Systematic Review on Online Brand Advocacy's (OBA) Antecedents and Consequences

P. Shalini[1*], R. Gokilavani[2], M. Durgarani[3], Dr. Deepa Manokaran[4], S. Catherine[5] and K. Selvi[6]

[1*]Associate Professor, Department of Management Studies, Saveetha Engineering College, Thandalam, Chennai, Tamil Nadu, India

[2]Associate Professor, School of Commerce, Finance & Accountancy, CHIRST University, Bengaluru, Karnataka, India

[3]Associate Professor, School of Business and Management, CHRIST University, Bengaluru, Karnataka, India

[4]Assistant Professor, Department of Management Studies, Saveetha Engineering College, Thandalam, Chennai, Tamil Nadu, India

[5]Associate Professor, Department of Management Studies, Saveetha Engineering College, Thandalam, Chennai, Tamil Nadu, India

[6]Department of Management Studies, Saveetha Engineering College, Thandalam, Chennai, Tamil Nadu, India

E-mail: [1]shalinipremchandran@gmail.com, [2]gokilavani.r@gmail.com, [3]durgaranimurali@gmail.com, [4]deepam@saveetha.ac.in, [5]cathesolo@gmail.com, [6]dr.selvisuresh@gmail.com

ORCID: [1]https://orcid.org/0000-0002-7510-0407, [2]https://orcid.org/0000-0002-5867-4185, [3]https://orcid.org/0009-0004-1134-9336, [4]https://orcid.org/0000-0001-5319-3692, [5]https://orcid.org/0000-0001-7761-2134, [6]https://orcid.org/0009-0006-5389-7538

Abstract - **Objective: The primary objective of this study is to discern and synthesize the antecedents and consequences of online brand advocacy (OBA) through a systematic review of empirical studies that employ OBA as a measurable construct. In this study, the gap in our knowledge about the drivers and the effect of OBA is identified, with the synthesis of empirical evidence being made on a systematic level to determine the main antecedents and outcomes of OBA. Methodology: A total of 35 peer-reviewed articles were compiled from Web of Science, Taylor and Francis, Springer, and Sage databases. The search keywords included "OBA", "Online brand advocacy," and "brand advocacy." Inclusion criteria were restricted to quantitative, survey-based empirical studies conducted between 2010 to 2021. Findings: The antecedents, consequences and theories of OBA were categorised into six themes: customer-brand relational factors were brand identification, brand equity, trust factors, brand loyalty, brand authenticity, customer satisfaction, individual factors were intrinsic and extrinsic motivations, personality congruence, brand experience, brand love, cognitive and affective image and social factors were community involvement, brand community attachment, social identity, firm performance, wealth creation. Based on theoretical foundations, we have the social identity theory and the social influence theory as the last theme. Originality/value: This review is novel in compiling and categorising the antecedents, consequences, and theories of OBA as used in empirical studies, providing a solid foundation for advancing research on OBA.**

Keywords: **Online Brand Advocacy, Antecedents, Consequences, Advocates, An Online Platform, OBA**

I. INTRODUCTION

The evolution of digital marketing necessitates a reduced reliance on traditional advertising and a stronger focus on engaging customers through social media. These methods are creating sustained value and long-term profits. The digital age necessitates a shift from conventional marketing practices to a greater emphasis on customer involvement through social media platforms, providing advantage to consumers in various ways and a framework for long-term, organic profit growth (Barwise & Meehan, 2011). With the increased availability of digital media to consumers, online advocacy has become one of the most important factors affecting purchase decisions (Gupta & Singh, 2010). This has been evidenced in recent times as the trend of viral marketing as a digital marketing tool is a dominant trend in marketing in the digital age (Ferguson, 2008). In the current digital ecosystem, several brands have attempted to transcend traditional advertising unlike traditional advertising by producing viral content that influences people to engage and discuss on various platforms like YouTube and personal blogs. These initiatives make consumers become unofficial ambassadors, and spread the brand message into word of mouth (Wallace et al., 2012). The common examples include P&G and Red Bull in the United States, which have attempted to use the micro-targeting instead and build communities online to enhance engagement and brand equity with promotional retailer expenses that remain comparatively restrained (BCG, 2014). The perspectives of the BCG Brand

Advocacy Index (2014) bring out how the strategies can be used to convert consumer passion into quantifiable advocacy. In online brand communities (OBCs), brand advocacy is not merely a form of engagement, but a form of emotional and behavioural attachment to a brand. Their interaction with the other consumers is not only limited, but also to talking to the brand itself, which increases the range of interaction (Bilro & Loureiro, 2023). Some companies are aware of this opportunity and willingly become a part of such communities, in some cases, being an advocate to foster genuine conversation and keep the momentum going (Keylock & Faulds, 2012). The only difference between good and bad advocates is their strength to stay loyal despite the failure of brands. They contribute to building trust and enhancing long-term relationships by means of regular interaction and defending the brand publicly (Schepers & Nijssen, 2018). Such advocacy, as Fullerton, 2011 notices, is a foundation of brand power and competitive advantage; once it is lost, the relational capital of the brand suffers. Further, digital supporters spend much time establishing perceptions online, which affects the perceptions of others regarding brand value (Gupta and Singh, 2010). The notion of OBA, however, is still young, which is not defined consistently in the literature (Wilk, 2018). Other studies consider OBA as a construct that has antecedents and consequences but no literature review has been done extensively to combine the findings (Bhati & Verma, 2020). The paper fills this gap as it performs a systematic literature review that entails a synthesis of 35 empirical researches on OBA to effectively lay out the antecedents and outcomes within the digital consumer advocacy scene.

II. LITERATURE REVIEW

Definition and Conceptual Clarification of OBA

OBA is defined as a "strong, influential, intentional, and unpaid online representation of a brand by a brand-experienced consumer, which includes standing up for and speaking on behalf of the brand" (Wilk et al., 2024). It is the process by which the firms foster and maintain consumer relationships that generate positive brand opinions (Xie et al., 2019). OBA has its origin in the offline brand advocacy but is focused on digital communications (Wilk, 2018).

