

A Review of Net Promoter Score (NPS) as a Predictive Indicator for Customer Advocacy and Brand Loyalty

Sadick Essandoh^{1*}, Stephen Ehilenomen Aifuwa², Ayodele Sunday Babalola³, Micheal Ayorinde Adenuga⁴, Adaobi Beverly Akonobi⁵, Chigozie Emmanuel Benson⁶, Ejielo Ogbuefi⁷

¹Independent Researcher, Texas

²Trine University VA, U.S.A

³National Identity Management Commission

⁴Independent Researcher, South Africa

⁵Company: Bauer College of Business, University of Houston, USA

⁶Independent Researcher, Texas

⁷Independent Researcher, California, USA

*Corresponding Author: Sadick Essandoh

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Abstract

This paper critically reviews the metric as a predictive indicator for customer advocacy and brand loyalty. The paper examines how customer satisfaction and loyalty are interlinked with advocacy behaviors by drawing on established theoretical frameworks—including expectancy disconfirmation, social exchange, relationship marketing, and commitment-trust theories. A comprehensive literature review is presented, detailing the evolution, methodology, calculation, and interpretation of the metric while also contrasting it with complementary measures such as the Customer Satisfaction Score and Customer Effort Score. The analysis synthesizes empirical findings consistently, indicating a strong correlation between high scores and positive customer behaviors, including repeat purchases, word-of-mouth promotion, and sustained brand engagement. The paper further investigates the predictive validity of the metric, demonstrating that high scores serve as reliable indicators of future customer behavior. It also identifies several limitations inherent in using the metric as a standalone predictor. These include its reliance on a single-question format, susceptibility to response biases, and the influence of cultural and contextual variations on customer responses. The discussion emphasizes that while the metric offers significant diagnostic value as an early warning system for customer disengagement, its effectiveness is enhanced when used in conjunction with additional quantitative and qualitative feedback mechanisms. Real-world case studies spanning industries such as technology, retail, and financial services illustrate practical applications where the metric has successfully forecasted brand loyalty and retention. Based on these findings, the paper offers strategic recommendations for businesses to integrate the metric into a broader customer engagement framework, advocating for regular measurement intervals, data segmentation, and the application of advanced predictive analytics. Finally, future research directions are proposed to refine the metric's accuracy, including exploring machine learning models and considering diverse contextual variables to enhance its predictive capability further. Overall, this review provides critical insights for academics and practitioners aiming to leverage this tool for sustainable growth and improved customer relationship management.

Keywords: Net Promoter Score; Customer Advocacy; Brand Loyalty; Predictive Analytics; Customer Experience; Marketing Metrics

1. Introduction

1.1 Background

The inception of the Net Promoter Score (NPS) marked a pivotal moment in the evolution of customer experience measurement. Initially introduced by Fred Reichheld and colleagues in the early 2000s, the metric emerged as a simple yet powerful tool designed to gauge customer satisfaction and predict growth. Its straightforward premise is built on a single question that asks customers to rate the likelihood of recommending a company's product or service to others (Adewoyin, 2022). This simplicity distinguished it from more complex satisfaction surveys, allowing businesses to easily capture customer sentiment. As organizations began adopting the metric, the clarity of its design proved particularly attractive in an era where customer experience became a focal point for competitive differentiation (Ekeh, Apeh, Odionu, & Austin-Gabriel; C. Ogbeta, Mbata, & Katas, 2022).

Over time, the approach evolved and spread rapidly across various industries. Early adopters reported a strong correlation between high scores and improved financial performance, which led to widespread industry interest and further academic investigation. The historical trajectory of NPS reveals a transformation from a novel customer feedback tool into a widely embraced performance indicator that influences strategic decision-making (Kokogho, Odio, Ogunsola, & Nwaozumudoh, 2024a). Researchers have since explored its nuances, investigating the underlying behavioral and emotional drivers that contribute to customers' propensity to recommend. This evolution is underscored by debates in both academic and professional circles regarding the metric's reliability and predictive validity. Critics argue that its reliance on a single-question framework may oversimplify the complexities of customer behavior, yet its proponents maintain that its ease of implementation and interpretability provide substantial benefits (Apeh, Odionu, Bristol-Alagbariya, Okon, & Austin-Gabriel, 2024a; Egbuhuzor et al., 2025).

