

AN EXPEDITION OF BRAND IDENTIFICATION TO EVANGELISM WITH MEDIATING EFFECT OF LOVE AND LOYALTY

Souren Koner *

Royal School of Business, The Assam Royal Global University, Guwahati, Assam, India

Tanushree Gupta

School of Commerce and Management Studies, Sandip University, Nashik Maharashtra, India

Sonali Malewar

Marketing Department, Sri Balaji University, Pune, Maharashtra, India

Received 14 January 2021, Received in revised form 24 June 2022,

Accepted 28 June 2022, Available online 8 May 2023

Abstract

The branding progression is moulded in several phases, from identifying the brand and continuing to its evangelism. The paper investigates the complex relationship between how brand identification leads to brand love, which eventually creates brand loyalty, and all of them together lead to brand evangelism. Furthermore, the mediator roles of brand love and loyalty were evaluated within brand identification and brand evangelism. As a result of the analyses, it was determined that brand identification, brand love, and brand loyalty positively affected brand evangelism. Besides, the serial mediating effect of brand love and brand loyalty was studied between brand identification and evangelism. The data was analyzed using Partial Least Square Structural Equational Modeling (PLS-SEM) in the Smart PLS Software 3 version. Google Forms and emails were used to collect the responses of the 413 valid respondents.

Keywords: Brand Love, Loyalty, identification, evangelism, mobile phones, PLS

JEL Classifications: C12, M30, M31, M37

* **Corresponding author:** NH-37, opp. Tirupati Balaji Temple, Betkuchi, Guwahati, Assam 781035, India.

Email: sourenkoner@gmail.com

1. Introduction

Consumers and their relationship with brands have become a hot topic for marketers, as this relationship has an enormous ability to influence consumer behavior and the benefits firms receive in the marketplace (Keller, 2012). Consumer behaviors such as buying the brand, adoring, and promoting the brand, and making bad statements about competing brands were all affected by a strong relationship between the consumer and the brand (Aaker et al., 2004; Nawaz et al., 2020). Brand loyalty, vibrant brand groups, and consistent firm performance in physical and online scenarios can result from strong consumer-brand relationships (Aggarwal, 2004; Keller, 2012, 2013). Recognizing the brand contributes to the consumer's sense of belonging to a beloved brand. In a broad sense, brand identification occurs when a company develops and maintains a favorable social identity (Bhattacharya & Sen, 2003). In research at Southwestern University in the US, Bacerra and Badrinarayan (2013) revealed that customer-to-customer relationships, like affection and loyalty, lead to evangelism for the brand. According to recent market trends, marketers are paying special attention to a small but powerful group of consumers known as brand evangelists, who are passionate about their brands, aggressively propagate brand-related experiences to others, try to engage others to experience the brand and discourage others from using competitor brands (McConnell & Huba, 2003). Scarpi (2010) abstracted brand evangelism regarding word-of-mouth behavior that arises from a psychological and emotional relationship with a brand.

Consumers' emotional state of observing, experiencing, or valuing their belongingness to a brand was defined as "a consumer's psychological state of perceiving, feeling, or valuing their belongingness to a brand" (Lam et al., 2010). The concept of brand identification was developed from social identity theory (Tajfel & Turner, 1986), and it has been applied to a variety of fields of study (Kuenzel & Halliday, 2010). According to Bhattacharya and Sen (2003), brand identification is a process in which clients categorize themselves into organizationally defined categories and compare their defining traits to company-specified attributes. As a result, the company's brand values, comparable to those of its customers, resulted in stronger brand identification. The study conducted in Indonesia depicts a strong positive relationship between brand identification and brand evangelism (Anggarini, 2018). In contemporary literature, brand loyalty is well-defined as the degree of attachment a consumer has for a particular brand and his willingness to repeat the brand in the future (De Villiers, 2015; Ha & Park, 2012; Oliver, 1999).

Brand love refers to a happy buyer's emotional affinity for a certain brand name, making it an important marketing topic with various minor remarks to be made about it (Batra et al., 2012). Several definitions of brand love show that it has one to eleven aspects (Batra et al., 2012), with most studies presenting differing conceptualizations. A need for the brand demarcates precisely brand love, loyalty to the brand, positive evaluation of the brand, positive emotions in response to the brand, and sentiments of love for the brand, consequently raising curiosity among the researchers to investigate the connections between brand love, brand loyalty, and word-of-mouth (Rahman et al., 2021).

