

The effect of brand love on word of mouth in different business sectors: A systematic literature review and future research agenda

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Abstract

This study examines the effect of brand love on word of mouth (wom and ewom) in different business industries, systematically synthesizing the results of 97 studies. This is the first systematic review to compile all available empirical evidence on this novel relationship, first examined in 2012 and mainly researched since 2016. The review delves into the degree of effect in different contexts, showing a strong positive effect of brand love on wom and ewom, providing key managerial and academic takeaways per business industry. The review also contributes methodologically by bringing together all available scales used for measuring brand love.

Keywords: *Brand Love, Word of Mouth, wom*