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Brand passion: a systematic review and future research agenda

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Abstract

Consumers living in today's almost demystified world of consumption are constantly searching for new ways to add value to their lives. Consumption of material goods or owning favorite brands are common ways for consumers to satisfy this deep-seated desire. In this context, a bond between consumers and brands can be formed. This close bond between a consumer and a brand fuels passion. Despite a long history of interest in studying consumers' brand passions and a plethora of passion studies, an attempt has yet to be made to synthesize marketing literature on brand passions, which merits further attention. Therefore, this paper aims to review passion literature and propose agendas for future research from a marketing perspective. Specifically, the goal is to inspire more brand passion research by identifying significant research gaps based on how the brand passion construct has been used in marketing research, what study themes and contexts have been looked at, and what methodological approaches have been employed. With this purpose in mind, the present study looked at three decades of brand passion research ($n = 84$) from 1995 to 2021, identified emergent marketing problems, and offered research agendas in the form of testable propositions.

Keywords Brand passion · Passionate consumers · Passion toward brands · Passionate behavior

Introduction

Consumers living in today's almost demystified world of consumption are constantly looking for new ways to add value to their lives (Kumar et al. 2021). Consumption and possession of favorite brands are one popular way for consumers to satisfy this deep-seated desire (Bagozzi et al. 2021; Loh et al. 2021). The establishment of a close relationship between consumers and brands is discussed in this context (Keller 2020; Reimann et al. 2012). This strong consumer and brand bond contributes to brand passion (Pourazad et al. 2020; Santos et al. 2021). Both marketers and academics have been increasingly interested in the concept of brand passion in recent years (Mukherjee 2019). A considerable body of research has highlighted the importance of passion in improving positive marketing outcomes, such as revisit intention (Ahn 2020), social media usage (Wakefield and Wakefield 2016), active brand loyalty (Martín et al. 2020; Santos et al. 2021), and positive word-of-mouth (WoM) tendencies (Ahn 2020). Furthermore, brand passion has been shown to boost consumers' intrinsic motivation (Wang and Tsai 2017), subjective well-being (Oropesa 1995), and consumer engagement in social media brand communities (Santos et al. 2021). Despite a long history of interest in assessing brand passion, just a few studies have begun to investigate the outcomes of brand passion (Dahlen et al. 2020; Okazaki et al. 2019; Wang and Tsai 2017). While these studies offered some insight into the outcomes of brand passion in the brand management and hospitality marketing

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domains, much more research in various marketing subfields is needed to enrich passion research. Thus, this review aims to take a holistic approach to determine what marketing outcomes brand passion leads to, and then formulate detailed future research agendas related to brand passion outcomes.

In a similar vein, many studies have explored the important antecedents of brand passion (Gilal et al. 2018a, b; Kumar et al. 2015). According to the findings of these studies, the attitude toward ads (Kim and Kim 2018), creativity-based/enjoyment-based playfulness (Ahn 2019a, b), celebrity endorsers (Gilal et al. 2020a, b, c), social and emotional value (Kumar et al. 2015), hedonic/functional value (Kumar et al. 2015), actual/ideal-self congruence (Astakhova et al. 2017), product designs (Gilal et al. 2018a, b), parent's brand passion (Gilal et al. 2018a, b), consumers' perception of CSR (Gilal et al. 2020a, b, c), motivation types (Gilal et al. 2020a, b, c), and strategic CSR-brand fit (Gilal et al. 2021a, b) appeared to be the significant predictors of brand passion. These rich insights on antecedents of brand passion indicate that significant progress has been made in brand passion research and that the field has matured enough to warrant a review. In light of the growing body of literature on the topic, this study intends to take a thorough approach to develop detailed future research agendas related to brand passion formation, as well as a holistic approach to understanding why consumers develop strong passions for brands and what factors contribute to their development.

Furthermore, a thorough review of the literature reveals that an increasing number of studies have been conducted in various marketing contexts to investigate how brand passion mediates the relationship between the marketing environment and consumer behavior outcomes (Albert et al. 2013; Gilal et al. 2021a, b; Hsu 2019a, b; Mukherjee 2019; Swimberghe et al. 2014). These available studies reported passion as a significant mediator for increasing consumer behavior outcomes such as consumers' purchase intention, positive WoM, and brand equity. Although researchers have previously tested the mediation of passion in facilitating the link between marketing environment and marketing outcomes, surprisingly no research, to the authors' knowledge, has looked at passion as a moderating variable for improving/capturing managerially meaningful marketing outcomes. Therefore, a thorough literature evaluation is essential for accumulating the passion literature, finding tensions and inconsistencies, and identifying important gaps.

Despite a long-standing tradition of interest in researching brand passion, no systematic review of the literature on the topic has been published, which is a useful method for scholars who want a one-stop, up-to-date overview of the field without having to wade through the sheer volume of articles that a review entails. This merits the authors' focus on the topic. In light of the foregoing, this review is positioned as a pioneering effort to map the brand passion research through a systematic approach by identifying major research gaps based on how the brand passion construct has been used in marketing research, what study theories, contexts, and themes have been investigated, and what methodological approaches have been employed. To that end, this study looks at three decades of passion research from 1995 to 2021, analyzes various marketing contexts where passion has been studied, and provides an overarching framework that identifies the key antecedents, mediators, moderators, and outcomes of brand passion.

Overview of brand passion and research questions

This review begins with defining and explaining brand passion, then proceeds to the seven key research questions to gain a more in-depth understanding of passion studies.

Overview of brand passion

Passion, according to Vallerand et al. (2003), is "a profound propensity toward an activity that people enjoy, find meaningful, and in which they devote more time and energy" (p.757). Vallerand et al. (2003) separated two types of passion, obsessed and harmonic, based on how a person internalizes their passionate experience. Some marketing experts have since broadened this concept to include brand passion (Swimberghe et al. 2014; Wang et al. 2021), implying that there are two types of passion: obsessive brand passion (OBP) and harmonious brand passion (HBP). HBP arises when consumers like a brand, find it relevant and continue to use and purchase it without being influenced. OBP, on the other hand, happens when consumers like a brand and think it is important because of interpersonal (social) or intra-personal (internal) stresses (Gilal et al. 2018a, b). Consumers who have a harmonic passion purchase a brand without feeling motivated by external forces, while consumers who have an obsessed brand passion purchase a brand for no particular reason; they cannot help themselves (Ahn et al. 2019; Ahn 2019a, b). Furthermore, consumer research suggests that harmonic passion is the result of an independent internalization of the brand into one's identity, whereas obsessed passion is the result of a controlled internalization of the brand into one's identity. The way the brand is internalized in one's character distinguishes harmonic passion from obsessed passion, and the brand is an integral part of the consumer's identity in all types of passion. Therefore, both forms of brand passion should be higher for products that directly impact a consumer's identity.

Brand passion and other brand constructs

Brand passion is conceptually related to other brand constructs, yet it is distinct from them. In particular, brand passion differs from brand love, consumer brand experience, and brand attachment. Consistent with the thinking of Carroll and Ahuvia (2006), brand love is defined as "the level of emotional attachment a satisfied consumer has for a specific trademark" (p. 81). Brand passion, on the other hand, is defined as "a psychological construct characterized by excitement, infatuation, and obsession with a particular brand" (Albert et al. 2013, p. 905). Brand love generally includes affection, attachment, intimacy, caring, intense longing, passionate-driven behavior, positive emotional connection, and so on (Carroll and Ahuvia 2006; Gumparthi and Patra 2020). These multiple types of love are created by varied admixtures of passion, intimacy, and decision/commitment, and are based on Sternberg's theory of love (Sternberg 1986). Brand passion, on the other hand, is based on identity theory and is divided into two types: harmonious and obsessive, which may be defined by how a brand is integrated into one's identity (Swimberghe et al. 2014).

While numerous definitions and conceptualizations develop the structure of love, ranging from one to eleven dimensions (Albert et al. 2009; Carroll and Ahuvia 2006; Gumparthi and Patra 2020), it fails to distinguish between brand love as emotion vs. relationship and agrees that brand love is akin to interpersonal love (Aaker 2012; Delgado-Ballester et al. 2017). It is not stated that brand love is not "real" because it varies from interpersonal love. Interpersonal love can take many forms (e.g., romantic, parental, compassionate/altruistic), each with its unique essence (Fehr 1988), but each has its own content. Because sexual desire is a characteristic of romantic love but not of parental love, parental love themes cannot simply be applied to romantic love. In the same manner, applying interpersonal love theories to brand love is inappropriate. While the brand love conceptualization based on Sternberg's triangular theory of love does not involve the integration of the beloved into the self (Gilal et al. 2021a, b), consumer identification with the brand is crucial for generating a passion for the brand (Swimberghe et al. 2014).

Batra et al. (2012) characterized passion-driven behavior as behavior exhibiting a strong desire to use the brand, a willingness to invest resources in the brand, and a history of using it. Brand passion, according to Swimberghe et al. (2014), is a strong emotional attachment to a brand that consumers appreciate, find meaningful, seek to own, incorporate into their identity, and invest resources in overtime. Batra et al. (2012)'s definition of brand passion focuses on 'desire to use,' 'willingness to invest resources,' and 'involvement,' but it ignores how a brand becomes internalized into one's identity and serves to define a person. Swimberghe et al.

(2014), on the other hand, take a dualistic view of brand passion (e.g., harmonious and obsessive brand passion), distinguishing between the two types depending on how one's basic self, or identity, is infused into the passionate pursuit.