In the context of marketing and customer experience management, the introduction of this score prompted a shift towards a more holistic view of customer relationships. It encouraged companies to monitor satisfaction levels and actively engage in strategies that enhance customer advocacy. This transformation in focus has had a profound impact on how organizations align their internal processes and customer service philosophies with market demands. Therefore, the background of NPS is emblematic of a broader trend towards data-driven decision-making in modern business practices, underscoring the metric's enduring relevance and adaptability in the evolving landscape of customer engagement (Agbede, Akhigbe, Ajayi, & Egbuhuzor; Okedele, Aziza, Oduro, & Ishola, 2024a).

1.2 Significance of the study

Customer advocacy and brand loyalty have emerged as fundamental pillars for sustainable business success in today's competitive market landscape. The significance of these concepts is underpinned by the idea that customers are no longer passive recipients of service; instead, they are active participants whose feedback and endorsement can drive a company's reputation and profitability. The metric bridges customer perception and business outcomes, making it a vital focus for academic inquiry and practical application (Ekeh, Apeh, Odionu, & Austin-Gabriel, 2025a; Odionu, Bristol-Alagbariya, & Okon, 2024).

A robust metric that encapsulates customer sentiment has become indispensable as companies strive to build resilient relationships with their client base. Advocacy is not merely about repeat business; it also encompasses customers' role as informal brand ambassadors who influence potential buyers. By fostering strong loyalty, businesses can reduce marketing costs, enhance word-of-mouth promotion, and create a buffer against market fluctuations. This linkage between customer voice and business strategy is why the study of this metric remains of high significance. Its adoption across diverse industries illustrates a universal

desire to quantify the emotional and behavioral bonds that customers form with brands(Sam-Bulya, Mbanefo, Ewim, & Ofodile, 2024a).

Moreover, the metric has become a key performance indicator aligning with strategic objectives. In an era characterized by rapid digital transformation and social media influence, a unified measure provides a common language for stakeholders across an organization. Its widespread acceptance has prompted companies to embed customer feedback at the heart of their operational frameworks. As academic research delves deeper into its predictive capabilities, it becomes clear that understanding the metric can yield insights into future market trends, customer retention strategies, and long-term brand equity(Onyebuchi, Onyedikachi, & Emuobosa, 2024a). The importance of this topic is further highlighted by the ongoing debate regarding its methodological strengths and limitations, which in turn spurs continuous refinement in both theory and practice. Hence, examining the predictive utility of the metric is not only academically stimulating but also immensely practical in steering business strategies in an ever-evolving marketplace(Okedele, Aziza, Oduro, & Ishola, 2024b; Uchendu, Omomo, & Esiri, 2024).

1.3 Purpose and Scope

The primary purpose of this paper is to critically review the metric as a predictive indicator for forecasting customer loyalty and advocacy. This study aims to assess the metric's strengths and inherent limitations in a modern business context by systematically examining its historical development, methodological underpinnings, and practical applications. The scope of the paper extends from a theoretical exploration of foundational customer satisfaction theories to an empirical analysis of case studies and quantitative data, thereby providing a comprehensive overview of its utility.

The paper seeks to address several key research questions. How accurately does the metric capture customer sentiment and forecast future behaviors? What contextual factors—such as industry type, market dynamics, and cultural nuances—affect its predictive power? These questions are critical for understanding the extent to which the metric can serve as a reliable predictor in various scenarios. The analysis aims to uncover the underlying mechanisms that drive the metric's effectiveness by focusing on its application to customer retention and word-of-mouth promotion. Furthermore, this paper will explore how complementary measures can be integrated to provide a more nuanced understanding of customer loyalty.

In delineating the scope, it is important to note that while the paper concentrates on the metric, it does not disregard broader considerations of customer experience management. Instead, it situates the discussion within the larger framework of strategic marketing and customer relationship management. This integrated approach allows for a more balanced discussion that acknowledges the metric's simplicity and complexity when applied to real-world business environments. Ultimately, the goal is to offer insights that are not only academically rigorous but also practically relevant, thereby contributing to the ongoing dialogue among scholars, practitioners, and decision-makers in the field of customer experience management.

2. Theoretical Framework and Literature Review

2.1 Foundational Theories

Customer satisfaction, loyalty, and advocacy are interrelated constructs that form the backbone of modern marketing strategies and are deeply rooted in various theoretical frameworks. One of the central theories underpinning customer satisfaction is the Expectancy Disconfirmation Theory, which posits that satisfaction results from the gap between expected and actual performance. This theory provides a basis for understanding how perceptions of service quality and product performance lead to positive or negative evaluations. When

expectations are exceeded, customers are more inclined to remain loyal, fostering advocacy behaviors that extend beyond mere repeat transactions(Kokogho, Odio, Ogunsola, & Nwaozomudoh, 2024b; Okedele, Aziza, Oduro, & Ishola, 2024c).

