A Systematic Review of Green Brand Evangelism: Definitions and Drivers

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KEYWORD	ABSTRACT
	Environmental sustainability has become a central concern in global markets, driving scholars and practitioners to explore how consumers can act as active promoters of sustainable brands. Green Brand Evangelism (GBE) captures this phenomenon, defined as consumers' voluntary and enthusiastic advocacy of eco-friendly brands. Despite its relevance, research on GBE remains fragmented, with inconsistent definitions and scattered insights into its drivers. This paper addresses two research questions: How is GBE defined in the extant literature, and what are the enablers that foster it? This study provides the first systematic literature review (SLR) focused exclusively on GBE, consolidating fragmented evidence across contexts and reconceptualizing GBE as a multidimensional construct. Following PRISMA guidelines, eleven peer-reviewed articles (2020–2025) were synthesized from multiple databases. Data were analyzed thematically around two research questions and complemented with a bibliometric keyword co-occurrence analysis (VOSviewer). GBE emerges from the interplay of individual, brand, and contextual enablers. The study advances theoretical clarity and offers practical implications for managers, marketers, and policymakers in cultivating consumers as green brand evangelists.

1. INTRODUCTION

Environmental sustainability has become a critical concern in both developed and developing economies over the past two decades. Consumers are increasingly aware of the ecological footprint of their consumption choices, which has driven scholars and practitioners to

pay greater attention to green marketing strategies. Within this discourse, one emergent phenomenon is Green Brand Evangelism (GBE), defined as consumers' voluntary and enthusiastic advocacy of environmentally friendly brands. Unlike traditional brand loyalty, which focuses on repurchase intention, GBE emphasizes proactive behaviors such as recommending, defending, and spreading positive word-of-mouth for green brands (Guiao & Lacap, 2022; Panda et al., 2020). Previous studies on green marketing have also examined related constructs such as green information quality, green brand evaluation, eco-label credibility, green trust, and brand authenticity (Chen, 2013; Chua et al., 2024; Kumar et al., 2021), which together form an important conceptual foundation for understanding the emergence of GBE.

Although the idea of brand evangelism is well-established in marketing literature, its application in the green branding context remains limited and fragmented. Existing studies define GBE differently across sectors such as hospitality, food, and consumer goods, reflecting the absence of a unified conceptualization (Asan et al., 2024; Hsu, 2025). Furthermore, prior research identifies diverse enablers of GBE, ranging from individual-level factors (e.g., altruism, environmental self-identity) to brand-related factors (e.g., trust, authenticity) and contextual influences (e.g., price fairness, cultural orientation, or even crises like COVID-19) (Guiao & Lacap, 2022; Nguyen et al., 2023; Sohaib et al., 2022). This conceptual and empirical fragmentation indicates the need for a systematic effort to synthesize the existing literature and establish a clearer understanding of the GBE phenomenon.

Addressing these gaps, this study conducts a Systematic Literature Review (SLR) to map and integrate existing knowledge on GBE. Specifically, the review is guided by two research questions: (1) How is Green Brand Evangelism defined in the extant literature? And (2) What are the enablers that foster Green Brand Evangelism? By synthesizing evidence from 11 peer-reviewed journal articles published between 2020 and 2025, this study seeks to clarify the conceptual boundaries of GBE and identify its key drivers, offering implications for both academic research and managerial practice.

2. METHODOLOGY

This study employs a Systematic Literature Review (SLR) approach, adhering to the PRISMA guidelines to ensure transparency and replicability. The objective is to synthesize how

Green Brand Evangelism (GBE) has been defined (RQ1) and what enablers (RQ2) have been identified in prior studies.

2.1 Search strategy

The search strategy was developed in two stages, aligned with the research question (RQs). Four constructs were identified for RQ1: definition, green, brand, and evangelism. Four related constructs were developed for RQ2: enablers, green, brand, and evangelism. Keywords for each construct were generated through scoping searches and refined by including synonyms and alternative expressions. Boolean operators (AND/OR) were applied to construct the final search strings.

Table 1. Search Constructs, Keywords, and Strings

RQ	Construct	Keywords	Search Strings
1	Definition	Definition, Explanation, Characterization, Terminology, Concept, Interpretation, Delineation, Clarity	("Definition" OR "Explanation" OR "Characterization" OR "Terminology" OR "Concept" OR "Interpretation" OR "Delineation" OR "Clarity")
	Green	Green, Sustainable, Eco-Friendly, Environmentally Friendly, Conservational, Ecologically Aware	("Green" OR "Sustainable"OR "Eco-Friendly" OR "Environmentally Friendly" OR "Conservational" OR "Ecologically Aware")
	Brand	Brand, Trademark, Identification, Label, Reputation, Name	("Brand" OR "Trademark" OR "Identification" OR "Label" OR "Reputation" OR "Name")
	Evangelism	Evangelism, Evangelist, Gospeler,	("Evangelism" OR "Evangelist" OR "Gospeler")
2	Enablers	Enablers, Indicators, measurement, methods	("Enablers" OR "Indicators" OR "measurement" OR "methods")
	Green	Green, Sustainable, Eco-Friendly, Environmentally Friendly, Conservational, Ecologically Aware	("Green" OR "Sustainable"OR "Eco-Friendly" OR "Environmentally Friendly" OR "Conservational" OR "Ecologically Aware")
	Brand	Brand, Trademark, Identification, Label, Reputation, Name	("Brand" OR "Trademark" OR "Identification" OR "Label" OR "Reputation" OR "Name")
	Evangelism	Evangelism, Evangelist, Gospeler,	("Evangelism" OR "Evangelist" OR "Gospeler")