Brand passion also differs from brand experience on many levels. First, as previously indicated, brand passion is a strong emotional connection to a brand that consumers value, consider self-defining, and in which they invest significant time and energy, brand experience, on the other hand, refers to a consumer's subjective responses to brand-evoked stimuli (Brakus et al. 2009; Schmitt 2012). Brand experience includes sensory, affective, cognitive, behavioral (Brakus et al. 2009) as well as relational responses (Nysveen et al. 2013; Schmitt et al. 2015) to a brand and does not assume an emotional relationship with the brand passion. Second, developing a strong sense of consumer identification with a brand is required to generate a passionate feeling toward it (Gilal et al. 2021a, b). Brand experiences, on the other hand, are not general evaluative judgments about the brand (Schmitt 2012; Zarantonello and Schmitt 2013). Third, brand passion is typically differentiated based on harmonious and obsessive passion. In contrast, brand experiences vary widely in terms of strength and intensity; that is, some brand experiences are stronger or more powerful than others (Schmitt 2009; 2012). Fourth, while the degree to which a passionate brand is integrated into one's inner self or identity determines brand passion, brand experiences are ephemeral, with some being more consciously experienced and lasting longer than others (Brakus et al. 2009). Finally, brand passion can be either uncontrolled (autonomous) or controlled (determined by external factors). In contrast, brand experiences differ in valence and can be positive or negative.

In addition to brand love and experience, brand passion differs from attachment. Although there are similarities between brand passion and brand attachment, the two notions are logically distinct and differ in several key ways. First, strong brand attachment takes time to build and is generally based on interactions between a consumer and a brand (Velmurugan and Thalhath 2021). In contrast, brand passion reflects one's evaluative reactions to a brand and can develop without any direct contact with it (Swimberghe et al. 2014). Therefore, a consumer could have a strong passion for a brand while having no prior experience with it. Second, consumers may develop attachment to a range of brands that they used to buy in their everyday life (for example, bread, newspaper, and toothpaste), but are no longer relevant or essential to them (Gumparthi and Patra 2020). Consumers' passionate brands, on the other hand, are few (e.g., Apply, Starbucks, and Nike) and are often viewed as meaningful and significant to the self (Das et al. 2019; Wang et al. 2021). Third, evaluative judgment drives brand passion. For example, generating a passionate feeling for a brand requires a strong sense of consumer identification (Swimberghe et al.

2014), whereas brand attachment is based on non-evaluative judgment (Thomson et al. 2005). Fourth, brand attachment is built on earlier brand experiences, but these experiences are not required for brand passion to exist. Fifth, brand passion can be either harmonious or obsessed (Ahn 2020), whereas brand attachment is based on self-connection and brand prominence, and ranges from weak to strong (Park et al. 2010).

Review of brand passion studies: research questions

The present study used the 7W framework developed by Paul and Rosado-Serrano (2019) to understand the brand passion and define the past, present, and future of passion research in the marketing domain. The 7W framework addresses the following aspects of brand passion literature: which journals publish research on brand passion? Every year, how many peer-reviewed papers about brand passion are published? Which countries conduct brand passion research? What areas/contexts of brand passion have been investigated? What theories have been employed in brand passion research? What research methodologies have been employed in consumer passion research? How has the brand passion construct been used in consumer research and what issues have been tackled? These descriptive research questions concerning the current state of brand passion research set the way for a synthesis of academic work that revealed the past, present, and future of brand passion research.

Review approach and methodology

A structured systematic literature review methodology that has been widely cited in peer-reviewed journals was employed (Palmatier et al. 2018). Specifically, the guidelines of classic theme-based review are followed in this paper (Paul and Rosado-Serrano 2019). This review focuses on specific aspects of brand passion for writing a literature review. The Web of Science (WoS) and Scopus databases were searched for published articles on brand passion using keywords such as "brand passion," OR "consumer passion," OR "passionate consumer," OR "passion towards brands," OR "passionate desire" alone and in combinations with a date range of 1990–2021. WoS and Scopus were considered for synthesizing the brand passion literature because they are the most respected and largest databases for analyzing peer-reviewed literature, with over 34,000 and 23,700 journals, respectively. Similarly, both databases are typically the primary bibliographic databases that are widely accepted as the most comprehensive data sources for systematic literature reviews (Nishikawa-Pacher 2022). To download all papers with the keywords listed earlier in the manuscript, the following protocols were used: year, type of documents,

language, categories/subject area, and database indexes. The computerized search method yielded 298 articles.

As a result of the initial search, WoS and Scopus revealed 298 papers from both marketing and non-marketing journals. Journal sources were sorted to exclude duplicated papers since articles were downloaded from two databases. As a result, 78 duplicate publications were deleted. Likewise, 45 non-marketing journal papers were excluded in the second phase because the study is limited to the marketing area. A more targeted search in the third step helped eliminate 74 research articles due to the use of the word "passion" as an expression, resulting in 175 articles. After reading the full-text of 175 articles, the list of articles was narrowed further by removing references to book reviews ($n = 4$), articles that were not based on brand passion ($n = 8$), conference proceedings ($n = 3$), and non-English papers ($n = 2$). A total of 84 scientific papers from 47 journals published in English were kept and included in the study between 1995 and 2021, which were listed in Scopus or WoS (e.g., ESCI, SSCI, SCI, SCIE) (see Web Appendix A). Web Appendixes A and B provide details about journals as well as comprehensive inclusion criteria for research articles (Fig. 1).

## Reflection on brand passion research

Using the earlier-mentioned research questions as a guide, the current review begins with a broad overview of passion studies, including co-occurrence (co-word) analysis, co-citation analysis, publication networks targeted, historical publication patterns, theories used, countries surveyed, study background analyzed, and research methodologies applied. As a result, gaps were identified in the aforementioned areas, unique research issues were highlighted, and agendas for future brand passion research were proposed.

Co-occurrence (co-word) analysis

The growth of brand passion in marketing can be discovered by examining associations between significant keywords from a holistic view. A co-occurrence (co-word) analysis is used for describing the network of interactions between keywords. With this analysis, researchers can examine the research course for a particular research theme based on associations between keywords (Palmatier et al. 2018). In the title keyword system, 617 keywords were analyzed, but only 70 significant keywords that "co-appeared" a minimum of three times were included in the analysis. Further, the VOS viewers analysis revealed the six clusters (Fig. 2). Cluster one (red nodes) is ruled by aesthetics, trust identification, and perception. In cluster two (green nodes), the main keywords were context on the basis of self-determination theory (SDT) and dualistic approach. Cluster three (dark

Fig. 1 Criteria for identifying, screening, and qualifying brand passion articles
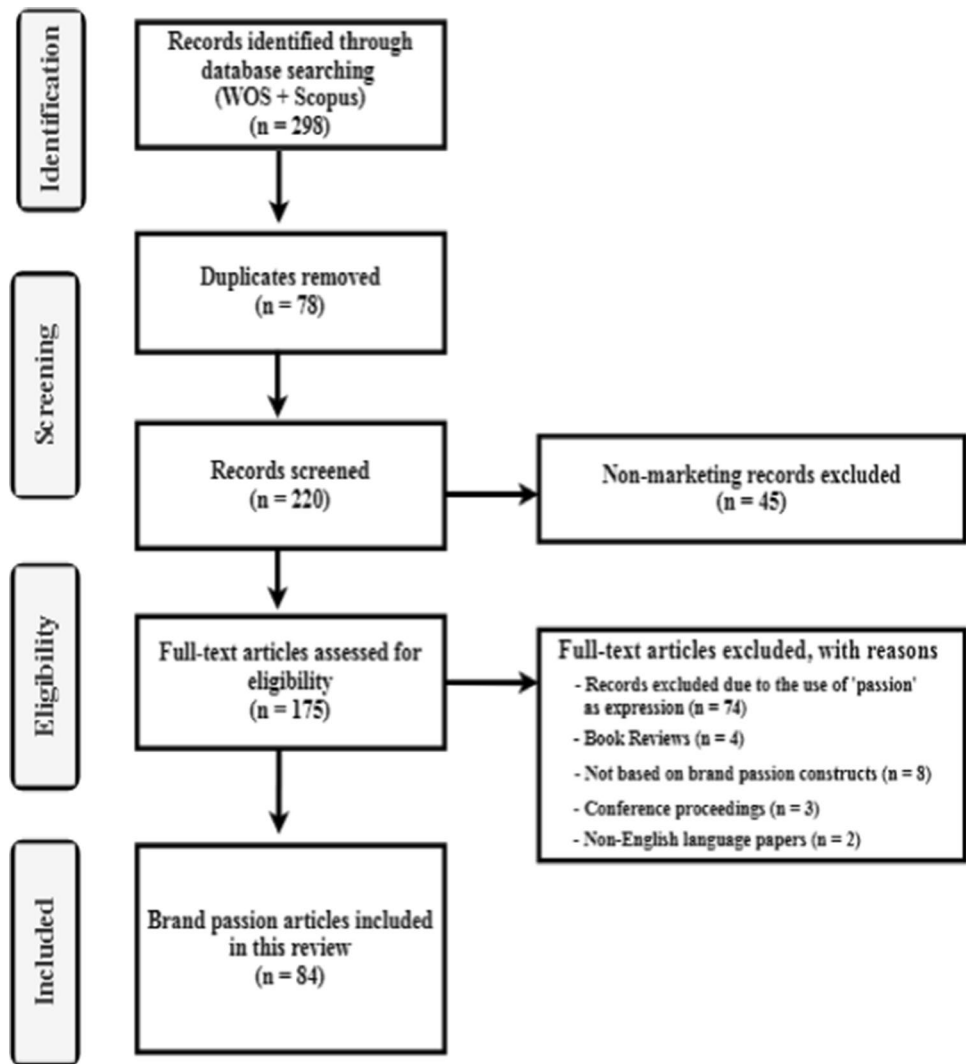
blue nodes) covered consumer-brand relationships, brand passion, brand commitment, and personality. In cluster four (yellow nodes), brand love, brand equity, and WoM were important. In cluster five (purple nodes), brand loyalty, gender, consumer behavior, ethnography, and social media were significant antecedents of brand passion. In cluster six (blue nodes), co-creation and innovation were considered as a result.

