A Literature Review on Persuasive Communication: Utilising Elaboration Likelihood Model to Understand Consumer Engagement on Social Media Platforms

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Abstract: The public's consumption of social media has experienced a significant increase. This trend encourages marketers to use social media platforms to market their business and boost consumer engagement. Though studies have been conducted on the public's consumption of social media and several theories anticipating consumer behaviour, motivation, and technological adoption have been developed, research into the relationship between marketing and promotional communications and consumers' attitudes and choices has been limited. For example, the Elaboration Likelihood Model (ELM), which is a reasonable and viable model capable of explaining disposition and conduct in influential marketing communication, has remained unnoticed by researchers. The purpose of this study was to ascertain whether persuasive messages used in social media marketing could effectively increase consumer engagement (CE) using ELM. This research employed the search terms 'elaboration likelihood model, consumer engagement, and social media' on a Scopus-indexed academic database, dated from 2018 to 2023. A total of 16 articles were selected following a screening stage. The administered systematic literature review suggest that ELM provides a hypothetical direction to arranging online entertainment content angles (i.e., focal and fringe signs) and recognising the variables that influence consumer engagement. A greater understanding of how to build consumer engagement on social media platforms through ELM can give insight into developing effective strategies for marketers. Future research can use the current study to improve research on social media and consumer engagement by using and expanding ELM.

Keywords: Elaboration likelihood model, consumer engagement, communication persuasive, social media

1. Introduction

Social media consumption among consumers has dramatically expanded due to the development of mobile technology and fast internet. Datareportal estimated approximately 4.88 billion social media users worldwide, as of July 2023. This figure is equivalent to around 60.6 percent of the total global population. In accordance with that, marketers embrace social media as a way to advertise their products and sway consumer choices (Wu et al., 2008). To illustrate, they produce social media materials, in terms of text, photographs, advertisements, and videos, to draw in, educate, and boost consumer engagement that consequently piques consumer purchase interest (Haobin Ye et al.,

2021). In addition, the intelligent nature of web-based entertainment content helps associations and enterprises accomplish an assortment of promoting goals, like expanding consumer mindfulness and information, creating discernments, and convincing consumers to visit their objections. This has driven analysts and professionals to focus on web-based entertainment content. Earlier studies have examined the effect of virtual entertainment content and its qualities on shopper reactions (Aghakhani et al., 2018). For example, Demmers (2020) and Munaro et al. (2021) found that the qualities of virtual entertainment content, such as distinctiveness, enactment, length of the text, setting, timing language, etymological style, subjectivity, and valence of emotion, predict consumer engagement. The increase in consumer engagement is beneficial in increasing website traffic, sales, consumer satisfaction, and the quality of company decisions (Eslami et al., 2022). In addition, the increase in consumer engagement is important in order to maintain long-term consumer relationships and strengthen consumer loyalty to brands (Lim & Rasul, 2022).

Social media plays a crucial role in persuasive communication by amplifying messages, involving a wide range of audiences, and facilitating immediate interactions. By leveraging the unique features of social platforms, marketers can effectively influence consumers' attitudes, behaviours, and opinions. Nonetheless, the continuous evolution of social media necessitates adaptability for successful persuasive communication in the digital age. One of the significant discoveries, Teng (2015) considered, is the use of ELM in the field of showcasing. Contrasted with the four different speculations (CDT, Social Judgment Hypothesis (SJT), HSM, and TPB), ELM is the most suitable model to anticipate disposition and conduct since it gives associations and enterprises a theoretical structure for delineating basic variables in influencing consumer conduct. Therefore, ELM holds the potential to predict consumer intentions and behaviour, through persuasive communication.

The suitability and adequacy of social media activities have raised doubt. Marketers are constantly tasked with determining step-by-step instructions to make their social media content important, engaging, and fascinating. Various potent and gratifying virtual entertainment highlights have the potential to evoke numerous cognitive and personal responses. Gavilanes et al. (2018) reveal that consumer reactions to online entertainment content are supported by a 'black box' of cognitive and emotional intermediary mindsets. It is, therefore, necessary to ascertain how social media material as a communication tool drives consumer assessment and thought processes, resulting in their engagement outcomes. The majority of research has only considered the importance of social media content value in mediating consumer behaviour (Arora & Agarwal, 2019; Shareef et al., 2019), without taking into account consumer internal (cognitive and emotional) processes that produce behaviours.