The Social Exchange Theory also offers insights into the relational dynamics between consumers and organizations. This theory suggests that the interactions between customers and companies are governed by reciprocal exchanges where customers assess the benefits received relative to the costs incurred. The perception of fair exchanges encourages ongoing loyalty and motivates customers to act as advocates, recommending the brand to others(Ekeh, Apeh, Odionu, & Austin-Gabriel, 2025b). Complementing this perspective, Relationship Marketing Theory emphasizes the long-term engagement between businesses and their clientele. It argues that the sustained quality of interactions is crucial for cultivating trust, commitment, and loyalty. In this context, advocacy emerges naturally as satisfied customers become vocal supporters, reinforcing positive perceptions within their social networks(Alex-Omiogbemi, Sule, Omowole, & Owoade, 2024; Kokogho, Odio, Ogunsola, & Nwaozomudoh, 2025).

Furthermore, the Commitment-Trust Theory delves into the role of trust as a mediator in building strong customer relationships. Trust, when established, mitigates perceived risks and fosters a sense of commitment that can lead to both loyalty and proactive advocacy. These theoretical constructs collectively provide a comprehensive framework that supports the use of the metric as an indicator of customer satisfaction and its cascading effects on loyalty and advocacy(Adewoyin, 2021). The interplay between these theories highlights that customer behavior is complex and multifaceted, influenced by cognitive evaluations, emotional responses, and social interactions. As a result, a robust understanding of these foundational theories is essential for interpreting the nuances of customer sentiment and behavior, and it lays the groundwork for analyzing empirical studies that assess the predictive capabilities of the metric(Nwaozomudoh et al.; C. P. Ogbeta, Mbata, & Katas, 2024).

2.2 Overview of NPS

The metric is widely recognized for its simplicity and its power to distill customer sentiment into a single numerical value. At its core, the methodology involves asking a straightforward question regarding the likelihood of recommending a company's offerings to others. Responses are typically captured on a scale, with respondents segmented into promoters, passives, and detractors. The calculation is performed by subtracting the percentage of detractors from that of promoters, yielding a score that reflects the overall propensity for customer advocacy. This clear-cut approach has allowed organizations to benchmark performance, track changes over time, and link customer perceptions to business outcomes(Omokhoa, Odionu, Azubuike, & Sule, 2024; Sam-Bulya, Mbanefo, Ewim, & Ofodile, 2024b).

Despite its apparent simplicity, the methodology of the metric is underpinned by rigorous statistical validation and extensive field research. Numerous studies have shown that the score correlates with important business metrics, such as revenue growth, customer retention, and even market share. However, the score's reliance on a single query has sparked debates among scholars regarding its comprehensiveness. Critics argue that while the metric provides a useful snapshot of customer sentiment, it may oversimplify the complex nature of customer relationships by ignoring the subtleties inherent in customer experiences(Apeh, Odionu, Bristol-Alagbariya, Okon, & Austin-Gabriel, 2024b; Daramola, Apeh, Basiru, Onukwulu, & Paul, 2024).

2.3 Literature on NPS and Customer Advocacy

The academic literature on the metric reveals many studies exploring its relationship with

customer advocacy and brand loyalty. Empirical research has frequently demonstrated a positive correlation between high scores and subsequent customer behaviors, such as repeat purchases and positive word-of-mouth recommendations. These studies highlight that customers who score highly tend to exhibit increased loyalty and a propensity to advocate for the brand within their social and professional networks. In this regard, the metric has been lauded for its ability to serve as an early warning system, identifying potential areas for improvement and signaling strong market positions when scores are high(Okedele, Aziza, Oduro, Ishola, et al., 2024).

Several industry case studies have reinforced the link between the metric and customer advocacy. For instance, research in the service and retail sectors has shown that companies with high scores report superior customer retention rates, contributing to enhanced profitability and sustained competitive advantage. Conversely, low scores often serve as an indicator of potential customer churn and can prompt organizations to re-examine their service delivery and customer engagement strategies. Moreover, longitudinal studies have provided insights into the temporal stability of the score, suggesting that a high score can be a predictor of future financial performance over extended periods(Adewoyin, Onyeke, Digitemie, & Dienagha, 2025; A. Ajayi & Akerele, 2021).

However, the literature is not without its gaps and limitations. Some scholars have noted that the reliance on a single metric may mask underlying issues such as product quality or service inconsistencies that are not fully captured by the score. Additionally, while many studies confirm a positive relationship between the score and customer advocacy, others caution that the predictive power may vary significantly based on external factors like market maturity or competitive intensity. These gaps in the literature indicate a need for more nuanced research that incorporates additional variables and alternative methodologies to validate and extend current findings. By critically reviewing these studies, researchers can identify both the strengths and the constraints of using the metric as a stand-alone indicator for customer advocacy and brand loyalty(Abiola-Adams, Azubuike, Sule, & Okon, 2025a; Adewoyin et al., 2025).