Source: Authors' compilation based on research design (2025)

2.2 Databases and search process

The search was conducted across seven major scholarly databases: Emerald, Springer, EBSCO, Scopus, Sage, ScienceDirect, and Taylor & Francis, which are widely recognized for their extensive coverage of peer-reviewed journals in business, marketing, and sustainability research. While the broader search strings (Table 1) were extensively tested, in practice, they yielded limited or no relevant results in certain databases, particularly Taylor & Francis, Emerald, and ScienceDirect. Consequently, the most effective and consistent search term was the explicit

phrase "green brand evangelism." This observation is not merely a technical adjustment but an empirical reflection of the field's emerging nature. Unlike more established constructs in green marketing (e.g., green trust, green brand loyalty, or green word-of-mouth), the terminology surrounding Green Brand Evangelism (GBE) has not yet diversified into synonymous or alternative expressions such as "eco-friendly evangelism" or "sustainable brand advocacy". This lack of terminological variation suggests that scholarly discourse on GBE is still at an early conceptual stage, where researchers have yet to experiment with broader linguistic frames or alternative theoretical labels. The reliance on a single keyword also underscores the fragmentation and novelty of GBE research, distinguishing it from adjacent areas of study where well-established keyword clusters allow for broader and more flexible database searches.

To ensure transparency and replicability, a structured search protocol was followed, which is illustrated in Figure 1. Search Protocol Diagram. The process began with the formulation of research questions (RQ1 and RQ2), followed by the identification of relevant constructs (definition, enablers, green, brand, and evangelism). Search strings were then developed using Boolean operators and synonyms, and tested across the selected databases. This process yielded 15 records, which were subsequently screened and refined to arrive at the final set of 11 articles.
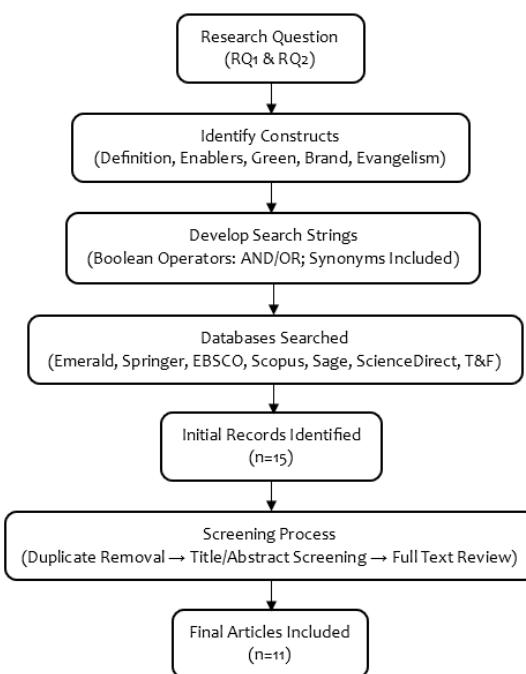

Figure 1. Search Protocol Diagram

Source: Adapted from PRISMA 2020 guidelines (Page et al., 2021).

2.3 Inclusion and Exclusion Criteria

To ensure the rigor of the review, inclusion and exclusion criteria were established before the screening process. Studies were included if they: (1) explicitly examined Green Brand Evangelism (GBE) either as a central construct or as part of their conceptual model, (2) were published in peer-reviewed journals, and (3) were available in full text and written in English. No restrictions were placed on publication year; however, all eligible studies were published between 2020 and 2025, reflecting the novelty of GBE as an emerging research domain. Studies were excluded if they: (1) discussed brand evangelism without reference to green or sustainability contexts, (2) were conceptual papers without empirical evidence, or (3) were conference proceedings, book chapters, or non-academic reports.

2.4 Screening and selection

The initial search generated 15 records. After removing duplicates and applying the predefined inclusion and exclusion criteria, the remaining studies were screened in two stages. First, titles and abstracts were reviewed for relevance to the research questions. Second, full-text articles were assessed to confirm eligibility. Following this process, 11 articles were retained for final synthesis. The limited number of eligible studies highlights both the emerging and fragmented nature of research on GBE, underscoring the importance of consolidating the available evidence. The selection process is illustrated in Figure 2. PRISMA Data Collection Funnel.
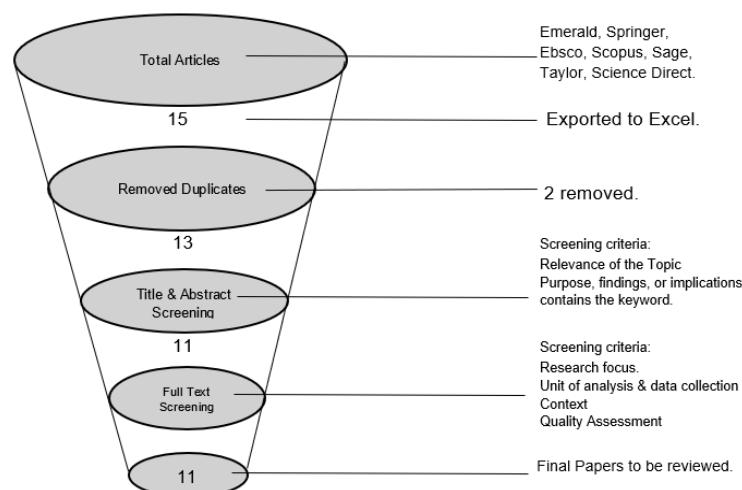

Figure 2. PRISMA Data Collection and Screening Funnel

Source: Adapted from PRISMA 2020 guidelines (Page et al., 2021)

2.5   Data Analysis Using VOSviewer

The bibliometric analysis in this study was conducted using VOSviewer, a widely recognized software for mapping and visualizing scientific networks (Van Eck & Waltman, 2010). This analysis aimed to identify the intellectual and thematic structure of Green Brand Evangelism (GBE) research published between 2020 and 2025. Keyword co-occurrence analysis was employed to explore relationships among frequently appearing terms in the selected articles. The resulting bibliometric map visualized how key concepts are interconnected, forming distinct thematic clusters that represent emerging areas of inquiry within the GBE literature.

