphically in a word cloud according to their frequency, allowing for a quick identification of the keywords and their groupings (Camargo & Justo, 2013; Marta, Chaves, & Paula, 2016). Additionally, all the articles were read for a better understanding and a detailed analysis.

3 Analysis and discussion of the results

The study comprised of 49 articles related to interactivity and marketing engagement. From these articles, the initial reading identified studies on education (5), on sports social media (1), on social network metrics (1), and on networks (2). Those articles had no connection with the research question, and which were therefore removed from the sample.

Papers on the topic of interactivity and marketing engagement have been disseminated through various conferences and journals on administration, communication, marketing and technology. The journals with the largest number of publications related to the theme are the Journal of Interactive Marketing with 7 publications and the Journal of Retailing and Consumer Services and Telematics and Informatics with 2 articles each. The list of publications on the subject is presented in Table 1.
Table 1 – Number of publications per journal

| Journal                                                      | Number of publications |
|--------------------------------------------------------------|------------------------|
| 3rd International Conference on Augmented Reality and Virtual Reality | 1                      |
| Asia Pacific Journal of Tourism Research                     | 1                      |
| Asia Pacific Management Review                                | 1                      |
| ASLIB Journal of Information Management                      | 1                      |
| Australasian Marketing Journal                               | 1                      |
| Behaviour & Information Technology                           | 1                      |
| Business Horizons                                            | 1                      |
| Electronic Commerce Research                                 | 1                      |
| European Journal of Marketing                               | 1                      |
| International Journal of Information Systems in the Service Sector | 1                      |
| International Journal of Market Research                     | 1                      |
| International Journal of Retail & Distribution Management    | 1                      |
| International Journal of Sport Communication                 | 1                      |
| Internet Research                                            | 1                      |
| Journal of Advertising                                      | 1                      |
| Journal of Brand Management                                  | 1                      |
| Journal of Business Research                                 | 1                      |
| Journal of Destination Marketing & Management                | 1                      |
| Journal of Enterprise Information Management                 | 1                      |
| Journal of Financial Services Marketing                      | 1                      |
| Journal of Interactive Marketing                            | 7                      |
| Journal of Marketing Theory and Practice                     | 1                      |
| Journal of Retailing and Consumer Services                   | 2                      |
| Journal of the Academy of Marketing Science                  | 1                      |
| Marketing Intelligence & Planning                            | 1                      |
| Online Information Review                                    | 1                      |
| Procedia - Social and Behavioral Sciences                    | 1                      |
| Procedia Economics and Finance                               | 1                      |
| Psycology & Marketing                                       | 1                      |
| Revista Internacional de Relaciones Publicas                 | 1                      |
| Sport Marketing                                             | 1                      |
| Telematics and Informatics                                   | 2                      |

Source: the authors (2019)

Thomson Reuters ISI Web of Science shows that the topic is on the rise in academia. The first study on the subject is from 2010, and in 2014, the research grew and presented three publications. In 2015, there were five articles, in 2016, there were eight publications, in 2017, there were 10 articles published and in 2018, there totaled 10 publications. The year 2019 began with a published article on marketing engagement and interactivity, as shown in Figure 1.
Some articles present the source of the research, others present researcher data. To map where there is the greatest development of research on the theme of engagement and interactivity, a survey was conducted of countries that presented studies published in the ISI Web of Science database.

The United States is the country with the largest number of publications with 10 articles, then China, the Netherlands, India, and Taiwan and Turkey with 3 publications each. Australia, Spain, Ghana, England published 2 articles and Germany, Canada, Scotland, Jordan, Malaysia, Portugal and Romania had one publication each, as depicted in Figure 2.

Through the textual statistical analysis performed with the Iramuteq software, we identified that the 40 articles had 225 textual segments with 8,170 occurrences, and 1,745 of...
these occurrences appeared only once (hapax), corresponding to 11.54% of the occurrences or 55.96% of the words.

For a more in-depth analysis of the content, we excluded the adverbs of the counting by the Iramuteq software. In ascending order, the 20 most common words that appear are: brand (133), social (96), engagement (75), online (72), consumer (70), marketing (57), study (57), customer (55), media (47), interactivity (40), apps (40), result (37), search (34), experience (29), company (29), engagement (28), mouth (28), dimension (26), game (25), and mobile (25). These words form the word cloud shown in Figure 3.

Figure 3 – Word Cloud
Source: Iramuteq (2019).

The second analysis performed by Iramuteq was the similarity to show the relationship between the words presented in the texts, due to the large number of words and for better visualization of the results, adjectives, adverbs, articles, conjunctions, prepositions and demonstrative pronouns were excluded.

The graphical presentation of similarity analysis highlights the terms “brand” and “engagement” in relation to other important words. Brand presents important relationships with marketing, customer, interactivity, study, research, apps, result, game, product, presence and marketing, while engagement is related to online, consumer, media and experience shown in Figure 4.
Content analysis shows that in the analyzed studies, the quantitative approach was the most used with 30 studies. In these studies, 14 studies adopted the structural equation modeling method and 10 were experimental studies. The qualitative approach presented 8 studies, and content analysis was the most used method with 4 researches.

Studies on the theme of engagement and interactivity adopt various themes and environments. Therefore, to facilitate understanding, the articles were divided into seven categories. The first is studies that assess engagement and interactivity in the online environment. The second addresses issues related to mobile applications. Online communities, consumer relationship articles on forums, social networks, chat rooms, and chats, are the third category. The fourth are the articles that talk about games. The fifth category deals with social media, discussing issues related to brand advertising on various social networks, Facebook, Twitter, LinkedIn, Instagram, among others. Finally, the sixth category addresses the topic of mobile telephony, as presented in Table 2.
### Table 2 - Category, articles and year of publication

| Group                  | Articles                                                                 | Year  |
|------------------------|--------------------------------------------------------------------------|-------|
| Online environment     | Online customer experience (OCE) in clothing e-retail: Exploring OCE dimensions and their impact on satisfaction and loyalty - Does gender matter? | 2018  |
|                        | Measuring Consumer Engagement in the Brain to Online Interactive Shopping Environments. | 2017  |
|                        | Online relationship marketing and affective customer commitment – The mediating role of trust. | 2016  |
|                        | An integrated model of customer brand engagement: Drivers and consequences. | 2016  |
|                        | Online brand community: through the eyes of Self-Determination Theory. | 2016  |
|                        | 3D visualization for online retail factors in consumer behavior in the virtual community, purchasing behavior, and emotional well-being. | 2014  |
|                        | Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives | 2010  |
| Mobile Apps            | Branded Apps: Explaining Effects of Brands’ Mobile Phone Applications on brand Responses. | 2019  |
|                        | Technology at the dinner table: Ordering food online through mobile apps. | 2018  |
|                        | Examining the antecedents and consequences of mobile app engagement. | 2018  |
|                        | Beyond the usefulness of branded applications: Insights from consumer–brand Engagement and Self-construal perspectives. | 2017  |
|                        | The effects of adopting and using a brand’s mobile application on customers’ subsequent purchase behavior. | 2015  |
|                        | The effectiveness of branded mobile phone apps. | 2011  |
| Online community       | The management of tourism social networks from the perspective of public relations 2.0: the importance of dialogue. | 2018  |
|                        | Understanding customer brand engagement with virtual social communities: A comprehensive model of drivers, outcomes ad moderators. | 2018  |
|                        | The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations. | 2018  |
|                        | Passion at first sight: how to engage users in social commerce contexts. | 2017  |
|                        | The freeloader effect: Examining the influence of engagement and attitudes in a virtual fan community. | 2017  |
|                        | How social are destinations? Examining European DMO social media usage. | 2017  |
|                        | The re-tweet as a function of electronic word-of-mouth marketing: A study of athlete endorsement activity on Twitter. | 2017  |
|                        | Does a virtual like cause actual liking? How following a brand’s Facebook updates enhances brand evaluations and purchase intention. | 2015  |
|                        | Virtual community, purchasing behavior, and emotional well-being | 2015  |
|                        | GOSIP in cyberspace: Conceptualization and scale development for general online social interaction propensity. | 2014  |
|                        | Fostering consumer–brand relationships in social media environments: The role of social interaction. | 2014  |
|                        | We Create, we Connect, we respect, therefore We are: intellectual, social, and cultural value in online communities. | 2012  |
| Games                  | Gamified interactions: whether, when, and how games facilitate self-brand connections. | 2018  |
|                        | Effect of game-interactivity and congruence on presence and brand attitude. | 2017  |
| Social Media           | The interactive mobile social media advertising: An imminent approach to advertise tourism products and services? | 2018  |
Interactivity and engagement: A systematic review of academic production in marketing

