

BRAND EVANGELISM: WHAT DO WE KNOW AND WHAT DO WE NEED TO KNOW? A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Brand evangelism is gaining attention for its strategic marketing value. While researchers have explored its drivers, these remain incompletely understood. This study aims to provide a detailed analysis of the determinants and impacts of brand evangelism, organizing them into themes using bibliometric analysis and systematic literature review. Researchers looked at 66 papers that were indexed in Scopus and used bibliometric tools and the Theory-Context-Characteristics-Methodology (TCCM) framework to study the theories, context, characteristics, and methods used in brand evangelism. The findings identify three key themes in brand evangelism: a) emotional and experiential branding, b) digital dynamics in brand-consumer relations, and c) green consumption behavior. By focusing on entry modes to brand evangelism through exceptional customer experiences, employee engagement, and community involvement, companies can strengthen their brands and build closer connections with customers, employees, and communities. The data was imported from the Scopus database solely to perform bibliometric and SLR analysis. Future studies may use data from other databases, such as Web of Science, to develop more comprehensive research clusters on brand evangelism. The declining credibility and effectiveness of conventional marketing, along with unprecedented changes in consumer behavior, require managers to develop appropriate strategies to acquire new customers and increase market share. The study contributes to a contemporary understanding of brand evangelism as marketing communication, emphasizing the importance of emotional engagement in this domain.

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Keywords: Brand evangelism, customer engagement, emotional branding, consumer-brand relationship, systematic literature review.

Submission: 19th January 2025

Accepted: 23rd September 2025

<https://doi.org/10.33736/iibs.12618.2026>

1. INTRODUCTION

In recent years, consumers' trust in traditional advertising and conventional marketing campaigns has declined significantly (Portal *et al.*, 2019; Ünalmiş *et al.*, 2024). Instead, they increasingly turn to reviews and word-of-mouth (WOM) as primary sources of information, valuing them for their perceived authenticity (Hsu, 2019; Samhale & Samhale, 2023). Prior research confirms this shift: WOM is rated as more trustworthy than influencer endorsements or firm-generated messages (Thomas *et al.*, 2022; Hüttl-Maack *et al.*, 2023). Statistical data indicate that approximately 70% of consumers no longer view advertising as a reliable source of information (Loesche, 2017). This transformation in trust patterns poses a fundamental challenge for brands—conventional marketing channels are losing credibility, underscoring the need for alternative strategies to engage consumers effectively. Brand evangelism, characterized by a strong emotional attachment and proactive advocacy behaviors, represents a pathway through which consumers actively promote and defend the brand. However, despite its strategic potential, little is known about the antecedents that drive consumers to become brand evangelists, making it crucial to identify and understand the factors that promote such behaviors (Hussain *et al.*, 2023; Zikra *et al.*, 2024).

Brand evangelism represents a deep, authentic connection between consumers and the brands they support (Huvaj *et al.*, 2023). In today's highly connected world, where word-of-mouth and social proof reign supreme, brand evangelists have become pivotal in shaping brand narratives (Becerra & Badrinarayanan, 2013; Doss, 2014). These individuals not only defend their preferred brands from criticism but also actively recruit others to join their cause (Shang & (Sam) Li, 2024; Singh & Pandey, 2024). Brand evangelism has proven to be an effective and cost-efficient strategy, as it empowers loyal consumers to function as advocates, recruiters, and defenders for the brand (Riorini & Widayati, 2016; Sharma & Khandeparkar, 2025a). This paradigm shift from traditional transactional marketing to relationship-based advocacy not only provides cost-saving benefits but is also scalable, allowing brands to leverage organic, consumer-driven promotion (Fazla *et al.*, 2024; Sharma & Khandeparkar, 2025).

Moreover, the growing influence of digital and social platforms has exponentially expanded the reach and impact of brand evangelism (Ibrahim *et al.*, 2024; Sharma, 2022). With 92% of social media users relying on individual recommendations for brand-related information, social media has become a critical arena for brand evangelists to shape perceptions and drive purchasing behavior (Sharma & Khandeparkar, 2025). This trend underscores the growing prominence of brand evangelism in contemporary marketing, where social media has emerged as a crucial channel for brand communication (Murthy *et al.*, 2025). Furthermore, the advent of digital technologies, particularly social media, provides brands with a unique opportunity to foster more efficient forms of evangelism, enabling faster interaction with consumers, wider reach, and more authentic, real-time advocacy (Ibrahim *et al.*, 2024; Safeer & Le, 2023). As a result, brand evangelism has evolved from a niche concept into a central topic in consumer behavior research, garnering increasing attention from both scholars and industry professionals (Jam *et al.*, 2025).

The concept of evangelism itself has deep roots in religious traditions, where passionate individuals spread beliefs to attract followers (McClymond, 2010). In the business context, this principle has been adapted to promote brands, as seen in the marketing practices that developed in the late 20th century (Kawasaki, 2015). Leading brands like Apple and Harley-Davidson have successfully leveraged brand evangelism to build loyal communities, demonstrating their strategic value across industries (Wang *et al.*, 2019; Sharma *et al.*, 2022). Over time, the scope of brand evangelism has expanded to include various forms such as "community evangelism" (Scarpi, 2010), "sport evangelism" (Dwyer *et al.*, 2015), and "environmentally friendly brand evangelism" (Sohaib *et al.*, 2022). Brand evangelism has since expanded across diverse sectors, including fashion, tourism, eco-friendly products, and even political movements (Schnebelen & Bruhn, 2017; Baviera *et al.*, 2019; Pornsrimate & Khamwon, 2021; Mvondo *et al.*, 2022).

Evangelist consumers are mainly characterized by their willingness to promote, support, and defend the brands through reviews and recommendations (Becerra & Badrinarayanan, 2013). The post-pandemic era has accelerated shifts toward digital interactions, online communities, and peer-driven recommendations, positioning social media as a central channel for influencing purchase decisions (Jo *et al.*, 2020; Sashittal *et al.*, 2022). In addition, Generation Z, as the first fully digital-native cohort, relies heavily on social media for information seeking and purchasing decisions, enhancing the reach and impact of brand evangelism (Sharma *et al.*, 2022; Khandai *et al.*, 2024). The growing digital trust crisis—rooted in concerns over privacy and misinformation—challenges brands to build genuine consumer confidence necessary to inspire evangelists (Fortes *et al.*, 2017; Chow & Ho, 2025). Thus, the effects of evangelism are potentially broader in scope and more impactful. Together, these developments are redefining how brands must cultivate and retain consumers to become brand evangelists.

The study of brand evangelism has intensified, with research output accelerating since 2022, signaling its shift from a niche to a mainstream topic in consumer–brand relationship literature and highlighting the need to consolidate fragmented insights into a cohesive framework (Cavadas & Moreira, 2025). This academic momentum coincides with profound market shifts: contemporary market dynamics, marked by the rise of social media, user-generated content, and digital brand communities, have made consumer-driven advocacy more potent than traditional advertising, with brand evangelism directly responding to this shift by emphasizing authentic and emotionally charged advocacy capable of amplifying or damaging brand reputation in real-time digital environments (Fazla *et al.*, 2024; Sharma & Khandeparkar, 2025). At the same time, in the context of post-pandemic market recovery, marked by trust crises and demand for sustainable, value-driven brands, understanding how to foster emotional bonds and loyal communities positions brand evangelism research as a vital source of actionable strategies for converting loyal customers into proactive advocates (Thomas & Kureshi, 2020; Hüttl-Maack *et al.*, 2023). Underscore the practical relevance of mobilizing credible, non-commercial evangelists, whose influence extends to issues such as green marketing and responsible consumption (Nguyen *et al.*, 2023; Arachchi & Samarasinghe, 2024; Sharma & Khandeparkar, 2025).

However, despite its growing importance, research on brand evangelism in business, management, accounting, and the social sciences context remains fragmented, with a lack of comprehensive frameworks that guide both scholars and practitioners in harnessing this phenomenon effectively. Therefore, this study aims to fill these gaps by systematically reviewing the literature on brand evangelism through the TCCM (Theory, characteristics, context, and methods) framework,

mapping key themes, and proposing a future research agenda. This study aims to answer four pivotal research questions (RQs) in this regard:

RQ1. What are the main patterns in brand evangelism studies?

RQ2. How is the mapping of key variables using the TCCM framework for brand evangelism done?

RQ3. What are the themes of brand evangelism in business, management, accounting, and the social sciences?

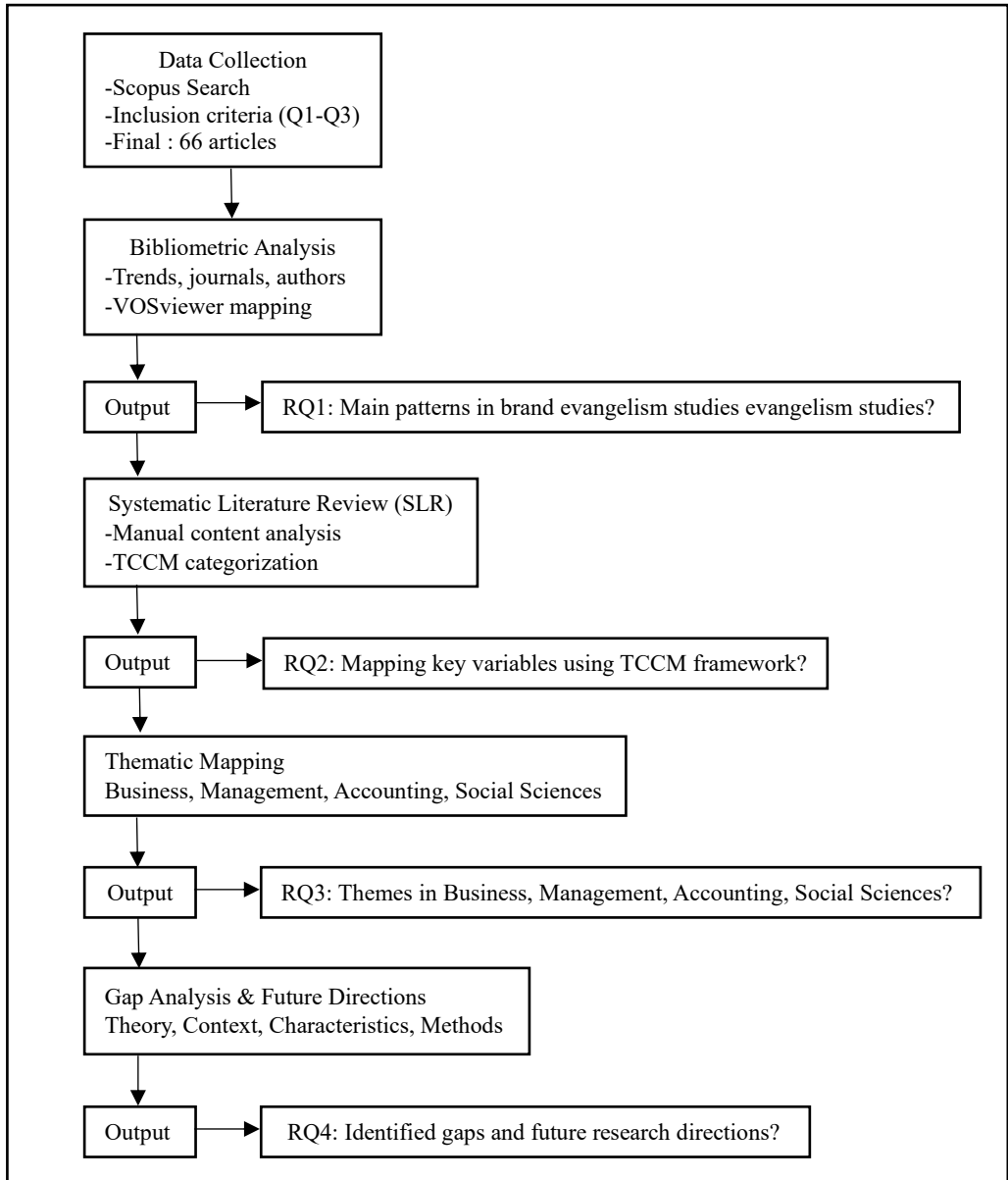
RQ4. What are the identified gaps for future research directions?