The co-occurrence network revealed three main clusters based on the strength of keyword associations. Cluster 1 included terms such as altruism, environmental self-identity, and health consciousness, reflecting the personal and psychological dimensions of green consumer behavior. Cluster 2 was dominated by terms such as trust, authenticity, and brand experience, which represent brand-related constructs linked to emotional and relational attachments. Cluster 3 featured keywords such as price fairness, cultural orientation, and crisis, which highlight contextual and situational influences shaping consumer advocacy for green brands. These clusters illustrate that GBE scholarship encompasses three major domains of inquiry: individual, brand, and contextual factors, each contributing to the understanding of how and why consumers engage in green brand evangelism.

To ensure conceptual coherence, the interpretation of these clusters was further strengthened through theoretical triangulation with the main perspectives underlying GBE research. The first cluster, comprising altruism, environmental self-identity, and health consciousness, corresponds to individual-level enablers that reflect consumers' internalized ecological values and moral motivations. This interpretation is consistent with Social Identity Theory, which posits that individuals express and reinforce their self-concept through group-related or value-congruent actions (Asan et al., 2024; Hsu, 2025; Nguyen et al., 2023). The second cluster, which groups trust, authenticity, and brand experience, represents brand-level enablers that emphasize emotional and relational bonds between consumers and green brands. This aligns with Brand Relationship Theory, which highlights how trust and authenticity shape consumers' affective commitment and advocacy behaviors (Hamouda & Aissaoui, 2024; Sohaib et al., 2022). Meanwhile, the third cluster, encompassing price fairness, cultural orientation, and crisis, signifies contextual enablers that capture environmental and social circumstances

influencing consumer perceptions of green brands. These patterns are consistent with Green Marketing Theory, which underlines how market conditions, socio-cultural norms, and external stimuli (such as environmental crises) shape consumers' sustainable decision-making (Chen, 2013; Chua et al., 2024; Kumar et al., 2021).

Taken together, these three clusters collectively demonstrate that Green Brand Evangelism operates as a multidimensional construct emerging from the intersection of personal, relational, and contextual forces. The theoretical integration of these clusters not only validates the bibliometric findings but also provides an analytical bridge to the conceptual synthesis presented in the subsequent section. The interpretation of these clusters reinforces the multidimensionality of GBE and serves as the empirical foundation for the theoretical framework developed in Section 2.6.

2.6 Theoretical Framework and Conceptual Model

Building on the synthesized literature, this study integrates three theoretical lenses to position Green Brand Evangelism (GBE) within a coherent conceptual framework. **First**, *Brand Relationship Theory* explains the emotional and relational ties that bind consumers to brands, emphasizing constructs such as trust, love, and loyalty as precursors of advocacy behaviors. Within this framework, GBE is conceptualized as an extension of these relational bonds, representing consumers' willingness to voluntarily defend and promote the brand (Hamouda & Aissaoui, 2024; Sohaib et al., 2022). **Second**, *Green Marketing Theory* highlights the role of environmentally responsible branding and communication in shaping consumer attitudes and intentions. Green authenticity, eco-label credibility, and transparency lay the foundation for trust and positive evaluations that motivate consumers to adopt evangelistic behaviors (Chen, 2013; Chua et al., 2024; Kumar et al., 2021). **Third**, *Social Identity Theory* offers a psychological lens for explaining why consumers internalize green values as part of their self-concept. When individuals perceive alignment between their environmental identity and the brand's values, they experience identity congruence that drives proactive advocacy or evangelism (Asan et al., 2024; Hsu, 2025).

Synthesizing these perspectives, this study conceptualizes GBE as a multidimensional outcome that arises from the interaction of individual, brand-related, and contextual enablers. Individual-related enablers (e.g., altruism, environmental self-identity, health consciousness) reflect personal values and motivations; brand-related enablers (e.g., trust, authenticity,

