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## From Emotion to Intention: Mapping the Evolution of Brand Love Research Through a Systematic Literature Review

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### Abstract

This study aims to identify, analyze, and systematically synthesize the intellectual and empirical development of brand love research from 2016 to 2024. The novelty of this review lies in its integrative approach that not only maps how the construct has evolved conceptually and methodologically across 43 Scopus-indexed journal articles, but also distinguishes itself from previous reviews by combining a PRISMA-guided screening procedure with bibliometric visualization to uncover deeper thematic structures. Using PRISMA as the primary protocol, the article selection process was carried out transparently and stepwise, complemented by bibliometric analyses in VOSviewer that reveal emerging clusters and patterns of scholarly interconnections. The findings indicate that brand experience, brand trust, and customer engagement consistently function as dominant antecedents and outcomes within brand love research. Recent studies also emphasize the growing role of digital platforms and emotional authenticity in shaping stronger consumer-brand relationships. Overall, this review clarifies the theoretical progression of brand love from emotional attachment toward behavioral intention and offers an enhanced research agenda that advances cross-cultural and digital marketing perspectives.

#### KEYWORDS

brand love; brand relationships; purchase intention; systematic literature review.

### Introduction

In recent decades, the concept of brand love has become a major focus in marketing research because it explains the deep emotional connection between consumers and brands, which strongly influences loyalty, advocacy, and long-term relationships (Loureiro et al., 2024). This phenomenon marks a paradigm shift in modern marketing strategies, where competition between brands no longer rests only on functional advantages, but also on the ability of brands to build strong emotional connections with their consumers (Paruthi et al., 2023). Brand love reflects a consumer's feelings of affection, attachment, and strong pleasure toward a brand that becomes part of their identity (Wijaya et al., 2024). Thus, understanding and managing brand love is key for companies in creating sustainable emotional value and competitive differentiation in the market.

Concept brand love in marketing science was first introduced systematically by Carroll & Ahuvia (2006) (Ismail & Spinelli, 2012) and then reinforced by a number of empirical studies showing that brand love has a positive influence on customer loyalty, recommendation behavior, and repeat purchases ((Ismail & Spinelli, 2012). Brand love does not just describe a love for the brand, but a form of emotional attachment that goes beyond traditional loyalty. (Loureiro et al., 2024) affirms that Brand Love It is a form of deep and positive emotional connection, which creates an incentive for consumers to remain loyal even when the brand is lacking. This is reinforced by the findings (Schuller et al., 2023) that Brand Love Encourage emotional alignment between brand identity and consumer personal values, thereby building strong long-term loyalty.

Recent studies have further confirmed the importance of brand love in influencing consumer purchasing behavior. Research results (Gaber et al., 2021) and research (Kancherla et al., 2023) shows that brand love have a positive and significant effect on purchase intention. These findings confirm the important role Brand Love as an emotional factor that determines purchasing decisions, especially in the context of brand competition in an increasingly dense and dynamic digital era. However, behind these findings, there is a complexity that demands a deeper understanding. Factors that shape brand love such as customer experience (Rodrigues et al., 2023), brand identity (Kim et al., 2023), as well as cultural contexts (Barbosa et al., 2024), showing that brand love is not universal, but rather is strongly influenced by the social environment and the characteristics of a particular market. The implications for consumer behavior are also diverse, ranging from increased brand loyalty (Malhotra, 2022) to the expansion of the effect word of mouth (Valenzuela Quintero & Bellon Álvarez, 2023). However, cross-cultural studies (Hashem et al., 2024) and across industry sectors (Klabi & Meshari, 2023) is still relatively limited, thus opening up space for systematic research to further explore existing conceptual and methodological gaps.

Although research on brand love has expanded rapidly, existing reviews have not sufficiently addressed how the construct evolves within digitalized consumer environments. Most prior reviews emphasize traditional antecedents and consumer-brand relationships but overlook emerging developments such as digital platforms, emotional authenticity, and technology-mediated engagement. As a result, there remains a critical gap in understanding how brand love operates in contemporary digital contexts.

This research was designed using the Systematic Literature Review (SLR) to provide a comprehensive mapping of trends, patterns, and research directions brand love. This approach allows identification of scientific developments, research gaps, as well as theoretical and practical contributions that have been generated in previous literature. Based on the above phenomenon and research gap, the research questions (RQ) asked are as follows:

RQ1: What is the trend of brand love research publications in recent years?

RQ2: What is the antecedents, outcomes, and methodological in brand love research?

RQ3: How is the conceptual structure of brand love research mapped?

RQ4: What are the main findings of previous brand love studies?

RQ5: How does the current literature reveal existing research gaps related to brand love?

RQ6: How does brand love research contribute theoretically to the development of marketing science?

RQ7: What are the practical implications derived from brand love research findings?

RQ8: How should future brand love research be directed based on previous developments?

Thus, this study aims to identify, analyze, and systematically synthesize the results of previous research related to brand love. Through the Systematic Literature Review (SLR) approach, this study seeks to develop a deeper and integrated understanding of the development, relevance, and evolution direction of brand love research in the future. Theoretically, this research is expected to strengthen the conceptual foundation of emotion-based marketing studies through mapping the relationship between brand love and key variables. Meanwhile, practically, the results of this study provide strategic insights for marketers and business people to design brand communication and build more authentic and sustainable customer relationships. Thus, this research not only plays a role in enriching the academic treasures of brand love, but also offers an applicative guide for the development

of emotional marketing strategies in the digital era.

## Methods

This study employs a Systematic Literature Review (SLR) to comprehensively examine and synthesize existing research on brand love. This SLR research approach uses a guide *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) (Page et al., 2021). The PRISMA method is used to identify and eliminate studies that are relevant and irrelevant to the research. PRISMA is designed to improve openness and quality in literature review reports (Moher et al., 2009).

The PRISMA approach was selected because it provides a structured and transparent framework for identifying, screening, evaluating, and reporting studies in a systematic literature review. The method ensures that each step of the selection process follows clear, replicable procedures, thereby reducing bias and enhancing the rigor of the review. PRISMA is widely recognized as the most appropriate protocol for systematic evidence synthesis, as it aligns with the systematic nature of this study by organizing the flow of information from initial record identification to final article inclusion. By adopting PRISMA, this review ensures methodological transparency, traceability, and accountability in reporting how the final articles was obtained.

The SLR was conducted using the PRISMA approach by retrieving and screening articles indexed in Scopus. The first search using the keyword "brand love" without limiting the type or source to include all relevant studies, both previous and recent. The initial search for documents about brand love in Scopus is not limited by the initial year of research on brand love but is limited to the final year, which is only until 2024. The reason for limiting it to 2024 and not taking data for 2025 is because this research was conducted in mid-2025, while the 2025 data in Scopus continues to increase in number every time it is accessed. So it is considered more objective if it only takes data until 2024 because the number is fixed.