Co-citation analysis

The co-citation analysis is then performed based on references with a maximum of ten mentioned references, which were considered by 52 authors out of 3,842. For each author, the total strength of the co-citation links with other authors is estimated. The top three authors with the maximum link strength for brand passion are Albert (citations: 51, total link strength: 1,009), Gilal (citations: 42, total link strength:

733), and Sternberg (citations: 41, total link strength: 692). See Fig. 3 for detailed co-citation analysis results.

Journals and publishing trend

The distribution of articles was assessed by the journal. Web Appendix A indicates the names of journals, authors, and years of publications related to brand passion which were published in *Scopus and WOS* Indexed Journals over three decades periods. A total of 47 journals published 84 articles from 1995 to 2021. The majority of these studies were published in journals such as the "*Journal of Business Research*" (*n* = 10), the "*Journal of Retailing and Consumer Services*" (*n* = 5), the "*International Journal of Contemporary Hospitality Management*" (*n* = 4), the "*Psychology & Marketing*" (*n* = 3), the "*Journal of Brand Management*" (*n* = 3), the "*Journal of Product & Brand Management*" (*n* = 3), and the "*International Journal of*

Fig. 2 Cooccurrence (coword) analysis

Fig. 3 Cocitation analysis

Hospitality Management" ($n = 3$). See Web Appendix A for detailed publication outlets.

There is no specified number of studies that are published every year, just as there were no research articles on brand passion before 1995. In a similar vein, only one article was published in 2009 compared to five in 2008. However, since 2011, a clear trend has emerged, indicating an increase in the number of publications in the area

of brand passion (Fig. 4). In a similar line, the growing number of research articles on "brand passion" indicates that it is an emerging topic, with more research papers projected to be published in future. Thus, brand passion is drawing marketing scholars' attention, and there will be more research conducted in future relating to the functions and objectives of brand passion in marketing.
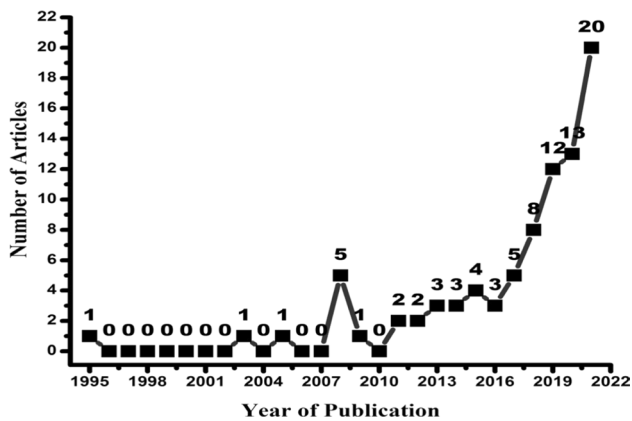
Fig. 4 Publishing trend

Countries studied brand passion

The in-depth analysis of the articles by the authors reveals the substantial contribution that authors from many countries have made to brand passion research. For knowing who the major contributors are, the data collection session of the publications was analyzed. The sample collection location was used to get an idea of which country they conducted the study. In papers, where the sample collection location was not mentioned, the country of the first researcher was used. Most of the studies were conducted in both developed and developing nations alike. Both the United States (US) (developed country) ($n = 17$) and Pakistan (developing country) ($n = 7$) have published most of the literature on brand passion. Additionally, the analysis shows that the US ($n = 17$, 20.24%) is the country with the highest number of research studies ($n = 7$), followed by Pakistan ($n = 7$), Taiwan ($n = 6$), the UK ($n = 5$), and Australia ($n = 4$). See Web Appendix B for detailed results. It is thus obvious that brand passion study in the marketing domain has progressed significantly in the last three decades. Since brand passion represents a relevant topic of investigation in consumer research, there is a need for more cross-cultural and country-specific research for providing in-depth knowledge relating to the correlates of brand passion.

Research areas/contexts studied

The in-depth reading of the research articles suggests that most of the work on brand passion has been undertaken on brand management ($n = 33$) followed by sports marketing ($n = 14$), consumer behavior ($n = 12$), social media marketing ($n = 12$), tourism and hospitality marketing ($n = 9$), and service marketing ($n = 4$). Brand passion is an important marketing construct that is capable of offering a structure for tackling a wide range of marketing problems. There is a

need for more research on brand passion in diverse marketing areas like service marketing, fashion, tourism marketing, etc. (Table 1).

Theoretical perspectives in brand passion research

According to a thorough review of the literature, the triangular theory of love ($n = 19$) has accounted for the majority of the work on brand passion, accompanied by general SDT ($n = 9$), social identity theory ($n = 8$), self-congruity theory ($n = 4$), attachment theory ($n = 3$), organismic integration theory($n = 3$), social exchange theory ($n = 2$), signaling theory ($n = 2$), and relationship theory ($n = 2$). Surprisingly, the 17 published studies on brand passion have not strengthened any theory's assertions (e.g., did not use any theoretical lens to test the hypotheses) and provide no theoretical implications. Table 2 contains a detailed analysis of the theories employed.

Research designs, data analysis, and sampling methods

An in-depth assessment revealed that a large number of brand passion papers were based on quantitative research designs ($n = 78$), followed by qualitative ones ($n = 6$). A detailed examination of the research designs of 84 studies revealed that the survey design technique was frequently used in brand passion research. Similarly, our in-depth assessment of data analysis from 84 studies suggested that nearly half of the papers were based on structural equation modeling ($n = 56$) followed by EFA/CFA path ($n = 7$), and mediation analysis ($n = 3$). Besides this, we found that convenience sampling ($n = 32$), purposive sampling ($n = 22$), and student sample ($n = 22$) methods were used more frequently in 84 articles than the simple random sample ($n = 3$) and stratified random sampling techniques. The detailed results are presented in Web Appendices C, D, and E.

Brand passion construct in the literature

A total of 84 articles were reviewed to determine how passion as a construct has been used in research to address specific marketing problems. The analysis revealed that 33 of the 84 studies used brand passion as a mediating variable to address marketing issues related to brand management (Albert et al. 2013; Bai et al. 2021; Das et al. 2019; Füller et al. 2008; Gilal et al. 2021a, b; Hsu et al. 2015; Mostafa and Kasamani 2020; Swimberghe et al. 2014; White et al. 2020), tourism and hospitality management (Kang 2018; Ahn et al. 2019; Wang et al. 2019), social media marketing (Herrando et al. 2017; Hsu 2019a, b; Mukherjee 2019; Wang and Yang 2008), consumer behavior (Loureiro et al. 2017),

Table 1 Research areas studied

sno	Area studied	Number of Articles	Literature on brand passion
1	Brand Management	33	Füller et al. (2008), Albert et al. (2009), Paharia et al. (2011), Batra et al. (2012), Albert et al. (2013), Swimberghe et al. (2014), Moulard et al. (2014), Kumar et al. (2015), Hsu et al. (2015), Huber et al. (2015), Astakhova et al. (2017), Sarkar and Sarkar (2017), Gilal et al. (2018a, b), Gilal et al. (2018a, b), Bairrada et al. (2019), Das et al. (2019), Nobre and Simões (2019), Essamri et al. (2019), Loureiro et al. (2020), Gilal et al. (2020a, b, c), Gilal et al. (2020a, b, c), White et al. (2020), Mostafa and Kasamani (2020), Wang et al. (2021), Gilal et al. (2021a, b), Bai et al. (2021), Gilal et al. (2021a, b), Sajtos et al. (2021), Elhajjar et al. (2021), Verma (2021), Hamdan and Lee (2021), Le, (2021) and Naeem and Ozuem (2021)
2	Tourism and Hospitality Marketing	9	Lalicic and Weismayer (2016), Kim and Kim (2018). Kang (2018), Ahn (2019a, b), Ahn et al. (2019), Wang et al. (2019), Gilal et al. (2020a, b, c), Ahn (2020) and Seyyedamiri et al. (2021)
3	Social Media Marketing	12	Wang and Yang (2008), Herrando et al. (2017), Wakefield and Wakefield (2016), Wang and Tsai (2017), Coelho et al. (2018), Capatina et al. (2018), Hsu (2019a, b), Hsu (2019a, b), Okazaki et al. (2019), Mukherjee (2019), Al Nawas et al. (2021) and Santos et al. (2021)
4	Consumer Behavior	12	Oropesa (1995), Belk et al. (2003), Yim et al. (2008), Sidali and Hemmerling (2014), Kozinets et al. (2017), Loureiro et al. (2017), Merz et al. (2018), Derbaix and Korchia (2019), Nguyen and Grohmann (2020), Dahlen et al. (2020), Gilal et al. (2021a, b) and Hernandez-Ortega and Ferreira (2021)
5	Sports Marketing	14	Mageau et al. (2005), Vallerand et al. (2008), Wang et al. (2008), Back et al. (2011), Lacey and Close 2013), Parastatidou et al. (2012), Lee et al. (2014), Zhou et al. 2020), Pourazad et al. (2020), Martín et al. (2020), Kim et al. (2020), Johnson et al. (2021), Chamorro et al. (2021), Barberis et al. (2021)
6	Service Marketing	4	Hemsley-Brown and Alnawas (2016) and Alnawas and Hemsley-Brown (2018), Prentice et al. (2019) and Tuan and Ngan (2021)
Total		84	

sports marketing (Lee et al. 2014; Johnson et al. 2021; Kim et al. 2020), service marketing (Hemsley-Brown and Alnawas 2016; Alnawas and Hemsley-Brown 2018), and gambling marketing domains (Back et al. 2011; Mageau et al. 2005).

