

Evangelistic behaviour as a second order construct: How do the determinants of customer brand identification lead to brand evangelism?

Ali Taimur Baig^{1*}, Namra Nadeem², and Sehar Sohail³

¹Faculty of Business Administration, Lahore School of Economics, Pakistan

²Ohio University, United States of America

³Northumbria University, England

* Corresponding author: alitaimurbaig@gmail.com

Abstract

This study aims to further knowledge of the dimensionality of brand evangelism, a topic that has received very little attention. Moreover, the paper explores how customer brand identification (CBI) and brand evangelism (BE) are related in a developing Asian economy, employing the combined lens of social identity and self-verification theories. While the association between various brand-related factors and brand evangelism has been probed before, a dearth of studies conceptualising brand evangelism as a second-order construct exists. Given this scholarly void, the suggested model was tested using PLS-SEM. Questionnaires were administered to 358 respondents with a response rate of 94.4%. Using the embedded two-stage technique, the results confirmed brand evangelism as a second-order construct. Additionally, greater brand attractiveness and trust contributed to higher levels of brand evangelism. Brand attractiveness, brand social benefits, and memorable brand experience also indirectly affected it through customer brand identification. Practitioners can use these findings in various ways to improve the effectiveness of online shopping websites and apps.

Keywords: Brand evangelism, Second-order construct, Customer brand identification, Brand trust, Brand awareness.

Introduction

For an extended period, academics have zeroed in on the benefits of brand evangelism (Purohit et al., 2023), which entails zealously conveying positive ideas, information, and emotions about a specific brand to other consumers, freely and without hesitation, with the intent of influencing their consumption behaviour (Doss, 2014). When customers are pleased with a brand, they may consciously or unconsciously, directly or indirectly, generate goodwill about it through word of mouth (WOM) (De Matos and Rossi, 2008). Sometimes, loyal customers become so passionate about a brand that they naturally start recommending it to others without being asked or paid to do so (Doss, 2014). As a result of this, their opinions are more widely accepted by consumers as compared to those of the influencers who are commercially associated with brands (Nyadzayo et al., 2020).

Evangelistic behaviour is something that might not be perpetuated and instilled in people easily (Becerra and Badrinarayanan, 2013). Customer brand identification, which measures how much people associate their self-concept with a brand, is an important element that influences this association. Given the significance of material belongings in shaping identity, brands that become deeply embedded in a person's identity might foster more evangelical behaviour. According to Belk (1988), "Consumer-brand identification entails consumers who buy and associate with the brand, which helps give meaning and shape self-identities." The concept of CBI draws on the theory of social identity developed earlier by Tajfel (1979, 1982) and the self-verification theory developed by Swann and Ely (1983). Building on this, Ashforth and Mael (1989) describe identification as "the perception of oneness with or belongingness to a social referent and experiencing its successes and failures as one's own." Individuals frequently group themselves into different social categories based on their age, gender, affiliations with organisations, and religion (Tajfel and Turner, 1979). According to the theory of self-verification, consumers develop a lasting attachment with a brand that authenticates and verifies their identity; this indicates that when consumers affiliate themselves with the group they believe they belong to, they tend to experience a positive self-verification and social identity (Swann and Ely, 1983). In this regard, customers' loyalty to a brand and resilience to unfavourable details are significantly predicted by BA, which in turn promotes customer brand identification. The foremost objective for most firms is to pave the way for developing and maintaining an enduring, deeper association with consumers. CBI can be derived directly from customer-to-customer similarity and value congruence and indirectly via BA (Elbedweihy et al., 2016). The literature on brand management has long supported the strategic significance of consumer-brand association, and the strength and nature of this relationship have been examined to identify pertinent concepts, according to a different study by So et al. (2017) that focused on the airline industry. CBI has been shown to generate many positive brand responses, like brand commitment, brand advocacy, loyalty, trust, salience, and resonance (D'Lima and Srivastava, 2019; Lewicki et al., 1998). This identification with a brand emerges from both affective and cognitive antecedents (Stokburger et al., 2012).

To disentangle the web of BE, our goals are to contribute in the following ways. First, while the extant research has shed light on the affective side of customers' evangelistic behaviour, the cognitive aspects remain largely ignored (Sharma and Khandeparkar, 2024). To address this gap, we provide empirical evidence through the combined lens

of social identity theory and self-verification theory (Tajfel 1979, 1982) by examining both cognitive and affective antecedents of CBI. Specifically, we investigate cognitive-based antecedents, including BA and BT, along with affective-based antecedents such as MBE and BSB. In addition, we probe not only the direct influence of these components on BE but also their indirect impact via CBI. Second, in prior research, the focus was either on the antecedents of CBI (So et al., 2017; Elbedweihy et al., 2016) or its effects (Matzler et al., 2007). Some limited models have integrated antecedents and consequences wholly within a single model (He et al., 2012). Addressing this gap, our study combines both antecedents and outcomes within a unified model, providing a more holistic understanding of consumer brand identification and its role in evangelistic behaviour. Third, evangelistic behaviour in the services sector warrants attention as numerous studies have focused primarily on products (Sharma and Khandeparkar, 2024). Recognising this, we have shifted the focus to online shopping applications and websites in an emerging market like Pakistan to explore how BE is cultivated through these platforms. Fourth, a myriad of past studies has operationalised BE as a unidimensional construct (Matzler et al., 2007; D'Lima and Srivasta, 2019; Mansoor and Paul, 2022). Since BE encapsulates customers' purchase intentions, inclination to spread the unfavourable word about rival brands and suggest the brand in question to others (Hsu, 2018), the scale established by Matzler et al. (2007) for gauging unidimensional BE fails to incorporate items reflecting an individual's tendency to oppose rival brands. Building on this, our study adds to the body of knowledge on BE by defining and confirming that BE is a multifaceted construct with three components: oppositional brand referrals, positive brand referrals, and purchase intention.

Following the arguments presented above, this study presents a holistic model on how affective and cognitive antecedents of CBI lead to consumers' evangelistic behaviour in the presence of CBI in the services sector. Furthermore, it validates BE as a multidimensional construct.

Literature Review

Brand Evangelism

In the field of marketing, BE is becoming more popular. It represents a superior form of consumer advocacy, where brand evangelists religiously persuade others to consume the brand. Evangelist describes a consumer who is both a user and a brand enthusiast (Doss, 2014). The purpose of a brand evangelist is to advocate the benefits of the brand and strongly recommend it to consumers without expecting any financial or non-financial benefits. They are essentially a superfan of a brand (Choudhury et al., 2019). Every brand needs brand evangelists as they are the ones who fervently promote the brand and defend it against any negative controversies in any discussions, particularly on social media (Patil, 2015). They give their full support to the brand and defend it against any opposition, making them a powerful asset for any brand.

In fact, promoting the outstanding and excellent features of a brand, especially those that many people are unaware of, through energetic persuasive communication is the essence of BE (Matzler et al., 2007). Thus, for any company, brand evangelists act as influencers who are genuinely devoted and passionate consumers. They contribute to business development, oppose rival brands, and provide unsolicited yet honest feedback

(Badrinarayanan and Laverie, 2011).

While the term brand evangelist is widely documented in the literature, there are several other terms that capture the same idea but they each bring a unique perspective to how individuals interact with and promote a brand. These concepts include volunteer sales force (McConnell and Huba, 2003), champions (Bhattacharya and Sen, 2003), advocates (Chung and Darke, 2006), brand community, brand admirers (Muniz and O'Guinn, 2001), brand zealots, opinion leaders, and market mavens (Doss, 2014).

The fact that brand evangelists receive no payment or sponsorship from the business lends credibility to their statements and makes them seem believable to others. Today, there is an interactive conversation among consumers on various online mediums, and non-users are more likely to believe what other consumers say about a particular brand instead of relying on paid advertisements by the brands. Hence, companies must have loyal brand ambassadors or evangelists (D'Lima and Srivastava, 2019).