While often used interchangeably with electronic word of mouth (e-WOM), consumer buzz, and consumer brand engagement (CBE) (Wallace et al., 2012). OBA differs as it is a behavioral outcome of engagement, not merely synonymous with these terms (Frempong et al., 2018; Sweeney et al., 2020; Luo & Zhang, 2013; Wilk et al., 2024).

Communication theory's two-step flow gives a background of understanding of OBA: mass media influence opinion leaders, which then impact the population through WOM or face-to-face advocacy, the antecedent of the OBA offline (Graham & Havlena, 2007). OBA is an indicator of time and effort that people put into recommending and promoting a brand proactively (Wilk et al., 2024). It not only hastens the adoption of a new brand but is viewed as a reliable less biased

source of product information which leads to brand loyalty (Keller, 1993) and is regarded as a credible source of product information (Kimmer et al., 2001). Consumer advocacy in the digital realm has turned out to be a significant topic of interest in the context of marketers who want to gain quantifiable indicators of engagement processes (Keller, 2007). When consumers experience gratifying or notable experiences associated with a brand, they will be more ready to share that joy publicly, frequently as on-line posts or reviews or innovative contributions that meander user-generated and brand-generated content (Fuggetta, 2012; Bilro & Loureiro, 2023). The unique feature of these advocates is their zeal, but their professionalism as well. They are more knowledgeable on the brand and have stronger functional and emotional expectations as opposed to ordinary consumers (Gupta & Singh, 2010). Their advocacy is therefore both an evaluative activity and an expression of identity in digital communities of brands. A broad range of consumer practices is included in the definition of OBA: it is active, positive referral and recommendation, as well as defending the brand in a crisis or controversy, which is done by the consumer (Keller, 2007; Kemp et al., 2012; Park & Jiang, 2023). The difference between OBA and the traditional word-of-mouth is that it is more visible and immediate: the proponents of the brands have an opportunity to enhance their brand stories by the use of reviews and recommendations, sharing and likes, which go viral on the digital platforms. Recent researches demonstrate that these advocacy behaviours do not only apply to consumer goods. They are gradually dominating perception in various settings, including tourism, B2B and gaming space, mobile apps, fashion, and even socially oriented industries like waste management (Kumar & Kaushik, 2017; Kumar & Kaushik, 2020; Sahin & Baloglu, 2014; Pranjal & Sarkar, 2020; Vashisht, 2019; McCormick and Udell, 2014; Frempong et al., 2018; Burnasheva et al., 2019 This growing area demonstrates how OBA has transformed its role into a marketing device to a multi-domain social phenomenon, which is directly involved in establishing brand values. Some of the major OBA drivers are brand loyalty, engagement, homophily, trust, and social media interaction (Eelen et al., 2017; Bilro & Loureiro, 2018). There are contradictory results that reveal the complexity of these relations (Wilk et al., 2024). While antecedents dominate research, consequences such as purchase intention and brand equity are also vital but underexplored (Wil et al., 2021)

III. METHOD

Literature Search

The databases Web of Science, JGate, Sage, and Springer were systematically searched. WOS was used because it is an old and reputable database that includes quality journals on information technology (Pu et al., 2022). We have used the keywords "OBA," "Online Brand Advocacy," "brand advocacy," "advocacy," for our search. The inclusion of all variants was useful to represent the studies that conceptualize the role of advocacy in the online and social media setting. The choice of keywords is consistent with the existing

literature, which highlights that OBA research is likely to be similar to more general constructs of e-WOM, customer engagement, and brand citizenship behavior (Kumar & Kaushik, 2020; Roy, 2015). This search resulted in 115 initial articles across these platforms.

Inclusion and Exclusion Criteria

Studies qualified for inclusion if they utilised a survey-based quantitative approach and included at least one variant of advocacy- related constructs, such as "OBA," "Online Brand Advocacy," "brand advocacy," "advocacy," "corporate social advocacy," "destination advocacy," "brand evangelism," or "brand community advocacy," "customer buzz," or "WOM Advocacy." The review was restricted to studies published between 2010 and 2021. Qualitative and experimental designs were excluded to ensure consistency in empirical vigor. After applying the criteria, 35 relevant studies were retained for systematic review (Fig.1). The complete list is shown in the appendix.
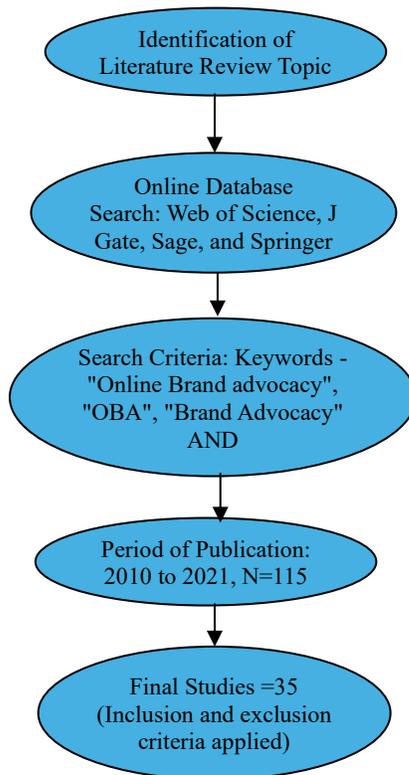
Literature Selection Process

Fig. 1 Shows the Literature Search Process

IV. FINDINGS

This systematic review identifies the antecedents and consequences of OBA as reported across 35 empirical quantitative studies. We have synthesized our review into six themes.

There are three major themes of antecedents (TABLE I):

Theme 1 Consumer Brand relational antecedents capture the relationship-based factors that connect the consumers emotionally and cognitively to the brands.

Constructs of importance: brand identification, brand equity, trust, loyalty, authenticity, and satisfaction. These relations always proved to be the significant predictors of OBA, which underlines the significance of the affective and cognitive commitment of consumers to the brand (Bhati & Verma, 2020; Wilk et al., 2024). Brand identification also breeds consumer loyalty and advocacy intents despite negative brand experiences (Schepers & Nijssen, 2018). Trust also leads to advocacy through the development of consumers.

