

Brand advocacy: a scoping review and future research agenda

Anwar Sadat Shimul

School of Management and Marketing, Curtin University, Bentley, Australia

Anisur R. Faroque

School of Marketing and Communication, University of Vaasa, Vaasa, Finland, and

Esnaina Quader

College of Behavioral, Social and Health Sciences, Clemson University, South Carolina, South Carolina, USA

Abstract

Purpose – The purpose of this paper is to conduct a comprehensive scoping review to examine how brand advocacy has evolved as a key construct in consumer–brand relationship research. Through systematic analysis of existing literature, this review clarifies the conceptual boundaries of brand advocacy, synthesises current knowledge and develops an agenda for future research.

Design/methodology/approach – By reviewing a selection of 172 studies, this research explores various aspects of the brand advocacy literature, including theories, methods, contexts, antecedents, outcomes, mediators and moderators. The review examines key themes and synthesises the theoretical and contextual foundations.

Findings – This review identifies significant gaps in the current literature, particularly regarding conceptual clarity and consistency, framework development, validation and contextual measurements. The findings of this study suggest guidelines for future research to advance scholarly understanding of brand advocacy.

Research limitations/implications – The insights from this review offer guidance for researchers and practitioners looking to advance the field of brand advocacy. This study highlights the importance of creating validated frameworks and addressing measurement issues to integrate the brand advocacy concept into consumer–brand relationship research.

Originality/value – This scoping review advances the field of brand advocacy by synthesising existing research, identifying critical gaps and proposing a coherent research agenda for future studies. This study contributes to the broader understanding of consumer–brand relationships and provides a foundation for developing more robust theoretical and practical frameworks in the domain.

Keywords Brand advocacy, Scoping review, Consumer–brand relationship, Brand identification, Relationship marketing

Paper type Literature review

1. Introduction

Brand advocacy refers to the proactive and voluntary actions taken by consumers to promote and endorse a brand to others, typically through positive word-of-mouth (WOM), social media posts and other forms of brand advocacy, stemming from their loyalty, satisfaction, commitment and attachment to the brand (Keller, 2007; Wallace *et al.*, 2012; Bhati and Verma, 2020). Brand advocacy is considered one of the key constructs in consumer–brand relationship research (Wallace *et al.*, 2012; Keller, 2007). As the market grows increasingly competitive, consumers face an abundance of choices in the marketplace, and traditional advertising has less influence on their purchase decisions (Petro, 2024); thus, brands have shifted their focus to promoting consumer-to-consumer interactions (Cornell, 2024; Geysler, 2024). In particular, compared to company-generated advertising messages, recommendations from other consumers

are often considered more credible and trustworthy (López and Sicilia, 2014). Brand advocacy, which involves one consumer advocating for a brand in communications with other consumers, has become a powerful phenomenon in the consumer landscape and serves as a mutually beneficial force for companies and consumers (Wilk *et al.*, 2021; Bhati and Verma, 2020).

Brand advocacy is an opportunity for companies to increase brand visibility, credibility and profitability. When consumers become brand advocates, they become unpaid marketing agents, spreading positive WOM and endorsements that

© Anwar Sadat Shimul, Anisur R. Faroque and Esnaina Quader. Published by Emerald Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licenses/by/4.0/>

Declaration of competing interest: The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Received 21 October 2024

Revised 16 March 2025

1 July 2025

Accepted 16 July 2025

The current issue and full text archive of this journal is available on Emerald Insight at: <https://www.emerald.com/insight/1061-0421.htm>



Journal of Product & Brand Management
Emerald Publishing Limited [ISSN 1061-0421]
[DOI 10.1108/JPBM-10-2024-5537]

advertisement expenditures cannot generate (Keller, 2007; Keller and Fay, 2012). This organic promotion attracts new customers, fosters loyalty among existing ones and increases sales and market share. By advocating for brands they love, consumers become part of a community, establishing a sense of belonging and loyalty (Coelho *et al.*, 2019; Wong and Hung, 2023). Their voices are also amplified in the marketplace, influencing other consumers' purchasing decisions and ensuring that companies deliver products and services that meet their needs and expectations. In sum, brand advocacy creates a symbiotic relationship in which companies and consumers thrive in a mutually beneficial ecosystem.

Marketing scholars have examined brand advocacy from consumers' cognitive and affective perspectives and within the context of brand community engagement and behavioural intentions (Wilk *et al.*, 2021; Jayasimha *et al.*, 2017). The current corpus of literature also illustrates a wide array of research focusing on the impact of brand advocacy on consumer-brand relationships. Although brand advocacy has become a key construct in relationship marketing, the stream of research is still fragmented (Bhati and Verma, 2020). Moreover, consumer behaviour has gone through a series of shifts over the past decade because of the proliferation of social media, an influx of online sales platforms and the recent advancement of the metaverse and artificial intelligence (AI). These developments have not only transformed the landscape of brand advocacy research but also introduced new opportunities and challenges for marketing practitioners. In light of these developments, this review paper aims to identify and evaluate potential avenues of future research on brand advocacy to advance the construct in the marketing literature and to provide insights for practitioners.

To achieve this goal, this paper undertakes a scoping review of the relevant literature, which is imperative to understanding the current state of research and providing directions for future research. This review fills a gap in the extant branding literature by thoroughly examining brand advocacy. To the best of the authors' knowledge, there has been no scoping review of the construct to date. While this review acknowledges Bhati and Verma's (2020) meta-analysis of brand advocacy antecedents, their study was limited to quantifying effect sizes within a narrower set of variables. In contrast, this scoping review adopts a broader perspective, synthesising diverse theoretical frameworks, methodological approaches and contextual applications, as well as mediators, moderators and outcomes. By mapping the full landscape of brand advocacy research, this review not only builds on prior efforts but also sets distinct objectives aimed at advancing conceptual and practical understanding in the field. This review makes significant contributions to the brand advocacy literature. Theoretically, it establishes clear conceptual boundaries between brand advocacy and related constructs (e.g. brand loyalty and WOM) by synthesising diverse research streams into a cohesive framework. Practically, it provides marketers with an integrated understanding of the antecedents and outcomes of brand advocacy across diverse contexts and provides insights for developing more effective advocacy-building strategies in an increasingly complex marketplace. The systematic analysis of methodological approaches in this review advances the field by

identifying critical measurement gaps and proposing standardised scales for future research.

The remainder of this review paper is organised as follows: First, the conceptual definition of brand advocacy is discussed (Section 2). Next, the methodology of the review is outlined (Section 3). Then, the current status of the literature is synthesised (Section 4). Future directions for advancing brand advocacy research are presented in the subsequent section (Section 5).

2. What is brand advocacy?

Brand advocacy is defined as the active promotion and support of a brand by consumers, driven by their strong connection and satisfaction with the brand, often expressed through various forms of consumer communication such as WOM, recommendations and online interactions (Jillapalli and Wilcox, 2010; Wilk *et al.*, 2019). Scholars regard brand advocacy as the outcome of customer loyalty (Wilk *et al.*, 2019; Quaye *et al.*, 2022), commitment (Badrinarayanan and Laverie, 2013) and attachment (Shimul and Phau, 2018, 2022; Potdar *et al.*, 2018) to the brands. Customers defending a brand also advocate for the brand (Parrott *et al.*, 2015). Customer satisfaction and positive experiences with the brand often initiate other attributes that satisfy the criteria of brand advocacy (Jillapalli and Wilcox, 2010; Shukla *et al.*, 2016). Customers achieving the desired value often instil a sense of satisfaction and catalyse their involvement in brand advocacy (Albert *et al.*, 2013).

Conceptual differences exist between brand advocacy and related constructs such as brand promotion, endorsement, evangelism, support and loyalty. Brand loyalty, while manifesting in various forms, does not necessarily encompass the fundamental characteristics of brand advocacy. The mere act of repurchasing does not guarantee customers' willingness to advocate for the brand. As Moliner-Tena *et al.* (2019, p. 734) emphasise, "advocacy is a much more powerful indicator of real consumer loyalty than repeat purchase behaviour because consumers only endorse products, services, brands or firms if they feel strongly about them". Brand support and evangelism may lack focus without customers' self-identification or relationship-building with the brand (Wilk *et al.*, 2021). The proliferation of social networking sites has led to extensive analysis of online and offline customer involvement, examining both positive and negative WOM's impact on brand advocacy (Keller, 2007; Wallace *et al.*, 2012, 2014). For instance, monetised online brand promotion through social media influencers differs fundamentally from genuine brand advocacy, as it lacks the "strong, passionate, explicit and ongoing" commitment to brand promotion. Similarly, celebrity brand endorsement as a promotional strategy diverges from authentic customer advocacy, which is characterised by voluntary, proactive support and defence of brands across platforms. This complex and evolving nature of brand advocacy, coupled with fragmented literature, necessitates a systematic review to consolidate existing knowledge and identify future research directions.

3. Methodology

To better understand the current state of the brand advocacy literature, a scoping review was conducted following established protocols (Arksey and O'Malley, 2005; Tricco *et al.*, 2016).

A scoping review is a systematic approach to outlining key concepts, types of evidence and research gaps in a defined field by comprehensively examining existing literature (see [Munn et al., 2018](#) for a review). This methodology is appropriate for brand advocacy research given its emerging nature and diverse conceptualisations across marketing domains, similar to recent scoping reviews in marketing ([Hao et al., 2024](#); [Veloutsou and Liao, 2023](#); [Chen et al., 2024](#)). This review followed five systematic steps:

- 1 setting research questions;
- 2 identifying relevant studies;
- 3 selecting studies based on inclusion/exclusion criteria;
- 4 extracting and organising data; and
- 5 collating, summarising and reporting results.

This structured approach ensures comprehensive coverage while maintaining methodological rigour in synthesising the brand advocacy literature.

3.1 Research questions

This scoping review intends to reveal the current state of brand advocacy research and provide future research directions. Prior research disparately examines brand advocacy in terms of its antecedents, outcomes and contexts. It is necessary to comprehend the distinctiveness of research on each of the components and their interrelationships. This review aims to answer the following four research questions: What are the key theoretical foundations and definitional boundaries of brand advocacy in current literature? What methodological approaches and measurement scales have been used in brand advocacy research? What are the primary antecedents, outcomes, mediators and moderators of brand advocacy across different contexts? How can future research advance theoretical understanding and practical applications of brand advocacy?

3.2 Eligibility criteria and search strategy

We searched for relevant research articles in prominent databases, namely, Scopus, Web of Science and ProQuest. The search was conducted across titles, abstracts and keywords of the peer-reviewed journal articles published only in the English language. To identify appropriate search terms for brand advocacy literature, this review used the “backward and forward approaches” ([Levy and Ellis, 2006](#); [Veloutsou and Liao, 2023](#)). Several variations in the search strings were deployed, namely, “brand advocacy” OR “consumer advocacy” OR “customer advocacy” OR “brand advocate” OR “advocacy intention” OR “willingness to advocate”. The literature search was finalised in June 2025, during the second round of revision of this review. A total of 704 papers were retrieved through searches in the aforementioned databases, from which 166 duplicate records were removed. This resulted in 538 unique records following the initial search.

3.3 Inclusion and exclusion process

A set of parameters for including and excluding journal articles, as suggested by the established guidelines, was used in the article selection process ([Munn et al., 2018](#)). In line with prior reviews ([Spasojevic et al., 2018](#)), only papers published in the Australian Business Dean Council (ABDC) list were included. Accordingly, 155 papers not listed in the ABDC ranking were

removed, resulting in 383 records retained. A systematic screening process was then conducted to assess each paper’s relevance and appropriateness for this scoping review. All papers were independently reviewed to minimise subjective bias, with clear inclusion criteria requiring that papers must substantively address brand advocacy as a core construct rather than merely mentioning it peripherally. Both theoretical relevance assessment and methodological appropriateness were assessed. Through this rigorous evaluation process, 211 papers that met the search criteria regarding keywords but did not address the fundamental aspects of brand advocacy were excluded. For example, some papers had the words “brand” and “advocacy” in the abstract, but they did not examine brand advocacy as a construct. A total of 172 journal articles were included for synthesis and analysis in this review after a full-text reading. The article selection process is summarised in [Figure 1](#).

3.4 Data extraction and analysis

Data extraction was conducted using a structured protocol, with all articles being independently coded by three authors. Data on theory, context, respondents’ country analytical method, measurement scale, antecedents, outcomes, mediator and moderator were extracted. The extracted data were organised in Microsoft Excel, where thematic analysis was performed to identify patterns and research gaps in the brand advocacy literature. Regular team meetings were held to discuss and resolve coding discrepancies and ensure consistency in the data extraction process.

