

Customer's Transition from Conventional Brand Advocacy to Online Brand Advocacy : A Comprehensive Review

Sabeena Yousuf¹
Saiyed Wajid Ali²

Abstract

Purpose : This research paper explored the evolution of brand advocacy, focusing on the shift from conventional brand advocacy dominated by traditional word-of-mouth (WOM) to online brand advocacy (OBA) reflected in the user-generated content (UGC). The study also brought into focus the shift in the major themes that underlie the concept of brand advocacy while crossing over the paradigm to a modern and more relevant form of brand advocacy in the digital context. In addition, the role of reviews and ratings in enhancing brand advocacy was also explored in the current study.

Methodology : A content analysis of the peer-reviewed papers published between January 2010 and February 2025 was conducted using the Scopus database. The articles were filtered based on the ABDC 2024 Journal Quality List (A*, A, and B categories) across relevant business disciplines to carry out the comprehensive review. The articles were then subjected to thematic analysis to extract key insights into the two forms of brand advocacy: conventional and online.

Findings : The study found that the shift from conventional brand advocacy to OBA had significantly altered how customers expressed brand preferences and influenced others. The OBA has a clear edge over conventional forms of advocacy, reflected by its greater reach, higher brand visibility, broader communication potential, and unbounded by time and capability of sharing virtual cues. OBA, therefore, would significantly impact business growth, especially through organic marketing methods like UGC. The findings emphasized the increasing role of OBA in enhancing consumer engagement and brand loyalty in the digital landscape. The study proposed cognitive, emotional, relational, experiential, and behavioral dimensions as important drivers of brand advocacy behavior.

Practical Implications : The study offered a structured approach to understanding the dynamics of brand advocacy, with implications for corporates, marketers, and academia. Insights from this study could be leveraged by marketers in order to develop strategies that capitalize on OBA, especially through UGC, to enhance brand visibility and foster meaningful customer relationships.

Originality : While earlier authors have presented their manifestations of brand advocacy in terms of its antecedents and relationships with various marketing outcomes, this study provided a new lens to visualize the concept of brand advocacy as a continuum from traditional WOM to brand advocacy in the digital era. Various conceptual themes in the context of two forms of advocacy emerged as a result of thematic analysis performed on identified articles that were published in a specific time period.

Keywords : word-of-mouth (WOM), online brand advocacy (OBC), user-generated content (UGC), brand advocacy behavior

Paper Submission Date : March 10, 2025 ; **Paper sent back for Revision :** April 25, 2025 ; **Paper Acceptance Date :** May 15, 2025 ; **Paper Published Online :** June 15, 2025

¹ *Research Scholar (Corresponding Author)*, Department of Management Studies, Faculty of Management Studies, Jamia Millia Islamia, Jamia Nagar, New Delhi - 110 025. (Email : sabeenayousufphd@gmail.com) ;