| Year | Title                                                                 |
|------|----------------------------------------------------------------------|
| 2018 | Live streaming vs pre-recorded: How social viewing strategies impact consumers’ viewing experiences and behavioral intentions. |
| 2018 | Content strategies for digital consumer engagement in social networks: Why advertising is an antecedent of engagement.       |
| 2017 | Taking a global view on brand post popularity: Six social media brand post practices for global markets.                       |
| 2017 | Engaging customers through online participation in social networking sites.                                                |
| 2016 | Antecedents of social media usage and performance benefits in small and medium-sized enterprises (SMEs).                    |
| 2016 | Factors influencing customer engagement with branded content in the social network sites of integrated resorts.             |
| 2016 | Does culture matter in effectiveness of social media marketing strategy? An investigation on brand fan pages.                 |
| 2015 | Drivers of social commerce through brand engagement.                                                                       |
| 2015 | Influence of Facebook brand-page posts on online engagement.                                                                |

| Technology and online environment | Antecedents and consequences of customer brand engagement: An empirical study in the mobile headset category. |
|----------------------------------|------------------------------------------------------------------------------------------------------------|
|                                  | Interactivity, engagement, and technology dependence: understanding users’ technology using behavior.       |

Source: the authors (2019)

1st Category: Online Environment

Mollen and Wilson (2010) define online engagement as a cognitive and affective commitment to active brand relationship, characterized by the dimensions of active and sustained cognitive processing and the satisfaction of instrumental value (utility and relevance) and experimental value (emotional congruence).

Customer engagement with the brand is a psychological state, distinct from behavioral manifestations. Cognitive and affective characteristics strongly contribute as a single dimension to the engagement construct. Brand management can influence the level of customer engagement from the antecedents of brand quality, brand interactivity and customer-centric influences, brand engagement and brand self-congruence (France et al., 2016).

Online shopping environments are becoming more interactive as technology advances, but consumers do not engage equally in various online environments. Their engagement is significantly different in social networking, video, and browsing tasks, with online browsing being responsible for greater consumer engagement (Dulabh, Vazquez, Ryding, & Casson, 2018).

In the online environment, consumers can co-create experiences and personal value by engaging in interactive activities and networking with companies (Vinerean, Opreana, & Tichindelean, 2014). Interviews with online-focused business marketing executives reveal that engaged customers are more likely to recommend products, services, brands, and businesses to
other customers through blog posts, social networks, online networks, comments, and reviews on different sites. In this way, consumers add value with their content, enabling them to understand their needs, participate in the product development process, provide feedback on strategies and products and become product advocates (Vinerean et al., 2014).

Boateng (2016) highlights the importance of relying on online channel technology to build customer relationships. Her study indicates that the dimensions of engagement, advocacy (the process by which customers share their brand experiences with current and future customers), personalization and collaboration are significantly related to the customer’s affective commitment. Engagement and advocacy are directly related to affective commitment, while personalization and collaboration are related to trust-mediated affective commitment.

Online mistrust has a negative impact on men’s satisfaction, but not women’s. To reduce this impact, e-retailers can post information about privacy policies and processes on their website and detail the process of collecting, storing and using their personal information, including future information (Pandey & Chawla, 2018).

Kelley and Alden (2016) used the self-determination theory to explain the process of internalizing the identity of the online brand community, defining that higher levels of brand engagement and intentional motives lead to more frequent interactivity on the brand site. They further conclude that the motivational development continuity framework provides initial support for consumers and intentional motives play an important role as a consumer mediator with strong regulatory influence and opinion leadership.

To determine the suitability of a virtual catalog, using 3D virtual reality features, (Wodehouse & Abba, 2016) they developed an experiment that identified ease of use, interactivity and realism as critical factors in the online environment. The study showed that individuals who are more willing to engage in external stimuli are more likely to experience a more rewarding virtual shopping experience, suggesting that characteristics that affect presence should be considered to adjust the virtual experience to different users. It is essential to use high quality hardware to make the interface as discreet as possible, and there is a need for integrated information through 2D and 3D elements with an emphasis on realism and detail.

2nd Category: Mobile Apps

In their study, Bellman, Potter, Treleaven-Hassard, Robinson, and Varan (2011) concluded that the use of mobile apps affects the attitude and intent to buy the brand. The use of these applications positively affects interest in the brand as well as its category. Apps with an informational, user-centric style were more effective at changing purchase intent, likely by
encouraging personal brand connections. Apps similar to experimental games were less successful because they focus attention on the phone.

Entertainment applications enhance affective brand responses, while informational applications enhance information effects to improve cognitive responses (Noort & Reijmersdal, 2019).

The study by Kapoor and Vij (2018), use the mobile app attribute conversion model, to examine how mobile app attributes influence a food consumer’s buying decision. The results indicated that the look, feel, and navigation design affect conversion, so visually appealing and well-structured mobile apps need to be designed to influence a customer’s buying decision.

According to Kim and Baek (2018), convenience, interactivity and time compatibility positively influence consumer engagement of mobile applications, leading to strong relationships and self-promotion connections. They also point out that informative and experimental mobile devices have moderated the effects of convenience, interactivity and time compatibility on mobile app engagement.

Fang (2017) explored how branded applications influence consumer brand buyback intent and continued use intent by integrating the utilitarian view with the view of consumer engagement. The path of engagement has more influence on the intention to continue use and the same influence on the intention to repurchase as compared to the utility path and social and functional concerns can be intensifed or alleviated through various mechanisms for different individuals.

The study by Kim, Wang, and Malthouse (2015) states that adoption and continued use of the application increases future customer spending. Persistent applications that attract continuous use can be a persuasive marketing tool as they offer convenient and interactive trading opportunities, allowing customers to engage with the brand in a customary way. On the other hand, a poorly designed application will result in customers ceasing to use it which can hurt brand experience and company revenue.

3rd Category: Online Community

Online communities are a socialization form that meets information needs, sharing experiences and games (Seraj, 2012). Social networks allow customers to engage with brands in a variety of ways (Carvalho & Fernandes, 2018). Chou and Sawang (2015) also claim that virtual communities increase business profits, consumer knowledge and improve social experience and enjoyment.
Blazevic, Wiertz, Cotte, Ruyter and Keeling (2014) conceptualize the propensity for online social interaction as an individual trait-based difference that captures the differences between consumers and their willingness to interact with others in an online environment, affecting a variety of consumer behaviors such as online engagement and participation.

An experiment developed by Labrecque (2014) provides evidence of the role of social interaction in the positive development of relationships. The feeling of being connected to the brand goes beyond the interaction itself and drives increasing feelings of loyalty and willingness to provide information to the brand. However, the effects may not be sustained when consumers realize that brand interaction becomes automated.

Seraj (2012) states that content quality and playful interactivity help build social bonds and a self-governing community culture, facilitating the formation of intellectual, social and cultural values in online communities, thereby increasing loyalty and motivating members to pay.

The quality of a virtual community has positive effects on consumer buying behavior and emotional well-being. The collectivist mentality, for example, is a personal trait that influences the reciprocal behavior of clients (Chou & Sawang, 2015). According to Cork and Eddy (2017), the interaction between levels of high vividness and high interactivity generate higher frequency of recruit.