Analysis data at Scopus shows that research on brand love has been conducted since 2006 and continues to increase in number until 2024. The total research on brand love in Scopus from 2006 to 2024 is 753 documents. This number is the total population of the systematic literature review (SLR) study on brand love. However, given the time and resource limitations, the amount must be eliminated using the PRISMA method so that it becomes a sample with a smaller amount that can be reached for more in-depth analysis.

The next step is the elimination process by limiting certain parts in Scopus to find the final sample to be studied. Limitations in Scopus include subject area, document type, publication stage, keyword, source type, language and Open Access.

Based on figure 1, the process of identifying and selecting articles in this study was carried out using a Scopus.com database to search for relevant literature related to the concept of "Brand Love". The search was conducted by the keyword "Brand Love" in the publication time range between 2006 to 2024, which resulted in a total of 753 articles. Of these, 319 articles were issued because they were not in the form of scientific articles, were not written in English, and did not match the specified keywords.

An advanced screening process was carried out to select relevant articles, focusing on English-language articles and using specific keywords, resulting in 434 articles. Furthermore, selection is made based on relevant subject areas, namely business, management, and accounting, as well as articles that have reached the final publication stage. At this stage, a total of 228 articles were issued, leaving 331 articles for further analysis.

The final selection was made to select articles available in the gold open access category, resulting in 43 articles. After finding 43 research documents published in Scopus, the

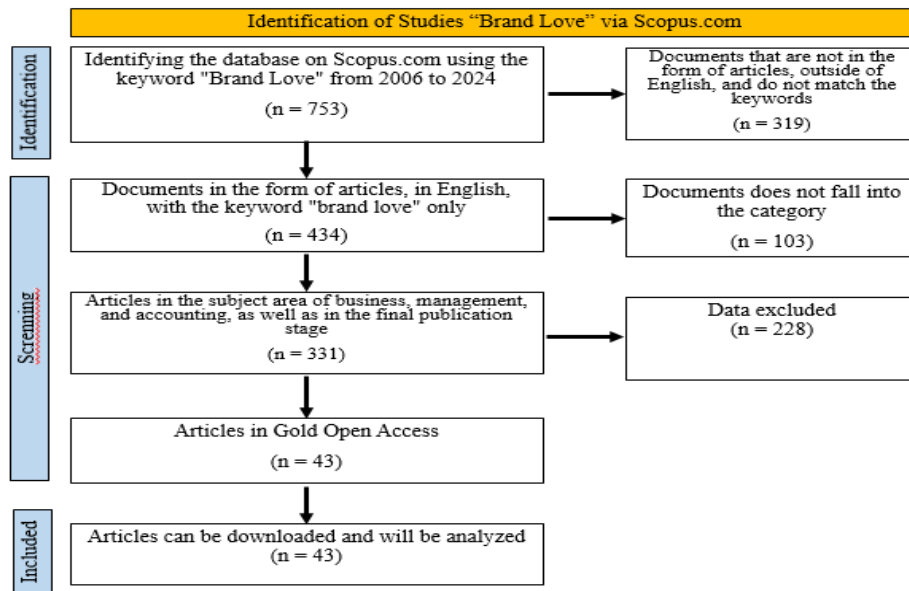


Figure 1. PRISMA Flow Diagram

Table 1. Inclusion and Exclusion Criteria Used in the Study Selection Process

Criteria Category	Inclusion Criteria	Exclusion Criteria
Publication Type	Peer-reviewed journal articles indexed in Scopus	Conference papers, book chapters, theses/dissertations, working papers, non-peer-reviewed sources
Document Access	Articles available in full text	Abstract-only publications or inaccessible full texts
Language	English-language publications	Non-English publications
Time Range	Studies published between 2006 and 2024	Studies published before 2016 and after 2024
Conceptual Focus	Articles that examine brand love as a primary or core construct	Articles that only mention brand love superficially without conceptual or empirical focus
Data Source	Empirical or conceptual studies published in reputable academic journals	Non-academic sources (blogs, magazines, websites, industry reports)
Final Dataset	A total of 43 eligible articles that met all inclusion criteria from 2016–2024	Articles excluded through PRISMA screening

process of downloading each article was then carried out. In the end, a total of 43 articles were successfully downloaded and will be analyzed as relevant data sources for this study. This rigorous selection process ensures that only relevant, high-quality, and accessible articles are used in further analysis. This elimination process is a methodical process PRISMA submitted by (Page et al., 2021).

Figure 1. PRISMA flow diagram illustrating the identification, screening, eligibility assessment, and final inclusion of studies in this Systematic Literature Review. The process began with the retrieval of records from Scopus, followed by the removal of duplicates and the application of predefined inclusion and exclusion criteria. After full-text assessment, a total of 43 articles published between 2016 and 2024 met all criteria and were included in the final synthesis.

To ensure transparency and methodological rigor in the study selection process, the predefined inclusion and exclusion criteria used in this Systematic Literature Review are presented in Table 1. These criteria guided the screening and eligibility assessments conducted under the PRISMA approach.

The application of these criteria resulted in a final dataset of 43 eligible articles published between 2016 and 2024, which formed the basis of the subsequent analysis and synthesis. After finding 43 relevant research articles on brand

love, the next step is to read each article thoroughly to find information related to this systematic literature review research question. Each article is then coded by noting: the author's name, the name of the publisher's journal, the year of publication, the theory used, the research method, context, findings, research gap, practical implications of the research, and future research. This coding process was carried out to identify the relevant articles and article content needed in this study.