Word-of-mouth refers to interpersonal communication, an important aspect of branding that includes consumer involvement (Keller, 2013) and a marketing strategy that encourages consumer contact (Kozinets et al., 2010). Word-of-mouth marketing does not usually originate from a solid argument, unlike brand evangelism, a type of

persuasion in which the evangelist serves as an unpaid brand representative (Doss, 2014). Brand evangelism can be sparked via relevant and emotive experiences, which are inextricably linked (Chaudhuri & Holbrook, 2001). Brand evangelists owe the brand a strong psychological and emotional commitment. The study conducted in Estonia, Germany, Lebanon, Poland, France, and Brazil, experiences marketing with visions regarding the sense of brand-related experiences for consumers, which reflects a strong emotional bond between a brand and a consumer, transforming them into brand evangelists (Riivits-Arkonsuo et al., 2015). Customer evangelism is defined as those who are compelled to distribute information about a product or service enthusiastically (Gupta, 2022). The phrase "evangelism" refers to a consumer who devotes their time and effort to promoting the use and experience of a product or brand (Collins & Murphy, 2009). Effective evangelism spreads excitement about a firm among customers, persuading other customers of the product's value (Pride & Ferrell, 2015). Most of the above studies were conducted and identified a positive relationship among one or two constructs in Saudi Arabia, Jordan, Australia, China, France, Estonia, Germany, Lebanon, Poland, France, Brazil, the UK, and the US. But nobody has tried to find out the mediation and serial mediation effects among all the constructs. This research attempts to combine them into a single framework and determine the mediation and serial mediation effects between them in the setting of Southern India.

Therefore, this research will focus on the following research questions:

Do all the constructs have a similar relationship in the southern Indian context?

Are there any mediation and/ or serial mediation effects between all the constructs?

2. Model and hypothesis development

2.1 Brand Identification, brand love, brand loyalty, and brand evangelism

Brand love is a new idea in consumer brand connections, as mentioned in the introduction (Hegner et al., 2017; Sarkar, 2014). The intensity of the emotional relationship is the core concept of the favorable effect of brand identity on brand love. When a brand resonates with a consumer's inner self, Huber et al. (2015) found that they are more likely to have an emotional reaction to the brand. Brand identification was observed to boost a customer's involvement and admiration of a brand (Ahuvia, 2005; Kim et al., 2001), which then turns into brand love (Roy et al., 2013). Studies conducted in Saudi Arabia and France suggest that brand identification has a strong impact on brand love (Kressman et al., 2006; Albert & Merunka, 2013) and that brand identification is the precursor to brand love (Kressman et al., 2006; Bergkvist & Larsen, 2010; Roy et al., 2013). Based on the literature review, this research attempts to understand the relationship between brand identification and love in Southern India, and the hypothesis was framed as:

H₁: Brand identification has a positive and direct effect on brand love

Customers' identification with a product or service offering was amplified by social identity, resulting in strong brand loyalty and long-term preference (Bhattacharya & Sen, 2003; Rather & Camilleri, 2020; Wang et al., 2020). A study conducted in Jordan by Alnawas and Altarifi (2015) states that customers influence brand loyalty only indirectly via brand love for hotel selection. Consumer brand identity was an antecedent to brand loyalty in previous empirical studies in the USA (Underwood et al., 2001). Thus,

we propose the following hypothesis to better understand the association between brand identification and loyalty in the southern India context.

H₂: Brand identification has a positive and direct effect on Brand loyalty

Previous research shows that customers who identify with a brand are more likely to take an interest in the brand's successes and failures and hence engage in actions that benefit the business (Badrinarayanan & Laverie, 2011; Stokburger-Sauer, 2011). Brand satisfaction, brand salience, consumer-brand identification, brand trust, and opinion leadership, according to Doss (2014), were the components that led to brand evangelism. Consumer-brand identification is linked to brand evangelism through the acquisition and consumption of brands, which was founded on the social identity hypothesis (Hsu et al., 2015; Batra et al., 2012). A more aggressive and dedicated style of disseminating positive thoughts and attempting passionately to convince or persuade was called brand evangelism (Doss, 2014). Brand evangelism is the urge to share one's experience with others to persuade others to engage with the brand (Tynan & McKechnie, 2009). Thus, the hypothesis was framed as:

H₃: Brand identification exerts a positive influence on brand evangelism.