In a similar vein, the analysis of 84 studies found that 19 studies used passion as an independent variable to understand brand-related issues in social media marketing (Okazaki et al. 2019; Wang and Tsai 2017; Wakefield and Wakefield 2016), consumer behavior (Dahlen et al. 2020, 2021; Nguyen and Grohmann 2020; Oropesa 1995; Sidali and Hemmerling 2014), and sports marketing domains (Martín et al. 2020; Pourazad et al. 2020; Vallerand et al. 2008). Our analysis also revealed that 15 out of 84 studies used brand passion as a dependent variable to investigate its drivers in brand management (Astakhova et al. 2017; Gilal et al. 2018a, b, 2020a, 2021a; b, b); tourism and hospitality (Ahn 2019a, b; Gilal et al. 2020a, b, c; Kim and Kim 2018); and sports marketing (Chamorro et al. 2021; Zhou et al. 2020) domains. Finally, eight studies have developed and validated a scale (one dimension) for determining brand passion in brand management, consumer behavior, and sports marketing settings. Table 3 depicts that no research has used brand passion as moderating variable to recognize the border circumstances. The review of the earlier-mentioned research has offered significant insights into how brand passion is used in diverse marketing areas and what associations and issues have been investigated.

Future research agendas

While several organizational behavior researchers have studied the antecedents and outcomes of workplace passion (Slemp et al. 2021), marketing scholars have paid comparatively less attention to understanding passion in the branding domain. Therefore, the present study provides a state-of-the-art review by answering the following questions: (1) why do consumers develop a strong passion for a brand, and what factors contribute to its development, (2) what consumer behavior outcome does brand passion lead to, and (3) can one's brand passion be passed on to others? In particular, the present review offers several novel future research agendas in the form of testable propositions which could serve as a starting point for marketing scholars interested in conducting passion research across a variety of marketing domains.

Table 2 Theoretical perspectives in brand passion research

Theoretical Perspectives	Brand Management	Tourism and Hospitality Marketing	Social Media Marketing	Consumer Behavior	Sports Marketing	Service Marketing
Relationship theory	2					
Triangular theory of love	9	3	2	2	3	
Relationship quality theory	1					
Social identity theory	5		3			
Self-congruity theory	2	1			1	
Consumer socialization theory	1					
Organismic integration theory	1				2	
Attachment theory	2			1		1
Construal level theory	1					
Demand theory				1		
Theory of the underdog effect				1		
Social comparison theory				1		
Social exchange theory	1					1
Affective events theory			1			
General self-determination theory		3	1		5	
The dual theory of passion			1			
Signaling theory	1	1				
Source credibility theory		1				
Attribution theory	1					
Uses and gratifications theory			1			
Deleuze and Guattari's Theory of Desire				1		
Conservation of resources theory						1
Global consumer culture					1	
No Theory	6		3	5	2	1
Total	33	9	12	12	14	4

Outcomes of brand passion

Following a thorough review of 84 studies, it is found that while 33 studies examined passion in the context of brand management, only four employed passion as an independent variable to predict positive consumer behavior outcomes (Bairrada et al. 2019; Elhajjar et al. 2021; Le 2021; Moulard et al. 2014). As a result, more academic research is needed to investigate the role of brand passion in addressing various unresearched consumer behavior issues across a broad range of marketing domains. For instance, consumer research suggests that 65% of satisfied consumers do not stay loyal to a company's offerings (White et al. 2016), and consumer satisfaction does not ensure greater purchasing intention (Russo et al. 2016). Similarly, several studies have discovered that brand attachment has a trivial effect on purchasing intent (Raza et al. 2014; Shah et al. 2012) and possible negative consequences (Japutra et al. 2014). The question of what motivates consumers to buy a product arose as a result of these findings. To this end, one possible research topic is to examine to what extent consumer loyalty, attachment, or passion for a brand can produce brand-related outcomes. Similarly, future research in the field of brand management could investigate whether brand passion is warranted for resurrecting dead brands (Davari et al. 2017; Gilal et al. 2020a, b, c). It is also critical to investigate whether harmonious or obsessive passion influences consumer engagement in social media brand communities (Baldus 2018; Baldus et al. 2015) and the masstige brand's brand equity (Kumar et al. 2021).

Upon further investigation, it was discovered that passion has only been used as an independent variable in one study in the hospitality and tourism management setting (Ahn 2020). The available research looked into the effects of obsessed and harmonic passion on tourist revisit and WoM intention. While this study supports the value of researching passion, more research is needed to investigate the importance of passion in capturing managerially relevant unique consumer behavior outcomes. Examining whether obsessive or harmonic passion contributes to boosting consumer-based destination brand equity is one potential area for new tourism and hospitality research (Cano Guervos et al. 2020). Specifically, it is critical to determine whether tourists'

Table 3 Brand passion construct in the literature

Research Context	How brand passion is used in the literature	Number of Studies	Determinants of brand passion	Outcome Variable	References
Brand Management	Independent	4	1. Artist's passion 2. Brand passion 3. Brand passion 4. Social passion	1. Consumers' purchase intentions toward fine art 2. Loyalty, WoM, etc. 3. Addiction to high-tech brands 4. Social fashion brand engagement	1. Moulard et al. (2014) 2. Bairrada et al. (2019) 3. Elhajjar et al. (2021) 4. Le (2021)
	Mediator	12	1. Extraversion and openness personality traits 2. Brand identification and brand trust 3. Brand self-expression and susceptibility to influence 4. Perceived community-brand similarity 5. Brand experience 6. Attitude and commitment 7. Brand experience 8. Self-expressive brand and susceptibility to interpersonal influence 9. Nostalgic brand positioning 10. Brand engagement 11. Brand encroachment 12. Self-brand connection and materialism	1. Willingness to participate in the firm's innovation process 2. WoM & WTP 3. Positive WoM & WTP a premium 4. Community citizenship behavior 5. brand commitment 6. brand loyalty 7. brand loyalty 8. brand addiction 9. brand equity 10. Purchase intention 11. Interactivity 12. Compulsive buying	1. Füller et al. (2008) 2. Albert et al. (2013) 3. Swimberghe et al. (2014) 4. Hsu et al. (2015) 5. Das et al. (2019) 6. White et al. (2020) 7. Mostafa and Kasamani (2020) 8. Bai et al. (2021) 9. Gilal et al. (2021a, b) 10. Verma, (2021) 11. Hamdan and Lee (2021) 12. Naeem and Ozuem 2021)
	Moderator	–	–	–	–
	Dependent	10	1. Types of value (social, functional, emotional, etc.) 2. Hedonic value and utilitarian value 3. Actual and ideal-self congruence 4. Product designs 5. Parent's brand passion 6. CSR 7. Motivation types 8. Types of values 9. Friend-bonding and crowd-bridging endorsement 10. Strategic CSR-brand fit	1. Passion for automobile brand 2. Passion for BMW/Beck Beer brand 3. Brand passion 4. Brand passion 5. Children's passion for airline brand 6. Passion for a soft drink brand 7. Passion for clothing brands 8. Passionate desire 9. Brand passion, 10. Passion for the telecom brand	1. Kumar et al. (2015) 2. Huber et al. (2015) 3. Astakhova et al. (2017) 4. Gilal et al. (2018a, b) 5. Gilal et al. (2018a, b) 6. Gilal et al. (2020a, b, c) 7. Gilal et al. (2020a, b, c) 8. Loureiro et al. (2020) 9. Wang et al. (2021) 10. Gilal et al. (2021a, b)
	Scale Development	6	1. One dimension (brand passion) 2. One dimension (brand passion) 3. Brand centrality (comprised brand passion as one dimension) 4. One dimension (brand passion) 5. Passionate Desire to Use 6. Passion and determination	-	1. Albert et al. (2009) 2. Batra et al. (2012) 3. Sarkar and Sarkar (2017) 4. Nobre and Simões (2019) 5. Sajtos et al. (2021) 6. Paharia et al. (2011)
	Other	1	1. Nurturing a brand passion	1. Corporate brand identity	1. Essamri et al. (2019)

Table 3 (continued)