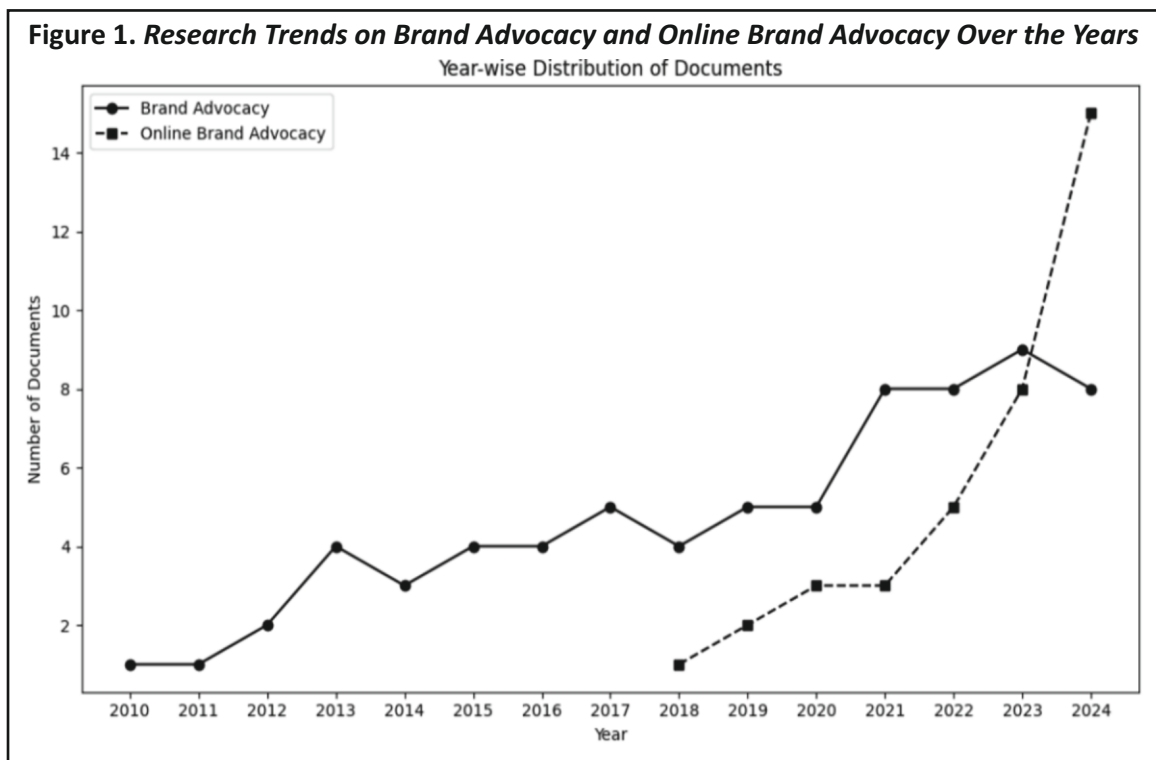
ORCID iD : <https://orcid.org/0009-0009-3472-3219>

² *Professor*, Department of Management Studies, Faculty of Management Studies, Jamia Millia Islamia, Jamia Nagar, New Delhi - 110 025. (Email : swali@jmi.ac.in) ; ORCID iD : <https://orcid.org/0009-0004-2131-8154>

DOI : <https://doi.org/10.17010/ijom/2025/v55/i6/175111>

In the evolving digital age, consumer behavior has significantly shifted, especially in how individuals engage with brands and influence brand perceptions. Traditional word-of-mouth (WOM) marketing was rooted in personal, face-to-face interactions, where brand value was shaped through direct recommendations (Gupta et al., 2024). However, the advent of social media transformed this dynamic, giving rise to online brand advocacy (OBA), where consumers publicly defend, endorse, and promote brands through digital platforms. Recent studies indicate that 79% of consumers trust online reviews as much as personal recommendations and over 70% are influenced by social media referrals when making purchase decisions (Bakshi & Verma, 2023).

While advocacy is not a new phenomenon, its depth and scope have significantly evolved. Today, brand advocacy encompasses emotional connections in addition to functional satisfaction. Consumers who feel aligned with a brand's values often act as brand advocates, voluntarily promoting it within their networks (Kumar et al., 2024). As trust in traditional marketing continues to decline, brands must actively engage in digital conversations and foster genuine, two-way interactions with consumers. This study conducts a comprehensive literature review to examine the evolution of brand advocacy and its growing strategic relevance in digital marketing. While existing research has addressed aspects of WOM and digital marketing, comprehensive studies exploring the continuum from traditional WOM to OBA remain limited. This study aims to bridge that gap by synthesizing current knowledge and offering a holistic view of brand advocacy in the digital era. The declining relevance of traditional marketing, coupled with the rise of organic, advocacy-driven strategies, served as the main motivation for this research. Figure 1 illustrates the growth of academic interest in brand advocacy and OBA, based on Scopus documents retrieved using the terms “brand advocacy” (excluding “online brand advocacy”) and “online brand advocacy.” The first identified article on brand advocacy that fits our search criteria appeared in 2010, while OBA studies emerged in 2018. Both topics have shown an upward trend, especially OBA, in recent years, reflecting the growing interest in this area.



