

REVIEW PAPER

Brand Evangelism: A Review and Research Agenda

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Received: 31 May 2024 | **Revised:** 18 March 2025 | **Accepted:** 5 April 2025

Funding: This work was supported by Fundação para a Ciência e a Tecnologia (UIDB/04928/2020).

Keywords: ADO-TCM framework | brand evangelism | branding strategy | consumer-brand relationships | systematic literature review

ABSTRACT

Brand evangelism has become an increasingly relevant concept in consumer-brand relationship research, yet existing studies remain fragmented, lacking a structured synthesis of its antecedents, mechanisms, and outcomes. This study conducts a systematic literature review (SLR) to consolidate current knowledge on brand evangelism, identify key thematic clusters, and highlight research gaps. Using the Antecedents, Decisions, and Outcomes and Theories, Contexts, and Methods frameworks, aligned with the Scientific Procedures and Rationales for Systematic Literature Reviews protocol, this review provides a comprehensive understanding of brand evangelism. A bibliometric analysis of 41 articles, supported by thematic mapping, reveals four primary research clusters: brand-centric relational evangelism, green evangelism, social media evangelism, and emotional evangelism. The findings contribute to both theory and practice by offering a structured research agenda and strategic insights for fostering brand evangelism. This study serves as a foundational resource for scholars and practitioners, guiding future research, and managerial applications in brand evangelism.

1 | Introduction

Imagine a world where brand evangelists do not just promote products but passionately embody the values and mission of a brand, transforming customers into lifelong supporters and driving unparalleled growth. In this era of authenticity, the power of brand evangelism is more crucial than ever. Defined as a deeper lever of customers' psychological, emotional, and behavioral commitment and devotion toward a brand that translates into active vocal support, referral, and endorsement, brand evangelism has emerged as a focal point in consumer-brand relationship research, describing how consumers passionately advocate for a brand, often attempting to convert others through positive word-of-mouth (Matzler et al. 2007; Scarpi 2010). Core behaviors of brand evangelists include promotion through word-of-mouth, recruitment of

new consumers, and the denigration of rival brands (Dwyer et al. 2015; Marticotte et al. 2016). Brand evangelism combines brand adoption with advocacy, operationalized through purchase intent, positive referrals, and oppositional brand referrals (Becerra and Badrinarayanan 2013).

Characterized by a strong emotional attachment to the brand, evangelism is reflected in active advocacy across social media, community events, and other platforms, generally without any expectation of rewards (Aktan et al. 2023; Becerra and Badrinarayanan 2013; Harrigan et al. 2021). Brand evangelists not only exhibit loyalty but also offer valuable feedback, openly expressing their preferences for the brand (Amani 2023; Choudhury et al. 2019). This behavior transcends typical consumer loyalty by adopting a “missionary” zeal to convert others, with some scholars drawing on religious analogies to describe

the fervor with which brand evangelists promote their favored brands (Hsu 2019; Parrott et al. 2015; Sashittal et al. 2023).

The emotional bond between brand and consumer is pivotal to fostering brand evangelism, helping extend brand reach organically, and sustaining a resilient customer base that supports repeat purchases and crisis recovery (Al Nawas et al. 2021; Sohaib et al. 2022). Evangelists' loyalty drives them to advocate actively, purchasing, praising, and defending the brand, thereby enhancing brand trust, satisfaction, and consumer loyalty (Aktan et al. 2023; Mansoor and Paul 2022).

Despite its significance, research on brand evangelism remains limited and fragmented. In a study on the Indian automotive sector, Choudhury et al. (2019) emphasize the roles of brand recognition, identification, salience, and personality in cultivating evangelism, with outcomes such as satisfaction, repurchase intention, and word-of-mouth promotion. However, a cohesive synthesis of brand evangelism's drivers remains absent. Understanding these drivers is essential to differentiating brand evangelism from standard consumer loyalty and exploring the contextual antecedents and outcomes associated with it.

This fragmentation reflects a substantial gap in the literature. Thus, this article presents a systematic literature review (SLR) to consolidate current knowledge on brand evangelism, focusing on the relational-based antecedents that drive evangelism, including individual versus brand-centric drivers and identifying the primary outcomes of brand evangelism, categorized for further clarity. Moreover, it also seeks to address if emotional drivers are as relevant as brand-centric ones. Beyond brand satisfaction, referrals, awareness, trust, and purchase intention, what are the most relevant outcomes? Can they be categorized? If they can, what are the main categories? Finally, it would be of added value, academically and business-wise, to understand what the main actions and decisions in response to the antecedents are. As such, this SLR seeks to respond to the following research questions: What are the defining characteristics of brand evangelism constructs and how do they interrelate with other constructs?; and What theoretical frameworks, challenges, and research opportunities are associated with brand evangelism? Through these questions, this review aims to synthesize current knowledge and identify pathways for future research.

Briefly, no comprehensive review has systematically consolidated these insights to establish a structured understanding of brand evangelism's theoretical foundations, practical applications, and future research directions. Without such synthesis, scholars and practitioners risk navigating a landscape where insights are fragmented, limiting their ability to develop strategic approaches for fostering and leveraging brand evangelism effectively.

To address this gap and the research questions posed, this SLR review adopts a framework-based approach, drawing on the theories, contexts, and methods (TCM) framework and the antecedents, decisions, and outcomes (ADO) framework. The ADO-TCM framework enables the SLR to respond to three key avenues (Paul and Barari 2022; Paul and Benito 2018): (1) what do we know?; (2) how do we know/understand it?; and (3) where should we be heading?

The primary contribution of this SLR is to offer scholars a consolidated understanding of brand evangelism's foundational elements, mitigating the risks of isolated findings by providing a cohesive resource for further research. The review presents a strategic guide to fostering brand loyalty and engagement, offering actionable insights for cultivating brand evangelism. Consequently, this review bridges academia and practitioners, serving as a benchmark for further inquiry and a guide for brand management practices.

Following this introduction, Section 2 details the methodology employed in this SLR. Section 3 presents the findings and discussion of the reviewed articles. Section 4 outlines a future research agenda. Finally, Section 5 summarizes the key conclusions of the research.

2 | Methodology

This study adopted an SLR approach, consistent with the methodology outlined by Ribeiro et al. (2023), which entails an in-depth analysis of scientific articles published in peer-reviewed international journals on brand evangelism. This methodology is characterized by a focus on transparency and replicability across the search, selection, data collection, and analysis stages (Tölkes 2018). Compared to traditional literature reviews, SLRs offer a more rigorous approach and facilitate the replication of findings (Petticrew and Roberts 2008; Pickering and Byrne 2014). More specifically, this study applies a framework-based review integrating the ADO and TCM frameworks to provide a comprehensive picture of what is known and to propose directions for future research on brand evangelism (Paul and Barari 2022). As such, this review follows the SPAR-4-SLR protocol outlined by Paul et al. (2021).

To develop a comprehensive review of brand evangelism, two frameworks were selected: the ADO and TCM frameworks. The ADO framework was developed by Paul and Benito (2018), wherein "A" refers to antecedents, "D" refers to decisions, and "O" refers to outcomes. Antecedents clarify the reasons for engaging or not engaging in a certain behavior, whereas decisions explain the types of behavioral performance or nonperformance. Outcomes encapsulate the evaluations that emerge after behavioral performance or nonperformance. The TCM framework was proposed by Paul et al. (2017), wherein "T" refers to theories, "C" refers to contexts, and "M" refers to methods. In particular, theories encapsulate the perspectives that scholars rely upon to guide their investigation, whereas contexts depict the circumstances that entail the study and methods shed light on the nature of empirical evidence through which the research unfolds. More specifically, the ADO framework addresses the questions of "what do we know" (existing knowledge) and "where should we be heading" (emerging directions), whereas the TCM framework answers the question of "how do we know" with respect to the preceding questions.

2.1 | Data Collection Procedures

To collect the sample of research articles, the methodological procedures (assembling—identification and acquisition,

Assembling	<p>Identification <i>Domain:</i> brand evangelism <i>Research questions:</i> Q1. how has the brand evangelism developed in his antecedents, decisions and outcomes? Q2: which theories, contexts and methodologies are behind brand evangelism? <i>Source:</i> research articles <i>Source quality:</i> Scopus</p>
	<p>Acquisition <i>Search mechanism and material acquisition:</i> Scopus <i>Search period:</i> 2010 – 2024 (may) <i>Search keywords:</i> “brand <u>evang*</u>” <i>Total number of articles returned:</i> 73</p>
Arranging	<p>Organisation <i>Organisation codes:</i> antecedents, decisions, outcomes, theory, context, methodology <i>Organizing framework:</i> ADO-TCM</p>
	<p>Purification <i>Article type excluded:</i> articles not in both SCIMAGOJR and AJG2021 rankings (14); articles outside the theme (4); conferences paper (7); book chapter (6); erratum (1). Total = 32 <i>Article type included:</i> article (40); in review(1) <i>Total:</i> 41</p>
Assessing	<p>Evaluation <i>Analysis method:</i> content and thematic (R and <u>VOSviewer</u>) <i>Agenda proposal methods:</i> methodological, thematic and theoretical</p>
	<p>Reporting <i>Reporting conventions:</i> figures . 2, 3, 4, tables 1, ..., 12, appendixes 1, 2 and 3 <i>Limitations:</i> sample size, single database</p>

FIGURE 1 | Methodological design using the SPAR-4-SLR protocol.

arranging—organization and purification and assessing—evaluation and reporting) defined in the SPAR-4-SLR protocol (Paul et al. 2021) were followed, as shown in Figure 1.

In the assembling phase, following the identification of themes and the formulation of research questions, Scopus was selected as the primary database for article search. This decision was informed by an initial search in the Web of Science, which yielded only 34 results under the same filters; moreover, these articles were also available in Scopus. The time frame was delimited from 2010 (the year of the first brand evangelism-related article) to May 2024, when data was last collected. The search term “brand evangelis*” was applied, encompassing titles, keywords, and abstracts. The asterisk (*) facilitated the inclusion of word variations (e.g., evangelization, evangelist). Given the diverse focus of initial search results, further categorization filtering was omitted. This initial search yielded 73 articles.

Based on the ADO-TCM framework, a coding system was established within a database to capture all relevant information from the articles, complying with the arranging phase. In each article, the definition or concept of brand evangelism was reported, as well as the behavior of the brand evangelist. As a driver of brand evangelism, consumer decision-making was

identified. In the TCM framework, the theories, contexts, and methodologies supporting each article were marked. The same was done in the ADO framework, where all the antecedents (independent variables of brand evangelism), decisions (managerial implications), and outcomes (dependent variables of brand evangelism) were noted.

During the purification phase, articles not included in both the SCIMAGOJR and AJG 2021 rankings (14), conference papers (7), book chapters (6), and errata (1) were excluded, amounting to 28 documents in total. Additionally, four articles were removed due to thematic irrelevance to the scope of the study following a review of their titles, abstracts, keywords, and key sections. This filtering process resulted in a final sample, achieved by excluding 32 documents from the initial set of 73. A complete list of journals and the number of publications can be seen in Table A1.

2.2 | Procedures of Analysis

The data analysis process followed established procedures outlined in previous SLR studies (e.g., Pickering and Byrne 2014; Ribeiro et al. 2023). The first step involved tabulating the

number of articles published per year and by journal to identify publication trends over time.

Subsequently, articles were classified based on their methodological approach: quantitative, qualitative, mixed methods, and theoretical. Articles employing statistical analysis of empirical data were coded as quantitative, while those using qualitative approaches, such as field research or interviews without statistical analysis, were categorized as qualitative. Mixed-methods studies combined quantitative and qualitative techniques. Finally, bibliometric studies, literature reviews, and purely conceptual articles were categorized as theoretical.

A separate analysis focused on identifying key thematic areas within the research. VOSviewer software (version 1.6.20) was used to analyze author-supplied keywords. The analysis type was set to “co-occurrence,” the unit of analysis to “all keywords,” and the counting method to “full counting.” To enhance the visualization within the VOSviewer map, keywords like “brand evangelism,” “evangelism,” “brand evangelist,” and “evangelist” were excluded due to their near-ubiquitous presence among the articles analyzed. Additionally, a minimum frequency threshold of three keywords was applied to optimize the map. This resulted in a final set of 207 keywords with 284 co-occurrences (the complete list is available upon request).

The analysis identified four thematic clusters: brand-centric relational evangelism, green evangelism, social media evangelism, and emotional evangelism. Cluster labels were determined based on the total link strength of keywords and the thematic interpretation of the articles within each cluster. For example, the red cluster (relational evangelism) included keywords like “brand love,” “brand loyalty,” “purchase intentions,” and “brand community” with the highest link strength. After analyzing the content of the articles within this cluster, it was designated “relational evangelism” as it accurately reflects its central focus and distinguishes it from the other clusters. This process exemplifies a deductive thematic analysis complementing the VOSviewer-generated clusters (see Table A2 for the full list).

Finally, an ADO–TCM framework analysis (Paul and Benito 2018; Paul et al. 2023) was conducted. This procedure involved a deductive process, encompassing the reading of all articles to capture the presence of each theoretical relationship and determine its place in the ADO–TCM framework.

3 | Findings and Discussion

After the data collection from the sample of articles, a bibliometric analysis was conducted, initially focusing on the evolution of publications concerning brand evangelism. This was subsequently followed by an analysis of both global and local citations and methodological approaches. Using the VOSviewer software, a thematic analysis was conducted on brand evangelism, resulting in the identification of four thematic clusters.

In alignment with a systematic review approach, detailed information was extracted from each article in the sample to apply the ADO–TCM framework, encompassing antecedents, decisions, outcomes, theories, contexts, and methodologies.

3.1 | Evolution of Publications on Brand Evangelism

The final sample comprised 41 articles published across 30 journals from 2010, when the first article was published, and 2024 (see Table A1 for the complete list). Most of these journals rank within the first and second quartiles of the SCImago Journal & Country Rank (SCImagoJR) and are also included in the ABS Academic Journal Guide—AJG2021.

The evolution of publications over time revealed a notable increase in articles published on brand evangelism after 2022. As depicted in Figure 2 (generated using the R package by Aria and Cuccurullo (2017)), the number of articles rose from 2 in 2014 to 12 in 2022. The analysis of publication trends reveals a significant increase in academic interest in brand evangelism, particularly in the last few years. The steady rise in publications post-2022 suggests that researchers are increasingly recognizing the importance of consumer-driven brand advocacy. This growing attention may be attributed to the expanding influence of social media, digital marketing strategies, and evolving consumer–brand relationships. The upward trend highlights that brand evangelism is transitioning from a niche topic to a mainstream subject within consumer behavior research.

A notable disparity exists between total global citation (TGC) and total local citation (TLC) scores (Table 1). TGCs represent the number of times an article was cited based on the full count of the SCOPUS platform (Alon et al. 2018). The TGC score reflects both the interdisciplinary relevance and the overall impact of an academic article within the academic community. Conversely, the TLC score indicates the number of times an article has been cited by other articles within this specific sample (Alon et al. 2018). While Panda et al. (2020) achieved the highest TGC score, Becerra and Badrinarayanan (2013) emerged as the most influential work within the field of brand evangelism, cited by over half of the selected studies. Marticotte et al. (2016) and Scarpi (2010) also garnered significant recognition, each with a score of 9 TLCs. Notably, Kang et al. (2020) exhibited the highest Local Citation/Global Citation ratio, indicating a strong impact within the sample. This heterogeneity in citation patterns implies that the selected articles address diverse research questions and may yield varied conclusions. This further reinforces the nascent nature of brand evangelism as a distinct research domain. As such, it is possible to argue that brand evangelism is gaining traction within academic discourse.

The disparity between TGC and TLC scores reveals important insights into the current state of brand evangelism research. The relatively low TLC scores compared to TGC scores suggest a degree of fragmentation within the field, with different aspects being explored within relatively isolated research communities. While Panda et al. (2020) have achieved significant global recognition due to their novelty in green evangelism, several other highly locally cited works demonstrate a lack of broader engagement from other research areas. This means that brand evangelism is still in a fragmented, growing stage. Further analysis is needed to determine whether this reflects genuine niche specialization within the brand evangelism field or a limitation in cross-disciplinary knowledge dissemination.

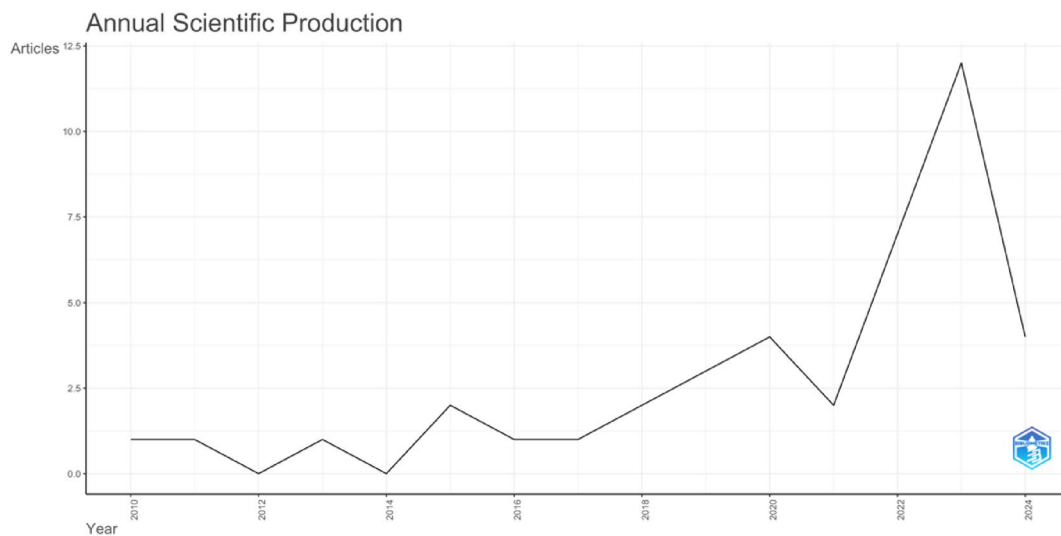


FIGURE 2 | Publications over time.