## Result and Discussion

### Analysis of Year, Number of Publications and Researchers of Brand Love

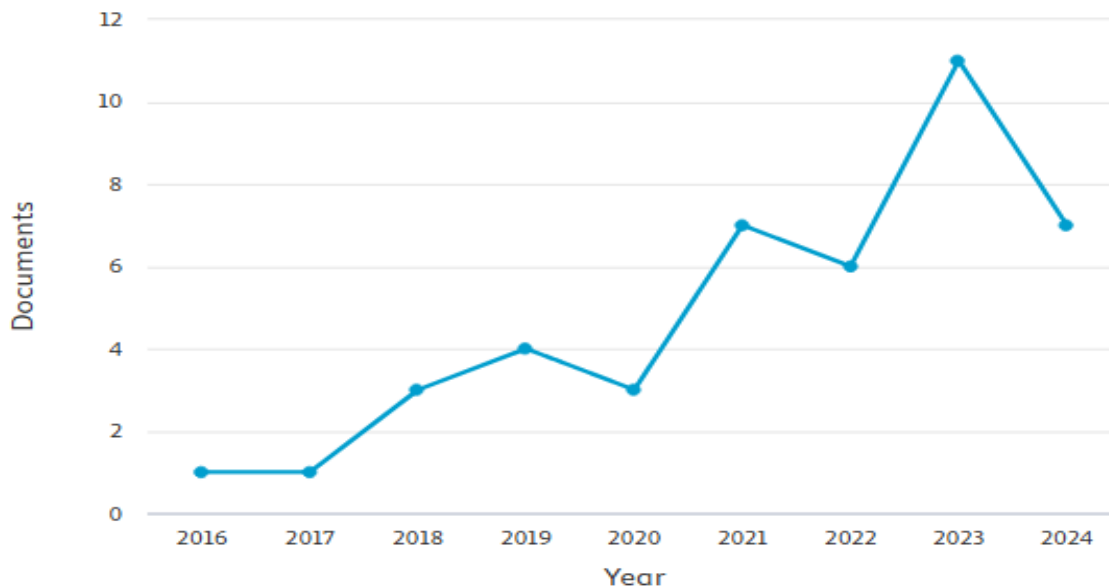
Research on brand love has expanded considerably in recent years, indicating a sustained and growing academic interest in understanding how consumers develop emotional bonds with brands. However, based on data from 43 articles from Scopus that were successfully identified, it shows that there is a fluctuating increase in the number of research on brand love based on the year of publication. The number of documents based on the year of publication can be seen in the table below:

**Table 2.** Number of "Brand Love" Articles by Year of Publication

Years	TP	Authors
2024	7	(AlRoshoud & El-Gohary, 2024); (Barbosa et al., 2024); (Hashem et al., 2024); (Loureiro et al., 2024); (Panduro-Ramirez et al., 2024); (Thoa & Cuong, 2024); (Wijaya et al., 2024)
2023	11	(Arun Kumar et al., 2023); (Audria et al., 2023); (Harjadi et al., 2023); (Kim et al., 2023); (Klabi & Meshari, 2023); (Mayasari et al., 2023); (Paruthi et al., 2023); (Rodrigues et al., 2023); (Schuller et al., 2023); (Sukaatmadja et al., 2023); (Valenzuela Quintero & Bellon Álvarez, 2023)
2022	6	(Maduretno & Sheellyana Junaedi, 2022); (Malhotra, 2022); (Ferreira et al., 2022); (Liebl et al., 2022); (Özbek & Tor-Kadioğlu, 2022); (Suyoto & Tannady, 2022)
2021	7	(Alamoudi & Alharthi, 2021); (Faridi & Naushad, 2021); (Gaber et al., 2021); (Madadi et al., 2021); (Pillay, 2021); (Pornsrimate & Khamwon, 2021); (Santos & Schlesinger, 2021)
2020	3	(Abdelwahab et al., 2020); (Delgado-Ballester et al., 2020); (Le, 2020)
2019	4	(Ferreira et al., 2019); (Gómez-Suárez, 2019); (Monteiro et al., 2019); (Salem et al., 2019)
2018	3	(Giovanis & Athanasopoulou, 2018); (Keshtidar et al., 2018); (Kolomiets et al., 2018)
2017	1	(Delgado-Ballester et al., 2017)
2016	1	(Maisam & Mahsa, 2016)
<b>Grand Total</b>	<b>43</b>	<b>Articles</b>

Note: TP; Total Publications

**Documents by year**



**Figure 2.** Scopus Analyze by Year

**Table 3.** Publication of the Brand Love Research in the Scopus Journal

Source Title	TP	Source Title	TP
Spanish Journal of Marketing Esic	8	Insurance Markets and Companies	1
Innovative Marketing	5	International Journal of Business and Society	1
Administrative Sciences	3	International Journal of Customer Relationship Marketing and Management	1
Cogent Business and Management	3	International Journal of Professional Business Review	1
Management and Marketing	2	Journal of Competitiveness	1
Uncertain Supply Chain Management	2	Journal of Eastern European and Central Asian Research	1
Acta Commercii	1	Journal of Indonesian Economy And Business	1
Annals of Applied Sport Science	1	Journal of Management and Business Administration Central Europe	1
Engineering Economics	1	Journal of Theoretical and Applied Electronic Commerce Research	1
European Journal of Management and Business Economics	1	Markets and Business	1
Gadjah Mada International Journal of Business	1	Polish Journal of Management Studies	1
Global Business and Finance Review	1	Brasileira Marketing Magazine	1
Textile Industry	1	Tourism and Management Studies	1
<b>Grand Total</b>		<b>43 items</b>	

Note: TP (Total Publications);

**Table 4. Brand Love Research by Country**

Country	TP	Country	TP
Indonesia	7	Egypt	1
Spain	6	Greece	1
Portugal	5	Jordan	1
Saudi Arabia	4	Malaysia	1
India	3	Mexico	1
United States	3	Netherlands	1
Brazil	2	Peru	1
Colombia	2	Poland	1
Czech republic	2	Qatar	1
Iran	2	South Africa	1
Thailand	2	Turkey	1
Vietnam	2	United Kingdom	1
Austria	1	<b>Grand Total Articles</b>	<b>43</b>

Note: TP: Total Publications

Based on [table 2](#) displayed, the data provides information on the number of articles produced or collected every year from 2016 to 2024, with a total of 43 articles. From 2020 to 2024, there has been a significant increase in the number of articles recorded. Among these years, 2020 reported the lowest number of publications, with only three articles identified. However, that number increased sharply in 2023 with 11 articles, making it the year with the highest number of articles in the entire period. In 2024, the number of articles will decrease slightly to 7 articles.

For the previous period, namely 2016 to 2019, the number of articles recorded was relatively lower compared to the following years. The years 2016 and 2017 produced only 1 article each, which is the lowest figure during the period covered. Meanwhile, in 2018 and 2019, the number of articles increased to 3 and 4 articles respectively.

Overall, the trend in the publication of this brand love article shows an increase in research or publication over time, especially after 2020. This may reflect an increase in administrative, research, or publication activity or needs over the past few years. With a total of 43 articles in a span of 9 years, the average number of articles generated each year is about 4-5 articles, although there are significant fluctuations as shown in [figure 2](#).

**Brand Love Research Publications**

Research on brand love has been published in several well-known journals both registered in Scopus and outside of Scopus. Especially for this research, at least 26 sources of Scopus journals were found that published 43 articles on the results of the analyzed brand love research.

[Table 3](#) shows the distribution of articles related to brand love based on journal sources with a total of 43 articles from various academic journals. From the table, it can be seen that the Spanish Journal of Marketing Esic, and Innovative Marketing are the journals with the most contributions, contributing 8 and 5 articles, respectively. This shows that both journals have a significant focus on topics related to marketing and consumer behavior, particularly in the exploration of the concept of brand love.