Methodology

The study employed a comprehensive content analysis of peer-reviewed publications from January 2010 to February 2025. Since 2008–2009 marked the beginning of the consolidation of the use of digital platforms by the public in general and businesses in particular, it was thought that publications prior to 2010 would not meet the objectives of the study. The data were sourced from English-language peer-reviewed indexed journals indexed in Scopus and filtered using the 2024 ABDC Journal Quality List, focusing on A*, A, and B categories across relevant business disciplines. Boolean search strategies were employed to retrieve relevant studies. One search targeted general brand advocacy (excluding “online”), while the other focused specifically on OBA. A total of 42 records were initially identified. After removing duplicates, 36 articles remained. Screening based on titles and abstracts led to the exclusion of 4 articles, and 2 additional papers were removed after full-text reviews due to irrelevance. This resulted in a final pool of 30 peer-reviewed journal articles. These were then subjected to thematic analysis to extract key insights, focusing on determinants, evolution, and strategic significance of brand advocacy in digital contexts.

Conceptualization of Brand Advocacy

Brand advocacy refers to an emotional bond between a consumer and a brand, often seen in positive WOM recommendations. When consumers feel connected, they share favorable experiences and recommend the brand (Pahari et al., 2023). This relationship fosters trust and loyalty (Urban, 2004). Clancy and Paquette (2012) described brand advocates as passionate users who want others to discover the brand. Definitions emphasizing key aspects of brand advocacy are summarized in Table 1. Unlike general WOM, which includes informal chatter (Patra et al., 2019), brand advocacy is intentional, driven by genuine attachment, and motivated by persuasive intent (Ravichandran, 2023). Advocates actively support brands, attracting new customers and enhancing brand value. This endorsement distinguishes brand advocacy from WOM and drives engagement and sustainable brand growth.

Table 1. Summary of Definitions of Brand Advocacy from the Existing Literature

Source	Definitions	Thematic Aspect
Urban (2004)	Customer advocacy goes beyond unbiased representation; it involves mutual dialogue and partnership, where companies that advocate for customers gain trust, purchases, and loyalty.	Brand Trust, Brand Loyalty
Lawer & Knox (2006)	An advanced form of market orientation that responds to new drivers of consumer choice, involvement, and knowledge.	Market Orientation
Keller (2007)	Advocacy in the form of positive word of mouth is the result of total customer satisfaction ensured by organizations.	Customer Satisfaction
Stokburger-Sauer et al. (2012)	Brand advocacy includes recommending, defending, or recruiting for a brand, as well as purchasing or collecting brand-related items.	Brand Engagement, Brand Involvement
Kemp et al. (2012)	Customers whose self-concept aligns with a brand and who enjoy its unique offerings are more likely to advocate and share positive word-of-mouth.	Brand Attachment
Clancy & Paquette (2012)	Brand advocates are the consumers who not only use a brand but also love it and want to help others get to know it.	Brand Love
Kotler et al. (2017)	Advocacy is the willingness of a loyal customer to endorse and recommend the brand to friends and family.	Brand Loyalty

Choi et al. (2021)	Brand advocacy refers to consumers' voluntary actions to recommend, promote, defend, and stay loyal to a brand, reflecting trust and social identity.	Brand Trust, Brand Identification
Ubgade & Joshi (2022)	Brand advocacy occurs when satisfied customers voluntarily share positive experiences and recommend a brand, enhancing reputation and value.	Brand Loyalty, Brand Value
Purohit et al. (2024)	Brand advocacy refers to customers enthusiastically recommending, promoting, defending a brand, and forgiving its mistakes, driven by positive experiences.	Positive Promotion, Brand Defence, Happiness

Over the past two decades, research on brand advocacy has highlighted various antecedents motivating consumers to support brands. Urban (2004) emphasized trust as a core driver, noting that transparency and customer-focused practices foster advocacy. Keller (2007) added that brand knowledge and emotional attachment strengthen loyalty and advocacy. Becerra and Badrinarayan (2013) found that exceptional service and brand salience enhance advocacy likelihood. Machado et al. (2015) demonstrated a direct link between customer loyalty and advocacy.