Through a nonprofit Facebook page from Algharabat, Rana, Dwivedi, Alalwan, and Qasem (2018), they found that telepresence, social presence, and engagement positively affect consumer engagement with the brand, which impacts the electronic word of mouth and willingness to donate. Carvalho and Fernandes (2018) also state that engagement, interactivity and flow experience are the main drivers of consumer engagement with the brand, and that satisfaction, trust, referrals and commitment are results associated with identification and trust in the brand community, acting as moderators in the relationship.

Jiménez-Martínez and Martín-De Hoyos (2017) assessed how passion affects participation in social commerce and user engagement, confirming that cognitive experience and emotional feelings increase user participation in social commerce and engagement, and passion affects the spread of positive word of mouth. In the study of virtual fans of sports teams, free services were more influential in interactivity and engagement (Walker, Hodge, & Bennett, 2017).

Usaklıa, Koça and Sonmez (2017) evaluated the use of social communities in European tourism and concluded that social communities are used by tourism companies with a traditional marketing tool and not as a customer service tool to mitigate potential customer problems.
Interactivity and engagement: A systematic review of academic production in marketing

4th Category: Social Media

Social page posts can influence online consumer engagement, but increasing the number of likes, comments, and shares requires a variety of tools. Social page managers should invest in interactions that facilitate fan interactivity while improving performance of your brand pages (Luarn, Lin, & Chiu, 2015).

Content from different categories affects consumer engagement at different levels (Gavilanes, Flatten, Brettel, & Flatten, 2018). Liveliness, interactivity, entertainment and information have a direct influence on online participation and customer engagement behavior (Kujur & Singh, 2017). The attention generated by corporate-initiated communication on social networks affects consumers’ attitude toward branded content, engaging consumers cognitively and emotionally and, consequently, generating consumer engagement (Gavilanes et al., 2018).

Khan, Dongping, and Wahab (2016) show that cultural differences impact the effectiveness of social media metrics and engagement. The elements of brand vividness and interactivity increase the number of likes, interactive posts further increase the number of comments, and brand posts increase the number of shares.

According to Lin, Swarna and Bruning (2017), social media advertising needs to make branding posts engaging, focusing the “self” on individualistic cultures and the “us” on collectivist cultures. It should focus on consumer identity in short-term cultures and functional information in more long-term cultures, ensuring that posts help reduce uncertainty. There should also be planning for one-way communication in higher-power countries and two-way communication in low-energy countries, making messages less direct in higher context cultures and more direct in lower context cultures that may need to be addressed and adapted to the cultural conditions of specific target markets (Lin et al., 2017).

The behavior of small and medium businesses in media, offering products, tends to use social networks economically, while service companies have interactivity as their main motivation (Odoom, Anning-Dorson, & Archeampong, 2017). When compared to Facebook and Twitter, users of small and medium business receive more benefits from Facebook (Odoom et al., 2017).

Social commerce drivers include sales campaigns, personalization, interactivity, consumer-generated content, and reviews, affecting consumer cognition, affection, and engagement with brands (Erdogmus & Tatar, 2015).

Social visualization strategies (live and recorded video) positively affect the consumer’s experience and intent to buy. However, the buying decision does not always happen...
immediately, consumers often engage in research and subscription activities to learn more about products before making purchasing decisions (Noort & Reijmersdal, 2019).

5th Category: Games

The article by Vashisht and Chauhan (2017) examined the effect of interactivity and product-game congruence, considering players’ feelings of presence and their brand attitude in in-game advertising, creating attention, engagement, and subsequent feelings of presence and brand attitude. The results of the experiment conclude that a congruent game of high product quality, high interactivity generates in a more favorable brand attitude than a low interactivity condition, while for a congruent game with low game product, high and low conditions of interactivity maintain the same level of brand attitude.

Berger, Schlager, Sprott and Herrmann (2018) studied the use of online games at customer hangouts, concluding that highly interactive and challenging games lead to increased emotional and cognitive engagement resulting in stronger brand connections.

6th Category – Technology and online environment

Fan, Liu, Wang and Wang (2016) studied the technology usage behavior of mobile phone users in Korea and concluded that the dimensions of interactivity (control, communication and responsiveness) are significant indicators of engagement. Technology engagement and responsiveness affect user satisfaction, and user engagement and satisfaction are key indicators of technology dependency.

Roy and Mandal’s (2017) article deals with consumer choice criteria in the mobile markets, the factors that drive customer brand engagement, and its implications for the mobile phone headset brand context. Self-congruence, engagement, and interactivity lead to customer brand engagement, influencing satisfaction, trust, and commitment.

Final considerations

This work contributes to scientific research in marketing by conducting a systematic literature review on the topic of interactivity and engagement through a Web of Science survey. This filled a gap in the literature by understanding how this theme has been studied in the field of marketing, and proving the relevance, timeliness and rise of the theme of interactivity and engagement.

Interactivity is directly related to engagement and its cognitive and affective commitment shows a strong relationship with technology and social relationships, which results in more
studies in social communities and social media. However, the topic has not yet been studied and presents research opportunities in both online and physical environments, since all environments provide interactivity and engagement between company and consumer.

The reviewed articles show that platform quality is critical to interactivity and customer engagement, and for mobile applications, these should be designed with a user focus on personal brand connections. Studies show that application attributes such as visual and information availability, influence consumer buying decisions and should be explored by companies, as well as how convenience, interactivity and time compatibility positively influence consumer engagement.

The research on the theme interactivity and engagement points to the largest concentration of studies in the United States, followed by China, the Netherlands, India, Taiwan and Turkey. However, there are still few studies that analyze interactivity and engagement, enabling new studies both in these countries and in other cultures. This allows these constructs to be evaluated in different relationships, as well as deepen the analysis on the moderating and mediating variables of these relationships.

The connection between interactivity and engagement, as evidenced by the present systematic literature review, is emphasized in the relationships established in the online environment. One of the factors that favor this higher intensity is the possibility of co-creating experiences with the brands that this type of environment allows. The advancement of communication technologies, which become more reliable when coupled with greater ease of use and application realism, contributes to building more active relationships in the cognitive and affective sphere. Another evident aspect is that these interactions behave differently within the online environment, making consumer engagement different in the different categories of online environment (mobile applications, online communities, games, and social networks).

While in the mobile application environment, visual aspects, ease of use, and informational utility favor adoption and engagement. In online communities, interactivity favors the development of relationships through socialization, strengthening engagement and loyalty. Similarly, social media posts influence engagement, but messages need to make sense to the consumer, involving them cognitively and emotionally. In the digital gaming environment, alongside interactivity, product-game congruence is needed to generate brand engagement and connection. Finally, in the online environment, technology in its technical dimensions are fundamental assumptions for the perception of interactivity in relationships, involving aspects such as control, communication and responsiveness, which will also influence consumer satisfaction and engagement.
Given these characteristics of the various online environments, their specificities must be considered to achieve the best customer engagement and, consequently, their loyalty. These specificities of online environments in engagement open the door for further studies to better identify how various interactions occur in the online environment, with relevant consequences for marketing theory as well as involving managers in the arduous task of generating engagement and loyalty in the dynamic digital environment.

Although a reliable and relevant research platform - ISI Web of Science - has been used for research, complementary research in other databases could deepen the understanding of the topic of interactivity and engagement, eventually identifying other research published with different approaches to those raised in this study.

"This study was financed in part by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brasil (CAPES) - Finance Code 001"

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Interatividade e Engajamento: Uma Revisão Sistemática da Produção Acadêmica em Marketing

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Resumo

Objetivo do estudo: este estudo teve como objetivo identificar o direcionamento atual das pesquisas sobre interatividade e engajamento, especificamente no campo de marketing, avaliando em profundidade as principais temáticas e métodos de pesquisas que vêm sendo estudados, indicando novos rumos para futuras investigações.

Metodologia: foi realizado uma revisão sistemática da literatura, a partir de periódicos listados no portal Web of Science, por meio de análise de estatística textual com o software Iramuteq e análise em profundidade de 40 artigos sobre o tema engajamento e interatividade.