Publication in the journal Administrative Sciences; Cogent Business and Management contributed 3 publications each, while the journals Management and Marketing, and Uncertain Supply Chain Management each had 2 publications of brand love articles. Meanwhile, there are 22 other journals that each contribute 1 article. The diversity of journals that contribute to this article reflects the broad interest of the scientific community in the topic of brand love which is studied through

various disciplinary perspectives, ranging from management, marketing, to economics. This distribution also demonstrates the importance of the topic of brand love in the context of an ever-evolving global marketing, where this research is adopted by various journals with a cross-disciplinary orientation.

**Brand Love Research by Country**

The topic of brand love has been researched in several different countries around the world. In the 43 data from the research results that were successfully analyzed, 25 different countries were found to be researching related to this brand love.

[Table 4](#) provides an overview of the distribution of articles related to brand love by country of origin with a total of 43 articles. Indonesia was recorded as the country with the highest contribution, producing 7 articles, followed by Spain with 6 articles and Portugal with 5 articles. This suggests that research related to brand love is quite popular in Indonesia and European countries such as Spain and Portugal, which may reflect the high academic interest in this topic in the region.

Other countries such as Saudi Arabia (4 articles), India (3 articles), and the United States (3 articles) have also made significant contributions to the development of brand love literature. In addition, a number of other countries contributed 1-2 articles each, including Thailand, Vietnam, Brazil, and Malaysia. The spread of this article shows that the brand love research has a global appeal that spans various continents, from Asia, Europe, to America. This diversity reflects the universal relevance of the topic of "Brand Love" in the context of cross-cultural marketing, while also demonstrating the contribution of the international academic community to the development of theory and practice related to this topic.

**Mapping Emotional Antecedents, Brand Outcomes and Methods in Brand Love Research**

Recent studies on brand love increasingly highlight how emotional antecedents shape consumers' attachment to brands and how this attachment leads to meaningful behavioral outcomes. To capture these contemporary developments, this SLR maps the key emotional antecedents, brand outcomes, and methodological approaches used in recent research.

The review focuses specifically on studies published in 2023 and 2024, as these represent the most current theoretical and methodological advancements. Although the initial screening identified 43 relevant studies, including all of them in one table would be redundant and impractical. Limiting the synthesis to the most recent two years ensures a clearer, more focused presentation of the latest scholarly trends. The following [table 5](#) presents a concise overview of emotional antecedents, brand outcomes, and research methods from these recent contributions.

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**Table 5.** Antecedent, Outcome and Method in Brand Love Research

Authors & Year	Emotional Antecedents	Brand Outcome	Method
(Wijaya et al., 2024)	Attitude, perceived risk, service quality	Brand love, trust, revisit intention	Quantitative, SPSS & PLS-SEM
(Loureiro et al., 2024)	Mass/niche brand coolness, attitude toward the brand	Brand love, brand loyalty	Panel study, experimental survey
(Barbosa et al., 2024)	Emotional connection, positive engagement in social media reviews	Brand love, customer advocacy/defense	Qualitative
(AlRoshoud & El-Gohary, 2024)	Perceive quality, brand trust, brand love, brand awareness,	brand image, brand loyalty, brand advocacy	Meta-analytic SEM (MASEM)
(Hashem et al., 2024)	Empathy, two-way communication, social influence, happiness, trust, brand love	Resistance to negative information in social media, eWOM, willingness to pay more	Quantitative, PLS-SEM,
(Panduro-Ramirez et al., 2024)	Trust, communication, management, commitment, conflict	Brand love	Quantitative, PLS-SEM,
(Thoa & Cuong, 2024)	Brand experience	Brand love, brand loyalty, eWOM	Quantitative, PLS-SEM,
(Mayasari et al., 2023)	Social media marketing	Brand love, brand centrality, repurchase intention	Quantitative, PLS-SEM,
(Paruthi et al., 2023)	Brand relationship quality, consumer community identification	Customer engagement, brand love, positive word-of-mouth	Quantitative, PLS-SEM
(Klabi & Meshari, 2023)	Self-image congruence, price perception	Brand love	Quantitative, PROCESS macro on SPSS
(Rodrigues et al., 2023)	Brand attachment, brand satisfaction	Brand love, brand loyalty, brand WOM	Quantitative, PLS-SEM
(Sukaatmadja et al., 2023)	Brand image, tourist experience, destination quality	Brand love, WOM, recommendation, revisit intention	Quantitative, PLS-SEM
(Kim et al., 2023)	Brand love, brand preference, brand loyalty	Repurchase intention	Quantitative, survey
(Audria et al., 2023)	Fan page interaction, sense of brand community	Brand love	Conceptual, deductive reasoning
(Harjadi et al., 2023)	Brand authenticity, brand identification, brand experience	Brand love, brand loyalty	Quantitative, PLS-SEM
(Schuller et al., 2023)	Brand trust, brand love, customer Experience, consumer price perception	Word of mouth, electronic word of mouth	Qualitative study
(Valenzuela Quintero & Bellon Álvarez, 2023)	Brand love, Brand experience	Brand loyalty	Quantitative, survey
(Arun Kumar et al., 2023)	Switching intention	Switching behavior, brand love,	Quantitative, Survey, SPSS

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research has a global appeal that spans various continents, from Asia, Europe, to America. This diversity reflects the universal relevance of the topic of "Brand Love" in the context of cross-cultural marketing, while also demonstrating the contribution of the international academic community to the development of theory and practice related to this topic.

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contributions.

#### Emotional Antecedents in Brand Love Research

The studies summarized in [Table 5](#) demonstrate that the formation of brand love is consistently driven by a set of emotional antecedents that reflect consumers' psychological evaluations and experiential responses toward the brand. Several antecedents appear repeatedly across studies, particularly brand trust ([Panduro-Ramirez et al., 2024](#); [Rodrigues et al., 2023](#)), consumer experience ([Thoa & Cuong, 2024](#)), and perceived quality ([Wijaya et al., 2024](#)).

In addition, some studies highlight more socially embedded antecedents such as social influence, two-way communication, and empathy ([Hashem et al., 2024](#)), while others emphasize emotional engagement in digital platforms ([Barbosa et al., 2024](#)). The diversity of antecedents suggests that brand love is multidimensional, shaped not only by cognitive appraisals but also by relational, experiential, and community-driven emotions. This indicates a theoretical convergence toward the idea that brand love emerges from an interplay between individual-level emotional responses and social-interactive stimuli.

#### Brand Outcomes in Brand Love Research

[Table 5](#) reveals consistent patterns regarding the strategic outcomes of brand love. Nearly all studies emphasize its positive behavioral consequences, with brand loyalty emerging as the most frequently examined outcome ([Loureiro et al., 2024](#)).