The current study conducted research inventory activities to gain a comprehensive and up-to-date understanding of consumer responses to persuasive communication on social media that affect consumer engagement. This study's systematic review aimed to understand and map existing literature on persuasive content on social media and consumer internal processes based on ELM (cognitive and emotional), and then to identify some research gaps. First, the dimensions of heuristic and rational appeals of the message on social media were examined. Second, the dimensions of consumer behaviour were investigated to study how consumers behave towards persuasive messages.

2. Literature Review

2.1 Social Media Marketing

Social media marketing is a marketing strategy that utilises social media platforms to promote products, services, or brands. The goal of social media marketing is to reach and interact with target audiences, build brand awareness, and increase consumer engagement. According to Lemon and Verhoef (2016), brands and their consumers often interact via social media. Approximately 74 per cent of consumers visit social media platforms to gather information about brands and products in collaboration with other brands (Barker 2017). In general, marketers follow customary promoting rules when making brand posts on social media. For example, in conformance with exemplary promotion, brand posts frequently include positive product attributes (Stephen et al. 2015). Moreover, publicising language is used to help consumers look for brand-related data, diminish vulnerabilities in the repurchase stage, and influence purchasing expectations and consumer behaviours. Utilising a promotional tone distinguishes a brand stand apart against competing brands' promotional messages and convinces consumers of the overall attractiveness of the brand's contribution (Goh et al. 2013). These persuasive advertising elements on social media influence consumers' perceptions of brands.

2.2 Persuasive Communication in Social Media

Persuasion motivates people to change their beliefs, attitudes, and behaviours through communication. Persuasive communication communicates in a manner which results in positive reactions and outcomes (Lister et al., 2020). Thus, persuasive communication is hailed as correspondence that is expected to change, influence, shape, or cause unambiguous reactions from others. According to Li (2013), consumers' affective responses can be influenced by credible and persuasive communications that evoke a favourable attitude towards the relevant topic. Consumers are bound to have an uplifting outlook towards associated objects, such as the products recommended and viewers'

comments if they think the information is reliable (Jones et al., 2006). As a result, consumers are motivated to take action, such as gathering fascinating information and partaking in collaborations.

Studies pertaining to how marketers can generate content (e.g., virtual entertainment pictures) to persuade consumers' personal, psychological, and conduct reactions have been conducted. For example, prior research has shown that persuasive communication have a noteworthy effect on consumers' procedures for making decisions and their subsequent behaviours (Kang & Namkung, 2019). Consumers who accept that a message is powerful are bound to accept they are going with sound buying choices given their broad perception. Many investigations have found areas of strength between saw influence and buy expectation (Chang et al., 2020). Xie et al. (2014) reveal that consumers pursue a buy choice when they view the item surveyed as persuading. Bhattacherjee & Sanford (2006) believe that convincing communications promotes affective and interpersonal relationships.

Perceived persuasiveness is a widely used dependent variable in the ELM (Zha et al., 2016). Effective persuasive technique alters consumers' perspective and attitude about the related item. Perceived persuasiveness refers to the extent to which information presented in social media content (such as videos, photos, and texts) can effectively convince consumers to believe the advice being conveyed (Zhang et al., 2014; levy, 2020). In the web-based shopping setting, it has been demonstrated that consumers may feel protected if they think the information is of good quality in terms of completeness, correctness, and currency. In addition, they would feel comfortable, convinced, and satisfied with their purchase. In short, their perspectives on a content or product are bound to be positive, affecting how they digest information via the central route (Chang et al., 2020). Gao et al. (2021) state that due to their ability to obtain complete information about the related issue, consumers' perception of persuasiveness would be higher.

2.3 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model or ELM was coined by Cacioppo et al. (1986). It is one of the persuasion theories that see a cognitive event as a process where a targeted consumer uses a mental process from motivation and thinking to receive or deny a persuasive message. ELM recognises the central route and the peripheral route as the two fundamental data-handling pathways. Fringe course handling needs less mental work to assess the material and is centred around emotional affiliations or direct ends, whereas central route processing in the context of persuasion is dependent on careful analysis of information-centric arguments (Petty & Cacioppo, 1986; Yang et al., 2022). Individuals' motivation and capacity for processing information are significant in high elaboration likelihood states, as determined by ELM. People will carefully consider facts and pay close attention to content quality, characteristics, message pertinence, and other issues before arriving at a resolution (Bhattacharjee & Sanford, 2006; Petty & Cacioppo, 1986). Whereas in low elaboration likelihood states, people peripherally analyse information and hence plan to be moved by sentimental appeals or other straightforward implications of the message (i.e., not having the desire or capacity for deliberate processing) (Petty & Cacioppo, 1986).