2.2 Brand Love, Brand Loyalty, and Brand Evangelism

Brand love is a relatively new marketing idea in the twenty-first century that is progressively gaining academic and research attention. Niyomsart and Khamwon (2015) discovered that brand love has a favorable association with brand loyalty and word-of-mouth, which is becoming more essential in marketing. Sajtos et al. (2021) conducted research in five countries, namely Australia, China, France, the UK, and the US, to authenticate the strength of brand love across four continents. A study in Vietnam (Tiep Le et al., 2021) revealed the positive impact of brand trust and loyalty. A similar study was conducted on Asian consumers, which shows a significant positive effect of brand love on loyalty (Safeer et al., 2020). Customers' preferred brands will be the first and only ones they choose and recommend to others (Niyomsart & Khamwon, 2015; Thomson et al., 2005), thus showing loyalty towards the committed brand by spending more to receive the benefits (Chaudhuri & Holbrook, 2001).

Brands can improve their performance, which has a lot to do with a potential rise in market share and the capacity to charge premium pricing while ignoring significant marketing benefits like decreased marketing expenses, new customer acquisitions, and stronger trade power, to name a few. Positive word-of-mouth communication leads to brand evangelism, whereas negative word-of-mouth communication regarding competitors leads to a desire to repurchase (Carroll & Ahuvia, 2006).

Brand evangelism has exceeded word-of-mouth marketing due to businesses' greater trust in pleased consumers to promote their brands and convert non-customers to customers (Riorini & Widayati, 2015). Previous research in Thailand authenticates the strong relationship between brand love and brand evangelism (Pornsrimate & Khamwon, 2021). Thus, we propose the following hypotheses to better understand the association among brand love, brand loyalty, and brand evangelism in southern India.

H₄: Brand love has a positive and direct effect on brand loyalty

H₅: Brand love has a positive and direct effect on brand evangelism.

2.3 Brand Loyalty and Brand Evangelism

Becerra and Badrinarayanan (2013) did research at Southwestern University in the US and found that the number of customers who were part of this influential category was relatively smaller than the number of customers who were loyal to a brand. Savage

(2012) observed in California that teenagers become brand evangelists due to their high levels of brand loyalty, which may be used to create effective word-of-mouth marketing. A positive experience with a brand makes loyal customers, and they share their experience with others (Dick & Basu, 1994). Earlier research has shown how brand community commitment contributes to brand satisfaction and loyalty, but far less research has shown how these devoted members contribute to brand evangelism (Becerra & Badrinarayanan, 2013).

For evangelism and loyalty, a sturdy emotional bond between the customer and the brand is essential. Evangelism, however, necessitates a solid, strong bond (Panda et al., 2020). As a result, we expect a committed client to become an advocate after thorough brand identification, and we hypothesize the following:

H₆: Brand loyalty exerts a positive influence on brand evangelism.