Consumers develop a psychological attachment to those attractive brands that satisfy their needs (Curras-Perez et al., 2009). Brand evangelism requires core supporting acts from evangelists, like regularly buying the brand and persuading people who don't use it to buy it (Becerra and Badrinarayanan, 2013).

There are various factors involved in consumers becoming brand evangelists that consist of brand salience, BT, brand satisfaction, CBI, opinion leadership (Anggarini, 2018; Doss 2014), brand recognition, brand personality, satisfaction, brand salience and CBI (Choudhury et al., 2019). Good quality of service, brand identification, and trust also considerably impact BE (Mehran et al., 2020).

Mvondo et al. (2022) operationalised BE as a combination of three dimensions: purchase intention, positive brand referrals, and oppositional brand referrals. Purchase intention is the desire of a customer to buy a particular brand. Positive brand referral refers to communicating favourably about a brand, while oppositional brand referral is the tendency to support a favoured brand and disparage competing brand.

Brand Attractiveness

Attractive brands positively influence the consumers' mindset and show the way to brand loyalty (Elbedweihy et al., 2016). According to Curras-Perez et al. (2009), consumers' favorable assessment of the brand's core, lasting, and distinctive qualities contributes to BA, which in turn causes CBI. When the brand associations match the consumers' self-concept, it makes the brand more attractive. Consumer-brand relationships cannot be imposed by the company; instead, these relationships are selective and are based on CBI (Bhattacharya and Sen, 2003). Accordingly, a consumer is likely to identify with a brand if they find it appealing, and this strengthens the CBI with the business (So et al., 2017). Identity attractiveness, personal connection, and need for affiliation positively affect customer brand identification. Companies should be mindful of delivering an attractive and steady identity of their company (Marin and Ruiz de Maya, 2013).

Interestingly, brand attractiveness leads to an increase in brand purchase intentions; therefore, brands need to be seen as more appealing than their rivals in order to

encourage BE (Becerra and Badrinarayanan, 2020). Based on the above literature, we put forward that:

H1a BA is positively related with CBI.

H1b BA is positively related with BE.

Brand Social Benefits

“Social interaction opportunities and gains afforded by a brand” is known as brand social benefits (Stokburger-Sauer et al., 2012). Nearly every other company engages in social media branding these days, leading to the formation of self-reference groups through which the customers intermingle with like-minded people. However, it also increases the prospects of consumer-brand identification. If brands promise and deliver extra social benefits like endowing them with a positive social identity, then it will positively impact customers, and they will most likely use those brands as compared to competitors (So et al., 2017). Nelissen and Meijers (2010) state that while brand distinctiveness, brand prestige, and MBE indirectly contribute to CBI through BA, BSB has a significant direct impact on CBI. The hypotheses anticipated based on the above literature are as follows.

H2a BSBs is positively related with CBI.

H2b BSB is positively related with BE.

Memorable Brand Experience

Brand-related stimuli, including packaging, design, identity, surroundings, and communication, can elicit feelings, sensations, and thoughts that are referred to as brand experiences. A good brand experience is more memorable, and some brand experiences are more favourable and enduring than others (Brakus et al., 2009). If a consumer’s experience with their favored brand is memorable, then it is expected to guide them to intertwine self-related and brand-related thoughts, making them perceive that brand as more attractive (Davis, 1979), consequently leading to CBI (Stokburger-Sauer et al., 2012). For that reason, companies need to devise plans and policies and provide proper training to their frontline employees to improve and enhance the overall experience of the customer with the brand (So et al., 2017).

Meaningful and personally relevant pleasant brand experiences can result in BE (Chaudhuri and Holbrook, 2001). Tarssanen and Kylanen (2007) employed the experience pyramid model’s logic to investigate how brand evangelists describe how a memorable brand experience changes their thought processes and consumption patterns. The model provides insight into what constitutes a MBE for customers and aids in understanding the elements that influence customers to transform into brand evangelists (Arkonsuo et al., 2015). From the literature mentioned above, the following hypotheses were developed:

H3a MBE is positively related with CBI.

H3b MBE is positively related to BE.

Brand Trust

Trust is defined as a “consumer’s confident belief that he or she can rely on the seller to deliver promised services” (Agustin and Singh, 2005). The concept of trust is very wide-ranging. It was initially studied in relation to sociology and psychology. Sociologists argue that trust is essential for society as it increases order and reduces complexities. The confidence to rely on someone, based on the belief that they will act morally and consistently, especially in situations involving risk or uncertainty, is known as trust. Therefore, the long-term buyer-seller relationship is an outcome of trust and mutual dependence (Jevons and Gabbott, 2000).

Chaudhuri and Holbrook (2001) state that BT results in stronger consumer commitment, staunch support, and loyalty. Consumers develop a strong and favorable psychological connection with their favored brand, which not only significantly improves their intention to purchase but also encourages them to recommend it to others.

Trust is built over time and is about a satisfactory give-and-take relationship between seller and consumer. BT has two main components to meet the requirements of the consumers; one is reliability, and the second is characteristics. The ability of the brand to match its current performance with the pre-defined level of performance criteria set by the consumer leads to BT (Sahin et al., 2011). In another study conducted on the service sector (restaurants), it was proposed that restaurants should provide good ambiance and quality service as customers not only look for quality but uniqueness; providing good quality service will provoke the customers to advertise it to others, and the uniqueness of the restaurant will help to build a strong bond and trust among customers. It will pave the way for CBI and BE (Mehran et al., 2020).

Building solid customer brand relationships requires trust. It also helps to tone down the perceived risk associated with purchasing; BT was found to influence brand identification and consumers’ purchase intentions. A study confirms the underpinnings of the social identity theory and exhibits that BT and CBI is the key to activating consumers’ vocal support and BE (Becerra and Badrinarayanan, 2013). BT influences consumer purchases, brand referrals, consumer loyalty, attitude, and brand commitment (Chaudhuri and Holbrook, 2001, Kang et al., 2014; Elliott and Yannopoulou, 2007; Delgado-Ballester et al., 2003), and consumers are likely to become brand advocates; when the brand has earned their trust, loyalty and live up to their expectations.

BT significantly affects the consumer’s inclination to stay or leave the brand. In various other studies, it is also observed that higher levels of trust are directly linked with a greater leaning towards favorable positive recommendations and a high level of emotional connection with the brand, ultimately influencing BE (Gremler et al., 2001; Sajoy, 2018; Cheshin et al., 2018; Doss, 2014; Harris and Khatami, 2017; D’Lima and Srivastav, 2019; Ranaweera and Prabhu, 2003).

Therefore, it is believed that brand trust leads to brand evangelism. The hypotheses anticipated based on the above literature are as follows.

H4a BT is positively related with CBI.

H4b BT is positively related with BE.

Customer Brand Identification

The thought of CBI is rooted in social identity theory (Becerra and Badrinarayanan, 2013) and self-categorisation theory (Elbanaway, 2017). According to this theory, the social identity of any individual is derived from the social entities (demographic, education, occupation) to which they belong and is an essential part of their self-concept (Tajfel and Turner, 1985). These theories' basic argument is that consumers have a propensity to self-verification and social identity by associating and linking themselves to the group to which they belong. Therefore, CBI is one form of social identification in which a customer can associate themselves with a certain brand. It is conceptually viewed by Stokburger-Sauer et al. (2012) as a "Consumer's perceived state of oneness with a brand".

When consumers strongly identify with a specific brand, they show a laid-back attitude towards opponents. BE is a consequence of CBI, and BE has been conceptualised as an element of brand purchase, positive brand referrals, and opposing an opponent's brand; the outcome of the study revealed that brand identification induces consumers to give positive and constructive brand referrals for cars and athletic shoes (Becerra and Badrinarayanan, 2013).