2.4 Comparative Metrics

In the landscape of customer experience measurement, the metric is often compared with other prevalent measures such as the Customer Satisfaction Score and the Customer Effort Score. Each of these metrics offers unique insights into customer behavior, yet they differ significantly in their approach and the dimensions they assess. While the metric is valued for its predictive power in terms of customer advocacy, the Customer Satisfaction Score provides a broader snapshot of overall satisfaction levels, capturing a more immediate reaction to a specific interaction or experience. This differentiation is crucial because a high satisfaction level does not always translate into loyalty or advocacy, which is where the predictive focus of the metric comes into play(Abiola-Adams, Azubuike, Sule, & Okon, 2025b; Sam-Bulya, Mbanefo, Ewim, & Ofodile, 2024c).

The Customer Effort Score, on the other hand, emphasizes the ease with which customers interact with a company. This measure is particularly useful in service industries where the effort required to resolve issues or complete transactions can heavily influence overall satisfaction and loyalty. By comparing these metrics, researchers and practitioners can better understand the multifaceted nature of customer experiences. With its focus on advocacy, the metric complements the insights provided by satisfaction and effort-based measures by highlighting the potential for organic growth through customer recommendations. However, its simplicity is both a strength and a limitation. While it offers clear, actionable insights, it may overlook the complexities captured by a more granular analysis of customer experiences(Abiola-Adams, Azubuike, Sule, & Okon, 2023a; C. Ogbeta, Mbata, & Katas,

2021).

Empirical comparisons in the literature have demonstrated that while each metric has its merits, no single measure can fully capture the dynamics of customer relationships. For instance, studies have found that the metric's correlation with long-term financial performance can be stronger than that of satisfaction measures, yet it may lack the depth required to diagnose specific service issues(Okedele, Aziza, Oduro, & Ishola, 2024d). This has led many practitioners to advocate for a blended approach, where the metric is used in tandem with other indicators to provide a comprehensive picture of customer health. Such an integrated strategy allows organizations to harness the predictive power of the metric while also addressing the detailed feedback necessary for continuous improvement. In summary, while comparative metrics each have distinct advantages, the metric's unique focus on forecasting advocacy and loyalty underscores its critical role in modern customer experience management(Abiola-Adams, Azubuike, Sule, & Okon, 2025c; C. Ogbeta et al., 2021).

3. NPS as a Predictive Indicator for Customer Advocacy

3.1 NPS Correlation with Brand Advocacy

The correlation between the metric and brand advocacy is evident through numerous studies and practical observations that reveal a strong relationship between customer sentiment and their willingness to recommend a brand. Customers who provide high scores often have experienced consistent satisfaction and trust in a company's products or services. This sentiment manifests in organic word-of-mouth promotion and a readiness to defend the brand during adverse situations. When emotionally invested, customers transition from mere buyers to active advocates, sharing their positive experiences in personal and public networks(A. J. Ajayi, Agbede, Akhigbe, & Egbuhuzor, 2023; Okon, Odionu, & Bristol-Alagbariya, 2024).

Empirical research suggests that a high score reflects customer satisfaction and indicates the likelihood of promoting the brand. Several surveys and case studies have demonstrated that companies with elevated scores typically benefit from increased customer referrals, enhanced community engagement, and a more robust brand image. Behavioral theories further reinforce this relationship, which argue that satisfaction naturally leads to advocacy, as customers seek to reinforce their decision to engage with the brand by recommending it to others. Additionally, companies that actively manage and monitor their scores tend to implement strategies that enhance the customer experience, thereby creating a cycle where high scores and strong advocacy reinforce each other(A. J. Ajayi, Akhigbe, Egbuhuzor, & Agbede, 2022; Egbuhuzor, Ajayi, Akhigbe, & Agbede, 2022).

Furthermore, the metric's simplicity makes it accessible for both companies and customers. Its single-question format encapsulates the core of customer sentiment, allowing organizations to gauge the potential for advocacy quickly. However, the observed behavioral patterns—such as an increased propensity for positive social media mentions, referrals, and public endorsements—validate the metric's effectiveness. As a result, businesses often use these scores as a proxy for understanding not just satisfaction, but the deeper, more emotionally rooted loyalty that drives advocacy. This dynamic interplay between numerical scores and real-world customer behavior underscores the metric's value as a predictive indicator for brand advocacy(A. J. Ajayi et al., 2023; Eyo-Udo, Apeh, Bristol-Alagbariya, Udeh, & Ewim, 2025a).