Figure 1 illustrates the systematic process used to conduct the systematic literature review (SLR) on brand evangelism. The process begins with data collection, including a Scopus search and the application of inclusion criteria to select Q1–Q3-indexed journals, yielding 66 relevant articles. Bibliometric analysis is then performed to identify publication trends, leading journals, and influential authors, and to visualize the relationships among literature elements using tools such as VOSviewer. This stage addresses the first research question (RQ1) by mapping the main patterns in brand evangelism research. Next, the selected studies are categorized using the TCCM framework to identify key variables in the literature (RQ2). Thematic mapping follows, highlighting significant themes across related fields—such as business, management, accounting, and social sciences—to provide broader insights into brand evangelism (RQ3). Finally, a gap analysis identifies underexplored theories, contexts, and methodologies, thereby addressing RQ4 on directions for future research.

2. RESEARCH DESIGN

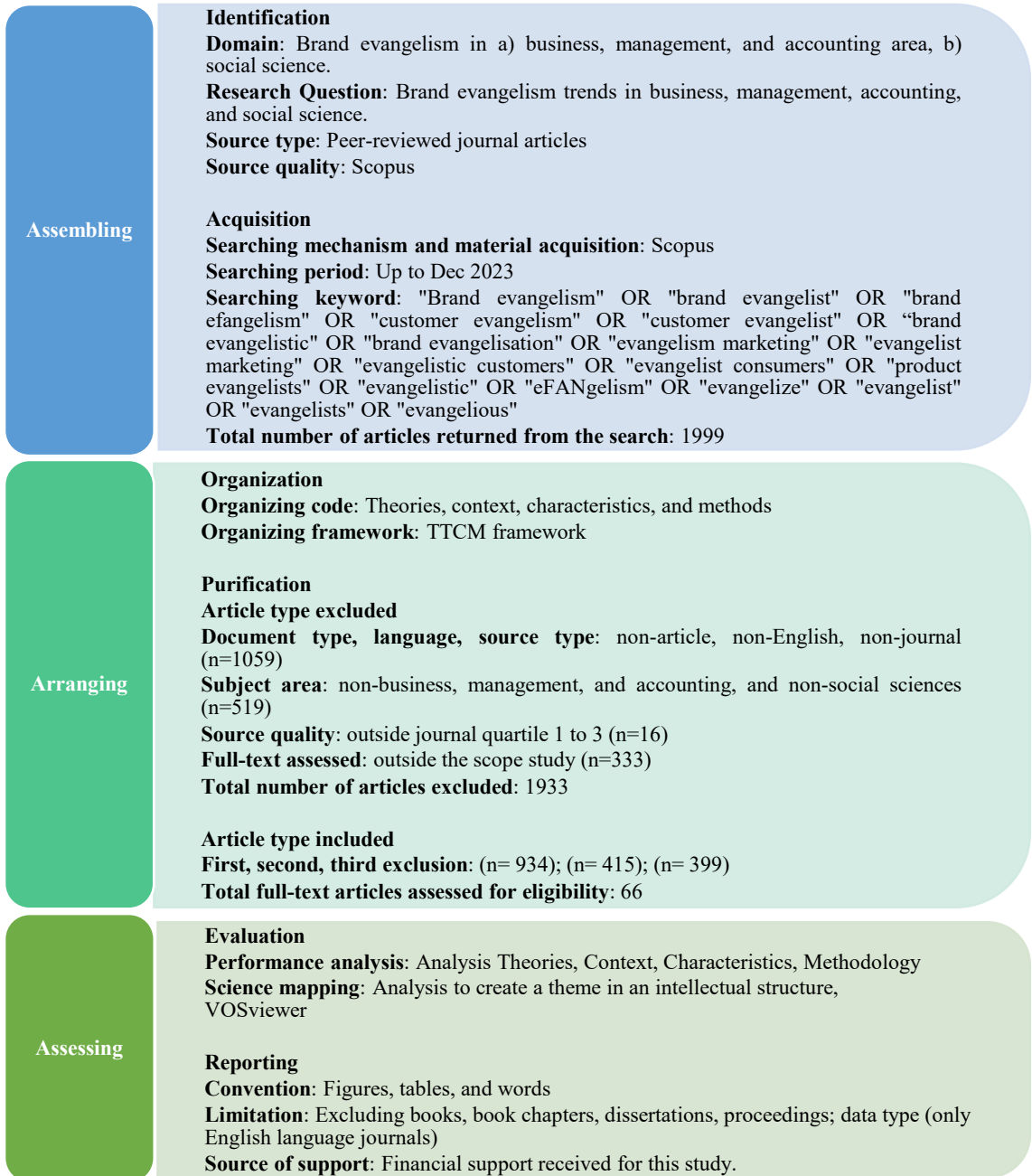
This study applies bibliometric analysis and systematic literature review to generate comprehensive research findings. Bibliometric analysis presents the state of knowledge structure, evolutionary nuances, and emerging trends in a specific research field (An *et al.*, 2023). The advantage of a systematic literature review lies in its protocol that governs each stage of the research, ensuring transparency, reproducibility, and informativeness (Paul *et al.*, 2021). Paul *et al.* (2021) developed the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR), which this study adopts to report a transparent Systematic Literature Review, as shown in Figure 2. We chose the SPAR-4-SLR protocol for its high flexibility in maintaining a structured approach, which is highly beneficial for research focusing on theoretical contributions (Blommerde, 2023).

Figure 1: SLR Flow Diagram



Source: Authors' own creation (2025)

Figure 2: Procedure for Reviewing using the SPAR-4-SLR Protocol



Source: Authors' own creation (2025)

2.1. Data collection

2.1.1 Assembling

The first stage of this study involves identifying and acquiring relevant literature on brand evangelism to address RQs 1–4. Following the SPAR-4-SLR protocol and prior review guidelines (Kazemi *et al.*, 2023), Scopus was selected as the primary database due to its broad coverage, rigorous peer-review standards, and comprehensive indexing. Articles published in journals ranked Q1–Q3 in the Scimago Journal and Country Rank (SJR) were included to ensure quality and relevance. To capture the full scope of existing research, no publication year restrictions were applied. A comprehensive keyword search—covering terms such as “brand evangelism,” “brand evangelist,” “customer evangelism,” and related variants—resulted in 1,999 articles retrieved from Scopus.

2.1.2 Arranging

The second stage involves filtering and organizing the collected literature through a systematic set of selection criteria. Articles were evaluated based on document type, language, source type, and topic area. The search was limited to documents categorized as *articles*, written in *English*, and published in *journals*, yielding 934 records. Narrowing the focus to the fields of business, management, accounting, and the social sciences reduced the sample to 415 articles. Further screening based on Scimago Journal and Country Rank (SJR) classifications of Q1–Q3 yielded 399 articles. A full-text review was then conducted to assess each article’s relevance to brand evangelism, ultimately retaining 66 articles that met all inclusion criteria. This number is consistent with Lim *et al* (2022), who suggest that systematic reviews should include at least 40 articles to ensure adequate analytical depth.

2.1.3 Assessing

The third stage focuses on evaluation and reporting to generate deeper insights into brand evangelism research. A total of 66 selected articles were analysed using the Theory, Characteristics, Context, and Methods (TCCM) framework to systematically examine their theoretical foundations, key constructs, research contexts, and methodological approaches, thereby enhancing the reliability and rigour of the review (Kraus *et al.*, 2022). Scientific mapping techniques were also applied using VOSviewer and Microsoft Excel to visualize and organize emerging themes, thereby enabling the development of an integrated, comprehensive understanding of the intellectual structure of brand evangelism.

2.2. Data analysis

The data analysis integrates bibliometric analysis and a systematic literature review to provide a comprehensive understanding of brand evangelism research. The bibliometric analysis evaluates 66 selected articles using performance metrics such as publication trends, journal outlets, authors, and keywords, and uses VOSviewer for mapping and visualisation of keywords (Shkundalov & Vilutienė, 2021). This method captures the structure and evolution of knowledge within the field (Donthu *et al.*, 2021). The systematic review complements this by conducting manual content analysis to identify and synthesize recurring themes. Guided by the Theory, Context, Characteristics, and Methods (TCCM) framework (Paul & Rosado-Serrano's, 2019), the analysis categorizes existing studies, highlights underexplored areas, and proposes future research directions, thereby strengthening the theoretical and methodological foundation of brand evangelism scholarship (Pomerlyan & Belitski, 2023; Halder & Batra, 2024).

3. FINDINGS

3.1. Main patterns in studies on brand evangelism (RQ1)

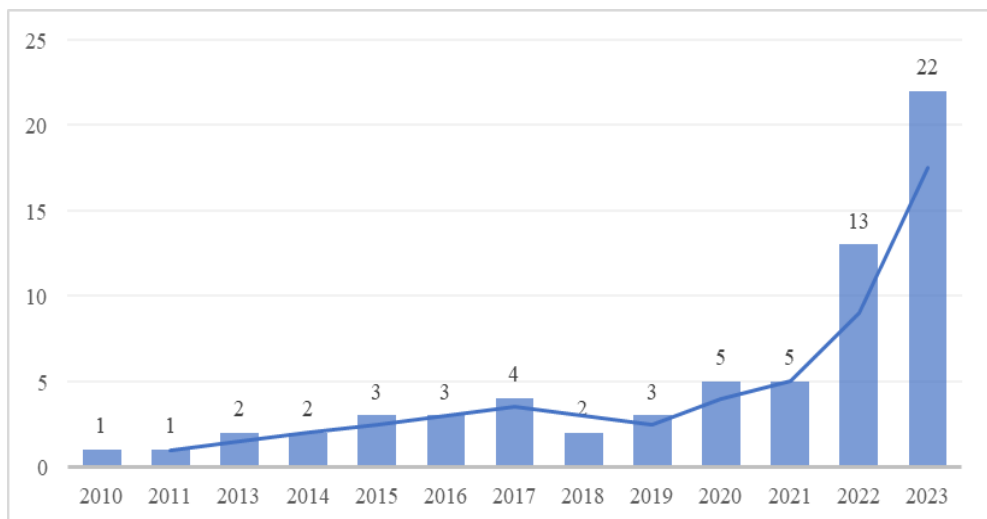
In this section, we report our findings on the main patterns. The analysis includes publication trends, journal publishers, journal analysis, and entry modes in the brand evangelism literature.

3.1.1 Publication trends and journal publishers

The main pattern identified to answer RQ1 is the evolution of the conceptual understanding of brand evangelism, shifting from traditional loyalty behaviors into a multidimensional phenomenon encompassing emotional and digital advocacy. This conclusion is drawn from the synthesis presented in three sections, supported by the bibliometric trend showing a steady increase in publications since Scarpi's pioneering article in 2010, with a notable surge between 2022 and 2023 (Figure 3).

This pattern emerges through three key phases. The first section highlights that early research (Becerra & Badrinarayanan, 2013) framed brand evangelism as a form of loyalty expressed through repeat purchasing, positive word-of-mouth, and criticism of competitors, concluding that these behaviors reflect deliberate consumer support. The second section shows a shift in later studies (Munasinghe & Dissanayake, 2018), which emphasize intense advocacy and commitment that extend beyond traditional loyalty. Highlighted more intense advocacy, showing that evangelists actively promote and defend brands across multiple channels, indicating a more profound commitment. The third section captures the growing role of emotional attachment and the rise of digital platforms (Cestare & Ray, 2019), emphasizing emotional attachment and digital engagement, finding that social media activities amplify evangelistic behaviors. Together, these phases illustrate how the understanding of brand evangelism has evolved in response to societal and technological changes, confirming its shift from loyalty-based actions to a complex, emotionally and digitally driven phenomenon.