experience) represent relational and affective drivers; while contextual enablers (e.g., price fairness, cultural norms, crisis conditions) capture situational influences that reinforce or weaken evangelistic behavior. Accordingly, the theoretical framework positions GBE as the dependent construct, influenced by three interconnected domains of enablers (individual, brand, and contextual). The model is summarized in Figure 3, which illustrates how these enablers collectively drive Green Brand Evangelism. The framework illustrates that Green Brand Evangelism arises from the interaction of three enabler domains: individual, brand, and contextual factors. Individual enablers (altruism, environmental self-identity, health consciousness) reflect personal motivations; brand enablers (trust, authenticity, brand experience) represent relational and affective dimensions; and contextual enablers (price fairness, cultural orientation, crisis) capture situational influences. Together, these enablers drive consumers' advocacy, defense, and positive word-of-mouth behaviors toward green brands.
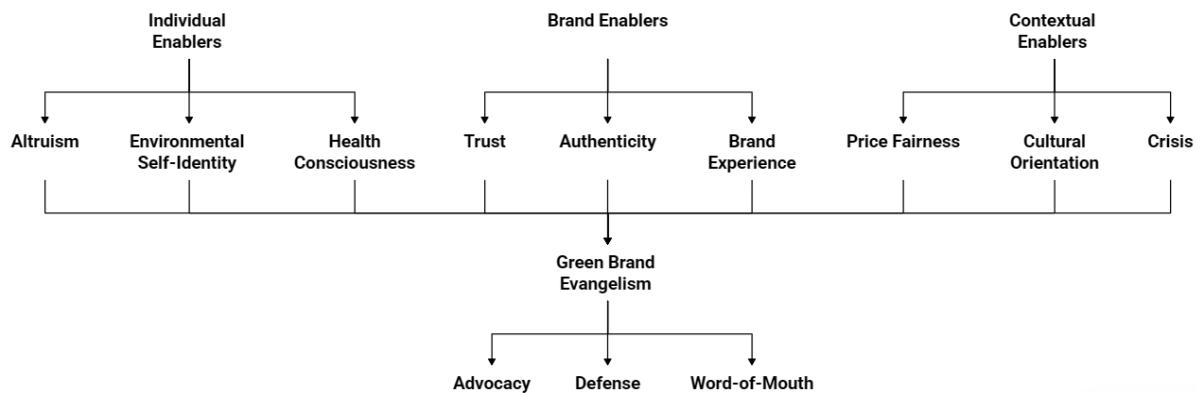
Figure 3. The Conceptual Model of Green Brand Evangelism

Source: Authors' synthesis based on reviewed studies (Asan et al., 2024; Guanqi & Nisa, 2023; Guiao & Lacap, 2022; Nguyen et al., 2023; Rawat & Singh, 2022; Sashittal et al., 2023; Sohaib et al., 2022).

The framework illustrates that Green Brand Evangelism arises from the interaction of three enabler domains: individual, brand, and contextual factors. Individual enablers (altruism, environmental self-identity, health consciousness) reflect personal motivations; brand enablers (trust, authenticity, brand experience) represent relational and affective dimensions; and contextual enablers (price fairness, cultural orientation, crisis) capture situational influences.

Together, these enablers drive consumers' advocacy, defense, and positive word-of-mouth behaviors toward green brands.

3. RESULTS AND DISCUSSIONS

Based on the systematic screening and selection process described, a total of 11 articles were included in the final review. From each study, we extracted information such as author(s), year, context, theoretical foundation, definition of GBE, enablers, and key findings. The extracted data were synthesized thematically to address the two research questions (RQ1 and RQ2). The results are presented in two parts: first, an overview of how Green Brand Evangelism (GBE) has been defined in the literature (RQ1), and second, a synthesis of the enablers that facilitate GBE (RQ2).

3.1. RQ1: Definitions of Green Brand Evangelism (GBE)

The literature shows that the definitions of GBE remain fragmented, with scholars approaching the construct from multiple perspectives. From a behavioral perspective, GBE is described as the voluntary act of recommending, defending, and promoting green brands to others (Guiao & Lacap, 2022; Panda et al., 2020). This highlights outward consumer behaviors that extend beyond loyalty, emphasizing active advocacy within personal and social networks. From a relational perspective, GBE is conceptualized as an extension of strong consumer-brand relationships.

Brand love and loyalty have been positioned as important antecedents of evangelistic behavior, indicating that affective ties and relational benefits encourage consumers to actively advocate for green brands (Hamouda & Aissaoui, 2024; Sohaib et al., 2022). From a psychological perspective, GBE is rooted in identity and passion. Consumers internalize green values into their self-concept and express this identity through evangelism (Asan et al., 2024; Hsu, 2025). In addition, trust and perceived ethicality have been identified as psychological drivers that mediate the path from brand experience to evangelism (Guanqi & Nisa, 2023). These perspectives demonstrate that GBE is not reducible to a single definition, but rather represents a multidimensional construct encompassing behavioral actions, relational outcomes, and psychological identification. A synthesis of these perspectives is summarized in Table 2.

Table 2. Definitions of Green Brand Evangelism (GBE)

Perspective	Key Idea	Representative Studies
Behavioral	Voluntary consumer actions of recommending, defending, and promoting green brands	(Guiao & Lacap, 2022; Panda et al., 2020)
Relational	Extension of strong consumer-brand relationships; brand love and loyalty drive advocacy	(Hamouda & Aissaoui, 2024; Sohaib et al., 2022)
Psychological	Rooted in identity, passion, trust, and perceived ethicality	(Asan et al., 2024; Guanqi & Nisa, 2023; Hsu, 2025)
Synthesis	Multidimensional construct: behavioral actions, relational outcomes, and psychological identification	This review

Source: Authors' synthesis from reviewed studies (2025)

3.2   RQ2: Enablers of Green Brand Evangelism (GBE)

The reviewed studies identify a variety of enablers of GBE, which can be grouped into individual-related, brand-related, and contextual-related.

1.   Individual-Related Enablers

Altruism is one of the most consistent drivers of evangelism, encouraging consumers to advocate for green brands based on environmental and social concerns (Guiao & Lacap, 2022; Nguyen et al., 2023; Panda et al., 2020). Other important enablers include environmental self-identity and health consciousness, as well as personality traits such as extraversion and honesty-humility. Self-efficacy has also been shown to reinforce evangelistic tendencies, even outside strictly green contexts (Asan et al., 2024; Tiwari, 2024).