3.2 Predictive Validity

The predictive validity of the metric has been a subject of considerable academic and practical interest, with empirical evidence consistently indicating that high scores correlate with favorable customer behaviors. Studies have shown that customers who rate their likelihood to recommend highly are significantly more prone to engage in repeat purchases

and demonstrate persistent brand loyalty. This is partly because these scores capture an underlying positive sentiment that translates into tangible behaviors, such as continuous engagement with the brand over time and a willingness to share positive experiences with peers (Ekeh, Apeh, Odionu, & Austin-Gabriel, 2025c; Eyo-Udo et al., 2025a).

Multiple longitudinal studies have established that a high score is a reliable predictor of future financial performance, as it is linked with increased customer retention and revenue growth. Over time, companies that track these scores observe a trend where elevated scores precede improved sales and market expansion periods. This predictive strength is further supported by the metric's ability to highlight potential areas for customer disengagement early on, allowing organizations to implement corrective measures before significant losses occur. Additionally, statistical analyses have confirmed a robust correlation between the metric and other performance indicators, reinforcing its utility in strategic planning (Agho, Ezech, Isong, & Iwe; Ayinde, Owolabi, Uti, Ogbeta, & Choudhary, 2021).

Despite its simplicity, the metric effectively encapsulates complex customer dynamics that are indicative of future behavior. For example, a high score often coincides with increased customer engagement on social media platforms and stronger participation in loyalty programs. This suggests that satisfied customers are likely to continue patronizing the brand and positively influence others. As a result, businesses frequently integrate the metric into their forecasting models, using it as a key variable to predict market trends and customer lifetime value. The predictive validity is thus confirmed by both quantitative data and qualitative insights, making the metric a valuable tool for anticipating customer behavior and guiding strategic decision-making (A. Ajayi & Akerele, 2022a; Iwe, Daramola, Isong, Agho, & Ezech, 2023).

3.3 Limitations

Despite its widespread adoption and proven benefits, the metric is not without limitations when used as a standalone predictor of customer advocacy. One of the primary challenges is its reliance on a single-question format, which, while simplifying data collection, may not fully capture the nuances of customer sentiment. For instance, the score does not provide insights into the specific reasons behind customer dissatisfaction or enthusiasm, leaving companies with a partial view of the underlying issues that could influence future advocacy. This oversimplification can lead to an incomplete understanding of the customer experience, particularly in diverse markets with varying expectations (Eyo-Udo, Apeh, Bristol-Alagbariya, Udeh, & Ewim, 2025b).

Cultural differences also play a significant role in shaping customer responses. In some regions, cultural norms may influence how customers express satisfaction or criticism, potentially skewing the scores. For example, in cultures where direct criticism is frowned upon, customers may provide inflated scores that do not accurately reflect their true sentiment. Conversely, in regions with a more critical customer base, scores might be disproportionately low, leading to a misinterpretation of the brand's actual performance. These cultural nuances necessitate a contextual interpretation of the scores, where businesses must consider local attitudes and expectations when analyzing the data (Apeh, Odionu, Bristol-Alagbariya, Okon, & Austin-Gabriel, 2024c; Ishola, 2025).

Response biases further complicate the reliability of the metric. Customers who feel particularly passionate—either positively or negatively—are more likely to respond, while those with moderate views might remain silent. This self-selection bias can result in an overrepresentation of extreme opinions, which may not be reflective of the broader customer base. Additionally, external factors such as recent service encounters or isolated incidents can disproportionately influence scores, potentially distorting the overall picture of customer sentiment. Such limitations highlight the importance of using the metric in conjunction with

other qualitative and quantitative data to achieve a more comprehensive assessment of customer advocacy. Therefore, while the metric is a powerful tool for predicting customer behavior, its limitations must be acknowledged and mitigated through a more holistic approach to customer feedback analysis(Abiola-Adams, Azubuike, Sule, & Okon, 2023b; A. Ajayi & Akerele, 2022b).

3.4 Factors Influencing NPS Effectiveness

The effectiveness of the metric as a predictive tool for customer advocacy is influenced by several variables that can affect its reliability and interpretability. One significant factor is the type of product or service being evaluated. In industries where customer interactions are highly personal and service-oriented, the metric tends to have a stronger correlation with advocacy behaviors. This is because customers in such sectors often form deeper emotional connections with brands, making their responses more reflective of genuine sentiment. Conversely, the metric may not capture the full spectrum of customer experiences in commodity markets or industries with less frequent interactions, leading to a weaker predictive link(Abiola-Adams, Azubuike, Sule, & Okon, 2025d; Abiola, Okeke, & Ajani, 2024).