The 41 articles constituting the final sample (Table 1) were published across 30 distinct journals. Table 1 also presents TGC scores retrieved from the SCOPUS database, which comprise the overall citation count for each article. Additionally, the table includes the TLC scores, representing the frequency of cross-citations within the sample (Fahimnia et al. 2015).

The bibliometric findings directly inform the research questions posed in this review. The increase in publications underscores the growing relevance of brand evangelism, justifying the need for a structured review. The thematic clusters provide insight into the antecedents, decisions, and outcomes of brand evangelism, helping to clarify its defining characteristics. Furthermore, the geographical and industry gaps identified in the literature emphasize the necessity for expanded research in underrepresented contexts.

The application of the ADO–TCM framework allows for a systematic categorization of existing studies, offering a structured way to address gaps in knowledge. For example, the decision-making processes behind brand evangelism (ADO framework) align with the practical implications of social media engagement and consumer–brand relationships. Meanwhile, the TCM framework ensures that theoretical perspectives and methodological approaches are considered, providing a well-rounded analysis of the field.

By integrating these findings, this review not only synthesizes past research but also lays the groundwork for future exploration, ensuring that brand evangelism continues to be a key area of study in consumer behavior research.

3.2 | Methodological Approaches

Table 2 provides a summary of the findings regarding the methods employed within the articles analyzed. There were 35 (85.37%) articles using quantitative methods, while qualitative and mixed methods accounted for a total of 6 articles (14.63%). No pure theoretical articles were found.

3.3 | Thematic Perspective

VOS viewer analysis of keyword co-occurrence identified four distinct thematic clusters: brand-centric relational evangelism, green evangelism, social media evangelism, and emotional evangelism (Figure 3). These clusters are further detailed in Table 3, which presents the top 10 keywords within each cluster, based on total link strength. A comprehensive list of keywords for each cluster, including their frequency of occurrence and total link strength, is available from the authors upon request (Table A2). The four different thematic clusters are shown in Figure 3.

3.3.1 | Cluster 1 (Red): Relational Evangelism

This cluster centers on strong consumer–brand relationships, encompassing brand love, brand communities, brand loyalty, brand trust, purchase intentions, and referrals. These elements are interconnected and mutually reinforcing, forming a foundation for brand evangelism.

Brand love and relational bonds: Brand love, a crucial aspect of relationship marketing (Hussain et al. 2023; Bergkvist and Bech-Larsen 2010), fosters strong consumer–brand relationships often described as comparable to love (Carroll and Ahuvia 2006; Chiengkul and Junla 2023). This relational bond is a key driver of loyalty and advocacy (Batra et al. 2012; Becerra and Badrinarayanan 2013; Harrigan et al. 2021; Fetscherin et al. 2019).

The Role of Brand Communities: Brand communities further strengthen these relationships. Community identification significantly correlates with brand loyalty (Scarpi 2010; Sen and Bhattacharya 2003; Yeh and Choi 2011), underscoring the relational dimension’s importance.

Brand loyalty and trust: Brand loyalty, defined as consumer attachment (Panda et al. 2020), encompasses positive brand attitudes, and repeat purchases (Dick and Basu 1994). It is positively linked to positive word-of-mouth (Fetscherin 2014), purchase

TABLE 1 | Pool of publications on brand evangelism.

Document	Journal	TLCs	TGCs	TLC/TGC ratio (%)
Kang et al. (2020)	<i>Journal of Quality Assurance in Hospitality and Tourism</i>	7	20	35.00
Nyadzayo et al. (2020)	<i>Journal of Brand Management</i>	8	39	20.51
Al Nawas et al. (2021)	<i>Journal of Retail and Distribution Management</i>	3	15	20.00
Schnebelen and Bruhn (2018)	<i>Psychology and Marketing</i>	7	52	13.46
Mansoor and Paul (2022)	<i>Journal of Business Research</i>	5	40	12.50
Marticotte et al. (2016)	<i>Journal of Product and Brand Management</i>	9	79	11.39
Harrigan et al. (2021)	<i>Marketing Intelligence and Planning</i>	5	44	11.36
Becerra and Badrinarayanan (2013)	<i>Journal of Product and Brand Management</i>	21	200	10.50
Scarpi (2010)	<i>Journal of Interactive Marketing</i>	9	92	9.78
Swimberghe et al. (2018)	<i>Journal of Business Research</i>	5	53	9.43
Mvondo, Jing, Hussain, et al. (2022)	<i>Journal of Hospitality and Tourism Management</i>	1	13	7.69
Sharma et al. (2022)	<i>Journal of Product and Brand Management</i>	2	32	6.25
Dwyer et al. (2015)	<i>Journal of Sport Management</i>	1	23	4.35
Hsu (2019)	<i>Online Information Review</i>	1	26	3.85
Wang et al. (2019)	<i>European Journal of Marketing</i>	1	40	2.50
Panda et al. (2020)	<i>Journal of Cleaner Production</i>	0	206	0.00
Yeh and Choi (2011)	<i>Journal of Marketing Communications</i>	0	132	0.00
Parrott et al. (2015)	<i>Journal of Fashion Marketing and Management</i>	0	62	0.00
Sohaib et al. (2022)	<i>International Journal of Hospitality Management</i>	0	42	0.00
Tseng (2020)	<i>Journal of Product and Brand Management</i>	0	10	0.00
Mvondo, Jing, Hussain, Jin, et al. (2022)	<i>Frontiers in Psychology</i>	0	9	0.00
Sarkar and Sarkar (2017)	<i>Journal of Fashion Marketing and Management</i>	0	9	0.00
Purohit et al. (2023)	<i>Tourism Management Perspectives</i>	0	8	0.00
Mvondo et al. (2023)	<i>Journal of Retailing and Consumer Services</i>	0	7	0.00
Sashittal et al. (2023)	<i>Journal of Brand Management</i>	0	6	0.00
Ndhlovu and Maree (2023)	<i>Journal of Marketing Analytics</i>	0	3	0.00
Zhu and Park (2022)	<i>Frontiers in Psychology</i>	0	3	0.00
Amani (2023)	<i>Journal of Marketing for Higher Education</i>	0	2	0.00
Khashan et al. (2024)	<i>International Journal of Contemporary Hospitality Management</i>	0	2	0.00

(Continues)

TABLE 1 | (Continued)

Document	Journal	TLCs	TGCs	TLC/TGC ratio (%)
Morkunas (2023)	<i>IIM Kozhikode Society and Management Review</i>	0	2	0.00
Nobi et al. (2022)	<i>Journal of Asia Business Studies</i>	0	2	0.00
Safeer and Le (2023)	<i>Asia Pacific Journal of Marketing and Logistics</i>	0	2	0.00
Hussain et al. (2023)	<i>Kybernetes</i>	0	1	0.00
Shang and Li Sam (2024)	<i>International Journal of Hospitality Management</i>	0	1	0.00
Aktan et al. (2023)	<i>Journal of Marketing for Higher Education</i>	0	0	—
Bairrada et al. (2019)	<i>European Journal of Tourism Research</i>	0	0	—
Bhandari et al. (2024)	<i>Journal of Product and Brand Management</i>	0	0	—
Chiengkul and Junla (2023)	<i>Journal of Foodservice Business Research</i>	0	0	—
Hamouda and Aissaoui (2023)	<i>Journal of Business Strategy</i>	0	0	—
Ibrahim et al. (2024)	<i>Journal of Marketing Communications</i>	0	0	—
Nguyen et al. (2023)	<i>Cogent Business and Management</i>	0	0	—

TABLE 2 | Methodological classification.

Research method used	Number of articles	%
Quantitative	35	85.37%
Mixed	5	12.20%
Qualitative	1	2.44%
Theoretical	0	0.00%
Total	41	100%

intention (Akturan 2018; Nguyen et al. 2023), and purchasing frequency (Romaniuk and Nenycz-Thiel 2013). Brand trust, a key relational construct (de Matos and Rossi 2008; Nyadzayo et al. 2020), alongside brand identification, influences purchase intentions, and referrals (Becerra and Badrinarayanan 2013). Trust is essential for relationship success and longevity (Morgan and Hunt 1994; Ndhlovu and Maree 2023).

Actionable implications for brands: To cultivate relational evangelism, brands should prioritize building strong, trusting relationships characterized by brand love and active community engagement. This requires personalized communication, consistent brand experiences, and initiatives that foster a sense of belonging and shared values. Investing in community building and actively managing brand reputation are crucial for long-term success.

On the negative side of relational evangelism, two key drawbacks of relational evangelism notably diminish trust: first, misleading claims made by brand evangelists can weaken consumer confidence in both the brand and its community. Second, excessive

negative word of mouth and detrimental promotion from these evangelists can foster consumer skepticism, causing brands to be perceived as inauthentic and potentially resulting in negative behaviors, such as trash-talking (Marticotte et al. 2016).

3.3.2 | Cluster 2 (Green): Green Evangelism

The keywords that compose this cluster (green brand, green brand loyalty, green purchase intention, environmental awareness, impact on the environment, sustainable development, among others, as shown in Table 3) reflect a clear focus on environmental and sustainability issues, encapsulated within the concept of “green evangelism.”

Almost all of these keywords are central in the work of Panda et al. (2020), who demonstrated that socially sustainable awareness, mediated by altruism, positively influences green purchase intention, green brand loyalty, and green brand evangelism. Similarly, green brand attitude, green brand loyalty, and emotional well-being significantly impact green brand evangelism (Sohaib et al. 2022). The same conclusions concerning the impact of green brand loyalty on green brand evangelism were achieved by Hamouda and Aissaoui (2023). In contrast, Nguyen et al. (2023) state that although green purchase intention positively affects both loyalty and green brand evangelism, green brand loyalty itself may not necessarily influence green brand evangelism.

The main problem with green evangelism is the creation of a false perception of sustainability by, for example, green-washing, misleading consumers into believing a company is more eco-friendly than it actually is. Evangelists may share incomplete or one-sided information, reducing complex

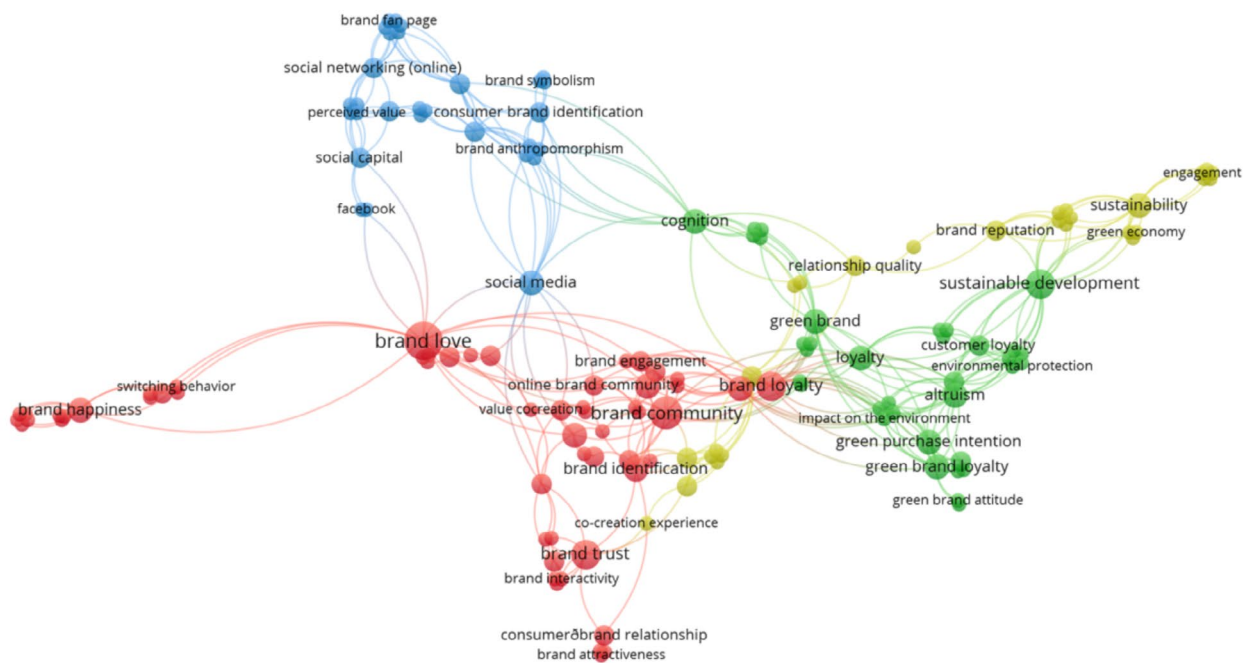


FIGURE 3 | Thematic analysis in research on brand evangelism.

TABLE 3 | Thematic clusters.

Cluster 1	Cluster 2	Cluster 3	Cluster 4
Brand-centric relational evangelism	Green evangelism	Social media evangelism	Emotional evangelism
Brand love	Sustainable development	Social media	Sustainability
Brand loyalty	Altruism	Social networking site	Emotion
Purchase intention	Green brand	Social networking (online)	Trust
Brand community	Purchasing	Social media marketing	Brand reputation
Oppositional brand referral	Cognition	Consumer brand identification	Brand passion
Brand happiness	Green brand loyalty	User-generated content	Corporate identity
Brand trust	Green purchase intention	Social capital	Environmental aspects
Brand identification	Customer loyalty	Brand anthropomorphism	Ethical corporate identity
Positive brand referral	Environmental awareness	Personality	Resilience
Brand advocacy	Impact on the environment	Prevention	Resilience strategy

environmental issues to simplistic or wrong marketing messages rather than fostering true awareness.

3.3.3 | Cluster 3 (Blue): Social Media Evangelism

The keywords in this cluster are all related to social media (social media, social networking site, social networking (online), social media marketing, etc.). Parrott et al. (2015) highlight the growing power and influence of social media platforms, which, together with brand communities, operate as a “giant

word-of-mouth machine” that accelerates the viral spread of brand-related information (Marticotte et al. 2016; Tsimonis and Dimitriadis 2014, 337). In the context of brand evangelism, social media platforms allow consumers to share impactful brand experiences, receive feedback from other community members, and strengthen consumer–brand–product relationships. This engagement can amplify purchase intentions, positive brand referrals, and oppositional brand referrals (all key constructs of brand evangelism). Harrigan et al. (2021, 347) confirm this view when they claim that “most evangelical behaviors occur on social media.”

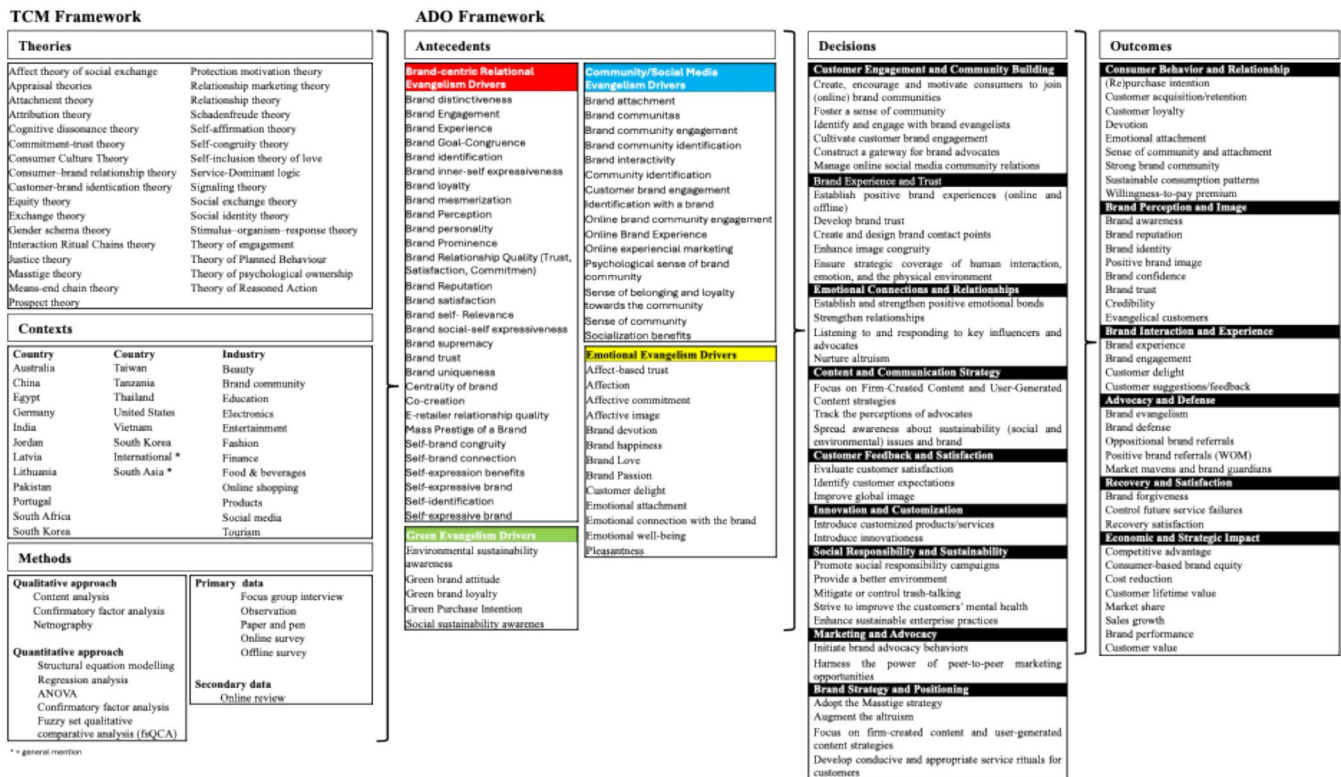


FIGURE 4 | State-of-the-art overview of the antecedents, decisions, and outcomes of brand evangelism and its supporting theories, contexts, and methods.