Research Context	How brand passion is used in the literature	Number of Studies	Determinants of brand passion	Outcome Variable	References
Tourism & Hospitality Management	Independent	1	1. Obsessive & harmonious passion	1. Revisit and WoM intention	1. Ahn (2020)
	Mediator	3	1. Uniqueness, status, and hedonic values 2. Intrinsic and extrinsic motivation 3. Ideal-self-sub-brand congruence	1. Advocacy and WTP more 2. Behavioral intention for the integrated resort 3. Brand love for hotel	1. Kang (2018) 2. Ahn et al. (2019) 3. Wang et al. (2019)
	Moderator	–	–	–	–
	Dependent	3	1. Advertisement spending, attitude towards ads, and monetary promotion 2. Creativity-based playfulness, Enjoyment-based playfulness, and consumer innovativeness 3. celebrity endorsers	1. Passion-driven behavior 2. Obsessive& harmonious passion for the integrated resort 3. Air traveler's passion for the airline	1. Kim & Kim (2018) 2. Ahn (2019a, b) 3. Gilal et al. (2020a, b, c)
	Scale Development	–	–	–	–
	Other	2	1. Three types of tourist-based upon emotions toward mobile-enhanced experiences 2. Passion-driven behavior	2. Destination brand love	1. Lalicic and Weismayer (2016) 2. Seyyedamiri et al. (2021)
Social Media Marketing	Independent	4	1. Passion for activity, 2. Harmonious and obsessive passion 3. Passion for the brand 4. Consumer passion for engagement in social media brand communities	1. Social media use 2. Intrinsic enjoyment, positive feelings 3. Compulsive buying 4. Brand loyalty	1. Wakefield & Wakefield (2016) 2. Wang and Tsai (2017) 3. Okazaki et al. (2019) 4. Santos et al. 2021
	Mediator	6	1. Personality Traits, compulsive buying 2. Social presence and interactivity 3. Brand self-expression, brand uniqueness, and hedonic products 4. Brand authenticity and brand identification 5. Firm-created social media communication and user-generated social media communication 6. Online shopping values	1. Online shopping 2. sWoM 3. Purchase intention, WTP a premium, and brand advocacy 4. Brand purchase intentions 5. Purchase intention 6. Brand evangelism and WoM	1. Wang and Yang (2008) 2. Herrando et al. (2017) 3. Hsu (2019a, b) 4. Hsu (2019a, b) 5. Mukherjee (2019) 6. Al Nawas et al. 2021)
	Moderator		–	–	–
	Dependent		–	–	–
	Scale Development		–	–	–
	Other	2	1. Passion 2. Brand p	1. Ability to attract fans 2. Interact with social media brand communities	1. Capatina et al.(2018) 2. Coelho et al. (2018)

Table 3 (continued)

Research Context	How brand passion is used in the literature	Number of Studies	Determinants of brand passion	Outcome Variable	References
Consumer Behavior	Independent	6	1. Consumer passion 2. Consumer-firm passion 3. Passion and determination 4. Passion & determination 5. Passion for advertising 6. Brand passion	1. Subjective well-being 2. Share of purchase intention 3. Consumption intention 4. Purchase intention 5. Intention to buy brand 6. Purchase intention	1. Oropesa (1995) 2. Yim et al. (2008) 3. Sidali and Hemmerling (2014) 4. Nguyen and Grohmann (2020) 5. Dahlen et al. (2020) 6. Gilal et al. (2021a, b)
	Mediator	2	1. Social influence and vanity 2. Smart experiences	1. Self-expression WoM 2. Continued intention and WoM	1. Loureiro et al. (2017) 2. Hernandez-Ortega & Ferreira (2021)
	Moderator	–	–	–	–
	Dependent				
	Scale Development	1	1. Passion scale	–	1. Merz et al. (2018)
	Other	3	1. Desire 2. Usage of technology 3. Passion	1. Consumer passion 2. Passion to consume 3. Consumption practices	1. Belk et al. (2003) 2. Kozinets et al. (2017) 3. Derbaix & Korchia 2019
Sports Marketing	Independent	3	1. Harmonious and obsessive passion 2. Passion for sports brand 3. Passion	1. Sports Performance 2. Brand advocacy 3. WoM, loyalty	1. Vallerand et al. (2008) 2. Pourazad et al. (2020) 3. Martín et al. (2020)
	Mediator	7	1. Types of gambling activities 2. Intrinsic and extrinsic motivation 3. Excitement, escape. the challenge, and money 4. Autonomy, competence, and relatedness need satisfaction 5. Athlete endorser attractiveness and expertise 6. Activeness in the event domain 7. Need satisfaction (frustration) in general life	1. Affective and cognitive consequences 2. Behavioral Intentions of gambling 3. Positive & negative consequences 4. Helping behavior 5. Loyalty 6. Purchase intent 7. problematic behavior in the sports activity	1. Mageau et al. (2005) 2. Back et al. (2011) 3. Lee et al. (2014) 4. Johnson et al. (2021) 5. Kim et al. (2020) 6. Lacey & Close, (2013) 7. Barberis et al. (2021)
	Moderator	–	–	–	–
	Dependent	2	1. Autonomy, competence, and relatedness 2. Consumers' Perception of Sports Stars' Personal Brand	1. Obsessive and harmonious passion for football 2. Brand passion	1. Chamorro et al. (2021) 2. Zhou et al. 2020
	Scale Development	1	1. Exercising with Passion	–	1. Parastatidou et al. (2012)
	Other	1	1. Three clusters with distinct passion profiles	–	1. Wang et al. (2008);

Table 3 (continued)

Research Context	How brand passion is used in the literature	Number of Studies	Determinants of brand passion	Outcome Variable	References
Service Marketing	Independent	1	1. Brand passion	1. Consumer engagement	1. Prentice et al. (2019)
	Mediator	3	1. Staff behavior, quality of the physical environment 2. Cognitive a d emotional experience quality and 3. Ethical leadership	1. Brand Loyalty 2. Switching Resistance Loyalty 3. Service-oriented organizational citizenship behavior	1. Hemsley-Brown and Alnawas (2016) 2. Alnawas and Hemsley-Brown (2018) 3. Tuan and Ngan (2021)
	Moderator	–	–	–	–
	Dependent	–	–	–	–
	Scale Development	–	–	–	–
	Total Studies	84			

obsessive or harmonic passion for a destination helps to increase downstream consumer behavior outcomes such as destination attachment (Japutra 2020), destination brand love (Amaro et al. 2020), and destination brand advocacy (Kumar and Kaushik 2020). In the post-COVID era, additional research is needed to see how visitors' obsessive or harmonious passions influence their inclinations to visit religious destinations (Kala 2021). Future research may need to determine whether an obsessive or harmonious passion for food contributes to tourists' willingness to dine at luxury restaurants at religious sites (Kala 2021). Similarly, while brand-related factors such as brand image and brand experience have been shown to predict tourists' intention to visit restaurants with nostalgic themes (Chen et al. 2014), future research should focus on determining whether obsessive or harmonious passion is important in capturing tourists' intention to visit nostalgic-themed restaurants (Fig. 5).

According to our review of brand passion research, four studies in the field of social media marketing looked at passion as an independent variable (Okazaki et al. 2019; Santos et al. 2021; Wakefield and Wakefield 2016; Wang and Tsai 2017). As such, Wakefield and Wakefield (2016) found that consumer passion strongly influences their use of social media brands. This viewpoint is backed up by Wang and Tsai (2017), who found that both harmonious and obsessive passions are significant in increasing consumers' intrinsic enjoyment and positive feelings. Although these studies have shown the importance of capturing brand passion, more research is needed in the social media marketing domain to examine the varied implications of brand passion on positive marketing outcomes. Therefore, one area that merits further investigation is whether harmonic or obsessive passion is essential for increasing consumer purchasing intent during the double-11 online shopping festival (Chen and Li 2020). Future research in social media marketing could also look into the impact of harmonious and obsessive passion on participation in the brand resurrection movement, that is, if harmonic and obsessed passion is important in engaging on brands' social media pages for bringing defunct brands back to life (Gilal et al. 2020a, b, c). Finally, it would be useful to explore how consumers' harmonious and obsessive passion is contributing to their intention to write online reviews (Thakur 2018) and whether harmonious or obsessive passion is motivating consumers to post a selfie with brands on social networking sites (Sung et al. 2018).

According to the analysis of previous research, passion was employed as an independent variable in six studies in the consumer behavior domain to capture subjective well-being (Oropesa 1995), consumption (Sidali and Hemmerling 2014), and purchase intention (Dahlen et al. 2020; Gilal et al. 2021a, b; Nguyen and Grohmann 2020; Yim et al. 2008). Although these studies support the importance of investigating the effect of passion, more academic research is

needed to address unique marketing issues in the consumer behavior domain. For example, research into why consumers are willing to buy counterfeit, secondhand, and vintage products is critical. Specifically, it is important to answer whether harmonious or obsessive passion is important in increasing consumers' willingness to buy counterfeit, secondhand, and vintage products (Schibik et al. 2022). Second, while previous research has focused on price, quality, and subjective norms as antecedents of nondeceptive counterfeit product purchase intention (Singh et al. 2021), future studies may investigate whether consumers' harmonious and obsessive passion plays a role in increasing nondeceptive counterfeit product purchases. Third, it is essential to look into why people buy green (or non-green) products, i.e., whether consumers' proclivity to purchase green (or non-green) products is influenced by their harmonious and obsessive passion for the environment (Deliana and Rum 2019). Finally, while previous research has shown that increasing consumer CSR participation intention is important for increasing consumer CSR perception (Hur et al. 2020), it is unknown why consumers participate in a firm's CSR activities. As a result, whether harmonious or obsessive passion plays a role in increasing consumer engagement in a company's CSR activities may be determined in future.