Other recurring outcomes include word of mouth and electronic word of mouth (eWOM) ([Hashem et al., 2024](#)), as well as advocacy ([Barbosa et al., 2024](#)). These findings reinforce the well-established role of brand love as a powerful driver of voluntary consumer behaviors that extend beyond mere repurchase. Several studies also highlight higher-order outcomes, such as willingness to pay more ([Hashem et al., 2024](#)), resistance to negative information ([Hashem et al., 2024](#)), brand centrality ([Mayasari et al., 2023](#)), and revisit intention ([Wijaya et al., 2024](#)).

Collectively, these outcomes demonstrate that brand love contributes not only to transactional loyalty but also to social amplification and emotional resilience, solidifying its strategic significance for long-term brand performance.

#### Research Methods in Brand Love Research

From a methodological standpoint, the table indicates a strong dominance of quantitative approaches, particularly PLS-SEM. The majority of studies including ([Wijaya et al., 2024](#)), ([Panduro-Ramirez et al., 2024](#)), ([Thoa & Cuong, 2024](#)), ([Mayasari et al., 2023](#)), ([Paruthi et al., 2023](#)), ([Rodrigues et al., 2023](#)), and ([Sukaatmadja et al., 2023](#)) employ PLS-SEM to test causal relationships and assess the structural strength of antecedent–outcome pathways. This pattern suggests a methodological preference for variance-based structural equation modeling, which is consistent with the complex, multi-construct nature of brand love research.

Despite this dominance, [Table 5](#) also reflects methodological diversity:

- Qualitative studies ([Barbosa et al., 2024](#)) provide richer contextual insights into the emotional nuances of brand relationships.
- Meta-Analytic SEM (MASEM) ([AIRoshoud & El-Gohary, 2024](#)) strengthens generalizability by synthesizing cross-study effects.
- Experimental survey designs ([Loureiro et al., 2024](#)) introduce causal inference and enhance internal validity.
- PROCESS macro-based analysis ([Klabi & Meshari, 2023](#)) adds methodological variation by focusing on mediation-moderation mechanisms.

This methodological heterogeneity suggests a maturing research area where scholars employ multiple lenses to deepen understanding, yet the predominance of PLS-SEM reflects a continued reliance on structural modeling for theory testing.

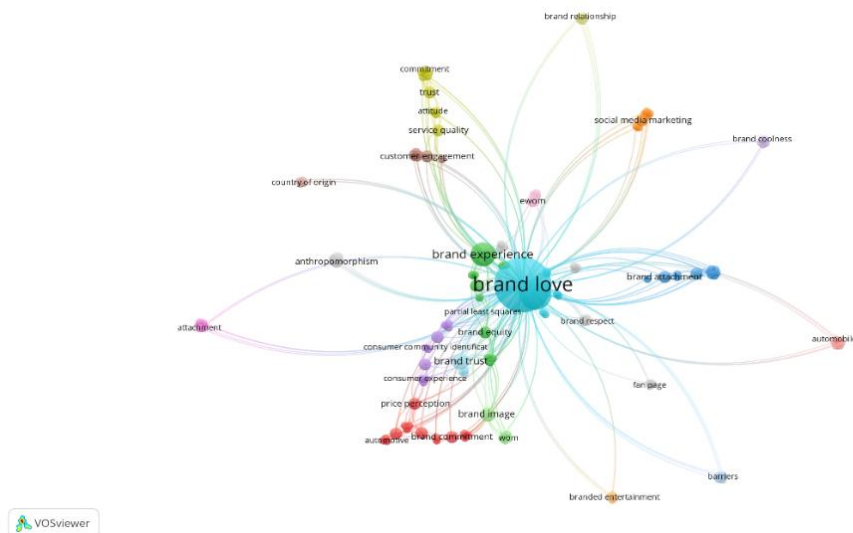
#### Conceptual Mapping of Brand Love Research

The results of the VOSviewer analysis in [figure 3](#) show a conceptual mapping that shows how research on brand love forms a complex and interconnected knowledge ecosystem. At the center of the map, brand love emerges as the largest and most dominant node, signaling its position as a core theme in the study of consumer behavior. From this central point, various other concepts spread out such as brand experience, brand trust, customer engagement, and brand relationship, illustrating that love for a brand is born from a combination of experience, trust, and emotional involvement. This inter-conceptual relationship shows that brand love is not only interpreted as a spontaneous feeling, but as the result of a long psychological and social process, in which consumers build a closeness to the brand through repetitive and meaningful experiences.

Furthermore, the network shows that brand love has expanded beyond traditional emotional relationships and is now firmly rooted in the digital context. Terms such as social media marketing, eWOM, and consumer community describe how consumer interaction in the online space has become a new ground for the emergence of emotional attachments to brands. Empirical evidence in digital marketplace contexts also demonstrates that e-service quality and product brand perception enhance customer satisfaction and trust, which subsequently influence behavioral and repurchase intentions ([Miranti & Syah, 2023](#)). Love for brands is no longer limited to the personal relationship between consumers and products, but is also influenced by social communication, community participation, and exposure to other people's experiences on social media. This phenomenon signifies an important shift in the understanding of brand love from something individual to something that is formed collectively in an interactive digital space.

In addition to the emotional and social aspects, this map also shows the symbolic and cognitive dimensions of brand love. Concepts such as brand coolness, price perception, brand image, and brand equity show that consumers' attachment to brands is not only based on feelings, but also on the values, image, and meaning of self-identity inherent in the brand. Some other terms such as anthropomorphism and attachment even show how consumers personify brands and establish a relationship as if with a human. This overall visual structure strengthens the understanding that brand love is a multidimensional phenomenon of a combination of emotions, perceptions, values, and self-expression that continues to evolve along with changes in consumer behavior in the digital era.

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**Figure 3.** Conceptual Network Visualization of Brand Love Research Landscape

In addition to the emotional and social aspects, this map also shows the symbolic and cognitive dimensions of brand love. Concepts such as brand coolness, price perception, brand image, and brand equity show that consumers' attachment to brands is not only based on feelings, but also on the values, image, and meaning of self-identity inherent in the brand. Some other terms such as anthropomorphism and attachment even show how consumers personify brands and establish a relationship as if with a human. This overall visual structure strengthens the understanding that brand love is a multidimensional phenomenon of a combination of emotions, perceptions, values, and self-expression that continues to evolve along with changes in consumer behavior in the digital era.