Figure 3: The Publication Trend per Year

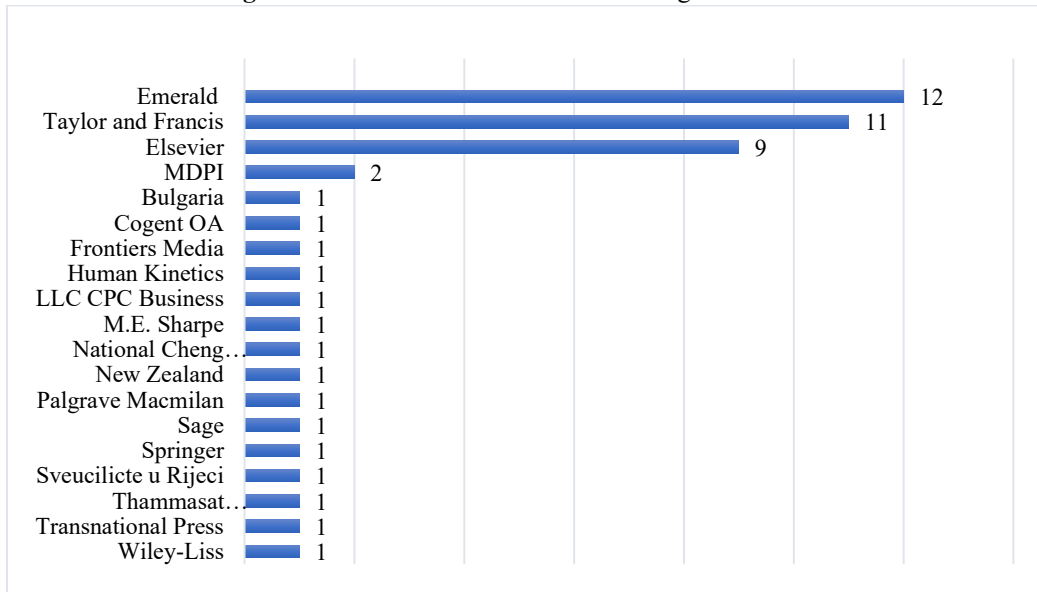


Source: Authors' own creation (2025)

As shown in Figure 3, annual publication trends in brand evangelism show a steady increase, with a significant surge between 2022 and 2023. A graph is used here to emphasize the rising trajectory over time, making the upward pattern visually clear. This trend reflects our synthesis of the bibliometric data, highlighting how brand evangelism has evolved into a more prominent topic in academic discourse.

The 66 reviewer articles appeared in 49 journals from various well-known publishers, as indicated by the publication sources (Figure 4). Among influencer publishers, Emerald Publishing has 12 journals covering brand evangelism. Thus, with widespread publications across various leading publishers, it is evident that brand evangelism is gaining strong recognition and substantial support from various sources.

Figure 4: Journal Publisher of Brand Evangelism Articles



Source: Authors' own creation (2025)

3.1.2 Journal analysis

The articles analyzed in this study were published in 49 diverse journals (Figure 5). All of them are top journals (Q1–Q3) according to Scimago Journal Rank (Appendix 1). Scimago Journal Rankings place the majority of journals in Q1, indicating that the articles published in these journals are of high quality.

Figure 5: Journal Outlets of Brand Evangelism Articles



Source: Authors' own creation (2025)

Figure 5 collectively illustrates the breadth and quality of journals publishing research on brand evangelism. Figure 5 highlights the distribution of articles among top-ranked journals. These visuals underscore the high scholarly quality of the field, as most articles appear in Q1 journals, reinforcing the credibility and rigor of the literature.

The Journal of Product and Brand Management is the leading publication on brand evangelism, with five articles, followed by the Journal of Business Research with four, and the Journal of Sustainability with three articles. The five articles, totaling more than 300 citations, demonstrate the field's impact.

3.1.3 Entry modes of brand evangelism

The entry modes for brand evangelism rely on three effective strategies. Firstly, outstanding customer experiences: when consumers encounter exceptionally positive service or product experiences, they are likely to share these experiences, marking their initiation as brand evangelists (Purohit *et al.*, 2023; Safer & Le, 2023). Secondly, brand evangelism naturally emerges from employees who deeply connect with the company's values and find happiness in their work environment (Rudianto *et al.*, 2023). Lastly, community engagement: when brands immerse themselves in community activities, social media interactions, and online forums, they cultivate a dedicated community base. Having established a robust bond with the brand, these community members often become brand evangelists (Swimberghe *et al.*, 2018).

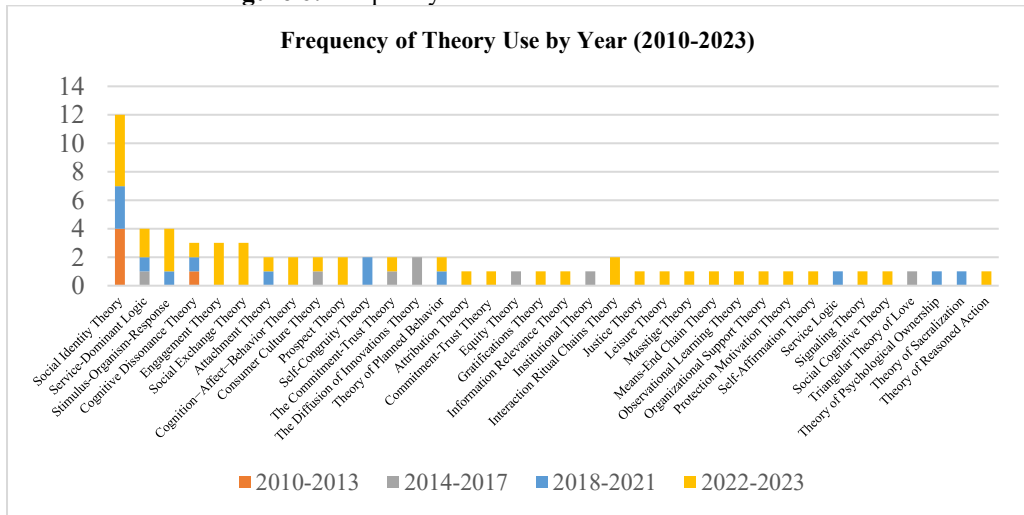
3.2. TCCM Analysis Discussion (RQ2)

In this section, the TCCM framework Paul & Rosado-Serrano (2019) was adopted, which helps further understand the status of the literature, identify gaps in previous studies, and offer directions for future studies. This framework aims to structure the findings and gap analysis for future research directions.

3.2.1 Theory (T)

Brand evangelism research draws on theories from three domains: psychology, sociology, and economics (Appendix 2–5). A significant 71% of the studies rely on a single theory, 26% integrate two, and only 3% utilize more than two theories. The most widely used theory is sociological, with a particular focus on social identity theory (Figure 6). Individuals become brand evangelists when they perceive the brand as elevating their self-worth and societal position, especially when dealing with esteemed brands (Hsu, 2019; Sharma *et al.*, 2022). There is a tendency for status-seeking consumers to prefer extensions of prestigious brands, thereby fostering growth in brand evangelism (Schmitz *et al.*, 2023). Furthermore, this theory emphasizes the significance of understanding how brands can become essential components of an individual's self-identity, leading to profound, symbolic social associations and a sense of inclusion stemming from personal experiences with the brand (Stokburger-Sauer *et al.*, 2012). Therefore, the impact of social identity on brand evangelism-related behaviors can be explained by conformity to brand/group norms, perceived social support, and enhanced self-efficacy.

Figure 6: Frequency of Theories Across Different Periods



Source: Authors’ own creation (2025)

Detail the theoretical foundations applied in brand evangelism research, broken down by theory type, frequency, time period, and key outcomes (Appendix 2-5). These tables allow readers to see which theories dominate the field (e.g., Social Identity Theory) and how their application has evolved. The narrative discussion interprets these patterns, such as the dominant use of Social Identity Theory and the limited integration of multiple frameworks, which is our original analytical contribution.

Two fundamental theories are gaining traction: Service-Dominant Logic and Stimulus-Organism-Response. The Service-Dominant Logic theory, which views value as intangible, experiential, and co-created by participants, aligns with the experience-based entry mode of brand evangelism (Purohit *et al.*, 2023; Safer & Le, 2023). On the other hand, the Stimulus-Organism-Response framework focuses on how external stimuli trigger internal consumer processes, providing insights

into the cognitive and emotional journeys leading to brand evangelism (Al Nawas *et al.*, 2021; Sohaib *et al.*, 2022). This approach emphasizes that customers become brand evangelists based on their experiences and the perceived benefits of brand interaction.

Furthermore, the promising integration of multiple theoretical frameworks in brand evangelism research requires further investigation. Combining social identity theory with self-affirmation theory or proximity theory has yielded deeper insights into the impact of brand identification, community involvement, and brand closeness on brand evangelism across industries (Sharma *et al.*, 2022). Abutaleb *et al* (2023) have emphasized the importance of integrating multiple theoretical frameworks to achieve a more comprehensive and robust understanding of brand evangelism.

3.2.2 Context (C)

This review categorizes brand evangelism literature by usage context to clarify its application across industries. Up to 2023, the most frequently studied sectors include education (Amani, 2023a), green products (Nguyen *et al.*, 2023), and mobile phones (Koner *et al.*, 2023), reflecting the role of brand evangelism in driving innovation, sustainability, and technological engagement (Mishaal & Haw, 2023). Emerging research has begun to explore banking (Safeer & Le, 2023) and hospitality (Purohit *et al.*, 2023), suggesting the construct’s expanding relevance across service sectors. As shown in Table 1, brand evangelism studies span 25 countries, with 91% focusing on single-nation contexts and only a few adopting cross-country perspectives. The majority of studies are concentrated in the United States (Osmanova *et al.*, 2023), China (Aktan *et al.*, 2023), and India (Sharma *et al.*, 2022). Notably, global brands such as Apple and Harley-Davidson frequently appear as examples of successful brand evangelism, especially in developing Asian markets (Özbölük & Dursun, 2017; Sharma *et al.*, 2022). This pattern reinforces earlier evidence that consumers in emerging economies often favour global brands over domestic ones (Momen *et al.*, 2022), underscoring the strategic relevance of brand evangelism in expanding and competitive markets.

Table 1: Regional Distribution of the Literature on Brand Evangelism

Countries/Years	2022-2023	2018-2021	2014-2017	2013-2010	Total	Contribution (%)
USA	3	3	2	3	11	17%
China	9				9	13%
India	5	2	1		8	12%
Tanzania	4				4	6%
Thailand	3	1			4	6%
Cross-countries	2	1	1		4	6%
Australia		2	1		3	5%
Canada	1		2		3	5%
South Korea	2	1			3	5%
England			2		2	3%
Spanish		1	1		2	3%
Taiwan		2			2	3%
Vietnam	2				2	3%
Croatia	1				1	2%

Table 1 (Continued)

Countries/Years	2022-2023	2018-2021	2014-2017	2013-2010	Total	Contribution (%)
Qatar		1			1	2%
South African	1				1	2%
Turkey			1		1	2%
Egypt	1				1	2%
France	1				1	2%
German			1		1	2%
Indonesia	1				1	2%
Italia				1	1	2%
Philipina	1				1	2%
Portugal		1			1	2%

Source: Authors' own creation (2025)

The literature on brand evangelism remains geographically concentrated, with most studies originating from the United States (17%), China (13%), and India (12%). In contrast, regions such as Africa, Southeast Asia, Europe, Latin America, and the Middle East are markedly underrepresented, resulting in a theoretical bias toward Western and select Asian perspectives. This imbalance limits the global applicability of current insights, as culturally specific factors—such as communal orientations in Africa, collectivism in Southeast Asia, and religio-cultural influences in the Middle east—are often overlooked. Moreover, the dominance of studies conducted in collectivist cultures creates further limitations in understanding brand evangelism within individualist contexts, where personal autonomy and independent decision-making prevail (Díaz-Loving *et al.*, 2018). Therefore, expanding research into underrepresented regions and integrating cross-cultural perspectives is essential for developing a more inclusive and globally relevant understanding of brand evangelism.

3.2.3 Characteristics (C)

This section provides an overview of the various characteristics of the brand evangelism phenomenon, including its antecedents, mediators, moderators, and outcomes. Figure 7 provides a conceptual framework summarizing the antecedents, mediators, moderators, and outcomes of brand evangelism.

Antecedents: Research on brand evangelism identifies intrinsic and extrinsic motivations as primary antecedents driving consumers to evangelist for brands. Intrinsic factors include self-concept (Li *et al.*, 2022a), emotional fulfillment (Koner *et al.*, 2023), psychological well-being (Mvondo *et al.*, 2023), value alignment (Nguyen *et al.*, 2023), and personal achievement (Bairrada *et al.*, 2019). Extrinsic motivations involve social engagement (Amani, 2022a), reputation and status (Mansoor & Paul, 2022), economic incentives (Seegebarth *et al.*, 2016), and brand interactions (Ndhlovu & Maree, 2023). Commonly recurring antecedents—brand identification, loyalty, and trust—serve as critical enablers of evangelistic behaviour (Mvondo *et al.*, 2022).