Table 2. Key Determinants of Brand Advocacy and Insights from Literature

Determinant	Key Author (s)	Insights
Brand Knowledge	Keller (2007)	A prerequisite for enhancing brand advocacy behavior in customers.
Emotional Attachment	Keller (2007), Shimul & Phau (2018), Singh & Nigam (2021)	Strong emotional connections with brands lead to loyalty and advocacy.
Customer Satisfaction	Pahari et al. (2023), Sweeney et al. (2020)	Positive experiences enhance satisfaction, retention, and advocacy.
Trust	Pahari et al. (2023), Patra et al. (2019), Urban (2004)	Confidence in brand integrity drives favorable communication.
Customer Service	Becerra & Badrinarayan (2013), Wong & Hung (2023)	Service quality shapes perceptions and advocacy willingness.
Brand Salience	Becerra & Badrinarayan (2013), Wong & Hung (2023)	Prominence and recall lead to exclusivity and brand talk.
Customer Engagement	Vishnoi et al. (2023)	Interactive participation with the brand boosts advocacy.
Cognitive Processing	Machado et al. (2015)	Brand-related thought influences customer connection.
Affection	Machado et al. (2015)	Positive feelings toward the brand drive advocacy.
Activation	Machado et al. (2015)	Energy and effort in brand activities trigger advocacy.
Brand Loyalty	Rashid & Rokade (2019)	Strong brand commitment fosters advocacy behavior.
Brand Experience	Ubgade & Joshi (2022)	Overall, brand experiences impact advocacy.
Relationship Quality	Ubgade & Joshi (2022)	Trust, satisfaction, and commitment boost communication.
Emotional Bond	Purohit et al. (2024)	Emotional ties help customers identify and advocate.

Shimul and Phau (2018) noted that high uniqueness needs may suppress advocacy unless balanced by emotional bonds. Patra et al. (2019) identified trust, satisfaction, and brand equity as key predictors. Vishnoi et al. (2023) emphasized continuous engagement and deep brand connections as essential to converting loyalty into advocacy. Table 2 summarizes the studies reviewed, highlighting the multifaceted determinants of brand advocacy.

Conceptualization of Online Brand Advocacy

The conceptualization of OBA in existing literature, though still evolving, has attracted growing scholarly attention. While research on OBA is limited, several studies have attempted to define and frame it from various theoretical and practical perspectives. As highlighted in Table 3, definitions of OBA focus on aspects like authenticity, influence, emotional engagement, and voluntary behavior, reflecting its multifaceted nature. Wilk et al. (2020) were among the first to conceptualize OBA, distinguishing it from offline advocacy through four key dimensions. Brand knowledge refers to consumers sharing detailed insights about brands they advocate, while brand defence describes behaviours where consumers protect a brand's reputation online. Brand positivity refers to enthusiastic endorsements and positive exchanges, while positive virtual cues involve visual expressions of brand affinity, such as emoticons and brand images. Together, these dimensions collectively highlight the voluntary, digital support that consumers provide brands, offering marketers a framework to foster and understand OBA as digital platforms evolve.

Table 3. Summary of Studies Defining Online Brand Advocacy in Literature

Source	Definitions	Thematic Aspect
Stokburger-Sauer et al. (2012)	Brand advocacy is a brand's most authentic and trustworthy voice, given by experienced customers influencing others' decisions through online and offline networks.	Authenticity, Trustworthiness
Wilk et al. (2021)	A strong, influential, and non-incentivised online representation of a brand by experienced customers, including standing up for the brand.	Influence, Non-Incentivized
Wong (2023)	It results from consumers' passion for a brand and their engagement in its online community.	Passion, Community Engagement
Saxena et al. (2022)	It is a real-time online promotion and defence of a brand by proactive consumers, fostering conversations and value co-creation.	Real-Time Promotion, Proactive Consumers
Rambocas & Metivier (2024)	Online brand advocacy reflects deep consumer involvement and engagement with the brand.	Engagement, Consumer Interaction
Kumar et al. (2024)	Online brand advocacy is the digital representation of a brand's best interests by experienced consumers.	Consumer Experience, Advocacy
Vishnoi et al. (2025)	Based on the social exchange theory, it links consumer attitudes with voluntary advocacy behavior.	Social Exchange Theory, Consumer Attitudes