Industry-specific factors also play a crucial role in shaping the metric's effectiveness. For example, companies in fast-moving consumer goods sectors might experience rapid shifts in customer sentiment due to external factors like market trends or seasonal influences. The metric may require more frequent updates and contextual analysis to remain relevant in these cases. Similarly, the level of competition within an industry can impact how customers perceive and respond to their experiences. In highly competitive markets, customers may be more discerning and their responses more volatile, which could either enhance or obscure the metric's predictive power depending on how data is aggregated and interpreted.

Customer demographics are another important variable influencing the metric's reliability. Factors such as age, income, education level, and cultural background can all affect how customers perceive their interactions and articulate their satisfaction or dissatisfaction. Younger customers, for example, might be more inclined to share their opinions publicly, thereby providing richer data for analysis, whereas older customers may be less vocal despite high levels of satisfaction. Additionally, demographic factors can influence the overall response rate, potentially introducing bias if certain groups are underrepresented. These demographic considerations underscore the need for businesses to segment their data and tailor their analysis to capture the diverse perspectives within their customer base(Ogunyemi & Ishola; Onyebuchi, Onyedikachi, & Emuobosa, 2024b).

Other contextual elements, such as the timing of data collection and the specific circumstances surrounding customer interactions, further influence the metric's effectiveness. For instance, scores collected immediately after a significant service failure may differ markedly from those gathered during routine interactions. Such temporal variations highlight the importance of understanding the broader context in which the metric is applied. By accounting for these factors, businesses can refine their interpretation of the scores and implement more targeted strategies to enhance customer advocacy. In summary, while the metric offers valuable insights into customer sentiment and future behavior, its effectiveness is contingent upon a nuanced understanding of the various factors that shape customer responses(Akpukorji et al., 2024; Onyebuchi, Onyedikachi, & Emuobosa, 2024c).

4. NPS as a Predictive Indicator for Brand Loyalty

4.1 Linking the Score to Brand Loyalty

The relationship between this metric and long-term customer loyalty is multifaceted and deeply rooted in both behavioral psychology and empirical research. High scores often reflect

customers' overall satisfaction with their interactions, suggesting that they are more likely to continue supporting a company over time. An emotional connection is fostered when customers feel that their needs are consistently met and that the service quality aligns with the brand promise. This connection, in turn, translates into repeated purchases and ongoing engagement, serving as a reliable predictor of loyalty. Research has repeatedly shown that customers who express a strong willingness to recommend a brand are not merely satisfied with a single transaction—they exhibit a propensity to remain committed despite competitive pressures or temporary setbacks.

This enduring commitment is partly explained by the psychological concept of cognitive consistency, where customers align their future actions with their past expressions of satisfaction. In practical terms, when customers voluntarily provide high scores, it is often an indication that they have internalized a positive brand experience. Their advocacy becomes an extension of their identity as loyal customers, reinforcing their decision to engage with the brand over the long term. Moreover, companies that consistently receive high scores tend to cultivate robust customer communities. These communities often act as a self-sustaining engine for loyalty, where peer recommendations and positive word-of-mouth further entrench customer relationships(Apeh, Odionu, & Austin-Gabriel).

In addition, the metric serves as an early indicator of potential churn. Organizations can identify early warning signs of declining loyalty by monitoring score fluctuations and intervening proactively. The strategic use of this data allows businesses to refine their customer retention initiatives and tailor their service improvements, ultimately enhancing customer lifetime value. The predictive link between the metric and loyalty is thus both diagnostic and prescriptive—providing actionable insights that can help shape long-term engagement strategies. Overall, the ability of this metric to encapsulate the complexities of customer sentiment makes it an invaluable tool for understanding and predicting brand loyalty in dynamic market environments(Kokogho, Odio, Ogunsola, & Nwaozumudoh, 2024c).

4.2 Case Studies

Real-world applications of this metric have underscored its effectiveness in forecasting brand loyalty. For example, a leading technology firm integrated this metric into its customer feedback system to monitor post-purchase experiences. By correlating high scores with subsequent purchase patterns, the company was able to identify segments of its customer base that were exceptionally loyal. This insight enabled them to deploy targeted loyalty programs and personalized communication strategies, reinforcing customer retention and boosting overall revenue. Similarly, a renowned global retailer utilized the metric to segment its customers and identify areas of improvement. After implementing changes based on feedback from high-scoring segments, the retailer experienced a notable increase in repeat business and referral rates, highlighting the practical benefits of leveraging the metric as a predictive tool(Okedele, Aziza, Oduro, & Ishola, 2024e).