The literature on brand evangelism reveals inconsistent evidence regarding its key drivers. Some studies emphasize intrinsic motivations such as self-concept, emotional fulfillment, psychological well-being, value alignment, and personal achievement (Li *et al.*, 2022; Mvondo *et al.*, 2023; Koner *et al.*, 2023), while others highlight extrinsic motivations including community engagement,

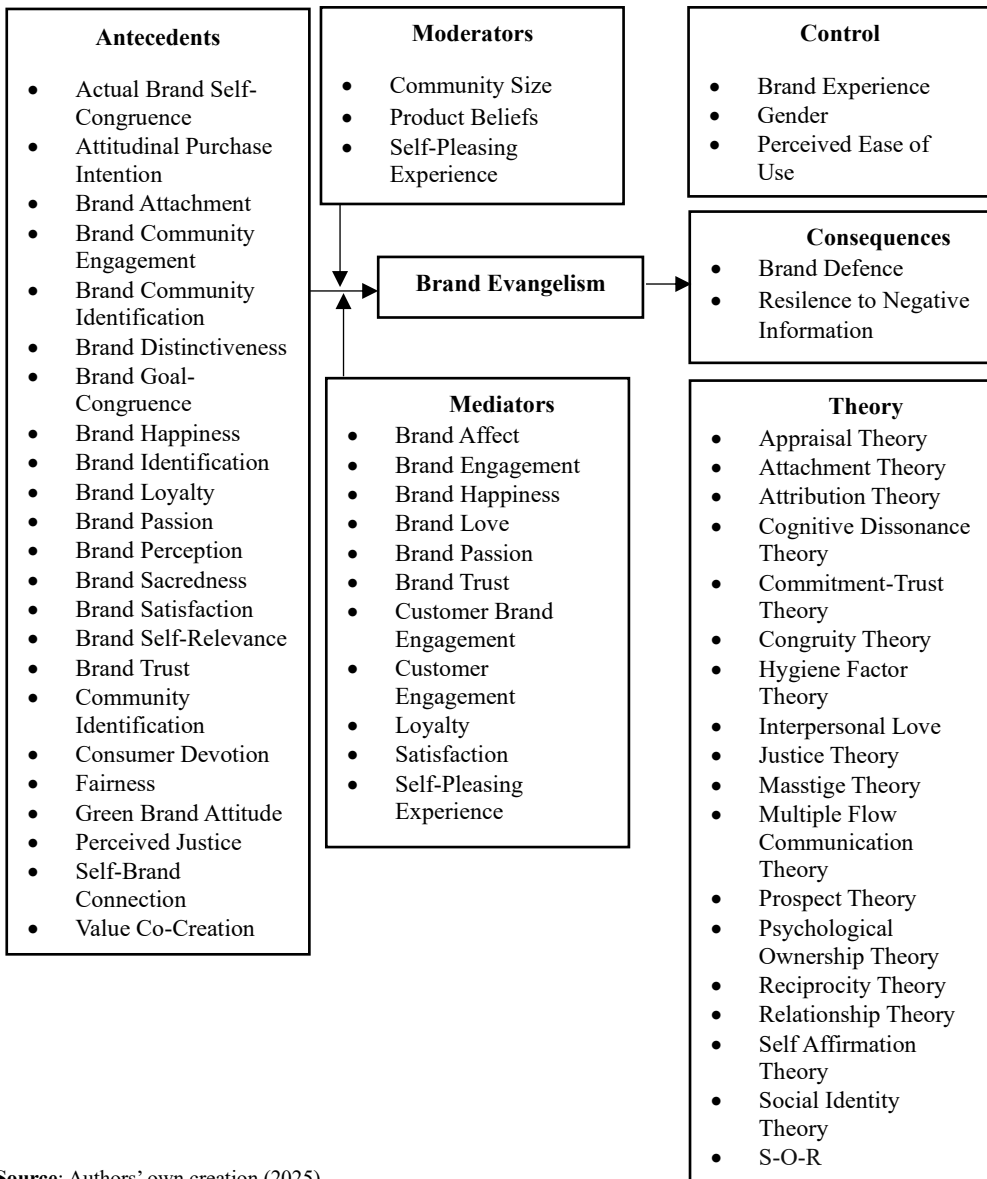
reputation, status, and economic incentives (Seegebarth *et al.*, 2016; Amani, 2022a; Sharma *et al.*, 2022). Moreover, conflicting evidence exists regarding the relative influence of emotional versus cognitive determinants, with some studies underscoring brand love and brand happiness (Amani, 2022b; Mansoor & Paul, 2022), whereas others stress value congruence as more influential (Shaari & Ahmad, 2016; Hsu, 2019). Similarly, contradictory findings emerge between altruistic and self-interest motives, as some research identifies altruism as a key driver (Panda *et al.*, 2020; Guiao & Lacap, 2022), while other studies report self-interest as more decisive (Li *et al.*, 2022; Osmanova *et al.*, 2023). These divergences indicate the need for a unified analytical framework that integrates competing perspectives to clarify the psychological mechanisms driving brand evangelism and strengthen its theoretical and empirical foundations.

Mediating: Mediating variables play a crucial role in explaining how antecedents influence brand evangelism (Ford *et al.*, 2023). Aziz and Rahman (2022) grouped the factors that mediated the relationship between various antecedents and brand evangelism into two categories: individual level and group level. In the individual-level category, researchers found that mediators, such as brand happiness, positively mediated the relationships among mass prestige, brand appraisals, brand love, and brand evangelism (Mansoor & Paul, 2022; Chiengkul & Junla, 2023). At the group level, researchers found that mediators such as community trust and loyalty positively mediate the relationship between community identification and brand evangelism (Scarpi, 2010; Yeh & Choi, 2011).

Moderating: Moderating variables affect the strength of the relationship between independent and dependent variables (Ford *et al.*, 2023). The moderators in this study are significant in understanding brand evangelism, encompassing both internal and external elements. Mansoor & Paul (2022) found that consumers experience greater brand happiness when the self-pleasing experience of using cosmetic brands interacts with prestige, ultimately leading to brand evangelism behavior. Meanwhile, Scarpi (2010) found that community size significantly influences the relationship between community loyalty and brand evangelism. In smaller communities, the effect of loyalty on brand evangelism is more pronounced than in larger communities.

Outcomes – The study identifies two primary outcomes of brand evangelism: emotional and behavioral. Emotional outcomes involve attitudes and feelings toward a brand, such as forming strong brand relationships and resisting negative information (Nyadzayo *et al.*, 2020; Farhat & Chaney, 2021; Nobi *et al.*, 2021), while behavioral outcomes include brand defense and repeat purchasing (Nyadzayo *et al.*, 2020). Beyond these dimensions, the literature reveals that brand evangelism is predominantly examined as a dependent variable, typically as an outcome of antecedents such as brand trust, brand attachment, or community engagement. However, few studies explore its long-term effects, leaving open the question of whether brand evangelism actually drives sustained loyalty, profitability, or enduring brand equity. Without longitudinal or causal analysis, it remains unclear if evangelistic behavior generates only short-term enthusiasm or fosters lasting customer relationships. This gap underscores the need for future research employing longitudinal designs to assess how brand evangelism impacts customer retention, community growth, and financial performance over time.

Figure 7: Framework for Future Research

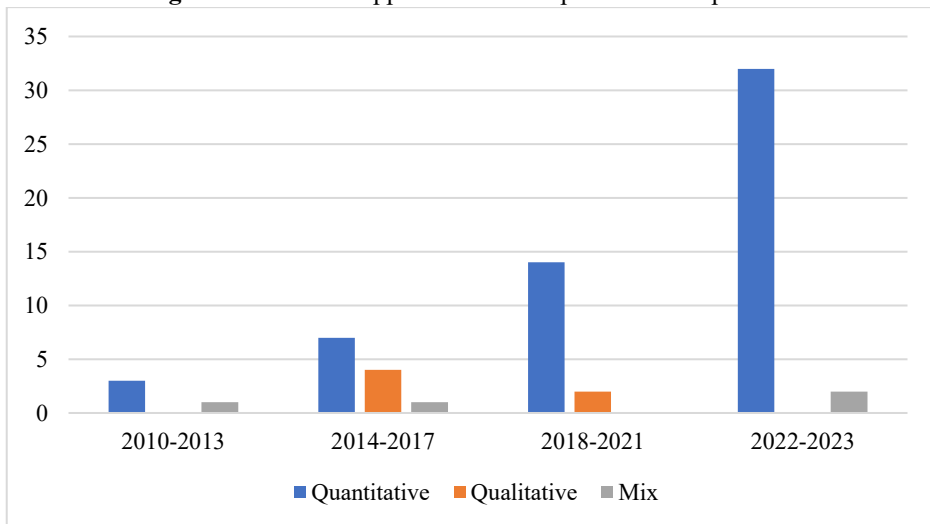


Source: Authors' own creation (2025)

3.2.4 Methods (M)

Study design: The findings revealed a divergence in methodologies used to study brand evangelism (Figure 8). It was revealed that 86% of the 66 analyzed articles used quantitative methods, while qualitative and mixed methods were less common. These studies' quantitative research direction involved statistical measurement of consumer perceptions regarding various antecedents of brand evangelism. All studies collected primary data through cross-sectional surveys, recording their peak usage in 2023 (Amani, 2023; Pepur *et al.*, 2023). Large sample sizes, as demonstrated in the works of Dwyer *et al* (2015) with 450 respondents, Scarpi (2010) with 750 respondents, and Marticotte *et al* (2016) with 809 respondents, corroborate these findings. The qualitative nature of this research aims to explain the creation of the brand evangelism process and the behavior of consumers who become brand evangelists. Some qualitative researchers used qualitative research as a model [10% of articles (n = 7)], such as netnography (Özbölük & Dursun, 2017; Parrott *et al.*, 2015) and interviews (Pich *et al.*, 2016). In addition, only 3 articles (4%) used a mixed-methods approach (Dwyer *et al.*, 2015; Ortiz *et al.*, 2013).

Figure 8: Methods Applied in the Sample Literature per Year



Source: Authors' own creation (2025)

Figure 8 illustrates the methodological approaches adopted in brand evangelism studies over time. It shows the dominance of quantitative research, followed by qualitative and mixed methods. This visual aids in identifying methodological gaps and encourages more diverse approaches in future research.

From a methodological standpoint, the existing literature is predominantly quantitative survey research (87%), with only a limited share of qualitative (10%) and mixed-methods (4%) studies. Although brand evangelism is inherently a long-term construct, most prior research relies on cross-sectional designs, which fail to capture its temporal dynamics (Kang *et al.*, 2020; Safeer & Le, 2023). Longitudinal approaches, such as ethnographies or case studies, remain notably scarce. Future research should therefore adopt designs capable of tracing the enduring effects of organizational efforts to cultivate brand evangelism. Such methodological diversification is essential for uncovering the motives, meanings, and complexities that surveys alone often

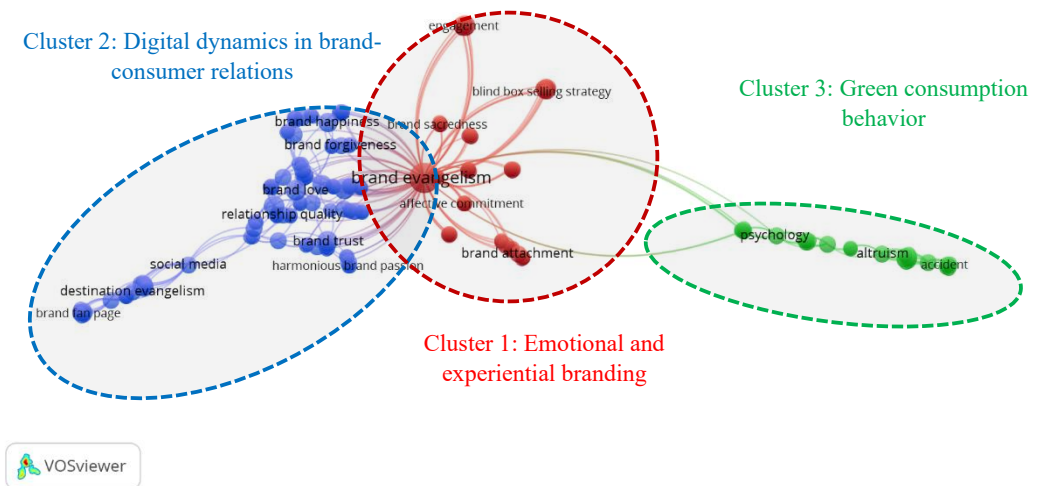
overlook, thereby enabling a more holistic and explanatory understanding of the mechanisms and conditions that drive the brand evangelism phenomenon.