**Research Results on Brand Love**

Based on an analysis of a number of recent studies, brand love proven to have a significant role in building a strong emotional connection between consumers and brands, with a clear impact on brand loyalty, customer engagement, and positive consumer behavior. Brand love serves as a key emotional factor that drives consumers to be more committed to the brand, increasing repurchase intent, as well as facilitating advocacy behaviors such as word-of-mouth The positives (Liebl et al., 2022; Özbek & Tor-Kadioglu, 2022). Research by (Panduro-Ramirez et al., 2024) affirms that relationship marketing dimensions, such as trust, commitment, communication, and conflict management, contribute greatly to brand love, with trust being the most dominant element in the banking sector, particularly in emerging markets. These results show that a trust-building strategy is essential in strengthening brand love and building customer loyalty in the banking industry. Consistent with this, customer satisfaction has been identified as a key determinant of loyalty and trust, confirming that perceived value and service quality shape long-term consumer relationships (Syah et al., 2022).

Brand love was also found to have a significant influence on consumer satisfaction and intention to stay loyal to the brand, especially when the emotional connection is based on positive experiences and trust in the brand (Ferreira et al., 2019; Gómez-Suárez, 2019). In the adventure tourism sector, research by (Wijaya et al., 2024) shows that factors such as consumer attitudes, perceived risks, and service quality affect brand love, which in turn plays an important role in mediating revisit intentions. These findings confirm that a positive consumer experience can strengthen their emotional

attachment to a brand, which ultimately increases the intention to repeat purchases or visits.

Moreover brand love contributes to increasing consumers' attachment to brands through elements such as brand identification and consumers' perception of the quality of their relationship with the brand. This emotional engagement not only drives more consistent purchasing behaviors but also strengthens brand equity in the long run (Gaber et al., 2021a; Monteiro et al., 2019; Salem et al., 2019). (Thoa & Cuong, 2024) also identifies that brand experience plays a role in facilitating electronic word-of-mouth (eWOM) through mediation brand love and brand loyalty, especially in the sector of consumer use of electronics. This shows that brand love serves as an important link that integrates positive consumer experiences with online information-sharing behaviors, which in turn can improve brand visibility and reputation.

The role of empathy in the interaction between employees and customers has also been shown to contribute to the formation of brand love. Research by (Hashem et al., 2024) shows that the empathy shown by sales employees can increase customer happiness, which in turn affects trust and ultimately strengthens brand love in the automotive industry. In the context of social media, (Barbosa et al., 2024) found that consumers with a high emotional attachment to a restaurant brand are more likely to act as brand advocates, even when faced with negative reviews. These findings underscore the importance of brand love in mitigating the negative impact of online reviews and increasing customer engagement with brands.

In addition to emotional factors, cultural context also plays an important role in strengthening brand love. Cultural values that favor emotional connection and personalization strengthen the relationship between brand love and consumer loyalty (Pornsrimate & Khamwon, 2021; Santos & Schlesinger, 2021). This shows the importance of understanding cultural dynamics in designing marketing strategies based on brand love, especially in markets that have significant cultural differences.

Overall, these studies consistently show that brand love not only acts as a mediator between various antecedent variables such as trust, brand experience, and empathy, but also has a significant impact on customer loyalty, brand engagement, and other positive behaviors. Therefore, building and maintaining brand love is very strategic for brand sustainability in an increasingly competitive market. Brand love not only enhances long-term customer loyalty but also fosters a stronger affective bond that drives customer engagement and positive behavioral responses across different brand contexts.

### Gaps in Brand Love Research

Although brand love has become an increasingly popular concept in the study of consumer behavior, there are some gaps that still need to be addressed to deepen our understanding of this phenomenon. This gap covers a wide range of aspects, from understanding industry-specifics, to the role of social media, to the methodology used in research.

### Lack of Research on Specific Industries

Most research on Brand Love has predominantly examined consumer goods and service sectors, particularly in areas such as retail, fashion, hospitality, and food and beverage, while other industries remain underexplored. However, research on brand love remains limited in several specific industries, including banking, tourism, consumer electronics, as well as digital and luxury sectors. For example, research by (Panduro-Ramirez et al., 2024) and (Barbosa et al., 2024) shows that brand love plays an important role in building customer loyalty in the banking and restaurant sectors, but not many have explored how to Brand Love Interact with the unique elements of the industry, such as the influence of negative reviews on social media or different market dynamics. Further study on Brand Love In these sectors, it can provide deeper insights into how emotionally-based strategies can be leveraged to increase customer engagement in niche markets (Monteiro et al., 2019; Pornsrimate & Khamwon, 2021). Therefore, more specific and contextual research on Brand Love in various sectors is urgently needed.

### Gaps in Understanding the Role of Social Media

Social media has become a very important tool in strengthening brand love through customer engagement and brand community building. However, research on the influence of social media platforms on Brand Love still limited. Most studies have not adequately explained how certain platforms such as Fan Pages, Instagram, or Twitter played a role in the formation of Brand Love and interaction with online communities across a wide range of sectors. In addition, the development of digital technologies, such as artificial intelligence (AI)-based personalization and the use of virtual environments, has also not been widely explored in relation to Brand Love (Alamoudi & Alharthi, 2021; Audria et al., 2023). A better understanding of how social media and digital technologies affect consumer-brand relationships will be invaluable in the ever-evolving context of digital marketing.

### Unexplained Mediators and Moderators

One of the important gaps in the literature is the limited understanding of the role of mediators and moderators in the relationship between background (such as brand experience and trust) with brand love. While research has shown that brand trust and experience serve as key mediators in these relationships, there are still many aspects that need to be explored more deeply, including the relationship between brand love and variables such as loyalty, risk perception, and electronic engagement (eWOM) (Hashem et al., 2024; Thoa & Cuong, 2024). In addition, moderator factors, such as culture or conspicuous consumption levels, also require further attention in future research (Loureiro et al., 2024). Research that integrates these variables can enrich the existing literature and provide deeper insights into relationship dynamics brand love.

### Emerging Market Context and Local Culture

Most research on brand love focuses on developed markets, while emerging markets are often overlooked. Studies conducted by (Panduro-Ramirez et al., 2024) and (Wijaya et al., 2024) shows that Brand Love and relationship marketing plays a very important role in building customer loyalty in emerging markets, such as in Peru and Indonesia. However, there is still a lack of research that integrates

elements of local culture and market conditions to understand how Brand Love can be strategically adapted in that context. Cultural differences can affect consumers' perceptions of brands and how they interact emotionally with them, so a broader cross-cultural study is needed to understand the dynamics Brand Love in emerging markets (Le, 2020; Salem et al., 2019).

### Limited Methodological Approach

Most research on brand love uses a survey-based quantitative approach and cross-sectional design, which only provides a snapshot of consumer emotions and behavior. Meanwhile, this approach has not allowed for a deep understanding of how brand love evolves over time. In-depth longitudinal studies are needed to investigate the long-term evolution of brand love, especially in the context of changing market dynamics and the long-term relationship between consumers and brands (Faridi & Naushad, 2021; Suyoto & Tannady, 2022). In addition, although some measurement scales Brand Love have been developed, consistency in operational definitions and cross-context validation is still a challenge (Ferreira et al., 2019; Liebl et al., 2022). Research focused on developing a more universal scale would be very beneficial to expand theoretical applications Brand Love in various industries and cultures.