There are several risks associated with the virality of misinformation and fake engagement. The former occurs when social media evangelists may spread exaggerated claims or manipulated brand narratives, making it difficult for consumers to distinguish truth from marketing hype. The latter occurs when brands exploit evangelists through incentives (free products, perks), leading to deceptive marketing practices.

3.3.4 | Cluster 4 (Yellow): Emotional Evangelism

Matzler et al. (2007, 27) posit that “consumers who evangelize are passionate about their brand and feel the need to share their emotions with others.” This aligns with the prominence of “emotion” as the second strongest keyword in Cluster 4. Emotion forms the basis of brand evangelism, as the sense of belonging and emotional involvement within a brand community can generate brand effect, leading to positive emotions, and expressions towards the brand. Scarpi (2010) suggests that brand affect influences word-of-mouth communication, another key element of brand evangelism.

Affective commitment—defined as an emotional response stemming from a customer’s psychological connection to a brand (Allen and Meyer 1990; Mvondo, Jing, Hussain, et al. 2022)—also plays an essential role. Al Nawas et al. (2021) emphasize that emotional relationship quality, defined as “the strength and intensity of a consumer’s personal connection and closeness with a brand” (Nyffenegger et al. 2015, 91), has a strong positive effect on brand evangelism. Trust, another relevant keyword, is seen

as more closely linked to affection than passion in interpersonal relationships (Fehr 1988). Like passion, trust encompasses both cognitive and affective (emotional) dimensions (Ling et al. 2021; Mvondo, Jing, Hussain, Jin, et al. 2022). When trust in a brand is established, the relationship becomes deeply valued, leading consumers to become psychologically and emotionally committed to maintaining it (Becerra and Badrinarayanan 2013; Chaudhuri and Holbrook 2002). Positive brand experiences can also generate positive emotional responses, reinforcing the trust-brand evangelism connection (Chaudhuri and Holbrook 2001; Nyadzayo et al. 2020).

Regarding brand passion, another emotion-based keyword, Gilal et al. (2018) highlight its crucial role in shaping positive word-of-mouth communications. Moreover, passion plays a role in consumer willingness to pay for premium brands, brand loyalty, brand advocacy, brand community engagement, social media support, and purchase intention, all concepts directly related to brand evangelism. Again, Matzler et al. (2007) conclude that brand passion fosters a deep emotional bond, leading consumers to experience a sense of loss if the brand is unavailable. Thomson et al. (2005) and (Al Nawas et al. 2021) further explore brand passion as an outcome of an intense and positive emotional connection with a brand.

The main problems with emotional evangelism are emotional over-identification that affects consumers’ self-esteem and decision-making and manipulation, which occurs when brands exploit consumers’ emotions to create artificial connections rather than genuine value.

TABLE 4 | Drivers clusters (Antecedents).

Brand-centric relational evangelism drivers	Green evangelism drivers	Community/social media evangelism drivers	Emotional evangelism drivers
Brand loyalty (4)	Environmental sustainability awareness (2)	Brand identification (3)	Brand love (5)
Brand experience (2)	Green brand loyalty (2)	Brand attachment (2)	Affective commitment (2)
Brand goal-congruence	Green purchase intention (2)	Brand communitas	Brand happiness (2)
Brand inner-self expressiveness	Green brand attitude	Brand community engagement	Affect-based trust
Brand distinctiveness	Social sustainability awareness	Brand community identification	Affection
Brand mesmerization		Brand engagement	Affective image
Brand perception		Advertise	Brand devotion
Brand personality		Advocate	Brand passion
Brand prominence		Brand interactivity	Customer delight
Brand relationship quality		Community identification	Emotional attachment
Brand reputation		Customer brand engagement	Emotional connection with the brand
Brand satisfaction		Identification with a brand	Emotional well-being
Brand trust (4)		Online brand community engagement	Pleasantness
Brand self-relevance		Online brand experience	
Brand social-self expressiveness		Online experiential marketing	
Brand supremacy		Psychological sense of brand community	
Brand uniqueness		Sense of belonging and loyalty towards the community	
Centrality of brand		Sense of community	
Co-creation		Socialization benefits	
E-retailer relationship quality			
Mass prestige of a brand			
Relationship quality (trust, satisfaction, commitment)			
Satisfaction			
Self-brand congruity			
Self-brand connection			
Self-expression benefits			
Self-expressive brand			
Self-identification			
Self-expressive brand			

TABLE 5 | Main antecedents of brand evangelism.

Driver	Antecedents	Authors
Brand-centric relational evangelism	Brand loyalty	(Marticotte et al. 2016; Morkunas 2023; Wang et al. 2019; Yeh and Choi 2011)
	Brand experience	(Kang et al. 2020; Purohit et al. 2023)
	Brand trust	(Becerra and Badrinarayanan 2013; Ndhlovu and Maree 2023)
Green evangelism	Green brand loyalty	(Panda et al. 2020; Sohaib et al. 2022)
	Green purchase intention	(Nguyen et al. 2023; Panda et al. 2020)
	Environmental sustainability awareness	(Nguyen et al. 2023; Panda et al. 2020)
(Online) community/social media evangelism	Brand identification	(Becerra and Badrinarayanan 2013; Sharma et al. 2022; Yeh and Choi 2011)
	Brand attachment	(Kang et al. 2020; Wang et al. 2019)
Emotional evangelism	Brand love	(Amani 2023; Chiengkul and Junla 2023; Harrigan et al. 2021; Hussain et al. 2023)
	Affective commitment	(Ibrahim et al. 2024; Mvondo, Jing, Hussain, et al. 2022)
	Brand happiness	(Chiengkul and Junla 2023; Mansoor and Paul 2022)

TABLE 6 | Top 5 most frequent decisions.

Decision	Authors
Establish positive brand experiences (online and offline) (11)	(Aktan et al. 2023; Kang et al. 2020; Mansoor and Paul 2022; Mvondo, Jing, Hussain, Jin, et al. 2022; Ndhlovu and Maree 2023; Nobi et al. 2022; Nyadzayo et al. 2020; Safeer and Le 2023; Sarkar and Sarkar 2017; Schnebelen and Bruhn 2018; Yeh and Choi 2011)
Create, encourage, and motivate consumers to join (online) brand communities (9)	(Bhandari et al. 2024; Hamouda and Aissaoui 2023; Khashan et al. 2024; Mvondo, Jing, Hussain, et al. 2022; Mvondo, Jing, Hussain, Jin, et al. 2022; Ndhlovu and Maree 2023; Safeer and Le 2023; Swimberghé et al. 2018; Yeh and Choi 2011)
Introduce innovation/newness (6)	(Aktan et al. 2023; Hussain et al. 2023; Khashan et al. 2024; Mvondo, Jing, Hussain, Jin, et al. 2022; Sharma et al. 2022; Yeh and Choi 2011)
Establish and strengthen positive emotional bonds (6)	(Hamouda and Aissaoui 2023; Hussain et al. 2023; Mansoor and Paul 2022; Mvondo, Jing, Hussain, et al. 2022; Scarpi 2010; Zhu and Park 2022)
Create, maintain, and strengthen relationships (5)	(Becerra and Badrinarayanan 2013; Hamouda and Aissaoui 2023; Safeer and Le 2023; Schnebelen and Bruhn 2018; Yeh and Choi 2011)

3.4 | ADO-TCM Framework

A content analysis guided by the ADO and TCM frameworks was employed to systematically extract, code, and organize data from the reviewed articles (Paul et al. 2017; Paul and Benito 2018). The results of the ADO-TCM framework are presented in Figure 4.

3.4.1 | ADO Framework: Understanding Brand Evangelism Dynamics

Paul and Benito (2018) emphasize the importance of understanding how ADO dimensions are interrelated, as these connections can be as important as the dimensions themselves in generating novel knowledge. For instance, managerial decisions promoting brand evangelism (decisions) are contingent upon consumer-perceived brand attributes associated with brand evangelism (antecedents)

and are driven by the potential benefits of brand evangelism (outcomes). To explore these relationships, this analysis focused on answering three key questions in the reviewed articles:

1. What are the key drivers influencing consumer involvement or non-involvement in brand evangelism? (Antecedents)
2. What managerial strategies are associated with brand evangelism? (Decisions)
3. What are the potential benefits of brand evangelism? (Outcomes)

3.4.1.1 | Antecedents. To detect the antecedents, in each article, the drivers influencing evangelistic behavior were identified whenever possible. For this purpose, in quantitative studies, the variables impacting brand evangelism were marked. In qualitative studies, conclusions from the authors

TABLE 7 | Groups of decisions.

Types of decisions	Decisions
Customer engagement and community building	Create, encourage, and motivate consumers to join (online) brand communities; Foster a sense of community; Identify and engage with brand evangelists; Cultivate customer brand engagement; Construct a gateway for brand advocates; Manage online social media community relations.
Brand experience and trust	Establish positive brand experiences (online and offline); Develop brand trust; Create and design brand contact points; Enhance image congruity; Ensure strategic coverage of human interaction, emotion, and the physical environment.
Emotional connections and relationships	Establish and strengthen positive emotional bonds; Strengthen relationships; Listen to and respond to key influencers and advocates; Nurture altruism.
Content and communication strategy	Focus on firm-created content and user-generated content strategies; Track the perceptions of advocates; Spread awareness about sustainability (social and environmental) issues and brand.
Customer feedback and satisfaction	Evaluate customer satisfaction; Identify customer expectations; Improve global image.
Innovation and customization	Introduce customized products/services; Introduce innovativeness.
Social responsibility and sustainability	Promote social responsibility campaigns; Provide a better environment; Mitigate or control trash-talking; Strive to improve the customers' mental health; Enhance sustainable enterprise practices.
Marketing and advocacy	Initiate brand advocacy behaviors; Harness the power of peer-to-peer marketing opportunities.
Brand strategy and positioning	Adopt the Masstige strategy; Augment the altruism; Focus on firm-created content and user-generated content strategies; Develop conducive and appropriate service rituals for customers.

or other evidence were observed to determine the antecedents of brand evangelism.

As a result, this research identified four distinct clusters of antecedents driving brand evangelism: brand-centric relational evangelism, green evangelism, (online) community/social media evangelism, and emotional evangelism, which are somewhat aligned with the clusters obtained from the VOSviewer analysis. The most significant drivers within each category are presented in Table 4. The antecedents with absolute frequencies greater than 1 are indicated in parentheses. A full list of drivers by article is presented in Table A3.

For brand-centric relational evangelism, multiple constructs were found, namely brand loyalty, brand experience, and brand trust. All other antecedents related to brand-centric relational evangelism were referenced only once. Within green evangelism drivers, green brand loyalty, green purchase intention, and environmental sustainability awareness emerged as the most relevant drivers. Regarding (online) community/social media evangelism drivers, brand identification and brand attachment are the most referenced ones. Finally, brand love, brand happiness, and affective commitment were identified as the most referenced emotion-based drivers among emotional evangelism drivers.

A summary of the most significant antecedents influencing brand evangelism is provided in Table 5.

3.4.1.2 | Decisions. Decisions within the ADO framework represent managerial actions or strategic interventions undertaken in response to identified antecedents

(Paul and Benito 2018). These decisions serve as a bridge between the factors influencing brand evangelism (antecedents) and the outcomes they aim to achieve. As shown in Table 6, the five most frequently identified decisions across the reviewed articles involved establishing positive brand experiences (both online and offline), cited by 11 authors. This is followed by strategies focused on creating, encouraging, and motivating consumers to join online brand communities (nine authors), introducing product or service innovations (six authors), establishing and strengthening positive emotional bonds with consumers (six authors), and creating, maintaining, and strengthening relationships with consumers (five authors). Notably, all these identified decisions align with the antecedent factors previously discussed. Table 6 summarizes these decisions along with the associated authors.

Similar to antecedents, all decisions were grouped for better understanding. The most frequent decisions can be observed in Table 7.

3.4.1.3 | Outcomes. Within the ADO framework, outcomes represent the consequences or results achieved through brand evangelism initiatives (Paul and Benito 2018). These outcomes are evaluated based on the success or failure in achieving the desired behaviors. This review identified a range of potential outcomes associated with brand evangelism. The 10 most frequently cited outcomes, as reported in the reviewed articles, are presented in Table 8. These outcomes include: positive brand referrals (WOM) (20); (re)purchase intention (12); enhanced customer acquisition/retention (11); (sustainable) consumer–brand relationships (9); brand defense (9); emotional

TABLE 8 | Top 10 brand evangelism outcomes.

Outcome	Authors
Positive brand referrals (wom) (20)	(Aktan et al. 2023; Al Nawas et al. 2021; Amani 2023; Becerra and Badrinarayanan 2013; Harrigan et al. 2021; Hsu 2019; Hussain et al. 2023; Ibrahim et al. 2024; Kang et al. 2020; Mansoor and Paul 2022; Morkunas 2023; Mvondo et al. 2023; Mvondo, Jing, Hussain, et al. 2022; Mvondo, Jing, Hussain, Jin, et al. 2022; Parrott et al. 2015; Scarpi 2010; Schnebelen and Bruhn 2018; Sohaib et al. 2022; Swimberghe et al. 2018; Zhu and Park 2022)
(Re)purchase intention (12)	(Amani 2023; Bhandari et al. 2024; Hamouda and Aissaoui 2023; Hsu 2019; Hussain et al. 2023; Ibrahim et al. 2024; Mvondo et al. 2023; Mvondo, Jing, Hussain, et al. 2022; Nyadzayo et al. 2020; Panda et al. 2020; Schnebelen and Bruhn 2018; Yeh and Choi 2011)
Customer acquisition/retention (11)	(Becerra and Badrinarayanan 2013; Mansoor and Paul 2022; Mvondo et al. 2023; Mvondo, Jing, Hussain, et al. 2022; Mvondo, Jing, Hussain, Jin, et al. 2022; Nyadzayo et al. 2020; Sarkar and Sarkar 2017; Scarpi 2010; Schnebelen and Bruhn 2018; Wang et al. 2019; Yeh and Choi 2011)
(Sustainable) consumer-brand relationships (9)	(Hsu 2019; Ibrahim et al. 2024; Mvondo, Jing, Hussain, et al. 2022; Ndhlovu and Maree 2023; Nyadzayo et al. 2020; Parrott et al. 2015; Safeer and Le 2023; Schnebelen and Bruhn 2018; Yeh and Choi 2011)
Brand defense (9)	(Aktan et al. 2023; Bhandari et al. 2024; Harrigan et al. 2021; Hsu 2019; Kang et al. 2020; Khashan et al. 2024; Marticotte et al. 2016; Sharma et al. 2022; Wang et al. 2019)
Emotional attachment (8)	(Al Nawas et al. 2021; Hamouda and Aissaoui 2023; Mansoor and Paul 2022; Mvondo, Jing, Hussain, et al. 2022; Mvondo, Jing, Hussain, Jin, et al. 2022; Sohaib et al. 2022; Wang et al. 2019; Zhu and Park 2022)
Oppositional brand referrals (7)	(Hussain et al. 2023; Hsu 2019; Kang et al. 2020; Marticotte et al. 2016; Mvondo, Jing, Hussain, Jin, et al. 2022; Sharma et al. 2022)
Sense of community and attachment (7)	(Aktan et al. 2023; Bhandari et al. 2024; Hamouda and Aissaoui 2023; Hsu 2019; Ibrahim et al. 2024; Kang et al. 2020; Sarkar and Sarkar 2017)
Customer loyalty (6)	(Al Nawas et al. 2021; Ibrahim et al. 2024; Nguyen et al. 2023; Nyadzayo et al. 2020; Panda et al. 2020; Yeh and Choi 2011)
Competitive advantage (5)	(Mansoor and Paul 2022; Ndhlovu and Maree 2023; Panda et al. 2020; Scarpi 2010; Tseng 2020)

TABLE 9 | Groups of outcomes.