CBI can direct to quite a few pro-brand effects like BSB, BA, brand-lifestyle congruence, MBE (Elbanaway, 2017), BT (Becerra and Badrinarayanan, 2013), customer-to-customer similarity, attractiveness, value congruence (Elbedweihy et al., 2016), brand loyalty (Stokburger-Sauer et al., 2012), brand prestige, brand distinctiveness, MBE, BSB (Bhattacharya and Sen 2003; So et al., 2017), CSR, trust, satisfaction, loyalty (Martínez and Bosque, 2013), brand affect, credibility, buyer loyalty, customer/brand equity, trust and commitment (Lam et al., 2010).

CBI does not encapsulate the emotional attachment aspect and believes emotions should be detached and isolated from brand identification; this belief makes customer brand identification distinct from other constructs (Stokburger-Sauer et al., 2012). Similarly, further research also supports; that consumers are likely to identify with that brand which is a source of symbolic meaning and helps consumers to sustain their identity (Fournier, 1998; Elbedweihy et al., 2016). The hypotheses anticipated based on the above literature are as follows.

H5 CBI is positively related with BE.

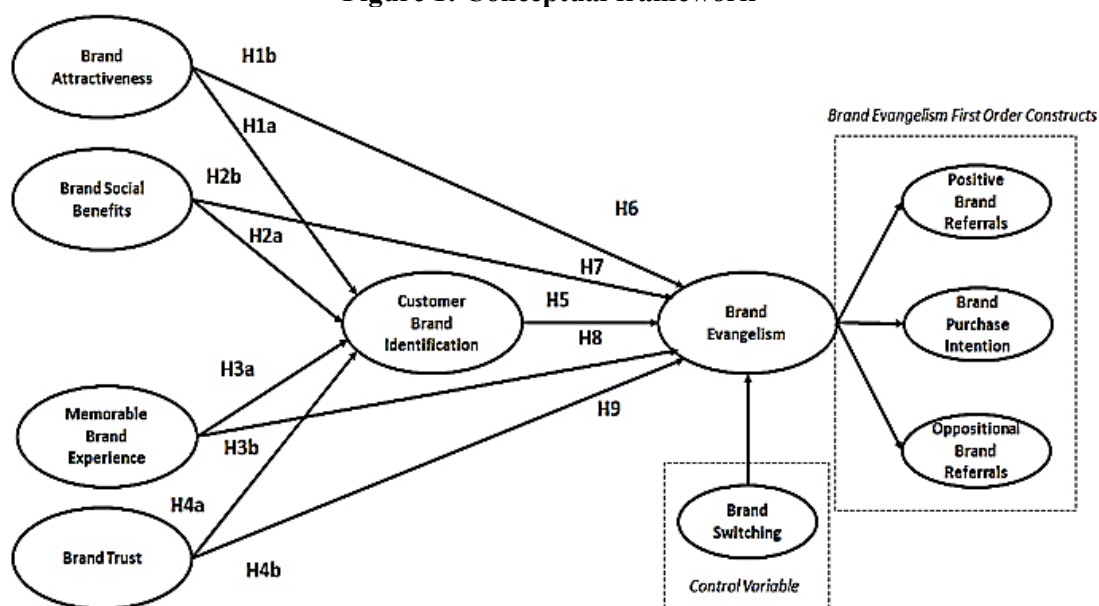
Role of Customer Brand Identification as a Mediator

This study expands on earlier research. (Ahearne et al., 2005; Bhattacharya and Sen, 2003; Becerra and Badrinarayanan, 2020). The study strives to link CBI to BE; it is suggested that a person will promote a brand more positively the more they identify with it (Becerra and Badrinarayanan, 2013). A mediator is a construct which "accounts for the relation between the predictor and the criterion" (Baron and Kenny, 1986). It has been previously hypothesised that both cognitive and affective antecedents of CBI, such as BA, MBE, BSB, and BT will directly lead to BE and indirectly reach all the way

through CBI. It is deemed from the previous studies, the association between BE and satisfaction can be mediated by CBI (Doss, 2014). Based on this, we propose the following hypotheses.

- H6** The positive relationship between BA and BE is mediated by CBI.
- H7** The positive relationship between BSB and BE is mediated by CBI.
- H8** The positive relationship between MBE and BE is mediated by CBI.
- H9** The positive relationship between BT and BE is mediated by CBI.

Figure 1: Conceptual framework



Methodology

Sample and Data Collection Procedure

The survey was conducted to ascertain consumers' tendency to engage in BE for online shopping apps/websites in an emerging market, Pakistan. To achieve the research objectives, a preliminary test (N = 20) was conducted to identify any pre-existing problems related to the measures used in this study. Overall, the results did not point to any potential issues with the questionnaire design.

There were three separate sections in the survey. The first consists of a screening question designed to filter out respondents who had never used an online shopping application or website. The second section comprised socio-demographic questions, including gender, online shopping website preference, frequency of purchase and mode of payment. In the last section, respondents were required to rate the 29 statements related to the latent constructs of the study based on the app/website they selected in the preceding section.

A purposive sampling technique was employed to gather responses after the pre-test. The criterion for inclusion of respondents was the use of online shopping platforms for making online purchases. An online survey with structured questions was carried out between January and April of 2022. 358 responses were collected, of which 20 were removed because they contained outliers and unengaged responses, giving a valid response rate of 94.4%. Recent studies investigating the phenomenon of BE reported usable sample size of 315 (Guiao and Lacap, 2022) and 303 (Bhandari, Bhattarai, and Mulholland, 2024). Therefore, the final usable sample of 338 aligns with those used in prior research. Respondent characteristics are presented in Table 1. Male respondents made up 51.2% of the sample, while female respondents made up 48.2%. Around 81.7% of the respondents were in the age bracket of 15-24, whereas only 1.2% were above 54 years of age. 64.8% of the respondents preferred Daraz.pk as the shopping app/website, whereas 14.8% opted for Airlift Express. Respondents' frequency of online purchases 1-3 times a year was 42.9%; on the other hand, 35.2% purchased products online more than six times a year. A significant majority of the respondents (78.7%) preferred cash on delivery as the mode of payment for their online purchases.

Table 1: Respondent profile

Characteristics	Frequency (n=338)	Percentage (%)
Gender		
Male	173	51.2
Female	163	48.2
Other	2	0.6
Age		
15-24	276	81.7
25-34	47	13.9
35-44	8	2.4
45-54	3	0.9
Above 54	4	1.2
App/Website Preference		
Daraz.Pk	219	64.8
Yayvo.com	5	1.5
Grocer App	22	6.5
Airlift Express-Grocery & Pharmacy Delivery	50	14.8
Others	42	12.4
Frequency of Purchase (in a year)		
1-3 times	145	42.9
4- 6 times	74	21.9
More than 6 times	119	35.2
Mode of Payment		
Cash on Delivery	266	78.7
Internet Banking	15	4.4
Credit/Debit Card	48	14.2
EasyPaisa/JazzPaisa/Upaisa	9	2.7

Measures

BSB was measured with four items adapted from Stokburger-Sauer et al., (2012). Three items were adapted from Gladden and Funk (2001) to measure MBE. BT was measured using five items (Delgado-Ballester et al., 2003). Five items were adopted from (Stokburger-Sauer et al., 2012) to measure CBI. BE was operationalised using three first-order constructs: brand purchase intention, positive brand referral and oppositional brand referral. The brand purchase intention was measured by four items adopted from Becerra and Korgaonkar (2011). Positive brand referrals were measured through three-items and oppositional brand referrals through two- items adopted from Power et al. (2008). Brand switching was added as a control variable and was measured by adopting four items used by Voorhees et al., (2015) from a scale developed by Raju (1980). Likert scales with five points were used to measure each item.

Preliminary data screening and analysis were conducted using SPSS (Version 23) and SmartPLS 3.