Theme 2 Individual Level Psychological Antecedents captures the personal or individual drivers. Key constructs involved are in this theme are the intrinsic and extrinsic motivation, personality compatibility with the brand, brand experience, brand love, cognitive, and affective brand image were identified to drive consumers to become brand advocates (Sultoni et al., 2019).

Theme 3 Social and Community level antecedents highlight the social and community factors that are critical in the development of the OBA. Key constructs in this theme are community participation, commitment to brand communities, and social identity are directly linked to individual advocacy and organizational performance at large, including a higher level of firm performance and value creation (Bilro & Loureiro, 2023; Jayasimha et al., 2017). Direct participation in online brand communities fosters the concept of collective advocacy, making the endorsement of consumers more visible and impactful. Moreover, social networks and media offer a facilitating space where such social ties and relationships are turned into concrete advocacy actions to strengthen social aspect of OBA in cyberspace.

Theme 4 Consumer Level Outcomes This is a theme that concentrates on the effect of OBA on consumer behaviour. The implications of OBA as has been revealed in the studies reviewed include consumer-level implications as well as organizational-level implications (see TABLE II). Purchase intention and repurchase behavior: The impact that OBA has on the intention to purchase and the chance to stay loyal to the brand are positive. Advocacy-oriented consumers show closer repurchase intentions and loyalty to the brand (Wilk et al., 2024; Pai et al., 2015). For outcomes such as satisfaction and brand equity: Advocacy enhances brand equity and fosters a higher level of customer satisfaction, creating a positive feedback loop where a satisfied customer becomes an eager brand promoter, thereby reinforcing the brand in the marketplace (Mathur, 2019).

Theme 5 Firm Level Outcomes This theme explores the outcomes of organizational activities that are brought about as a result of advocacy.

Major constructs: organizational value creation, brand equity, firm performance. Advocacy helps to achieve brand equity, firm competitiveness, and long-term profitability with the

alignment of consumer behavior and business objectives (Mathur, 2019; Luo & Zhang, 2013).

A high-quality network of brand advocates also leads to high-quality performance and value of the firm has a lasting effect. This OBA makes the behavior of consumers consistent with the business goals and makes them profitable and competitive Luo & Zhang, 2013. There have however been some contradictions when it comes to the direct relationship between advocacy and satisfaction. There are situations where brand advocacy may not always result in higher satisfaction especially where service failures are involved. Nevertheless, high brand recognition tends to become a buffer effect, contributing to maintaining advocacy and loyalty even in the circumstances where customer experience is less positive (Schepers & Nijssen, 2018). The theoretical approaches to OBA are based on the social identity and social influence theories. The constructs in the studies based on "social identity theory" include brand identity, personality traits, social identity, participation in online brand community (OBC) and social media interaction (Badrinarayan & Laverie, 2011; Burnasheva et al., 2019; Kumar & Kaushik, 2020; Becerra & Badrinarayanan, 2013; Park & Jiang, 2023; Schepers & Nijssen, 2018; Wilk et al.,

2021). While, social influence theory emphasises the importance of social recognition, experience sharing among OBCs, perceived utility and even negative response i.e. brand avoidance as a determining factor of advocacy (Wilk et al., 2024). Although these theoretical differences emerge, the vast majority of studies yield a common finding that the determinants of OBA are brand-related and social influence factors, making it even more relevant as a behavioral and strategic phenomenon in the context of digital marketplaces.

Theme 6: Theoretical Foundations of OBA. The analysed literature relies, to the largest extent, on two theoretical perspectives: 1. Social Identity Theory: OBA is explained by belongingness, brand identification, and community participation (Badrinarayan & Laverie, 2011; Kumar & Kaushik, 2020).

2. Social Influence Theory: the focus here is on recognition, sharing experiences, and influence of peers within online society (Wilk et al., 2024).

From our review, we found that studies on OBA use two theoretical frameworks that utilise relational and social factors as determinants of OBA in digital marketplaces.

TABLE I ANTECEDENTS OF OBA IN LITERATURE

OBA -Antecedents	Author
Consumer Brand Identification	Badrinarayanan & Laverie, 2011. Limbu et al., 2020; Becerra & Badrinarayanan, 2013; Schepers & Nijssen, 2018; Wilk et al., 2024
Brand Experience	Badrinarayanan & Laverie, 2011. Bilro & Loureiro, 2018; Kumar & Kaushik, 2020; Sahin & Baloglu, 2014; Frempong et al., 2018; Sultoni et al., 2019; Sweeney et al., 2020; Vashisht, 2019; Coelho et al., 2019
Internal And External Alignment	Bilro & Loureiro, 2023; Kumar & Kaushik, 2020; Pai et al., 2015; Pranjal & Sarkar, 2020
Brand Awareness	Khamwon & Masri, 2020
Brand Community	Mathur, 2019; Sanz-Blas et al., 2019; Wallace et al., 2012; Burnasheva et al., 2019
Brand Passion	Jillapalli & Wilcox, 2010; Pourazad et al., 2020
Brand Loyalty	Eelen et al., 2017; Jayasimha et al., 2017

Source: Authors

TABLE II OBA CONSEQUENCES IN THE LITERATURE

Consequences	Authors
Purchase Intention	Sweeney et al., 2020; Wilk et al., 2024
Perceived Value	France et al., 2020
Social Media Engagement	Ghosh, 2018. Jayasimha et al., 2017; Park & Jiang, 2023
Customer Satisfaction	Schepers & Nijssen, 2018
Brand Equity	Mathur, 2019; Pai et al., 2015
Firm Performance	Luo & Zhang, 2013