Outcome group	Outcome
Consumer behavior and relationship	(Re)purchase intention; customer acquisition/retention; customer loyalty; devotion; emotional attachment; sense of community and attachment; strong brand community; sustainable consumption patterns; willingness-to-pay premium
Brand perception and image	Brand awareness; brand reputation; brand identity; positive brand image; brand confidence; brand trust; credibility; evangelical customers
Brand interaction and experience	Brand experience; brand engagement; customer delight; customer suggestions/feedback
Advocacy and defense	Brand evangelism; brand defense; oppositional brand referrals; positive brand referrals (WOM); market mavens and brand guardians
Recovery and satisfaction	Brand forgiveness; control future service failures; recovery satisfaction
Economic and strategic impact	Competitive advantage; consumer-based brand equity; cost reduction; customer lifetime value; market share; sales growth; brand performance; customer value

attachment (8); oppositional brand referrals (7); a sense of community and attachment (7); brand loyalty (6); and competitive advantage (5).

A list of fully grouped outcomes can be seen in Table 9.

3.4.1.4 | Thematic Clusters and ADO Framework. Based on the results provided by the cluster analysis and the ADO framework, it is possible to highlight several theoretical implications for brand evangelism. First, its interdisciplinary foundation is rooted in multiple theoretical perspectives, including relationship

TABLE 10 | List of theories.

Theory	Authors	%
Social identity theory (6)	(Hsu 2019; Kang et al. 2020; Marticotte et al. 2016; Sharma et al. 2022; Swimberghe et al. 2018)	14%
Stimulus–organism–response theory (5)	(Al Nawas et al. 2021; Hussain et al. 2023; Ibrahim et al. 2024; Khashan et al. 2024; Sohaib et al. 2022)	12%
Service-dominant logic (4)	(Bhandari et al. 2024; Harrigan et al. 2021; Ndhlovu and Maree 2023; Purohit et al. 2023)	10%
Attachment theory (3)	(Bhandari et al. 2024; Kang et al. 2020; Zhu and Park 2022)	7%
Means-end chain theory (2)	(Mvondo et al. 2023; Nyadzayo et al. 2020)	5%
Prospect theory (2)	(Mvondo et al. 2023; Nyadzayo et al. 2020)	5%
Theory of engagement (2)	(Mvondo, Jing, Hussain, et al. 2022; Mvondo, Jing, Hussain, Jin, et al. 2022)	5%
Theory of planned behavior (2)	(Nguyen et al. 2023; Panda et al. 2020)	5%

marketing, social identity theory, commitment-trust theory, and consumer engagement theory. These perspectives provide a strong foundation for understanding why consumers become passionate advocates for brands. Second, the role of emotion and social influence, whether through brand love, trust, or passion, serves as a primary driver of evangelistic behavior. Social influence, particularly in brand communities and social media spaces, amplifies brand evangelism by facilitating word-of-mouth communication. Third, brand evangelism extends beyond loyalty to proactive support, emotional commitment, and the willingness to defend and promote a brand. Fourth, an evolutionary perspective toward values-based evangelism, involving, for example, the inclusion of green evangelism, suggests customers may align with ethical, luxury, social, cause-based, and sustainability beliefs.

3.4.2 | TCM Framework—Theories, Contexts and Methodologies

The TCM framework, introduced by Paul et al. (2017), provides a comprehensive structure for analyzing research by dissecting three key components: Theories (T), Contexts (C), and Methods (M). In particular, theories encapsulate the perspectives that scholars rely upon to guide their investigation, whereas contexts depict the specific conditions surrounding an investigation. Finally, methods shed light on the nature of empirical evidence through which the investigation develops.

3.4.2.1 | Theories. Theories serve as a foundation for scholarly advancement, offering scholars guidance in their pursuit of research objectives and answers to their research questions (Lim et al. 2021). Despite the recent nature of brand evangelism as a research topic, this review found several theories applied across articles (Table 10). Social identity theory emerged as the most frequently adopted theoretical framework, with applications in six articles, followed by stimulus–organism–response (5), service-dominant logic (4), and attachment theory (3).

The limited number of theories used to explain brand evangelism can be attributed to the relatively emerging nature of the concept within marketing and consumer behavior research,

TABLE 11 | Contextual geographic coverage.

Geographic boundary	Country
Oceania (1)	Australia (1)
Asia (19)	China (6); India (4); Taiwan (2); Vietnam (2); Jordan (1); Pakistan (1); South Asia (1); South Korea (1); Thailand (1)
Africa (3)	Egypt (1); South Africa (1); Tanzania (1)
Europe (4)	Germany (1); Latvia (1); Lithuania (1); Portugal (1)
American (7)	United States (7)
International (2)	

far from theoretical saturation as other constructs in marketing, which may also explain the differences in TGC and TLC scores. Second, the limited diversity of theories applied may indicate that scholars are still exploring the most appropriate frameworks for understanding brand evangelism, leading to fragmented research efforts. Finally, as brand evangelism shares similarities with concepts like brand passion, brand loyalty/love, and brand advocacy, it is difficult for researchers to position it as a distinct construct requiring separate investigation.

3.4.2.2 | Contexts. Contexts encompass the circumstances that are involved in the investigation (Paul et al. 2017). This review focuses on two main contexts that characterize the 41 articles under study: geographic boundaries (Table 11) and industries (Table 12).

Geographically, Asia emerged as the continent with the most analyzed articles (19), with a particular focus on China (6) and India (4). The remaining samples are studied throughout the Asian continent, from the Middle East (e.g., Pakistan and Jordan) to the Far East (e.g., Vietnam and South Korea). North

TABLE 12 | Industry-based context.

Industry	Focus
Products (10)	Blind box (Mvondo et al. 2023); Cars (Yeh and Choi 2011; Becerra and Badrinarayanan 2013); Flowers (Scarpi 2010); Green products (Panda et al. 2020; Nguyen et al. 2023); Groceries (Schnebelen and Bruhn 2018); Motorcycles (Swimberghe et al. 2018); Pharmacy (Tseng 2020); Retail (Tseng 2020)
Food and beverages (8)	Coffee shop (Chiengkul and Junla 2023; Ibrahim et al. 2024); Continental restaurant/s (Hussain et al. 2023; Khashan et al. 2024; Mvondo, Jing, Hussain, Jin, et al. 2022; Shang and Li Sam 2024); Fast-food (Hussain et al. 2023); Food and beverage (Tseng 2020)
Fashion (6)	Athletic shoes (Becerra and Badrinarayanan 2013); Clothing (Schnebelen and Bruhn 2018); Fashion brands (Parrott et al. 2015; Sarkar and Sarkar 2017; Tseng 2020); Sports (Tseng 2020)
Tourism (6)	Environment-friendly hotels (Sohaib et al. 2022); Hotels (Purohit et al. 2023); Tourism (Bairrada et al. 2019; Kang et al. 2020; Harrigan et al. 2021; Mvondo, Jing, Hussain, et al. 2022)
Beauty (5)	Beauty products (Hamouda and Aissaoui 2023); Cosmetics (Schnebelen and Bruhn 2018; Hsu 2019; Mansoor and Paul 2022); Personal care (Hamouda and Aissaoui 2023)
Electronics (3)	Electronics (Schnebelen and Bruhn 2018); Mobile phones (Ndhlovu and Maree 2023; Nyadzayo et al. 2020)
Education (2)	University (Aktan et al. 2023; Amani 2023)
Entertainment (2)	Console gaming (Marticotte et al. 2016); Entertainment (Tseng 2020)
Finance (2)	Banking (Safeer and Le 2023); Finance (Tseng 2020)
Online shopping (2)	Online shopping (Al Nawas et al. 2021; Zhu and Park 2022)
Social media (2)	Social media (Ndhlovu and Maree 2023; Sharma et al. 2022)
Brand community (1)	Club Sports fan (Dwyer et al. 2015)

TABLE 13 | Research approach.

Approach	Number of articles	Sample articles
Qualitative		
Content analysis	2	(Dwyer et al. 2015; Purohit et al. 2023)
Confirmatory factor analysis	3	(Sarkar and Sarkar 2017; Wang et al. 2019)
Netnography	1	(Parrott et al. 2015)
Quantitative		
Structural equation modeling	36	(Bairrada et al. 2019; Mansoor and Paul 2022)
Regression analysis	1	(Nobi et al. 2022)
ANOVA	1	(Shang and Li Sam 2024)
Confirmatory factor analysis	1	(Dwyer et al. 2015)
Fuzzy set qualitative comparative analysis (fsQCA)	1	(Purohit et al. 2023)

TABLE 14 | Research data.

Data	Number of articles	Sample articles
Primary		
<i>Qualitative</i>		
Focus group interview	3	(Sashittal et al. 2023; Wang et al. 2019)
Observation	1	(Parrott et al. 2015)
Paper and pen	1	(Sarkar and Sarkar 2017)
<i>Quantitative</i>		
Online survey	31	(Kang et al. 2020; Mvondo, Jing, Hussain, Jin, et al. 2022)
Offline survey	10	(Amani 2023; Sharma et al. 2022)
Secondary		
Online review	1	(Purohit et al. 2023)

America followed with research featured in 7 articles, all conducted in the United States. Europe has 4 articles (Latvia and Lithuania are both in the same research article), Africa has 3 articles, and, finally, Oceania has 1 article. It should be noted that the two articles have an international scope.

TABLE 15 | Research agenda addressing theory-based gaps.

Theory type	Theory	GAP	Research agenda
Attribution and perception	Appraisal theory	Collective/group focus	Examine the influence of collective appraisals (e.g., group or community opinions) on brand advocacy. Analyze group dynamics' role in shaping brand evangelism.
	Attribution theory	Collective/group focus	Investigate how attributions within social groups affect collective brand support and passionate advocacy. Explore the impact of shared interpretations of brand actions on brand evangelism.
Consumer behavior and psychology	Affect theory of social exchange	Emotional exchanges	Determine the link between emotional exchanges, strong brand loyalty, and enthusiastic recommendations. Identify key emotional drivers behind brand evangelism.
	Cognitive dissonance theory	Cognitive dissonance in social media	Analyze the impact of social media-induced cognitive dissonance on brand evangelism. Explore consumer dissonance resolution strategies related to brands. Assess methods for mitigating negative dissonance.
	Means-end chain theory	Consumer values	Explore the relationship between consumer values and brand evangelism behaviors. Investigate successful brand value alignment with loyal advocates.
	Prospect theory	Brand communications (potential losses)	Evaluate the influence of emphasizing potential losses (versus gains) in brand communication on brand evangelism. Analyze the impact of framing effects on consumer advocacy decisions.
	Schadenfreude theory	Rival brand failures	Assess the effect of rival brand failures on evangelism for preferred brands. Examine schadenfreude's influence on consumer loyalty and advocacy.
	Self-affirmation theory	Self-affirmation activities and campaigns	Investigate the impact of self-affirmation activities and marketing campaigns on brand evangelism. Explore ways brands leverage self-affirmation to foster strong brand relationships.
	Self-congruity theory	Dynamic self-congruence	Analyze the impact of changing self-images (dynamic self-congruence) on long-term brand evangelism. Evaluate brand adaptation strategies to maintain relevance to evolving consumer self-concepts.
	Stimulus-organism-response theory	Specific stimuli (digital and social media)	Determine which digital and social media stimuli trigger brand evangelism. Identify the most effective marketing stimuli for fostering consumer advocacy.
Consumer culture and market orientation	Consumer culture theory	Subcultures or niche communities	Explore the formation of brand-centered subcultures and their contribution to brand evangelism. Analyze the role of brand communities in positive word-of-mouth generation.
Motivation and decision-making	Masstige theory	Emerging markets	Examine effective strategies for balancing mass appeal and prestige to cultivate brand evangelists in emerging markets. Investigate methods to cater to diverse consumer needs.
	Theory of planned behavior	Online environments	Analyze the influence of online attitudes, social norms, and perceived behavioral control on brand evangelism. Explore ways brands can leverage these factors to promote positive online advocacy.
	Theory of Psychological Ownership	Online environments	Investigate the impact of (virtual or real) ownership on brand evangelism. Explore methods for fostering psychological ownership among customers.
	Theory of reasoned action	Likelihood and intensity of brand evangelism	Examine the influence of intervening factors (e.g., brand communication) on the intentions-to-evangelism behavior relationship. Analyze the motivational impact of information on evangelism.
Relationship and emotional attachment	Attachment theory	Various levels of attachment styles	Analyze the effect of various attachment styles (secure, anxious, avoidant) on brand attachment and evangelism. Investigate the role of brand personality in shaping attachment types.
	Commitment-trust theory	Virtual commitment/trust	Investigate the role of virtual commitment and trust-building mechanisms in online brand evangelism. Assess effective strategies for building online customer trust.

(Continues)

TABLE 15 | (Continued)

Theory type	Theory	GAP	Research agenda
	Consumer–brand relationship theory	Negative experiences and conflicts	Analyze the long-term effects of negative experiences and conflicts on brand evangelism. Evaluate methods for managing negative experiences to prevent customer advocacy loss.
	Customer-brand identification theory	Longitudinal development	Analyze the impact of customer-brand identification development on evolving brand evangelism behaviors. Investigate methods for fostering deep brand identification.
	Relationship marketing theory	Emotional and social bonds (online communities)	Examine the impact of emotional and social bonds within online communities on brand evangelism. Explore the use of online communities to amplify marketing efforts.
	Self-inclusion theory of love	Brand identities in personal self-concept	Investigate the link between brand identity integration into personal self-concept and evangelistic behaviors. Explore how brands become intertwined with customer identities.
Social interaction and identity	Gender schema theory	Gendered marketing and gender-specific brand evangelism	Assess the impact of gendered marketing on gender-specific brand evangelism. Develop marketing strategies resonating with diverse gender identities and preferences.
	Interaction ritual chains theory	Repeated interactions and emotional energy	Analyze the role of repeated interactions in fostering emotional energy and brand evangelism within brand communities. Investigate the design of interactions that promote emotional engagement and loyalty.
	Protection motivation theory	Safety and risk industries	Explore the relationship between health beliefs/behaviors and brand loyalty/evangelism in high-risk industries. Evaluate effective safety and risk communication strategies.
	Social identity theory	Digital contexts	Investigate the impact of evolving digital social identities on brand evangelism. Evaluate methods for engaging customers in digital spaces while respecting their online personas.
	Theory of engagement	Mechanisms of digital engagement	Identify digital engagement mechanisms that transform regular customers into brand evangelists. Optimize digital engagement strategies for cultivating loyal advocates.
Value exchange and equity	Equity theory	Perceived fairness and equity in brand-consumer interactions	Analyze the impact of perceived fairness and equity on brand evangelism. Investigate strategies for ensuring fair consumer treatment and fostering loyalty.
	Justice theory	Perceptions of justice and brand interactions	Analyze the influence of justice perceptions (distributive, procedural, interactional) on evangelistic advocacy. Evaluate strategies for managing negative justice perceptions to prevent customer defection.
	Signaling theory	Brand signaling and levels of brand evangelism	Evaluate the impact of various brand signaling methods (e.g., CSR) on brand evangelism levels. Investigate the use of signaling to enhance reputation and attract passionate advocates.
	Exchange theory	Non-monetary exchanges	Analyze the contribution of non-monetary exchanges (e.g., information, support) within brand communities to brand evangelism. Explore strategies for cultivating positive interactions and relationships.
	Service-dominant logic (SDL)	Value co-creation	Analyze the role of value co-creation in fostering brand evangelistic behavior. Investigate methods for involving customers in value creation to build strong customer relationships and advocacy. Investigate how <i>consumer knowledge and enthusiasm</i> act as operant resources in brand ecosystems. Investigate how SDL could help explain how relational aspects of brand evangelism (trust, commitment, emotional connection) evolve over time.

Regarding industry sectors, product brands are at the top of the research (10 articles), including, among others, flowers, automobiles, and green products. The food and beverage industry (8) includes restaurants (fast food and international restaurants) and coffee shops (Starbucks). Fashion and tourism closely follow (with 6 articles each) and beauty brands (5). The remaining industries include, among others, education (universities), entertainment, and social media.

3.4.2.3 | Methodologies. Methods entail the nature of empirical evidence that investigations develop (Paulet al. 2017). This review considers two major attributes of methods that characterize the 41 articles under study: research approach and research data.

The research approach adopted in brand evangelism research predominantly falls into two categories: qualitative

TABLE 16 | Geographic gaps in current research.

Gap	Examples
Limited research in Western Europe	Studies on brand evangelism remain scarce in the UK, France, Spain, and Italy. Future research could explore how cultural and economic factors influence consumer advocacy in these regions.
Underrepresentation of Eastern Europe	Markets such as Poland, the Czech Republic, and Hungary have received little attention. Research could examine how post-communist economic transitions shape brand attachment and advocacy.
Scandinavian perspectives are missing	Norway, Sweden, and Denmark, known for their strong sustainability values, present an opportunity to explore how ethical consumerism influences brand evangelism.
Lack of studies in West and Central Africa	Countries like Nigeria, Ghana, Senegal, and Cameroon remain largely unexplored. Research could analyze how community-driven consumer behavior fosters brand advocacy in these economies.
Sparse research on North Africa	Tunisia, Algeria, and Morocco offer rich cultural diversity but are rarely studied. Investigating the interplay between traditional consumer behavior and modern digital engagement could be valuable.
Oceania remains overlooked	While Australia has some coverage, there is limited research on New Zealand and Pacific Island nations. Studies could explore how brand evangelism functions in smaller, close-knit consumer markets.
South America is underexplored	Despite Brazil, Argentina, and Chile's growing influence in global markets, their impact on brand evangelism is unclear. Research could examine how economic fluctuations affect consumer advocacy.
Gaps in North America beyond the U.S.	Canada and Mexico have received minimal scholarly attention. Comparative studies could highlight regional differences in consumer–brand relationships.
Uneven focus within Asia	While China and India dominate discussions, markets such as Japan, Indonesia, Malaysia, and the Philippines are underexplored. Research could assess how digital and mobile commerce strategies influence brand advocacy in these regions.

and quantitative (Table 13). Of the six qualitative articles, five originated from mixed-methods approaches. Confirmatory Factor Analysis (CFA) emerged as a preferred approach (3), followed by Content Analysis (2), and Netnography (1). Regarding the quantitative studies (40), 36 used Structural Equation Modelling, while the remaining 4 employed ANOVA, CFA, and Fuzzy Set Qualitative Comparative Analysis (fsQCA).