### Limitations on Scale and Measurement of Brand Love

Although there has been an expansion of the measurement scale brand love, there are still challenges related to consistency in their definition and application across industries and cultural contexts. Some studies have shown that the measurement of brand love still varies, so further efforts are needed to develop and test a more universal scale that can be used widely (AlRoshoud & El-Gohary, 2024). Cross-industry and cross-cultural validation will ensure that measurement brand love can be applied effectively and provide relevant results in a variety of contexts.

These gaps suggest that there is still much room for further research that can broaden the theoretical and applicable understanding of brand love in various contexts. Future research can address this gap by exploring how brand love functions in different cultural contexts and industry sectors, elucidating the role of mediators and moderators, and exploring the impact of digital platforms on the formation of customer emotions. By addressing methodological and measurement challenges, as well as integrating new relevant variables, future research can provide more comprehensive and applicable insights into how brand love can be leveraged to increase consumer attachment and loyalty in the global marketplace.

### Theoretical Implication

The findings of this review contribute to a deeper theoretical understanding of brand love by demonstrating how the construct is shaped through multiple psychological and relational mechanisms suggested in major marketing and consumer behavior theories. First, the central role of emotional connection identified across studies reinforces the principles of the Brand Relationship Theory (Fournier, 1998), which posits that consumers develop human-like relational bonds with brands characterized by intimacy, commitment, and partner-like attachment. These findings confirm that brand love operates as a relational construct that mirrors interpersonal relationships, thereby expanding the theoretical foundation of consumer-brand relationship models.

Furthermore, the antecedent patterns observed in the reviewed literature are consistent with the Stimulus-Organism-Response (SOR) framework (Mehrabian & Russell, 1974), in which marketing stimuli such as brand experience, authenticity cues, and digital interactions (stimulus) evoke internal emotional states (organism) that evolve into behavioral outcomes including loyalty, advocacy, and purchase intentions

(response). Emotional authenticity highlighted in recent studies aligns with the Authenticity Theory (Kernis & Goldman, 2006), suggesting that perceived sincerity and self-congruence amplify the emotional intensity of brand love. Additionally, findings related to symbolic, hedonic, and utilitarian value reinforce the relevance of the Perceived Value Model (Babin et al., 1994; Zeithaml, 1988), indicating that brand love is not merely affective but also grounded in cognitive value assessments. Together, these theoretical alignments provide a more integrative perspective on brand love, showing how emotional, relational, cognitive, and contextual processes interact to shape strong consumer-brand bonds.

Research on brand love has made significant contributions to understanding the deep emotional connection between consumers and brands. Brand love, as a concept that has received growing scholarly attention in marketing research, is recognized not only for its role in strengthening consumer loyalty but also for fostering brand advocacy, whereby consumers willingly recommend the brand to others (Delgado-Ballester et al., 2020; Gómez-Suárez, 2019). Some studies highlight the importance of emotional attachment (emotional attachment) as the core of Brand Love, which can increase customer loyalty and strengthen long-term relationships with brands (Harjadi et al., 2023; Loureiro et al., 2024; Rodrigues et al., 2023).

Other studies have also identified that brand love can encourage other positive behaviors, such as a willingness to make recommendations (word-of-mouth) and brand advocacy (Audria et al., 2023; Sukaatmadja et al., 2023). These findings provide valuable insights for marketing practitioners in designing strategies that tap into the emotional dimension of consumers. Further, value factors such as symbolic and hedonistic values have been recognized as important elements in shaping brand love, as these values help create a meaningful brand experience, which in turn strengthens the emotional connection between consumers and brands (Mayasari et al., 2023; Schuller et al., 2023; Wijaya et al., 2024).

In addition, brand trust further reinforces the emotional bond between consumers and brands by sustaining long-term engagement. Trust in the brand can strengthen consumer engagement and extend the duration of the emotional relationship between the two (Barbosa et al., 2024; Kim et al., 2023). Therefore, Brand Love It is not just a phenomenon that occurs spontaneously, but rather the result of the complex interplay between brand values, consumer experience, and the element of trust that exists in the relationship.

One of the dimensions that is also important is the influence of digital platforms in shaping brand love. (Suyoto & Tannady, 2022) shows that Brand Love can have a significant effect on repurchase intent through e-commerce platforms, which signals the importance of digital interaction in strengthening an emotional connection with brands. (Le, 2020) and (Santos & Schlesinger, 2021) also highlights that consumer satisfaction with their experience as well as trust in brands can amplify the intensity of the Brand Love, thus fostering long-term mutually beneficial relationships.

In addition to emotional and experiential factors, contextual variables also play an important role in the formation Brand Love. Research by (Liebl et al., 2022) and (Özbek & Tor-Kadioğlu, 2022) suggests that a consistent positive experience with the brand can increase the intensity Brand Love, which in turn impacts the overall perception of brand value. In a global context, cultural and emotional elements such as nostalgia or cultural pride also contribute to the development of Brand Love. (Salem et al., 2019) and (Monteiro et al., 2019) reveals that Brand Love Not only is it a universal phenomenon, but it is also influenced by different contextual variables in each market.

## Managerial Implications

Research on Brand Love offers a range of managerial implications for brand managers and marketers to improve relationships with consumers. One key managerial implication is the importance of designing meaningful and immersive brand experiences to strengthen consumers' emotional attachment. The specific form of these experiences should be adapted to the characteristics of each industry and the maturity level of the market, ensuring greater relevance for both developed and emerging contexts. Brands can develop a marketing strategy that highlights the symbolic and hedonistic elements of their product or service to increase emotional appeal (Mayasari et al., 2023; Schuller et al., 2023; Wijaya et al., 2024). Additionally, building brand trust through transparent communication and consistent value delivery can help strengthen long-term relationships with consumers (Barbosa et al., 2024; Kim et al., 2023). This is in line with the finding that positive experiences and meaningful interactions can build ongoing brand love (Delgado-Ballester et al., 2020; Santos & Schlesinger, 2021).

Another key implication is the importance of leveraging brand love to stimulate consumer advocacy behaviors, including positive word-of-mouth and increased loyalty. This can be achieved by adopting a personalized approach in marketing communications and creating a brand experience that aligns with consumers' personal values (Audria et al., 2023; Sukaatmadja et al., 2023). The use of social media and digital platforms is also an important key in creating personal and relevant relationships with consumers, which is an essential element in building brand love in the digital age (Faridi & Naushad, 2021; Le, 2020; Pornsrimate & Khamwon, 2021). Additionally, brands that are able to meet the emotional and identity needs of consumers are more likely to build a loyal and proactive community of customers, especially if they integrate sustainability and social responsibility as part of their identity (Liebl et al., 2022; Özbek & Tor-Kadioğlu, 2022).