2.   Brand-Related Enablers

At the brand level, trust and loyalty emerge as significant precursors of evangelism. When consumers believe in the authenticity of a brand's green claims, they develop stronger emotional ties that translate into advocacy (Asan et al., 2024; Guanqi & Nisa, 2023). Positive brand experiences and favorable attitudes further strengthen this process, while perceived ethicality enhances the moral legitimacy of evangelism (Hamouda & Aissaoui, 2024; Sohaib et al., 2022).

3.   Contextual-Related Enablers

Contextual conditions, such as price fairness in hospitality settings (Sohaib et al., 2022), pro-social behavior in circular bio-economies (Rawat & Singh, 2022), and crises like the COVID-19 pandemic (Sashittal et al., 2023), have been shown to reinforce attachment, trust, and ultimately evangelism.

Overall, the synthesis indicates that GBE is enabled by a dynamic interplay of individual values and traits, brand-level trust and experiences, and contextual factors. Table 3 provides a structured summary of these enablers.

Table 3. Enablers of Green Brand Evangelism (GBE)

Category	Enablers	Representative Studies
Individual-Related	Altruism; environmental self-identity; health consciousness; personality traits; self-efficacy	(Asan et al., 2024; Guiao & Lacap, 2022; Nguyen et al., 2023; Panda et al., 2020; Tiwari, 2024)
Brand-Related	Trust; loyalty; brand experience; positive attitudes; perceived ethicality	(Asan et al., 2024; Guanqi & Nisa, 2023; Hamouda & Aissaoui, 2024; Sohaib et al., 2022)
Contextual-Related	Price fairness; pro-social behavior; crisis conditions (COVID-19 pandemic)	(Rawat & Singh, 2022; Sashittal et al., 2023; Sohaib et al., 2022)
Synthesis	GBE is enabled by the interplay of personal values, brand-level trust/experience, and context	This review

Source: Authors' synthesis from reviewed studies (2025)

3.3 Comprehensive Overview of Reviewed Studies

To provide transparency and illustrate the scope of the included literature, Table 4 presents a detailed summary of the 11 reviewed studies, outlining their definitions of GBE, identified enablers, theoretical frameworks, and key findings.

Table 4. Summary of Reviewed Studies on Green Brand Evangelism (GBE)

Author(s) & Year	Definition of GBE	Enablers of GBE	Theoretical Framework	Key Findings
Hsu (2025)	GBE is an extra-role behavior where internalized environmental and brand consciousness drive advocacy and defense.	Environmental consciousness, green brand consciousness, self-expression, environmental citizenship, and intention to buy green products.	Social Identity Theory, TPB, S-O-R	Green brand identification encourages pro-green behavior, including evangelism
Tiwari (2024)	GBE is shaped by personality traits and self-efficacy in consumer communities.	HEXACO traits, self-efficacy.	Personality psychology (HEXACO)	Personality and self-efficacy play an important role in driving evangelism

Asan et al. (2024)	GBE is defined as the active support of eco-friendly brands via WOM, persuasion, discouraging conventional brands, and an expression of environmental identity.	Environmental self-identity, self-brand connection, brand trust, green brand experience (mediator).	S-O-R, Self-Verification, Consumer Culture, Social Exchange	Green brand experience mediates the relationship between identity, trust, and GBE
Hamouda & Aissaoui (2024)	GBE is a relational outcome of strong consumer–brand ties, extending loyalty into active advocacy.	Confidence, self-expression, socialization, altruism, loyalty.	Relational benefits framework	Green brand loyalty antecedent GBE; relational benefits strengthen relationships
Nguyen et al. (2023)	GBE is conceptualized as an extension of altruistic and health-motivated green purchase behavior.	Health consciousness, altruism, sustainability awareness, purchase intention, loyalty (insignificant).	PLS-SEM, Sustainability-Altruism framework	Altruism influences intention, drives loyalty & evangelism; loyalty is not significant towards GBE
Guanqi & Nisa (2023)	GBE is linked to trust, ethicality, and brand passion in the food safety context.	Trust, perceived ethicality, brand passion (mediator).	Sternberg's Theory of Love	Brand passion mediates trust, resulting in GBE; ethicality as a moderator
Sashittal et al. (2023)	GBE is understood as a resilience outcome in brand–consumer ties during crises.	Brand trust, resilience, attachment	Consumer-brand relationship framework	Crisis strengthens brand trust, and attachment drives evangelism
Sohaib et al. (2022)	GBE is conceptualized as positive consumer behavior where satisfaction and attachment to green hotels lead to recommending, defending, and promoting.	Mental health, emotional well-being, brand attitude, loyalty, and price fairness (moderator).	Stimulus-Organism-Response (S-O-R)	NBS improves attitude and loyalty will drive GBE
Rawat & Singh (2022)	GBE is shaped by pro-social and relational factors in the circular bio-economy.	Pro-social behavior, emotional attachment, family/community context.	TISM (Total Interpretive Structural Modelling)	Circular bioeconomy and prosocial behavior can be an enabling context for GBE.
Guiao & Lacap	GBE is driven by	Environmental	Cognition-	Awareness leads

(2022)	awareness, altruism, and intention within green consumption.	sustainability awareness, altruism, and green purchase intention.	Affect-Behavior (CAB)	to altruism, turn leads to intention, and ultimately results in evangelism
Panda et al. (2020)	GBE is understood as advocacy for green brands as part of social and environmental sustainability awareness.	Altruism, purchase intention, loyalty, and sustainability awareness.	Theory of Planned Behavior (TPB)	Altruism bridges sustainability awareness, contributes to loyalty, and evangelism

Source: Authors' synthesis from reviewed studies (2025).