Several attitude-behaviour theories have experienced validity tests to predict consumer attitudes and behaviour. Among them are the Theory of Planned Behaviour (TPB), Cognitive Dissonance Theory (CDT), Heuristic-Systematic Model (HSM), and Elaboration Likelihood Model (ELM). ELM has proven to be one of the most dominant, influential, and beneficial frameworks for conceptualising attitude change in the domain of persuasion (Bitner & Obermiller 1985; Choi & Salmon 2003; Cook, Moore, & Steel 2004). ELM recognises differences of opinion and findings and provides scholars with empirical results and an in-depth understanding of the delivery of information (Choi & Salmon 2003).

In addition, ELM is applicable for social media marketing because of its interesting dynamic nature. Nonetheless, ELM states that variables play multiple roles in different situations. Therefore, it is important to identify the diversity of consumer behaviours by understanding the delivery of information in central and peripheral cues of persuasive communication on social media. However, ELM theorists fail to mention if the variable's dual role can be configured at any time. Some researchers speculate that the ELM fails to decipher what causes things strong or weak arguments (O'Keefe 1990). ELM can predict how certain variables (e.g., attractiveness message) impact attitudes. However, ELM can be faked, if a variable produces biased transmission or a cue has a greater impact on low or high translation elaboration (Petty et al. 2004). Despite the criticism resulting from ELM's misunderstanding, ELM has been tested as one of the most dominant, influential, and useful frameworks for conceptualising attitude change in the domain of persuasion (Bitner & Obermiller 1985; Choi & Salmon 2003; Cook et al., 2004). Accordingly, marketers could maximise their efforts in coordinating their marketing tactics to raise consumer engagement by knowing the characteristics of ELM on social media.

2.4 Consumer Engagement

Consumer engagement is defined as consumer behaviour that is interactive and co-creative with companies or brands (Eslami et al, 2022). Consumer engagement exists in every phase, starting from purchasing transactions, repurchasing and recommending product brands to other consumers to evaluating brands voluntary (Eslami et al, 2022; Roberts & Alpert, 2010).

Consumer engagement behaviour (e.g., likes and comments) and eWOM are driven by factors such as the vividness of information, entertainment value, and the engagement level of content created by companies (Demmers et

al., 2020). Social media enables consumer engagement and consumer interaction with brands across time and space (Barari et al., 2021). In addition, social media enables direct and open contact. It provides companies with analytical tools that allow them to assess their connections with their target audience (Zook & Smith, 2016). Consumer engagement happens on digital media, such as websites, when people believe the content is accurate, reliable, and reasonable, as well as when it offers the possibility for inquiry. Meier et al. (2018) explain that an audience's contact and interaction with the media outlet depend on how much they regard the source as credible and trustworthy. Hays et al. (2013) believe that the effectiveness of social networking sites, as a tool for marketing purposes, depends on user engagement with the content.

There is a considerable beneficial impact on consumer emotive, cognitive, and behavioural engagement when approaching the online engagement construct from the social media perspective. Accordingly, there are various ways to examine the relationship between persuasive social media communication and consumer engagement based on ELM. Besides that, the relationship between consumer behaviour and the elaboration of the content in communication had to be examined and reported methodically. There were various characteristics of affective and cognitive dimensions of communication, as well as consumer behaviour towards social media content, that could impact consumer engagement in persuasive communication.

ELM offers theoretical advice to categorise the characteristics of social media material (e.g., central and peripheral cues) and determine the elements affecting consumer involvement. Consequently, the purpose of the current theory-based systematic literature review was to investigate the relationship between consumer behaviour and the elaboration of the content on social media communication as well as how persuasive communication on social media affected consumer engagement based on ELM. This study systematically employed a literature review of 16 articles. Through a Scopus-indexed academic database, this study found and assessed peer-reviewed journal papers focused on ELM and consumer engagement on social media from 2018 to 2023. In this study, recent concerns and examination interests for planning were additionally introduced to foster future exploration. The analysis of elaboration likelihood routes, types of social media, dimension of consumer engagement previous business contexts, and spatial contexts we administered. A greater understanding of how to build consumer engagement on social media using ELM could be able to develop effective strategies for marketers to manage their social media. This study could offer fresh lines of inquiry for the literature review, which can have a favourable effect on social media and consumer involvement.

3. Methodology

Different social media platforms and the aspects of consumer involvement, particularly on social media, experienced a methodical literature review to learn about ELM. Utilising SLR, research papers were assembled and sorted in solid and repeatable evaluations of the cutting edge in a field of study (Roy & Pickering, 2012). The models for dissecting the outcomes were based on the PRISMA explanation. The questions in this study included: (i) categorising the social media content elements (e.g., central and peripheral signals) to increase consumer engagement on social media based on ELM, (ii) identifying the traits of persuasive messages on social media to promote consumer engagement, and (iii) understanding the influence of consumer behaviour in the development of the communication's information.