The present review further reveals that three studies in the sports marketing domain used passion as an independent variable to capture sports performance (Vallerand et al. 2008), sports brand advocacy (Pourazad et al. 2020), WoM, and loyalty (Martin et al. 2020). While these studies demonstrate the importance of studying the effect of passion, more research is needed to fully understand the role of passion in increasing positive sports marketing outcomes. For example, future research could determine whether harmonious or obsessive passion is essential to boost fans' intent to watch English Premier League (Al-Hamrani et al. 2021), FIFA, and T20 World Cup (Gilal et al. 2021a, b). Similarly, future studies are needed to determine whether one's passion for sports can be passed on to others (Gilal et al. 2018a, b). It is especially important to consider whether a parent's passion for sporting products can be passed down to their children.

Following a review of the literature, it is revealed that only one research has used passion as an independent variable in the service marketing domain (Prentice et al. 2019). Therefore, more research is needed to determine whether a harmonious and obsessive passion is necessary for influencing consumer behavior in the service marketing domain. One area where future studies should clarify if a balanced or excessive passion is essential for boosting consumer loyalty
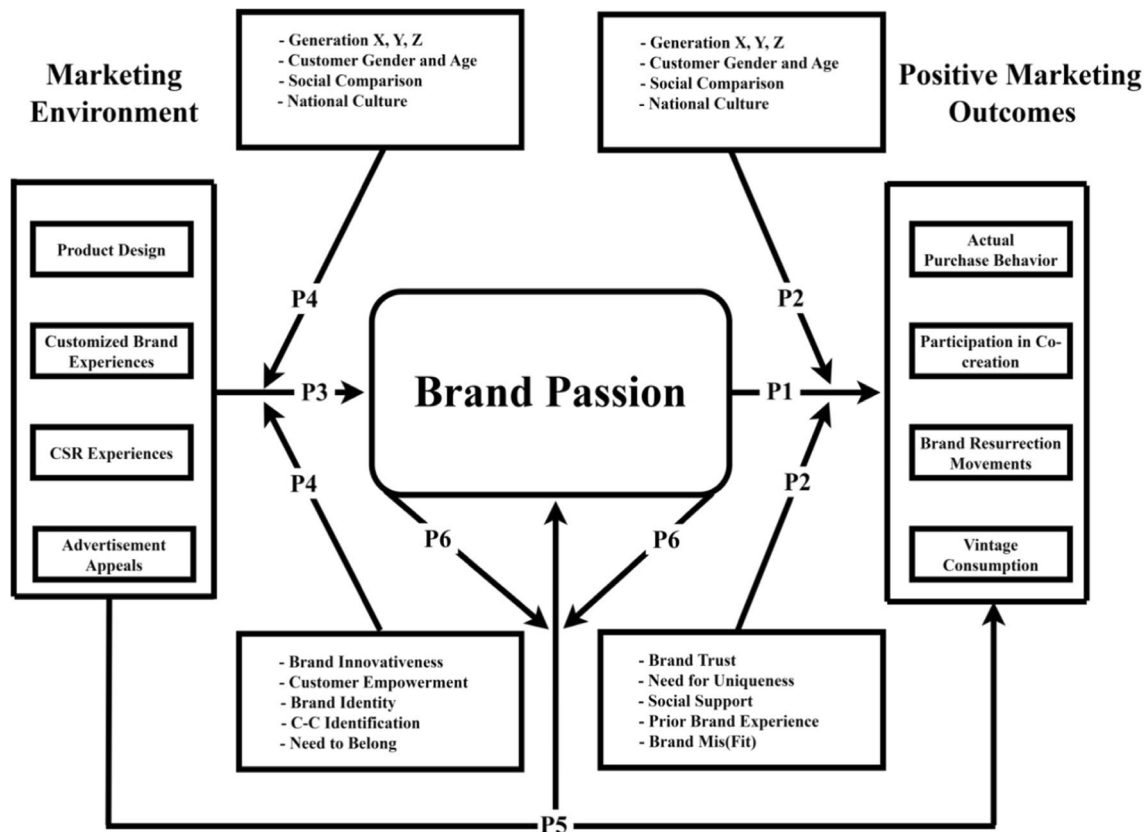

Fig. 5 Future research agendas

for service brands like banks and airlines. Future research papers should examine if a harmonious or obsessive passion is needed to capture travelers' intent to use Airbnb services (Poon and Huang 2017) increase consumers' long-term intentions to adopt bike-sharing services (Kim and Kim 2020). Furthermore, future research should investigate whether a harmonious and obsessive gambling passion is important in attracting gamblers' desire to visit a casino and whether a harmonious or obsessive gambling passion can be passed on to others (Phillips and Jang 2012). In light of the research agenda presented above, the following is suggested:

Proposition 1 *Brand passion contributes to consumers' willingness to pay a premium*, *actual purchase behavior*, *and other positive consumer behavioral outcomes*.

Boundary conditions for brand passion-positive behavioral outcomes

According to the review of marketing literature, it is revealed that consumers' age (Rather and Hollebeek 2021), gender (Moon 2021), income (Akbarov 2021), generation cohorts (Chang et al. 2020), subculture (Phuong and Takahashi 2021), consumers' prior trust (Raju et al. 2021), prior knowledge (Mangleburg et al. 1998; Suess et al. 2020), and social support; all tend to have a considerable moderation effect on favorable marketing outcomes. Understanding such boundary conditions in the formation of brand passion is thus critical in current research settings, especially when previous research produced contradictory results. For example, Gilal et al. (2020a, b, c) suggested that compared to male consumers, female consumers' passion for a brand is more positively influenced by intrinsic motives. In another study, Gilal et al. (2020a, b, c) noted that historical and personal nostalgic advertisements can pique the interest of older consumers in brand resurrection movements. Given these findings, it is reasonable to expect that the impact of brand passion on marketing outcomes will vary depending on the influence of potential moderators. Therefore, one area for potential brand management research is to determine whether harmonious and obsessive brand passion is sufficient to predict behavior intention for male (vs. female) consumers, young (vs. older) consumers, and generation X (vs. generation Y) consumers. Similarly, further research is needed to critically understand whether brand passion is essential for resurrecting dead brands for generation Z-ers (vs. generation Y-ers) consumers (Davari et al. 2017; Gilal et al. 2020a, b, c).

Furthermore, academic research has demonstrated that the intensity of antecedent and outcome correlates can differ depending on cultural differences (Phuong and Takahashi 2021). According to a recent study by Gilal et al. (2020a, b, c), consumer autonomy is more likely to explain brand

loyalty in Korean consumers than in Chinese and Pakistani consumers. Based on these findings, academic research into whether harmonious and obsessive passion contributes to the equity of a luxury brand in different countries and cities will be more fruitful in identifying consumer behavior differences across various geographical regions or contexts (Kumar et al. 2021).

Additionally, according to marketing research, the relationship between antecedents and outcomes varies based on the prior knowledge, trust, and social support of the consumers (Mangleburg et al. 1998; Raju et al. 2021; Suess et al. 2020). According to Mangleburg et al. (1998), consumers with prior experience were more likely to pay attention to utilitarian cues, whereas consumers with little prior experience were more likely to pay attention to user-image-dependent cues. Similarly, Suess et al. (2020) found that people who had previously stayed at an Airbnb felt more emotional solidarity with visitors to their neighborhood, felt more positive emotions, and believed that Airbnb visitors influenced community well-being and personal quality of life. Given these findings, more research is needed to determine whether the effect of harmonious and obsessive passion on consumer intention to use Airbnb services is moderated by prior brand experiences and brand identification. Further research is also needed to establish whether consumers' social comparison orientation, need to belong, and need for uniqueness help to strengthen (vs. weaken) the relationship between consumers' harmonious and obsessive passion and their intention to use Airbnb services. In light of the research agenda presented above, the following is suggested:

Proposition 2 *Consumers' brand passion will considerably interact with theoretically derived moderators to improve positive WoM*, *consumption behavior*, *and other positive consumer behavioral outcomes*.