4. Results

4.1 General characteristics

4.1.1 Publication trends

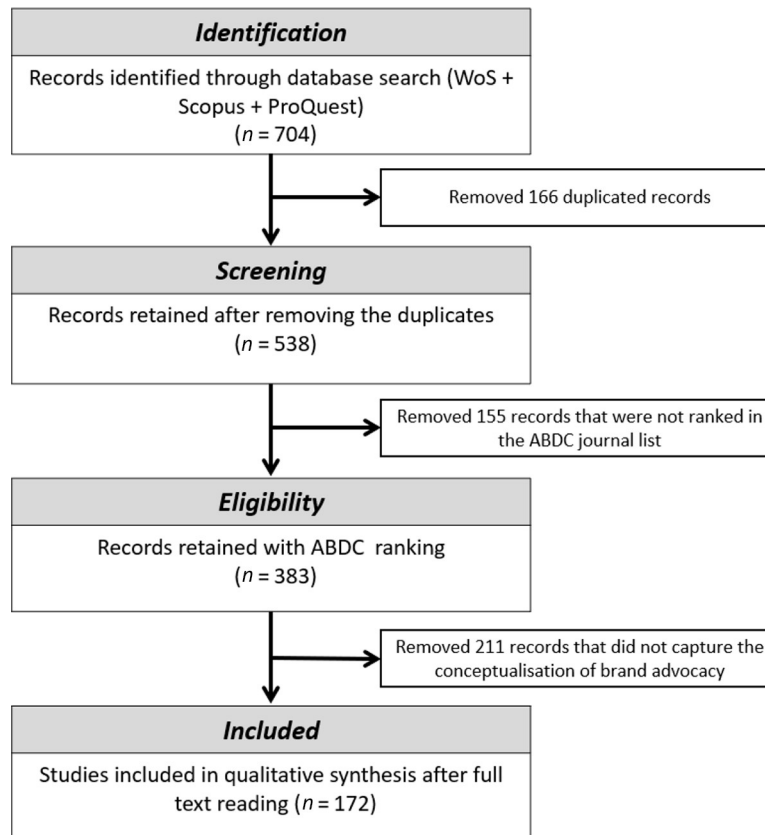
Publication trends show that there has been a growing interest in research on brand advocacy since 2018 ([Supplementary Table 1](#)). Of the research articles reviewed in this paper, the *Journal of Product & Brand Management* (19 papers), the *Journal of Business Research* (11 papers) and *Marketing Intelligence & Planning* (8 papers) were the most prominent outlets. Regarding geographic contexts, while not all studies reported their study locations, research was primarily conducted in the USA and India, with Australia also featuring notably. [Supplementary Table 2](#) provides a detailed breakdown of these studies by country, illustrating the global reach and varied settings of brand advocacy research.

4.1.2 Contextual aspects

Brand advocacy research has broadly explored the concept’s applicability in various contexts. Among the studies that reported the context of their research, social media marketing emerges as an influential context, where brand advocacy behaviours are transformed by digital affordances that amplify consumer voices and create new brand advocacy channels beyond traditional WOM ([Choi et al., 2021](#); [Wallace et al., 2014](#)). This digital transformation has reshaped brand advocacy from primarily private recommendations to public endorsements with broader reach and visibility.

Corporate social responsibility (CSR) represents another significant domain, with studies revealing how ethical brand actions create deeper emotional connections that drive brand advocacy behaviours. Notably, research shows that

Figure 1 Article selection process



Source: Authors' own work

CSR-driven brand advocacy tends to be more resilient and values-based than brand advocacy motivated solely by functional benefits (Du *et al.*, 2007). The luxury sector demonstrates distinctive brand advocacy patterns, where exclusivity and self-expression motivate consumers to become brand ambassadors (Shimul and Phau, 2022). In contrast, utilitarian values often play a larger role in non-luxury contexts.

Destination branding research has documented how emotional attachments to places generate particularly passionate advocacy driven by personal identity connections (Aksoy and Yazici, 2025; Rather *et al.*, 2022). Meanwhile, service contexts such as banking and higher education reveal how interpersonal relationships influence brand advocacy intentions (Moliner *et al.*, 2018; Bakirtas and Gulpinar Demirci, 2022). Likewise, cross-contextual analysis shows that brand advocacy mechanisms vary by industry, such as emotional drivers predominating in experiential categories (tourism and luxury), while trust and functional satisfaction play larger roles in utilitarian contexts. Table 1 summarises the key contexts and their distinctive brand advocacy characteristics.

4.2 Conceptual characteristics

4.2.1 Theoretical underpinnings

Social identity theory (SIT): According to SIT, individuals enhance their self-esteem and define their social identity by

affiliating with groups that reflect their values and characteristics (Tajfel, 1978). This affiliation leads them to internalise the successes and failures of these groups as their own (Ashforth and Mael, 1989). In the context of brand advocacy, this identification process occurs when the brand becomes a key element of their self-concept and fulfils the needs such as self-categorisation, self-distinctiveness and self-enhancement (Becerra and Badrinarayanan, 2013). For example, Balaji *et al.* (2016) find that strong identification with a university significantly enhances students' self-concept, commitment and brand advocacy intention. Similarly, frontline employees who align with a brand's values are more likely to engage in brand advocacy, whereby they express their identities through support for the brand (Schepers and Nijssen, 2018).

Social exchange theory (SET): The SET is based on the principle that social interactions involve exchanges of valuable resources between parties (Emerson, 1976). Drawing on SET, studies found that consumers engage in brand advocacy as a form of reciprocity for positive interactions with a brand (Choi *et al.*, 2021). When brands take proactive actions that provide value, consumers will likely respond by advocating for the brand on social media, thereby increasing their emotional connection to it. This behaviour is not just about sharing information; it involves the exchange of brand-related emotions and the generation of engagement, both of which are essential

Table 1 Context of the studies

| Contexts | Corresponding studies |
|------------------------|---|
| CSR | Aljarah <i>et al.</i> (2022), Cant <i>et al.</i> (2014), Cordero-Gutiérrez <i>et al.</i> (2024), Du <i>et al.</i> (2007), Huang (2012), Kim <i>et al.</i> (2023), Limbu <i>et al.</i> (2020), Pai <i>et al.</i> (2015), Teah <i>et al.</i> (2022) and Xie <i>et al.</i> (2019) |
| Destination branding | Atsiz <i>et al.</i> (2024), Ghosh (2018), Kemp <i>et al.</i> (2012), Kumar and Kaushik (2020), Kumar and Kaushik (2017), Liu <i>et al.</i> (2021), Malik (2021), Rather <i>et al.</i> (2020), Wang <i>et al.</i> (2021) and Wilk <i>et al.</i> (2024) |
| Education marketing | Bakirtas and Gulpinar Demirci (2022), Balaji <i>et al.</i> (2016), Dass <i>et al.</i> (2021), De Cicco <i>et al.</i> (2025), Jillapalli and Wilcox (2010) and Poole (2017) |
| Event marketing | Mandl and Hogreve (2020) and Rai and Nayak (2018) |
| Fashion and lifestyle | Becerra and Badrinarayanan (2013), Pourazad <i>et al.</i> (2020), Samala and Singh (2019), Shimul and Phau (2022), Thomas and Jain (2022) and Trudeau and Shobeiri (2016) |
| Hospitality | Ahmad <i>et al.</i> (2023), Alnawas <i>et al.</i> (2024), Ballester <i>et al.</i> (2023), Bilro <i>et al.</i> (2018), Rai and Nayak (2018), Stein <i>et al.</i> (2025) and Sung <i>et al.</i> (2025) |
| Internal marketing | Aksoy <i>et al.</i> (2023), Badrinarayanan and Laverie (2011), Badrinarayanan and Laverie (2013), Badrinarayanan and Sierra (2018), Gammoh <i>et al.</i> (2021), Merrilees <i>et al.</i> (2021) and Schepers and Nijssen (2018) |
| Luxury branding | Baghi <i>et al.</i> (2016), Burnasheva <i>et al.</i> (2019), Kang (2018), Parrott <i>et al.</i> (2015), Purohit <i>et al.</i> (2024), Sharma <i>et al.</i> (2022), Shimul and Phau (2018), Shimul and Phau (2022), Shimul and Phau (2023), Shukla <i>et al.</i> (2016), Swimberghe <i>et al.</i> (2018), Teah <i>et al.</i> (2022) and Wong (2023) |
| Online brand advocacy | Ahmad <i>et al.</i> (2023), Aksoy and Yazici (2025), Aksoy <i>et al.</i> (2023), Bubphapant and Brandão (2024), Hao <i>et al.</i> (2024), Rambocas and Metivier (2024), Shoukat <i>et al.</i> (2025), Wilk <i>et al.</i> (2018), Wilk <i>et al.</i> (2021) and Wong and Hung (2023) |
| Social media marketing | Choi <i>et al.</i> (2021), Confetto <i>et al.</i> (2023), Kumar <i>et al.</i> (2025), Mathur (2019), Mathur <i>et al.</i> (2023), Potdar <i>et al.</i> (2018), Suprawan <i>et al.</i> (2025), Turri <i>et al.</i> (2013), VanMeter <i>et al.</i> (2015), VanMeter <i>et al.</i> (2018), Wallace <i>et al.</i> (2012) and Wallace <i>et al.</i> (2014) |
| Tourism | Bilro <i>et al.</i> (2018), Dutta <i>et al.</i> (2021), Harrigan <i>et al.</i> (2021) and Rather <i>et al.</i> (2022) |

Source(s): Authors' own work

elements of online brand advocacy (Wilk *et al.*, 2021; Potdar *et al.*, 2018). The concept of social currency, where valuable resources and information are exchanged in digital interactions, explains how online exchanges can build and sustain new advocacy relationships (Trudeau and Shobeiri, 2016).

Self-congruity theory: The self-congruity theory examines how customers mentally compare and choose brands that align with their personality attributes and values (Elbedweihy *et al.*, 2016). This alignment influences purchasing decisions and WOM through various self-concept dimensions like actual, ideal and social self (Sirgy *et al.*, 2008). Research demonstrates that self-brand identification drives positive brand attitudes, as it reinforces consumers' desired self-image (Shimul and Phau, 2022; Moliner *et al.*, 2018). Customers are more inclined to advocate for brands that match their self-perceptions (Liu *et al.*, 2012) when they perceive strong value alignment (Rather *et al.*, 2020). That is, once consumers integrate a brand into their self-concept, this connection motivates brand advocacy as part of their identity expression (Moliner *et al.*, 2018). For instance, strong congruity between game content and brand identity increases positive brand thoughts and brand advocacy behaviour (Vashisht *et al.*, 2021).

Attachment theory: The attachment theory explains individuals' personal and emotional connections to objects or materials they perceive as valuable and desirable (Bowlby, 1977). Studies have explored the impact of customers' emotional attachments to brands that fulfil their requirements for desirability and security (Shimul and Phau, 2022). Research has shown that the intensity of this emotional bond often impacts how much customers are willing to maintain their relationship with the brand and advocate for it (VanMeter *et al.*,

2015; Sanz-Blas *et al.*, 2019). The emotional bond between customers and brands strengthens over time as customers gain brand experience, cultivate a sense of connectedness and, subsequently, engage in brand advocacy (Ahmadi and Ataei, 2022). For instance, in destination marketing, the attachment theory explains how travellers' identification with a destination brand leads to brand advocacy, fulfilling social identity objectives (Kumar and Kaushik, 2017). As customers' experiences with a brand deepen over time, their attachment grows, leading to increased brand advocacy as they integrate the brand into their self-concept.

Beyond the aforementioned four primary theories, brand advocacy research has used several other theoretical lenses (Table 2). Self-determination theory has been applied to examine how autonomy and competence influence brand advocacy (Bilro and Loureiro, 2023; Jillapalli and Wilcox, 2010), while social influence theory explores how interpersonal connections shape brand advocacy decisions (Confetto *et al.*, 2023; Jayasimha *et al.*, 2017; Wilk *et al.*, 2024). Attribution theory has also been used to understand how consumers interpret brand behaviours and motives (Ahmad *et al.*, 2023; Kim, 2024). More recent research has used specialised frameworks such as the triangular theory of love (Kang, 2018) and the stimulus-organism-response model (Aljarah *et al.*, 2024; Atsiz *et al.*, 2024) to examine the emotional and cognitive dimensions of brand advocacy.