Results

Data Analysis

Mardia's (1970) test was used to test for multivariate normality. The results suggested multivariate non-normality with values of multivariate skewness ($\beta = 14.89$, $p < 0.01$) and multivariate kurtosis ($\beta = 161.07$, $p < 0.01$) coming out to be statistically significant. Since, the PLS estimation technique is appropriate for the data analysis of non-normal data (Hair et al., 2019). Therefore, PLS-SEM was utilised for measurement and structural analysis.

Common method variance (CMV) is the "variance that is attributable to the measurement method rather than to the constructs the measures represent" (Podsakoff et al., 2003, p. 879). To check for measurement error, the Harman's single-factor test was conducted. The findings showed that a single factor only accounted for 31.48% of the variation, which is below the 50% criterion. (Podsakoff and Organ, 1986).

In the current study, the role of the research constructs has been explored and estimated using the PLS-SEM method (Cheah et al, 2021). The developed conceptual model was created, estimated, and evaluated through SmartPLS 3 software (Ringle et al., 2015). PLS-SEM was chosen because this technique can be applied to both simple and higher-order reflective and formative constructs and measurement models (Sarstedt et al., 2019; Sarstedt et al., 2016). Since the endogenous variable in this study, BE, is a higher-order reflective-reflective construct, this technique was deemed fit. Moreover, PLS-SEM is useful for estimating relatively complex models with mediators and moderators, allowing the researcher to optimise the predictive relevance of endogenous variables rather than just focusing on model fit (Ali et al., 2018; Becker et al., 2018). Given that this study aims to predict the impact of multiple exogenous constructs such as BT, BA, BSB and MBE via a mediator CBI on a higher order reflective endogenous construct BE and not to test a theory per se, we chose a PLS-SEM approach. Doing so will also help us to gauge the higher-order endogenous construct's predictive relevance and quality. Hair et al. (2019) suggested that a two-step approach was adopted for data

analysis. The measurement model was assessed in the first step, the reliability and validity of both the first order and second order construct were established first, while the structural model was assessed in the next step.

Assessment of Measurement Model

Assessment of First-Order-Reflective Constructs

To test the measurement model, we first assessed the validity and reliability of the lower-order or first-order reflective constructs. We evaluated the first-order reflective constructs, including outer-loading, composite reliability (CR), average variance extracted (AVE), and discriminant validity. Table 2. shows that outer-loadings of all the first order reflective constructs along with the composite reliability $>.7$ and Cronbach alpha $>.7$ are above the threshold value, confirming a high degree of internal consistency, and convergent validity was shown by AVE $>.5$ (Hair et al., 2021). Fornell and Lacker (1981) and Heterotrait-Monotrait riation (HTMT) criteria were used to determine discriminant validity. As depicted in Tables 3 & 4, the diagonal elements for Fornell and Lacker are greater than all entries below them, whereas all the values of the HTMT ratio is well below the 0.85 cutoff. (Henseler et al., 2015; Kline, 2015) establishing discriminant validity. According to the analytical results, all of the first-order constructs in the study demonstrated convergent and discriminant validity.

Table 2: Construct validity and reliability (first order constructs)

Constructs	Items	Λ	AVE	Cronbach's α	CR
BSB	BSB1	0.777	0.652	0.832	0.882
	BSB2	0.808			
	BSB3	0.827			
	BSB4	0.817			
BT	BT1	0.837	0.681	0.883	0.914
	BT2	0.787			
	BT3	0.873			
	BT4	0.827			
	BT5	0.800			
MBE	MBE1	0.810	0.711	0.797	0.881
	MBE2	0.850			
	MBE3	0.869			
BA	BA1	0.874	0.726	0.811	0.888
	BA2	0.835			
	BA3	0.846			
CBI	CBI1	0.840	0.678	0.881	0.913
	CBI2	0.842			
	CBI3	0.786			
	CBI4	0.836			
	CBI5	0.818			
PBR	PBR1	0.845	0.769	0.851	0.909
	PBR2	0.891			
	PBR3	0.894			
OBR	OBR1	0.979	0.755	0.743	0.858
	OBR2	0.742			
BPI	BPI1	0.854	0.709	0.864	0.907

Constructs	Items	Λ	AVE	Cronbach's α	CR
BS	BPI2	0.826	0.634	0.811	0.873
	BPI3	0.851			
	BPI4	0.836			
	BS1	0.821			
	BS2	0.855			
	BS3	0.800			
	BS4	0.699			

Note: Average variance extracted (AVE), Composite Reliability (CR), Outer loadings (λ)

Table 3: Discriminant validity of first-order constructs: Fornell-larcker criterion

Constructs	BA	BSB	MBE	CBI	BPI	OBR	PBR	BS	BT
BA	0.852								
BSB	0.289	0.807							
MBE	0.377	0.582	0.843						
CBI	0.506	0.673	0.747	0.823					
BPI	0.520	0.070	0.198	0.230	0.836				
OBR	0.328	0.385	0.267	0.432	0.238	0.890			
PBR	0.611	0.210	0.332	0.409	0.599	0.386	0.876		
BS	0.371	0.103	0.110	0.164	0.511	0.237	0.324	0.797	
BT	0.606	0.181	0.325	0.413	0.488	0.360	0.700	0.267	0.823

Table 4: Discriminant validity of first-order constructs: Heterotrait-monotrait ratio

Constructs	BA	BSB	MBE	CBI	BPI	OBR	PBR	BS	BT
BA									
BSB	0.347								
MBE	0.468	0.708							
CBI	0.598	0.778	0.800						
BPI	0.617	0.086	0.220	0.238					
OBR	0.404	0.491	0.340	0.526	0.269				
PBR	0.734	0.235	0.389	0.459	0.690	0.454			
BS	0.434	0.130	0.132	0.189	0.593	0.306	0.377		
BT	0.707	0.189	0.369	0.449	0.552	0.407	0.805	0.295	

Assessment of Second-Order Reflective-Reflective Construct

This study proposed BE as a type one higher-order (reflective-reflective) construct. We used the two-step or two-stage approach, specifically the “embedded two-stage approach,” to specify our second-order reflective-reflective endogenous construct (Hair et al., 2021). According to Hair et al. (2019), to specify the higher-order construct using the two-stage embedded approach, two steps must be followed. The first stage consists of deriving latent variable scores for the first-order constructs used in specifying the higher-order construct using the repeated indicator approach, and in the second stage, the weights and significance of the second-order construct (established in the first step) are evaluated. Since the reliability and validity of all the first order constructs have already been established above in the first order measurement model, using the stage one technique suggested by Hair et al. (2019), the latent variable scores for first order variables “Positive Brand Referrals, Brand Purchase Intention and Oppositional Brand Referrals” were derived while evaluating the first order measurement model and a new

data set with latent scores for these three variables was used to specify higher-order reflective construct BE.

“The evaluation of stage two starts with focusing on the reflective measurement model of the higher-order component” (Hair et al., 2019); in this case, evaluation of BE as a second-order construct. Evaluation of the higher order measurement model inculcates “interpreting relationships between higher-order and lower-order components as loadings and assessing convergent validity, internal consistency reliability, and discriminant validity metrics of second-order variable” (Hair et al., 2019). Table 5. depicts the outer-loadings, composite reliability, Cronbach’s alpha and AVE of BE are well above the threshold criterion. It can be noted that outer-loadings of 0.891 for Positive Brand Referrals (PBR), 0.809 for Brand Purchase Intention (BPI) and 0.622 for Oppositional Brand Referrals (OBR) are well above the value of 0.5 (Hair et al., 2019). It can also be seen that composite reliability and Cronbach’s alpha are also higher than the threshold values of 0.6, establishing the internal consistency of the construct. Similarly, AVE of 0.611 establishes higher convergent validity of the construct and VIF values are also above the threshold of 3.3, indicating no problem of multi-collinearity. Discriminant validity was established using the Fornell-Lacker Criterion (1981) depicted in table 6. All of the indicator weights are significant at the $p < 0.05$ level, according to the findings of our 5000-bootstrap technique. This determines how much each construct contributes in relation to the development of higher-order constructs.