Source: Authors

Conceptual framework

Conceptual Framework on OBA

Online Brand Advocacy (OBA) (Fig. 2) indicates that three main antecedents determine consumer advocacy; they include customer-brand relational factors, individual or personal factors, and social factors. We have classified customer-brand trust, customer brand identification, and

brand loyalty relate to customer and brand emotions and cognitive attachment, fostering advocacy behavior under relational factors (Keller, 2007; Kumar & Kaushik, 2020). Personal or individual disposition, such as intrinsic and extrinsic motivation, past experiences, and brand affection strengthen the adherence of the consumer to brand values and facilitates voluntary involvement (Sahin & Baloglu, 2014). Advocacy is spread through social networks in the

community context and social media interaction, which are influenced by social factors (Park & Jiang, 2023). All of these antecedents have positive effects at various levels: they can increase consumer satisfaction and strengthen loyalty at the consumer level, firm performance and competitiveness in the market at the organizational level (Kemp et al., 2012). In general, the framework underlines the complex influence of OBA on modern digital marketplaces, the way of how advocacy (primarily consumer-based) creates value that is transferred not only on the personal experience but also on the success of the entire organization.
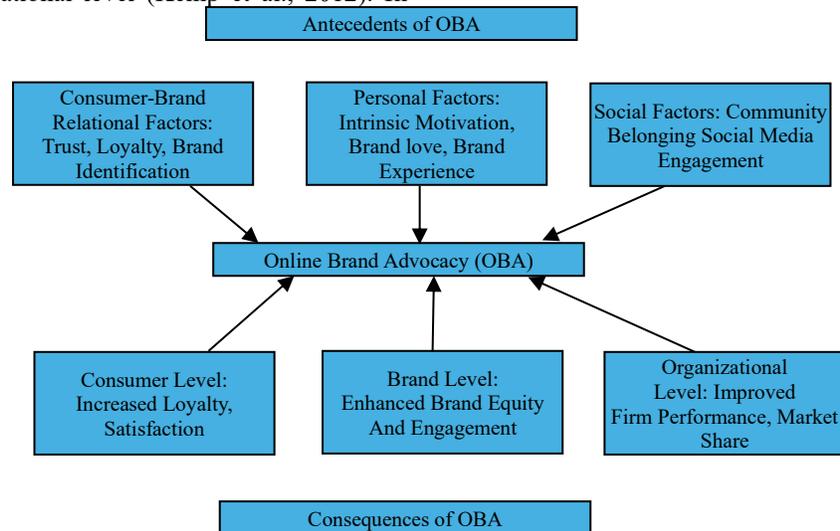

Fig. 2 Shows the Conceptual Framework of OBA Based on the Antecedents and Consequences

V. CONCLUSION

The present systematic review of 35 empirical studies consists of a synthesis of the independent variables and outcomes of OBA that revealed key factors, have an impact on OBA.

The antecedents are grouped into three broad categories. To begin with, the consumer-brand relational variables that include trust, loyalty, and identification are the basis of promoting advocacy behaviors (Keller, 2007; Kumar & Kaushik, 2020). Second, voluntary acts of advocacy are promoted by personal drivers, such as intrinsic motivation, emotional attachment, and previous brand experience (Sahin & Baloglu, 2014). Third, the social context variables, especially the community belonging and interaction in social media networks, empower advocacy through collective action and peer pressure (Park & Jiang, 2023). Effects of OBA are not limited to personal-level effects, but to massive organizational benefits, such as increased purchase intentions, better brand equity, and firm performance (Kemp et al., 2012). Our results suggest the strategic importance of OBA as a complex construct that creates mutually beneficial value to both consumers and organizations. Although the number of scholars interested in this issue is increasing, further studies may bring more knowledge about the dynamic associations between advocacy and consumer satisfaction in various brand contexts. The possible mediating and moderating factors should also be investigated in future to help improve the theoretical concept of OBA formation and functioning in digital ecosystems. The review, therefore, offers an excellent platform to further the academic investigation as well as strategies in management towards the development of effective online brand advocacy (Burmann et al., 2009).

Future Research Directions on OBA

In this paper, we have outlined predisposing factors and outcomes of OBA and some of the potential research directions of OBA in the future. It is through future research that we can widen our horizons in terms of theory and practice. It is possible that future research can concentrate on the study of how and under which circumstances the antecedents can affect OBA. We would also recommend the use of such mediators as customer satisfaction, brand engagement, and perceived quality, and such moderators as exploring the effects of the unclear connection between OBA and purchase intention, especially when it comes to customer satisfaction (Welk et al., 2021). The connection between OBA and antecedents including perceived value, brand love, and brand attachment can be determined in future researches (Wilk et al., 2024). On a broader scale, the works of the contemporary research are devoted mainly to the business-to-consumer relationships. The future studies may focus on OBA within the business-to-business domain and across different industries to determine context-specific antecedents and consequences of OBA, particularly in the medical field (Burnasheva et al., 2019; Limbu et al., 2020). Another thing that we discovered was that a majority of the studies were cross-sectional and surveys. The future study can be dedicated to the use of longitudinal and experimental research to verify causal relationships and will contribute to the empirical rigor and practical implications to the marketers who may want to promote OBA in digital communities (Bhati & Verma, 2020). The processes of social influence and the dynamics of psychological ownership, commitment, brand

familiarity, and identity processes can identify how OBA is formed and sustained in online brand communities, and this sphere deserves an investigation in the future (Bilro & Loureiro, 2023; Wilk et al., 2024). The promising future directions for OBA are to examine the effects of the latest technology, such as artificial intelligence, virtual reality, and blockchain. Knowledge of the ability of digital technologies to modify consumer behaviour and OBA may be useful both in theory and practice (Kumar & Kaushik, 2020). Further, future studies OBA research should focus on examining the negative effects of OBA, such as brand hate and brand fatigue, in addition to the positive ones (Jayasimha et al., 2017). This is a possible direction of investigation that the researchers can pursue in advancing their research and enabling companies take advantage of OBA as a competitive advantage. In this way, businesses will be able to use OBA as their source of competitive advantage.