Journal articles were gathered and utilised from the Scopus recorded data set. The articles were restricted to English language articles and dated in the range of 2018 and 2023. Report, meeting procedures, books, and book parts were excluded. Watchwords utilised for the looking were a mix of the accompanying terms of 'elaboration likelihood model' and 'consumer engagement'. Then, findings were coordinated in a table containing years, creators, diary names, strategies (e.g., to gather information, information type, size of the test), hypotheses, and factors (i.e., free, arbitrator, and go-between). The findings were classified as either central routes (cognitive) or peripheral routes (affective). Typical consumer behaviour has an impact on the communication's elaboration of the information. The results of this study on consumer engagement were a yearly literature's regional distribution by year, use and theories, methodologies, and classifications of variables.
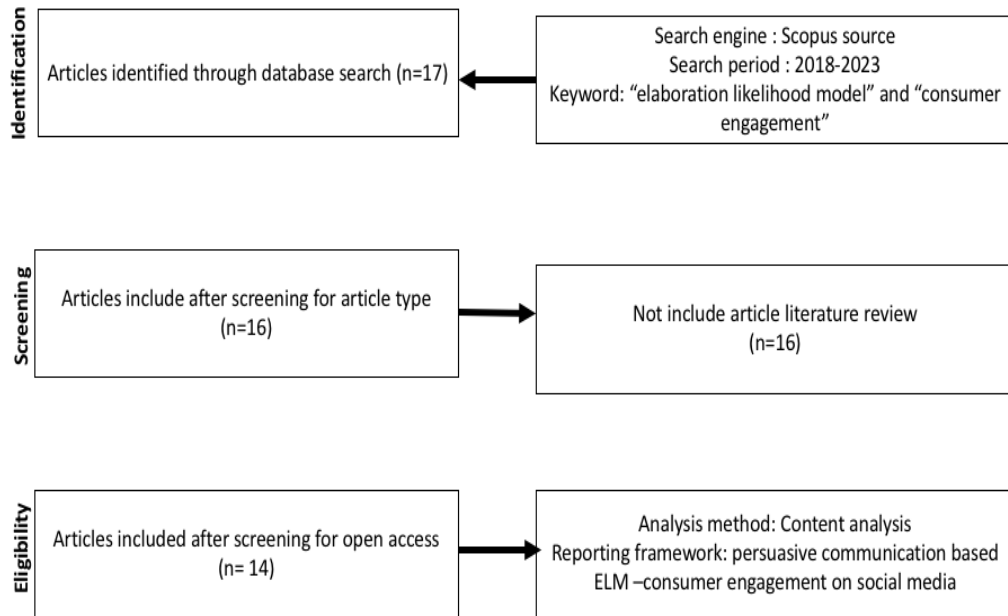
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┌─────────────────────────────┐        ┌─────────────────────────────────────┐
│ Articles identified through │◄───────│   Search engine : Scopus source     │
│ database search (n=17)      │        │   Search period : 2018-2023         │
│                             │        │ Keyword: "elaboration likelihood    │
│                             │        │ model" and "consumer engagement"    │
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┌─────────────────────────────┐        ┌─────────────────────────────────────┐
│ Articles include after      │───────►│ Not include article literature      │
│ screening for article type  │        │ review (n=16)                       │
│ (n=16)                      │        │                                     │
└─────────────────────────────┘        └─────────────────────────────────────┘

┌─────────────────────────────┐        ┌─────────────────────────────────────┐
│ Articles included after     │───────►│ Analysis method: Content analysis   │
│ screening for open access   │        │ Reporting framework: persuasive     │
│ (n= 14)                     │        │ communication based ELM –consumer   │
│                             │        │ engagement on social media          │
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Fig. 1 - Process of articles search and selection

In recent years, a growing body of academic study has focused on persuasive communication and consumer engagement on social media. Scopus source was chosen as a search engine due to the categorisation of social media content aspects (such as primary and peripheral cues) and distinctive consumer advances in consumer interaction in social media. Following that, a search to seek studies between 2018 and 2022 was conducted during the identification phase. Specific keywords, namely (i) 'cognitive and affective dimension of the persuasive message' and (ii) 'dimension of consumer behaviour central and peripheral route' were utilised for the search. At the beginning of searching, a total of 35 articles were retrieved. The process of screening resulted in a total of 17 articles chosen, with 3 articles were not accessible. Table 1 summarises the inclusion and exclusion criteria of the current study.