Table 5: Assessment of higher order construct brand evangelism

Higher Order Construct	AVE	α	CR	Reflective Constructs	Outer Weights	VIF	t-value	95% B[Ca;CIs]
BE	0.611	0.674	0.822	PBR	0.891	1.72	53.00	[0.85;0.91]
				OBR	0.622	1.17	11.40	[0.49;0.70]
				BPI	0.809	1.55	23.82	[0.72;0.91]

Table 6: Discriminant validity of higher order constructs: Fornell-larcker criterion

Constructs	BA	BSB	BE	BS	MBE	CBI	BT
BA	0.852						
BSB	0.289	0.808					
BE	0.640	0.262	0.782				
BS	0.374	0.102	0.462	0.796			
MBE	0.378	0.581	0.341	0.111	0.843		
CBI	0.507	0.672	0.447	0.166	0.746	0.823	
BT	0.602	0.170	0.679	0.269	0.318	0.403	0.825

Assessment of the Structural Model

Once the validity and reliability of the measurement model were proven, we turned our attention to the structural model in order to confirm the hypothesised relationships (Hair et al., 2021). To evaluate the structural model results, we assessed the significance of the path coefficient, R-square, model fit, and the predictive relevance, Q-square values against their respective thresholds. Table 7 presents the findings of the structural model

evaluation, indicating which direct and indirect hypotheses have been supported. It can be seen that the direct effect of BA on CBI ($\beta=0.184$, $t=4.411$, $p<0.05$) and BE ($\beta=0.184$, $t=4.411$, $p<0.05$) is positive and significant; the same can be said for the exogenous variable BT. There is a significant and positive relationship between BT and both CBI ($\beta=0.092$, $t=2.088$, $p<0.05$) and BE ($\beta=0.528$, $t=11.054$, $p<0.05$). For the two exogenous variables, BSB and MBE, the relationship with CBI was positive and significant; however, their direct relationship with BE was not supported. It can be seen that MBE has a negative but insignificant association with BE ($\beta=-0.002$, $t=0.057$, $p>0.05$). Similarly, BSB also has an insignificant but positive relationship with BE ($\beta=0.033$, $t=0.639$, $p>0.05$). Consequently, we can conclude that except for hypotheses H2b and H3b for exogenous variables, all the hypotheses are supported. Moreover, the direct relationship between CBI and BE (H5) is also significant and positive ($\beta=0.166$, $t=2.477$, $p<0.05$)

Mediation Analysis

Hypotheses 6-9 were tested by computing direct and indirect effects from BA, BSB, MBE, and BT to BE through CBI. Furthermore, to determine the type of mediation, the classification provided by Nitzl et al. (2016) was used in the current study. Results of both direct and indirect effects are presented in Table 7. The indirect effects from BA ($\beta = 0.03$, Boot CI [0.005, 0.064]), BSB ($\beta = 0.057$, Boot CI [0.010, 0.107]) and MBE ($\beta = 0.075$, Boot CI [0.014, 0.136]) to BE are significant. Therefore, hypothesis 6 was supported with the type of mediation existing to be complementary in nature. In a similar vein, H7 and H8 were supported, but the type of mediation was found to be indirect only. Hypothesis 9 was rejected since the indirect effect from BT to BE came out to be insignificant ($\beta = 0.015$, Boot CI [-0.002, 0.0036]).

Table 7: Hypotheses Testing

Hypotheses	Paths	β	SE	t-value	95% B[Ca;CIs]	Status
Control Variable	BS \rightarrow BE	0.291	0.053	5.501	[0.186;0.395]	
Direct Effects						
H1a	BA \rightarrow CBI	0.184	0.042	4.411	[0.102;0.263]	Supported
H1b	BA \rightarrow BE	0.243	0.057	4.283	[0.132;0.353]	Supported
H2a	BSB \rightarrow CBI	0.345	0.042	8.08	[0.260;0.427]	Supported
H2b	BSB \rightarrow BE	0.033	0.05	0.639	[-0.065;0.135]	Not Supported
H3a	MBE \rightarrow CBI	0.446	0.043	10.481	[0.362;0.528]	Supported
H3b	MBE \rightarrow BE	-0.002	0.057	0.042	[-0.114;0.108]	Not Supported
H4a	BT \rightarrow CBI	0.092	0.044	2.088	[0.007;0.177]	Supported
H4b	BT \rightarrow BE	0.528	0.048	11.054	[0.435;0.621]	Supported
H5	CBI \rightarrow BE	0.166	0.067	2.477	[0.031;0.296]	Supported
Indirect Effects						
H6	BA \rightarrow CBI \rightarrow BE	0.03	0.015	2.083	[0.005;0.064]	Supported
H7	BSB \rightarrow CBI \rightarrow BE	0.057	0.024	2.427	[0.010;0.107]	Supported
H8	MBE \rightarrow CBI \rightarrow BE	0.075	0.031	2.487	[0.014;0.136]	Supported

Hypotheses	Paths	β	SE	t-value	95% B[Ca;CIs]	Status
H9	BT \rightarrow CBI \rightarrow BE	0.015	0.009	1.653	[-0.002;0.036]	Not Supported

Discussion

This study intends to examine the association between several CBI and BE antecedents in the setting of Pakistan, an Asian developing economy. Becerra and Badrinarayanan (2013) define brand evangelists as the brand's most powerful spokespersons.

This study makes numerous contributions to the literature on evangelistic behaviors and branding by examining the experiences of customers' online purchases. Marketing managers over the years have been striving hard to use unconventional means of promoting their products organically, which is only possible if the customers deem their product worthy. Besides enticing customers with their hard-to-resist offering, the different aspects of the product are also required to be in harmony with consumers' identity, which would cause them to exhibit evangelistic behavior (Becerra and Badrinarayanan, 2013; Arkonsuo et al., 2015). Customers' decisions are heavily influenced by the information they are exposed to. Additionally, they are more receptive to suggestions from reliable people or sources (Panda et al., 2020). Evangelists' opinions are seen as more credible by others than those of commercial promotion channels because they are neither paid nor affiliated with any company. Thus, marketers need to focus on making their brand appealing, which can help consumers create a positive brand affiliation.

The results of this research depict that BA, BT, and CBI are critical drivers of BE and manifest consumers' devotion to promoting their chosen brands. Higher levels of trust are associated with a more substantial likelihood of speaking favorably about the brand (Ranaweera and Prabhu, 2003; D'Lima and Srivastava, 2019). In a similar vein, before the customers are willing to criticise a rival brand, they must identify with and trust a focal brand (Becerra and Badrinarayanan, 2013). Contrary to expectations, this study failed to establish the direct influence of BSB and MBE on consumers' evangelistic behaviour. This inconsistency may be due to the absence of CBI as a mediator in previous studies involving BE. As depicted through the mediation analysis, the BSB and MBE propel consumers to foster evangelistic behaviour only if they develop a strong sense of belongingness towards their favourite brand. Consumer involvement in product purchases indicates how unique a brand is in comparison to its rivals and what social value they receive in exchange (Stokburger-Sauer et al., 2012). It is quite difficult to create the impression of differentiation, particularly in the service industry. Brands must have a unique identity in order to satisfy consumer expectations (So et al., 2017). This underlines the significance of CBI in developing a better understanding of how evangelistic behaviours are formed.

Theoretical Implications

The study's conclusion advances our theoretical knowledge of psychological mechanisms driving evangelistic behaviour. While the emotional aspect of BE has been well studied, its cognitive aspect remains relatively overlooked (Sharma and

Khandeparkar, 2024). Using social identity and self-verification theories, we have examined both affective and cognitive facets to offer a holistic perspective. Our findings show that cognitive dimensions, namely BSB and MBE drive consumers' evangelistic behaviour, while the affective dimension has no significant impact.