4.2.2 Measurement scales

Studies measuring brand advocacy often lack consistency in their measurement sources, with researchers drawing from diverse scales that are often used in unintended ways. For

Table 2 Theories in brand advocacy research

| Theory | Corresponding study |
|------------------------------|---|
| Attachment theory | Ahmadi and Ataei (2022), Shimul and Phau (2022), VanMeter <i>et al.</i> (2015), VanMeter <i>et al.</i> (2018) and Wang <i>et al.</i> (2024) |
| Attribution theory | Ahmad <i>et al.</i> (2023) and Yuan <i>et al.</i> (2024) |
| Self-congruity theory | Kumar and Kaushik (2017), Moliner <i>et al.</i> (2018), Rather <i>et al.</i> (2020), Shimul and Phau (2022) and Vashisht <i>et al.</i> (2021) |
| Self-determination theory | Bilro and Loureiro (2023), Halder <i>et al.</i> (2024), Jillapalli and Wilcox (2010), Malik (2021) and Malik and Pradhan (2025) |
| Social exchange theory | Ahmad <i>et al.</i> (2023a, 2023b), Aksoy and Yazici (2025), Badrinarayanan and Sierra (2018), Choi <i>et al.</i> (2021), Kim <i>et al.</i> (2023), Potdar <i>et al.</i> (2018), Quaye <i>et al.</i> (2022), Shimul <i>et al.</i> (2024), Trudeau and Shobeiri (2016), van Tonder and Petzer (2021), Wang <i>et al.</i> (2021), Wilk <i>et al.</i> (2019) and Wong (2023) |
| Social identity theory | Badrinarayanan and Laverie (2011), Bakirtas and Gulpinar Demirci (2022), Balaji <i>et al.</i> (2016), Becerra and Badrinarayanan (2013), Burnasheva <i>et al.</i> (2019), Confetto <i>et al.</i> (2023), De Ciccio <i>et al.</i> (2025), Fatma and Khan (2025), Gammoh <i>et al.</i> (2021), Kim <i>et al.</i> (2023), Kumar and Kaushik (2017), Limbu <i>et al.</i> (2020), Lourenço <i>et al.</i> (2024), Mandl and Hogueve (2020), Moliner <i>et al.</i> (2018), Rather <i>et al.</i> (2020), Rather <i>et al.</i> (2022), Schepers and Nijssen (2018), Shoukat <i>et al.</i> (2025), Shimul and Phau (2022, 2023), Srinaruewan <i>et al.</i> (2015), Stokburger-Sauer <i>et al.</i> (2012), Swimberghe <i>et al.</i> (2018), Wang <i>et al.</i> (2021), Wilk <i>et al.</i> (2018) and Wilk <i>et al.</i> (2021) |
| Social influence theory | Confetto <i>et al.</i> (2023), Jayasimha <i>et al.</i> (2017) and Wilk <i>et al.</i> (2024) |
| Social presence theory | Kumar <i>et al.</i> (2025) |
| Stimulus-Organism-Response | Aljarah <i>et al.</i> (2024), Atsız <i>et al.</i> (2024), Chow and Ho (2025), Haddad <i>et al.</i> (2024); Kalam <i>et al.</i> (2025) and Kumar <i>et al.</i> (2025) |
| Triangular theory of love | Kang (2018), Thomas and Jain (2022), Wong (2023) and Wong and Hung (2023) |
| Source(s): Authors' own work | |

instance, multiple papers (Srinaruewan *et al.*, 2015; Du *et al.*, 2007; Xie *et al.*, 2019; Pai *et al.*, 2015; Bilro *et al.*, 2018) adapted scale items from Bhattacharya and Sen (2003) to measure brand advocacy. However, a closer look at the referenced source reveals that Bhattacharya and Sen (2003) did not intend these items to measure brand advocacy. Rather, they proposed a set of “potential measures” to assess the constructs entitled “consumer-company identification”, of which following are frequently used to measure brand advocacy:

- intention to try new products of the brand;
- favourable WOM; and
- resilience to negative information.

Other brand advocacy measurement scales have evolved through various adaptations in academic research. Several studies (Sharma *et al.*, 2022; Kim *et al.*, 2023; Ahmadi and Ataei, 2022) have used Kim *et al.*'s (2001) WOM measures, which were originally adapted from File *et al.* (1994). Another prominent measure is Melancon *et al.*'s (2011) four-item advocacy scale, which has been widely used in recent brand advocacy research (Badenes-Rocha *et al.*, 2022; Choi *et al.*, 2021). Some researchers have combined items from Brown *et al.*'s (2005) WOM measures with Ahearne *et al.*'s (2005) customer extra-role behaviour scales (Kumar and Kaushik, 2017, 2020). Fullerton's (2005) adaptation of Zeithaml *et al.*'s (1996) items has been influential in measuring advocacy intention (Mathur, 2019). In retail contexts, researchers have adapted scales from Badrinarayanan and Laverie (2011) to assess salesperson brand advocacy (Gammoh *et al.*, 2021). Further, conceptual similarities have resulted in researchers

using scales meant to measure brand love (Carroll and Ahuvia, 2006), brand acceptance (Du *et al.*, 2007) and self-identification measures (Melancon *et al.*, 2011; Stokburger-Sauer *et al.*, 2012) for the assessment of brand advocacy (Wallace *et al.*, 2012, 2014; Samala and Singh, 2019). Supplementary Table 3 outlines five widely used scales and their adapted versions in brand advocacy research.

4.2.3 Antecedents

The existing literature has examined a set of drivers of brand advocacy (Supplementary Table 4). As delineated above (Section 4.2.1), consumers' identities, specifically their belongingness to groups and communities, play a key role in driving brand advocacy. Studies show that individuals view themselves as part of social groups, with this sense of belonging influencing their behaviour towards the group, including brands (Mandl and Hogueve, 2020). Such identification with a brand leads consumers to engage in collective behaviours (i.e. brand advocacy) to commend the brand's virtues and assist other brand members, driven by the desire for self-enhancement and perceived self-congruence (Shimul and Phau, 2022; Rather *et al.*, 2022). Individuals who psychologically connect with a brand and see its successes and failures as their own are more likely to demonstrate favouritism and engage in behaviours that benefit the brand, such as advocating for the brand to others (Becerra and Badrinarayanan, 2013; Kumar and Kaushik, 2017). Taken together, consumer brand identification results in a reciprocal relationship when consumers feel affiliated with the brand community, they support the brand and serve as brand advocates (Wilk *et al.*, 2021; Coelho *et al.*, 2019).

Such reciprocal relationships also make consumers more engaged with the brand, resulting in brand advocacy. Harrigan *et al.* (2021) argued that engaged consumers are likely to be brand advocates, as higher levels of consumer interactions with the brand lead to increased motivation, favourable attitudes, loyalty and recommendations, making brand advocacy a consequence of engagement. For instance, consumers' engagement in services comes from interactive and shared experiences, which motivates them to advocate for a particular service provider to others (Moliner *et al.*, 2018). This finding has been empirically supported across research on brand advocacy in social media (Ballester *et al.*, 2023; Mathur, 2019), fashion branding (Samala and Singh, 2019), destination branding (Kumar and Kaushik, 2020) and virtual reality marketing (de Regt *et al.*, 2021). Studies reveal multiple interconnected antecedents, with self-congruity emerging as significant through social media (Wallace *et al.*, 2012, 2014) and sports brand contexts (Wong and Hung, 2023). Consumers' self-brand identification and engagement augment emotional connections (Bagozzi *et al.*, 2021), whilst emotional attachments, including brand love and intimacy, drive brand advocacy (Roy *et al.*, 2023). When emotionally invested, consumers view brands as self-extensions, actively promoting and defending them (Ahmadi and Ataei, 2022). Furthermore, trust, commitment and satisfaction significantly influence brand advocacy, with brand trust and perceived integrity proving essential for endorsement (Becerra and Badrinarayanan, 2013). CSR initiatives enhance brand advocacy when driven by public-serving motivations (Aljarah *et al.*, 2022).

4.2.4 Outcomes

The outcomes of brand advocacy encompass a range of impacts on consumers and brands that unearth the multifaceted effects of consumer-driven promotions in the marketplace (Supplementary Table 5). The connection between consumer and brand cultivates brand trust and loyalty (Wilk *et al.*, 2019, 2021; Roy *et al.*, 2023; Quaye *et al.*, 2022), both of which often stimulate brand advocacy behaviour. Consumers' intention to support brands nurtures their behaviour towards the brands, (re)purchase intentions (Wilk *et al.*, 2019, 2021; Choi *et al.*, 2021; Dutta *et al.*, 2021; Keller, 2007; Mandl and Högrevé, 2020) and recommendation decisions (Keller, 2007). Alongside these connections, brand advocacy manifests through various customer behaviours, from social media promotions and favourable WOM (Potdar *et al.*, 2018) to information sharing (Badenes-Rocha *et al.*, 2022). Such behaviours generate social currency as consumers benefit from brand-related information exchange (Trudeau and Shobeiri, 2016). Understanding brands' intrinsic and extrinsic motives enhances customer engagement and brand equity (Pai *et al.*, 2015). Conversely, brand avoidance may occur when negative experiences intersect with community engagement (Jayasimha *et al.*, 2017). Studies also document that brand representation across platforms influences customer attitudes and brand reviews (Ghosh, 2018) while affecting social and perceived brand value (Campbell *et al.*, 2024; France *et al.*, 2018). Nevertheless, employee advocacy also plays an important role, with research emphasising the impact of staff emotions and

brand identification on customer interactions (Aksoy *et al.*, 2023; Gammoh *et al.*, 2021).

4.2.5 Mediators

Research reveals various mediating mechanisms in brand advocacy's antecedents and outcomes (Supplementary Table 6), which shows the complex interplay between consumers, brands and brand advocacy. Emotional connections emerge as significant mediators, with emotional attachment mediating the relationship between brand reputation and brand advocacy (Ahmadi and Ataei, 2022), while brand love mediates the relationship between brand community and brand advocacy (Coelho *et al.*, 2019). Brand relationship quality and trust serve as mediators in the brand advocacy–loyalty relationship (Quaye *et al.*, 2022).

In service marketing contexts, service quality mediates the relationship between affective commitment and brand advocacy, with committed customers exhibiting brand advocacy when perceiving high service quality (van Tonder and Petzer, 2021). CSR initiatives influence brand advocacy through brand trust and customer–brand identification as mediating factors (Limbu *et al.*, 2020). Kim *et al.* (2023) found that perceived value-driven motivation mediates the relationship between institutional CSR and brand advocacy intentions. Additional mediating relationships include thought favourability in game–product fit contexts (Vashisht *et al.*, 2021), customer-based brand equity in counterfeit awareness scenarios (Baghi *et al.*, 2016) and brand engagement with self-concept in Millennial fashion brands (Samala and Singh, 2019). Brand loyalty also serves as a mediator between brand passion and brand advocacy (Pourazad *et al.*, 2020), demonstrating the multifaceted nature of brand advocacy relationships.

4.2.6 Moderators

Several studies have investigated moderating variables, yielding intriguing findings that enhance understanding of the underpinnings of brand advocacy and its associations with pertinent constructs (Supplementary Table 7). Research examining moderating factors to brand advocacy effects reveals several significant relationship dynamics. Brand relationship quality constructs demonstrate important interactive effects, with emotional brand attachment moderating consumer-based brand equity's impact on brand advocacy (Baghi *et al.*, 2016). Brand loyalty strengthens the attachment–advocacy relationship in luxury contexts (Shimul and Phau, 2018), while brand engagement amplifies the connection between brand identification and brand advocacy (Rather *et al.*, 2022).

CSR activities show notable moderating effects, with CSR-emphasising brands generating stronger consumer identification and brand advocacy (Srinaruewan *et al.*, 2015). The impact varies across contexts, such as private versus public hospitals (Limbu *et al.*, 2020), while in B2B settings, intrinsic CSR motives strengthen the relationship between CSR perceptions and brand advocacy (Pai *et al.*, 2015). Social media engagement presents distinct moderating patterns, with content creators showing stronger relationships between affective commitment and brand advocacy compared to content consumers (Turri *et al.*, 2013). Service contexts reveal that inadequate provider responses and service issue severity moderate the brand advocacy–brand avoidance relationship

(Jayasimha *et al.*, 2017). Organisational identification also strengthens the relationship between trust and employee online brand advocacy (Aksoy *et al.*, 2023).

4.3 Methodological characteristics

4.3.1 Research approaches and analysis techniques

This scoping review of brand advocacy research reveals a strong preference for quantitative approaches (96%), with structural equation modelling (SEM) emerging as the overwhelmingly dominant analytical technique. Specifically, 98 studies applied SEM in AMOS (Aksoy *et al.*, 2023; Wilk *et al.*, 2021; Choi *et al.*, 2021; Coelho *et al.*, 2019; Shimul and Phau, 2018; Kang, 2018) and PLS-SEM (Bilro and Loureiro, 2023; Quayle *et al.*, 2022; Harrigan *et al.*, 2021), PLS (Hsiao *et al.*, 2015) and SmartPLS (Gammoh *et al.*, 2021; Hao *et al.*, 2024). Other common techniques included regression analysis (13 studies) (Limbu *et al.*, 2020; Fullerton, 2005) and experimental design (12 studies) (Badenes-Rocha *et al.*, 2022; Liao *et al.*, 2025). Beyond these mainstream approaches, a limited number of studies used specialised techniques, including qualitative analysis (Wilk *et al.*, 2021), path analysis (Thomas and Jain, 2022), factor analysis (Dutta *et al.*, 2021), meta-analysis (Bhati and Verma, 2020), SPSS macro syntax PROCESS (Mandl and Hogueve, 2020) and netnography with content analysis (Potdar *et al.*, 2018; Parrott *et al.*, 2015). This methodological trajectory reflects the domain's development towards increasingly sophisticated modelling capabilities while maintaining predominantly positivist paradigms. Nevertheless, the limited presence of qualitative (eight studies) and mixed-method approaches (four studies) suggests opportunities for methodological diversification in future research.

5. Future research agenda

5.1 Advancing theoretical underpinnings

Current research on brand advocacy predominantly uses customer–brand relationship theories. Theoretical diversification could significantly enhance conceptual understanding. For instance, social adaptation theory (Kahle and Homer, 1985) can be used to examine how consumers adjust advocacy behaviours during brand transformations like rebranding. Social cognition theory (Swann, 1984) could illuminate information processing in advocacy decisions and recommend effective positioning strategies. Self-presentation theory (Baumeister and Hutton, 1987) provides insights into how consumers strategically manage public image through brand behaviours. Stakeholder theory (Friedman and Miles, 2002) presents a comprehensive perspective for examining how interactions between brands and key stakeholders, including employees, customers and partners, influence brand advocacy. This theoretical framework could enhance understanding of how integrated stakeholder engagement strategies contribute to sustained brand advocacy. These complementary theoretical approaches collectively offer the potential for developing a more nuanced understanding of the cognitive, social and organisational dynamics that shape brand advocacy behaviours.