The research predominantly relied on primary data collection, with only one study based on secondary data sourced from online reviews. Online surveys are the preferred data collection method for primary data (31), followed by face-to-face surveys (10), and focus groups (3) (Table 14). Several factors may explain this outcome. First, the emphasis on empirical validation through statistical modeling rather than the development of new theoretical frameworks, particularly in marketing and consumer behavior research, often favors quantitative methods for their measurable and generalizable results. Second, ease of data collection, as online surveys allow researchers to gather large datasets efficiently, making quantitative approaches more attractive than qualitative studies. Third, time and resource constraints make qualitative studies more resource-intensive than surveys, as qualitative studies typically require longer observation periods and deeper engagement with subjects. Fourth, the predominance of confirmatory over exploratory research suggests a focus on refining existing models rather than generating new concepts.

3.4.2.4 | Integration of the ADO–TCM Framework. Figure 4 shows the fully integrated ADO–TCM framework, with all theories, contexts, and methodologies that are behind all antecedents, decisions, and outcomes attained in this review.

The bibliometric analysis provides a quantitative foundation that supports the ADO–TCM framework in addressing the research questions posed in this review. The ADO framework helps categorize the findings into antecedents (A), decisions (D), and outcomes (O), while the TCM framework structures the analysis based on theories (T), contexts (C), and methods (M).

By linking the thematic clusters identified in the bibliometric analysis to the ADO framework, we clarify the factors driving brand evangelism, such as brand trust, emotional attachment, and social media engagement (antecedents), strategic brand actions that foster evangelism, such as creating brand communities and engaging in sustainability initiatives (decisions) and the impact of brand evangelism on, among others, purchase intent, brand loyalty, and consumer advocacy (outcomes). Furthermore, the TCM framework enhances the identification of the theoretical foundations underlying brand evangelism, contextualizing the research across different geographies and industries and examining the methodologies used to study brand evangelism, highlighting areas for future refinement. This integration ensures that the bibliometric analysis not only provides a descriptive overview but also aligns with the core objectives of the

TABLE 17 | Industry and other contextual gaps in the literature.

Gaps	Examples
Healthcare and pharmaceuticals	Innovations like medical devices and health tech, as well as healthcare facilities such as hospitals, clinics, and wellness centers.
Technology	Advancements in software, artificial intelligence (AI), virtual reality (VR), and the Internet of Things (IoT).
Real estate	Businesses involved in property development, real estate management, and brokerage services.
Non-profit and NGOs	Organizations focused on humanitarian aid, environmental sustainability, public health, community initiatives, and education.
Emerging and Niche markets	The rise of locally crafted goods, artisanal products, and brands prioritizing sustainability and eco-conscious values.
Digital platforms and technologies	The expanding world of E-commerce, mobile applications, and the power of influencer-driven marketing.
Consumer demographics	A contrast between different age groups, social classes, and other demographic factors influencing purchasing behavior.
Cultural influences	The impact of societal norms, Hofstede's cultural dimensions, and religious beliefs on consumer preferences.
Crisis situations	Challenges posed by economic downturns, brand reputation crises, and global health emergencies like pandemics.
Urban versus rural dynamics and product lifecycle	Differences in demand between city and countryside markets, and how products or brands evolve from new to established.

review. Thus, the application of the ADO–TCM framework facilitates a structured synthesis, reinforcing the relevance of our findings and guiding future research directions.

4 | Future Research Agenda

Brand evangelism is a relatively new research area that needs further investigation. This article contributes by proposing a future research agenda based on the gaps detected through the analysis of the ADO and TCM frameworks. The subsequent subsections present results related to these gaps within both ADO and TCM frameworks.

4.1 | Research Agenda for Theories, Context, and Methodologies

We begin by analyzing the TCM framework, as it underpins the ADO framework. The following research agendas are proposed based on identified theories, contexts, and methodologies.

4.1.1 | Research Agenda for Theories (T)

By identifying theoretical gaps and creating a research agenda, researchers can advance knowledge, promote innovative and creative approaches, integrate theories effectively, ensure the relevance and applicability of research outcomes, facilitate interdisciplinary collaboration, enhance

problem-solving and decision-making, and develop a clear roadmap for future research initiatives. This process is essential for pushing the boundaries of knowledge, driving meaningful change, and contributing to the advancement of science and scholarship.

By analyzing the identified theories, they were grouped into master categories. Each theory was examined within the context of marketing and consumer behavior, particularly regarding brand evangelism, and gaps were identified. A research agenda was then proposed for each theory (Table 15).

Finally, although not mentioned in the papers analyzed, the Uses and Gratifications Theory (UGT), which examines the ways in which individuals consume certain media and the gratifications they obtain from them (Bhatiasevi 2024; Nguyen and Nguyen 2024), could be applied to understand what specific gratifications (e.g., self-expression, community belonging, social influence) drive consumers to engage in brand evangelism on social media or how different individual motivations (self-identity, personal benefits) and community-based motivations (social belonging, recognition, shared purpose) are involved in brand evangelism.

4.1.2 | Research Agenda for Contexts (C)

Detecting context gaps and creating a research agenda are essential for guiding research efforts, maximizing impact, and advancing understanding in a particular field of study. The context was analyzed based on geographic boundaries and industries.

TABLE 18 | Research agenda addressing methodological gaps.

Research approach	Gaps	Research agenda
Qualitative	Narrative analysis and storytelling	Uncover how consumers' personal narratives, shared across social media and blogs, shape brand evangelism. How do these stories build brand loyalty and advocacy?
	Phenomenological studies	Delve into the lived experiences of brand evangelists. What are their motivations and emotional connections to the brand? How do these experiences influence their advocacy?
	Grounded theory	Develop a robust theoretical framework for brand evangelism, directly from the voices of brand evangelists. What are the key factors driving this phenomenon?
	Ethnographic studies	Immerse ourselves in brand communities to observe evangelism in action. What natural behaviors and interactions foster strong brand advocacy within these communities?
	In-depth interviews	Explore the driving forces behind brand evangelism through detailed conversations and focus groups. What motivates evangelists to champion a particular brand?
	Case studies	Analyze successful brand evangelism campaigns to reveal winning strategies. What specific tactics and consumer interactions fostered exceptional results?
	Diary studies	Track consumers' daily interactions and feelings towards a brand over time to understand evolving relationships. How do brand interactions contribute to long-term evangelism?
Quantitative	Longitudinal studies	Monitor brand evangelism trends over the long term. How does brand evangelism evolve across time and contexts? What factors influence these shifts?
	Multilevel modeling	Analyze the interplay between individual evangelists and the communities or regions they belong to. How do multiple levels of influence interact to shape evangelism?
	Randomized controlled trials	Experimentally test different campaigns and strategies to boost brand evangelism. What interventions are most effective in fostering brand advocacy?
	Cluster analysis	Identify distinct groups of brand evangelists based on shared characteristics. What are the key demographic and behavioral patterns within these clusters?
	Latent class analysis	Uncover hidden subgroups within the consumer population that exhibit unique patterns of brand evangelism. What are the defining features of these less obvious groups?
Mixed methods	Sequential explanatory design	Use quantitative data to identify key trends, then use qualitative data to explore the reasons behind those trends. What deeper insights can we gain by combining these approaches?
	Sequential exploratory design	Begin with qualitative insights to unearth new phenomena, then use quantitative methods to confirm and generalize these findings. How can we transform qualitative discoveries into robust, scalable knowledge?
	Concurrent triangulation design	Simultaneously gather qualitative and quantitative data to cross-validate results and gain a holistic understanding. How can we build a more comprehensive picture of brand evangelism by combining data types?
Advanced and emerging quantitative techniques	Big data analytics	Leverage massive datasets from diverse online sources to reveal patterns in brand evangelism. What hidden trends emerge when we analyze large-scale digital interactions?
	Machine learning and AI	Predict future evangelist behavior and pinpoint key drivers of evangelism through AI. What predictive models can help us understand and shape evangelism?
	Social network analysis	Map and analyze the connections between individuals, groups, and organizations to trace the spread of brand evangelism. How does brand advocacy spread through social networks?
Geographic and cultural comparisons	Cross-cultural comparisons	Compare brand evangelism across different cultures, using both quantitative and qualitative methods. How does culture shape consumer attitudes and brand loyalty?

Based on the geographic boundaries of the research findings, several gaps or under-explored areas related to brand evangelism were identified. Certain regions have minimal or no research representation in our data. These gaps provide opportunities to explore the applicability and impact of brand evangelism theories in diverse cultural and economic contexts.

As research is limited to only a few countries in Europe, there is a gap in understanding brand evangelism dynamics in Western European countries like the UK, France, Spain, and Italy, as well

as Eastern European and Scandinavian countries. There is limited research on the African continent, with West Africa, Central Africa, and North Africa remaining underexplored. In Oceania, countries like New Zealand and the Pacific Islands remain underexplored. There is a significant gap in South American countries, which are not represented. This opens up opportunities for research in countries like Brazil, Argentina, and Chile.

Latin America and Africa consist of emerging markets with unique consumer dynamics. Exploring brand evangelism within

TABLE 19 | Research agenda based on gaps in brand evangelism antecedents.

Antecedents' clusters	Gap	Research agenda
Brand-centric relational evangelism	Interplay between self-expression and evangelism	Uncover the psychological links between brand self-expression, personal identity, and the drive to become a brand evangelist. How do brands become vehicles for self-expression, fostering passionate brand evangelism?
	Impact of digital co-creation	Explore how digital platforms facilitate consumer–brand co-creation, and how this collaboration deepens loyalty and fuels brand evangelism. Which co-creation models most effectively cultivate strong consumer–brand connections?
	Brand supremacy and social influence	Analyze how perceptions of brand dominance within social circles shape evangelistic behavior. What social pressures elevate the prestige and brand evangelism of leading brands?
	E-retailer and brand dynamics	How does the quality of the online retail experience affect perceptions of brand value and identity, impacting brand evangelism? What role does the e-retailer play in shaping consumer–brand relationships?
	Centrality and brand perception	How central is brand usage to consumers' lifestyles, and how does this centrality predict evangelistic behavior? Under what circumstances does brand importance translate into active brand evangelism?
	Cultural influences on brand perception	Conduct cross-cultural research to understand how brand perception, personality alignment, and self-brand congruity influence brand evangelism in diverse markets. How do cultural differences shape brand evangelism?
	The paradox of mass prestige	Investigate how brands achieve both broad appeal and exclusivity, fostering passionate loyalty amongst a wide range of consumers. What strategies allow these brands to retain distinctiveness while nurturing a devoted following driven by brand evangelism?
	Dynamics of brand mesmerization	Explore the concept of “brand mesmerization”—what creates an enduring, captivating brand image that drives long-term consumer brand evangelism? What experiential elements contribute to this effect?
	Trust-building strategies in emerging markets	Analyze the strategies for cultivating trust in emerging markets, and identify key differences from mature markets. How do these trust-building approaches influence brand relationships and brand evangelism?
	Linking brand experience to satisfaction and evangelism	Unravel the direct links between sensory, emotional, and intellectual brand experiences and both consumer satisfaction and subsequent evangelistic actions. What specific types of experiences are most likely to lead to brand evangelism?
Green evangelism	Converting awareness to advocacy	Investigate how awareness of environmental and social sustainability translates into active brand evangelism. What motivates consumers to become champions of green brands?
	Role of authenticity in green branding	Analyze how perceptions of brand authenticity influence consumer support for green brands. How does genuine sustainability compare to “greenwashing” in building trust and fostering brand evangelism?
	Behavioral economics and green purchases	Explore how principles of behavioral economics can drive green purchasing behavior and brand evangelism. What strategies (nudges, incentives) are most effective in promoting brand evangelism?
	Impact of Community on Green Brand Loyalty	How does community engagement around sustainability influence green brand loyalty and brand evangelism? How can online and offline communities amplify green brand messages?
	Influence of cultural values on green evangelism	Conduct cross-cultural research to understand how cultural values shape attitudes toward green branding and influence evangelistic behaviors. What cultural factors either support or hinder green consumerism and brand evangelism?

(Continues)

TABLE 19 | (Continued)

Antecedents' clusters	Gap	Research agenda
	Measurement of long-term impact	Develop reliable metrics to measure the long-term effects of green brand evangelism on consumer behavior and brand performance. How can we assess the lasting impact of these initiatives?
	Psychological underpinnings of green advocacy	What psychological factors (personal values, identity, perceived social benefits) motivate individuals to become green brand evangelists? What drives commitment to eco-friendly brands and brand evangelism?
	Corporate transparency and consumer trust	Explore the link between corporate transparency in sustainability efforts and consumer trust. How does transparent communication impact brand loyalty and the likelihood of brand evangelism?
	Innovative engagement strategies	Investigate effective marketing and engagement strategies for converting environmentally conscious consumers into brand evangelists. What campaigns and platforms best highlight sustainability and drive brand evangelism?
	Educating and mobilizing consumers	Examine how educational initiatives can empower consumers to become active green brand evangelists. How can brands enhance consumer knowledge and brand evangelism?
(Online) community/social media evangelism	Dynamics of community influence	How do influential community members (influencers, advocates) shape brand evangelism? What are the key characteristics of effective online brand evangelists?
	Cross-platform engagement strategies	Analyze how engagement strategies should differ across social media platforms to effectively promote brand evangelism. What platform-specific features foster community interaction and loyalty to drive brand evangelism?
	Pathways to evangelism through gamification	How can gamification within online communities foster brand evangelism? How do elements like rewards and challenges strengthen community ties and brand evangelism?
	The role of brand narratives	Assess the impact of brand storytelling on community engagement and brand evangelism. What narrative elements resonate with users and encourage them to spread the brand message and drive brand evangelism?
	Brand crisis and evangelism	How do brand communities respond to crises, and how can strong community bonds turn potential negative impacts into positive brand evangelism opportunities?
	User-generated content influence	How does user-generated content drive brand evangelism within online communities? How does encouraging content creation impact community dynamics and brand evangelism?
	Integration of AI in community engagement	Explore how AI can personalize brand community interactions to enhance engagement, satisfaction, and drive brand evangelism. What are the ethical considerations?
	Cultural differences in community dynamics	Investigate how cultural differences shape the dynamics of brand communities and effective brand evangelism strategies. How can global brands adapt their approaches to different cultural contexts to drive brand evangelism?
	Metrics and measurement	Develop robust metrics for assessing the effectiveness of community engagement strategies in generating brand evangelism. Consider both quantitative and qualitative measures. What are the potential negative consequences (misinformation, over-commercialization) on brand evangelism?
Emotional evangelism	Emotional triggers of brand evangelism	Identify and analyze the specific emotional triggers that transform satisfied customers into brand evangelists. How do various emotions (joy, nostalgia, pride) motivate brand evangelism?
	Role of storytelling	Explore how emotional storytelling cultivates brand evangelists. What narrative techniques (personal testimonials, origin stories) are most effective in fostering deep emotional connections and driving brand evangelism?

(Continues)

TABLE 19 | (Continued)

Antecedents' clusters	Gap	Research agenda
	Social dynamics	Analyze the social aspects of brand evangelism, including peer influence and community belonging. How do emotional bonds within consumer groups strengthen collective brand evangelism?
	Psychological profiles	Develop psychological profiles of brand evangelists to understand the common emotional traits and attitudes that lead to passionate brand evangelism. What personality types are most likely to become evangelists?
	Emotion and brand longevity	Examine the relationship between emotional attachment to a brand and the persistence of evangelistic behavior over time, especially in dynamic market conditions. How can brands maintain long-term emotional connections and brand evangelism?
	Impact of emotionally charged events	Study how emotionally charged brand events (launches, crises) affect brand evangelism. How do these events influence emotional connections and brand evangelism?
	Role of digital interactions	Analyze how digital interactions and social media platforms influence emotional connections leading to brand evangelism. How do online communities facilitate emotional resonance and brand evangelism?
	Negative emotional influences	Investigate how brands can transform negative emotional experiences (dissatisfaction) into positive outcomes, fostering brand evangelism through effective recovery strategies. How can negative experiences be turned into opportunities for brand evangelism?
	Nontraditional evangelism channels	Explore how unconventional channels (virtual reality, experiential marketing) can create strong emotional impacts, encouraging brand evangelism. What new avenues can be explored to foster emotional connections and brand evangelism?

these contexts could yield new insights, especially in countries undergoing rapid economic development. In North America, there is a lack of research from Canada and Mexico. Other significant markets in Asia, like Japan, Indonesia, Malaysia, the Philippines, Singapore, and Bangladesh, are underrepresented.