Lastly, the multidimensionality of BE has been a vexing issue with a plethora of previous studies conceptualizing it as a unidimensional construct. The results of this study validated BE as a higher-order construct with three sub-components: brand purchase intention, positive brand referrals, and opposing brand referrals. Thereby indicating that brand evangelists go beyond merely sharing positive opinions about their preferred brand and proactively defend it against critics (Mvondo et al., 2022).

Limitations and Future Research Directions

Some of our study's limitations are inherent and pertinent to mention. First, while the survey was cross-sectional in nature, the BE variable encapsulates consumers' inclination to intention to purchase and advocate for their preferred brand, reflecting a favourable attitude that suggests they would exhibit similar behaviour in the future (Bhandari, Bhattarai and Mulholland, 2024). Nonetheless, future studies should emulate the existing model using a longitudinal research design to provide evidence of causality. Second, since this study only considered local online shopping apps, future studies could investigate whether domestic customers are willing to proselytise their favourite foreign online shopping app (e.g. Amazon) to others. Beyond online shopping apps/websites, future studies could also explore evangelistic behaviour in other service sectors such as fitness, finance and healthcare (Sharma and Khandeparkar, 2025). Another promising avenue for future research, still in its infancy, is to study the impact of evangelistic behaviour on various green products (Panda et al., 2020; Sharma and Khandeparkar, 2025). Additionally, Harrigan et al. (2021) studied the impact of brand love, customer brand engagement, and value co-creation on evangelistic brand-related behaviours, namely, brand defense and brand advocacy. Future studies can incorporate these behaviours to further identify and validate the notion of BE as a multifaceted construct. Finally, the association between various cognitive and affective facets of CBI with BE warrants further investigation to deepen our understanding of evangelistic behaviour.

Practical Implications for Asian Business

The advent of information technology has changed the dynamics of the marketplace, where the interactions between buyers and sellers increasingly occur through applications or websites (Widyastuti et al., 2024). This transition has been more prominent in the Asian market (Chin et al., 2024), where the number of users of e-commerce is projected to increase by 0.7 billion between 2024 and 2029 (Statista, 2024). Despite the fact that an overwhelming majority of the Asian population still prefers visiting physical outlets for shopping but the rapid growth of e-commerce users cannot be overlooked. In this context, it is pivotal for companies to undergo phygital transformation, which involves enhancing customers' shopping experience by integrating both virtual and physical environments (Armstrong and Rutter, 2017).

Because they are ardent supporters of the brand's value and offerings and are prepared

to go well beyond by recommending their favourite brand to others without incurring any financial costs to the business, brand evangelists play a crucial role in helping enterprises accomplish this. Given that many Asian business, particularly, SMEs, operate under resource constraints. Therefore, having unpaid brand advocate on board serves as a cost-effective substitute for expensive advertising campaigns. Unlike mass advertising, customers are more inclined to trust information from social groups. Therefore, evangelists can play a crucial role in persuading their social groups to trust a brand (Anggraini, 2018). Against this backdrop, it is appropriate for academics to focus more on Asian markets, where collectivism is more prevalent than in Western countries (Ding et al., 2024).

In developing Asian countries where the adoption of e-commerce is still considered precarious due to customers' perception of the myriad risks associated with it, it is imperative for brands to have an unpaid salesperson on board to alleviate the concerns of prospective customers. Asian brand managers must understand why a consumer will proselytise about the brand or service to encourage BE among consumers (D'Lima and Srivastava, 2019). More importantly, they need to identify the factors that propel a typical customer to become an evangelist. The answer lies in the complex web of pathways that lead to evangelism. Our study has shown that converting a conventional customer into an evangelist requires the brand to be perceived as attractive, trustworthy, and beneficial with memorable past experiences. However, these factors alone will not serve the purpose, as brands are also required to create a unique identity that resonates with the potential evangelists. In the Asian business context, where collectivism and relational values are deeply ingrained, customers are more likely to endorse a brand when they view it as an extension of their own identity. This necessitates businesses to cultivate a brand identity that consumers can relate to and integrate into their sense of self. This can be achieved by implementing loyalty programs, providing personalized offerings, encouraging community engagement and facilitating meaningful interactions with the brand.

Currently, companies (e.g., Daraz.pk) are benefiting from online brand evangelists through their unwavering support. These actual customers provide real-time written feedback, often accompanied by photos of the products that they have purchased. This enhances visibility and allows potential new customers to make informed decisions. Moreover, several Asian companies have even taken recommendations of brand evangelists into account when aiming to innovate and develop new brand extensions (Sharma and Khandeparkar, 2025).

References

- Agustin, C. and Singh, J., (2005) "Curvilinear effects of consumer loyalty determinants in relational exchanges", *Journal of Marketing Research*, vol. 42, no. 1, pp. 96–108.
- Ahearne, M., Bhattacharya, C.B. and Gruen, T., (2005), "Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing", *Journal of Applied Psychology*, vol. 90, no. 3, pp. 574–585.
- Ali, F., Rasoolimanesh, S.M., Sarstedt, M., Ringle, C.M. and Ryu, K., (2018), "An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research", *International Journal of Contemporary Hospitality Management*, vol. 30, no. 1, pp. 514–538.
- Anggraini, L., (2018), "Understanding brand evangelism and the dimensions involved in a

- consumer becoming brand evangelist”, *Sriwijaya International Journal of Dynamic Economics and Business*, pp. 63–84.
- Armstrong, K. and Rutter, C., (2017), “Exploring the enigma of the happiness construct in phygital fashion experiences”, in *Advances in Business Information Systems and Analytics Book Series*, pp. 220–233.
- Ashforth, B.E. and Mael, F., (1989), “Social identity theory and the organization”, *Academy of Management Review*, vol. 14, no. 1, pp. 20–39.
- Badrinarayanan, V. and Laverie, D.A., (2011), “Brand advocacy and sales effort by retail salespeople: Antecedents and influence of identification with manufacturers’ brands”, *Journal of Personal Selling and Sales Management*, vol. 31, no. 2, pp. 123–140.
- Baron, R.M. and Kenny, D.A., (1986), “The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations”, *Journal of Personality and Social Psychology*, vol. 51, no. 6, pp. 1173–1182.
- Becerra, E. and Badrinarayanan, V., (2020), “Influence of brand attractiveness and brand-self connections on brand evangelism: An abstract”, in *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, pp. 533–534.
- Becerra, E.P. and Badrinarayanan, V., (2013), “The influence of brand trust and brand identification on brand evangelism”, *Journal of Product & Brand Management*, vol. 22, no. 5/6, pp. 371–383.
- Becerra, E.P. and Korgaonkar, P.K., (2011), “Effects of trust beliefs on consumers’ online intentions”, *European Journal of Marketing*, vol. 45, no. 6, pp. 936–962.
- Becker, J.-M., Ringle, C.M. and Sarstedt, M., (2018), “Estimating moderating effects in PLS-SEM and PLSc-SEM: Interaction term generation and data treatment”, *Journal of Applied Structural Equation Modeling*, vol. 2, no. 2, pp. 1–21.
- Belk, R.W., (1988), “Possessions and the extended self”, *Journal of Consumer Research*, vol. 15, no. 2, pp. 139–168.
- Bhandari, M.P., Bhattarai, C. and Mulholland, G., (2024), “Online brand community engagement and brand evangelism: The role of age, gender and membership number”, *Journal of Product & Brand Management*, vol. 33, no. 3, pp. 301–313.
- Bhattacharya, C.B. and Sen, S., (2003), “Consumer–company identification: A framework for understanding consumers’ relationships with companies”, *Journal of Marketing*, vol. 67, no. 2, pp. 76–88.
- Brakus, J.J., Schmitt, B.H. and Zarantonello, L., (2009), “Brand experience: What is it? How is it measured? Does it affect loyalty?”, *Journal of Marketing*, vol. 73, no. 3, pp. 52–68.
- Chaudhuri, A. and Holbrook, M.B., (2001), “The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty”, *Journal of Marketing*, vol. 65, no. 2, pp. 81–93.
- Choudhury, M., Mishra, B.B. and Mohanty, P.K., (2019), “An empirical study of brand evangelism for recommending cars: A qualitative and systematic review of literature”, *International Journal of Technical Research & Science*, vol. 4, no. 3, pp. 1–12.
- Cheah, J.H., Roldán, J.L., Ciavolino, E., Ting, H. and Ramayah, T., (2021), “Sampling weight adjustments in partial least squares structural equation modeling: Guidelines and illustrations”, *Total Quality Management & Business Excellence*, vol. 32, no. 13–14, pp. 1594–1613.
- Cheshin, A., Amit, A. and Van Kleef, G.A., (2018), “The interpersonal effects of emotion intensity in customer service: Perceived appropriateness and authenticity of attendants’ emotional displays shape customer trust and satisfaction”, *Organizational Behavior and Human Decision Processes*, vol. 144, pp. 97–111.
- Chin, C.H., Poh-Ming Wong, W., Cham, T.H. and Kumarusamy, R., (2024), “Is online shopping a trick or treat? Understanding the perceptions of Generation Z towards purchasing through tourism e-commerce platforms”, *Asian Journal of Business Research*, vol. 14, no. 2, pp. 1–24.
- Chung, C.M.Y. and Darke, P.R., (2006), “The consumer as advocate: Self-relevance, culture, and word-of-mouth”, *Marketing Letters*, vol. 17, no. 4, pp. 269–279.