Findings

As socializing and networking increasingly shift to digital spaces, online communication channels and social media platforms have enabled greater customer-to-customer (C2C) interaction, fostered the creation of user-generated content (UGC), and led to the rise of brand advocacy. When expressed through social media, this advocacy is termed OBA. Wilk et al. (2021) defined OBA as a “strong, influential, purposeful and non-incentivized, online representation of a brand by a brand-experienced customer,” which includes “standing up for” and speaking on behalf of the brand. Despite growing academic and corporate interest, the

Table 4. Key Differences Between Online and Offline Brand Advocacy

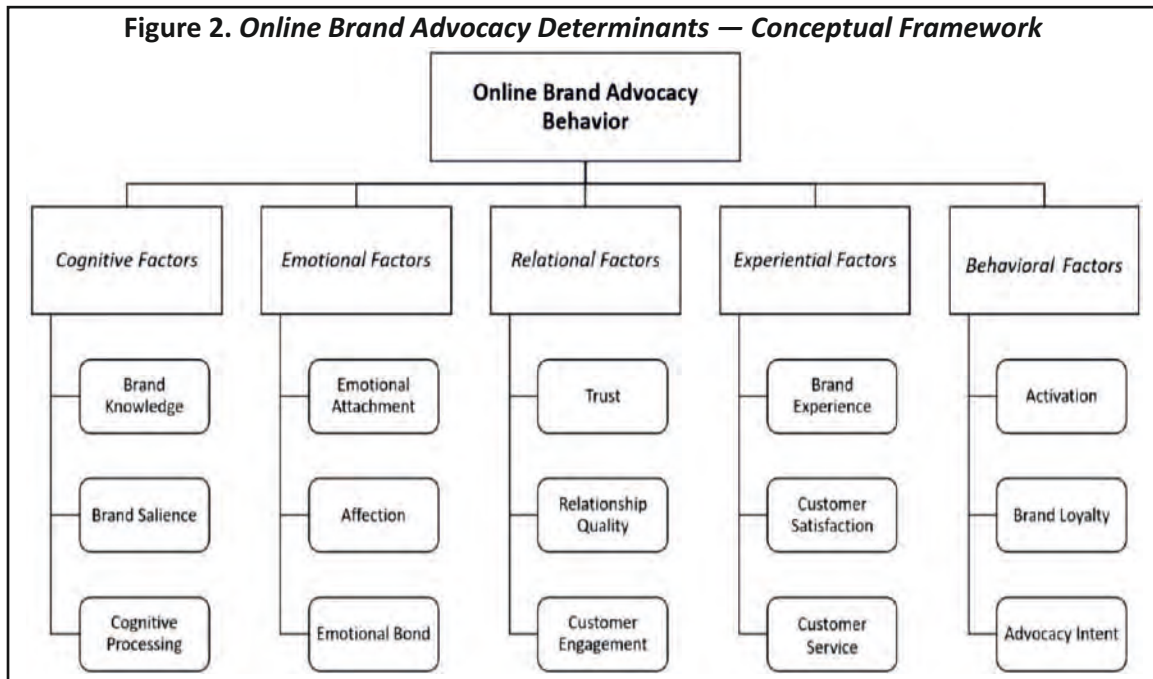
Premise	Online Brand Advocacy	Offline Brand Advocacy
Reach	Unlimited reach with global accessibility.	Limited to specific, localized audiences.
Visibility	Content is permanently accessible online.	Visibility is restricted to in-person interactions.
Communication	Can be anonymous, and shared via digital platforms.	Typically face-to-face or verbal communication.
Timing	It can occur at any time, enabling continuous brand engagement.	Time-bound and situational.
Cues	Relies on virtual cues like hashtags, emojis, and multimedia.	Depends on tone, body language, and verbal cues.

conceptualization, dimensionality, and measurement of OBA remain underexplored. Scholars stress the need to distinguish OBA from offline advocacy and examine its unique digital traits. Consumers advocate online through brand-related UGC, boosting brand visibility and influence. Unlike offline WOM, UGC is anonymous, has a global reach, and endures, making OBA a uniquely powerful marketing tool. Table 4 highlights these differences.