5.2 Examining unexplored and unorthodox contexts

Future research could extend findings reported here by meticulously analysing unexplored and novel avenues that

incorporate new dimensions into brand advocacy research. For instance, Weiger *et al.* (2025) found that customers who advocate for a brand on social media may reduce their own purchase frequency, which challenges the assumption that advocacy always translates into greater loyalty. Within luxury branding, strategic comparison across brand life cycle stages can provide insights into how advocacy varies between established versus emerging brands (Shukla *et al.*, 2016). While formal educational institutions have been extensively studied (Balaji *et al.*, 2016; Jillapalli and Wilcox, 2010), examining online-based private educational platforms' (e.g. Khan Academy) branding strategies and communication tactics can introduce novel constructs. AI integration may impact brand advocacy by generating deeper emotional connections through personalised interactions (Huang and Rust, 2021) that warrant investigation of psychological effects across cultural contexts. While CSR's influence is well-documented (Du *et al.*, 2007; Limbu *et al.*, 2020), scholars advocate granular analysis alongside emerging influencer marketing opportunities (VanMeter *et al.*, 2015). Future trajectories span rapidly transforming industries, whilst tourism studies could expand beyond international visitors (Malik, 2021) to domestic perspectives. Nation branding research warrants investigating stakeholder coordination's impact, with cross-cultural variables offering opportunities to enrich theoretical frameworks.

5.3 Investigating novel antecedents

While extant brand advocacy research has identified numerous contributory variables, brand advocacy research requires investigation of novel antecedents, particularly temporal relationship dynamics, with brand promotions shaping credibility through social networks (Wallace *et al.*, 2012) and personalised content impacting behaviour (Choi *et al.*, 2021). Brand influencers, employee–customer interactions (Badrinarayanan and Sierra, 2018) and brand communities' resource-sharing mechanisms (Mandl and Hogueve, 2020; Jayasimha *et al.*, 2017) warrant examination. Future research should investigate how prior knowledge and brand experience create customer resilience to negative information, as current literature shows inconsistent findings regarding whether prior experience positively moderates advocacy behaviours or creates diminishing returns, which warrants an examination of boundary conditions that explain these contradictory results. Regarding CSR initiatives, disagreement exists in the literature about which dimensions (social, economic and environmental) most effectively drive advocacy. Research provides conflicting evidence about whether consumers' moral versus self-serving motives create stronger responses. Therefore, this review calls for novel theoretical frameworks to examine interactive effects between CSR dimensions and motivational orientations, including potential curvilinear relationships explaining mixed results. Brand bravery represents an understudied antecedent lacking theoretical consensus. Brands addressing and mitigating critical misconduct of internal or external factors bravely can also influence and generate customer support or manipulate undesired customer reactions (e.g. brand boycotting).

5.4 Exploring new outcomes

Brand advocacy can have a positive impact on brand growth by leveraging satisfied customers' influence, trust and positive

WOM, leading to increased visibility, credibility, loyalty and revenue. Thus, additional research is necessary to analyse whether companies can ensure brand growth and expansion through brand advocacy. Future research could also analyse the marketing and corporate strategies of brands to ascertain desirable outcomes through brand advocacy. Brand advocacy may influence companies to maintain authenticity and quality while prioritising customer satisfaction, motivating consistent promise delivery and nurturing positive experiences that contribute to sustained growth, with customer citizenship behaviour requiring investigation as a potential advocacy outcome. While brand advocacy results in positive consumer–brand relationships, it may introduce unintended challenges requiring study. Despite enhanced engagement potential, positive advocacy can transform into anti-brand communication. Brand advocates' dissonance from unmet expectations warrants research to examine how ineffective strategies precipitate retaliation and negative WOM dissemination. The dissonance experienced by brand advocates when expectations are unmet calls for research into how ineffective strategies may precipitate consumer retaliation and the spread of negative WOM. Future research should also explore the dark side of brand advocacy, including cases where unmet expectations lead to brand hate or anti-brand behaviour (e.g. public criticism or boycotts), highlighting the fragile nature of advocate–brand relationships.

5.5 Testing additional mediators

Future research in brand advocacy warrants the examination of multiple mediating variables, as current literature shows limited consensus on which mechanisms best explain advocacy relationships. While perceived brand value has been suggested as a mediator between brand advocacy and customer loyalty, empirical validation remains insufficient about its relative importance compared to other mediators, like emotional attachment, which merits investigation. Self-brand identification could explain how brand preference connects to advocacy through customer–brand alignment. Brand distinctiveness, warmth and positioning warrant examination as mediators between brand perception and brand advocacy. Memorable brand experiences present promising mediating opportunities, particularly for outcomes like commitment and attachment. The impact of brand personality on advocacy–trust relationships and community attitudes should also be investigated. Customer motivations, whether social, brand-centric or personal, may mediate between citizenship behaviours and firm initiatives like CSR and brand activism through value alignment, offering strategic implications for brand management.

5.6 Testing new moderators

Research indicates positive correlations between self-expressive brands and favourable WOM, with [Carroll and Ahuvia \(2006\)](#) highlighting brand love's role in strengthening this relationship. Current brand advocacy research often examines moderators in isolation, which creates an incomplete understanding of advocacy dynamics. The multifaceted nature of consumer–brand relationships suggests multiple moderators may interact simultaneously; as such, brand authenticity may only influence advocacy when combined with specific motivations or attachment levels. This complexity demands examining multiple

moderating variables concurrently, including interactive effects between brand authenticity and success/failure conditions, brand uniqueness and attachment influences and how intrinsic versus extrinsic motivations amplify other moderating effects. Likewise, consumer ethnocentrism and cosmopolitanism warrant investigation regarding their moderating effects on the relationship between brand commitment and brand advocacy. In the context of internal branding, employee-related variables, including emotional intelligence and incentive structures, merit examination as potential moderators of customer engagement and brand advocacy. Social media research could explore how visual attention to brand content and cause-related movements influences brand-related behaviours. Demographic factors (e.g. education and age) present promising avenues for investigation, especially concerning their impact on CSR-driven brand advocacy intentions, given observations that younger, educated customers demonstrate a heightened awareness of brands' CSR activities.

5.7 Methodological advancement

The review of measurement scales (Section 4.4.1) reveals that most studies have adapted WOM-related scales to measure brand advocacy. However, the critical question remains whether these scales truly capture the construct of brand advocacy as defined in the literature. Moreover, despite the widespread use of these adapted measures, there is limited research explicitly validating these scales as reliable and valid indicators of brand advocacy. This lack of empirical support suggests a potential gap in the literature. Therefore, this review calls for future research to develop and validate a dedicated brand advocacy scale.

Advancing methodological rigour in brand advocacy research needs diverse analytical approaches. Longitudinal studies offer valuable insights into evolving customer–brand relationships and brand advocacy dynamics, whilst experimental designs can establish causality across varying contexts, particularly in comparing luxury versus regular brands. Neuromarketing methods, including brain imaging and biometric analysis, present opportunities for understanding brand advocacy's subconscious drivers, complementing traditional research approaches. Secondary data analysis enables trend identification and benchmarking, while case studies provide context-rich insights for theoretical framework development. The integration of qualitative methods, particularly in-depth interviews, alongside neural techniques for examining emotional responses, could enhance understanding of both positive and negative brand advocacy outcomes, including brand defence and brand hatred. The use of a multiplex of methods to explore brand advocacy promises to significantly advance understanding of the construct, both theoretically and practically.

6. Concluding comments

This scoping review makes significant theoretical contributions to the brand advocacy research. While [Bhati and Verma's \(2020\)](#) meta-analysis focused solely on antecedents, this comprehensive examination provides the first systematic mapping of the entire brand advocacy nomological network, including theoretical foundations, mediators, moderators and

outcomes across diverse contexts. The identification of four primary theoretical foundations (SIT, SET, self-congruity theory and attachment theory) provides the systematic theoretical framework for the construct, which extends the atheoretical approaches that have dominated prior research. The review also reveals significant measurement inconsistencies, with most studies inappropriately adapting WOM scales rather than developing dedicated brand advocacy measures, which is a fundamental issue overlooked in previous reviews. To advance research on brand advocacy further, this review provides a set of research questions (Table 3) and a framework (Figure 2) that outline areas to explore the drivers, outcomes and contexts of brand advocacy, including the impact of AI, CSR initiatives and industry and cultural dynamics.

For practitioners, this review provides guidance in developing effective brand advocacy strategies. Brand managers can leverage the framework (Figure 2) to identify the most impactful drivers of advocacy, such as recognising the role of emotional connections and brand identification in generating brand advocacy. For example, premium brands (e.g. Apple) often leverage self-congruity by aligning products with customers' identity aspirations (Liao *et al.*, 2021), whilst

Patagonia's environmental activism exemplifies how genuine CSR commitment generates values-based advocacy (Bulmer *et al.*, 2024). The analysis of contextual factors shows how service brands (e.g. Southwest Airlines) should invest in employee empowerment programs to deliver exceptional customer experiences that drive brand advocacy behaviours (Convery-Pelletier, 2024). As emerging technologies like AI continue transforming customer-brand relationships, this review will equip marketers with the knowledge to develop differentiated brand advocacy strategies that align with evolving consumer expectations. This review emphasises the importance of developing proprietary advocacy metrics rather than relying on adapted WOM scales, enabling more precise tracking of advocacy effectiveness across brand touchpoints.

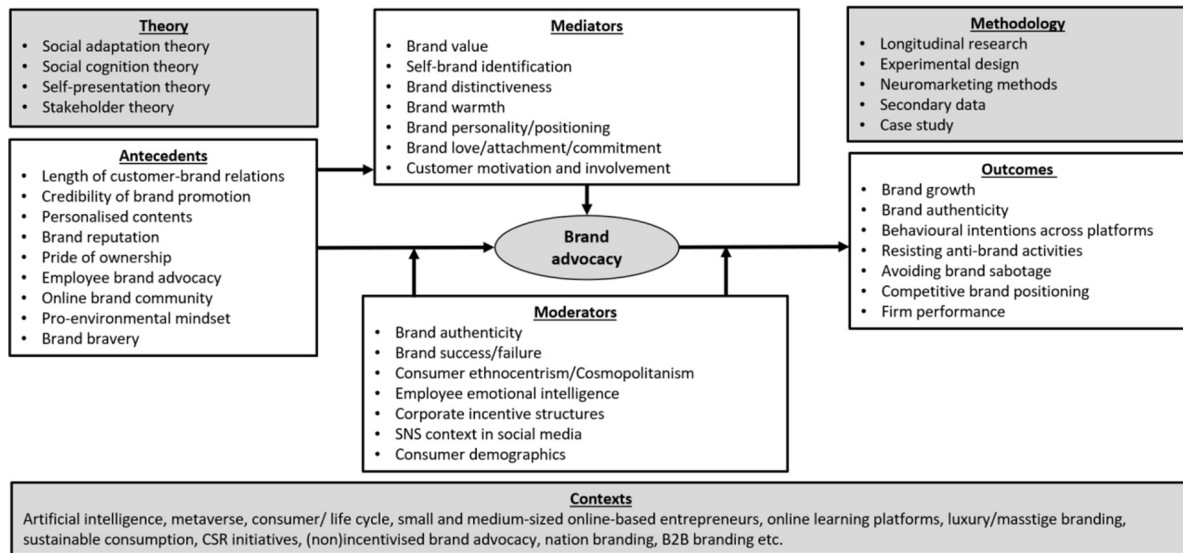
Limitations: While this scoping review used rigorous search protocols, several methodological constraints warrant acknowledgment. The reliance on three primary databases (Web of Science, Scopus and ProQuest) potentially excluded valuable contributions indexed elsewhere. Also, the stringent focus on ABDC-ranked publications may have overlooked important insights from unpublished works (e.g. dissertations), practitioner-oriented journals, conference proceedings and emerging open-access platforms. Finally, incorporating

Table 3 Future research questions for brand advocacy literature

| Research direction | Research questions |
|---|---|
| Advancing theoretical underpinnings | RQ1. How does social adaptation theory explain consumer advocacy adjustments during brand transformations? RQ2. How does self-presentation theory influence strategic brand promotion decisions? RQ3. How do integrated stakeholder engagement strategies sustain brand advocacy through stakeholder theory? |
| Examining unexplored and unorthodox contexts | RQ4. How does brand advocacy vary across luxury brand life cycle stages (established vs emerging)? RQ5. What are the psychological effects of AI-driven personalisation on brand advocacy across cultures? RQ6. How do CSR dimensions (social, economic and environmental) differentially influence advocacy based on consumer motivations? |
| Investigating novel antecedents | RQ7. How do the temporal dynamics of customer-brand relationships influence advocacy sustainability? RQ8. What mechanisms drive brand influencer effectiveness in advocacy programmes? RQ9. How does brand bravery in addressing misconduct affect consumer advocacy versus boycotting behaviours? |
| Exploring new outcomes | RQ10. How does positive brand advocacy transform into anti-brand communication on social media? RQ11. What triggers brand advocate dissonance and subsequent negative word-of-mouth? RQ12. How does brand advocacy influence corporate prioritisation of authenticity and quality? |
| Testing additional mediators | RQ13. How does self-brand identification mediate the brand preference-advocacy relationship? RQ14. What is the mediating role of memorable brand experiences in advocacy outcomes? RQ15. How do customer motivations mediate the relationship between citizenship behaviours and CSR initiatives? |
| Testing new moderators | RQ16. How do intrinsic versus extrinsic motivations moderate brand advocacy outcomes? RQ17. What are the moderating effects of consumer ethnocentrism on brand commitment-advocacy relationships? RQ18. How do cultural and generational differences moderate CSR-driven advocacy behaviours? |
| Methodological advancement | RQ19. Do existing WOM-adapted scales accurately capture the brand advocacy construct? RQ20. How can neuromarketing methods illuminate subconscious drivers of brand advocacy? RQ21. What advantages emerge from integrating qualitative and neural techniques in advocacy research? |

Source(s): Authors' own work

Figure 2 Framework for future research



Source: Authors' own work

international publications beyond English-language sources would enhance the global applicability of future frameworks.