Table 1 - The criteria of inclusion and exclusion

Criteria	Inclusion	Exclusion
Type	Indexed journal in Scopus	Non-indexed journal, proceeding conference, book, and chapters of books
Keywords	Elaboration Likelihood Model and consumer engagement	Not mentioned
Language	English	Non-English
Timeline	Between 2018 and 2023	Prior to 2018
Subject area	Business, Management and Accounting	Others
Open access	All open access	Closed access

The current study found a total of 14 journal articles on ELM and consumer engagement on social media, which were published from 2018 to 2023. The current review outlined detailed information on each study to determine which studies were referenced. Table 2 presents the cumulative frequency distribution graph depicting the distribution of the 14 journal articles published as part of the systematic review.

Over the past five years (2018-2023), an average of 14 articles were published annually. The number of articles increased consecutively, reaching three in 2018, two in 2019, three in 2020, three in 2021, one in 2022, and two in 2023. The total number of articles reviewed was 14 (n = 14). The number of papers experienced a substantial increase from 2020 to 2021, followed by a decrease from 2022 to 2023. In short, there has been a significant interest among researchers in studying consumer engagement on social media using ELM in recent years.

Table 2 - Summary of journals by year

No	Journal	2018	2019	2020	2021	2022	2023	Total
1	Retailing and consumer services.			✓			✓	3
2	Recent trends in data science and soft computing	✓						1
3	Information of development		✓					1
4	American Marketing Association	✓						1
5	Human behavior and computers				✓			1
6	Applications and Research in Electronic Commerce					✓		1
7	The International Journal of Advertising		✓					1
8	Australasian Journal of Information Systems (AJIS)				✓			1
9	Journal of Current Issues & Research in Advertising			✓				1
10	Journal sustainability			✓				1
11	Marketing Intelligence & Planning				✓			1
12	Journal of Services Marketing	✓						1
Total		**3**	**2**	**3**	**3**	**1**	**2**	**14**

4. Results and Discussion

According to Figure 2, research was conducted in ten countries. The majority of research was conducted in Malaysia and the United Kingdom, accounting for 40 per cent of the total. China and India followed closely behind, contributing 30 per cent. There are a limited number of journal articles from Australia, Cyprus, Greece, Israel, and the Netherlands, specifically 10 in total.
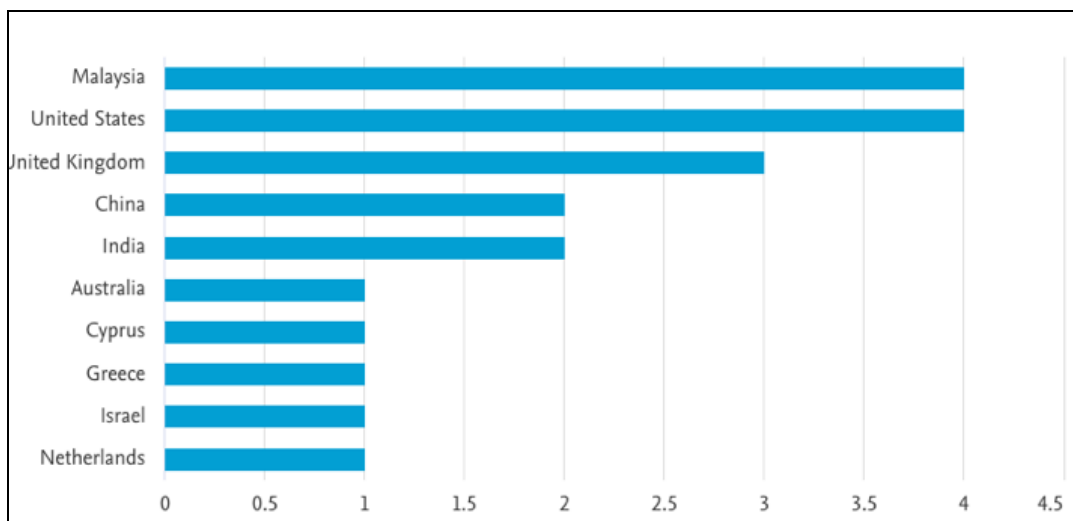