Collectively, the reviewed studies highlight that GBE is defined through multiple lenses, behavioral, rational, and psychological, while being enabled by a wide range of individual, brand-related, and contextual-related factors. Table 4 provides a transparent overview of how each study conceptualizes GBE, identifies its enablers, and applies theoretical frameworks to explain evangelistic behaviors. This consolidation allows for a clearer understanding of the fragmented yet emerging body of knowledge surrounding GBE.
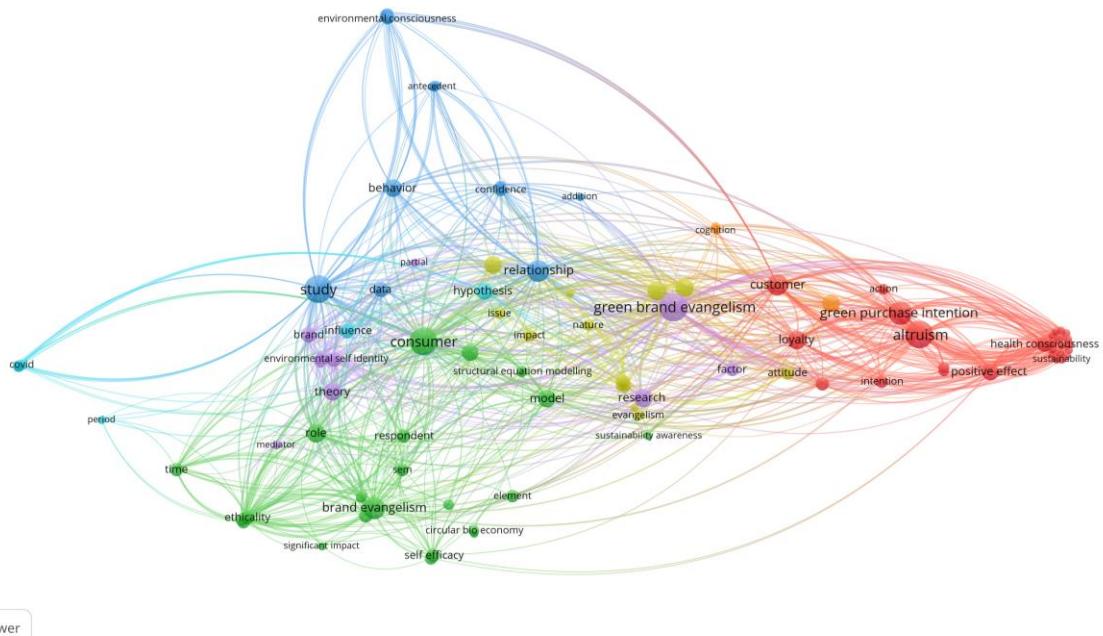
Figure 4. Keyword Co-occurrence Map of the Reviewed Studies (VOSviewer Analysis)

Source: Authors' bibliometric analysis using VOSviewer (2025)

To complement the tabular synthesis, a keyword co-occurrence analysis was performed using VOSviewer. As shown in Figure 1, the visualization reveals three primary clusters: (1) individual-level factors such as altruism, green purchase intention, and health consciousness; (2) brand-related and psychological drivers, including self-efficacy, ethicality, and brand evangelism; and (3) relational and contextual aspects such as environmental consciousness, confidence, and COVID-19. The distribution of clusters indicates that while GBE research has explored diverse dimensions, the field remains fragmented, with limited theoretical integration across themes. In sum, the combined tabular and bibliometric analysis demonstrates that GBE research is still in an early stage of development, characterized by multiple conceptual perspectives and a dispersed set of enabling factors. This fragmentation underscores the importance of consolidating definitions and frameworks, which will be further explored in the following Discussion section.

3.4   Discussion

The findings of this review highlight the fragmented yet emerging nature of Green Brand Evangelism (GBE) research. While the literature provides diverse definitions ranging from behavioral advocacy to relational outcomes and psychological identification, these perspectives have yet to be fully integrated into a unified conceptual framework. Similarly, the enablers of GBE span individual values, brand-related factors, and contextual conditions, but existing studies tend to investigate them in isolation rather than in combination. These results underscore the need to position GBE as a multidimensional construct, one that captures not only the observable behaviors of consumers but also their relational ties and identity-driven motivations. By consolidating insights from the reviewed studies, this discussion develops a more holistic interpretation og how GBE should be defined, what factors enable it, and where future research should be directed.

3.4.1 Conceptualizing GBE as a Multidimensional Construct (RQ1)

The findings of this review show that definitions of Green Brand Evangelism (GBE) remain fragmented across the literature, but can be synthesized into a multidimensional construct. From a behavioral perspective, GBE is conceptualized as voluntary acts of recommending, defending, and promoting green brands (Guiao & Lacap, 2022; Panda et al., 2020). This highlights outward actions that resemble word-of-mouth advocacy but are distinguished by their intensity and

proactive nature. From a relational perspective, GBE has been positioned as an extension of consumer-brand relationships, where constructs such as brand love, loyalty, and relational benefits play central roles (Hamouda & Aissaoui, 2024; Sohaib et al., 2022). This perspective underscores the affective and social bonds that tie consumers to green brands, which are stronger than mere satisfaction or loyalty. Finally, from a psychological perspective, GBE is rooted in identity and passion. Studies demonstrate that consumers internalize environmental values as part of their self-concept, and they express this identity through advocacy and defense of eco-friendly brands (Asan et al., 2024; Hsu, 2025). Other work has emphasized that trust and perceived ethicality further mediate the pathway from brand experience to evangelism (Guanqi & Nisa, 2023). These perspectives suggest that GBE cannot be reduced to a single dimension but instead represents an integrated construct encompassing behavioral actions, relational outcomes, and psychological identification.