- Currás-Pérez, R., Bigné-Alcañiz, E. and Alvarado-Herrera, A., (2009), “The role of self-definitional principles in consumer identification with a socially responsible company”, *Journal of Business Ethics*, vol. 89, no. 4, pp. 547–564.
- Davis, H., (1979), “The self-schema and subjective organization of personal information in depression”, *Cognitive Therapy and Research*, vol. 3, no. 4, pp. 415–425.
- De Matos, C.A. and Rossi, C.A.V., (2008), “Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators”, *Journal of the Academy of Marketing Science*, vol. 36, no. 4, pp. 578–596.
- Delgado-Ballester, E., Munuera-Aleman, J.L. and Yague-Guillen, M.J., (2003), “Development and validation of a brand trust scale”, *International Journal of Market Research*, vol. 45, no. 1, pp. 1–18.
- Ding, X., Zhong, X., Kang, T., Wang, Y. and Li, J., (2024), “Individualism vs. collectivism: Influences on attitudes in China toward the search for meaning in life”, *Current Psychology*, vol. 43, no. 16, pp. 14738–14750.
- Dlima, C. and Srivastava, M., (2019), “Antecedents to an evangelising consumer”, *International Journal of Management Concepts and Philosophy*, vol. 1, no. 1, p. 1.
- Doss, S.K., (2014), “Spreading the good word: Toward an understanding of brand evangelism”, in *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, p. 444.
- Elbanaway, M.M., (2017), “Factors affecting consumer-brand identification: An empirical study among smartphone users in Egypt”, *Commerce and Finance, Faculty of Commerce, Tanta University*, vol. 4, pp. 44–76.
- Elbedweihy, A.M., Jayawardhena, C., Elsharnouby, M.H. and Elsharnouby, T.H., (2016), “Customer relationship building: The role of brand attractiveness and consumer–brand identification”, *Journal of Business Research*, vol. 69, no. 8, pp. 2901–2910.
- Elliott, R. and Yannopoulou, N., (2007), “The nature of trust in brands: A psychosocial model”, *European Journal of Marketing*, vol. 41, no. 9/10, pp. 988–998.
- Fornell, C. and Larcker, D.F., (1981), “Evaluating structural equation models with unobservable variables and measurement error”, *Journal of Marketing Research*, vol. 18, no. 1, pp. 39–50.
- Fournier, S., (1998), “Consumers and their brands: Developing relationship theory in consumer research”, *Journal of Consumer Research*, vol. 24, no. 4, pp. 343–353.
- Gladden, J.M. and Funk, D.C., (2001), “Understanding brand loyalty in professional sport: Examining the link between brand associations and brand loyalty”, *International Journal of Sports Marketing and Sponsorship*, vol. 3, no. 1, pp. 54–81.
- Gremler, D.D., Gwinner, K.P. and Brown, S.W., (2001), “Generating positive word-of-mouth communication through customer-employee relationships”, *International Journal of Service Industry Management*, vol. 12, no. 1, pp. 44–59.
- Guiao, B.G.M. and Lacap, J.P.G., (2022), “Effects of environmental sustainability awareness and altruism on green purchase intention and brand evangelism”, *Asian Journal of Business Research*, vol. 12, no. 3.
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M., (2018), “When to use and how to report the results of PLS-SEM”, *European Business Review*, vol. 31, no. 1, pp. 2–24.
- Hair, J.F., Matthews, L.M., Matthews, R.L. and Sarstedt, M., (2021), “Executing and interpreting applications of PLS-SEM: Updates for family business researchers”, *Journal of Family Business Strategy*, vol. 12, no. 3, p. 100392.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M., (2021), *A primer on partial least squares structural equation modeling (PLS-SEM)*, Sage Publications.
- Harrigan, P., Roy, S.K. and Chen, T., (2021), “Do value co-creation and engagement drive brand evangelism?”, *Marketing Intelligence & Planning*, vol. 39, no. 3, pp. 345–360.
- Harris, P. and Khatami, N.A., (2017), “Antecedents of word of mouth behaviour among female grocery shoppers in Iran”, *Journal of Islamic Marketing*, vol. 8, no. 1, pp. 2–15.
- He, H., Li, Y. and Harris, L., (2012), “Social identity perspective on brand loyalty”, *Journal of Business Research*, vol. 65, no. 5, pp. 648–657.