Discussion

The Business Case for Transitioning from Brand Advocacy to Online Brand Advocacy

Brand advocacy, traditionally driven by WOM, has long influenced consumer behavior, marketing performance, and revenue growth (Gupta et al., 2024; Suwarsi et al., 2024). Purohit et al. (2024) noted that advocacy, combined with referral programs, influencer outreach, and customer engagement, significantly strengthened brand development. With the rise of digital technologies, a shift emerged toward OBA, where consumers voiced brand support through social media, UGC, and online reviews. Online advocacy expanded the reach, speed, and authenticity of traditional advocacy, allowing consumers to influence wider audiences instantly, often without direct incentives (Vishnoi et al., 2025). Indian brands like Nykaa, Ola, Zomato, and BoAt exemplified this trend by using digital platforms, influencer collaborations, and online communities to build engaged brand supporters.



These efforts helped improve customer relationships, drive customer acquisition, and build loyalty. As consumer engagement increasingly moves online, online advocacy becomes a strategic and scalable path to long-term brand growth.

Proposed Model for Predicting Brand Advocacy

This study emphasized the power of digital platforms in enabling consumers to shape brand narratives through reviews, ratings, and social media. Unlike offline endorsements, OBA relies on emotional bonds, trust, and sustained engagement, driven by satisfaction, loyalty, and brand knowledge. It offers brands greater reach through UGC and authentic digital interactions. Based on these insights, we propose a conceptual model (in Figure 2) that predicts the brand advocacy behavior of customers in the online context, with cognitive, emotional, relational, experiential, and behavioral dimensions as its main drivers.

Managerial Implications and Conclusion

The shift to OBA presents important implications for marketing practice. It calls for updated advocacy models that reflect digital behaviors, emotional dynamics, and cross-platform engagement. Prioritizing UGC, influencer partnerships, and online community building can amplify brand reach and credibility. Firms must monitor digital spaces to identify advocates, manage feedback, and foster authentic engagement. Leveraging peer influence via OBA enhances loyalty and acquisition. Marketers should tailor advocacy efforts to platform-specific strategies and cultural nuances. Understanding OBA dynamics can help firms build lasting consumer relationships and competitive advantage, supporting sustainable, resilient brand growth.

Based on a comprehensive literature review, the transition of brand advocacy to OBA is traced, and relevant themes that capture the essence of OBA are extracted. The strategic relevance of OBA has also been highlighted. Finally, a model for predicting OBA that is based upon cognitive, emotional, relational, experiential, and behavioral factors is proposed.

Limitations of the Study and Scope for Future Research

While the study offers valuable insights, only the themes that are useful in conceptualizing the two forms of advocacy were extracted. The relevance and usefulness of OBA in the current era were demonstrated, but its impact on measurable marketing outcomes could not be established due to a paucity of time and other situational concerns. Future research may gather primary data and measure the online advocacy behavior by using the proposed model. Sector-specific and cross-cultural OBA trends can also be explored in future studies.

Authors' Contribution

The idea of putting together a comprehensive review of online brand advocacy *vis-à-vis* the conventional form of brand advocacy was envisaged by Prof. Saiyed Wajid Ali, who later on in discussion with co-author Sabeena Yousuf (corresponding author), suggested a systematic methodology for conducting the review and supervised the study. Sabeena Yousuf extracted peer-reviewed research papers from Scopus, filtered them based on research objectives, and exported them to an Excel file for further screening and development of relevant themes. Based on the findings and some serious discussions, Sabeena Yousuf prepared the manuscript of the research paper.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgment

The authors received no financial support for the research, authorship, and/or for publication of this article.