Antecedents/determinants of brand passion

Brand passion is mainly the administratively relevant factor of "brand love," as it frequently attracts optimistic, fervor-driven attitudes, which can eventually lead to downstream consumer behavior outcomes such as brand loyalty. Future research could investigate how managerially relevant antecedents influence a consumer's brand passion and passionate feelings toward the brand. Similarly, Swimberghe et al. (2014) emphasize the importance of passion by proposing a dualistic approach to brand passion that differentiates between obsessive and harmonious brand passions and observing that positive WoM is the result of a specific type of fervor. Earlier research by Pourazad et al. (2020) also noted that brand passion strengthens brand loyalty and many managerially meaningful brand-related outcomes. Although

these studies show the importance of passion in capturing downstream consumer behavior outcomes, future research should focus on understanding the drivers of obsessive and harmonious brand passions through cross-sectional and longitudinal designs. Earlier research on brand passion found that many variables, including consumer autonomy, ideal self-congruence, athlete endorser expertise/attractiveness, and hedonic/unitarian value, could predict consumer brand passion. Future research may provide more robust evidence for the effect of brand and personality-related antecedents such as brand uniqueness, consumer personality traits (the "Big Five"), and positive (vs. negative)WoM on a consumer's passion in the retail environment (Swaminathan et al. 2020; Swaminathan and Kubat Dokumaci 2021). Further the study by Nyseveen et al. (2013) reveals considerable implications of brand experience dimensions on brand personality, brand satisfaction, and brand loyalty, which may also be true as significant antecedents of brand passion. Therefore, future research could concentrate on understanding brand loyalty from these perspectives. Future research may use green user product design as an independent variable to assess its effect on the formation of brand passion (Paharia and Swaminathan 2019). Finally, it is critical to investigate how brand language in social media influences consumer harmony and obsessive passion for brands (Swaminathan et al. 2022a, b). In light of the research agenda presented above, the following is suggested:

Proposition 3 *The marketing environment (product designs, customized brand experiences, brand personality and advertisement appeals) will contribute consumers' brand passion.*

Boundary conditions for the antecedents/determinants of brand passion

A thorough examination of the intervening variables reveals that brand innovativeness, consumer–company identification, consumer social comparison orientation, consumer empowerment, generation cohorts, and culture have all been employed as moderating variables in marketing research (Djafarova and Bowes 2021; Diallo et al. 2018; Hur and Kim 2020; Ürgüplü and Hüseyinoğlu 2021). Based on these findings, it is believed that these theoretically driven potential moderators can have a significant impact on the development of consumer brand passion. Exploring/testing such boundary conditions in current research settings is therefore critical. For instance, the generational theory spotlights important variations among millennials and baby boomers in how they associate with brands. Millennials are reported to be highly enthusiastic and "evangelical" about the brands they adore, emphasizing expressive importance, in comparison to baby boomers, who are price-conscious and seek value for

money. Thus, brand marketing programs may motivate millennials differently than baby boomers. Similarly, the effect of emotional appeals on generation X, Y, and Z's passion for clothing brands is a potential advertising theme (Zuo and Lai, 2020). In sports marketing, sportscape elements such as physical layout, venue aesthetics, entertainment experience, and social interaction affect male, female, young, older, and generation Z consumer sports excitement (Balaji and Chakraborti 2015). Second, luxury marketing research based on Paul and Dhiman (2021) can be used to determine if one's passion for luxury brands can be transferred to others (from male to female consumers, as well as from young to elders). The third area of future research is to determine whether brand innovativeness, consumer–company identification (Hur and Kim 2020), consumer social comparison orientation (Li et al. 2021), and consumer empowerment (Ürgüplü and Hüseyinolu 2021) moderate the effect of luxury brand experiences, nostalgia advertisement appeals, and consumer-to-consumer experiences on consumer brand passion.

Similarly, in the tourism and hospitality industry, future research may look at how destination experiences shared by family (vs. those shared by colleagues) affect a target person's destination passion when they are high (vs. low) in social comparison orientation (Andriotis et al. 2020). Finally, further research needs to understand how celebrity attractiveness interacts with brand identity to affect the passion for telecom brands among young (vs. older) consumers in the context of brand management. In light of the research agenda provided above, the following is suggested:

Proposition 4 *The marketing environment (experiential marketing appeals) will interact considerably with brand innovativeness, social comparison orientation, and other moderating variables to improve consumers' brand passion.*

The mediating role of brand passion

Motivation is one of the important aspects of endorsing brand passion. The correct knowledge of consumers' inspiration persists in progress (Ahn 2019a, b; Back et al. 2011). Also, the concept of several motivational types challenges the traditional distinction between extrinsic and intrinsic drive and calls into question the role of certain extrinsic motives (recognized, external, and introjected) in forming brand passion (Gilal et al. 2018a, b). It is discussed that usual intrinsic/extrinsic reasons cannot clarify consumer attitudes. The organismic integration theory (OIT) separates people's authoritarian methods into various categories of motivation (intrinsic, introjected, identified, and external) that differ in their degrees of self-determination (Deci and Ryan 1985). The only theory that has a complete procedure through which a consumer's extrinsic incentive is

independent is the OIT. Thus, it is suggested that a "multidimensional conceptualization" of various types of motivation allows for a more nuanced approach to determining the link between motivation and consumers' brand passion. According to Ahn, (2019a, b), SDT (Ryan and Deci 2000) proposes that consumers' essential requirements of contentment direct positive social performance, which comprises consumers' affection, cognition, and conation. Like earlier research that has recommended the mediating part of requirements contentment between consumers' understanding and attitude, the research outcomes also show that excessive competence, autonomy, and relatedness need satisfaction to improve harmonious passion. Needs fulfillment has a weaker mediating effect on the relationship between behavioral intention and obsessive passion than harmonious passion. The mediating effect of relatedness and autonomy on behavioral intention necessitates contentment, which is not as difficult as competence necessitates satisfaction. As a result, fulfillment of relatedness and autonomy needs may be required to support the reappearance and WoM intentions. Though the three qualifications have been linked to positive post-purchase attitudes (Ryan and Deci, 2000; Deci and Ryan, 1995), meeting the competency requirements alone may not be enough to predict positive post-purchase attitudes. Therefore, the following is suggested:

Proposition 5 *Brand passion will positively mediate the link between the marketing environment (e.g., nostalgia appeals, etc.) and consumer behavior outcomes (e.g., vintage consumption).*

The moderating role of brand passion

According to the analysis of passion research, no one has proposed consumers' brand passion as a key boundary condition (moderating variable) for the effect of the marketing environment (customized brand experiences, and product designs) on favorable marketing outcomes (actual purchase behavior and consumer participation in co-creation). As a result, some possible research directions on the moderating impact of consumer passion are worth mentioning. One research goal is to look at the impact of brand attachment on consumers' intentions to boycott the product for which they have a high vs. low level of passion (Abosag and Farah 2014). It is particularly essential to examine the impact of consumer hostility on boycott participation when people are passionate (high on a passion for a brand) about a brand (Ali 2021). Second, it is critical to understand how a candidate's political advertising on social media (TikTok, Instagram) influences real voting behavior when someone is extremely (vs. less) passionate about a political party, i.e., whether an individual's passion for a political party can

discern the impact of the candidate's political ads on actual voting behavior (Helms 2021). The impact of guilt appeal on actual buying behavior when consumers are extremely (vs. less) passionate about a brand is the important path for future studies in the marketing communication realm. Similarly, does a consumer's passion for a brand strengthen (or weaken) the impact of guilt appeal on positive consumer behavior outcomes? The fourth direction for future service marketing research is the effect of e-banking service quality on consumers' intentions to adopt mobile self-service technology when they are highly (vs. less) passionate about technologies (Wu et al. 2021). Finally, further studies may also examine how consumers' revisit intent is affected by self-service technology versus human (frontline) staff when they are highly (vs. less) passionate about hospitality marketing technologies (Liu and Hung 2021; Oh et al. 2013). Given the aforementioned avenues, the following is suggested:

Proposition 6 *Consumer brand passion will interact considerably with the marketing environment (ads focus on social acceptance, need for status, and impressing others) to improve green purchase intention, vintage consumption, and other positive consumer behavior outcomes.*

Theoretical perspectives on brand passion

The present review finds that the majority of the passion studies have applied the triangular theory of love (followed by general SDT and social identity theory) as a foundation for studying brand passion. Given that Sternberg's theory is based on interpersonal literature, it is reasonable to infer that the same factors contributing to forming interpersonal relationships also lead to developing brand passion. It is argued that interpersonal brand passion differs from brand love in that it can assume numerous forms (e.g., romantic, parental, compassionate/altruistic), each with its essence and content. Since sexual desire distinguishes romantic love from parental love, parental love themes cannot be applied to romantic love. Applying interpersonal love theories to brand passion is simply not appropriate. Similarly, while Sternberg's triangle theory of love excludes the incorporation of the beloved into the self (Gilal et al. 2021a, b), consumer identification with the brand is essential for fostering brand passion (Swimberghe et al. 2014).

Similarly, self-congruity theory, OIT, attachment theory, connection theory, consumer socialization theory, construal level theory, and demand theory have all been widely used by brand passion researchers. Although these available studies have provided some initial insight into the theories scholars apply in passion research, much more research is needed to address unique marketing issues under the lens of new contemporary theories. For example,

in the hospitality marketing arena, one topic that should be investigated within the theoretical lens of basic psychological needs theory (BPNT) is why consumers develop a great passion for hotel/restaurant brands. According to BPNT, consumers' intrinsic motivation is driven by their fulfillment of desires for autonomy, competence, relatedness, and emotional attachment which are generated when these needs are filled. Based on the pillars of BPNT, it is essential to investigate if consumer autonomy, competence, or fulfillment of relatedness needs is leading to increased consumer passion for hotel/restaurant brands.

Another topic worth investigating via the lens of OIT is why people are so passionate about gambling. That is what motivates people to want to bet so badly. OIT is a motivational theory that categorizes consumer behavior into four types (intrinsic/integrated, identifiable, introjection, and external) and provides a framework for understanding why they act the way they do (Ryan and Deci 2000). Individuals may be passionate about gambling because they have an inherent desire to gamble (intrinsic motivation), or they may be passionate about gambling because they believe gambling will help them to make money (identified motivation). Alternatively, the people stated earlier maybe passionate about gambling because they want to show off to their friends that they are good at gambling (introjected motivation), or they may be passionate about gambling because of the influence of their friends (external motivation). Only OIT is capable of dealing with such issues. In light of this theoretical conception, it is critical to investigate what motivational factors play a role in capturing gamblers' passion for the game.