- Henseler, J., Ringle, C.M. and Sarstedt, M., (2015), “A new criterion for assessing discriminant validity in variance-based structural equation modeling”, *Journal of the Academy of Marketing Science*, vol. 43, no. 1, pp. 115–135.
- Hsu, L.-C., (2018), “Investigating the brand evangelism effect of community fans on social networking sites”, *Online Information Review*, vol. 43, no. 5, pp. 842–866.
- Jevons, C. and Gabbott, M., (2000), “Trust, brand equity and brand reality in internet business relationships: An interdisciplinary approach”, *Journal of Marketing Management*, vol. 16, no. 6, pp. 619–634.
- Kang, J., Tang, L. and Fiore, A.M., (2013), “Enhancing consumer–brand relationships on restaurant Facebook fan pages: Maximizing consumer benefits and increasing active participation”, *International Journal of Hospitality Management*, vol. 36, pp. 145–155.
- Kline, R.B., (2015), *Principles and practice of structural equation modeling*, 4th ed., Guilford Publications.
- Lam, S.K., Ahearne, M., Hu, Y., and Schillewaert, N., (2010), “Resistance to brand switching when a radically new brand is introduced: A social identity theory perspective”, *Journal of Marketing*, vol. 74, no. 6, pp. 128–146.
- Lewicki, R.J., McAllister, D.J. and Bies, R.J., (1998), “Trust and distrust: New relationships and realities”, *Academy of Management Review*, vol. 23, no. 3, pp. 438–458.
- Mansoor, M. and Paul, J., (2022), “Mass prestige, brand happiness and brand evangelism among consumers”, *Journal of Business Research*, vol. 144, pp. 484–496.
- Mardia, K.V., (1970), “Measures of multivariate skewness and kurtosis with applications”, *Biometrika*, vol. 57, no. 3, pp. 519–530.
- Marín, L. and De Maya, S.R., (2013), “The role of affiliation, attractiveness and personal connection in consumer-company identification”, *European Journal of Marketing*, vol. 47, no. 3/4, pp. 655–673.
- Martínez, P. and Del Bosque, I.R., (2013), “CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction”, *International Journal of Hospitality Management*, vol. 35, pp. 89–99.
- Matzler, K., Pichler, E.A. and Hemetsberger, A., (2007), “Who is spreading the word? The positive influence of extraversion on consumer passion and brand evangelism”, *Marketing Theory and Applications*, vol. 18, no. 1, pp. 25–32.
- McConnell, B. and Huba, J., (2003), *A just cause: Creating emotional connections with customers*, Available at: <https://www.marketingprofs.com/3/huba5.asp>.
- Mehran, M.M., Kashmiri, T. and Pasha, A.T., (2020), “Effects of brand trust, brand identification and quality of service on brand evangelism: A study of restaurants in Multan”, *Journal of Arable Crops and Marketing*, vol. 2, no. 2, pp. 35–46.
- Muniz, A.M. and O’Guinn, T.C., (2001), “Brand community”, *Journal of Consumer Research*, vol. 27, no. 4, pp. 412–432.
- Mvondo, G.F.N., Sossou, A., Njite, D., and Tichaawa, T.M., (2022), “Converting tourists into evangelists: Exploring the role of tourists’ participation in value co-creation in enhancing brand evangelism, empowerment, and commitment”, *Journal of Hospitality and Tourism Management*, vol. 52, pp. 1–12.
- Nelissen, R.M.A. and Meijers, M.H.C., (2011), “Social benefits of luxury brands as costly signals of wealth and status”, *Evolution and Human Behavior*, vol. 32, no. 5, pp. 343–355.
- Nitzl, C., Roldan, J.L. and Cepeda, G., (2016), “Mediation analysis in partial least squares path modeling”, *Industrial Management & Data Systems*, vol. 116, no. 9, pp. 1849–1864.
- Nyadzayo, M.W., Leckie, C. and Johnson, L.W., (2020), “The impact of relational drivers on customer brand engagement and brand outcomes”, *Journal of Brand Management*, vol. 27, no. 5, pp. 561–578.
- Panda, T.K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J.A. and Kazancoglu, Y., (2020), “Social and environmental sustainability model on consumers’ altruism, green purchase intention, green brand loyalty and evangelism”, *Journal of Cleaner Production*, vol. 243, p. 118575.

- Patel, N., (2016), “What does a brand evangelist do, and do you need one?”, *Forbes*, 4 January, Available at: <https://www.forbes.com/sites/neilpatel/2015/12/31/what-does-a-brand-evangelist-do-and-do-you-need-one/?sh=69fdf838293d>.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y. and Podsakoff, N.P., (2003), “Common method biases in behavioral research: A critical review of the literature and recommended remedies”, *Journal of Applied Psychology*, vol. 88, no. 5, pp. 879–903.
- Podsakoff, P.M. and Organ, D.W., (1986), “Self-reports in organizational research: Problems and prospects”, *Journal of Management*, vol. 12, no. 4, pp. 531–544.
- Power, J., Whelan, S. and Davies, G., (2008), “The attractiveness and connectedness of ruthless brands: The role of trust”, *European Journal of Marketing*, vol. 42, no. 5/6, pp. 586–602.
- Purohit, S., Sharma, P., Yadav, R.K., and Singh, N., (2023), “The effect of customers’ brand experience on brand evangelism: The case of luxury hotels”, *Tourism Management Perspectives*, vol. 46, p. 101092.
- Raju, P.S., (1984), “Exploratory brand switching: An empirical examination of its determinants”, *Journal of Economic Psychology*, vol. 5, no. 3, pp. 201–221.
- Ranaweera, C. and Prabhu, J., (2003), “On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth”, *Journal of Targeting Measurement and Analysis for Marketing*, vol. 12, no. 1, pp. 82–90.
- Riivits-Arkonsuo, I., Kaljund, K. and Leppiman, A., (2015), “Consumer journey from first experience to brand evangelism”, *Research in Economics and Business: Central and Eastern Europe*, vol. 6, no. 1.
- Ringle, C.M., Wende, S. and Becker, J.-M., (2015), *SmartPLS 3.0*, SmartPLS, Bönningstedt.
- Sahin, A., Zehir, C. and Kitapçı, H., (2011), “The effects of brand experiences, trust and satisfaction on building brand loyalty: An empirical research on global brands”, *Procedia – Social and Behavioral Sciences*, vol. 24, pp. 1288–1301.
- Sajoy, P.B., (n.d.), “Evangelist marketing: Concepts and emerging trends”, *International Journal of Research and Analytical Reviews*, vol. 5, no. 3, pp. 866–869.
- Sarstedt, M., Hair, J.F., Ringle, C.M., Thiele, K.O. and Gudergan, S.P., (2016), “Estimation issues with PLS and CBSEM: Where the bias lies!”, *Journal of Business Research*, vol. 69, no. 10, pp. 3998–4010.
- Sarstedt, M., Hair, J.F., Cheah, J.-H., Becker, J.-M. and Ringle, C.M., (2019), “How to specify, estimate, and validate higher-order constructs in PLS-SEM”, *Australasian Marketing Journal (AMJ)*, vol. 27, no. 3, pp. 197–211.
- Sharma, P. and Khandeparkar, K., (2025), “Understanding brand evangelism: A systematic review of the literature and future research avenues”, *Journal of Strategic Marketing*, pp. 1–34.
- So, K.K.F., King, C., Hudson, S. and Meng, F., (2017), “The missing link in building customer brand identification: The role of brand attractiveness”, *Tourism Management*, vol. 59, pp. 640–651.
- Statista, (2024), “E-commerce users in Asia – Forecast”, *Statista*, Available at: <https://www.statista.com/forecasts/1259097/e-commerce-users-asia>.
- Stokburger-Sauer, N., Ratneshwar, S. and Sen, S., (2012), “Drivers of consumer–brand identification”, *International Journal of Research in Marketing*, vol. 29, no. 4, pp. 406–418.
- Swann, W.B. and Ely, R.J., (1984), “A battle of wills: Self-verification versus behavioral confirmation”, *Journal of Personality and Social Psychology*, vol. 46, no. 6, pp. 1287–1302.
- Tajfel, H., (1979), “Individuals and groups in social psychology”, *British Journal of Social and Clinical Psychology*, vol. 18, no. 2, pp. 183–190.
- Tajfel, H., (1982), “Experimental studies of intergroup behaviour”, in *Springer eBooks*, pp. 227–246.
- Tajfel, H. and Turner, J.C., (1979), “The social identity theory of group behavior”, in Austin, W.G. and Worchel, S. (Eds.), *The Social Psychology of Intergroup Relations*, Brooks/Cole, Monterey, pp. 33–47.

- Tarssanen, S. and Kylänen, M., (2005), “A theoretical model for producing experiences – A touristic perspective”, *Articles on Experiences*, vol. 2, no. 1, pp. 130–149.
- Voorhees, C.M., White, R.C., McCall, M. and Randhawa, P., (2015), “Fool’s gold? Assessing the impact of the value of airline loyalty programs on brand equity perceptions and share of wallet”, *Cornell Hospitality Quarterly*, vol. 56, no. 2, pp. 202–212.
- Widyastuti, W., Prasetyo, B., Lestari, D., and Handayani, N., (2024), “Why do dissatisfied consumers remain loyal? The role of switching barriers in online shopping”, *Asian Journal of Business Research*, vol. 14, no. 1, pp. 76–96.



All papers are published under the Creative Commons Attribution 4.0 International (CC BY 4.0). For more details, visit <https://creativecommons.org/licenses/by-nc/4.0/>.