References

- Bakshi, M., & Verma, R. (2023). Cause-related marketing and purchase intention: A study on Indian millennials. *Prabandhan: Indian Journal of Management*, 16(10), 32–45. <https://doi.org/10.17010/pijom/2023/v16i10/173196>
- Becerra, E. P., & Badrinarayan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, 22(5/6), 371–385. <https://doi.org/10.1108/JPBM-09-2013-0394>
- Choi, Y., Kroff, M. W., & Kim, J. (2021). Developing brand advocacy through brand activities on Facebook. *Journal of Consumer Marketing*, 38(3), 328–338. <https://doi.org/10.1108/JCM-10-2019-3460>
- Clancy, K., & Paquette, E. (2012). *Measuring and motivating brand advocates: The state of science* [PowerPoint slides]. The Copernicus Marketing Genius Series, 1–13. <https://www.slideshare.net/slideshow/measuring-and-motivating-brand-advocates-the-state-of-the-science/16161717>
- Gupta, S., Sajnani, M., & Gowreesunker, V. G. (2024). Investigating the role of food tourism in shaping destination branding: A qualitative research perspective. *Prabandhan: Indian Journal of Management*, 17(4), 8–28. <https://doi.org/10.17010/pijom/2024/v17i4/173425>
- Keller, E. (2007). Unleashing the power of word of mouth: Creating brand advocacy to drive growth. *Journal of Advertising Research*, 47(4), 448–452. <https://doi.org/10.2501/S0021849907070468>
- Kemp, E., Childers, C. Y., & Williams, K. H. (2012). Place branding: Creating self-brand connections and brand advocacy. *Journal of Product & Brand Management*, 21(7), 508–515. <https://doi.org/10.1108/10610421211276259>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons, Inc. <https://www.wiley.com/en-dk/Marketing+4.0%3A+Moving+from+Traditional+to+Digital-p-9781119341208>
- Kumar, A., Mallick, S. S., Hota, S. L., Vasudevan, A., & Şimşek, S. A. (2024). Green marketing strategies: Enhancing brand image and consumer trust in sustainable development. *Prabandhan: Indian Journal of Management*, 17(12), 8–27. <https://doi.org/10.17010/pijom/2024/v17i12/174054>
- Lawer, C., & Knox, S. (2006). Customer advocacy and brand development. *Journal of Product & Brand Management*, 15(2), 121–129. <https://doi.org/10.1108/10610420610658956>

- Machado, R., Cant, M. C., & Seaborne, H. (2015). Experiential marketing on brand advocacy: A mixed-method approach on global Apple product users. *International Business & Economics Research Journal*, 13(5), 955–962. <https://doi.org/10.19030/iber.v13i5.8764>
- Pahari, S., Ghosal, I., Prasad, B., & Dildar, S. M. (2023). Which determinants impact consumer purchase behavior toward online purchasing of organic food products. *Prabandhan: Indian Journal of Management*, 16(1), 25–41. <https://doi.org/10.17010/pijom/2023/v16i1/172667>
- Patra, G., Mukhopadhyay, I., & Dash, C. K. (2019). Digital employer branding for enabling Gen Y in the ITeS sector in Eastern India. *Prabandhan: Indian Journal of Management*, 12(3), 38–49. <https://doi.org/10.17010/pijom/2019/v12i3/142339>
- Purohit, S., Arora, V., & Radia, K. N. (2024). Masstige consumption, brand happiness, and brand advocacy: A service perspective. *International Journal of Consumer Studies*, 48(1), Article ID e12944. <https://doi.org/10.1111/ijcs.12944>
- Rambocas, M., & Metivier, J.-L. (2024). How does the influencers' country of origin affect online brand advocacy among young consumers? *Young Consumers*, 25(6), 909–927. <https://doi.org/10.1108/YC-01-2024-1970>
- Rashid, A., & Rokade, V. (2019). Impact of CSR criteria and sub-criteria on retailer personality: A study using AHP. *Prabandhan: Indian Journal of Management*, 12(1), 52–63. <https://doi.org/10.17010/pijom/2019/v12i1/141428>
- Ravichandran, S. S. (2023). Branding regenerative tourism for sustainable rural destinations: A critical reflection perspective. *Indian Journal of Marketing*, 53(6), 60–65. <https://doi.org/10.17010/ijom/2023/v53/i6/172768>
- Saxena, M., Bagga, T., Gupta, S., & Kaushik, N. (2022). Exploring common method variance in analytics research in the Indian context: A comparative study with known techniques. *FIIIB Business Review*, 13(5), 553–569. <https://doi.org/10.1177/23197145221099098>
- Shimul, A. S., & Phau, I. (2018). Consumer advocacy for luxury brands. *Australasian Marketing Journal*, 26(3), 264–271. <https://doi.org/10.1016/j.ausmj.2018.05.016>
- Singh, N., & Nigam, S. (2021). Value-based segmentation of Generation Z women consumers of India: Replication and validation of model. *Prabandhan: Indian Journal of Management*, 14(10), 8–23. <https://doi.org/10.17010/pijom/2021/v14i10/166641>
- Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer–brand identification. *International Journal of Research in Marketing*, 29(4), 406–418. <https://doi.org/10.1016/j.ijresmar.2012.06.001>
- Suwarsi, S., Fauzan, N., & Fahzaria, N. A. (2024). Amplifying brand advocacy through an evolving trend in the future research: Bibliometric analysis. *Revista De Gestão Social E Ambiental*, 18(2), Article ID e04893. <https://doi.org/10.24857/rgsa.v18n2-074>
- 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>
- Ubgade, P. N., & Joshi, S. (2022). A review of brand anthropomorphism: Analysis of trends and research. *Prabandhan: Indian Journal of Management*, 15(10), 47–62. <https://doi.org/10.17010/pijom/2022/v15i10/172408>