Acknowledgements

The authors extend their sincere gratitude to the Editors, Associate Editor and anonymous peer reviewers for their valuable constructive feedback and developmental suggestions, which contributed to enhancing the quality and rigour of this manuscript.

Credit authorship contribution statement

The author contributions are as follows: Anwar Sadat Shimul: Writing – review and editing, Writing – original draft, Project administration, Methodology, Investigation, Formal analysis and Conceptualisation; Anisur R. Faroque: Writing – review and editing, Writing – original draft, Project administration, Methodology and Conceptualisation; and Esnaina Quader: Writing – original draft, Project administration, Methodology, Investigation, Data curation and Formal analysis.

References

- Ahearne, M., Bhattacharya, C.B. and Gruen, T. (2005), "Antecedents and consequences of customer-company identification: expanding the role of relationship marketing", *Journal of Applied Psychology*, Vol. 90 No. 3, pp. 574-585, doi: [10.1037/0021-9010.90.3.574](https://doi.org/10.1037/0021-9010.90.3.574).
- Ahmad, N., Ullah, Z., AlDhaen, E. and Siddique, I. (2023), "Promoting the advocacy behavior of customers through corporate social responsibility: the role of brand admiration", *Business and Society Review*, Vol. 128 No. 2, pp. 367-386, doi: [10.1111/basr.12320](https://doi.org/10.1111/basr.12320).
- Ahmadi, A. and Ataei, A. (2022), "Emotional attachment: a bridge between brand reputation and brand advocacy", *Asia-Pacific Journal of Business Administration*, Vol. 16 No. 1, pp. 1-20, doi: [10.1108/APJBA-11-2021-0579](https://doi.org/10.1108/APJBA-11-2021-0579).
- Aksoy, N.C. and Yazici, N. (2025), "Online brand advocacy for destinations: the role of destination management, experience, and satisfaction", *Journal of Vacation Marketing*, Vol. 31 No. 2, p. 13567667231206867, doi: [10.1177/13567667231206867](https://doi.org/10.1177/13567667231206867).
- Aksoy, N.C., Yazici, N. and Duzenci, A. (2023), "Employees' online brand advocacy behaviors as a response to justice and emotion", *Journal of Product & Brand Management*, Vol. 32 No. 6, pp. 878-891, doi: [10.1108/JPBM-11-2021-3742](https://doi.org/10.1108/JPBM-11-2021-3742).
- Albert, N., Merunka, D. and Valette-Florence, P. (2013), "Brand passion: antecedents and consequences", *Journal of Business Research*, Vol. 66 No. 7, pp. 904-909, doi: [10.1016/j.jbusres.2011.12.009](https://doi.org/10.1016/j.jbusres.2011.12.009).
- Aljarah, A., Dalal, B., Ibrahim, B. and Lahuerta-Otero, E. (2022), "The attribution effects of CSR motivations on brand advocacy: psychological distance matters!", *The Service Industries Journal*, Vol. 42 Nos 7-8, pp. 583-605, doi: [10.1080/02642069.2022.2041603](https://doi.org/10.1080/02642069.2022.2041603).
- Aljarah, A., Sawaftah, D., Ibrahim, B. and Lahuerta-Otero, E. (2024), "The differential impact of user- and firm-generated content on online brand advocacy: customer engagement and brand familiarity matter", *European Journal of Innovation Management*, Vol. 27 No. 4, pp. 1160-1181, doi: [10.1108/EJIM-05-2022-0259](https://doi.org/10.1108/EJIM-05-2022-0259).
- Alnawas, I., El Hedhli, K., Abu Farha, A. and Zourrig, H. (2024), "The effects of hotels' environmental sustainability communication strategies on social media engagement and brand advocacy: the roles of communication characteristics and customers' personality traits", *Journal of Vacation Marketing*, p. 13567667231222935, doi: [10.1177/13567667231222935](https://doi.org/10.1177/13567667231222935).
- Arksey, H. and O'Malley, L. (2005), "Scoping studies: towards a methodological framework", *International Journal of Social*

- Research Methodology*, Vol. 8 No. 1, pp. 19-32, doi: [10.1080/1364557032000119616](https://doi.org/10.1080/1364557032000119616).
- Ashforth, B.E. and Mael, F. (1989), "Social identity theory and the organization", *The Academy of Management Review*, Vol. 14 No. 1, pp. 20-39, doi: [10.5465/AMR.1989.4278999](https://doi.org/10.5465/AMR.1989.4278999).
- Atsız, O., Çokal, Z., Yıldırım, İ. and Cankül, I. (2024), "Understanding travelers' masstige consumption values: an application of masstige theory and S-O-R model paradigm", *Asia Pacific Journal of Tourism Research*, Vol. 29 No. 9, pp. 1170-1184, doi: [10.1080/10941665.2024.2380045](https://doi.org/10.1080/10941665.2024.2380045).
- Badenes-Rocha, A., Bigné, E. and Ruiz-Mafé, C. (2022), "Visual attention paid to negative comments in cause-related posts: visual style and emotionality matter", *International Journal of Advertising*, Vol. 41 No. 8, pp. 1454-1476, doi: [10.1080/02650487.2022.2071394](https://doi.org/10.1080/02650487.2022.2071394).
- Badrinarayanan, V. and Laverie, D.A. (2011), "Brand advocacy and sales effort by retail salespeople: antecedents and influence of identification with manufacturers' brands", *Journal of Personal Selling & Sales Management*, Vol. 31 No. 2, pp. 123-140, doi: [10.2753/PSS0885-3134310202](https://doi.org/10.2753/PSS0885-3134310202).
- Badrinarayanan, V. and Laverie, D.A. (2013), "The role of manufacturers' salespeople in inducing brand advocacy by retail sales associates", *Journal of Marketing Theory and Practice*, Vol. 21 No. 1, pp. 57-70, doi: [10.2753/MTP1069-6679210104](https://doi.org/10.2753/MTP1069-6679210104).
- Badrinarayanan, V. and Sierra, J.J. (2018), "Triggering and tempering brand advocacy by frontline employees: vendor and customer-related influences", *Journal of Business & Industrial Marketing*, Vol. 33 No. 1, pp. 42-52, doi: [10.1108/JBIM-06-2016-0137](https://doi.org/10.1108/JBIM-06-2016-0137).
- Baghi, I., Gabrielli, V. and Grappi, S. (2016), "Consumers' awareness of luxury brand counterfeits and their subsequent responses: when a threat becomes an opportunity for the genuine brand", *Journal of Product & Brand Management*, Vol. 25 No. 5, pp. 452-464, doi: [10.1108/JPBM-11-2014-0747](https://doi.org/10.1108/JPBM-11-2014-0747).
- Bagozzi, R.P., Romani, S., Grappi, S. and Zarantonello, L. (2021), "Psychological underpinnings of brands", *Annual Review of Psychology*, Vol. 72 No. 1, pp. 585-607, doi: [10.1146/annurev-psych-010419-051008](https://doi.org/10.1146/annurev-psych-010419-051008).
- Bakirtas, H. and Gulpinar Demirci, V. (2022), "A structural evaluation of university identification", *International Review on Public and Nonprofit Marketing*, Vol. 19 No. 3, pp. 507-531, doi: [10.1007/s12208-021-00313-3](https://doi.org/10.1007/s12208-021-00313-3).
- Balaji, M.S., Roy, S.K. and Sadeque, S. (2016), "Antecedents and consequences of university brand identification", *Journal of Business Research*, Vol. 69 No. 8, pp. 3023-3032, doi: [10.1016/j.jbusres.2016.01.017](https://doi.org/10.1016/j.jbusres.2016.01.017).
- Ballester, E., Ruiz-Mafé, C. and Rubio, N. (2023), "Females' customer engagement with eco-friendly restaurants in Instagram: the role of past visits", *International Journal of Contemporary Hospitality Management*, Vol. 35 No. 6, pp. 2267-2288, doi: [10.1108/IJCHM-02-2022-0178](https://doi.org/10.1108/IJCHM-02-2022-0178).
- Baumeister, R.F. and Hutton, D.G. (1987), "Self-presentation theory: self-construction and audience pleasing", in Mullen, B. and Goethals, G.R. (Eds), *Theories of Group Behavior*, Springer, New York, NY, pp. 71-87, doi: [10.1007/978-1-4612-4634-3_4](https://doi.org/10.1007/978-1-4612-4634-3_4).
- Becerra, E.P. and Badrinarayanan, V. (2013), "The influence of brand trust and brand identification on brand evangelism", *Journal of Product & Brand Management*, Vol. 22 Nos 5-6, pp. 371-383, doi: [10.1108/JPBM-09-2013-0394](https://doi.org/10.1108/JPBM-09-2013-0394).
- Bhati, R. and Verma, H.V. (2020), "Antecedents of customer brand advocacy: a meta-analysis of the empirical evidence", *Journal of Research in Interactive Marketing*, Vol. 14 No. 2, pp. 153-172, doi: [10.1108/JRIM-12-2018-0165](https://doi.org/10.1108/JRIM-12-2018-0165).
- Bhattacharya, C.B. and Sen, S. (2003), "Consumer-company identification: a framework for understanding consumers' relationships with companies", *Journal of Marketing*, Vol. 67 No. 2, pp. 76-88, doi: [10.1509/jmkg.67.2.76.18609](https://doi.org/10.1509/jmkg.67.2.76.18609).
- Bilro, R.G. and Loureiro, S.M.C. (2023), "I am feeling so good! motivations for interacting in online brand communities", *Journal of Research in Interactive Marketing*, Vol. 17 No. 1, pp. 61-77, doi: [10.1108/JRIM-07-2021-0182](https://doi.org/10.1108/JRIM-07-2021-0182).
- Bilro, R.G., Loureiro, S.M.C. and Ali, F. (2018), "The role of website stimuli of experience on engagement and brand advocacy", *Journal of Hospitality and Tourism Technology*, Vol. 9 No. 2, pp. 204-222, doi: [10.1108/JHTT-12-2017-0136](https://doi.org/10.1108/JHTT-12-2017-0136).
- Bowlby, J. (1977), "The making and breaking of affectional bonds", *British Journal of Psychiatry*, Vol. 130 No. 3, pp. 201-210, doi: [10.1192/bjpp.130.3.201](https://doi.org/10.1192/bjpp.130.3.201).
- Brown, T.J., Barry, T.E., Dacin, P.A. and Gunst, R.F. (2005), "Spreading the word: investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context", *Journal of the Academy of Marketing Science*, Vol. 33 No. 2, pp. 123-138, doi: [10.1177/0092070304268417](https://doi.org/10.1177/0092070304268417).
- Bubphapant, J. and Brandão, A. (2024), "Older consumer? Yes! different motivations, but an effective online brand advocate! a content marketing typology framework", *Qualitative Market Research: An International Journal*, Vol. 27 No. 1, pp. 129-155, doi: [10.1108/QMR-02-2023-0026](https://doi.org/10.1108/QMR-02-2023-0026).
- Bulmer, S., Palakshappa, N., Dodds, S. and Harper, S. (2024), "Sustainability, brand authenticity and Instagram messaging", *Journal of Business Research*, Vol. 175, p. 114547, doi: [10.1016/j.jbusres.2024.114547](https://doi.org/10.1016/j.jbusres.2024.114547).
- Burnasheva, R., Suh, Y.G. and Villalobos-Moron, K. (2019), "Sense of community and social identity effect on brand love: based on the online communities of a luxury fashion brands", *Journal of Global Fashion Marketing*, Vol. 10 No. 1, pp. 50-65, doi: [10.1080/20932685.2018.1558087](https://doi.org/10.1080/20932685.2018.1558087).
- Campbell, A., Deshpande, S., Rundle-Thiele, S. and West, T. (2024), "Social advocacy: a conceptual model to extend post-intervention effectiveness", *Journal of Strategic Marketing*, Vol. 32 No. 2, pp. 216-229, doi: [10.1080/0965254X.2023.2179653](https://doi.org/10.1080/0965254X.2023.2179653).
- Cant, M.C., Machado, R. and Seaborne, H.C. (2014), "Brand advocates – an apple phenomenon? An exploratory study on brand advocacy amongst apple consumers", *Corporate Ownership and Control*, Vol. 11 No. 2, pp. 535-541, doi: [10.22495/cocv11i2c6p1](https://doi.org/10.22495/cocv11i2c6p1).
- Carroll, B.A. and Ahuvia, A.C. (2006), "Some antecedents and outcomes of brand love", *Marketing Letters*, Vol. 17 No. 2, pp. 79-89, doi: [10.1007/s11002-006-4219-2](https://doi.org/10.1007/s11002-006-4219-2).
- Chen, S., Wang, P. and Wood, J. (2024), "Exploring the holistic nature of a multi-level retail brand: a scoping review", *Journal of Product & Brand Management*, Vol. 33 No. 5, pp. 561-575, doi: [10.1108/JPBM-12-2022-4280](https://doi.org/10.1108/JPBM-12-2022-4280).