Another problem that should be examined through the theoretical lens of source credibility theory is how and whether influencing social elements like celebrity endorsers help to increase consumers' passion for brands. That is, whether celebrities influence consumers' harmonious or obsessive passion. Source credibility theory suggests that if the message's endorsers are attractive, trustworthy, and knowledgeable in their chosen subject, the message's listeners are more likely to be persuaded. This premise is backed by recent research by Gilal et al (2020a, b, c), which reveals that celebrity endorsers' attributes (i.e., attractiveness, trustworthiness, and knowledge) significantly impact consumers' behavioral intentions. Given this theoretical understanding of source credibility theory, it is critical to examine how celebrity attractiveness, trustworthiness, and expertise contribute to brand passion across a variety of marketing disciplines. It is also worth looking at which celebrity kinds (CEO celebrity, expert celebrity, sportsperson celebrity, or file star celebrity) are helping to boost consumer passion for sponsored brands. Based on the earlier-discussed research agendas, the following is expected:

Proposition 7 *Brand passion research will derive increased benefit from employing contemporary theories (BPNT, OIT, and source credibility theory) to handle unique consumer motivational issues.*

Methodological perspectives in brand passion

Upon further examination of passion studies, the current review discovered that field surveys were employed in 88.09% (74 studies out of 84) of the total published articles, 7.14% ($n = 6$) studies employed a qualitative design, 3.57% ($n = 3$) of studies employed a mixed-method design, and only one study used an experimental design. To the authors' surprise, modern design approaches like eye-tracking design, mixed-method, naturalistic observation, case studies, correctional studies, and experimental designs have been overlooked in passion research. Based on these deficiencies, a variety of potential study areas emerge using the aforementioned design techniques. The effect of celebrity endorsers' age (young celebrity vs. older celebrity) and gender (female vs. male) on consumers' passion for brands is one topic for future research utilizing the experimental design. It is especially important to consider whether celebrity ethnicity (White Americans) and celebrity country of origin (Asians, Americans) play a role in enhancing consumers' passion. The second route for future research, which will employ the corrective design process, is to explore the relationships between harmonic passion, obsessed passion, and the desire to buy luxury and green products (Rolling et al. 2021). Similarly, the linkages between a teacher's passion and a student's passion for a brand must be examined. It is also interesting to look at the association between a sibling's brand passion and their parents' using a correlational design method. The third area where the Tobii Pro eye-tracker could be employed in future is to monitor/track how much time buyers spend gazing at online photos of passionate (vs. non-passionate) brands. Finally, the potential study that could use the observational design is to see how consumers react to sales promotions (buy one, get one free, 10% off vs. no discount) from their favorite brands (vs. non-passionate brands). As a result, the following is expected:

Proposition 8 *The usefulness of brand passion research will be increased by employing new methodological approaches (eye-tracking and observational design) to address unique marketing problems.*

Data analytic approaches in brand passion research

A further dive into the literature revealed that the majority of consumer passion researchers employed structural

equation modeling (56 out of 84 papers), EFA/CFA ($n=7$), and mediation analysis ($n=3$) as data analysis methods to address issues, while a wide range of statistical data analysis methods has been overlooked. Therefore, advanced statistical analysis techniques might be used to solve a wide range of marketing issues. Future research could employ cluster/latent profile analysis to distinguish consumers (young vs older, male vs. female) based on their harmonious and obsessed passion for service (banks, airline, and train services) and integrated resort/restaurant brands. Similarly, utilizing multi-group modeling, future research might look into the impact of multiple product designs(aesthetics, functional, reflective, and ergonomics) on harmonic and obsessed passion among Generation Z, Y, and X consumers (Gilal et al. 2018a, b). Likewise, investigating the effects of skin-whitening cosmetics advertising on harmonic and obsessed passion among young (older) female consumers using multi-group modeling would be of great value (Park and Hong 2021). The third study field in hospitality and tourist management settings involves data analysis using the moderated mediation methodology. This study may aim to investigate the impact of integrated resort experiences on visitors' intention to revisit the resort. Specifically, the study examines the mediating role of visitors' harmonious and obsessive passion, considering the generational differences between males and females belonging to Generation X and Generation Y (Ahn 2020). A fourth potential future research possibility is to use a multilevel modeling to investigate the relationship between a parent's harmonious (vs. obsessive) passion for green products and that of their child (Kumar and Ghodeswar 2015; Tóth-Király et al. 2021). This indicates whether a parent's harmonious (vs obsessive) passion for green products may be passed along to their children. In light of the research agenda provided above, the following is suggested:

Proposition 9 *The brand passion scholarship will benefit from using advanced data analysis methodologies (cluster/latent profiling, multi-level, and multi-group modeling) to tackle methodologically complex consumer behavior issues.*

Conceptualization and sampling methods in brand passion research

After a thorough examination of available research, it is discovered that most consumer passion researchers used non-probability sampling methods (78 papers out of 84), with 32 publications utilizing convenience sampling and 22 using the student sampling approach. The heavy dependence on convenience and student sampling poses serious generalizability concerns. To tackle the issue of generalizability, brand passion researchers are encouraged to consider probability

sampling methods. Furthermore, the present review reveals that in the last three decades, 8 studies (Albert et al. 2009; Batra et al. 2012; Merz et al. 2018; Nobre and Simes 2019; Paharia et al. 2011; Parastatidou et al. 2012; Sajtos et al. 2021; Sarkar and Sarkar 2017) have been conducted to develop a general scale (only one dimension) to measure passion. None of them has created and proved a scale based on the brand passion that is both harmonic and obsessive. Scholars are encouraged to design and validate the consumers' harmonious and obsessive scale in a variety of marketing fields. In light of the research agenda provided above, the following is suggested:

Proposition 10 *Brand passion scholarship will benefit from the development and validation of consumers' harmonious and obsessive brand passion scales, as well as the use of a probabilistic sampling method to generalize results.*

Cross-cultural brand passion research

According to the examination of the available literature, passion research has been undertaken in just nineteen countries, with the majority of research being conducted in the following locations: the USA ($n=17$), followed by Pakistan ($n=7$), Portugal ($n=6$), Taiwan ($n=6$), UK ($n=5$), South Korea ($n=4$), Spain ($n=3$), Austria ($n=2$), and so on. Similarly, numerous African, European, Western, and Southwestern Pacific Ocean countries have been overlooked. According to a further assessment of the literature, 78 of the 84 published studies gathered their data from a single nation, while only 6 research papers recruited participants from various nations. Therefore, a number of cross-cultural consumer behavior issues must be addressed to comprehensively understand the antecedents and consequences of consumer passion formation in the aforementioned nations. One promising future research area is to explore the effect of consumers' harmonic and obsessed passion on the intention to post positive (vs. negative) reviews of the brands on social media in the contexts of Southwestern Pacific Ocean countries (New Zealand, Fiji, and Samoa) and African countries (Egypt, Nigeria, and Ethiopia). That is, are there cultural differences in the effect of consumers' passion on the postings and the responses to original (vs. fake) reviews (Plotkina et al. 2020)? Another research aim is to investigate how celebrity kinds (male vs. female celebrity, young vs. older celebrity) impact different consumers' passions (harmonic and obsessed) across Asia, Africa, and Europe (Kumar et al. 2021; Gilal et al. 2020a, b, c). A cross-cultural investigation of the effects of endorser type (celebrity vs. non-celebrity, sports vs. file star celebs, Tiktok vs. Facebook celebs) on the development of a passion for service brands in European and Asian countries is critical (Fan 2021). That is, which

celebrity kinds help the most to increase consumer passion for brands across countries in various regions of the world? The third future research goal is to examine the impact of an online destination brand experience on consumers' harmonious and obsessive passion in both individualistic and collectivist cultural situations (Khan and Fatma 2021). In light of these agendas, it is suggested that brand passion research will benefit from employing cross-cultural examinations to study the antecedents, consequences, and transference of brand passion.

Proposition 11 *Brand passion research will benefit from employing cross-cultural examinations spanning multiple countries to study the antecedents, consequences, and transference of brand passion in the marketing domain.*

Conclusion

To the authors' knowledge, this is the first complete review of all empirical evidence on the role of passion in the marketing realm. Specifically, brand passion research has been sparked by identifying major research gaps based on how passion as a construct has been employed in marketing research, what theories, research themes, and contexts have been explored, and what methodological approaches have been employed. This was accomplished by reviewing passion research from 1995 to 2021, identifying new marketing problems, and developing future research agendas (presented as testable propositions) based on theories, context characteristics, and methods. This classic review is also expected to help marketing scholars better comprehend brand passion and generate new research.

Limitations and further research avenues

While the present review has identified important research areas and suggested agendas for new research generation, it has a few limitations. For instance, all peer-reviewed journal papers from WoS and Scopus were kept. In contrast, articles published inEiCompendex and local Higher Education Commission (HEC) recognized journals were excluded from the review. Second, references to book reviews, articles not based on consumers' brand passion, conference proceedings, and papers produced in languages other than English were not included. Considering the aforementioned sources would be useful in determining articles that are significantly relevant to brand passion. Similarly, future research could look into brand passion in specific areas such as higher education, tourism and hospitality, sports, and financial institution branding). Nonetheless, based on the findings of this review,

brand management professors worldwide are encouraged to consider the current state-of-the-art of brand passion by testing one/two, or more of the propositions in future research utilizing the latest methodological approaches described in this work.

Declarations

Conflict of interest The authors declare that there is no conflict of interest in this work.

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