Appendix

Table Showing the Review Articles

S. No.	Year	Author and year	Title	OBA	Antecedents of OBA	Consequences of OBA	Theoretical perspective	Future gaps
1	2021	Wilk et al., 2024	"Online brand advocacy and brand loyalty: A reciprocal relationship?"	OBA positivity, OBA knowledge, OBA defence, OBA virtual expression	Consumer brand identification, brand loyalty	Purchase intention	Social Identity theory	Further research might be conducted on the reciprocal association between brand advocacy and brand loyalty. It is necessary to explore the significance of OBA as an antecedent to the emergence of consumer-brand interactions. Qualitative methodology can be used to study the concept of OBA. OBA and brand loyalty relationships can be viewed through the lens of social exchange theory. Establishing an OBA relation with perceived value, brand love, and brand attachment is possible.
2	2021	Wilk et al., 2024	"Exploring online destination advocacy."	Online destination brand advocacy	Acknowledgement of Destinations (hashtags), Insights into Destinations, Destination Positivity and Experience Sharing, Destination Brand Defense, and Positive Virtual Visual Cues.	nil	social influence theory	NIL
3	2021	Bilro & Loureiro, 2023	"I am feeling so good! Motivations for interacting in online brand communities"	Brand advocacy, subjective well-being	Intrinsic, extrinsic motivations, and mediating are the hedonic and utilitarian rewards	nil	Self-determination theory (SDT)	Future studies may incorporate unique consumer behavior outcomes, such as brand authenticity and love, as consequences of consumer interaction in OBCs (online brand communities).
4	2020	Pranjal & Sarkar, 2020	"Corporate brand alignment in business markets: a practice perspective"	Brand advocacy	Internal and external alignment, moderator - Brand trust	NIL	Contemporary social theory	
5	2020	Park & Jiang, 2023	"Signalling, Verification, and Identification: The Way Corporate Social Advocacy Generates Brand Loyalty on Social Media"	Corporate social advocacy	NIL	Social media engagement (functional, emotional, communal), public company identification, attitudinal loyalty, and purchase loyalty.	Signalling and social identity theories	
6	2020	Kumar & Kaushik, 2020	"Does experience affect engagement? Role of destination brand engagement in developing brand advocacy and revisit intentions"	Destination advocacy, destination revisit intentions	Destination experience in terms of sensory, emotional, behavioural, and intellectual brand experience, mediator destination brand engagement	nil	Consumer engagement theory	A message and topic fit framework can be developed to study its impact on social media engagement.

7	2020	France et al., 2020	"Exploring the interplay between customer perceived brand value and customer brand co-creation behaviour dimensions"	Customer brand cocreation value-development, feedback, advocacy, helping		Perceived value-emotional, quality, price, social		Future research should explore how various brand contexts influence value co-creation, utilize experimental designs with samples to measure the impacts on perceived brand value, and examine cultural differences, such as collectivism and power distance, in shaping customer co-creation. Further research is required to deepen the understanding of active consumer engagement and OBA.
8	2020	Khamwon & Masri, 2020	"Brand Awareness, Online Customer Experience, Brand Engagement, and Brand Advocacy: A Case of Online Travel Agencies"	Brand advocacy	Brand awareness, online customer experience - mediator brand engagement	nil	NIL	NIL
9	2020	Khamwon & Masri, 2020	"Brand Experience, Brand Love, and Brand Advocacy: A Case of Premium Smartphone"	Brand advocacy	Brand experience-mediator-brand love	nil	nil	NIL
10	2020	Limbu et al., 2020)	"Corporate social responsibility and hospital brand advocacy Mediating role of trust and patient-hospital identification and moderating role of hospital type"	Hospital OBA	Hospital CSR to society, hospital CSR to patients, mediating- trust, patient hospital identification, moderating role – type of hospital		Social identification theory	Further research should investigate the influence of CSR initiatives targeting other key stakeholders, such as the workforce and the broader community, on transactional and relational outcomes in the healthcare environment. Brand advocacy may be used to determine the financial and nonfinancial effects of hospitals' CSR activities. The influence of millennials' age and educational achievement on CSR activity initiatives will be investigated.
11	2020	Sweeney et al., 2020	"Customer Advocacy: A Distinctive Form of Word of Mouth"	advocacy	Model with a brand focus. Transmitter functions: Impression control, drive to influence others.	Behavioural intentions (loyalty, willingness to pay more, do not switch to competitor, increase commitment, less likely to complain)	Self-perception theory, Rasch measurement theory	Commitment has five dimensions, the outcome of each of which can be researched as a consequence of Advocacy to further the knowledge.
12	2019	Vashisht, 2019	"Effect of interactivity and congruence on brand advocacy and brand acceptance"	Brand advocacy	High and low game brand interactivity on OBA and brand acceptance	NIL	Congruity theory	The research can be replicated with real brands. Brand familiarity can be explored in future studies to examine its impact on attitude towards the brand, brand advocacy, and brand acceptance.
13	2019	Sanz-Blas et al., 2019	"Facebook brand community bonding: the direct and moderating effect of value creation behaviour"		Content observers, Brand community involvement, Brand community attachment-moderator is the value creation	Nil	Para social interaction theory, online value creation framework, and attachment theory	Advocacy results in buying intentions, increased willingness to pay, and offline behaviour. Future studies should focus on the affective, cognitive, and conative aspects of the brand relationship.
14	2019	Pourazad et al., 2020	"The power of brand passion in sports apparel brands"	OBA, social media following, community spirit, readiness to pay a premium, and alternative devaluation	Brand passion, attitudinal brand loyalty	NIL	NA	Brands can easily stimulate OBA for technical gadgets, automobiles, and video games with ease. Future research directions should focus on the duration of consumer brand associations, the self-expression of the brand, brand identity, consumer extraversion, and openness, as these factors were identified as probable antecedents of OBA and brand passion. Further study might examine the relationship between emotional reactions, passion, and commitment in greater depth. The context of the research can be in online brand communities where consumers' experiences with brands are both positive and negative.
15	2019	Mathur, 2019	"Building brand advocacy on social media to improve brand equity"	Brand advocacy in social networks, reciprocity in social networks-mediators	Social media engagement, trust and reviews	Brand equity	Social network theory and commitment trust theory	Future research can investigate how overexposure to a brand affects OBA and brand equity, particularly when consumer involvement is low.