- Choi, Y., Kroff, M.W. and Kim, J. (2021), "Developing brand advocacy through brand activities on Facebook", *Journal of Consumer Marketing*, Vol. 38 No. 3, pp. 328-338, doi: [10.1108/JCM-10-2019-3460](https://doi.org/10.1108/JCM-10-2019-3460).
- Chow, M.Y.C. and Ho, S.P.S. (2025), "Effects of financial consumer protection on brand love and brand advocacy", *Journal of Financial Services Marketing*, Vol. 30 No. 2, pp. 1-15, doi: [10.1057/s41264-025-00306-x](https://doi.org/10.1057/s41264-025-00306-x).
- Coelho, A., Bairrada, C. and Peres, F. (2019), "Brand communities' relational outcomes, through brand love", *Journal of Product & Brand Management*, Vol. 28 No. 2, pp. 154-165, doi: [10.1108/JPBM-09-2017-1593](https://doi.org/10.1108/JPBM-09-2017-1593).
- Confetto, M.G., Covucci, C., Addeo, F. and Normando, M. (2023), "Sustainability advocacy antecedents: how social media content influences sustainable behaviors among generation Z", *Journal of Consumer Marketing*, Vol. 40 No. 6, pp. 758-774, doi: [10.1108/JCM-11-2021-5038](https://doi.org/10.1108/JCM-11-2021-5038).
- Convery-Pelletier, A. (2024), "Build a proud workforce to drive exceptional customer experience", *Forbes*, 11 December, available at: www.forbes.com/councils/forbescommunicationscouncil/2024/12/11/build-a-proud-workforce-to-drive-exceptional-customer-experience/ (accessed 5 June 2025).
- Cordero-Gutiérrez, R., Aljarah, A., López, M. and Lahuerta-Otero, E. (2024), "Make me happy, make it credible – the effect of CSR message framing on online brand engagement", *Management Decision*, Vol. 62 No. 2, pp. 532-548, doi: [10.1108/MD-01-2023-0049](https://doi.org/10.1108/MD-01-2023-0049).
- Cornell, R. (2024), "Turn followers into brand advocates in 4 simple steps", *Forbes*, 10 May, available at: www.forbes.com/sites/forbesagencycouncil/2024/05/10/turn-followers-into-brand-advocates-in-4-simple-steps/ (accessed 21 October 2024).
- Dass, S., Popli, S., Sarkar, A., Sarkar, J.G. and Vinay, M. (2021), "Empirically examining the psychological mechanism of a loved and trusted business school brand", *Journal of Marketing for Higher Education*, Vol. 31 No. 1, pp. 23-40, doi: [10.1080/08841241.2020.1742846](https://doi.org/10.1080/08841241.2020.1742846).
- De Cicco, R., Francioni, B., Curina, I. and Cioppi, M. (2025), "AI, human or a blend? How the educational content creator influences consumer engagement and brand-related outcomes", *Journal of Services Marketing*, Vol. 39 No. 10, pp. 52-70, doi: [10.1108/JSM-10-2024-0539](https://doi.org/10.1108/JSM-10-2024-0539).
- de Regt, A., Plangger, K. and Barnes, S.J. (2021), "Virtual reality marketing and customer advocacy: transforming experiences from story-telling to story-doing", *Journal of Business Research*, Vol. 136, pp. 513-522, doi: [10.1016/j.jbusres.2021.08.004](https://doi.org/10.1016/j.jbusres.2021.08.004).
- Du, S., Bhattacharya, C.B. and Sen, S. (2007), "Reaping relational rewards from corporate social responsibility: the role of competitive positioning", *International Journal of Research in Marketing*, Vol. 24 No. 3, pp. 224-241, doi: [10.1016/j.ijresmar.2007.01.001](https://doi.org/10.1016/j.ijresmar.2007.01.001).
- Dutta, K., Sharma, K. and Goyal, T. (2021), "Customer's digital advocacy: the impact of reviews and influencers in building trust for tourism and hospitality services", *Worldwide Hospitality and Tourism Themes*, Vol. 13 No. 2, pp. 260-274, doi: [10.1108/WHATT-09-2020-0123](https://doi.org/10.1108/WHATT-09-2020-0123).
- Elbedweihy, A.M., Jayawardhena, C., Elsharnouby, M.H. and Elsharnouby, T.H. (2016), "Customer relationship building: the role of brand attractiveness and consumer-brand identification", *Journal of Business Research*, Vol. 69 No. 8, pp. 2901-2910, doi: [10.1016/j.jbusres.2015.12.059](https://doi.org/10.1016/j.jbusres.2015.12.059).
- Emerson, R.M. (1976), "Social exchange theory", *Annual Review of Sociology*, Vol. 2 No. 1, pp. 335-362, doi: [10.1146/annurev.so.02.080176.002003](https://doi.org/10.1146/annurev.so.02.080176.002003).
- Fatma, M. and Khan, I. (2025), "CSR, brand image, brand advocacy and brand commitment: a moderated mediation approach", *International Journal of Quality and Service Sciences*, Vol. 17 No. 2, pp. 279-295, doi: [10.1108/IJQSS-09-2024-0134](https://doi.org/10.1108/IJQSS-09-2024-0134).
- File, K.M., Cermak, D., S.P. and Prince, R.A. (1994), "Word-of-mouth effects in professional services buyer behavior", *The Service Industries Journal*, Vol. 14 No. 3, pp. 301-314, doi: [10.1080/02642069400000035](https://doi.org/10.1080/02642069400000035).
- France, C., Grace, D., Merrilees, B. and Miller, D. (2018), "Customer brand co-creation behavior: conceptualization and empirical validation", *Marketing Intelligence & Planning*, Vol. 36 No. 3, pp. 334-348, doi: [10.1108/MIP-09-2017-0266](https://doi.org/10.1108/MIP-09-2017-0266).
- Friedman, A.L. and Miles, S. (2002), "Developing stakeholder theory", *Journal of Management Studies*, Vol. 39 No. 1, pp. 1-21, doi: [10.1111/1467-6486.00280](https://doi.org/10.1111/1467-6486.00280).
- Fullerton, G. (2005), "The impact of brand commitment on loyalty to retail service brands", *Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences De L'Administration*, Vol. 22 No. 2, pp. 97-110, doi: [10.1111/j.1936-4490.2005.tb00712.x](https://doi.org/10.1111/j.1936-4490.2005.tb00712.x).
- Gammoh, B.S., Mallin, M.L. and Pullins, E.B. (2021), "Dual foci of identification: the role of salesperson brand and organizational identification in driving brand performance", *Journal of Product & Brand Management*, Vol. 30 No. 6, pp. 866-882, doi: [10.1108/JPBM-12-2019-2679](https://doi.org/10.1108/JPBM-12-2019-2679).
- Geyser, W. (2024), "Brand advocacy: the most valuable marketing strategy today", *Influencer Marketing Hub*, available at: <https://influencermarketinghub.com/brand-advocacy-marketing-strategy/> (accessed 21 October 2024).
- Ghosh, T. (2018), "Predicting hotel book intention: the influential role of helpfulness and advocacy of online reviews", *Journal of Hospitality Marketing & Management*, Vol. 27 No. 3, pp. 299-322, doi: [10.1080/19368623.2017.1364198](https://doi.org/10.1080/19368623.2017.1364198).
- Haddad, H.B.A., Al-Amad, A.H., AlSmadi, S., Hailat, K.Q., Galib, M.H. and Herzallah, F.A. (2024), "The effect of brand heritage on social commerce site privacy risk, brand equity, and brand advocacy", *Journal of Electronic Commerce in Organizations*, Vol. 22 No. 1, pp. 1-23, doi: [10.4018/JECO.349941](https://doi.org/10.4018/JECO.349941).
- Halder, D., Kumar, R.S. and Roy, D. (2024), "Examining process mechanism of celebrity attributes on brand advocacy", *Journal of Consumer Marketing*, Vol. 41 No. 5, pp. 549-563, doi: [10.1108/JCM-04-2023-5945](https://doi.org/10.1108/JCM-04-2023-5945).
- Hao, R., Liang, X. and Meng, H. (2024), "Brand engagement and community user behaviors in online interest communities: exploring a moderated mediation model", *Asia Pacific Journal of Marketing and Logistics*, Vol. 36 No. 2, pp. 512-530, doi: [10.1108/APJML-06-2023-0503](https://doi.org/10.1108/APJML-06-2023-0503).
- Harrigan, P., Roy, S.K. and Chen, T. (2021), "Do value cocreation and engagement drive brand evangelism?",

- Marketing Intelligence & Planning*, Vol. 39 No. 3, pp. 345-360, doi: [10.1108/MIP-10-2019-0492](https://doi.org/10.1108/MIP-10-2019-0492).
- Hsiao, C.-H., Shen, G.C. and Chao, P.-J. (2015), "How does brand misconduct affect the brand-customer relationship?", *Journal of Business Research*, Vol. 68 No. 4, pp. 862-866, doi: [10.1016/j.jbusres.2014.11.042](https://doi.org/10.1016/j.jbusres.2014.11.042).
- Huang, L. (2012), "The perception of two types of corporate social responsibility on the consumer-brand relationship", *Advances in Consumer Research*, Vol. 25 No. 1, pp. 27-41.
- Huang, M.-H. and Rust, R.T. (2021), "Engaged to a robot? The role of AI in service", *Journal of Service Research*, Vol. 24 No. 1, pp. 30-41, doi: [10.1177/1094670520902266](https://doi.org/10.1177/1094670520902266).
- Jayasimha, K.R., Chaudhary, H. and Chauhan, A. (2017), "Investigating consumer advocacy, community usefulness, and brand avoidance", *Marketing Intelligence & Planning*, Vol. 35 No. 4, pp. 488-509, doi: [10.1108/MIP-01-2016-0010](https://doi.org/10.1108/MIP-01-2016-0010).
- Jillapalli, R.K. and Wilcox, J.B. (2010), "Professor brand advocacy: do brand relationships matter?", *Journal of Marketing Education*, Vol. 32 No. 3, pp. 328-340, doi: [10.1177/0273475310380880](https://doi.org/10.1177/0273475310380880).
- Kahle, L.R. and Homer, P.M. (1985), "Physical attractiveness of the celebrity endorser: a social adaptation perspective", *Journal of Consumer Research*, Vol. 11 No. 4, pp. 954-961, doi: [10.1086/209029](https://doi.org/10.1086/209029).
- Kalam, A., Goi, C.L. and Tiong, Y.Y. (2025), "The effects of celebrity endorser on consumer advocacy behavior through the customization and entertainment intention—a multivariate analysis", *Young Consumers*, Vol. 26 No. 1, pp. 1-35, doi: [10.1108/YC-07-2023-1800](https://doi.org/10.1108/YC-07-2023-1800).
- Kang, J. (2018), "Finding desirable post-consumption behaviors", *International Journal of Contemporary Hospitality Management*, Vol. 30 No. 9, pp. 2984-3003, doi: [10.1108/IJCHM-07-2017-0410](https://doi.org/10.1108/IJCHM-07-2017-0410).
- Keller, E. (2007), "Unleashing the power of word of mouth: creating brand advocacy to drive growth", *Journal of Advertising Research*, Vol. 47 No. 4, pp. 448-452, doi: [10.2501/S0021849907070468](https://doi.org/10.2501/S0021849907070468).
- Keller, E. and Fay, B. (2012), "Word-of-mouth advocacy: a new key to advertising effectiveness", *Journal of Advertising Research*, Vol. 52 No. 4, pp. 459-464, doi: [10.2501/JAR-52-4-459-464](https://doi.org/10.2501/JAR-52-4-459-464).
- Kemp, E., Childers, C.Y. and Williams, K.H. (2012), "Place branding: creating self-brand connections and brand advocacy", *Journal of Product and Brand Management*, Vol. 21 No. 7, pp. 508-515, doi: [10.1108/10610421211276259](https://doi.org/10.1108/10610421211276259).
- Kim, Y. (2024), "A strategic approach to CEO activism: issue selection and communication of motives", *Journal of Marketing Communications*, Vol. 30 No. 2, pp. 1-23, doi: [10.1080/13527266.2024.2357083](https://doi.org/10.1080/13527266.2024.2357083).
- Kim, W.G., Han, J.S. and Lee, E. (2001), "Effects of relationship marketing on repeat purchase and word of mouth", *Journal of Hospitality & Tourism Research*, Vol. 25 No. 3, pp. 272-288, doi: [10.1177/109634800102500303](https://doi.org/10.1177/109634800102500303).
- Kim, T., Yang, J. and Yim, M.C. (2023), "The effect of institutional CSR on brand advocacy during COVID-19: the moderated mediation effect of CSR expectancy and value-driven motivation", *Journal of Product & Brand Management*, Vol. 32 No. 1, pp. 37-58, doi: [10.1108/JPBM-12-2020-3268](https://doi.org/10.1108/JPBM-12-2020-3268).
- Kumar, V. and Kaushik, A.K. (2017), "Achieving destination advocacy and destination loyalty through destination brand identification", *Journal of Travel & Tourism Marketing*, Vol. 34 No. 9, pp. 1247-1260, doi: [10.1080/10548408.2017.1331871](https://doi.org/10.1080/10548408.2017.1331871).
- Kumar, D., Kaur, G. and Dangi, H.K. (2025), "Cross-platform analysis of customer brand engagement with fashion brands: a multi-group perspective", *FIIIB Business Review*, Vol. 14 No. 1, pp. 1-19, doi: [10.1177/23197145251317576](https://doi.org/10.1177/23197145251317576).
- Levy, Y. and Ellis, T.J. (2006), "A systems approach to conduct an effective literature review in support of information systems research", *Informing Science: The International Journal of an Emerging Transdiscipline*, Vol. 9, pp. 181-212, doi: [10.28945/479](https://doi.org/10.28945/479).
- Liao, J., Dong, X., Luo, Z. and Guo, R. (2021), "Oppositional loyalty as a brand identity-driven outcome: a conceptual framework and empirical evidence", *Journal of Product & Brand Management*, Vol. 30 No. 8, pp. 1134-1147, doi: [10.1108/JPBM-08-2019-2511](https://doi.org/10.1108/JPBM-08-2019-2511).
- Liao, J., Chen, J., Hu, Y., Filieri, R., Feng, X. and Wang, W. (2025), "Perceived identity threat and brand advocacy responses to different types of brand-related attacks", *Internet Research*, Vol. 35 No. 3, pp. 1274-1298, doi: [10.1108/INTR-05-2023-0352](https://doi.org/10.1108/INTR-05-2023-0352).
- Limbu, Y.B., Pham, L. and Mann, M. (2020), "Corporate social responsibility and hospital brand advocacy: mediating role of trust and patient-hospital identification and moderating role of hospital type", *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 14 No. 1, pp. 159-174, doi: [10.1108/IJPHM-04-2019-0029](https://doi.org/10.1108/IJPHM-04-2019-0029).
- Liu, Y., Li, J. and Sheng, S. (2021), "Brand co-creation in tourism industry: the role of guide-tourist interaction", *Journal of Hospitality and Tourism Management*, Vol. 49, pp. 244-252, doi: [10.1016/j.jhtm.2021.09.019](https://doi.org/10.1016/j.jhtm.2021.09.019).
- Liu, F., Li, J., Mizerski, D. and Soh, H. (2012), "Self-congruity, brand attitude, and brand loyalty: a study on luxury brands", *European Journal of Marketing*, Vol. 46 Nos 7-8, pp. 922-937, doi: [10.1108/03090561211230098](https://doi.org/10.1108/03090561211230098).
- López, M. and Sicilia, M. (2014), "eWOM as source of influence: the impact of participation in eWOM and perceived source trustworthiness on decision making", *Journal of Interactive Advertising*, Vol. 14 No. 2, pp. 86-97, doi: [10.1080/15252019.2014.944288](https://doi.org/10.1080/15252019.2014.944288).
- Lourenço, C.E., Ferreira, J.C. and dos Santos, V.M. (2024), "Humanizing brands in social media: the impact of anthropomorphism on brand identification, engagement, and advocacy", *Journal of Marketing Communications*, doi: [10.1080/13527266.2024.2439841](https://doi.org/10.1080/13527266.2024.2439841).
- Malik, G. (2021), "The creation of a medical tourist destination: exploring determinants of perception", *International Journal of Healthcare Management*, Vol. 14 No. 2, pp. 545-555, doi: [10.1080/20479700.2019.1677023](https://doi.org/10.1080/20479700.2019.1677023).
- Malik, G. and Pradhan, D. (2025), "How does gameful experience foster customer engagement and brand advocacy? Consumer insights into branding in e-tail", *Journal of Consumer Marketing*, Vol. 42 No. 2, pp. 205-222, doi: [10.1108/JCM-04-2024-6764](https://doi.org/10.1108/JCM-04-2024-6764).
- Mandl, L. and Hogreve, J. (2020), "Buffering effects of brand community identification in service failures: the role of