Another compelling case is found in the financial services sector, where a multinational bank used the metric to assess client satisfaction following major service interactions. The bank discovered that customers who provided high scores were significantly more likely to renew products and opt for additional services. This correlation between score and retention allowed the bank to refine its customer service protocols and proactively address issues with lower-scoring segments. In yet another instance, an international hospitality group combined this metric with qualitative feedback from social media to develop a comprehensive customer engagement strategy. The analysis revealed that high-scoring customers returned for repeat visits and actively promoted the brand among their peers. These case studies demonstrate that, when implemented correctly, the metric can serve as a reliable proxy for long-term

loyalty, enabling businesses to tailor their strategies and drive sustained growth. They also highlight the metric's flexibility across various industries and capacity to adapt to different customer engagement models, providing actionable insights supporting retention and advocacy initiatives(Abiola-Adams, Azubuike, Sule, & Okon, 2025e).

4.3 Challenges in Measurement

While the metric has proven valuable in predicting brand loyalty, its use as a standalone measure is not without challenges. One of the primary concerns is its inherent reliance on a single-question format, which, despite its simplicity, may not capture the full complexity of customer behavior. Customer loyalty is influenced by a multitude of factors such as service quality, pricing strategies, and emotional connections—all of which might be oversimplified when reduced to a singular numerical value. This reductionist approach can sometimes mask underlying issues that are critical for understanding customer commitment in depth.

Cultural variations also pose a significant challenge. In markets where customers are less inclined to express criticism openly, scores might be artificially elevated, creating a false sense of loyalty. Conversely, the metric might underrepresent satisfaction levels in regions with a more critical customer base. These cultural nuances necessitate a contextual analysis to avoid misinterpretations. Additionally, the data collection timing can influence the metric's reliability. Scores recorded immediately after a significant service encounter may reflect short-term emotions rather than long-term commitment. Seasonal factors, market volatility, and recent service disruptions can all impact the scores, leading to potential volatility that does not necessarily align with true loyalty trends(Abiola-Adams et al., 2025e; A. Ajayi et al., 2025).

Another challenge arises from response bias. Often, customers with extreme opinions—either very positive or very negative—are more likely to provide feedback, while those with moderate views remain silent. This selective response can skew the overall picture, making it difficult to gauge the broader customer base's loyalty accurately. Moreover, external factors such as economic downturns, competitive actions, or changes in market conditions can also influence customer behavior in ways that are not captured by the metric alone. Therefore, while the metric is useful, its limitations underscore the importance of employing a multifaceted approach to measure brand loyalty accurately. A nuanced interpretation, supported by additional data points and qualitative insights, is essential for overcoming these challenges and fully leveraging the metric's predictive potential(Egbuhuzor et al., 2025; Kokogho et al., 2024a).

Although the metric provides a succinct snapshot of customer sentiment, relying solely on it may not offer a comprehensive view of brand loyalty. It is beneficial to employ complementary measures that capture other dimensions of the customer experience to overcome its inherent limitations. For instance, metrics such as the Customer Satisfaction Score and the Customer Effort Score can provide additional insights that enrich the understanding of customer loyalty. While the metric focuses on the likelihood to recommend, the satisfaction score measures immediate contentment with a particular interaction, and the effort score assesses the ease of the customer journey. Together, these indicators create a multidimensional framework for holistically evaluating customer experiences.

Integrating these additional metrics allows businesses to triangulate data and better diagnose areas that might require intervention. For example, a scenario where a high metric score coincides with a low effort score could indicate that, although customers are willing to advocate for the brand, they face difficulties that could erode long-term loyalty. Conversely, when all measures align positively, it validates that the brand is meeting expectations and delivering a seamless and gratifying experience. Such a balanced approach ensures that the various facets of customer engagement are adequately monitored and addressed(Daramola et

al., 2024).

In practice, many forward-thinking organizations have adopted a blended approach, using multiple metrics to capture both quantitative and qualitative aspects of customer interactions. This strategy enables them to identify early warning signs of potential disengagement and to implement targeted improvements before loyalty is compromised. Furthermore, integrating data from different metrics supports more robust forecasting models, which can predict long-term trends in customer behavior with greater accuracy. By combining insights from various sources, businesses can develop a more comprehensive understanding of what drives loyalty, ultimately leading to more effective customer retention strategies. This multifaceted approach enhances predictive accuracy and provides actionable insights that empower companies to foster deeper, more resilient customer relationships in an increasingly competitive market (C. Ogbeta et al., 2022).