3.4.2 The Interplay of Enablers of GBE (RQ2)

The enablers of GBE identified in the literature can be grouped into three categories: individual-related, brand-related, and contextual. At the individual level, altruism emerges as one of the most consistent antecedents (Guiao & Lacap, 2022; Nguyen et al., 2023; Panda et al., 2020). Consumers motivated by altruistic values advocate for green brands out of concern for environmental and social well-being. Other key drivers include environmental self-identity, health consciousness, and pro-environmental personality traits (Asan et al., 2024; Tiwari, 2024). Hsu (2025) shows that environmental consciousness and citizenship behavior also facilitate evangelism, expanding the scope of enablers beyond individual traits to include civic engagement.

At the brand level, trust and loyalty stand out as critical factors. When consumers perceive a brand's environmental claims as authentic, they are more likely to form strong attachments and engage in advocacy (Asan et al., 2024; Guanqi & Nisa, 2023). Positive brand experiences further reinforce this connection (Sohaib et al., 2022), while relational benefits such as confidence and socialization strengthen bonds that encourage evangelism (Hamouda & Aissaoui, 2024). The perception of ethicality has also been highlighted as a moral enabler that legitimizes consumer advocacy (Guanqi & Nisa, 2023).

Contextual factors also play a significant role. Price fairness in hospitality contexts has been shown to strengthen the link between experiences and evangelism (Sohaib et al., 2022), while pro-social behavior within circular bio-economies creates a cultural environment supportive of advocacy (Rawat & Singh, 2022). External shocks such as the COVID-19 pandemic have further reinforced trust and attachment, leading to evangelistic behaviors even under conditions of uncertainty (Sashittal et al., 2023). These findings indicate that enablers of GBE are not confined to internal motivations or brand qualities but are also shaped by broader situational dynamics.

3.4.3 Toward an Integrated View of GBE

Synthesizing across these perspectives, this review positions GBE as a multifaceted construct enabled by the interplay of individual values, brand-level experiences, and contextual conditions. The behavioral, relational, and psychological dimensions identified in the literature converge to suggest that GBE is both an outcome of consumer–brand relationships and a vehicle for the expression of personal and social identity. Enablers operate across levels, meaning that fostering evangelism requires simultaneous attention to individual motivations, brand authenticity, and contextual support.

The novelty of this review lies in its systematic consolidation of a highly fragmented field. To the best of our knowledge, this is the first systematic literature review dedicated to GBE. By integrating findings from diverse contexts—including hospitality, food safety, smartphone communities, and circular bio-economies—this study provides a comprehensive framework that conceptualizes GBE as multidimensional and categorizes enablers into individual, brand-related, and contextual domains. The bibliometric visualization further underscores the fragmented state of the literature, revealing clear opportunities for theoretical integration and future empirical development.

Having synthesized the definitions and enablers of Green Brand Evangelism (GBE), this review not only advances theoretical clarity but also offers several practical lessons. While the conceptual framing of GBE is important for scholarly progress, its value is equally determined by how the insights can inform brand managers, marketers, and policymakers in fostering consumer evangelism for sustainable brands. The following section outlines the practical and managerial implications of the findings.

3.4.4 Practical and Managerial Implications

This review highlights several actionable implications for managers, marketers, and policymakers seeking to cultivate Green Brand Evangelism (GBE). First, brand managers should recognize that evangelism extends beyond loyalty and requires creating authentic and meaningful consumer experiences. For instance, green hospitality brands can leverage nature-based experiences, such as wellness retreats or eco-friendly accommodation packages, to strengthen consumers' emotional attachment and trigger advocacy behaviors (Sohaib et al., 2022). Similarly, fashion brands can integrate eco-labeling and influencer collaborations to enhance perceived authenticity and credibility, which motivates consumers to promote the brand voluntarily (Chua et al., 2024). Second, marketers can design campaigns that emphasize identity alignment and self-expression. By framing green brands as symbols of consumers' environmental values, marketers can encourage individuals to express their eco-conscious identities through brand advocacy. For example, campaigns that invite consumers to share their sustainable lifestyle stories on digital platforms can transform buyers into vocal evangelists. Third, policymakers play an essential role in shaping the environment that fosters evangelism. Policies that encourage eco-label transparency, fair pricing mechanisms, and standardized sustainability certifications can help legitimize green claims, thereby increasing consumer trust and the likelihood of evangelism. In practice, the combination of authentic experiences, transparent communication, and supportive regulatory environments provides a fertile ground for turning environmentally conscious consumers into active promoters of sustainable brands.

3.4.5 Limitations

This study is not without limitations. The limited number of eligible studies reflects the emerging stage of GBE scholarship, and the review was restricted to English-language publications. Future research should broaden the scope by incorporating non-English studies, longitudinal designs, and integrative models that capture the interaction of individual, brand, and contextual enablers. Overall, this review contributes to the theoretical consolidation of GBE and provides a roadmap for future scholarship in advancing the study of consumer advocacy in sustainable branding.