- customer citizenship behaviors”, *Journal of Business Research*, Vol. 107, pp. 130-137, doi: [10.1016/j.jbusres.2018.09.008](https://doi.org/10.1016/j.jbusres.2018.09.008).
- Mathur, M. (2019), “Building brand advocacy on social media to improve brand equity”, *International Journal of Electronic Marketing and Retailing*, Vol. 10 No. 2, pp. 150-165, doi: [10.1504/IJEMR.2019.098751](https://doi.org/10.1504/IJEMR.2019.098751).
- Mathur, M., Lawrence, D. and Chakravarty, A. (2023). “Leveraging consumer personality and social media marketing to improve a brand’s social media equity”, *International Journal of Consumer Studies*, Vol. 47 No. 3, pp. 1076-1094, doi: [10.1111/ijcs.12888](https://doi.org/10.1111/ijcs.12888).
- Melancon, J.P., Noble, S.M. and Noble, C.H. (2011), “Managing rewards to enhance relational worth”, *Journal of the Academy of Marketing Science*, Vol. 39 No. 3, pp. 341-362, doi: [10.1007/s11747-010-0206-5](https://doi.org/10.1007/s11747-010-0206-5).
- Merrilees, B., Miller, D. and Yakimova, R. (2021), “Building brands through internal stakeholder engagement and co-creation”, *Journal of Product & Brand Management*, Vol. 30 No. 6, pp. 806-818, doi: [10.1108/JPBM-03-2020-2784](https://doi.org/10.1108/JPBM-03-2020-2784).
- Moliner, M.Á., Monferrer-Tirado, D. and Estrada-Guillén, M. (2018), “Consequences of customer engagement and customer self-brand connection”, *Journal of Services Marketing*, Vol. 32 No. 4, pp. 387-399, doi: [10.1108/JSM-08-2016-0320](https://doi.org/10.1108/JSM-08-2016-0320).
- Moliner-Tena, M.A., Monferrer-Tirado, D. and Estrada-Guillén, M. (2019), “Customer engagement, non-transactional behaviors and experience in services: a study in the bank sector”, *International Journal of Bank Marketing*, Vol. 37 No. 3, pp. 730-754, doi: [10.1108/IJBM-04-2018-0107](https://doi.org/10.1108/IJBM-04-2018-0107).
- Munn, Z., Peters, M.D.J., Stern, C., Tufanaru, C., McArthur, A. and Aromataris, E. (2018), “Systematic review or scoping review? Guidance for authors when choosing between a systematic or scoping review approach”, *BMC Medical Research Methodology*, Vol. 18 No. 1, p. 143, doi: [10.1186/s12874-018-0611-x](https://doi.org/10.1186/s12874-018-0611-x).
- Pai, D.-C., Lai, C.-S., Chiu, C.-J. and Yang, C.-F. (2015), “Corporate social responsibility and brand advocacy in business-to-business market: the mediated moderating effect of attribution”, *Journal of Business Ethics*, Vol. 126 No. 4, pp. 685-696, doi: [10.1007/s10551-013-1979-5](https://doi.org/10.1007/s10551-013-1979-5).
- Parrott, G., Danbury, A. and Kanthavanich, P. (2015), “Online behaviour of luxury fashion brand advocates”, *Journal of Fashion Marketing and Management*, Vol. 19 No. 4, pp. 360-383, doi: [10.1108/JFMM-09-2014-0069](https://doi.org/10.1108/JFMM-09-2014-0069).
- Petro, G. (2024), “Consumer ad overload is eroding retailers’ digital marketing efforts”, *Forbes*, 1 November, available at: www.forbes.com/sites/gregpetro/2024/11/01/consumer-ad-overload-is-eroding-retailers-digital-marketing-efforts
- Poole, S.M. (2017), “Developing relationships with school customers: the role of market orientation”, *International Journal of Educational Management*, Vol. 31 No. 7, pp. 1054-1068, doi: [10.1108/IJEM-08-2016-0171](https://doi.org/10.1108/IJEM-08-2016-0171).
- Potdar, V., Joshi, S., Harish, R., Baskerville, R. and Wongthongtham, P. (2018), “A process model for identifying online customer engagement patterns on Facebook brand pages”, *Information Technology & People*, Vol. 31 No. 2, pp. 595-614, doi: [10.1108/IITP-02-2017-0035](https://doi.org/10.1108/IITP-02-2017-0035).
- Pourazad, N., Stocchi, L. and Pare, V. (2020), “The power of brand passion in sports apparel brands”, *Journal of Product & Brand Management*, Vol. 29 No. 5, pp. 547-568, doi: [10.1108/JPBM-12-2018-2164](https://doi.org/10.1108/JPBM-12-2018-2164).
- Purohit, S., Arora, V. and Radia, K.N. (2024), “Masstige consumption, brand happiness, and brand advocacy: a service perspective”, *International Journal of Consumer Studies*, Vol. 48 No. 1, p. e12944, doi: [10.1111/ijcs.12944](https://doi.org/10.1111/ijcs.12944).
- Quaye, E.S., Taoana, C., Abratt, R. and Anabila, P. (2022), “Customer advocacy and brand loyalty: the mediating roles of brand relationship quality and trust”, *Journal of Brand Management*, Vol. 29 No. 4, pp. 363-382, doi: [10.1057/s41262-022-00276-8](https://doi.org/10.1057/s41262-022-00276-8).
- Rai, S. and Nayak, J.K. (2018), “Role of event personality and exhibitors’ eudaimonic and hedonic happiness in predicting event advocacy intentions: an empirical study”, *International Journal of Event and Festival Management*, Vol. 9 No. 1, pp. 86-103, doi: [10.1108/IJEFM-09-2017-0056](https://doi.org/10.1108/IJEFM-09-2017-0056).
- Rambocas, M. and Metivier, J. (2024), “How does the influencers’ country of origin affect online brand advocacy among young consumers?” *Young Consumers*, Vol. 25 No. 6, pp. 909-927, doi: [10.1108/YC-01-2024-1970](https://doi.org/10.1108/YC-01-2024-1970).
- Rather, R.A., Najjar, A.H. and Jaziri, D. (2020), “Destination branding in tourism: insights from social identification, attachment and experience theories”, *Anatolia*, Vol. 31 No. 2, pp. 229-243, doi: [10.1080/13032917.2020.1747223](https://doi.org/10.1080/13032917.2020.1747223).
- Rather, R.A., Hollebeck, L.D., Vo-Thanh, T., Ramkissoon, H., Leppiman, A. and Smith, D. (2022), “Shaping customer brand loyalty during the pandemic: the role of brand credibility, value congruence, experience, identification, and engagement”, *Journal of Consumer Behaviour*, Vol. 21 No. 5, pp. 1175-1189, doi: [10.1002/cb.2070](https://doi.org/10.1002/cb.2070).
- Roy, S.K., Singh, G., Japutra, A. and Javed, M. (2023), “Circle the wagons: measuring the strength of consumers’ brand defense”, *Journal of Strategic Marketing*, Vol. 31 No. 4, pp. 817-837, doi: [10.1080/0965254X.2021.1999305](https://doi.org/10.1080/0965254X.2021.1999305).
- Samala, N. and Singh, S. (2019), “Millennials’ engagement with fashion brands”, *Journal of Fashion Marketing and Management: An International Journal*, Vol. 23 No. 1, pp. 2-16, doi: [10.1108/JFMM-04-2018-0045](https://doi.org/10.1108/JFMM-04-2018-0045).
- Sanz-Blas, S., Bigné, E. and Buzova, D. (2019), “Facebook brand community bonding: the direct and moderating effect of value creation behavior”, *Electronic Commerce Research and Applications*, Vol. 35, p. 100850, doi: [10.1016/j.elerap.2019.100850](https://doi.org/10.1016/j.elerap.2019.100850).
- Schepers, J. and Nijssen, E.J. (2018), “Brand advocacy in the frontline: how does it affect customer satisfaction?”, *Journal of Service Management*, Vol. 29 No. 2, pp. 230-252, doi: [10.1108/JOSM-07-2017-0165](https://doi.org/10.1108/JOSM-07-2017-0165).
- Sharma, Y., Silal, P., Kumar, J. and Singh, R. (2022), “From pandemic to Prada: examining online luxury-brand self-narratives”, *Marketing Intelligence & Planning*, Vol. 40 No. 4, pp. 527-541, doi: [10.1108/MIP-05-2021-0153](https://doi.org/10.1108/MIP-05-2021-0153).
- Shimul, A.S. and Phau, I. (2018), “Consumer advocacy for luxury brands”, *Australasian Marketing Journal*, Vol. 26 No. 3, pp. 264-271, doi: [10.1016/j.ausmj.2018.05.016](https://doi.org/10.1016/j.ausmj.2018.05.016).
- Shimul, A.S. and Phau, I. (2022), “Luxury brand attachment: predictors, moderators and consequences”, *International Journal of Consumer Studies*, Vol. 46 No. 6, pp. 2466-2487, doi: [10.1111/ijcs.12799](https://doi.org/10.1111/ijcs.12799).