5. Conclusion

In synthesizing the literature and empirical analyses, several key findings emerge regarding the predictive power of the metric for customer advocacy and brand loyalty. First, numerous studies consistently indicate that high scores strongly correlate with increased customer advocacy. Customers who provide elevated scores tend to demonstrate both satisfaction and a deep-seated commitment to the brand, often manifesting in positive word-of-mouth and repeat interactions. This correlation is underpinned by behavioral theories such as cognitive consistency and social exchange, which explain how positive customer experiences translate into long-term loyalty and active promotion. The research reveals that high scores are often precursors to enhanced customer retention, increased referral rates, and even higher revenue growth.

However, the literature also underscores significant limitations in relying solely on this single-question metric. Its simplicity, while advantageous for quick data collection and ease of interpretation, can lead to oversimplifying multifaceted customer behaviors. Several studies have highlighted the potential for response biases, where extreme views—either overly positive or negative—may distort the overall picture. Moreover, cultural differences and contextual nuances further complicate the interpretation, as customers from diverse backgrounds may not uniformly express their sentiments. These challenges suggest that while the metric is a useful indicator of customer sentiment, it should be employed alongside additional measures to capture the full spectrum of customer experiences.

Overall, the findings confirm that the metric holds considerable predictive validity for both advocacy and long-term loyalty, yet its effectiveness is contingent on careful contextual interpretation and supplemental analytical tools. It functions best as an early warning system and a complementary tool in a broader customer feedback framework, rather than as an isolated indicator. The dual nature of its strengths and limitations provides both a roadmap for practical application and a clear mandate for further refinement in academic inquiry.

The insights derived from the extensive literature review have several critical implications for business practice. Organizations seeking to enhance customer engagement should consider integrating the metric into their overall customer feedback and loyalty programs. When implemented effectively, it offers a straightforward mechanism to gauge customer sentiment, identify potential detractors, and monitor the evolving landscape of customer satisfaction. One practical recommendation is to use the metric as part of a balanced scorecard that includes complementary metrics such as satisfaction and effort scores. This integrative approach allows businesses to triangulate data, offering a more nuanced picture of the customer experience.

Companies are advised to establish regular measurement intervals to capture real-time feedback and track trends over time. This not only facilitates the early detection of issues but

also allows for the evaluation of the impact of corrective measures. Additionally, segmenting the data by customer demographics, product lines, and service channels can reveal deeper insights into the drivers of loyalty. For example, by analyzing responses from distinct customer groups, businesses can tailor their engagement strategies to address specific needs and preferences, ultimately fostering a more personalized and effective customer experience. Furthermore, organizations should invest in training for staff to interpret the metric's results within the broader context of customer interactions. This involves understanding the numerical score and delving into qualitative feedback to unearth the underlying reasons for customer sentiment. Leveraging data analytics and predictive modeling can further enhance the strategic use of the metric, enabling companies to forecast trends and make informed decisions about resource allocation, marketing strategies, and service improvements.

While the current body of literature has established the utility of the metric in predicting customer advocacy and brand loyalty, several avenues remain ripe for future research. One potential area is refining the metric's accuracy by integrating advanced predictive analytics. Future studies could explore incorporating machine learning models to analyze customer feedback, identifying subtle patterns and trends that traditional statistical methods might overlook. Such research would not only validate the metric's predictive power. However, it could also lead to the development of enhanced tools that offer deeper insights into customer behavior.

Another promising direction is the examination of contextual variables that influence the effectiveness of the metric. For instance, further exploration into how cultural nuances and regional differences affect customer responses can help tailor the metric for diverse markets. Longitudinal studies that track changes in customer sentiment over extended periods would also be valuable, as they could reveal how the metric's predictive validity evolves in response to market dynamics, economic fluctuations, and competitive pressures. Researchers might also investigate the interplay between the metric and emerging digital feedback channels, such as social media platforms and online review systems, to understand how these data sources can be harmonized with traditional measurement tools.

Moreover, future research should develop a more holistic framework that combines the metric with other customer experience indicators. By integrating qualitative insights from customer interviews and sentiment analysis with quantitative data, scholars can propose a multidimensional model that more accurately captures the complexities of customer loyalty. This approach would facilitate a more comprehensive understanding of the factors that drive advocacy and long-term engagement. Additionally, investigating the potential for real-time feedback mechanisms to adjust marketing strategies and service delivery on the fly represents an exciting frontier for both academic inquiry and practical application. Such research could pave the way for dynamic customer engagement models that are highly responsive to the evolving needs and preferences of the consumer base.

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