# Article information:

A Consumer-based Taxonomy of Digital Customer Engagement Practices - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S1094996818300495>

# Article summary:

1. A taxonomy of digital customer engagement practices has been created, consisting of 17 practices applicable to any digital platform.

2. Consumers classify the digital practices into five distinct types: fun, learning, feedback, work for, and talk about a brand.

3. Each type of practice is related to different sets of consumer engagement motivations, including cognitive, emotional and behavioral states.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "A Consumer-based Taxonomy of Digital Customer Engagement Practices" presents a taxonomy of digital engagement practices that consumers use to engage with brands online. The authors conducted a literature review and expert surveys to identify 17 distinct practices that consumers use across different media formats and platforms. They then classified these practices into five types: fun, learning, feedback, work for, and talk about a brand.

The article provides valuable insights into the ways in which consumers engage with brands online. However, there are some potential biases and limitations to consider. For example, the authors rely on self-reported data from consumer samples, which may not accurately reflect actual behavior. Additionally, the taxonomy is based on a limited set of practices and may not capture all possible forms of digital engagement.

Another limitation is that the article does not explore potential negative consequences of digital engagement practices. For example, some forms of engagement (such as sharing personal information or participating in controversial discussions) may put consumers at risk for privacy violations or social backlash.

Furthermore, the article does not provide a balanced perspective on the benefits and drawbacks of digital engagement practices. While it highlights the positive aspects (such as increased customer loyalty and brand advocacy), it does not address potential downsides (such as information overload or burnout).

Overall, while the article provides useful insights into consumer-based taxonomy of digital customer engagement practices, it is important to consider its limitations and potential biases when interpreting its findings. Future research should aim to address these limitations by using more objective measures of behavior and exploring both positive and negative aspects of digital engagement practices.

# Topics for further research:

* Negative consequences of digital engagement practices
* Privacy risks in digital customer engagement
* Social backlash in online brand engagement
* Downsides of digital customer engagement
* Information overload in digital engagement
* Burnout in online brand advocacy

# Report location:

<https://www.fullpicture.app/item/9016aa54e460cf3487ffd849ce2df23b>