Principais resultados: identificou-se que o tema é estudado em diversos ambientes como ambiente online, comunidades sociais, anúncios em mídias sociais, publicidade em games e telefonia móvel. A análise textual indicou que a relação mais frequente está vinculada aos estudos de branding. Este trabalho também identificou que a maioria das pesquisas foi realizada nos Estados Unidos, e a abordagem mais utilizada foi a quantitativa, principalmente com o uso de modelagem de equações estruturais.

Contribuições teóricas/metodológicas: este trabalho contribui para consolidar a pesquisa acadêmica em interatividade e engajamento no campo de marketing. Evidencia que a interatividade está diretamente relacionada com o engajamento e seu compromisso cognitivo e afetivo, gerando uma relação ativa com a tecnologia, o que influencia a satisfação, a confiança e comprometimento.

Originalidade/relevância: o presente estudo apresenta as pesquisas mais recentes e apresenta relevantes lacunas de pesquisa sobre o tema engajamento e interatividade, reforçando a sua atual relevância e crescente importância nas pesquisas em marketing.

Palavras-chave: Revisão sistemática de literatura, Interatividade, Engajamento, Marketing.

Como catar:
Garzaro, D. M., Varotto, L. F., Carvalho, M., & Pedro, S. C. (2019). Interatividade e Engajamento: Uma Revisão Sistemática da Produção Acadêmica em Marketing. Revista Brasileira de Marketing, 18(3), 257-277. https://doi.org/10.5585/remark.v18i3.16374
1 Introdução

Uma das características mais significativas do ambiente online é a interação (Yoo, Kim, & Sanders, 2015). A interação no ambiente virtual permite que as empresas se comuniquem – de maneira exclusiva e individual – diretamente com seus clientes (Barreda, Bilghian, Nusair, & Okumus, 2016). Permite também que os consumidores interajam com outros atores, utilizando meios de comunicação diversos e comunidades virtuais (Dessart, Veloutsou, & Morgan-Thomas, 2016).

A interatividade é a capacidade que uma mídia tem de ser receptiva, avaliar a reação do usuário e medir o quanto uma mensagem se baseia em contatos anteriores (Rafaeli, 1988). Além disso, pode determinar o grau com que um ou mais indivíduos influenciam ou são influenciados nesse processo (Florenthal & Shoham, 2010).

A interatividade, assim como o envolvimento, são os antecedentes necessários para a existência do engajamento com a marca pelo cliente (Hollebeek, 2011). Por meio da interatividade, o usuário pode modificar a forma e o conteúdo de um ambiente mediado em tempo real, favorecendo o engajamento do consumidor (Furner, Racherla, & Babb, 2014). De fato, clientes que interagem com as empresas têm atitudes mais favoráveis e são mais engajados e, consequentemente, gastam mais e intensificam o seu relacionamento com a marca (Kim, Wang, & Malthouse, 2015).

O engajamento é, por natureza, social e interativo (Dessart et al., 2016; Dwivedi, 2015), caracterizado por um fluxo comportamental sem intenção mental (controle, atenção, foco, curiosidade ou interesse) e está relacionado a um envolvimento não contínuo, que gera um estado cognitivo-afetivo persistente e generalizado (Kim, Kim, & Wachter, 2013). Na área de marketing, o engajamento se estende por meio de interações bidirecionais entre o consumidor e uma marca, um produto ou uma organização (Hollebeek, 2011). Essa relação leva ao intenso vínculo do consumidor com uma marca, resultando na intenção dos consumidores em manter o relacionamento, gerando repetição de compra e fidelidade à marca (Hollebeek, Glynn, & Brodie, 2014).

De fato, o engajamento está relacionado ao desenvolvimento de uma conexão emocional, tornando a marca relevante para os consumidores (Blazevic, Wiertz, Cotte, Ruyter, & Keeling, 2014). O cliente engajado está mergulhado na experiência com a marca e tem, portanto, um alto nível de apego e um estado psicológico positivo, que gera confiança, orgulho e paixão pela marca (France, Merrilees, & Miller, 2016). O engajamento é, portanto, um compromisso cognitivo e afetivo em uma relação ativa com a tecnologia (Fan, Liu, Wang, & Wang, 2016),
que transmite vantagem competitiva e gera lealdade (Dwivedi, 2015; Fang, 2017; Hollebeek, 2011; Patterson, Yu, & Ruyter, 2006).

Os estudos sobre interatividade e engajamento em marketing e varejo vêm crescendo em termos de publicações e assumindo maior relevância para a área. Entretanto, em função da relativa novidade e da ainda pequena quantidade de estudos que avaliam a relação da interatividade e do engajamento, torna-se importante compreender melhor como esta temática vem sendo estudada no campo de marketing.

De acordo com Algharabat, Rana, Dwivedi, Alalwan e Qasem (2018), o estudo do conceito de engajamento é promissor para a área de marketing, uma vez que se espera que o engajamento melhore os resultados relacionais associados, por exemplo, à lealdade do consumidor. O engajamento do consumidor modifica a visão dos relacionamentos altamente interativos, refletindo as mudanças nas relações de consumo trazidas pela interação mediada pelo computador (Dessart et al., 2016), reforçando o papel da interatividade como um elemento decisivo para o marketing de sucesso (Fan et al., 2016).

Dada a relativa novidade e a crescente importância dessa temática, por meio de uma revisão sistemática de literatura, realizada na base do ISI Web of Science da Thomson Reuters, este artigo teve por objetivo identificar as principais questões que estão sendo estudadas sobre interatividade e engajamento no campo de marketing.

A revisão sistemática de literatura é um processo de localização e classificação sistemática de todas as informações disponíveis sobre um determinado tema (Davis, Mengersen, Bennett, & Mazerolle, 2014). Neste sentido, este estudo faz uma importante análise qualitativa quanto ao direcionamento atual das pesquisas sobre o tema interatividade e engajamento, avaliando em profundidade as principais temáticas de pesquisas já existentes, possibilitando uma visão mais ampla de suas lacunas. O levantamento realizado identificou, de maneira mais acurada, as lacunas teóricas sobre esses temas no campo de marketing, oferecendo relevantes subsídios para o direcionamento de estudos futuros. O estudo mostra ainda um panorama atualizado das publicações sobre o tema, aprofundando o conhecimento sobre interatividade e engajamento em marketing.

Nas próximas seções, serão apresentados o método de pesquisa utilizado, a análise da literatura e as contribuições finais.

2 Método

A revisão sistemática de literatura é valiosa para ampliar a magnitude, transparência e destacar a importância da pesquisa científica, assim como identificar lacunas, realçar
inconsistências metodológicas e pontos fracos dos estudos existentes. Ao explorar em profundidade artigos publicados sobre determinado tema, sintetizando e avaliando as evidências disponíveis, quantitativas ou qualitativas, a revisão sistemática de literatura é um método adequado para responder a uma determinada questão de pesquisa. No presente trabalho, a abordagem foi utilizado para identificar como vem sendo estudado o tema interatividade e engajamento em marketing (Mallett, Hagen-Zanker, Slater, & Duvendack, 2012).

A **ISI Web of Science da Thomson Reuters** foi a base de dados utilizada para a busca eletrônica dos artigos. A busca pelos termos-chave se deu no campo “tópico” da ferramenta de busca, com as palavras em inglês: *interactivity and engagement and marketing*. Assim, solicitaram-se artigos revisados por pares e sem determinação de data, uma vez que a temática é nova e se buscou uma visão abrangente sobre o assunto.

O referido campo procurou as palavras no título, resumo e palavras-chave dos documentos, retornando 49 artigos publicados em periódicos e congressos internacionais. Todos os artigos foram incluídos em uma tabela, contendo os seguintes dados: periódico e ano de publicação, título, resumo, ambiente analisado, causa, efeito, moderação, mediação, unidade de análise, método e autores.