Measures of brand evangelism: The focus is on identifying the current scales used to measure brand evangelism, specifically examining two established scales: the five-item scale developed by Matzler *et al* (2007) and the nine-item scale introduced by Becerra and Badrinarayanan (2013). Among these, the scale by Becerra and Badrinarayanan is considered the most widely used, incorporating dimensions such as brand purchase intention, positive brand referrals, and oppositional brand referrals. This scale has been validated across various contexts, including tourism (Mvondo *et al.*, 2022), social media micro-influencers (Pornsrimate & Khamwon, 2021), and cruise travelers (Kang *et al.*, 2020).

3.3 Themes of brand evangelism (RQ3)

This study utilized VOSviewer visualization to explore the themes of brand evangelism within business, management, accounting, and the social sciences. Visualization from co-occurrence analysis can investigate publication themes and topics (Shafin *et al.*, 2022). The co-occurrence analysis produces a network visualization that reveals three themes: 1. Emotional and experiential branding, 2. Digital dynamics in brand-consumer relations, and 3. Green consumption behavior (Figure 9).

Figure 9: Network Visualization from Co-occurrence Analysis Resulting in 3 Clusters



Source: Authors' own creation (2025)

Figure 9 presents the thematic clusters of brand evangelism research derived from co-occurrence analysis: emotional & experiential branding, digital dynamics, and green consumption behavior. Tables 2 to 4 expand on these themes, providing detailed subtopics and key studies for each. Table 5 summarizes the distribution of articles across these themes, confirming that emotional & experiential branding remains the dominant focus. Together, these visuals offer a comprehensive thematic map of the field and guide future research directions.

3.3.1 Emotional and experiential branding

This cluster investigates the emotional and psychological connections between consumers and brands, and how these connections foster brand evangelism. Our review encompassed the majority of the literature. Table 2 demonstrates that the majority of the reviewed literature endorses this focus. Studies by Scarpi (2010), Yeh and Choi (2011), and Osmanova *et al* (2023) indicate that strong emotional bonds with brands lead to higher levels of consumer loyalty, positive word-of-mouth, and brand evangelism. Wang *et al* (2019) and Kang *et al* (2020) further reinforce this concept, highlighting the significance of emotional brand attachment and quality relationships in this context. Marketers and business leaders are encouraged to leverage affective commitment and brand attachment to enhance customer engagement and cultivate long-term brand evangelists (Zhu & Park, 2022; Koner *et al.*, 2023).

Furthermore, Mvondo *et al* (2023) emphasize the critical role of modern marketing innovations such as “blind box selling,” “micro-influencers,” and adapting to digital and social media trends in fostering connections that drive brand evangelism. Thus, combining emotional connections, personalization, marketing innovation, and digital adaptation is critical to generating customer experiences that ultimately shape brand evangelism. Consequently, this study advises marketers to create marketing strategies and customer relationship management methods that are emotionally and psychologically oriented to cultivate brand evangelism effectively.

In business and management, emotional branding plays a critical role in fostering customer loyalty, which drives brand evangelism. Strategies centered on emotional and experiential branding help establish long-term bonds between customers and brands. From a business and management perspective, integrating emotional elements into customer relationship management enhances alignment between brand values and consumer experiences, thereby strengthening loyalty and encouraging brand evangelism.

Table 2: Emotional and Experiential Branding (41 Articles)

Sub Themes	Authors	Topic Applied	Percentage of Total Articles
Brand-Consumer Emotional Interaction	(Scarpi, 2010; Becerra & Badrinarayanan, 2013; K. R. Swimberghe <i>et al.</i> , 2014; Cambra Fierro <i>et al.</i> , 2014; Collins <i>et al.</i> , 2015; Dwyer <i>et al.</i> , 2015; Pich <i>et al.</i> , 2016; Sarkar and Sarkar, 2017; Schnebelen & Bruhn, 2017; C. M. Bairrada <i>et al.</i> , 2019; Wang <i>et al.</i> , 2019; Nyadzayo <i>et al.</i> , 2020; Kang <i>et al.</i> , 2020; Park <i>et al.</i> , 2021; Tseng, 2021; Al Nawas <i>et al.</i> , 2021; G. F. N. N. N. Mvondo <i>et al.</i> , 2022; Zhu and Park, 2022, 2022; Amani, 2022b; Purohit <i>et al.</i> , 2023; Pepur <i>et al.</i> , 2023; Khashan <i>et al.</i> , 2023; Amani, 2023; Koner <i>et al.</i> , 2023; Chiengkul & Junla, 2023; Ndhlovu & Maree, 2023)	Affective commitment, Brand attachment, Brand experience, Customer engagement, Emotional attachment	76%

Table 2 (Continued)

Sub Themes	Authors	Topic Applied	Percentage of Total Articles
Innovative Marketing Techniques	(Massa <i>et al.</i> , 2017; Kim & Park, 2020; Moroz & Gamble, 2021; Nobi <i>et al.</i> , 2021; Mansoor & Paul, 2022; Mvondo <i>et al.</i> , 2023; Rungruangjit <i>et al.</i> , 2023; Aktan <i>et al.</i> , 2023; Sashittal <i>et al.</i> , 2023; Sharma, 2023)	Blind box selling Brand distinctiveness, Micro-influencer, Mobile marketing, WOM	24

Source: Authors' own creation (2025)

3.3.2 Digital dynamics in brand-consumer relations

This theme focuses on how digital platforms and social media have transformed brand-consumer relationships, influencing brand evangelism (Table 3). In the social sciences, the digital shift is analyzed through the lens of social media interactions and online communities, which serve as spaces where consumers can become brand evangelists. It focuses on topics such as “social media,” “brand fan page,” and “social networking,” recognizing their role in turning consumers into brand evangelists (Rungruangjit & Charoenpornpanichkul, 2022; Sharma *et al.*, 2022).

The development and maintenance of brand communities, along with active engagement on social media, are critical to the longevity of consumer-brand relationships (Sharma, 2023; Ndhlovu & Maree, 2023). Additionally, the discussion highlights the importance for brands to manage their reputation and establish enduring consumer connections through topics like “brand community engagement” and “community identification (Amani, 2022a; Sharma *et al.*, 2022). As a result, this cluster establishes an essential structure for leveraging social media and formulating digital marketing plans, which is critical for fostering brand evangelism in today’s digital marketing landscape.

In the field of business and management, implementing effective digital marketing strategies is vital for strengthening brand–consumer relationships (Becerra & Badrinarayanan, 2020). Social media engagement and brand community development foster deeper emotional connections that enhance loyalty and stimulate brand evangelism. From a social sciences perspective, the shift to digital platforms enables the creation of group identities and social ties around brands, shaping brand evangelism behaviors. Emerging studies in accounting also highlight the role of financial transparency and brand accountability in building stakeholder trust, which indirectly supports brand evangelism.

Table 3: Digital Dynamics in Brand-Consumer Relations (13 articles)

Sub Themes	Authors	Topic Applied	Percentage of Total Articles
Social Media and Digital Interaction	(Marticotte <i>et al.</i> , 2016; Özbölük & Dursun, 2017; Baviera <i>et al.</i> , 2019; Pornsrimate & Khamwon, 2021; Sharma, 2022; Safeer & Le, 2023; Mousavi and Roper, 2023)	Branded facebook pages, Online brand experience, Social media, Social networking	53%

Table 3 (Continued)

Brand Community Relationships	(Yeh and Choi, 2011; K. Swimberghe <i>et al.</i> , 2018; Hsu, 2019; Amani, 2022a; Rungruangjit & Charoenpornpanichkul, 2022; Shang & Li, 2023)	Brand community engagement, Community identification, Community engagement	47%
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Source: Authors' own creation (2025)

3.3.3 Green consumption behavior

This theme explores the intersection between environmental sustainability and brand evangelism, focusing on pro-environmental consumers who promote green brands, as depicted in Table 4. This sub-theme encompasses various aspects of how brands engage with environmentally friendly initiatives. Topics include “green brands,” “purchase intentions,” “green skepticism,” and “green brand loyalty,” suggesting a thorough investigation of how green branding affects the development of brand evangelism (Sohaib *et al.*, 2022; Guiao & Lacap, 2022). The subsequent sub-theme revolves around consumer awareness and behavior within the framework of environmental sustainability. It covers topics like “environmental sustainability awareness,” “environmental protection,” “sustainable development,” and “social environment.” The results of this study provide a comprehensive examination of how consumers' awareness of environmental issues translates into their brand evangelism behaviors (Basil, 2023; Rudianto *et al.*, 2023). To create brand evangelism in this segment, companies should adopt authentic sustainability practices in their operations and marketing, such as producing eco-friendly products or supporting environmental initiatives. Within social sciences, the focus is on how consumer awareness of sustainability issues influences attitudes and behaviors toward environmentally conscious brands. Motivations for green consumption are often shaped by lifestyle choices and the dynamics of postmodern consumer society (Haanpää, 2007). In accounting, recent work has begun exploring the link between sustainability reporting practices and consumer trust, which can subsequently evolve into brand evangelism (Corley *et al.*, 2013; Rusu *et al.*, 2024).

Table 4: Green Consumption Behavior (12 articles)

Sub Themes	Authors	Topic Applied	Percentage of Total Articles
Brands and Environment-Friendly Initiatives	(Panda <i>et al.</i> , 2020; Sohaib <i>et al.</i> , 2022; Li <i>et al.</i> , 2022; Guiao & Lacap, 2022; Nguyen <i>et al.</i> , 2023; Hamouda & Aissaoui, 2024)	Green brand, Green brand evangelism, Green purchase intention, Green skepticism, Green brand loyalty	50%
Consumer Awareness and Behavior	(Seegebarth <i>et al.</i> , 2016; Kim & Hwang, 2022; Osmanova <i>et al.</i> , 2023; Basil, 2023; Rudianto <i>et al.</i> , 2023; Rawat <i>et al.</i> , 2023)	Environment sustainability awareness, Environmental protection, Social sustainability, Social environment.	50%

Source: Authors' own creation (2025)

Table 5: Summary of Brand Evangelism Study Distribution

Theme Cluster	Number of Articles	Percentage of Total Articles
Emotional & Experiential Branding	41	62%
Digital Dynamics in Brand-Consumer Relations	13	20%
Green Consumption Behavior	12	18%
Total	66	100%

Source: Authors' own creation (2025)

Overall, the majority of studies (62%) concentrated on emotional and experiential branding, while digital dynamics and green consumption accounted for 20% and 18%, respectively. This suggests that emotional attachment remains the primary lens through which brand evangelism is studied, although digital and green aspects are emerging. This highlights an opportunity for future studies to further integrate digital and sustainability dimensions into the emotional foundation of brand evangelism research.

4. FUTURE RESEARCH DIRECTIONS

In line with these findings, the final part of this study identifies knowledge gaps and limitations in the existing literature, and develops an agenda for future research (RQ4).

4.1 Related to the main pattern in brand evangelism

The burgeoning interest in brand evangelism within academic circles has led to an increase in research publications. This proliferation presents a prime opportunity for future research to conduct comparative analyses, focusing on the impact of different publication platforms on disseminating and legitimizing brand evangelism theories. A critical component of such research should be an examination of the role of leading journals, particularly those under the aegis of major publishing houses. Understanding the influence of these journals is crucial for assessing how they shape perceptions and applications of brand evangelism concepts across both academic and professional spheres. This understanding is critical to grasping the broader academic dialogue surrounding brand evangelism. Further, it is imperative that future research explore the internal mechanisms within organizations that drive brand evangelism. An in-depth investigation into how an organization's culture, leadership, and structural framework can support the cultivation of employee brand evangelism (Amani, 2023b; Rudianto *et al.*, 2023). Such an investigation is vital for providing companies with the insights needed to nurture a culture of brand evangelism among their employees (Ilyas *et al.*, 2018).

4.2 Related to the TCCM framework

Drawing on existing literature, this section synthesizes key research directions in brand evangelism using the TCCM framework (Appendix 2). The objective is to identify gaps across theoretical, contextual, characteristic, and methodological dimensions to offer novel insights for future investigations.