Fig. 2 - Geographic scope

4.2 Scope by Field

The increase in the number of studies on consumer engagement research using ELM was evident from the number of articles published in journals (see Figure 3). The publications encompassed various academic fields, with the majority published in business management (46.2 %), computer science (15.4 %), social science (15.4 %), decision science (3.8 %), engineering (3.8 %), environmental science (3.8 %), and physiology (3.8 %). Business management

and computer science have observed a prevalence of journals that assess consumer engagement on social media through ELM.
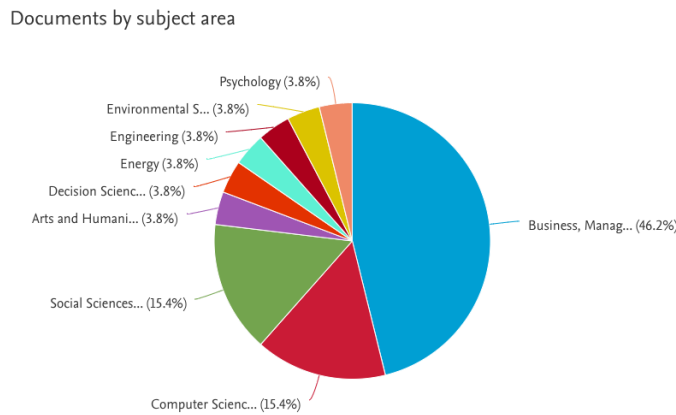
Documents by subject area

Fig. 3 - Scope by field

4.3 Cognitive and Affective Dimension of the Message

ELM identifies the central and peripheral message-processing pathways (Cacioppo & Petty, 1984). It depicts mental cycles and individual contrasts that support message gathering and is a notable double-handling model of influence. The middle channel suggests a mental interaction where there is a high likelihood of rumination (i.e., message elaboration). The affective process with a low possibility of elaboration is known as the periphery pathway. A continuum between significant and minimal elaboration is represented by these two routes.

Table 3 reveals that the majority of researchers (36 %), utilised informativeness, incentives, and personalisation as cognitive dimensions, whereas entertainment, irritation, credibility, entertaining, and helpfulness were employed as affective dimensions. Among the researchers, 14 per cent considered cognitive dimensions as information quality and vividness, whereas affective dimensions as social support and valence (both negative and positive). Another 14 per cent of researchers considered cognitive dimensions as relatability, attainability, and the truthfulness of information, whereas affective dimensions as information volume, virality, and brand awareness. Another 14 per cent of the researchers utilised trust and perceived relevance value as cognitive dimensions and information as the affective dimension. Moreover, 7 per cent of the researchers utilised own media postings (OSM) to assess cognitive dimension and brand awareness, as well as earned social media postings (ESM) to evaluate the affective dimension. Another 7 per cent of the researchers employed hidden display information to measure the cognitive dimension, while visible display information was used to assess the affective dimension. Researchers utilise various criteria to assess the quality of an argument. These include content, format accuracy, completeness, timeliness, understandability, variety, and personalisation as cognitive dimensions. Additionally, the affective dimensions encompass the evaluation of trustworthiness, reliability, competence, high integrity, and believability. 7 per cent of the researchers utilised shared information regarding purchase prices as the cognitive dimension, while the volume of electronic word-of-mouth (eWOM) serves as the affective dimension. Additionally, 7 per cent of researchers relied on more technical and specific information related to cost, as well as firm-generated content (FGC), as the cognitive dimension, whereas inspirational, credible, and user-generated content (UGC) as both cognitive and affective dimensions.

Table 3 - Cognitive and affective dimension of the message

Author's	Cognitive dimension	Affective Dimension	%
Abbasi et al. (2023), Ali et al. (2020), Feddema et al. (2021), Srivastava & Sivaramakrishnan (2021), Yusuf et al. (2018)	Informativeness, incentives and personalisation.	Entertainment, Irritation, Credibility, entertaining, helpful.	36%
Ali & Hussin (2019), (Feddema et al. (2021)	Information quality, vividness	social support, valence negative, valence positive	14%
Azemi et al. (2022), Colicev et al. (2018)	Relatable, attainable, true merits of the information	volume information and virality, brand	14%

		awareness.	
Geng et al. (2021), Pittman et al., (2021)	Trust, perceived relevance value.	Information related	14%
Colicev et al. (2018)	Own social media posting (OSM)	Brand awareness, earned social media posting (ESM)	7%
Jabr et al. (2022)	Hidden display information	Visible display information	7%
John & De'Villiers (2020)	The message's content, accuracy, presentation, timeliness, completeness, comprehension, personalization, and variety determine argument quality.	trustworthy, competent, dependable, authentic, and credible	7%
Levy & Gvili (2020)	People share their purchase price information	Volume eWOM.	7%
Sawaftah et al. (2021)	Information is more technical and details, Information associate with cost, FGC	Inspirational, credibility, UGC.	7%

4.4 Dimension Cognitive and Affective of Consumer Behaviour

Consumers primarily consider the advantages of content consumption and consumer behaviour when deciding whether to actively engage in digital content marketing on social media (Holliman & Rowley, 2014). Specifically, when considering content marketing, consumers can distinguish between hedonistic and utilitarian rewards. The hedonic reward relates to the entertainment part of the communication, often pleasant and fun-like, while the utilitarian reward refers to the cognitive benefits it delivers that makes it more scientifically appealing to clients (Izogo & Mpinganjira, 2020).