Several industries have little to no representation, indicating considerable gaps where brand evangelism could be explored, namely healthcare and pharmaceuticals (e.g., medical devices, health tech products, hospitals, clinics, and wellness centers), technology [including software and emerging technologies such as Artificial Intelligence (AI), Virtual Reality (VR), and Internet of Thing (IoT)], real estate (real estate developers, property management companies, and real estate brokerage services) and non-profit/NGOs. There is also a gap in comparative studies examining how brand evangelism varies across different industries, such as products (e.g., electronics, fashion) versus services (e.g., tourism, finance).

Other context-based gaps that provide untapped research potentially could include emerging and niche markets (e.g., local and artisanal products, as well as sustainable and eco-friendly brands), digital platforms and technologies (e.g., e-commerce, mobile apps and influencer marketing), consumer demographics (e.g., researching youth and teenagers vs. senior consumers, other demographic variables), cultural influences, crisis situations (e.g., how brand evangelism is affected by economic downturns or public relations crises, or pandemics/unexpected events), urban versus rural dynamics, and product's

lifecycle stage (e.g., the role of brand evangelism in new vs. mature products).

A summary of the gaps related to the contexts can be found in Tables 16 and 17.

4.1.3 | Research Agenda for Methods (M)

To conclude the TCM-based research agenda, some gaps and under-explored areas in both qualitative and quantitative research approaches related to brand evangelism were found, as shown in Table 18. Both identifying methodological gaps and establishing a research agenda focused on addressing these gaps are essential for conducting high-quality research, advancing knowledge, and ensuring the credibility and impact of research outcomes. Moreover, future research should incorporate more qualitative approaches, such as in-depth interviews, ethnographic studies, and grounded theory methods, to enrich the theoretical understanding of brand evangelism. Additionally, a shift toward conceptual papers and theoretical frameworks could provide new insights that inform and complement empirical studies.

4.2 | Research Agenda for Antecedents, Decisions and Outcomes

Within this subsection, research agendas are proposed based on the antecedents, decisions, and outcomes. To create a more

TABLE 20 | Research agenda based on gaps in brand evangelism decisions.

Decision group	Gap	Research agenda
Customer engagement and community building	Engagement incentives	Determine optimal reward structures to incentivize active participation in online brand communities. Analyze the relative appeal of monetary, experiential, and social recognition rewards.
	Measurement of community impact	Establish robust metrics to quantify the effect of online brand communities on key consumer behaviors and overall brand success. Uncover the direct link between community engagement and tangible business results.
	Personalization in community interactions	Investigate how personalization enhances community cohesion and strengthens member loyalty. Develop strategies for tailoring content and interactions to individual member preferences and behaviors.
	Dynamic role of brand evangelists	Examine the evolving influence of brand evangelists within online communities. Determine their impact on both new member recruitment and the overall community culture.
	Crisis management within communities	Develop effective communication strategies for mitigating reputational damage and maintaining trust during online community crises. Identify crisis management techniques that safeguard credibility.
	Virtual and augmented reality for engagement	Explore the potential of VR/AR technologies to improve member engagement and retention within brand communities. Assess the effectiveness of immersive experiences in fostering brand evangelism.
	Multi-platform community synergies	Identify the challenges and opportunities associated with managing brand communities across diverse platforms. Develop comprehensive strategies for creating a cohesive and seamless user experience.
	Identifying potential evangelists	Create methods for proactively identifying potential brand evangelists through data-driven profiling and behavioral analysis. Pinpoint early indicators of evangelistic behavior to facilitate targeted engagement.
	Community governance models	Evaluate the effectiveness of various community governance models (e.g., peer-led vs. company-led). Determine their relative impact on member engagement and the generation of brand evangelism.
Brand experience and trust	Cultural considerations in community building	Conduct cross-cultural research to understand the influence of cultural norms and values on brand community dynamics and engagement. Develop culturally sensitive strategies for effective community building.
	Integration of online and offline experiences	Investigate the impact of a unified online–offline brand experience on customer loyalty and evangelism. Develop strategies to create consistent brand narratives and experiences across all touchpoints.
	Trust-building mechanisms	Identify and analyze the key elements that contribute to the building and maintenance of consumer trust in brands. Explore the relationship between trust and the conversion of satisfied customers into brand evangelists.
	Design of brand contact points	Analyze the effect of carefully designed brand touchpoints (retail spaces, digital interfaces) on brand perception and evangelism. Identify the sensory and emotional elements crucial for creating memorable brand experiences.
	Emotionally charged interactions	Examine how emotionally resonant interactions with a brand influence loyalty and evangelism. Develop strategies for empowering brand representatives to foster positive emotional connections with customers.
	Image congruity and consumer identity	Explore the relationship between brand image and consumer self-perception and its impact on loyalty and evangelistic behaviors. Develop effective strategies for aligning brand image with consumer values and aspirations.

(Continues)

TABLE 20 | (Continued)

Decision group	Gap	Research agenda
Emotional connections and relationships	Impact of brand storytelling	Determine the role of brand storytelling in building consumer trust and strengthening brand image alignment. Analyze how strategic storytelling across multiple media channels fosters emotional engagement and brand evangelism.
	Human interaction in digital environments	Develop methods for enhancing the human element within automated digital brand experiences. Evaluate the impact of virtual assistants, chatbots, and personalized communications on trust and engagement.
	Crisis and recovery strategies	Develop robust strategies to maintain and restore brand trust and image during crises. Analyze the impact of effective post-crisis communications in restoring consumer confidence and promoting brand evangelism.
	Cultural influences on trust dynamics	Conduct cross-cultural research to identify how cultural values and norms shape the formation of brand trust and the success of brand evangelism initiatives. Understand the cultural nuances affecting trust dynamics.
	Evaluating long-term brand experience effects	Conduct research to analyze the long-term effects of brand experiences on consumer behaviors, loyalty, and evangelism. Assess the long-term impact of early brand experiences on customer relationships.
	Measurement of emotional bonds	Develop effective methods to accurately measure the intensity and influence of emotional bonds between consumers and brands. Explore the connection between these bonds and consumer evangelism behaviors.
	Role of emotional triggers	Identify the specific emotional triggers that motivate satisfied customers to become brand evangelists. Uncover the brand messaging and experiences that generate strong positive emotions leading to evangelism.
	Influence of altruism in brand evangelism	Analyze the role of altruistic values in enhancing brand evangelism. Explore how incorporating CSR and ethical practices fosters evangelism driven by a desire to support the brand's values.
	Effective interaction with key influencers	Develop strategies for cultivating mutually beneficial relationships with key influencers and evangelists. Evaluate the efficacy of different methods for amplifying their reach and credibility.
	Emotional resilience and brand loyalty	Examine the role of emotional connections in building resilience and fostering brand loyalty, particularly in response to negative events. Assess the influence of these bonds on sustained evangelism even during controversies.
	Longitudinal emotional relationship studies	Conduct in-depth longitudinal studies to understand the evolution of emotional connections between consumers and brands over time. Track how these relationships shift consumer behaviors across different life phases and experiences.
	Personalized emotional engagement	Determine how personalization strengthens positive emotional bonds between consumers and brands. Evaluate the impact of tailored communications and experiences on fostering deeper relationships and driving evangelism.
	Feedback loops in emotional engagement	Analyze the effectiveness of feedback loops in improving emotional engagement and strengthening relationships. Develop methods for integrating consumer feedback effectively into brand strategies to improve customer connection.
	Cross-cultural emotional dynamics	Investigate cross-cultural differences in emotional connections to brands. Develop culturally nuanced approaches to building stronger emotional bonds with diverse consumer segments.
Technology-mediated emotional connections	Explore how technology facilitates emotional brand connections. Assess the impact of digital tools on enhancing emotional engagement and relationship building.	

(Continues)

TABLE 20 | (Continued)

Decision group	Gap	Research agenda
Content and communication strategy	Balancing firm-created and user-generated content	Optimize the blend of firm-created and user-generated content to maximize engagement and evangelism. Explore how different content types can complement one another to foster trust and loyalty.
	Perceptions and influence of evangelists	Develop methods for tracking and understanding how brand evangelists are perceived by consumers. Evaluate how these perceptions influence content sharing and evangelism, and how feedback mechanisms can improve these relationships.
	Strategies for amplifying sustainability messages	Develop compelling and effective communication strategies for conveying sustainability messages that resonate with current and potential brand evangelists. Assess the efficacy of different approaches on consumer action and awareness.
	Effectiveness of multi-channel communication	Evaluate the effectiveness of diverse communication channels in driving brand evangelism. Determine the optimal channel mix and content formats for reaching different target segments.
	Authenticity in content creation	Investigate the crucial role of authenticity in both firm-created and user-generated content. Analyze how authenticity impacts consumer trust and its ability to convert followers into active brand evangelists.
	Impact of real-time communication	Analyze how real-time communication (live events, immediate responses) enhances consumer engagement and evangelism. Assess how immediacy and interaction shape consumer perceptions.
	Content virality and evangelism	Identify the characteristics of viral content that contribute significantly to brand evangelism. Pinpoint the content elements (emotional, humorous, informational) that maximize sharing and evangelism.
	Sustainability content engagement metrics	Establish key metrics to assess the effectiveness of sustainability-focused content. Measure the impact of this content in driving evangelism and shaping brand perception.
	Cross-cultural content strategy	Develop culturally tailored content and communication strategies to optimize engagement and evangelism. Consider the cultural nuances impacting content receptivity and sharing behaviors across different markets.
	Content personalization and consumer involvement	Investigate how personalized content increases consumer engagement and brand evangelism. Evaluate how tailoring content to individual consumer preferences enhances their involvement and evangelism.
Customer feedback and satisfaction	Feedback mechanisms and evangelism	Identify the most effective feedback mechanisms (surveys, reviews, social media) for maximizing customer satisfaction and promoting brand evangelism. Analyze how these mechanisms influence consumer perceptions and behavior.
	Proactive versus reactive feedback strategies	Compare the impact of proactive (anticipating needs) and reactive (addressing complaints) feedback strategies on customer satisfaction and brand evangelism. Determine which approach is more effective at fostering evangelism.
	Expectation management and communication	Examine how managing consumer expectations influences brand evangelism. Assess how transparent and consistent communication aligns with customer expectations to drive satisfaction and increase brand evangelism.
	Global image and local relevance	Analyze the strategic balance between maintaining a global brand image while ensuring local relevance. Develop strategies to adapt global brand strategies to resonate with local expectations without compromising brand identity and fostering local evangelism.
	Emotional impact of satisfaction on evangelism	Investigate the emotional drivers underlying customer satisfaction that strongly correlate with brand evangelism. Identify the emotional elements (trust, joy, gratitude) influencing consumer evangelism.

(Continues)

TABLE 20 | (Continued)

Decision group	Gap	Research agenda
Innovation and customization	Role of negative feedback in strengthening evangelism	Examine the opportunity to convert negative feedback into positive brand evangelism. Explore best practices for using critical feedback to enhance relationships and build loyalty.
	Segmentation of feedback sources	Analyze the diverse perspectives on brand perception and evangelism from various customer segments. Evaluate the specific impact of feedback from loyal versus new customers on satisfaction and evangelism strategies.
	Technological integration in feedback collection	Explore the use of AI and machine learning to improve feedback collection and analysis. Assess how technology enhances insight into consumer satisfaction and fosters greater brand evangelism.
	Link between satisfaction and sustainable practices	Investigate the correlation between customer satisfaction and a brand's sustainable practices. Analyze how sustainability initiatives influence customer perception and evangelism.
	Cross-cultural studies on satisfaction and evangelism	Conduct cross-cultural research to understand the variations in customer satisfaction and expectations across different markets. Identify cultural influences on brand evangelism behaviors.
	Impact of customization on evangelism	Determine the effect of various customization levels (personalization to fully tailored offerings) on consumer willingness to evangelize the brand. Identify the specific aspects of customization that drive evangelism.
	Role of co-creation in innovation	Analyze the impact of customer co-creation on brand evangelism. Assess how collaborative innovation strengthens emotional connections and encourages brand evangelism.
	Innovation diffusion and customer evangelism	Study the adoption and spread of innovations among consumers, focusing on the role of early adopters as brand evangelists. Identify strategies for accelerating innovation diffusion through focused evangelism campaigns.
	Balancing standardization and customization	Evaluate the challenges and strategies for balancing standardization with customization. Assess how this balance affects brand perception and consumer evangelism across different market segments.
	Technological innovation and brand perception	Analyze the influence of technological advancements on consumer perception of brand leadership and innovation. Determine how these perceptions drive evangelistic behaviors.
	Customization and brand loyalty	Examine the link between product/service customization and increased brand loyalty. Assess how customized experiences foster stronger emotional connections and long-term evangelism.
	Cultural preferences in customization	Investigate how cultural differences shape preferences for customization and innovation. Develop strategies to enhance evangelism in diverse markets by aligning with local cultural preferences.
	Perceived value of customized innovations	Analyze consumer perception of the value associated with customized and innovative offerings. Assess how value perception impacts willingness to pay premium prices and engage in brand evangelism.
Environmental considerations in customization	Examine the environmental impact of customization practices. Develop strategies for sustainable customization that resonate with eco-conscious consumers and drive brand evangelism.	
Innovation-driven community engagement	Explore how product/service innovation can be used to create vibrant brand communities. Develop strategies for utilizing innovation to encourage word-of-mouth promotion and evangelism from community members.	

(Continues)

TABLE 20 | (Continued)

Decision group	Gap	Research agenda
Social responsibility and sustainability	Impact of social responsibility on brand evangelism	Analyze the impact of specific social responsibility initiatives on driving brand evangelism. Identify the most effective types of campaigns and messaging that resonate with consumers and encourage evangelism.
	Link between environmental initiatives and evangelism	Evaluate the influence of environmentally friendly practices (waste reduction, carbon emissions) on consumer evangelism. Analyze the role of transparency in communicating these efforts to build trust and enhance evangelism.
	Strategies for managing negative communication	Develop effective strategies for addressing negative word-of-mouth. Explore techniques for turning potentially negative situations into opportunities for positive brand evangelism.
	Sustainability and mental health	Explore how brands can support customer mental well-being through sustainable practices and social responsibility initiatives. Analyze how such initiatives can contribute to enhanced consumer well-being and increased brand evangelism.
	Sustainable practices and brand perception	Examine how sustainable business practices impact brand perception and customer loyalty. Evaluate how these practices differentiate the brand and encourage evangelism.
	Community engagement through social responsibility	Investigate how social responsibility campaigns build strong, engaged brand communities that act as evangelists. Develop strategies that encourage community participation and co-creation of social impact.
	Cross-cultural perspectives on sustainability	Conduct cross-cultural research to understand how different cultural norms and values influence perceptions of sustainability and social responsibility. Determine the impact of these perceptions on brand evangelism across various markets.
	Longitudinal impact of sustainability initiatives	Evaluate the long-term effects of sustainability initiatives on consumer behavior and brand loyalty. Analyze the impact of sustained commitment to social responsibility on brand evangelism over time.
	Integration of digital strategies in social campaigns	Examine the role of digital platforms and technologies in promoting social responsibility and sustainability campaigns. Evaluate how digital engagement strategies improve the reach and effectiveness of these campaigns in driving evangelism.
	Consumer trust and transparency in sustainability	Analyze the relationship between transparency in sustainability efforts and consumer trust. Determine how clear and honest communication about social responsibility can increase brand loyalty and evangelism.
Marketing and advocacy	Mechanisms to trigger evangelism behaviors	Identify the psychological and emotional factors that motivate brand evangelism behaviors. Determine the marketing strategies that most effectively trigger these behaviors and encourage existing customers to become active evangelists.
	Peer-to-peer influence dynamics	Analyze the role of peer influence in shaping consumer perceptions and behaviors. Identify the most persuasive types of peer endorsements to increase brand evangelism.
	Role of social proof and testimonials	Investigate the impact of social proof (testimonials, reviews) on brand evangelism. Develop strategies for using social proof effectively in marketing to enhance credibility and influence consumer choices.
	Leveraging micro-influencers for evangelism	Evaluate the effectiveness of utilizing micro-influencers for peer-to-peer marketing. Analyze how their close connections can amplify brand messages and increase consumer engagement.
	Technology-driven peer interactions	Analyze how technology facilitates peer-to-peer marketing. Explore how digital tools can enhance these interactions to boost brand evangelism.