Theoretically:

A significant limitation in brand evangelism research is its predominant reliance on Social Identity Theory (SIT) as the primary lens for explaining consumer evangelism behaviors. Although SIT offers valuable insights into the social dynamics underpinning brand evangelism, it often reduces the complexity of consumer behavior by emphasizing group membership and social categorization while overlooking critical psychological and affective dimensions (Hogg *et al.*, 2004; Dashtipour, 2012). As a result, critical aspects such as cultural differences and individual psychological drivers remain insufficiently addressed (Anggraini, 2018; Kiritattarkarn *et al.*, 2019). To advance the field, future research should move beyond this singular theoretical approach by incorporating psychological and behavioral economic perspectives that better capture the complexity of evangelism behaviors.

Existing research on brand evangelism has primarily relied on social identity theory, focusing on external motivational drivers while overlooking its nature as a long-term behavioral outcome sustained by consumers' voluntary, internal motivations (Dwyer *et al.*, 2015; Wadhwa *et al.*, 2024). This narrow theoretical reliance limits our understanding of the psychological and behavioral mechanisms that maintain brand evangelism over time. To address this, integrating perspectives such as framing theory, attachment theory, or social identity theory provides a more comprehensive lens, explaining how message framing, emotional attachment, and identity-based connections collectively foster enduring advocacy behaviors (Tsai, 2007; Gallo *et al.*, 2019; Wilk *et al.*, 2024). Building on this premise, the present study introduces a conceptual framework that synthesizes these perspectives, bridges the theoretical gap, and offers deeper insights into the drivers of brand evangelism.

Context:

Research on brand evangelism has shown significant progress. However, it remains concentrated in a limited number of sectors, such as education, environmentally friendly products, and mobile telecommunications. It is mainly geographically confined to Asia and the United States, particularly in major countries such as China and India. This limitation underscores the urgent need to expand cross-cultural and cross-industry studies, especially considering how cultural differences between collectivist and individualist societies may shape brand evangelism behaviors. In collectivist cultures, such as Turkey and South Korea, brand loyalty often stems from emotional bonds and social responsibility, whereas in individualist cultures like the United States, it is driven more by perceived quality and brand awareness (Massa *et al.*, 2017; Kim & Hwang, 2022).

Additionally, generational shifts—especially the behaviors of Generation Z and Alpha who actively engage with influencers and social media—add further complexity to the phenomenon (Riivits-Arkonsuo *et al.*, 2014; Rungruangjit *et al.*, 2023). Therefore, future research should adopt a holistic approach that integrates cultural, industrial, and generational dimensions to develop a more comprehensive understanding and generate widely applicable findings, ultimately supporting the development of effective marketing strategies based on brand evangelism (Doss, 2014; Kim & Hwang, 2022; Khashan *et al.*, 2023).

Characteristics:

Future research in the field of brand evangelism should delve deeper into four key aspects: antecedents, mediators, moderators, and outcomes. First, it is crucial to understand the various motivations driving brand evangelism behavior, both intrinsic (e.g., emotional satisfaction) and extrinsic (e.g., social and economic benefits), which serve as the primary drivers. Previous studies,

such as those by Marticotte *et al* (2016), Massa *et al* (2017), Swimberghe *et al* (2018), and Swimberghe *et al* (2018) highlight the significance of emotional and psychological factors in this process. Moreover, attention should be focused on the role of mediators and moderators in the relationship between antecedents and brand evangelism, including cultural, economic, and individual factors such as generational cohorts, as discussed by Safeer & Le (2023), Riivits-Arkonsuo *et al* (2014), and Koner *et al* (2023). Finally, the outcomes of brand evangelism should be further explored to understand their contribution to long-term brand performance and firm (Nyadzayo *et al.*, 2020; Sharma & Khandeparkar, 2025b).

Methodology:

Current research on brand evangelism is dominated by cross-sectional surveys, which, while informative, suffer from sampling, length–time, and same-source biases and cannot capture temporal dynamics (Setia, 2023). This is particularly limiting for antecedents that are less precise when measured through cross-sectional studies, such as brand experience, engagement, corporate image, commitment, and loyalty programs, whose effects evolve. Therefore, longitudinal designs are crucial for tracking how evangelism evolves throughout the customer journey and in response to events such as brand crises (Nyadzayo *et al.*, 2020; Harrigan *et al.*, 2021). Experimental methods can complement this by testing causal effects of factors such as environmental advertising, message framing, or product presentations (Nazari *et al.*, 2021), with multi-item scales validated for high-involvement contexts (Bassi, 2018). Brand evangelism emerges through a complex psychological and social process, rather than instantaneously. Studies that focus solely on the direct relationships between antecedents and evangelistic behavior often overlook the mechanisms of “why” and “how” these influences occur. Future research should therefore examine mediators—such as brand attachment, sense of community, and social identity—to clarify the psychological pathways (Luo *et al.*, 2023). Finally, mixed-methods approaches—combining ethnography, in-depth interviews, and advanced analytics such as machine learning on large-scale social media data—can uncover hidden patterns of evangelistic behavior within digital ecosystems (Aithal & Aithal, 2024).

4.3 Thematic direction

Emotional and experiential branding: Current research provides only a limited understanding of the emotional, psychological, and relational factors that drive evangelism behaviors, highlighting the need for deeper investigation into these dimensions. Future studies should prioritize exploring how emotional connections, psychological ownership, and relational dynamics shape consumers’ willingness to advocate for brands. Cross-cultural comparisons: It is essential to examine how emotional branding strategies function across different cultural contexts. For example, future research could compare the effectiveness of emotional branding in individualistic versus collectivist cultures to determine how cultural values influence the strength and expression of brand evangelism (Muk *et al.*, 2014). Emotional and relational mechanisms: To gain richer insights into the underlying processes, scholars should integrate neuroscience and mixed-methods approaches to uncover how emotional bonds and a sense of psychological ownership translate into sustained evangelism behaviors.

Digital dynamics in brand-consumer relations: Underexplored technology-driven contexts such as social media apps and micro-influencer dynamics. Future studies investigate emerging digital ecosystems, focusing on how technology shapes evangelism behaviors. (1) Platform-specific brand engagement: looking into the possible ways to use different social media platforms (including Twitter threads, Instagram Stories, and TikTok challenges) for brand evangelism (Tandy *et al.*,

2023). (2) Technology impact on emotional branding: With the advent of emerging technologies like virtual reality (VR) and augmented reality (AR), researchers have the opportunity to investigate how these technologies can enhance emotional connections and brand evangelism (Jayaswal & Parida, 2023). (3) Influencer marketing: Understanding the evolving role of influencers in digital brand evangelism (Rungruangjit & Charoenpornpanichkul, 2022). Research should focus on how branded apps, gamification, and micro-influencers foster brand evangelism compared to traditional platforms.

Green consumption behavior: Need for more research on industry-specific applications. Expand brand evangelism research into underexplored industries, such as sustainable brands. (1) Cross-cultural green marketing: Investigate how consumers in different cultures respond to green marketing messages, with outcomes like environmental advocacy and brand trust (Gelderman *et al.*, 2021). (2) Perceptions of greenwashing: Examine how awareness of greenwashing moderates the relationship between environmental concern and brand evangelism (Munir & Mohan, 2022). This research can inspire environmental evangelists to promote consumer awareness of the greenwashing phenomenon while simultaneously helping brands understand the risks associated with inauthentic environmental marketing. Sustainable Development Goals (SDGs) closely align with this condition, promoting the adoption of sustainable business models and social responsibility (Purvis *et al.*, 2019).

5. CONCLUSION

This study systematically maps brand evangelism research by integrating the TCCM framework with cluster analysis, revealing the convergence of emotional branding, digital dynamics, and sustainability as core drivers of brand evangelism. This integration addresses the fragmented nature of existing studies and provides a clearer, more holistic understanding of how brands can cultivate evangelistic behaviors. The findings demonstrate that successful brand evangelism hinges on combining emotional and experiential branding with strong consumer–brand relationships, leveraging digital brand communities, and embedding authentic value alignment, particularly in sustainability.

Across the literature, the consumer–brand relationship consistently emerges as the central mechanism driving brand evangelism (Becerra & Badrinarayanan, 2013; Doss, 2014). Emotional commitment, brand attachment, and customer engagement are critical factors, while marketing innovations such as micro-influencers, blind box selling, and social media–based interactions illustrate how contemporary strategies amplify these connections (Bairrada *et al.*, 2019; Sashittal *et al.*, 2022; Rungruangjit *et al.*, 2023). Moreover, the growing role of sustainability highlights that ethical and environmental values are now essential in building trust and fostering evangelism (Seegebarth *et al.*, 2016; Panda *et al.*, 2020; Basil, 2023).

The review also mapped research across theory, context, characteristics, and methods using the TCCM framework. Over 36 theories were identified, with social identity theory being the most common, yet findings emphasize the need to combine and diversify theoretical lenses. Research contexts remain concentrated in a few industries and regions, underscoring the need for cross-cultural and multi-sectoral exploration. Methodologically, the dominance of cross-sectional

quantitative studies points to opportunities for longitudinal, experimental, and mixed-method approaches to capture the dynamic and causal mechanisms behind brand evangelism. Based on these insights, future research should (1) develop integrated theoretical models linking emotional, digital, and sustainability drivers; (2) expand investigations into diverse cultural and industrial contexts; and (3) apply more rigorous and varied methodologies to deepen understanding of brand evangelism's evolution over time.

Although this review provides a comprehensive overview of brand evangelism, several limitations should be acknowledged. First, this study focuses on Scopus Q1-Q3 indexed articles to ensure quality, but this approach may have missed valuable studies from lower Scopus quartiles or other databases like Web of Science. Future reviews should consider multiple sources for a more comprehensive coverage. Second, the strict inclusion criteria—focusing solely on English-language publications—enhanced methodological rigor but also excluded valuable research in other languages. This exclusion inevitably limits cultural diversity and may overlook insights from non-English contexts where brand evangelism could manifest differently. This systematic literature review (SLR) does not explicitly address the influence of country or culture, which represents a limitation of the study. Previous research, however, indicates that cultural factors play a significant role in brand evangelism. For example, brand evangelism behaviors differ between collectivist and individualist cultures. In collectivist cultures, such as Turkey and South Korea, brand loyalty is often driven by emotional bonds and social responsibility, whereas in individualist cultures, such as the United States, it is more influenced by perceived quality and brand awareness (Jung & Sung, 2008; Ateş, 2024) Therefore, future SLR studies should consider and analyze the role of cultural factors in brand evangelism to provide a more comprehensive understanding.

Finally, the review centers on business, management, accounting, and social sciences related disciplines, which is appropriate but restricts perspectives. The research uses a selective screening process, which may lead to the exclusion of valuable articles that are not published in top journals or written in languages other than English. This could introduce a selection bias in the literature review, as it may prioritize studies that fit a specific scope or narrative, thereby narrowing the range of perspectives included. Future research could benefit from a multidisciplinary approach, incorporating fields such as cultural studies, communication, psychology, and anthropology to deepen understanding of brand evangelism.

ACKNOWLEDGEMENT

The authors are immensely grateful to the Indonesian Endowment Fund for Education (LPDP KET-4711/ LPDP.4/2020).

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Appendix

Appendix 1: Journal Ranking Scimago Journal Rank (SJR) of Brand Evangelism Studies

Quartile	Journal
Q1	1) Academy of Management Journal 2) Business Research Quarterly 3) European Journal of Marketing 4) Frontier of Psychology 5) International Journal of Contemporary Hospital Management 6) International Journal of Hospitality Management 7) International Journal of Retail and Distribution Management 8) Journal of Asia Business Studies 9) Journal of Brand Management 10) Journal of Business Research 11) Journal of Cleaner Production 12) Journal of Fashion Marketing and Management 13) Journal of Hospitality and Tourism Management 14) Journal of Interactive Marketing 15) Journal of Marketing Communications 16) Journal of Product and Brand Management 17) Journal of Sport Management 18) Psychology & Marketing
Q2	1) European Journal of Tourism Research 2) Journal of Marketing Theory and Practice 3) Journal of Quality Assurance in Hospitality and Tourism 4) Marketing Intelligence and Planning
Q3	1) Innovative Marketing

Source: Authors' own creation (2025)

Appendix 2: Distribution of Theoretical Perspectives

Theory Name	Perspective	Number of Papers
Social Identity Theory	Sociology	12
Service-Dominant Logic	Economics	4
Stimulus-Organism-Response	Psychology	4
Cognitive Dissonance Theory	Psychology	3
Social Exchange Theory	Sociology	3
Attachment Theory	Psychology	2
Cognition–Affect–Behavior Theory	Psychology	2
Engagement Theory	Psychology	3
Prospect Theory	Psychology	2

Self-Congruity Theory	Psychology	2
Gratifications Theory	Psychology	1
Leisure Theory	Psychology	1
Protection Motivation Theory	Psychology	1

Other theories used only once include: e.g., Commitment-Trust Theory, Signaling Theory, Masstige Theory.