3.4.6 Future Research Directions

Despite the valuable insights derived from this review, the field of Green Brand Evangelism (GBE) remains in an early stage of development, opening several avenues for future research: First, **conceptual expansion** is needed to overcome current fragmentation. Existing studies have adopted behavioral, relational, or psychological perspectives but still lack a unified theoretical model of GBE. Future scholars could integrate these approaches into a comprehensive framework by employing mixed-method designs that combine qualitative exploration with quantitative validation.

Second, **contextual broadening** should be prioritized. Most empirical studies have focused on hospitality, food safety, or niche green consumer segments. Future work could examine GBE in other sustainability-driven industries—such as fashion, electronics, or mobility, where green transformation pressures are substantial but remain underexplored.

Third, **cross-cultural and longitudinal investigations** are needed to enhance external validity. To date, GBE research has been dominated by single-country, cross-sectional designs. Comparative research across cultural settings could reveal how institutional contexts and cultural orientations shape evangelistic behavior, while longitudinal studies may capture temporal dynamics, including pre- and post-crisis shifts (e.g., during COVID-19 recovery).

Fourth, future research should explore **integration with emerging constructs**, such as green influencer marketing, prosumer activism, and digital advocacy. Examining how social media ecosystems and digital communities facilitate green evangelism could significantly extend both theoretical and practical understanding of GBE.

Fifth, **managerial interventions and policy implications** offer another rich research avenue. Future studies could test how brand-level initiatives (e.g., sustainability disclosure, community engagement, influencer collaborations) and policy instruments (e.g., carbon labeling, eco-certification) affect evangelistic intentions and behaviors, thereby bridging theory and practice.

Finally, as green marketing becomes increasingly digitalized, scholars may investigate **AI-driven advocacy and algorithmic dynamics** that shape evangelistic behavior in online environments. Understanding how digital word-of-mouth, sentiment analysis, and social-commerce algorithms amplify or constrain green brand advocacy could open new interdisciplinary paths combining marketing analytics, consumer psychology, and data science.

Beyond these directions, it is important to acknowledge the **methodological limitations** of this review. The synthesis relied on only eleven peer-reviewed journal articles published between 2020 and 2025. Although this scope may appear narrow, it provides a **focused foundation** for understanding how GBE has evolved conceptually during its formative phase. Rather than constituting a limitation, this small corpus represents an **opportunity for deeper exploration** through broader evidence bases. Future systematic reviews might integrate conference papers, dissertations, or cross-disciplinary sources—such as sustainability communication, ethical branding, or environmental psychology—to build a more comprehensive understanding of GBE. Moreover, combining **quantitative meta-analysis** or **bibliometric network mapping** with qualitative synthesis could offer a more robust theoretical integration and reveal hidden conceptual clusters within the literature.

Beyond the thematic synthesis and identified research gaps, this review also provides a **meta-theoretical reflection** on the conceptual role of Green Brand Evangelism (GBE) in the broader green marketing paradigm. The evidence synthesized across Sections 3.4.1–3.4.6 indicates that GBE functions not merely as a behavioral outcome but as a **bridge construct** connecting *green loyalty* and *green advocacy*. Prior studies have typically regarded *green loyalty* as the culmination of sustainable consumer relationships (Chen, 2013; Kumar et al., 2021). However, findings from this review reveal that GBE transcends loyalty by incorporating **voluntary, affective, and identity-driven advocacy behaviors**. This suggests that GBE represents the **transition from attitudinal commitment (loyalty)** to **behavioral activism (advocacy)**, uniting internalized commitment and outward pro-brand action.

Theoretically, this interpretation strengthens GBE's status as an **integrative mechanism** bridging *Brand Relationship Theory* and *Social Identity Theory*. From a relational standpoint, GBE represents the culmination of brand attachment—when emotional and trust-based bonds evolve into advocacy and defense (Hamouda & Aissaoui, 2024; Sohaib et al., 2022). From an identity-based standpoint, GBE emerges when consumers internalize a brand's ecological values as part of their self-concept, leading to moral and activist behaviors aligned with brand advocacy (Asan et al., 2024; Hsu, 2025). This identity-based mechanism can be further explained through the **Value–Belief–Norm (VBN) theory**, which provides a moral–psychological foundation for understanding pro-environmental behavior. According to the VBN theory, individuals engage in environmentally responsible actions when ecological values are internalized, beliefs about

environmental consequences are activated, and personal moral norms are strengthened (Minton et al., 2017; Stern, 2000). Within the context of GBE, this framework clarifies how consumers' moral awareness and self-transcendent values motivate them to advocate for green brands as a form of ethical responsibility and moral expression. Integrating VBN theory into this interpretation thus enriches the theoretical scope of GBE, linking moral cognition and environmental identity as complementary drivers of evangelistic behavior. Thus, GBE functions as a **conceptual bridge** connecting commitment, identity, and activism within sustainable consumer–brand relationships.

4.   CONCLUSION

This study set out to synthesize the definitions and enablers of Green Brand Evangelism (GBE) using a systematic literature review approach. A total of 11 articles were identified and analyzed, offering insights into how GBE has been conceptualized and what factors enable its emergence. The review concludes that GBE is a multidimensional construct defined from behavioral, relational, and psychological perspectives. Its enablers span individual-level traits and values, brand-level trust and experiences, and contextual conditions such as fairness and crisis resilience. The novelty of this review lies in being the first systematic synthesis of GBE, consolidating fragmented evidence into a coherent framework that classifies enablers across levels and reconceptualizes GBE as an integrated construct.

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