Com a finalidade de uma análise mais aprofundada do corpo textual, foi utilizado o software Iramuteq, para realizar a estatística lexical que agrupa e organiza as palavras graficamente em uma nuvem de palavras, em função da sua frequência. Essa técnica permite uma rápida identificação das palavras-chave e seus agrupamentos (Camargo & Justo, 2013; Marta, Chaves, & Paula, 2016). Em uma segunda etapa, todos os artigos foram lidos em profundidade para uma melhor compreensão e realização de uma análise detalhada.

### 3 Análise e discussão dos resultados

O estudo compreendeu 49 artigos relacionados ao termo interatividade e engajamento em marketing. A leitura inicial desses artigos identificou estudos sobre educação (5), revisão de literatura de mídias sociais esportivas (1), métricas das redes sociais (1), e *network* (2), os quais não tinham conexão com a questão de pesquisa, e que foram, portanto, retirados da amostra.

Os trabalhos sobre o tema interatividade e engajamento em marketing têm sido divulgados por meio de diversos congressos e periódicos de administração, comunicação, marketing e tecnologia. Todavia, os periódicos com maior número de publicações relacionadas ao tema são o *Journal of Interactive Marketing*, com sete publicações e o *Journal of Retailing and Consumer Services* e *Telematics and Informatics*, com dois artigos cada. A relação de publicações sobre o tema é apresentada na Table 1.
### Tabela 2 - Número de publicações por periódico

| Periódico                                                                 | Nº de Publicações |
|---------------------------------------------------------------------------|-------------------|
| 3rd International Conference on Augmented Reality and Virtual Reality     | 1                 |
| Asia Pacific Journal of Tourism Research                                   | 1                 |
| Asia Pacific Management Review                                             | 1                 |
| ASLIB Journal of Information Management                                    | 1                 |
| Australasian Marketing Journal                                             | 1                 |
| Behaviour & Information Technology                                         | 1                 |
| Business Horizons                                                          | 1                 |
| Electronic Commerce Research                                               | 1                 |
| European Journal of Marketing                                              | 1                 |
| International Journal of Information Systems in the Service Sector         | 1                 |
| International Journal of Market Research                                   | 1                 |
| International Journal of Retail & Distribution Management                 | 1                 |
| International Journal of Sport Communication                               | 1                 |
| Internet Research                                                          | 1                 |
| Journal of Advertising                                                     | 1                 |
| Journal of Brand Management                                                | 1                 |
| Journal of Business Research                                               | 1                 |
| Journal of Destination Marketing & Management                              | 1                 |
| Journal of Enterprise Information Management                               | 1                 |
| Journal of Financial Services Marketing                                   | 1                 |
| Journal of Interactive Marketing                                           | 1                 |
| Journal of Interactive Information Management                             | 1                 |
| Journal of Marketing Theory and Practice                                   | 7                 |
| Journal of Marketing System and Technology                                 | 1                 |
| Journal of Retailing and Consumer Services                                 | 2                 |
| Journal of the Academy of Marketing Science                               | 1                 |
| Marketing Intelligence & Planning                                          | 1                 |
| Online Information Review                                                  | 1                 |
| Procedia - Social and Behavioral Sciences                                  | 1                 |
| Procedia Economics and Finance                                             | 1                 |
| Psychology & Marketing                                                    | 1                 |
| Revista Internacional de Relaciones Publicas                              | 1                 |
| Sport Marketing                                                           | 1                 |
| Telematics and Informatics                                                 | 2                 |

Fonte: autores (2019).

A base *ISI Web of Science da Thomson Reuters* mostrou que o tema é atual e em ascensão na academia. O primeiro estudo sobre a temática é de 2010, mas somente em 2014 o número de pesquisas começou a crescer, apresentando três publicações. Em 2015, foram publicados cinco artigos, no ano de 2016 houve oito publicações, em 2019 foram 10 artigos publicados e, em 2018, totalizaram-se 10 publicações. O ano de 2019 iniciou com um artigo publicado sobre o tema engajamento e interatividade em marketing. Todos esses resultados estão representados na Figura 1.
Alguns artigos apresentam, no resumo ou no método, a origem da pesquisa, sendo que outros apresentam os dados do pesquisador. Com a finalidade de mapear onde há o maior desenvolvimento das pesquisas sobre o tema engajamento e interatividade, foi realizado o levantamento dos países que apresentaram estudos publicados na base *ISI Web of Science*.

Os Estados Unidos é o país com o maior número de publicações, com 10 artigos. Depois vêm China, Holanda, Índia, Taiwan e Turquia, com três publicações cada. Austrália, Espanha, Gana, Inglaterra publicaram dois artigos e Alemanha, Canadá, Escócia, Jordânia, Malásia, Portugal e Romênia tiveram uma publicação, conforme representação da Figura 2.

Por meio da análise estatística textual, realizada com o *software* Iramuteq, identificamos que os 40 artigos possuíam 225 segmentos textuais, com 8.170 ocorrências, sendo que 1.745
dessas ocorrências apareceram apenas uma vez (hapax), correspondendo a 11,54% das ocorrências ou 55,96% das palavras.

Para uma análise mais aprofundada do conteúdo, foram excluídos os advérbios na realização da contagem de palavras pelo software Iramuteq. Segundo a ordem crescente, as 20 palavras que mais apareceram são: marca (133), social (96), engajamento (75), online (72), consumidor (70), marketing (57), estudo (57), cliente (55), mídia (47), interatividade (40), aplicativo (40), resultado (37), pesquisa (34), experiência (29), empresa (29), envolvimento (28), boca (28), dimensão (26), jogo (25), móvel (24). Estas palavras formam a nuvem de palavras apresentada na Figura 3.

A segunda análise realizada pelo Iramuteq foi a de similitude, para mostrar a relação entre as palavras apresentadas nos textos. Devido ao grande número de palavras e para melhor visualização dos resultados, foram excluídos os adjetivos, advérbios, artigos, conjunções, preposições e pronomes demonstrativos.

A apresentação gráfica da análise de similitude mostra, em destaque, os termos “marca” e “engajamento” se relacionando com outras importantes palavras. Marca apresenta relação importante com marketing, cliente, interatividade, estudo, pesquisa, aplicativo, resultado, jogo.

Figura 3 – Nuvem de palavras
Fonte: Iramuteq (2019).

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Enquanto isso, engajamento apresenta relação com *online*, consumidor, mídia e experiência. Esses resultados são mostrados na Figura 4.

**Figura 4 – Análise de similitude**  
******Fonte:** Iramuteq (2019).

A análise de conteúdo mostra que, nos estudos analisados, a abordagem quantitativa foi a mais utilizada, com 30 estudos. Nestes, 14 pesquisas adotaram o método de modelagem por equações estruturais e 10 foram estudos experimentais. A abordagem qualitativa apresentou oito estudos, sendo a análise de conteúdo o método mais utilizado com quatro pesquisas.

Os estudos sobre o tema engajamento e interatividade adotam temáticas e ambientes variados, portanto, para facilitar a compreensão, os artigos foram divididos em sete categorias. A primeira categoria compreende os estudos que avaliam o engajamento e interatividade no ambiente *online*. O segundo ambiente trata de assuntos relacionados aos aplicativos móveis. As comunidades *online*, artigos voltados ao relacionamento com o consumidor nos fóruns, redes sociais, salas de bate papo e *chats* são a terceira categoria. A quarta, são os artigos que falam de jogos. A quinta categoria trata sobre as mídias sociais, discutindo assuntos relacionados à publicidade da marca nas diversas redes sociais, *Facebook, Twitter, Linkedin e Instagram* entre
outras. Finalmente, a sexta categoria aborda o tema telefonia móvel. As categorias estão apresentadas na Tabela 3.