- Urban, G. L. (2004). The emerging era of customer advocacy. *MIT Sloan Management Review*. <https://sloanreview.mit.edu/article/the-emerging-era-of-customer-advocacy/>
- Vishnoi, S. K., Akhter, S., Bagga, T., & Mittal, A. (2023). Modeling the determinants of brand loyalty using PLS-SEM: A study of automobile customers in emerging economies. *Indian Journal of Marketing*, 53(12), 27–44. <https://doi.org/10.17010/ijom/2023/v53/i12/173352>
- Vishnoi, S. K., Bagga, T., & Virmani, N. (2025). The essence of marketing intelligence research highlights from 1962 to 2021. *International Journal of Electronic Marketing and Retailing*, 16(1), 39–66. <https://doi.org/10.1504/IJEMR.2025.142896>
- Wilk, V., Soutar, G. N., & Harrigan, P. (2020). Online brand advocacy (OBA): The development of a multiple item scale. *Journal of Product & Brand Management*, 29(4), 415–429. <https://doi.org/10.1108/JPBM-10-2018-2090>
- Wilk, V., Soutar, G. N., & Harrigan, P. (2021). Online brand advocacy and brand loyalty: A reciprocal relationship? *Asia Pacific Journal of Marketing and Logistics*, 33(10), 1977–1993. <https://doi.org/10.1108/APJML-05-2020-0303>
- Wong, A. (2023). How social capital builds online brand advocacy in luxury social media brand communities. *Journal of Retailing and Consumer Services*, 70, Article ID 103143. <https://doi.org/10.1016/j.jretconser.2022.103143>
- Wong, A., & Hung, Y.-C. (2023). Love the star, love the team? The spillover effect of athlete sub brand to team brand advocacy in online brand communities. *Journal of Product & Brand Management*, 32(2), 343–359. <https://doi.org/10.1108/JPBM-01-2022-3824>

About the Authors

Sabeena Yousuf is a Research Scholar pursuing her Ph.D. from the Department of Management Studies, Faculty of Management Studies, Jamia Millia Islamia, New Delhi. Her research interests include consumer behavior, digital marketing, brand management, impulse buying behavior, and marketing analytics.

Saiyed Wajid Ali is a Professor at the Department of Management Studies, Faculty of Management Studies, Jamia Millia Islamia, New Delhi, with over 25 years of teaching experience with specialization in the field of marketing and quantitative techniques. He teaches product and brand management, marketing research, management statistics, and operations research.