(Continues)

TABLE 20 | (Continued)

Decision group	Gap	Research agenda
Brand strategy and positioning	Cross-generational evangelism strategies	Develop marketing strategies tailored to different generations to optimize peer-to-peer influence. Understand the generational differences in responding to evangelism-focused marketing.
	Emotional storytelling in evangelism	Assess how storytelling techniques encourage brand evangelism. Identify effective narrative strategies that inspire consumers to share and evangelize the brand.
	Quantifying evangelism impact	Develop methods for measuring the impact of brand evangelism efforts on key business outcomes (sales, brand reputation, customer acquisition). Determine the quantifiable return on investment of evangelism initiatives.
	Community-driven evangelism programs	Design and implement community-driven evangelism programs. Evaluate the effectiveness of building engaged brand communities in boosting peer-to-peer marketing and brand evangelism.
	Cultural variations in evangelism approaches	Conduct cross-cultural studies to understand the impact of cultural differences on peer-to-peer marketing effectiveness and evangelism behaviors. Develop culturally sensitive evangelism approaches.
	Effectiveness of masstige strategy	Assess the impact of “masstige” (mass prestige) strategies on brand evangelism. Analyze how balancing exclusivity and accessibility affects consumer perceptions and evangelism.
	Integrating altruism into brand positioning	Analyze the influence of altruistic brand positioning on consumer evangelism. Develop effective ways for brands to communicate altruistic values to foster loyalty and evangelism.
	Synergy between firm-created and user-generated content	Explore effective strategies for aligning firm-created and user-generated content to maximize brand evangelism. Assess the impact of content co-creation on customer engagement and evangelism.
	Designing effective service rituals	Analyze how customer service rituals enhance brand loyalty and evangelism. Identify the essential elements of consistent, meaningful interactions that foster a strong emotional connection to the brand.
	Perception of mass prestige across cultures	Conduct cross-cultural research to understand the perception and effectiveness of masstige strategies in various markets. Identify cultural factors that influence the acceptance and success of mass prestige branding.
	Role of rituals in consumer experience and evangelism	Investigate the impact of well-designed service rituals on the consumer experience and brand evangelism. Identify specific rituals that enhance customer satisfaction and emotional attachment to the brand.
	Evaluating content strategy impact on evangelism	Develop methods to evaluate how integrated content strategies influence brand evangelism. Measure the effect of different content approaches on brand loyalty and consumer evangelism.
	Altruism and corporate social responsibility	Analyze the relationship between CSR initiatives and brand evangelism. Determine how CSR efforts can amplify altruism and encourage consumer evangelism.
	Communicating prestige and value simultaneously	Develop effective strategies for communicating both prestige and value simultaneously. Ensure that mass-market consumers perceive the brand as both aspirational and accessible to enhance evangelism potential.
Digital integration of service rituals	Explore the potential for enhancing traditional service rituals with digital elements to boost consumer experience and evangelism. Assess how digital transformation impacts customer perceptions and loyalty.	

TABLE 21 | Research agenda based on gaps in brand evangelism outcomes.

Outcome group	Gap	Research agenda
Consumer behavior and relationship	Drivers of (re) purchase intention	Identify the factors motivating repeat purchases among brand evangelists. Determine the impact of evangelism on their decision-making processes and repeat purchase behavior.
	Customer loyalty dynamics	Investigate the factors driving enduring loyalty among brand evangelists. Explore the evolution of loyalty over time and the elements that maintain commitment despite market changes or competitive offerings.
	Cultivating emotional attachment	Develop methods to strengthen the emotional connection between consumers and brands. Determine which emotional triggers effectively foster strong loyalty and advocacy.
	Strong brand community building	Determine the key components of a successful brand community. Explore the influence of community interaction on individual member engagement and brand promotion.
	Linking sustainable consumption to evangelism	Investigate the relationship between sustainable consumption and brand evangelism. Assess the potential of sustainability initiatives to cultivate evangelism among eco-conscious consumers.
	Willingness-to-pay premium and evangelism	Analyze the influence of brand evangelism on premium pricing acceptance. Identify the factors convincing consumers that the brand's value justifies a higher price.
	Impact of devotion on brand resilience	Evaluate the role of consumer devotion in brand resilience during crises or negative publicity. Assess the ability of devoted customers to provide support during difficult periods.
	Social identity and community attachment	Examine the impact of brand community membership on consumer social identity. Analyze the interplay between individual identity and group dynamics in strengthening brand evangelism.
	Retention strategies tailored for evangelists	Create retention strategies for brand evangelists. Explore how these differ from general customer retention strategies in their approach to content, engagement, and community involvement.
Cross-cultural analysis of brand evangelism	Conduct cross-cultural studies comparing brand evangelism across different cultural contexts. Explore how cultural values influence relationship dynamics and brand evangelism behaviors.	
Brand perception and image	Influence of evangelical customers on brand reputation	Measure the effects of evangelists on brand reputation. Determine the extent to which their positive messaging strengthens reputation and mitigates negative publicity.
	Strengthening brand identity through evangelism	Evaluate the impact of brand evangelism on strengthening brand identity. Assess the role of evangelists in reinforcing brand values within their networks and influencing market perception.
	Building brand trust and confidence	Identify strategies to enhance consumer trust and confidence via brand evangelism. Determine which aspects of evangelistic messaging most effectively influence consumer decision-making.
	Measuring credibility in evangelical communications	Develop methods to measure the credibility of brand evangelists' communications. Identify factors enhancing or diminishing evangelist credibility.
	Impact of brand awareness on evangelism	Analyze the link between brand awareness and evangelism effectiveness. Determine the correlation between increased brand awareness (through evangelism) and conversion rates and market penetration.

(Continues)

TABLE 21 | (Continued)

Outcome group	Gap	Research agenda
Brand interaction and experience	Consistency between brand image and advocates' messages	Evaluate the importance of alignment between marketed brand image and evangelist messaging. Assess the impact of any discrepancies on consumer trust and brand loyalty.
	Role of digital platforms in shaping brand perception	Investigate the influence of digital platforms on brand evangelism and brand perception. Explore strategies for using digital tools to improve credibility and project a positive brand image.
	Cross-generational influence on brand confidence	Study the impact of differing generational perspectives on brand confidence as conveyed through evangelism. Identify generational differences in the factors influencing confidence in brand offerings.
	Link between positive brand image and sustainability	Examine the connection between a positive brand image and the communication of sustainability practices by brand evangelists. Assess the role of environmental and social responsibility in shaping brand perception.
	Cultural influences on brand trust and evangelism	Research the impact of cultural values on brand trust and evangelism effectiveness. Explore the differences in building and maintaining trust across various cultural contexts.
	Enhancing brand experience through evangelism	Evaluate the impact of brand evangelism on improving brand experiences for both evangelists and potential customers. Analyze the reciprocal influence of positive evangelism and experiential perceptions.
	Role of engagement in cultivating evangelists	Determine which brand engagement activities are most effective in cultivating brand evangelists. Analyze the effectiveness of various interactions (e.g., immersive experiences, interactive content) in strengthening evangelism.
	Feedback integration and evangelism	Analyze how incorporating customer feedback strengthens brand evangelism. Explore the effects of integrating feedback into product/service improvements on consumer relationships and brand loyalty.
	Creating customer delight to drive evangelism	Identify the key customer experience elements leading to customer delight and subsequently, brand evangelism. Determine the emotional and practical factors that transform customer satisfaction into enthusiastic evangelism.
	Impact of personalization on brand engagement	Analyze the impact of personalized brand experiences on customer engagement and evangelistic behaviors. Develop strategies to deliver highly relevant content and interactions across customer segments.
	Digital versus in-person experiences	Compare the results of brand evangelism efforts from digital and in-person brand interactions. Analyze the benefits of each method for building lasting customer relationships.
	Feedback mechanisms and evangelism connection	Develop methods to understand the link between feedback collection methods and the propensity for evangelism. Determine which feedback channels effectively capture insights leading to improved brand perception and evangelism.
	Cross-cultural engagement strategies	Conduct cross-cultural research to assess the effectiveness of brand engagement strategies. Identify how cultural values influence the success of engagement strategies and resulting evangelism.
	Longitudinal studies on engagement and evangelism	Conduct longitudinal studies to measure the long-term effects of sustained brand engagement on evangelism and customer lifetime value. Assess the lasting impact of engagement-driven evangelism.
Co-creation of experiences with customers	Explore the potential of co-creating brand experiences with consumers to boost engagement and evangelism. Analyze how involving customers in experience development strengthens brand loyalty and evangelism.	

(Continues)

TABLE 21 | (Continued)

Outcome group	Gap	Research agenda
Advocacy and defense	Understanding brand defense mechanisms	Investigate the strategies and motivations behind brand defense behaviors among evangelists. Analyze their responses to criticism or negative publicity and the influence on brand perception.
	Dynamics of oppositional referrals	Explore the phenomenon of evangelists interacting with brand critics. Analyze the impact of these interactions on brand perception and develop methods for managing these situations.
	Role of market mavens in brand evangelism	Analyze the influence of market mavens on brand evangelism. Assess their roles as opinion leaders and their impact on brand promotion.
	Triggers for positive word-of-mouth	Identify the elements leading to positive brand referrals. Develop strategies to encourage word-of-mouth marketing that increases brand reach and reinforces its image.
	Evolution of brand guardianship	Examine the development of brand guardians from dedicated consumers. Study the experiences that strengthen their commitment to protecting and promoting the brand.
	Impact of evangelism on brand vulnerability	Analyze the impact of brand evangelism on mitigating brand vulnerability during crises. Study real-world examples where brand evangelists successfully defended brand reputation.
	Cross-channel influence dynamics	Analyze the differences in brand evangelism and defense behaviors across various channels (social media, in-person interactions, online reviews). Assess each channel's effectiveness in amplifying positive brand messaging.
	Cultural variations in evangelism and defense	Research the impact of cultural differences on brand evangelism and defense strategies. Develop strategies to engage diverse audiences effectively across different regions.
	Understanding negative evangelism	Identify the factors contributing to negative brand evangelism. Develop strategies to address and transform negative sentiment into positive brand relationships.
	Understanding the negative side of brand evangelism	Investigate the negative effects of relational, green, social, and emotional brand evangelism on consumer behavior
Recovery and satisfaction	Metrics and measurement of brand evangelism impact	Develop metrics to quantify the impact of brand evangelism and defense on business outcomes. Evaluate the correlation between these metrics and market share, brand loyalty, and customer acquisition.
	Mechanisms of brand forgiveness	Investigate the psychological and emotional processes leading to brand forgiveness. Analyze how effective recovery strategies and communication rebuild trust and lead to renewed evangelism.
	Impact of recovery satisfaction on evangelism	Examine the link between recovery satisfaction and subsequent brand evangelism. Determine how effective service recovery influences the likelihood of consumers evangelizing the brand after a negative experience.
	Proactive strategies to prevent service failures	Explore proactive steps to prevent service failures and maintain consumer trust. Assess how these strategies build brand resilience and foster long-term customer loyalty and evangelism.
	Role of empathy in recovery processes	Analyze the role of empathy in service recovery and its influence on brand forgiveness. Explore how empathetic communication transforms negative experiences into opportunities for positive evangelism.
	Cultural influences on brand recovery	Conduct cross-cultural research to understand how cultural norms affect perceptions of service recovery and brand forgiveness. Develop approaches that resonate with diverse audiences worldwide.

(Continues)

TABLE 21 | (Continued)

Outcome group	Gap	Research agenda
	Consumer perceptions of recovery efforts	Analyze consumer perceptions of different recovery efforts. Identify the most effective strategies for rebuilding satisfaction, loyalty, and perceptions of fairness.
	Long-term effects of recovery satisfaction	Conduct longitudinal studies to measure the long-term impact of recovery satisfaction on consumer loyalty and evangelism. Evaluate how consistent recovery performance strengthens brand evangelism.
	Digital platforms in service recovery	Investigate the use of digital platforms for effective service recovery and communication. Assess their role in providing rapid, personalized responses for restoring trust.
	Emotional repair in brand relationships	Develop strategies for emotional repair during service recovery. Analyze how addressing the emotional components of service failures strengthens consumer–brand relationships and encourages evangelism.
	Metrics for evaluating recovery success	Develop metrics to evaluate the success of service recovery efforts and their impact on brand evangelism. Focus on indicators that predict future consumer behavior and evangelism.
Economic and strategic impact	Evangelism as a competitive advantage	Investigate how brand evangelism provides a sustainable competitive advantage. Explore strategies for strategically cultivating and utilizing evangelists for market differentiation.
	Enhancing consumer-based brand equity	Study the impact of brand evangelism on consumer-based brand equity. Analyze how evangelists influence perceptions of brand value, trust, and loyalty.
	Cost reduction through evangelism	Explore the cost-saving benefits of brand evangelism. Examine how consumer advocacy lowers traditional advertising costs and boosts return on investment.
	Maximizing customer lifetime value	Investigate the role of brand evangelism in maximizing customer lifetime value. Assess the impact of evangelism on repeat purchases, customer retention, and long-term profitability.
	Influence on market share	Analyze the relationship between brand evangelism and market share growth. Determine the connection between increasing the number of evangelists and expanding a brand's market presence.
	Sales growth driven by evangelism	Examine the impact of brand evangelism on sales growth. Study the ways in which advocate-driven recommendations lead to new customer acquisition and increased sales.
	Measuring brand performance metrics	Develop metrics to measure the effects of brand evangelism on brand performance. Quantify both tangible (sales) and intangible (brand perception, loyalty) outcomes.
	Customer value creation through evangelism	Analyze how brand evangelists contribute to creating and enhancing customer value. Explore how advocacy-driven strategies improve perceptions of value among current and potential customers.
	Link between evangelism and innovation	Study how brand evangelism supports innovation within organizations. Explore how feedback from evangelists drives product/service improvements that meet market needs.
	Strategic integration of evangelism in business models	Examine how businesses can strategically integrate brand evangelism into their business models. Evaluate the long-term strategic effects and alignment with company goals and values.

cohesive framework for brand evangelism, the following research paths could be proposed: (a) integrating emotional and relational dimensions, strengthening brand passion, and trust within consumer–brand relationships to enhance evangelistic behaviors; (b) leveraging social media as a unifying technological platform, as social media evangelism acts as a catalyst for relational, emotional, and green evangelism. This

has important implications for digital storytelling and user-generated content to merge social media engagement with relational bonds and sustainability support; (c) bridging relational and green evangelism by embedding sustainability into brand communities into a relationship-driven movement; and (d) developing a holistic brand evangelism model as a multi-dimensional construct where emotional commitment, social

influence, and values-based orientation interact dynamically rather than as isolated clusters.

By recognizing the interconnected nature of emotional, relational, social, and values-driven evangelism, brands can create more holistic and sustainable strategies, ensuring long-term consumer loyalty and influence.

4.2.1 | Antecedents

Identifying gaps among antecedents is essential for gaining a deeper understanding of the factors driving specific outcomes. This knowledge empowers researchers to perform targeted studies, improve the accuracy of predictive models, guide interventions, enhance understanding of complex relationships, and ultimately facilitate strategic decision-making. By recognizing and addressing these gaps, researchers and organizations can optimize their efforts to achieve desired results more effectively. A research agenda related to antecedents, based on gaps in detected clusters, can be seen in Table 19.

4.2.2 | Decisions

Identifying gaps in managerial implications is paramount for guiding strategic decision-making. This ensures the effective translation of research findings into actionable practices, mitigates potential misinterpretations, optimizes resource allocation, facilitates communication with stakeholders, supports long-term planning, and fosters a culture of continuous improvement within organizations. By addressing these gaps, organizations can maximize the value derived from research insights and drive sustainable business growth and success. Table 20 highlights the gaps identified in each decision and proposes a research agenda for each one.

4.2.3 | Outcomes

Identifying gaps in outcome-related research is essential for maintaining research clarity, evaluating research impact, guiding informed decision-making, ensuring strategic alignment, fostering quality improvement, optimizing resource allocation, promoting continuous learning, and establishing effective communication. By addressing these gaps, organizations and researchers can enhance the validity and relevance of research outcomes, leading to more informed and impactful decision-making processes, and presenting the research agenda focusing on gaps in brand evangelism outcomes (Table 21).

5 | Conclusions

This systematic review had a threefold objective: (1) to synthesize existing knowledge regarding brand evangelism (what do we know); (2) to examine the methodological approaches employed in brand evangelism research (how do we know); and (3) to identify future research directions (where should we be heading). To achieve these objectives, this review adopted a framework-based approach utilizing the ADO framework

coined by Paul and Benito (2018) and the TCM framework developed by Paul et al. (2017). The application of these frameworks was deemed crucial to address the fragmented nature of brand evangelism research. The outcomes demonstrate the effectiveness of the ADO and TCM frameworks in providing a comprehensive and well-structured synthesis of the field. This review was also supported by the SPAR-4-SLR protocol, outlined by Paul et al. (2021). This ensured adherence to the principles of novelty, rigor, and transparency that typify “well done” systematic reviews (Paul and Criado 2020).

One of the most important conclusions from this study is that emotional engagement, trust, and alignment of values emerge as recurring themes in fostering brand loyalty and advocacy among evangelists. Whether through relational strategies, community interactions, or green perspectives, these dimensions illustrate how brands can effectively cultivate evangelism by addressing both rational and emotional consumer needs.

Another significant conclusion is the alignment observed between cluster analysis and the ADO framework. Clearly, there is significant convergence between the keywords-based clusters and the concepts that emerged from the drivers, in particular, and from the ADO analysis, in general. Another important aspect is that the consumer–brand relationship is always present, with a strong focus on the customer when dealing with the drivers and a stronger focus when dealing with the outcomes.

Brand-centric relational evangelism focuses on the multidimensional aspects of consumer–brand relationships. Emotional connections, such as brand love and trust, are fundamental in fostering loyalty and advocacy. Consumers often use brands as tools for identity expression, deepening their connection through self-brand congruity and identification. Additionally, maintaining a strong brand reputation is critical for loyalty. Customer satisfaction also plays a vital role in retention. Communities built around brands further enhance social interactions, creating advocacy opportunities. Finally, distinct and unique brand attributes contribute to recognition, solidifying consumer loyalty and long-term engagement. On the one hand, consumers generally seek emotional connections, enhanced brand perception and reputation, as well as distinctiveness and uniqueness. On the other hand, brands explore the consumer’s emotional ties to enhance loyalty and advocacy, highlighting trust and positive perception to maintain brand reputation or explore distinct and unique attributes to enhance consumer loyalty.