**Tabela 3 - Categoría, artigos e ano de publicação**

| Gruppo                        | Artigos                                                                 | Ano  |
|-------------------------------|-------------------------------------------------------------------------|------|
| **Ambiente online**           | Online customer experience (OCE) in clothing e-retail: Exploring OCE dimensions and their impact on satisfaction and loyalty - Does gender matter? | 2018 |
|                               | Measuring Consumer Engagement in the Brain to Online Interactive Shopping Environments | 2017 |
|                               | Online relationship marketing and affective customer commitment – The mediating role of trust | 2016 |
|                               | An integrated model of customerbrand engagement: Drivers and consequences | 2016 |
|                               | Online brand community: through the eyes of Self-Determination Theory | 2016 |
|                               | 3D visualisation for online retail Factors in consumer behaviour virtual community, purchasing behaviour, and emotional well-being | 2014 |
|                               | Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives | 2010 |
| **Aplicativos Móveis**        | Branded Apps: Explaining Effects of Brands' Mobile Phone Applications on Brand Responses | 2019 |
|                               | Technology at the dinner table: Ordering food online through mobile apps | 2018 |
|                               | Examining the antecedents and consequences of mobile app engagement | 2018 |
|                               | Beyond the usefulness of branded applications: Insights from consumer–brand Engagement and Self-construal perspectives | 2017 |
|                               | The effects of adopting and using a brand's mobile application on customers' subsequent purchase behavior | 2015 |
|                               | The effectiveness of branded mobile phone apps | 2011 |
| **Comunidades online**        | The management of tourism social networks from the perspective of public relations 2.0: the importance of dialogue | 2018 |
|                               | Understanding customer brand engagement with virtual social communites: A comprehensive model of drivers, outcomes ad moderators | 2018 |
|                               | The effect of telepresence, social presence and influence on consumer brand engagement: An empirical study of non-profit organizations | 2018 |
|                               | Passion at first sight: how to engage users in social commerce contexts | 2017 |
|                               | The freeloader effect: Examining the influence of engagement and attitudes in a virtual fan community | 2017 |
|                               | How 'social' are destinations? Examining European DMO social media usage | 2017 |
|                               | The retweet as a function of electronic word-of-mouth marketing: A study of athlete endorsement activity on Twitter | 2017 |
|                               | Does a virtual like cause actual liking? How following a brand's Facebook updates enhances brand evaluations and purchase intention | 2015 |
|                               | Virtual community, purchasing behaviour, and emotional well-being | 2015 |
|                               | GOSIP in cyberspace: Conceptualization and scale development for general online social interaction propensity | 2014 |
|                               | Fostering consumer–brand relationships in social media environments: The role of parasocial interaction | 2014 |
|                               | We Create, we Connect, we respect, therefore We are: intellectual, social, and cultural value in online communities | 2012 |
| Jogos | Gamified interactions: whether, when, and how games facilitate self-brand connections | 2018 |
|-------|---------------------------------------------------------------------------------|------|
|       | Effect of game-interactivity and congruence on presence and brand attitude       | 2017 |
|       | The interactive mobile social media advertising: An imminent approach to advertise tourism products and services? | 2018 |
|       | Livestreaming vs pre-recorded: How social viewing strategies impact consumers' viewing experiences and behavioral intentions | 2018 |
|       | Content strategies for digital consumer engagement in social networks: Why advertising is an antecedent of engagement | 2018 |
|       | Taking a global view on brand post popularity: Six social media brand post practices for global markets | 2017 |

| Mídias Sociais | Engaging customers through online participation in social networking sites | 2017 |
|----------------|---------------------------------------------------------------------------|------|
|                | Antecedents of social media usage and performance benefits in small and medium-sized enterprises (SMEs) | 2016 |
|                | Factors influencing customer engagement with branded content in the social network sites of integrated resorts | 2016 |
|                | Does culture matter in effectiveness of social media marketing strategy? | 2016 |
|                | An investigation of brand fan pages | 2015 |
|                | Drivers of social commerce through brand engagement | 2015 |
|                | Influence of Facebook brand-page posts on online engagement | 2015 |

| Tecnologia e ambiente online | Antecedents and consequences of customer brand engagement: An empirical study in the mobile headset category | 2017 |
|------------------------------|-------------------------------------------------------------------------------------------------|------|
|                              | Interactivity, engagement, and technology dependence: understanding users’ technology utilisation behaviour | 2016 |

Fonte: autores (2019).

1ª. Categoria: Ambiente online

Mollen e Wilson (2010) definem engajamento online como um compromisso cognitivo e afetivo de relacionamento ativo com a marca, caracterizado pelas dimensões do processamento cognitivo ativo e sustentado, assim como pela satisfação do valor instrumental (utilidade e relevância) e do valor experiencial (congruência emocional).

O engajamento do cliente com a marca é um estado psicológico, distinto das manifestações comportamentais. As características cognitivas e afetivas contribuem fortemente como uma única dimensão para o construto de engajamento. O gerenciamento da marca pode influenciar o nível de engajamento do cliente, a partir dos antecedentes da qualidade da marca, da interatividade da marca e as influências centradas no cliente, o envolvimento da marca e a autocongruência da marca, importantes na condução do engajamento (France et al., 2016).

Os ambientes de compras online estão se tornando mais interativos à medida que a tecnologia avança, porém, o consumidor não se engaja igualmente nos diversos ambientes online. Seu engajamento é significativamente diferente em redes sociais, vídeo e tarefas de navegação, sendo a navegação online responsável por maior engajamento da empresa com o consumidor (Dulabh, Vazquez, Ryding, & Casson, 2018).
No ambiente offline, os consumidores podem cocriar experiências e valor pessoal com o envolvimento em atividades interativas e networking com empresas (Vinerean, Opreana, & Tichindelean, 2014). Entrevistas com executivos de marketing de empresas focadas no ambiente online mostram que clientes engajados são mais propensos a recomendar produtos, serviços, marcas e empresas a outros clientes por meio de publicações em blogs, redes sociais, redes online, comentários e resenhas em diferentes sites. Desta forma, o consumidor agrega valor com seu conteúdo, possibilitando o entendimento das suas necessidades, participando do processo de desenvolvimento de produtos, fornecendo feedback sobre estratégias e produtos e tornando-se defensor do produto (Vinerean et al., 2014).

Boateng (2016) destaca a importância da confiança na tecnologia em canais online para construir relacionamentos com clientes. Seu estudo indicou que as dimensões de engajamento, defesa (processo pelo qual os clientes compartilham suas experiências de marca com os clientes atuais e futuros), personalização e colaboração estão significativamente relacionadas ao comprometimento afetivo do cliente. O engajamento e a defesa estão diretamente relacionados ao comprometimento afetivo, enquanto a personalização e a colaboração foram relacionadas ao comprometimento afetivo mediado pela confiança.

A desconfiança online tem um impacto negativo na satisfação de homens, mas não na satisfação de mulheres. Para reduzir este impacto, os varejistas eletrônicos podem postar informações sobre políticas e processos de privacidade em seus sites e detalhar o processo de coleta, armazenamento e uso de suas informações pessoais, incluindo informações no futuro (Pandey & Chawla, 2018).

Kelley e Alden (2016) utilizaram a teoria da autodeterminação para explicar o processo de internalização da identidade da comunidade de marcas online, definindo que níveis mais altos de engajamento da marca e motivos intencionais levam a uma interatividade mais frequente no site da marca. Concluem ainda, que a estrutura de continuidade de desenvolvimento motivacional fornece suporte inicial para os consumidores e os motivos intencionais desempenham um papel importante como um mediador de consumidores com forte influência normativa e liderança de opinião.

Com o objetivo de determinar a adequação de um catálogo virtual, utilizando recursos de realidade virtual em 3D, Wodehouse e Abba (2016) desenvolveram um experimento que identificou que facilidade de uso, interatividade e realismo são fatores críticos no ambiente online. O estudo demonstrou que os indivíduos com mais disposição ao envolvimento em estímulos externos são mais propensos a vivenciar uma experiência de compra virtual mais gratificante. Esse resultado sugere que as características que afetam a presença devem ser
consideradas, a fim de ajustar a experiência virtual a diferentes usuários. Para isso, é fundamental a utilização de hardware de alta qualidade para tornar a interface o mais discreta possível, havendo, ainda, a necessidade de informações integradas por meio de elementos 2D e 3D com ênfase no realismo e nos detalhes.