16	2019	Burnasheva et al., 2019	"Sense of community and social identity effect on brand love: Based on the online communities of a luxury fashion brands"	Brand advocacy	Sense of community, social identity - mediator brand love	nil	Social identity theory	Future research, based on qualitative methods (such as in-depth interviews, focus group interviews, and social platforms beyond Facebook, including Twitter and Instagram), can be explored for future study. Furthermore, OBA can focus on how brand experience, self-expression, and community identification through the brand can act as antecedents of brand love as an outcome.
17	2019	Sultoni et al., 2019	"Digital Content by Online Media and Its Effects on Brand Trust, Brand Credibility, Brand Commitment, and Brand Advocacy (Case on Instagram Account Tirto.id)"	Brand advocacy	Digital content, brand reputation, mediator-brand commitment	nil	NIL	NIL
18	2019	Coelho et al., 2019	"Brand communities' relational outcomes, through brand love"	Brand advocacy, WOM, Brand loyalty	Brand community-mediator -brand love	nil	nil	The moderating effects of age, gender, attitude towards the brand, and attitude towards money can be explored in further studies.
19	2019	Bilro & Loureiro, 2018	"How Can Stimuli and Emotions Help Increase Brand Advocacy"	Brand advocacy	Information/Content, Interactive Features, and Design-Consumers' emotional states of pleasure, visual attributes, Arousal, and Dominance (PDA),	nil	Stimuli-organism-response	Emotional states, such as fear, anger, or delight, can be included for future research.
20	2018	Bilro & Loureiro, 2018	"The role of website stimuli of experience on engagement and brand advocacy"	Brand advocacy	Moderators-cognitive processing, affection, activation	NIL	Uses and gratification theory	CGM (consumer-generated Media) brand equity, the influence of experiential stimuli and online engagement on brand equity, and willingness to sacrifice for the brand. Moderating variables, such as socioeconomic factors and the strength of engagement, can be incorporated into the model.
21	2018	Ghosh, 2018	"Predicting hotel book intention: The influential role of helpfulness and advocacy of online reviews"	Review advocacy, review helpfulness		Attitude towards review, attitude towards brand(mediators), hotel booking	Theory of negativity bias	Further study can explore factors such as brand knowledge, product level engagement, susceptibility to social influence, and individual characteristics that may function as moderators in the association between review attributes and customer sentiment. Future studies should investigate how sentiment analysis of online reviews affects consumer behavior.
22	2018	Frempong et al., 2018	"Effects of Waste Management Customer Online Value Co-Creation on Sanitation Attitude and Advocacy: A Customer-Enterprise Dyadic Perspective"	Advocacy (e WOM), attitude	Experience, ability, moderators-customer satisfaction, willingness, digital platform		Stakeholder theory	The effects of gender, motivation, education, the cost of adopting new technologies, and other stakeholders can be considered in future studies.
23	2018	Schepers & Nijssen, 2018	"Brand advocacy in the frontline: how does it affect customer satisfaction?"	FLE (First-level employee) Brand advocacy - Mediator	FLE Brand Identification	Customer satisfaction with the service encounter	Social identity theory	Brand attitude, identity, and behavior, as well as OBA, are constructs little known in the B2B segment.
24	2017	Kumar & Kaushik, 2017	"Achieving destination advocacy and destination loyalty through destination brand identification"	Destination advocacy, destination loyalty	Destination personality congruence, destination trust, mediator, destination brand identification	NIL	Social identity theory and self-congruity theory	Further study should be conducted to determine how the review advocacy and other types differentially influence consumer behaviour.
25	2017	Jayasimha et al., 2017	"Investigating consumer advocacy, community usefulness, and brand avoidance"	Consumer advocacy (NWOM)	NIL	Community usefulness and brand avoidance-mediator is the organisational response	Social influence theory	Further studies can explore the negative brand effect in two different dimensions: one focused on the corporate and another focused specifically on products or brands.

26	2017	Eelen et al., 2017	"The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand"	E WOM	Brand loyalty	nil	nil	Further study may be conducted to determine the relationship between OBA and brand loyalty, as well as how it differs between online and offline E WOM.
27	2015	Pai et al., 2015	"Corporate Social Responsibility and Brand Advocacy in Business-to-Business Market: The Mediated Moderating Effect of Attribution"	Brand advocacy(mediator)	CSR, CSR Attribution, intrinsic and extrinsic	Brand equity	NIL	
28	2014	Sahin & Baloglu, 2014	"City Branding: Investigating a Brand Advocacy Model for Distinct Segments"	brand advocacy.	cognitive image, affective image, destination personality, and moderators are the purpose of the trip and previous visitation.	NIL	Place marketing theory	Further research might replicate the methods for a range of visitor demographics and locations, as well as measure OBA using items other than those utilised in this study.
29	2013	Luo & Zhang, 2013	"How Do Consumer Buzz and Traffic in Social Media Marketing Predict the Value of the Firm?"	Online buzz (customer advocacy, brand engagement)	NIL	Firm performance (wealth creation, brand protection)		To establish causal linkages, future studies using surveys or experiments should be explored. The study could be expanded to additional product categories with a high level of product innovation, where customers exchange online word-of-mouth and conduct web searches. Conduct research on consumer social networks and emerging search technologies, including vertical search, visual integration, and map- or image-based mobile search. To investigate the increased marketing accountability associated with social media marketing.
30	2013	Badrinara yanan & Laverie, 2011	"The Role of Manufacturers' Salespeople in Inducing Brand Advocacy by Retail Sales Associates"	Brand advocacy	Interaction, expertise, reciprocity mediating-trust (manufacturer and salespeople), brand commitment	nil	Relations hip marketing	Future research on the congruency framework, incorporating variables such as digital platform engagement, public company identity, attitude, and purchase loyalty, can be conducted.
31	2013	Becerra & Badrinara yanan, 2013	"The influence of brand trust and brand identification on brand evangelism"	Brand evangelism (positive brand referrals, opposite brand referrals, brand purchase intention)	Brand relationship variables (brand trust, brand identification)	nil	Social identity theory	Future research can expand on the various forms of trust, including trust based on competence, trust based on interaction, and trust based on communication. Additional factors, such as passion for the brand, commitment, and relationship quality, can be incorporated into the conceptual framework. A paradigm based on approach-avoidance can be utilised to decipher consumer brand relationships.
32	2012	Wallace et al., 2012	"Facebook 'friendship' and brand advocacy"	Brand advocacy (social network advocacy, brand acceptance)	Homophily, status homophily, social tie strength, self-expressive brand, social self.	nil	nil	Further research on brand communities has an influence on the social tie behavior of brand tribals. Customers can be profiled, or customer typology can be used to identify brand advocates, which is another area for further research.
33	2011	Badrinara yanan & Laverie, 2011	"Brand Advocacy and Sales Effort by Retail Salespeople: Antecedents and Influence of Identification with Manufacturers' Brands"	Brand advocacy, sales effort	Manufacturer characteristics (reputation, communication, brand quality, competence), Manufacturer representative characteristics (Interaction, expertise), mediator-brand identification	nil	Social identity theory	Future research on brand identification based on the length of brand relationship, which evolves with the different stages of the lifecycle. The variable brand identification has the antecedent of manufacturer and manufacturer representative in this study, and it can be reversed for future studies. The framework can be applied to various product and retailer categories.