By understanding the key elements of brand love, companies can develop more effective marketing strategies, which not only improve relationships with consumers but also provide a competitive advantage in the market. Overall, research on brand love provides in-depth insights into how companies can build and leverage emotional relationships with consumers. Brand love, reinforced through symbolic values, brand trust, and consistent experiences, can serve as an effective marketing strategy to increase loyalty and maintain brand competitiveness in the market.

Moreover, the practical implications of this review extend beyond general strategic recommendations by providing theoretically grounded guidance for marketing managers. Insights supported by the Brand Relationship Theory suggest that managers should design relational programs such as loyalty ecosystems, co-creation initiatives, or community-building platforms that cultivate partner-like interactions with consumers. From an SOR perspective, managers must intentionally craft marketing stimuli that trigger positive emotional states, such as authenticity-driven messaging, immersive digital experiences, or value-rich content, to stimulate stronger affective responses leading to brand love. Additionally, insights from authenticity and perceived value theories indicate that marketers should ensure consistency between brand identity and brand actions, communicate genuine brand values, and optimize both hedonic and utilitarian benefits across the customer journey. These theoretically informed strategies offer actionable directions for practitioners seeking to transform emotional attachment into sustained loyalty, advocacy, and long-term brand equity.

## Future Research Recommendations

Although research on Brand Love has evolved, there is still a lot of room for further exploration to expand understanding in this field. One of the recommended areas is to explore the influence Brand Love in different cultural contexts. Future

research may explore how cultural norms and social values influence the formation and expression of brand love in different countries. In addition, adopting culturally sensitive methodologies such as cross-cultural comparative studies, multi-group analysis, or digital ethnography would provide deeper insights into how consumers in various cultural and digital contexts experience brand love (Gómez-Suárez, 2019; Harjadi et al., 2023; Kolomiiets et al., 2018; Rodrigues et al., 2023). In addition, further research is needed to investigate how demographic factors such as age, gender, and social status moderate the relationship between Brand Love and consumer behavior (Kim et al., 2023; Loureiro et al., 2024; Monteiro et al., 2019). This research can also help understand the sustainability of brand love in crisis situations, such as brand scandals or fierce competition, through an approach Longitudinal (Gaber et al., 2021a; Mayasari et al., 2023; Sukaatmadja et al., 2023).

Future studies may also focus on the influence of digital technology and social media in strengthening Brand Love. With the increasing use of social media as a platform for interaction between consumers and brands, research can explore how digital experiences affect emotional attachment and consumer loyalty (Alamoudi & Alharthi, 2021; Audria et al., 2023; Faridi & Naushad, 2021; Schuller et al., 2023). In addition, the influence of new technologies such as artificial intelligence and virtual reality is also interesting to study further in the context of management Brand Love (Liebl et al., 2022; Özbek & Tor-Kadioğlu, 2022). Other studies may explore how online communities can strengthen Brand Love through interactions between community members that create a shared emotional experience. By paying attention to these dimensions, future research can provide richer and more relevant insights into managing the relationship between brands and consumers, as well as broaden theoretical understanding of dynamics brand love in the modern era.

## Conclusion

This research provides a comprehensive overview of the journey and evolution of the concept of brand love in the marketing realm over the past two decades. Based on an analysis of 43 Scopus indexed articles, the results of the study show that brand experience, brand trust, and customer engagement are the most dominant variables that emerge as an antecedent and consequence of brand love. These findings confirm that love for a brand is not simply a spontaneous emotional response, but rather forms a strong psychological bridge between consumers and brands, which ultimately influences loyalty behavior and purchase intention. Supporting this perspective, satisfaction and trust have been shown to significantly influence revisit intentions, emphasizing that emotional and relational dimensions remain central in shaping consumers' future behaviors (Syah & Suyitno, 2025).

Theoretically, this study expands the understanding of consumer-brand relationship dynamics in the context of consumer-brand relationship, by highlighting how emotional attachment can develop into a sustainable form of affective loyalty. The shift in the focus of the literature from mere brand satisfaction to deeper emotional engagement shows that brand love has evolved into an important construct that connects the psychological, social, and behavioral realms of consumers in the all-connected digital age.

In addition, the results of this study have significant practical implications for marketers and business practitioners. A deep understanding of brand love can be the basis for companies to create more authentic communication strategies and more meaningful brand experiences. Marketing approaches that emphasize emotional honesty, shared values, and personalized experiences have proven to be more

effective in building strong emotional bonds between brands and their consumers. Therefore, brand love serves not only as an indicator of the effectiveness of brand image but also as a fundamental basis for fostering enduring customer relationships.

However, this study has limitations in the scope of data which is limited to Scopus indexed articles and specific publication periods. Therefore, future research is suggested to expand data sources, including Web of Science or Emerald Insight, as well as conduct cross-cultural and cross-industry analysis to enrich understanding of the context and determinants of brand love. Follow-up research can also utilize an integrated quantitative-qualitative approach to delve deeper into the emotional and social mechanisms behind the formation of brand love. Thus, the results of this research are expected to be a theoretical and practical basis for the development of more relevant, adaptive, and meaningful emotion-based marketing strategies in the digital marketing era.

Overall, this study offers a clear theoretical contribution by synthesizing the evolution of brand love within the broader consumer-brand relationship framework and clarifying how emotional, experiential, and relational mechanisms interact in digital and cross-cultural environments. Methodologically, the review is limited by its exclusive reliance on Scopus-indexed journal articles and its focus on a specific publication period, which may exclude relevant insights from other databases or qualitative explorations. Future studies are therefore encouraged to incorporate broader bibliographic sources such as Web of Science, Emerald, or Google Scholar, and to adopt qualitative or mixed-method approaches that can reveal deeper emotional processes underlying the development of brand love across diverse markets.

## Author contributions

Marselinus contributed to the overall development of the research, including conceptualization, framework design, analytical synthesis, and the finalization of the manuscript. Tantri Yanuar Rahmat Syah contributed to the writing of the Introduction and the development of the Methodology section, ensuring clarity of research direction and methodological rigor. Unggul Kustiawan contributed substantially to the descriptive analysis, VOSviewer data visualization, and the formulation of the key research findings. Meanwhile, Regina Deka Sofia contributed to the development of the Discussion, the writing of the Conclusion, and the preparation of the Abstract to ensure that the study's results were presented comprehensively and coherently.

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## Conflict of interest

This study is an original work of the authors and does not involve any external parties; therefore, there are no conflicts of

interest that could influence the research process, analysis, or manuscript preparation. All authors declare that the study was conducted independently and free from any competing interests.

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