2ª. Categoria: Aplicativos Móveis

Bellman, Potter, Treleaven-Hassard, Robinson e Varan (2011) concluíram que o uso de aplicativos móveis afeta a atitude e a intenção de compra da marca. O uso desses aplicativos afeta positivamente o interesse pela marca e também por sua categoria. Aplicativos com um estilo informacional, centrado no usuário, foram mais eficazes em mudar a intenção de compra, provavelmente, por incentivarem a realização de conexões pessoais com a marca. Já aplicativos semelhantes a jogos experimentais, tiveram menos sucesso, porque concentraram a atenção no telefone.

Aplicativos de entretenimento melhoram as respostas afetivas à marca, enquanto aplicativos informacionais aumentam os efeitos da informação para melhorar as respostas cognitivas (Noort & Reijmersdal, 2019).

O estudo de Kapoor e Vij (2018), utilizando o modelo de conversão de atributos de aplicativos móveis, examinou como os atributos de aplicativos móveis influenciam a decisão de compra de um consumidor de alimentos, levando à conversão. Os resultados indicaram que o visual, as informações e o design de navegação afetam a conversão. Portanto, é necessário projetar aplicativos móveis visualmente atraentes e bem estruturados para influenciarem positivamente a decisão de compra de um cliente.

Segundo Kim e Baek (2018), a conveniência, a interatividade e a compatibilidade do tempo influenciaram positivamente o engajamento do consumidor de aplicativos móveis, levando a forte comprometimento de relacionamento e a conexões de autopromoção. Esses autores destacam ainda que dispositivos móveis informativos e experimentais moderaram os efeitos de conveniência, interatividade e compatibilidade de tempo no envolvimento em aplicativos móveis.

Fang (2017) explorou como os aplicativos de marca influenciam a intenção de recompra da marca dos consumidores e a intenção de uso continuado, integrando a visão utilitarista com a visão do engajamento consumidor. O caminho de engajamento tem mais influência na intenção de continuidade de uso e mesma influência na intenção de recompra quando comparado ao caminho utilitário. Também, as preocupações sociais e funcionais podem ser intensificadas ou atenuadas, por meio de diversos mecanismos para diferentes indivíduos.
Kim, Wang e Malthouse (2015) afirmam que a adoção e o uso contínuo do aplicativo aumentam os gastos futuros do cliente. Aplicativos persistentes, que atraem uso continuado, podem ser uma ferramenta de marketing persuasiva, uma vez que oferecem oportunidades de trocas convenientes e interativas. Esse processo permite que os clientes se relacionem com a marca de forma habitual. Por outro lado, um aplicativo mal projetado, que os clientes deixem de usar em pouco tempo, pode prejudicar a experiência da marca e as receitas da empresa.

3ª. Categoria: Comunidade online

As comunidades online são uma forma de socialização que atende necessidades de informações, compartilhamento de experiências e jogos (Seraj, 2012). As redes sociais permitiram que os clientes se envolvessem com marcas de diversas maneiras (Carvalho & Fernandes, 2018). Chou e Sawang (2015) afirmam ainda que as comunidades virtuais aumentam os lucros das empresas, o conhecimento dos consumidores e melhoram a experiência social e o prazer.

Blazevic, Wiertz, Cotte, Ruyter e Keeling (2014) conceitualizam a propensão de interação social online como uma diferença individual baseada em traços, que captura as distinções entre os consumidores e a sua predisposição para interagir com os outros em um ambiente online. Esses traços afetando diversos comportamentos do consumidor, como engajamento e participação online.

Um experimento desenvolvido por Labrecque (2014) fornece evidências do papel da interação social no desenvolvimento positivo de relacionamentos. O sentimento de estar conectado com a marca vai além da própria interação e impulsiona sentimentos crescentes de intenção de lealdade e disposição para fornecer informações à marca. No entanto, os efeitos podem não se manter quando os consumidores percebem que a interação com a marca passa a ser automatizada.

Seraj (2012) afirma que a qualidade de conteúdo e a interatividade lúdica ajudam a construir laços sociais e uma cultura comunitária autogovernada. A qualidade de conteúdo ainda facilita a formação de valores intelectuais, sociais e culturais em comunidades online, desta forma, aumentando a lealdade e motivando os membros a pagar.

A qualidade de uma comunidade virtual tem efeitos positivos sobre o comportamento de compra e bem-estar emocional do consumidor. A mentalidade coletivista, por exemplo, é uma característica pessoal que influencia o comportamento recíproco dos clientes (Chou & Sawang, 2015). Segundo Cork e Eddy (2017), a interação entre níveis de alta vividez e alta interatividade geram maior frequência de retiúte.
Por meio de uma página do Facebook de uma organização sem fins lucrativos, Algharabat, Rana, Dwivedi, Alalwan e Qasem (2018) descobriram que a telepresença, a presença social e o envolvimento afetam positivamente o engajamento do consumidor com a marca, o que impacta o boca a boca eletrônico e a disposição para doar. Carvalho e Fernandes (2018) afirmam, ainda, que o envolvimento, a interatividade e a experiência de fluxo são os principais impulsionadores do engajamento do consumidor com a marca, e que a satisfação, confiança, referências e comprometimento são resultados associados com a identificação e confiança na comunidade da marca, agindo como moderadores no relacionamento.

Herrando, Jiménez-Martínez e Martín-De Hoyos (2017) avaliaram como a paixão afeta a participação no comércio social e no engajamento dos usuários, confirmando que a experiência cognitiva e os sentimentos emocionais aumentam a participação do usuário no comércio social e no engajamento, e a paixão, dessa forma, também afeta positivamente a disseminação do boca a boca positivo. Já no estudo de fãs clubes virtuais de times esportivos, os serviços gratuitos foram mais influentes na interatividade e no engajamento (Walker, Hodge, & Bennett, 2017).

Usaklıa, Koça e Sonmez (2017) avaliaram a utilização das comunidades sociais no turismo europeu e concluíram que as comunidades sociais são usadas por empresas de turismo com uma ferramenta tradicional de marketing e não como uma ferramenta de atendimento ao cliente, para diminuir potenciais problemas dos clientes.

4ª. Categoria: Mídias Sociais

As postagens em páginas sociais podem influenciar o engajamento do consumidor online. Por outro lado, aumentar a quantidade de curtidas, comentários e compartilhamentos requer vários instrumentos, e os administradores de páginas sociais devem investir em ações que facilitem a interatividade dos fãs, aprimorando o desempenho de suas páginas de marca (Luarn, Lin, & Chiu, 2015).

Conteúdos de categorias diversas afetam o engajamento com o consumidor em diferentes níveis (Gavilanes, Flatten, Brettel, & Flatten, 2018). A vivacidade, interatividade, entretenimento e informação têm influência direta na participação online e no comportamento de engajamento dos consumidores (Kujur & Singh, 2017). A atenção gerada pela comunicação iniciada pelas empresas nas redes sociais afeta a atitude dos consumidores em relação ao conteúdo de marca, envolvendo os consumidores cognitivamente e emocionalmente e, consequentemente, gerando engajamento do consumidor (Gavilanes et al., 2018).
Khan, Dongping e Wahab (2016) mostram que diferenças culturais impactam a eficácia das métricas de mídia social e no engajamento. Os determinantes de vivacidade e interatividade da marca aumentam o número de curtidas. As postagens interativas aumentam ainda o número de comentários e os *posts* de marcas aumentam o número de compartilhamentos.