| 34 | 2010 | Jillapalli & Wilcox, 2010 | "Professor Brand Advocacy: Do Brand Relationships Matter?" | brand advocacy | Attachment strength (autonomy, relatedness, competence), Trust, satisfaction | nil | Self-determination theory | Future studies based on brand advocacy should focus on differentiating it from e WOM. |
| 35 | | (University, n.d.) | "The Impact of Perceived Corporate Social Responsibility on Brand Advocacy: The Mediating Role of Brand Love" | Brand advocacy | Perceived CSR (social equity, environmental protection, economic development), mediator-brand love | nil | Theory of Brand Love by Steinberg | Future, moderators may be used to assess the strength of associations. Additional insights will be gained by comparing customer cognitions and emotional routes linking perceived CSR and OBA |

REFERENCES

[1] Badrinarayanan, V., & Laverie, D. A. (2011). Brand advocacy and sales effort by retail salespeople: antecedents and influence of identification with manufacturers' brands. *Journal of Personal Selling & Sales Management*, *31*(2), 123-140. https://doi.org/10.2753/PSS0885-3134310202

[2] BCG -consumer insights report on Brand advocacy index 2014. https://m.economictimes.com/how-firms-can-leverage-brand-advocacy-by-word-of-mouth-publicity/articleshow/41524802.cms

[3] Bhati, R., & Verma, H. V. (2020). Antecedents of customer brand advocacy: a meta-analysis of the empirical evidence. *Journal of Research in Interactive Marketing*, *14*(2), 153-172. https://doi.org/10.1108/JRIM-12-2018-0165

[4] Bilro, R. G., & Loureiro, S. M. C. (2018, June). How can stimuli and emotions help increase brand advocacy. In *Academy of marketing science world marketing congress* (pp. 375-382). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-02568-7_101

[5] Bilro, R. G., & Loureiro, S. M. C. (2023). I am feeling so good! Motivations for interacting in online brand communities. *Journal of Research in Interactive Marketing*, *17*(1), 61-77. https://doi.org/10.1108/JRIM-07-2021-0182

[6] Burmann, C., Hegner, S., & Riley, N. (2009). Towards an identity-based branding. *Marketing theory*, *9*(1), 113-118. https://doi.org/10.1177/1470593108100065

[7] Burnasheva, R., Suh, Y. G., & Villalobos-Moron, K. (2019). Sense of community and social identity effect on brand love: Based on the online communities of a luxury fashion brands. *Journal of Global Fashion Marketing*, *10*(1), 50-65. https://doi.org/10.1080/20932685.2018.1558087

[8] Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product & Brand Management*, *28*(2), 154-165. https://doi.org/10.1108/JPBM-09-2017-1593

[9] Eelen, J., Özturan, P., & Verlegh, P. W. (2017). The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand. *International journal of research in marketing*, *34*(4), 872-891. https://doi.org/10.1016/j.ijresmar.2017.08.002

[10] France, C., Grace, D., Lo Iacono, J., & Carlini, J. (2020). Exploring the interplay between customer perceived brand value and customer brand co-creation behaviour dimensions. *Journal of brand Management*, *27*(4), 466-480. https://doi.org/10.1057/s41262-020-00194-7

[11] Frempong, J., Chai, J., & Ampaw, E. M. (2018). Effects of waste management customer online value co-creation on sanitation attitude and advocacy: A customer-enterprise dyadic perspective. *Sustainability*, *10*(7), 2557. https://doi.org/10.3390/su10072557

[12] Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, *18*(1), 92-100. https://doi.org/10.1016/j.jretconser.2010.10.003

[13] Ghosh, T. (2018). Predicting hotel book intention: The influential role of helpfulness and advocacy of online reviews. *Journal of Hospitality Marketing & Management*, *27*(3), 299-322. https://doi.org/10.1080/19368623.2017.1364198

[14] Graham, J., & Havlena, W. (2007). Finding the "missing link": Advertising's impact on word of mouth, web searches, and site visits. *Journal of Advertising Research*, *47*(4), 427-435. https://doi.org/10.2501/S0021849907070444

[15] Gupta, P., & Singh, S. (2010). Brand advocacy and brand bonding: New parameters in consumer purchase decision journey in the digital world. *Harvard Business Review*.