Source: Authors' own creation (2025)

Appendix 3: Prior Studies Applying Psychology Theories

Theory	Authors	Key Outcomes
Social Identity Theory	Swimberghe <i>et al</i> (2018)	Brand evangelism is formed due to consumers' admiration for a particular brand community.
	Hsu (2019)	Evangelistic consumer behavior involves recommending a particular brand to others and spreading negative information about competing brands.
	Kang <i>et al</i> (2020)	Brand evangelism for cruise ships forms from emotional bonds created through social interactions and entertainment.
	Sharma <i>et al.</i> (2022)	Brand evangelism is demonstrated through behaviors that show support for and loyalty to a brand.
	Amani (2022a)	Brand evangelism emerges due to the strong emotional bond felt by alums towards their alma mater.
Stimulus-Organism-Response Theory	Osmanova <i>et al</i> (2023)	A customer's symbolic association with a brand will likely turn them into an evangelist.
	Sohaib <i>et al</i> (2022)	Positive attitudes towards green brands influence green brand evangelism
	Al Nawas <i>et al</i> (2021)	Brand evangelism is deeply rooted in emotional relationships in online retail.
	Amani (2023)	Brand evangelism is formed due to the impressive experiences felt by students.

Source: Authors' own creation (2025)

Appendix 4: Prior Studies Applying Behavioral Economics Theories

Theory	Authors	Key Outcomes
Service-Dominant Logic	Collins <i>et al</i> (2015)	Brand evangelism arises from a deep emotional and spiritual connection with a brand.
	Nyadzayo <i>et al</i> (2020)	Brand trust and service satisfaction are key drivers of brand evangelism in the smartphone industry.
	Purohit <i>et al</i> (2023)	The warm service shapes brand evangelism in the hospitality sector.
	Ndhlovu & Maree (2023)	Brand evangelism is influenced by brand engagement in the smartphone industry.

Source: Authors' own creation (2025)

Appendix 5: Prior Studies Applying Sociology Theories

Theory	Authors	Key Outcomes
Institutional Theory	Massa <i>et al</i> (2017)	Positive and inspiring emotional experiences shape brand evangelism.

The Diffusion of Innovations	Baviera <i>et al</i> (2019)	Party evangelists spread positive messages about their party.
Theory of Sacralization	Wang <i>et al</i> (2019)	Brand evangelism occurs when customers perceive a brand as 'sacred.

Source: Authors' own creation (2025)

Appendix 6: Research Gaps and Future Directions in Brand Evangelism Studies

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Scarpi (2010)	Examines how small versus large online brand communities influence brand evangelism and how community size affects brand loyalty and evangelism.	Online communities are dynamic and need continuous research to understand how they evolve and impact consumer behavior over time.	There is a lack of ongoing research into how online communities change and how their size and structure affect brand evangelism.
Yeh & Choi (2011)	Explore social network structures within brand communities and how they influence brand evangelism and eWOM behavior across products and regions.	Understanding how brand community engagement affects eWOM and consumer behavior in varying product categories will help marketers tailor strategies to different consumer needs.	There is a lack of long-term, cross-category studies on eWOM, the changing role of brand communities in consumer behavior, and their impact on brand evangelism.
Becerra & Badrinarayanan (2013)	Explore moderating variables influencing the dynamics of brand evangelism, particularly in the context of technology-driven online marketplaces that continue to evolve.	The influence of external factors on brand evangelism remains underexplored, especially with the rise of online platforms and evolving consumer behaviors.	Lack of research on moderating variables and the impact of technology-enabled marketplaces on brand evangelism.
Ortiz <i>et al</i> (2013)	Validate the consumer devotion model in other contexts and explore the role of emotions in obsessive behaviors that contribute to brand evangelism.	The devotion model needs further validation across different industries and consumer segments to ensure its broader applicability.	Limited research on how devotion is differentiated from related concepts and how different demographic and psychological factors influence consumer devotion.
Fierro <i>et al</i> (2014)	Longitudinal studies on the service recovery process and its impact on customer loyalty are necessary to understand how negative experiences can strengthen or hinder brand evangelism through recovery strategies.	Longitudinal studies of service recovery provide insights into customer loyalty dynamics, particularly regarding different types of service failures.	Lack of longitudinal research on service recovery and its relationship to brand evangelism across industries.
Riivits-Arkonsuo <i>et al</i> (2014)	Focus on understanding the behavior patterns of Generations Z and Alpha in the context of brand evangelism, with particular attention to their differences in the digital world.	The behavior and engagement of younger generations, such as Gen Z and Generation Alpha, in brand evangelism remain largely unexplored.	There is a lack of studies focusing on generational differences in brand evangelism.
Doss (2014)	Examine the cultural influences on brand evangelism, and how national cultural differences impact brand loyalty and promotion across various sectors.	National culture is a key determinant in consumer behavior, but its impact on brand evangelism has not been adequately explored, particularly in service industries.	Unexamined influence of national culture and service industries on brand evangelism.

Appendix (Continued)

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Parrott <i>et al</i> (2015)	Examine brand advocacy in fashion communities and how online participation influences brand evangelism, considering different levels of consumer engagement.	The fashion industry presents unique dynamics in brand advocacy, yet it warrants further exploration across brands, platforms, and cultures.	Insufficient research on brand advocacy and the evolving role of brand evangelism in the fashion industry.
Dwyer <i>et al</i> (2016)	It is essential to study the relationship among psychological loyalty, eFANgelism, and team performance within the context of brand evangelism, particularly in sports.	Fan behavior in sports and the transition to eFANgelism remain largely unexplored, particularly across different sports levels and regions.	The dynamics of fan behavior and eFANgelism across contexts and how they evolve.
Pich <i>et al</i> (2016)	Explore how political parties build their brand identity and how loyalists promote brand evangelism in political campaigns.	Political branding in different cultural and political contexts remains underexplored, especially in terms of internal communication and loyalty-building strategies.	Limited studies on internal political branding and the role of loyal supporters in shaping party identities as brand evangelists.
Marticotte <i>et al</i> (2016)	Examine how community size affects brand loyalty and brand evangelism, and how smaller communities might foster stronger emotional connections to brands.	More representative and diverse sampling methods are essential to eliminate bias and enhance the applicability of findings.	Lack of studies addressing negative consumer behaviors (e.g., trash-talking) and the influence of community size on brand evangelism.
Seegebarth <i>et al</i> (2016)	Cross-cultural research on brand evangelism across markets, particularly in organic food sectors, is needed to understand how varying consumer values shape evangelism.	Expanding research on organic food consumption across countries and product categories is necessary to better understand consumer behavior in this sector.	There is a lack of cross-cultural and cross-product research on organic food consumption, its associated values, and its impact on brand evangelism.
Özbölük & Dursun (2017)	Explore the roles of different members in online brand communities and investigate the negative behaviors that hinder or promote brand evangelism in these communities.	The roles of different types of members and the negative behaviors they might display in brand communities need more attention to inform better community management strategies.	There is a lack of research on the various roles of members and the negative dynamics within online brand communities that may influence the promotion of brand evangelism.
Massa <i>et al</i> (2017)	Examine how various emotions, including anger, drive brand evangelism in controversial contexts and identify key emotional triggers.	The role of emotions and rituals in evangelistic behaviors, particularly in controversial practices, remains underexplored.	There is a lack of exploration into how different audiences engage in evangelism and the influence of emotional and ritualistic factors.
Schnebelen & Bruhn (2017)	Explore the relationship between brand happiness and brand evangelism in both successful and struggling brands to identify the key factors driving evangelism.	A comprehensive understanding of how brand happiness influences consumer behavior across different contexts will help brands tailor their marketing strategies.	Limited research comparing brand happiness and its impact on brand evangelism across different industries and contexts.

Appendix (Continued)

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Sarkar & Sarkar (2017)	Examine the role of consumer religiosity in moderating brand devotion and brand evangelism in the context of fashion brands and consumer behaviors.	The intersection of religiosity and brand devotion is an underexplored area in consumer behavior research, especially about moral dilemmas.	Insufficient research on the moderating effects of consumer religiosity on brand evangelism and its impact across cultures.
Swimberghe <i>et al</i> (2018)	Studies on older consumers' emotional bonds with brands should use diverse samples and neuroscience tools to explore their impact on brand evangelism.	The role of emotional connections and brand communities in shaping consumer behavior, especially in older populations, needs further exploration.	Lack of studies on older consumers' emotional connections with brands and the impact of brand communities on brand evangelism.
Baviera <i>et al</i> (2019)	Examining political activity on Twitter, focusing on the role of party evangelists in spreading political brand messages, which can be compared to brand evangelism mechanisms in the political context.	The influence of political behaviors on social media requires broader exploration, particularly with varying activities and different social media platforms.	Unexplored types of political activity and the role of party evangelists in different political contexts.
Hsu (2019)	Explore the influence of brand community engagement and identity congruence on brand evangelism in various product categories and cultural contexts.	The impact of brand communities on consumer behavior, especially their long-term influence and effect on brand evangelism, remains unclear.	There is a lack of long-term studies on how brand communities and engagement influence brand evangelism across different products and customer motivations.
Wang <i>et al</i> (2019)	Longitudinal studies on brand evangelism will provide insights into how the sacredness of a brand evolves, particularly after leadership transitions, and how it impacts brand evangelism.	Brand sacredness and its evolution over time, especially post-crisis or leadership change, offer valuable insights for long-term brand strategy.	There is insufficient research on how brand sacredness evolves over time, the role of brand rituals in maintaining brand status, and how these factors influence brand evangelism.
Kang <i>et al</i> (2020)	Explore how consumer preferences for cruise brand experiences shape their relationships with those brands, contributing to the understanding of brand evangelism in the cruise industry.	The cruise travel market is growing, but there is a limited understanding of how different consumer segments engage with brands and foster brand evangelism in this industry.	There is a lack of research on brand evangelism in the cruise industry, specifically regarding how cruise travelers engage with and develop relationships with brands over time.
Nyadzayo <i>et al</i> (2020)	Explore diverse customer engagement models, with a particular focus on how negative experiences or perceptions shape the development of brand evangelism across contexts.	Understanding how negative experiences impact brand evangelism can help brands turn challenges into opportunities for customer evangelism.	There is limited research on how negative experiences influence brand evangelism.
Kang <i>et al</i> (2020)	Highlight the significant role of consumer relationships in fostering brand evangelism, focusing on how long-term relationships influence brand evangelism.	Understanding how consumer relationships affect brand loyalty is important, but the link between these relationships and brand evangelism remains poorly studied.	There is a lack of studies focusing on consumer relationships and their impact on brand evangelism.