Segundo Lin, Swarna e Bruning (2017), a propaganda em mídias sociais precisam tornar as postagens da marca envolventes, focalizar o “eu” nas culturas individualistas e os “nós” nas culturas coletivistas. A propaganda deve se concentrar na identidade dos consumidores em culturas menos orientadas para o longo prazo e na informação funcional em culturas mais orientadas para o longo prazo, assegurando que as postagens ajudem a reduzir a incerteza. Deve haver, ainda, um planejamento para comunicação unidirecional em países de maior poder de distância e comunicação bidirecional em países de menor consumo de energia. Esse planejamento torna as mensagens menos diretas em culturas de contexto superior e mais diretas em culturas de contexto inferior, o que pode precisar de adaptação às condições culturais de mercados-alvo específicos (Lin et al., 2017).

O comportamento das pequenas e médias empresas nas mídias que oferecem produtos tende a utilizar as redes sociais economicamente, enquanto as empresas prestadoras de serviços têm a interatividade como sua principal motivação (Odoom, Anning-Dorson, & Archeampong, 2017). Quando comparado o Facebook ao Twitter, os usuários das empresas de pequenas e médias empresas recebem mais benefícios do Facebook (Odoom et al., 2017).

Os estímulos do comércio social incluem campanhas de vendas, personalização, interatividade, conteúdo gerado pelo consumidor e revisões, afetando a cognição, o afeto e engajamento dos consumidores com as marcas (Erdogmus & Tatar, 2015).

As estratégias de visualização social (vídeos ao vivo e gravados) afetam positivamente a experiência do consumidor e sua intenção de comprar, no entanto, nem sempre a decisão de compra acontece imediatamente. Os consumidores, muitas vezes, engajam-se em atividades de pesquisa e subscrição para aprenderem mais sobre os produtos antes de tomar decisões de compra (Noort & Reijmersdal, 2019).

**5ª. Categoria: Jogos**

O artigo de Vashisht e Chauhan (2017) examinou o efeito da interatividade e da congruência do produto com jogo, considerando os sentimentos de presença dos jogadores e sua atitude de marca na publicidade dentro do jogo, criando atenção, engajamento, sentimentos subsequentes de presença e atitude de marca. Os resultados do experimento permitiram concluir que um jogo congruente de alta qualidade de produto, com alta interatividade, gera uma atitude
de marca mais favorável do que uma condição de baixa interatividade. Enquanto isso, para um jogo congruente com baixo produto de jogo, as condições de alta e baixa interatividade mantêm o mesmo nível de atitude da marca.

Berger, Schlager, Sprott e Herrmann (2018) estudaram o uso de jogos online nos pontos de encontro com o cliente, concluindo que os jogos altamente interativos e desafiadores levam a um aumento do engajamento emocional e cognitivo, resultando em conexões mais fortes com a marca.

6ª. Categoria: Tecnologia e ambiente online

Fan, Liu, Wang e Wang (2016) estudaram o comportamento de utilização de tecnologia de usuários de telefonia móvel na Coreia e concluíram que as dimensões da interatividade (controle, comunicação e responsividade) são indicadores significativos de engajamento. O envolvimento e a capacidade de resposta da tecnologia afetam a satisfação do usuário, sendo que o engajamento e a satisfação do usuário são os principais indicadores de dependência de tecnologia.

O artigo de Roy e Mandal (2017) trata dos critérios de escolha dos consumidores nos mercados de telefonia móvel, dos fatores que levam ao engajamento da marca do cliente e de suas implicações no contexto de marca de fone de ouvido para telefones móveis. A autocongruência, o envolvimento e a interatividade levam ao envolvimento da marca pelo cliente, influenciando a satisfação, a confiança e o comprometimento.

4 Considerações finais

Este trabalho contribui para a pesquisa científica em marketing ao realizar uma revisão sistemática de literatura sobre o tema interatividade e engajamento, por meio de levantamento na base Web Of Science, preenchendo uma lacuna da literatura, ao dimensionar como esta temática vem sendo estudada no campo de marketing. Buscou-se, assim, comprovar-se a relevância, atualidade e ascensão do tema interatividade e engajamento.

A interatividade está diretamente relacionada com o engajamento e com seu compromisso cognitivo e afetivo, apresentando forte relação com a tecnologia e com os relacionamentos sociais, o que resulta em maior número de estudos em comunidades e mídias sociais. No entanto, o tema ainda foi pouco estudado e apresenta oportunidades de pesquisa tanto no ambiente online como no ambiente físico, uma vez que todos os ambientes proporcionam interatividade e engajamento entre empresa e consumidor.
Os artigos analisados nesta pesquisa demonstraram que a qualidade da plataforma é fundamental para a interatividade e o engajamento do consumidor. Em relação a aplicativos móveis, esses devem ser projetados com foco no usuário para conexões pessoais com a marca. Os estudos evidenciam que atributos do aplicativo, como visual e disponibilidade de informações, influenciam a decisão de compra do consumidor e devem ser explorados pelas empresas. Assim também a conveniência, a interatividade e a compatibilidade do tempo influenciam positivamente o engajamento do consumidor.

O levantamento da origem das pesquisas sobre o tema interatividade e engajamento apontaram a maior concentração de estudos nos Estados Unidos, seguido por China, Holanda, Índia, Taiwan e Turquia. Contudo, ainda são poucos os estudos que analisam a interatividade e o engajamento, possibilitando novos estudos tanto nestes países quanto em outras culturas. Estudos nessa temática permitiriam ainda que estes construtos fossem avaliados em diferentes relações, assim como aprofundamento da análise sobre as variáveis moderadoras e mediadoras dessas relações.

A conexão entre a interatividade e o engajamento, como fica evidenciado na presente revisão sistemática da literatura, é acentuada nas relações que se estabelecem no ambiente online. Um dos fatores que favorecem essa maior intensidade é a possibilidade de cocriar experiências com as marcas que esse tipo de ambiente permite. O avanço das tecnologias de comunicação, que se tornam mais confiáveis, associado à maior facilidade de uso e ao realismo das aplicações contribui para a construção de relacionamentos mais ativos sob a esfera cognitiva e afetiva. Outro aspecto que ficou evidenciado é que essas interações se comportam de maneira diferente dentro do ambiente online, fazendo com que o engajamento do consumidor seja distinto nas diferentes categorias desse ambiente (aplicativos móveis, comunidades online, jogos, redes sociais).

De fato, enquanto no ambiente de aplicativos móveis os aspectos visuais, a facilidade de uso e a utilidade informacional favorecem a adoção e o engajamento, nas comunidades online a interatividade favorece o desenvolvimento de relacionamentos, por meio da socialização, fortalecendo o engajamento e a lealdade. De forma parecida, nas mídias sociais, as postagens influenciam o engajamento, porém, as mensagens precisam fazer sentido para o consumidor, envolvendo-o cognitivamente e emocionalmente. Já no ambiente de jogos digitais, ao lado da interatividade, a congruência entre os produtos e o jogo é necessária para a geração de engajamento e conexão com a marca. Finalmente, no ambiente online, a tecnologia, em suas dimensões técnicas, são pressupostos fundamentais para a percepção de interatividade nas
relações, envolvendo aspectos como controle, comunicação e responsividade, que irão também influenciar a satisfação e o engajamento do consumidor.

Dadas essas características dos vários ambientes online, as suas especificidades devem ser consideradas para que seja possível atingir o melhor engajamento da marca com o consumidor e, por consequência, a sua lealdade. Essas especificidades dos ambientes online na geração de engajamento abrem portas para a realização de novos estudos que busquem identificar melhor como as diversas interações ocorrem nesses ambientes, com relevantes consequências para a teoria em marketing, bem como para os gestores envolvidos na árdua tarefa de gerar engajamento e lealdade no dinâmico ambiente digital.

Embora tenha sido utilizada, para esta pesquisa, uma plataforma de dados confiável e de relevância para a pesquisa acadêmica - ISI Web of Science, estudos complementares em outras bases de dados poderiam aprofundar o entendimento sobre o tema da interatividade e engajamento, identificando, eventualmente, outras pesquisas publicadas com abordagens diversas às que foram levantadas neste estudo.

“O presente trabalho foi realizado com apoio da Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brasil (CAPES) - Código de Financiamento 001.”

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