Consumer engagement refers to the actions and behaviours exhibited by consumers that go beyond making purchases and are driven by their motivations, in alignment with the goals of a brand or company. According to Brodie (2011), consumer engagement is the behaviour, attitude, and extent of connection in between consumers and the company. Van Doorn et al, (2010), referred to consumer engagement as a result of motivational drivers that stimulate certain engagement behaviors other than purchase decisions. Prior studies have demonstrated three aspects of consumer engagement: cognitive, emotional, and behavioural reactions. The cognitive estimates the purchaser's degree of thought handling during a specific correspondence with the brand, the emotional dimension measures the client's impression of the brand's effect on them emphatically during a specific relationship with the mark, and the behavioural dimension measure the degree to which the client uses on the brand during a particular communication with the brand (Calder, 2009). According to Halaszovich & Nel (2017), engagement in online communities can be observed through behavioural expressions that stem from either cognitive or emotional involvement. Emotional engagement catalyses the subsequent formation of behavioural engagement, thus making consumer engagement centre around the behavioural manifestations associated with a brand from a behavioural standpoint (Halaszovich, 2017).

Table 4 demonstrates that the majority of researchers (28 %), utilised attention, interest, high motivation, and high information processing ability as dimensions of consumer behaviour on the central route. Conversely, enjoyment, low information processing ability, and social relevance were employed as dimensions of consumer behaviour on the peripheral route. A total of 28 per cent of researchers utilised high consumer motivation to process information, diagnostic information, purchase intent, and consumer satisfaction as dimensions of consumer behaviour on the central route. They also employed low consumer motivation to process information and low ability as dimensions of consumer behaviour on the peripheral route. Meanwhile, 21 per cent of researchers examined self-enhancement as a factor in consumer behaviour on the central route, while also investigating social support to e-WOM. They found that consumers who perceived a sense of familiarity and similarity with others were more likely to engage in consumer behaviour on the peripheral route. Additionally, 7 per cent of researchers focused on consumers using the hidden display of 'more,' and found consumers who approach information with caution and critically evaluate its merits were more inclined to seek further knowledge. When it comes to consumer behaviour on a side road, consumers who only read information on visible displays had minimal motivation to become more involved. Also, consumers who clicked 'more' on the concealed display were more likely to be motivated to become more involved, compared to viewers who only read the material on the apparent display.

Table 4 - Dimension of consumer behaviour central and peripheral route

Author's	Dimension of consumer behaviour on central route	Dimension of consumer behaviour on Peripheral route	%
Geng et al. (2021), Feddema et al. (2021), Sawaftah et al. (2021), Srivastava & Sivaramakrishnan (2021)	Attention, interest, high motivation, high ability to process information, personal relevant	Enjoyment, low ability to process the information, social relevant	28%
Colicev et al. (2018), John & De'Villiers (2020), Sawaftah et al. (2021), (Srivastava & Sivaramakrishnan (2021)	High customer drive for information processing, diagnostic data, Processing information utilizing the primary method of persuasion, customer satisfaction, involves purchase intention,	Low consumer motivation to process information, low ability.	28%
Abbasi et al., (2023), Ali et al., (2020), Ali & Hussin (2019)	Self enhancement	Social support on eWOM, sense of belonging,	21 %
Azemi et al. (2022)	Consumer opinions, people's cautious and thoughtful evaluation of the information's genuine worth	feel more familiar, someone who look like me.	7%
Jabr et al. (2022)	Readers who click the hidden display on "More" are more likely to have motivation to greater involvement	Readers who just read visible display information have low motivation to greater involvement	7%
John & De'Villiers (2020)	provide chances for audience participation and message processing	didn't have time to digest the message they had received, rejection, audience participation	7%
Levy & Gvili (2020)	High involvement, consumer's experiences, meaningful	Low involvement, inexperienced consumers,	7%
Feddema et al. (2021)	Confident that they know the information, attitude to conservation (string opinion)	Unconfident that they know the information, Attitude to conservation (neutral opinion)	7%
Pittman et al. (2021)	High fear low fear, green consumer, consequences of green behaviour, relevance of green advertising	Low fear, no green consumer, consequences of non-green behaviour, emotional appeal on green issues	7%
Yusuf et al. (2018)	Taking part in the thoughtful, prudent, and labour-intensive processing of an advocacy.	When processing an advocacy, psychological effort and non-content concentration are present.	7%

4.5 Methods

The technique used for information gathering in scholastic articles was conducted in multiple ways, including quantitative, subjective, trial, and blended strategies. The information assortment strategy utilised included review, information rejecting, and auxiliary information. Then, qualitative subjective examination utilised contextual analyses, meetings, and perceptions to gather the information.