Appendix (Continued)

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Nyadzayo <i>et al</i> (2020)	Long-term studies are necessary to understand how trust, satisfaction, and engagement with brands lead to brand evangelism, and how these factors evolve across sectors.	Understanding the long-term impact of trust, satisfaction, and engagement on brand loyalty is vital, but there is limited research in this area.	Insufficient longitudinal and experimental studies examining customer engagement, innovation, and brand evangelism across different product types and industries.
Panda <i>et al</i> (2020)	Explore the role of social media in promoting sustainability and green products, and its impact on brand evangelism.	Marketers' perspectives on how to effectively use brand evangelists to promote green products need further exploration.	Limited research on how social media and brand evangelists can promote sustainability in green marketing strategies.
Park <i>et al</i> (2021)	Explore eFANgelism in global sports fandom, particularly the impact of COVID-19 on fan loyalty and how it affects brand evangelism in sports brands.	The global perspective on sports fans' eFANgelism and how their behavior changes over time requires further study.	Lack of cross-cultural and longitudinal studies examining eFANgelism in sports fans.
Moroz & Gamble (2021)	Investigate how B Corps influence the diffusion of prosocial values across industries, particularly in socially responsible brands, and how brand evangelism contributes to this process.	The role of social-oriented business models in driving prosocial behaviors through B Corps and similar organizations needs further investigation.	Lack of research on how B Corps influence broader social change through evangelism and emotional drivers.
Harrigan <i>et al</i> (2021)	Examining co-creation and emotional drivers in brand evangelism will deepen our understanding of consumer involvement in brand advocacy behaviors across different industries and social media platforms.	Understanding how value co-creation and brand engagement change over time across various sectors and platforms is vital for crafting more effective brand evangelism strategies.	The effects of emotional factors, disengagement, and brand defense behaviors on brand evangelism across industries and platforms remain underinvestigated.
Al Nawas <i>et al</i> (2021)	Examine the effects of utilitarian and hedonic factors on e-retailer relationships and their impact on brand evangelism in the digital trade environment.	There is a gap in understanding how various factors affect consumers' emotional and cognitive experiences in e-retail settings.	There is limited research on how utilitarian and hedonic factors drive brand evangelism in e-retailer relationships.
Pornsrimate & Khamwon (2021)	Focus on the characteristics of micro-influencers and their impact on brand evangelism through authenticity and content sharing on social media.	Micro-influencers play a key role in brand evangelism, but the exact traits that foster trust and loyalty need further study.	There is a lack of research on the diverse traits of micro-influencers and their varying impacts on brand trust and evangelism.
Tseng (2021)	Investigate how co-creation and psychological ownership in branded app activities across industries drive brand evangelism through consumer engagement.	The impact of app-based brand interactions and the relationship between self-concept and brand evangelism is still underexplored.	The gap in understanding how self-concept and group identity influence brand evangelism, particularly in the context of branded apps.

Appendix (Continued)

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Amani (2022)	A mixed-methods approach to study studentsâ€™ psychological contracts with universities can offer new insights into their involvement in brand evangelism for educational institutions.	A mixed-methods approach provides richer insights and allows for more comprehensive findings, especially when comparing different student groups.	There is a lack of research using mixed methods that specifically compares brand evangelism between new and existing students.
Amani (2022)	Explore alumni behavior in promoting their university, focusing on the emotional factors that influence brand evangelism toward educational institutions.	Understanding alumni behavior is crucial for universities. More research across cultures and over time is needed to grasp how brand evangelism develops fully.	There is a gap in longitudinal and cross-cultural research on brand evangelism and alumni engagement, which calls for further exploration.
Li <i>et al</i> (2022)	Expanding research on green brand evangelism across various green products can reveal key demographic and psychographic factors driving it.	Expanding green brand evangelism research across industries and considering broader consumer traits will provide a more holistic understanding.	Insufficient research on the broader applicability of green brand evangelism across various sectors and consumer profiles.
Mvondo <i>et al</i> (2022)	Use a mixed-methods approach to examine how co-creation and emotional commitment drive brand evangelism in tourism.	The integration of co-creation in tourism and online shopping, and understanding emotional commitment in brand evangelism, needs further exploration.	There is a lack of comprehensive research into how co-creation and emotional commitment influence brand evangelism in tourism and other sectors.
Nkoulou Mvondo <i>et al.</i> , 2022)	Use a mixed-methods design to examine how co-creation in soft sports tourism destinations affects brand evangelism.	Mixed-methods research offers clearer, fuller insights into tourists' experiences, essential for shaping effective tourism brand strategies.	There is a lack of research using mixed methods to study various types of tourism and the impact on brand evangelism.
Mansoor & Paul (2022)	Examine how Masstige influences consumer happiness and brand evangelism in emerging markets, and how brand love fosters consumer evangelism behaviors in these contexts.	Understanding how Masstige influences consumer behavior across diverse markets, particularly in emerging economies.	Gaps in understanding the role of Masstige in shaping brand loyalty and evangelism, particularly in emerging markets.
Kim & Hwang (2022)	Cross-cultural studies on eWOM and brand evangelism could help identify how cultural context influences consumer behavior and the effectiveness of brand advocacy across different societies.	The impact of the pandemic and cultural differences on eWOM behavior requires further research, particularly in the context of food-related products and services.	The influence of cultural factors and the pandemic on eWOM behavior, as well as the role of opinion leaders in driving brand evangelism, warrants deeper exploration.
Nobi <i>et al</i> (2021)	Examine how ethical self-identity and coping strategies affect the relationship between consumers and brands after a brand crisis, in the context of brand evangelism.	The influence of ethical self-identity and coping strategies on consumer-brand relationships has not been thoroughly explored.	There is a gap in research regarding the role of ethical self-identity and coping strategies in shaping consumer-brand relationships and their influence on brand evangelism.

Appendix (Continued)

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Sashittal <i>et al</i> (2022)	Long-term studies on how major global events like COVID-19 reshape consumer relationships with brands will provide insights into the resilience and adaptation of brand evangelism over time.	The pandemic has had a significant impact on brand relationships, and long-term research is needed to understand how this shift affects consumer loyalty and behavior.	There is a lack of longitudinal studies examining how major global events, such as COVID-19, affect consumer-brand relationships and brand evangelism across cultures.
Sharma (2022)	Examines the cultural influences on brand evangelism and engagement in social media travel communities to understand how culture impacts tourism marketing strategies.	The cultural influences on destination evangelism and its evolution require more diverse samples and longitudinal research to fully understand the drivers of such behavior.	Lack of research on cultural differences in destination evangelism and the long-term effects of engagement with SMTCs.
Sharma <i>et al</i> (2022)	Study brand engagement in specific social media brand communities (SMBCs) using longitudinal methods to track how brand evangelism develops over time.	Understanding how different platforms and product types influence brand engagement over time, especially across cultures, will provide valuable insights for marketers.	Insufficient longitudinal studies on brand engagement in SMBCs and the influence of community features and cultural differences.
Sohaib <i>et al</i> (2022)	Examine guest behavior across different hotel types, considering post-COVID impacts and the role of social media in brand evangelism in the hospitality industry.	The evolving guest behavior in the post-COVID era and its implications for green branding in hospitality require further exploration.	Lack of research on the post-COVID changes in guest behavior and the role of social media in green evangelism for hotels.
Rungruangjit & Charoenpompanichkul (2022)	Explore consumer-influencer engagement across platforms and the moderating effects of factors such as gender and generation in influencing brand evangelism.	The growing role of social media influencers on consumer behavior needs a broader, more cross-cultural examination to understand its impact across various demographics.	Insufficient studies on cross-platform consumer-influencer engagement and how cultural factors affect influencer content.
Zhu & Park (2022)	Examine how failure attribution and informational justice shape brand evangelism across industries using event-based approaches.	The impact of failure attribution and informational justice needs to be tested in multiple sectors to ensure findings are applicable across industries.	There is a need for research across industries to understand how failure attribution and justice influence brand perceptions and brand evangelism.
Aktan <i>et al</i> (2023)	Explore how the pandemic has affected brand evangelism across countries, considering changes in consumer behavior and brand loyalty during crises.	The COVID-19 pandemic affected consumer behaviors in unique ways, but the long-term impact on brand evangelism needs further investigation.	Unexplored differences in pandemic impact on brand evangelism across different countries.
Basil (2023)	A comparison of reflective insights from thru-hikers with survey data demonstrates that transformative experiences, such as long-distance hiking, can strengthen individuals' emotional attachment and foster brand evangelism.	Comparing multiple data sources (e.g., surveys and reflective processes) will deepen understanding of how experiences shape brand evangelism.	There is a lack of research combining diverse data sources to study how consumer behavior changes over time, especially in brand evangelism.

Appendix (Continued)

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Chiengkul & Junla (2023)	Investigate the role of service quality and customer experience in influencing brand evangelism in industries like coffee shops, with potential cross-industry comparisons to broaden the scope of understanding.	More research is needed to understand how brand evangelism and customer experience affect each other across different service industries, not just coffee shops.	There is a gap in research on brand evangelism and customer loyalty in other service industries and cultural contexts.
Ndhlovu & Maree (2023)	Validate the consumer brand engagement (CBE) model across different sectors and explore how this engagement relates to the development of brand evangelism.	There is a need for more diverse contexts and longitudinal research to assess consumer brand engagement over time, particularly with mixed methods.	Current research shows limited use of the CBE model across industries and few longitudinal studies on brand evangelism.
Hamouda & Aissaoui (2023)	Explore how relational benefits such as trust, socialization, and self-expression impact brand evangelism, particularly in the context of green products.	Green brand evangelism is crucial for sustainability, but the emotional and relational benefits driving loyalty in this domain require deeper exploration.	Gaps in understanding emotional factors and social influences on brand evangelism in the green market.
Khashan <i>et al</i> (2023)	Extend research to sectors like fine dining and tourism to explore how brand symbolism drives evangelism and how cultural contexts shape consumer responses.	Gaining insight into customer behavior across different industries is vital for applying broader conclusions and refining strategies for brand evangelism.	There is a lack of comparative research on brand evangelism across industries and cultural contexts.
Koner <i>et al</i> (2023)	Expand the scope beyond the mobile industry to investigate how brand trust influences brand evangelism in other sectors, such as luxury goods.	Mobile industry studies offer insights, but the generalizability across other sectors and cultural contexts remains limited.	Limited application of brand evangelism models beyond the mobile sector and the need for context-specific modifications.
Mousavi & Roper (2023)	Explore how personality traits and member status influence brand evangelism in online brand communities (OBCs).	Personality and member status in OBCs play a significant role in how consumers interact with brands, yet these elements are underexplored.	There is a lack of research on the role of personality, participation levels, and cultural differences in brand evangelism within OBCs.
Mvondo <i>et al</i> (2023)	Explore how personality traits and demographic factors influence brand evangelism behaviors, particularly in niche markets such as blind box purchases, to uncover consumer motivations.	Blind box purchase behaviors and the emerging "destination unknown" trend are novel areas that require deeper understanding, especially considering personality traits.	Insufficient studies on how personality traits and demographic factors influence brand evangelism, particularly in novelty-based products.
Nguyen <i>et al</i> (2023)	Explore the deeper psychological and cultural factors that drive green product purchases and strengthen brand evangelism across different geographic regions and cultural contexts.	The complex factors influencing green product buying decisions require more nuanced exploration, particularly in different cultural contexts.	Limited studies on the deeper psychological and cultural factors that affect green product consumption and brand evangelism.

Appendix (Continued)

Author(s) (Year)	Future Research Recommendation	Justification for Future Study	Research Gap Identified
Osmanova <i>et al</i> (2023)	Examine the role of brand symbolism across sectors and how it influences brand evangelism, while exploring cultural differences in consumer behavior across regions.	The role of brand symbolism and its impact on brand evangelism, particularly across contexts and generational groups, remains underexplored.	There is limited research on the impact of brand symbolism on brand evangelism across various industries, cultures, and generations.
Pepur <i>et al</i> (2023)	Investigate fan segmentation in football markets, particularly in traditional versus emerging markets, to understand the factors driving brand evangelism in sports.	Fan evangelism in sports requires a deeper understanding across markets and sports contexts to refine engagement strategies.	Lack of cross-cultural and longitudinal studies on fan evangelism in football and other sports markets.
Purohit <i>et al</i> (2023)	Explore brand authenticity and engagement across industries and how these elements contribute to strengthening brand evangelism in diverse markets.	The role of brand experience and authenticity in driving brand evangelism in different industries requires more detailed research.	Limited research on brand evangelism across different industries and the long-term impact of brand experiences on customer loyalty.
Rungruangjit <i>et al</i> (2023)	Qualitative research should examine generational differences in how influencer content impacts brand evangelism, particularly in younger consumers.	The influence of different generations and social media platforms on brand evangelism is crucial but has been underexplored, particularly with varying cultural contexts.	There is a lack of qualitative research on how generational differences, social media platforms, and influencer content impact brand evangelism.
Safeer & Le (2023)	Employ mixed methods to explore consumer behavior in countries with different economic and cultural contexts and how these factors shape brand evangelism.	Combining quantitative and qualitative methods offers a more nuanced understanding of consumer behavior across diverse settings, which remains underexplored.	There is limited research that combines quantitative and qualitative methods to examine how diverse markets and consumer behaviors influence the development of brand evangelism.
Sharma (2023)	Future studies should use more diverse samples to explore brand evangelism within the tourism sector and identify the key drivers of destination loyalty.	Understanding the drivers of destination evangelism and its relationship with SMTCs will offer insights into tourism marketing strategies.	There is a Lack of research on tourism evangelism and how social media travel communities influence brand engagement.

Source: Authors' own creation (2025)