[16] Jayasimha, K. R., Chaudhary, H., & Chauhan, A. (2017). Investigating consumer advocacy, community usefulness, and brand avoidance. *Marketing Intelligence & Planning*, *35*(4), 488-509. https://doi.org/10.1108/MIP-09-2016-0175

[17] Jillapalli, R. K., & Wilcox, J. B. (2010). Professor brand advocacy: do brand relationships matter? *Journal of Marketing Education*, *32*(3), 328-340. https://doi.org/10.1177/0273475310380880

[18] Keylock, M., & Faulds, M. (2012). From customer loyalty to social advocacy. *Journal of Direct, Data and Digital Marketing Practice*, *14*(2), 160-165. https://doi.org/10.1057/dddmp.2012.37

[19] Khamwon, A., & Masri, P. (2020). Brand experience, brand love, and brand advocacy: A case of premium smartphone. *International Journal of Technology Management and Information System*, *2*(3), 21-26.

[20] Kumar, V., & Kaushik, A. K. (2017). Achieving destination advocacy and destination loyalty through destination brand identification. *Journal of Travel & Tourism Marketing*, *34*(9), 1247-1260. https://doi.org/10.1080/10548408.2017.1331871

[21] Kumar, V., & Kaushik, A. K. (2020). Does experience affect engagement? Role of destination brand engagement in developing brand advocacy and revisit intentions. *Journal of Travel & Tourism Marketing*, *37*(3), 332-346. https://doi.org/10.1080/10548408.2020.1757562

[22] Limbu, Y. B., Pham, L., & Mann, M. (2020). Corporate social responsibility and hospital brand advocacy: Mediating role of trust and patient-hospital identification and moderating role of hospital type. *International Journal of Pharmaceutical and Healthcare Marketing*, *14*(1), 159-174. https://doi.org/10.1108/IJPHM-04-2019-0029

[23] Luo, X., & Zhang, J. (2013). How do consumer buzz and traffic in social media marketing predict the value of the firm? *Journal of Management Information Systems*, *30*(2), 213-238. https://doi.org/10.2753/MIS0742-1222300208

[24] Mathur, M. (2019). Building brand advocacy on social media to improve brand equity. *International Journal of Electronic Marketing and Retailing*, *10*(2), 150-172. https://doi.org/10.1504/IJEMR.2019.098751

[25] P. Becerra, E., & Badrinarayanan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, *22*(5/6), 371-383. https://doi.org/10.1108/JPBM-09-2013-0394

[26] Pai, D. C., Lai, C. S., Chiu, C. J., & Yang, C. F. (2015). Corporate social responsibility and brand advocacy in business-to-business market: The mediated moderating effect of attribution. *Journal of Business Ethics*, *126*(4), 685-696. https://doi.org/10.1007/s10551-013-1979-5

[27] Park, K., & Jiang, H. (2023). Signaling, verification, and identification: The way corporate social advocacy generates brand loyalty on social media. *International Journal of Business Communication*, *60*(2), 439-463. https://doi.org/10.1177/2329488420907121

[28] Pourazad, N., Stocchi, L., & Pare, V. (2020). The power of brand passion in sports apparel brands. *Journal of Product & Brand Management*, *29*(5), 547-568. https://doi.org/10.1108/JPBM-12-2018-2164

[29] Pranjal, P., & Sarkar, S. (2020). Corporate brand alignment in business markets: a practice perspective. *Marketing Intelligence & Planning*, *38*(7), 907-920. https://doi.org/10.1108/MIP-10-2019-0539

[30] Pu, Z., Xu, Z., Wang, X., & Škare, M. (2022). A systematic review of the literature and bibliometric analysis of governance of family firms. *Journal of Business Economics and Management (JBEM)*, *23*(6), 1398-1424. https://doi.org/10.3846/jbem.2022.18309

[31] Roy, S. K. (2015). Modeling customer advocacy: a PLS path modeling approach. *Journal of Strategic Marketing*, *23*(5), 380-398. https://doi.org/10.1080/0965254X.2014.944557

[32] Sahin, S., & Baloglu, S. (2014). City branding: Investigating a brand advocacy model for distinct segments. *Journal of Hospitality Marketing & Management*, *23*(3), 239-265. https://doi.org/10.1080/19368623.2013.779562

[33] Sanz-Blas, S., Bigne, E., & Buzova, D. (2019). Facebook brand community bonding: The direct and moderating effect of value creation behaviour. *Electronic Commerce Research and Applications*, *35*, 100850. https://doi.org/10.1016/j.elerap.2019.100850

[34] Schepers, J., & Nijssen, E. J. (2018). Brand advocacy in the frontline: how does it affect customer satisfaction? *Journal of Service Management*, *29*(2), 230-252. https://doi.org/10.1108/JOSM-07-2017-0165

[35] Sultoni, M. M., Haninda, A. R., & Aprilia, M. P. (2019, February). Digital content by online media and its effects on brand trust, brand credibility, brand commitment, and brand advocacy (Case on Instagram Account Tirto. id). In *2019 IEEE 4th International Conference on Computer and Communication Systems (ICCCS)* (pp. 612-617). IEEE. https://doi.org/10.1109/CCOMS.2019.8821740

[36] Sweeney, J., Payne, A., Frow, P., & Liu, D. (2020). Customer advocacy: A distinctive form of word of mouth. *Journal of Service Research*, *23*(2), 139-155. https://doi.org/10.1177/1094670519900541

[37] Vashisht, D. (2019). Effect of interactivity and congruence on brand advocacy and brand acceptance. *Arts and the Market*, *9*(2), 152-161. https://doi.org/10.1108/AAM-01-2019-0008

[38] Wallace, E., Buil, I., & De Chernatony, L. (2012). Facebook 'friendship'and brand advocacy. *Journal of Brand Management*, *20*(2), 128-146. https://doi.org/10.1057/bm.2012.45

[39] Wilk, V., Sadeque, S., & Soutar, G. N. (2024). Exploring online destination brand advocacy. *Tourism Recreation Research*, *49*(2), 283-301. https://doi.org/10.1080/02508281.2021.1992952

[40] Wilk, W. (2018). Online Brand Advocacy (OBA): an exploratory study into its constituents, brand-related drivers and pro-brand consequences. https://doi.org/10.26182/5c04d886c5d85