- Shimul, A.S. and Phau, I. (2023), "The role of brand self-congruence, brand love and brand attachment on brand advocacy: a serial mediation model", *Marketing Intelligence & Planning*, Vol. 41 No. 5, pp. 649-666, doi: [10.1108/MIP-10-2022-0443](https://doi.org/10.1108/MIP-10-2022-0443).
- Shimul, A.S., Faroque, A.R. and Cheah, I. (2024), "Does brand attachment protect consumer-brand relationships after brand misconduct in retail banking?", *International Journal of Bank Marketing*, Vol. 42 No. 2, pp. 183-204, doi: [10.1108/IJBM-10-2022-0453](https://doi.org/10.1108/IJBM-10-2022-0453).
- Shoukat, M.H., Elgammal, I., Khan, M.A. and Selem, K.M. (2025), "Exploring online advocacy mechanisms through self-presentation: a comparative analysis between e-commerce website customers", *Marketing Intelligence & Planning*, Vol. 43 No. 2, pp. 349-373, doi: [10.1108/MIP-10-2023-0524](https://doi.org/10.1108/MIP-10-2023-0524).
- Shukla, P., Banerjee, M. and Singh, J. (2016), "Customer commitment to luxury brands: antecedents and consequences", *Journal of Business Research*, Vol. 69 No. 1, pp. 323-331, doi: [10.1016/j.jbusres.2015.08.004](https://doi.org/10.1016/j.jbusres.2015.08.004).
- Sirgy, M.J., Lee, D.-J., Johar, J.S. and Tidwell, J. (2008), "Effect of self-congruity with sponsorship on brand loyalty", *Journal of Business Research*, Vol. 61 No. 10, pp. 1091-1097, doi: [10.1016/j.jbusres.2007.09.022](https://doi.org/10.1016/j.jbusres.2007.09.022).
- Spasojevic, B., Lohmann, G. and Scott, N. (2018), "Air transport and tourism—a systematic literature review (2000–2014)", *Current Issues in Tourism*, Vol. 21 No. 9, pp. 975-997, doi: [10.1080/13683500.2017.1334762](https://doi.org/10.1080/13683500.2017.1334762).
- Srinaruewan, P., Binney, W. and Higgins, C. (2015), "Consumer reactions to corporate social responsibility (CSR) in Thailand", *Asia Pacific Journal of Marketing and Logistics*, Vol. 27 No. 4, pp. 628-652, doi: [10.1108/APJML-10-2014-0151](https://doi.org/10.1108/APJML-10-2014-0151).
- Stein, F., Guerreiro, J., Loureiro, S.M.C. and Rodrigues, M.B. (2025), "Levelling up coolness: how VR gamification drives experiential values", *Journal of Brand Management*, pp. 1-20, doi: [10.1057/s41262-025-00390-3](https://doi.org/10.1057/s41262-025-00390-3).
- Stokburger-Sauer, N., Ratneshwar, S. and Sen, S. (2012), "Drivers of consumer-brand identification", *International Journal of Research in Marketing*, Vol. 29 No. 4, pp. 406-418, doi: [10.1016/j.ijresmar.2012.06.001](https://doi.org/10.1016/j.ijresmar.2012.06.001).
- Sung, K.S., Tao, C.W. and Lee, S. (2025), "How does dialogic corporate social responsibility communication affect online brand advocacy? The role of other-regarding preferences", *International Journal of Hospitality Management*, Vol. 124, Article No. 103950, doi: [10.1016/j.ijhm.2024.103950](https://doi.org/10.1016/j.ijhm.2024.103950).
- Suprawan, L., Oentoro, W. and Suttharattanagul, S.L. (2025), "Love me, love my endorsed brand: unveiling the impact of generation Z fan's celebrity worship on online brand advocacy", *Journal of Product & Brand Management*, Vol. 34 No. 5, pp. 618-633, doi: [10.1108/JPBM-03-2024-5020](https://doi.org/10.1108/JPBM-03-2024-5020).
- Swann, W.B. (1984), "Quest for accuracy in person perception: a matter of pragmatics", *Psychological Review*, Vol. 91 No. 4, pp. 457-477, doi: [10.1037/0033-295X.91.4.457](https://doi.org/10.1037/0033-295X.91.4.457).
- Swimberghe, K., Darrat, M.A., Beal, B.D. and Astakhova, M. (2018), "Examining a psychological sense of brand community in elderly consumers", *Journal of Business Research*, Vol. 82, pp. 171-178, doi: [10.1016/j.jbusres.2017.09.035](https://doi.org/10.1016/j.jbusres.2017.09.035).
- Tajfel, H. (1978), "Social categorization, social identity and social comparison", in Tajfel, H. (Ed.), *Differentiation Between Social Groups: Studies in the Social Psychology of Intergroup Relations*, Academic Press, Cambridge, MA, pp. 61-76.
- Teah, K., Sung, B. and Phau, I. (2022), "CSR motives on situational scepticism towards luxury brands", *Marketing Intelligence & Planning*, Vol. 40 No. 1, pp. 1-17, doi: [10.1108/MIP-05-2021-0143](https://doi.org/10.1108/MIP-05-2021-0143).
- Thomas, T. and Jain, D.S. (2022), "Brand love for sports apparels among Indians: a triangular theory of love perspective", *Vision*, doi: [10.1177/09722629221105672](https://doi.org/10.1177/09722629221105672).
- Tricco, A.C., Lillie, E., Zarin, W., O'Brien, K.K., Colquhoun, H., Kastner, M. and Straus, S.E. (2016), "A scoping review on the conduct and reporting of scoping reviews", *BMC Medical Research Methodology*, Vol. 16 No. 1, p. 15, doi: [10.1186/s12874-016-0116-4](https://doi.org/10.1186/s12874-016-0116-4).
- Trudeau, H.S. and Shobeiri, S. (2016), "Does social currency matter in creation of enhanced brand experience?", *Journal of Product & Brand Management*, Vol. 25 No. 1, pp. 98-114, doi: [10.1108/JPBM-09-2014-0717](https://doi.org/10.1108/JPBM-09-2014-0717).
- Turri, A.M., Smith, K.H. and Kemp, E. (2013), "Developing affective brand commitment through social media", *Journal of Electronic Commerce Research*, Vol. 14 No. 3, pp. 201-217.
- van Tonder, E. and Petzer, D.J. (2021), "Affective commitment, service quality and selected Sub-dimensions of customer citizenship behaviour: a study of ride-hailing services", *The TQM Journal*, Vol. 33 No. 6, pp. 1263-1280, doi: [10.1108/TQM-08-2020-0185](https://doi.org/10.1108/TQM-08-2020-0185).
- VanMeter, R.A., Grisaffe, D.B. and Chonko, L.B. (2015), "Of 'likes' and 'pins': the effects of consumers' attachment to social media", *Journal of Interactive Marketing*, Vol. 32 No. 1, pp. 70-88, doi: [10.1016/j.intmar.2015.09.001](https://doi.org/10.1016/j.intmar.2015.09.001).
- VanMeter, R., Syrdal, H.A., Powell-Mantel, S., Grisaffe, D.B. and Nesson, E.T. (2018), "Don't just 'like' me, promote me: how attachment and attitude influence brand-related behaviors on social media", *Journal of Interactive Marketing*, Vol. 43, pp. 83-97, doi: [10.1016/j.intmar.2018.03.003](https://doi.org/10.1016/j.intmar.2018.03.003).
- Vashisht, D., Mohan, H.S., Chauhan, A. and Vashisht, R. (2021), "Thought favorability: mediating role in fit and brand advocacy", *Arts and the Market*, Vol. 11 No. 1, pp. 40-53, doi: [10.1108/AAM-03-2020-0005](https://doi.org/10.1108/AAM-03-2020-0005).
- Veloutsou, C. and Liao, J. (2023), "Mapping brand community research from 2001 to 2021: assessing the field's stage of development and a research agenda", *Psychology & Marketing*, Vol. 40 No. 3, pp. 431-454, doi: [10.1002/mar.21782](https://doi.org/10.1002/mar.21782).
- Wallace, E., Buil, I. and de Chernatony, L. (2012), "Facebook 'friendship' and brand advocacy", *Journal of Brand Management*, Vol. 20 No. 2, pp. 128-146, doi: [10.1057/bm.2012.45](https://doi.org/10.1057/bm.2012.45).
- Wallace, E., Buil, I. and de Chernatony, L. (2014), "Consumer engagement with self-expressive brands: brand love and WOM outcomes", *Journal of Product & Brand Management*, Vol. 23 No. 1, pp. 33-42, doi: [10.1108/JPBM-06-2013-0326](https://doi.org/10.1108/JPBM-06-2013-0326).
- Wang, H., Xiong, L. and Gage, R. (2021), "Cultivating destination brand ambassadors in rural China: examining the role of residents' welcoming nature", *International Journal of Tourism Research*, Vol. 23 No. 6, pp. 1027-1041, doi: [10.1002/jtr.2460](https://doi.org/10.1002/jtr.2460).

- Wang, K.Y., Chih, W.H., Honora, A. and Wu, Y.P. (2024), "Investigating antecedents of brand value co-creation behaviors in social media based brand communities", *Electronic Commerce Research and Applications*, Vol. 64 No. 1, Article No. 101359, doi: [10.1016/j.elerap.2024.101359](https://doi.org/10.1016/j.elerap.2024.101359).
- Weiger, W.H., Moe, W.W., Wetzel, H.A. and Hammerschmidt, M. (2025), "Do social media fans walk their talk? The impact of advocacy and criticism on own purchasing", *International Journal of Research in Marketing*, doi: [10.1016/j.ijresmar.2025.04.003](https://doi.org/10.1016/j.ijresmar.2025.04.003). Advance Online Publication.
- Wilk, V., Harrigan, P. and Soutar, G.N. (2018), "Navigating online brand advocacy (OBA): an exploratory analysis", *Journal of Marketing Theory and Practice*, Vol. 26 Nos 1-2, pp. 99-116, doi: [10.1080/10696679.2017.1389246](https://doi.org/10.1080/10696679.2017.1389246).
- Wilk, V., Sadeque, S. and Soutar, G.N. (2024), "Exploring online destination brand advocacy", *Tourism Recreation Research*, Vol. 49 No. 2, pp. 283-301, doi: [10.1080/02508281.2021.1992952](https://doi.org/10.1080/02508281.2021.1992952).
- Wilk, V., Soutar, G.N. and Harrigan, P. (2019), "Online brand advocacy (OBA): the development of a multiple item scale", *Journal of Product & Brand Management*, Vol. 29 No. 4, pp. 415-429, doi: [10.1108/JPBM-10-2018-2090](https://doi.org/10.1108/JPBM-10-2018-2090).
- Wilk, V., Soutar, G.N. and Harrigan, P. (2021), "Online brand advocacy and brand loyalty: a reciprocal relationship?", *Asia Pacific Journal of Marketing and Logistics*, Vol. 33 No. 10, pp. 1977-1993, doi: [10.1108/APJML-05-2020-0303](https://doi.org/10.1108/APJML-05-2020-0303).
- Wong, A. (2023), "How social capital builds online brand advocacy in luxury social media brand communities", *Journal of Retailing and Consumer Services*, Vol. 70, p. 103143, doi: [10.1016/j.jretconser.2022.103143](https://doi.org/10.1016/j.jretconser.2022.103143).
- Wong, A. and Hung, Y.-C. (2023), "Love the star, love the team? The spillover effect of athlete Sub brand to team brand advocacy in online brand communities", *Journal of Product & Brand Management*, Vol. 32 No. 2, pp. 343-359, doi: [10.1108/JPBM-01-2022-3824](https://doi.org/10.1108/JPBM-01-2022-3824).
- Xie, C., Bagozzi, R.P. and Grønhaug, K. (2019), "The impact of corporate social responsibility on consumer brand advocacy: the role of moral emotions, attitudes, and individual differences", *Journal of Business Research*, Vol. 95, pp. 514-530, doi: [10.1016/j.jbusres.2018.07.043](https://doi.org/10.1016/j.jbusres.2018.07.043).
- Yuan, R., Luo, J., Liu, M.J., Sivarajah, U. and Yannopoulou, N. (2024), "Revitalizing sustainable reshoring brands: understanding the customer perspective on the roles of motivation attributions and the institutionalization process", *British Journal of Management*, Vol. 35 No. 2, pp. 893-913, doi: [10.1111/1467-8551.12743](https://doi.org/10.1111/1467-8551.12743).
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46, doi: [10.1177/002224299606000203](https://doi.org/10.1177/002224299606000203).
- Kumar, V. and Kaushik, A.K. (2000), "Does experience affect engagement? Role of destination brand engagement in developing brand advocacy and revisit intentions", *Journal of Travel and Tourism Marketing*, Vol. 37 No. 3, pp. 332-346, doi: [10.1080/10548408.2020.1757562](https://doi.org/10.1080/10548408.2020.1757562).

Supplementary Material

The supplementary material for this article can be found online.

About the authors

Anwar Sadat Shimul is a Senior Lecturer and Deputy Director of Graduate Research at the School of Management and Marketing, Curtin University, Australia. His research examines consumer-brand relationships, with a particular focus on brand attachment, brand advocacy and sustainable consumption behaviours. His research works were published in *Industrial Marketing Management*, *Psychology & Marketing*, *Journal of Macromarketing*, *Journal of Brand Management*, *Journal of Strategic Marketing* and several other ABDC-ranked journals. Anwar Sadat Shimul is the corresponding author and can be contacted at: m.shimul@curtin.edu.au

Anisur R. Faroque is an Associate Professor (tenure track) at the University of Vaasa, Finland, specialising in international business and entrepreneurship. His research focuses on the internationalisation of small and medium-sized enterprises (SMEs), entrepreneurial decision-making and the role of cognitive heuristics and biases in internationalisation decision-making. He has published extensively in leading academic journals such as *International Business Review*, *Industrial Marketing Management*, *International Marketing Review* and *Journal of Business Research*.

Esnaina Quader is a Doctoral Student in the Policy Studies program at Clemson University, the USA, specialising in regional development and entrepreneurship. Her current research focuses on policies that facilitate the formation of cross-sectoral partnerships and entrepreneurial initiatives for sustainable innovation and marketing. Her research work has been accepted at several international conferences, such as the *North America and Caribbean Network on Learning, Innovation and Competence Building Systems* and the *Human Development & Capability Association Conference*.

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgroupublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com