Green evangelism underscores the role of green/environmental consciousness in shaping consumer behavior, demonstrating a match between the cluster that emerged in the bibliometric analysis and the drivers found. Increased awareness of environmental and social sustainability motivates consumers to make mindful purchasing decisions, favoring eco-friendly brands. Green brand loyalty is closely tied to positive perceptions of sustainable practices, with purchase intentions often translating into actual behavior. A consumer’s positive attitude toward green brands reinforces their loyalty, driven by ethical considerations and a sense of altruism. These findings highlight the importance of aligning brand values with consumer expectations regarding green/environmental consciousness to cultivate advocacy and support.

Emotional evangelism emphasizes the importance of emotional factors in creating strong consumer–brand bonds. Green or environmental initiatives often evoke emotional connections, such as brand love and passion, when they align with consumer values. Trust, built through positive emotional experiences, is crucial for fostering loyalty and advocacy. A strong corporate identity, grounded in ethics, enhances emotional connections and brand reputation, encouraging word-of-mouth support. Finally, resilience in adversity and environmentally responsible practices deepen emotional attachment, delighting customers and fostering long-term relationships with the brand.

Brand-centric relational evangelism, green evangelism, and emotional evangelism explore the consumer–brand relationship linking antecedents and outcomes. When analyzing the consumer side, the antecedents stand out, whereas when exploring the brands, the outcomes tend to be the focus of the analysis.

Community/social media evangelism highlights the importance of digital platforms in building brand communities. Social media enables consumer interaction and engagement, fostering shared interests within online brand communities. Effective social media strategies enhance the brand experience, encouraging active participation and strengthening connections. This stands out with the use of constructs such as brand identification, community engagement, and brand anthropomorphism. Consumers' identification with brands boosts their involvement in community activities, while user-generated content and interactivity create a sense of belonging. Additionally, the anthropomorphism of brands enhances emotional attachment and loyalty, as consumers perceive a human-like connection with the brand.

If there is a clear overlap between the keyword-based bibliometric output and the ADO framework, three distinct dimensions emerge: the consumer, the brand, and the relationship between the two. Within the consumer–brand relationship, the antecedents are often closely tied to the consumer, while the outputs tend to focus on the brand. These can be seen as the internal aspects of the consumer–brand relationship in the context of brand evangelism. Conversely, the relational elements, such as trust, passion, resilience, and emotional bonds, that underpin affect-based trust in brand evangelists can be considered the external factors driving the consumer–brand relationship. However, this requires further study.

Another important conclusion is the need for consolidated growth in the field of brand evangelism. This becomes evident when comparing the TGC and TLC scores, highlighting the need for further strengthening and expanding research on brand evangelism.

The above-referred conclusions support the first research question that seeks to define the characteristics of brand evangelism constructs and how they interrelate with other constructs.

5.1 | Implications From the ADO Framework

Using the ADO framework by Paul and Benito (2018), a knowledge map was produced that accomplished two key goals. First,

it revealed the associations between antecedents, decisions, and outcomes of brand evangelism. Second, it scrutinized the knowledge base underpinning those associations. Specifically, this article identified a total of 66 antecedents across four categories of antecedents, 37 decisions, and 41 outcomes studied in the 41 articles that were reviewed from journals ranked in both SCImagoJR and AJG2021. These findings hold significant implications not only for academia but also for industry practitioners and policymakers alike, as the aggregation of associations presented in this review provides a valuable snapshot of what can or cannot work for marketing exchanges in brand evangelism.

5.2 | Implications From the TCM Framework

Using the TCM framework by Paul et al. (2017), a range of previously undisclosed theoretical, contextual, and methodological insights was uncovered. Specifically, the review identified a profusion of theoretical frameworks employed in brand evangelism research, with 33 different theories being utilized across the analyzed articles. Furthermore, the review revealed that several world regions were underrepresented. Finally, it also disclosed a lack of alternative studies beyond the traditional empirical quantitative methods. Building upon these insights, a set of pathways for future marketing researchers to consider was presented, with the aim of advancing theoretical novelty, enhancing contextual relevance, and improving methodological rigor within brand evangelism research.

Both implications respond to the second research question posed regarding theoretical frameworks, challenges, and research opportunities associated with brand evangelism.

5.3 | Limitations

This review was confined to articles published in journals indexed within the SCImagoJR and AJG2021 ranking list. While this decision was made to prioritize quality (novelty) and realistic (manageable) expectations, there may be other potentially relevant studies on brand evangelism that could have been excluded due to the source-quality threshold established for article inclusion, which was applied upfront at the identification stage of the SPAR-4-SLR protocol. Nonetheless, this was a pragmatic decision suited for a framework-based systematic review that was maintained. For other types of systematic reviews, such as method- or theory-based systematic reviews, where the available literature pool may be smaller, a less stringent approach to source selection might be appropriate.

Another limitation is concerned with the use of only one database, Scopus. Future research could benefit from including both Scopus and Web of Science to capture a more comprehensive set of articles related to brand evangelism.

Finally, the exclusion of terms related to brand evangelism (e.g., brand advocacy) may reduce the understanding of the topic. It is suggested to create related terms and expand the SLR for a broader approach to brand evangelism.

Acknowledgments

This work was supported by the National Funds of the FCT—Portuguese Foundation for Science and Technology within the project UIDB/04928/2020.

Conflicts of Interest

The authors declare no conflicts of interest.

Data Availability Statement

Data sharing not applicable to this article as no datasets were generated or analysed during the current study.

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Appendix

TABLE A1 | Journals and number of publications (complete list).

Journals	N. of articles	Field	SCIMAGOJR	AJG2021
<i>Asia Pacific Journal of Marketing and Logistics</i>	1	Marketing	Q2	1
<i>Cogent Business and Management</i>	1	Marketing	Q2	1
<i>European Journal of Marketing</i>	1	Marketing	Q1	3
<i>European Journal of Tourism Research</i>	1	Tourism, Leisure and Hospitality Management	Q2	2
<i>Frontiers in Psychology</i>	2	Psychology	Q2	1
<i>IIM Kozhikode Society and Management Review</i>	1	Education	Q2	2
<i>International Journal of Contemporary Hospitality Management</i>	1	Tourism, Leisure and Hospitality Management	Q1	3
<i>International Journal of Hospitality Management</i>	2	Strategy and Management	Q1	3
<i>International Journal of Retail and Distribution Management</i>	1	Marketing	Q2	2
<i>Journal of Asia Business Studies</i>	1	Strategy and Management	Q2	1
<i>Journal of Brand Management</i>	2	Marketing	Q2	2
<i>Journal of Business Research</i>	2	Marketing	Q1	3
<i>Journal of Business Strategy</i>	1	Strategy and Management	Q2	1
<i>Journal of Cleaner Production</i>	1	Strategy and Management	Q1	2
<i>Journal of Fashion Marketing and Management</i>	2	Marketing	Q1	1
<i>Journal of Foodservice Business Research</i>	1	Food Science	Q2	1
<i>Journal of Hospitality and Tourism Management</i>	1	Tourism, Leisure and Hospitality Management	Q1	1
<i>Journal of Interactive Marketing</i>	1	Marketing	Q1	3
<i>Journal of Marketing Analytics</i>	1	Marketing	Q2	1
<i>Journal of Marketing Communications</i>	2	Marketing	Q2	1
<i>Journal of Marketing for Higher Education</i>	2	Marketing	Q2	1
<i>Journal of Product and Brand Management</i>	5	Marketing	Q1	1

(Continues)

TABLE A1 | (Continued)

Journals	N. of articles	Field	SCIMAGOJR	AJG2021
<i>Journal of Quality Assurance in Hospitality and Tourism</i>	1	Tourism, Leisure and Hospitality Management	Q2	1
<i>Journal of Retailing and Consumer Services</i>	1	Marketing	Q1	3
<i>Journal of Sport Management</i>	1	Organizational Behavior and Human Resource Management	Q1	2
<i>Kybernetes</i>	1	Social Sciences	Q2	1
<i>Marketing Intelligence and Planning</i>	1	Marketing	Q2	1
<i>Online Information Review</i>	1	Library and Information Sciences	Q1	1
<i>Psychology and Marketing</i>	1	Marketing	Q1	3
<i>Tourism Management Perspectives</i>	1	Tourism, Leisure and Hospitality Management	Q1	2

TABLE A2 | Keywords clusters (full list).

Keyword	Cluster	Weight <total link strength>
Brand love	1	22
Brand loyalty	1	20
Purchase intention	1	20
Brand community	1	17
Oppositional brand referral	1	15
Brand happiness	1	12
Brand trust	1	12
Brand identification	1	11
Positive brand referral	1	10
Brand advocacy	1	9
Customer brand engagement	1	9
Brand defense	1	8
Self-expressive brand	1	8
Online brand community	1	7
Brand engagement	1	6
Brand forgiveness	1	6
Customer perceived innovativeness	1	6
Brand perception	1	5
Brand relationships	1	5
Branded facebook pages	1	5
Consumer-brand relationship	1	5
E-wom	1	5
Followers' engagement	1	5
Influencer marketing	1	5
Mass prestige	1	5
Product beliefs	1	5
Propensity to pay the premium	1	5
Self-pleasing experience	1	5
Trash-talk	1	5
Value co-creation	1	5
Brand interactivity	1	4
Brand satisfaction	1	4
Community identification	1	4

(Continues)

TABLE A2 | (Continued)

Keyword	Cluster	Weight <total link strength>
Consumer-based brand equity	1	4
Consumer-brand engagement	1	4
Consumer-brand relationship	1	4
Customer engagement	1	4
Innovativeness	1	4
Repurchase intention	1	4
Service innovation	1	4
Switching behavior	1	4
Willingness-to-pay premium price	1	4
Brand attractiveness	1	3
Brand behavior	1	3
Brand community engagement	1	3
Brand equity	1	3
Brand management	1	3
Brand salience	1	3
Brand-self connectedness	1	3
Effectiveness	1	3
Resilience to negative information	1	3
Brand relationship quality	1	2
Brand transgression	1	2
Online	1	2
Openness to experience	1	2
Psychological sense of brand community	1	2
Sustainable development	2	24
Altruism	2	20
Green brand	2	19
Purchasing	2	18
Cognition	2	17
Green brand loyalty	2	16
Green purchase intention	2	16
Customer loyalty	2	13

(Continues)

TABLE A2 | (Continued)

Keyword	Cluster	Weight <total link strength>
Environmental awareness	2	10
Impact on the environment	2	10
Renewable energy resources	2	10
Social awareness	2	10
Loyalty	2	9
Customers' buying intention	2	8
Environment sustainability	2	8
Environmental protection	2	8
Social and environmental	2	8
Social sustainability	2	8
Environmental sustainability awareness	2	6
Brand authenticity	2	5
Competition	2	5
Green skepticism	2	5
Green transparency	2	5
Innovative strategies	2	5
Transparency	2	5
Virtual interactions	2	5
Green consumers	2	4
Green marketing	2	4
Health consciousness	2	4
Relationship benefits	2	4
Social sustainability awareness	2	4
Affect	2	3
Word-of-mouth	2	3
Green brand attitude	2	2
Nature-based solutions	2	2
Social media	3	15
Social networking site	3	15
Social networking (online)	3	13
Social media marketing	3	12

(Continues)

TABLE A2 | (Continued)

Keyword	Cluster	Weight <total link strength>
Consumer brand identification	3	11
User-generated content	3	10
Social capital	3	9
Brand anthropomorphism	3	8
Personality	3	8
Prevention	3	8
Social presence	3	8
Brand fan page	3	7
Product design	3	7
Social network	3	7
Social status	3	7
Value congruity	3	7
Virtual corporation	3	7
Perceived value	3	6
Social identity	3	6
Social interactions	3	6
Willingness to pay	3	6
Brand fidelity	3	4
Firm-created content	3	4
Instagram	3	4
Brand symbolism	3	3
Facebook	3	3
Generational cohorts	3	3
Relational capital	3	3
Symbolism	3	3
Sustainability	4	16
Emotion	4	10
Trust	4	10
Brand reputation	4	9
Brand passion	4	8
Corporate identity	4	7
Environmental aspects	4	7
Ethical corporate identity	4	7
Resilience	4	7
Resilience strategy	4	7
Consumer attitude	4	6

(Continues)

TABLE A2 | (Continued)

Keyword	Cluster	Weight <total link strength>
Consumer behavior	4	6
Consumer perceived ethicality	4	6
Love	4	6
Relationship quality	4	6
Engagement	4	5
Generated content	4	5
Learning	4	5
Micro-influencer	4	5
Sustainable consumer-brand relationships	4	5
Green economy	4	4
Hedonic value	4	4
Intrusive thoughts	4	4
Patriotism	4	4
Utilitarian value	4	4
Co-creation experience	4	2
Online brand experience	4	2

TABLE A3 | Full list of antecedents by article.

References	Antecedents
Aktan et al. (2023)	Online experiential marketing
Al Nawas et al. (2021)	Online shopping values E-retailer relationship quality
Amani (2023)	Service encounter behavior Brand love
Bairrada et al. (2019)	Memorable experience Affective image Brand personality Satisfaction
Becerra and Badrinarayanan (2013)	Brand trust Brand identification
Bhandari et al. (2024)	Online brand community engagement
Chiengkul and Junla (2023)	Brand love Brand happiness
Dwyer et al. (2015)	Advocate Advertise Antagonize Assimilate

(Continues)

TABLE A3 | (Continued)

References	Antecedents
Hamouda and Aissaoui (2023)	Confidence benefits Self-expression benefits Socialization benefits Loyal customers
Harrigan et al. (2021)	Value co-creation Customer brand engagement Brand love
Hsu (2019)	Value congruity of self-branding Value congruity of self-community Self-identification Social identification
Hussain et al. (2023)	Menu innovativeness Experiential innovativeness Promotional innovativeness Brand love
Ibrahim et al. (2024)	User-generated content Firm-created content Affective commitment
Kang et al. (2020)	Brand experience Brand attachment Brand distinctiveness
Khashan et al. (2024)	Product/menu innovativeness Experiential innovativeness Promotional innovativeness Absorption Identification Interaction
Mansoor and Paul (2022)	Mass prestige of a brand Brand perception Propensity to pay premium Brand happiness
Marticotte et al. (2016)	Brand loyalty Brand community identification Self-brand connection
(Morkunas 2023)	Brand engagement Brand loyalty
Mvondo et al. (2023)	Hedonic benefit dimensions of (a) adventure, (b) gratification, (c) idea, (d) best deal, and (e) social benefit Perceived risk dimensions Customer delight Risk propensity
Ndhlovu and Maree (2023)	Brand trust Self-expressive brand Brand interactivity Consumer-brand engagement
Nguyen et al. (2023)	Environmental sustainability awareness Altruism Green purchase intention
Mvondo, Jing, Hussain, et al. (2022)	Participation in value co-creation Affective commitment Customer empowerment

(Continues)

TABLE A3 | (Continued)

References	Antecedents
Mvondo, Jing, Hussain, Jin, et al. (2022)	Co-creation experience Brand passion Brand trust
Nobi et al. (2022)	Transgression severity
Nyadzayo et al. (2020)	Relational drivers—brand trust— brand satisfaction—self-expressive brand Cbe dimensions—cognitive processing—affection—activation
Panda et al. (2020)	Social sustainability awareness Environmental sustainability awareness Altruism Green purchase intention Green brand loyalty
Parrott et al. (2015)	Strong emotional connection with the brand Passion for fashion and luxury goods Heightened sense of brand self-esteem Strong sense of community
Purohit et al. (2023)	Brand experience
Safeer and Le (2023)	Online brand experience Relationship quality (rq) (trust, satisfaction, commitment) Brand reputation
Sarkar and Sarkar (2017)	Brand inner-self expressiveness Brand social-self expressiveness Product hedonism Brand devotion Centrality of brand
Sashittal et al. (2023)	COVID-induced disruption Intentionality in brand choices Concern for brand sponsors' ethical behaviors toward their employees
Scarpi (2010)	Strong identification with a brand Emotional attachment Sense of belonging and loyalty towards the community Size of community
Schnebelen and Bruhn (2018)	Brand relationship quality Brand self-relevance Brand goal-congruence Actual brand self-congruence Ideal brand self-congruence Pleasantness Fairness Certainty
Shang and Li Sam (2024)	Service rituals E2c interaction quality Memory
Sharma et al. (2022)	Brand community engagement Brand identification Brand prominence

(Continues)

TABLE A3 | (Continued)

References	Antecedents
Sohaib et al. (2022)	Mental health Emotional well-being Green brand attitude Green brand loyalty Nature-based solutions perception Price fairness.
Swimberghe et al. (2018)	Perceived quality Perceived value for the cost Brand uniqueness Psychological sense of brand community
Tseng (2020)	Self-brand congruity Investment size Psychological ownership Perceived usefulness Perceived ease of use
Wang et al. (2019)	Brand love Brand attachment Brand loyalty Brand supremacy Brand mesmerization Brand communitas
Yeh and Choi (2011)	Brand identification Community identification Brand loyalty Cognition-based trust Affect-based trust
Zhu and Park (2022)	Failure attribution Recovery justice Recovery satisfaction