Table 5 - Method used

Quantitative Approach	Qualitative Approach	Experiment Approach	Mixed Method
Abbasi et al. (2023), Ali & Hussin (2019), Ali et al. (2020), Colicev et al. (2018), Geng et al., (2021), Jabr et al. (2022), (John & De'Villiers (2020), Srivastava & Sivaramakrishnan (2021), Yusuf et al. (2018),	Azemi et al. (2022), Feddema et al. (2021), Pittman et al. (2021),	Sawaftah et al. (2021),	Levy & Gvili (2020)

The current review aimed to gather and organise research on the relationship between persuasive messages in the social media marketing context and consumer engagement, based on the Elaboration Likelihood Model (ELM). The review was structured based on the timing, authorship, location, subject matter, methodology, and effectiveness of the studies to examine how persuasive communication influences consumer engagement based on ELM in order to gain insights into the cognitive and affective dimensions of consumer behaviour. The findings of the current review could provide insight for future research.

The current review on research regarding consumer behaviour based on ELM discovered that: (i) research was mainly conducted in Malaysia, the United Kingdom, and the United States, (ii) research interest increased over a period of six years, with the majority of the research studied in 2023, (iii) the fields of business management and computer science dominated the research area, (v) researchers commonly utilised informativeness, incentives, and personalisation as cognitive dimensions and entertainment, irritation, credibility, entertaining and helpful as affective dimensions, and (iv) researchers commonly used attention, interest, high motivation, high ability to process information, personal relevant as dimensions of consumer behaviour on central route and enjoyment, low ability to process the information, social relevant as dimensions of consumer behaviour on peripheral route.

5. Conclusion

Prior studies have used a variety of theories from several disciplines to explain consumer engagement on social media. Considering both individual qualities and cognitive processes, a well-known dual-processing model of persuasion, ELM, explains how messages are received (Cacioppo & Petty, 1984). According to Teng (2016), ELM is the most practical model for forecasting attitudes and actions in compelling marketing communication. The central route, or the cognitive dimension, views attitude changes as the result of a person's careful consideration of information. On the other hand, the peripheral route, or the affective dimension, depends on a person making an uncomplicated assumption about the benefits of the upheld position in light of a variety of uncomplicated cues in the context of persuasion (Petty & Cacioppo, 1983). Thus, ELM could provide hypothetical direction to arranging online entertainment content angles (e.g., focal and fringe signs) and recognising the variables that influence consumer interaction.

The current theory-based systematic evaluation of the literature aimed to examine the ELM literature to fill gaps in research in the marketing literature. Based on ELM, the majority of researchers chose entertainingness, annoyance, credibility, incentives, and personalisation as (affective dimensions) and informativeness, incentives, and incentives as (cognitive dimensions). Nonetheless, the recent review revealed that the majority of researchers employed attention, interest, high motivation, high cognitive capacity, and personal relevance as factors influencing consumer behaviour through the central route. On the other hand, enjoyment, low cognitive capacity, and social relevance were identified as factors influencing consumer behaviour through the peripheral route. In addition, prior studies were mainly quantitative studies, thereby experimental approaches, so far, are still rare. There is also a need to employ mixed methods approaches to encourage further investigation into the depth of persuasive communication in social media marketing and their impact on consumer engagement based on the theory of the Elaboration Likelihood Model (ELM).

This research has some limitations. First, it only used one keyword in the title and abstract. The keywords of this research were 'Elaboration Likelihood Model' and 'consumer engagement'. Second, this study exclusively focused on scholarly journal articles that were published within the past five years and were included in the Scopus-indexed database. Given that the examination in this study involved the use of various tools such as Microsoft Office, and Mendeley, it is recommended to also employ a deliberate writing survey tool to evaluate in greater depth.

Author Contributions

Mardhatilah, D.: Writing - original draft, Conceptualization, Formal analysis. **Septiari, E.D**.: Data curation, Methodology, Visualisation. **Omar, A**.: Supervision, Writing - review and editing, Validation.

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