Brands have substantial importance to customers (Albert & Menuka, 2013) and help shape their self-concepts or identities. According to Brewer (1991), brand identification satisfies the desire for social identity and self-identification. According to Shimp and Madden (1988), brand love has sparked a lot of interest and research among brand managers and marketing experts (Ahuvia, 2005; Fournier, 1998). Companies have realized that sensitivity to a brand's affection is an important aspect in building a positive relationship with a customer, which leads to long-term benefits and influences their competing brands (Roberts, 2006). Prior researchers have found a strong link between brand identity and brand love in the context of brand identification and brand love. Brand identification has a good effect on brand love, according to (Bergkvist & Larsen, 2010; Kressman et al., 2006; Albert & Menuka, 2013), and it creates an identity that develops a feeling of love for the brand and makes the consumer loyal to it. According to Bergkvist and Larsen (2010), brand love was significant in a marketing setting since it was linked to brand loyalty. The goal of marketing techniques is to maintain consumer loyalty to a brand (Jensen & Hansen, 2006). The study proposes the rationale for the brand resonance model, implying that customers' resonance, e.g., brand loyalty, can be attained through a series of steps beginning with brand salience (e.g., brand experience/brand identification) and ending with both emotive and lucid routes, i.e., brand love and trust (Keller, 2013). Previous research has linked brand love and trust to positive responses from customers, such as commitment and self-identity. Brand love has a positive mediation effect on brand community (a dimension of brand identity and commitment) and brand trust (Coelho et al., 2019). Additionally, the study conducted in Saudi Arabia demonstrates the effect of brand love on the dependent variable, namely the brand equity outcome, when brand loyalty acts as a mediator (Sallam, 2014). Opinion leadership, brand satisfaction, brand identity, and brand salience all contributed to the expansion of brand evangelism, according to Doss (2014), and brand satisfaction acted as a mediator between brand evangelism and brand experience. Brand commitment and brand congruity, according to Shaari and Ahmad (2016), have a beneficial impact on brand evangelism. Brand loyalty acts as a mediator between brand evangelism and brand experience, according to Beyaz and Güngör (2021). Tunjungsari et al. (2020) investigated the role of brand loyalty as a partial mediator in the link between brand image and premium product repurchase intentions. The mediating effect of brand love, brand loyalty, and brand evangelism on brand evangelism has received little research.

Our research aims to add to the current evangelism literature by looking into the mediation effects of numerous variables on the relationship between brand evangelism and a variety of other factors. Brand identity, brand love, brand loyalty, and brand evangelism are the study's four factors. The hypotheses have been developed to be tested

within the parameters of the research model and variables: the hypotheses that have been developed are listed below.

H₇: Brand love has mediating effects on the relationships between brand identification and brand loyalty.

H₈: Brand love has mediating effects on the relationships between brand identification and brand evangelism.

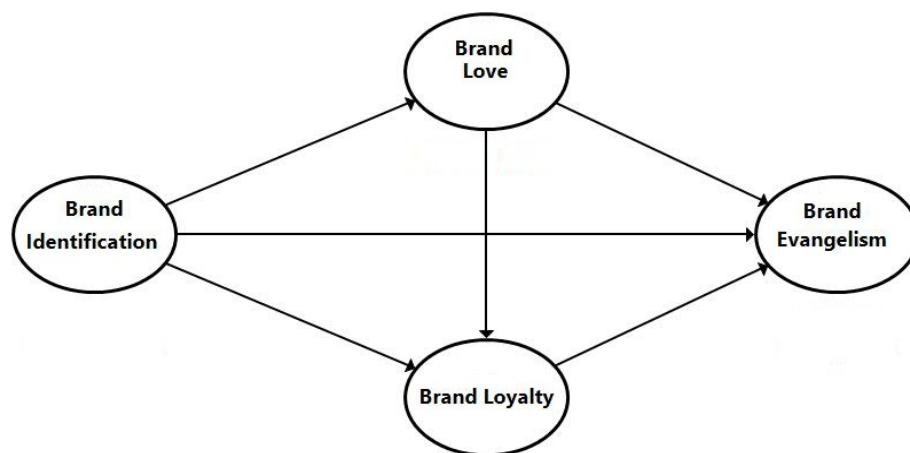
H₉: Brand loyalty has mediating effects on the relationships between brand identification and brand evangelism.

H₁₀: Brand love and brand loyalty have a serial mediating effect on the relationships between brand identification and brand evangelism.

H₁₁: Brand loyalty has mediating effects on the relationships between brand love and brand evangelism.

Thus, based on the above discussions, a proposed conceptual model is presented in Figure 1.

Figure 1: Conceptual Model



Source: Computed by authors

3. Research Methodology

Following a thorough examination of various aspects of brand identification to evangelism with mediating effects of love and loyalty, four constructs and 25 items were selected. The research framework was based on the constructs and demonstrates how they were structurally interrelated. Southern India was chosen for the study because it is a global city where residents come from all over the world and have diverse backgrounds. A pilot survey was conducted to assess the research instrument's validity and reliability before collecting the data for the final research. Fifty respondents were selected to partake in the pilot survey. It was determined that it was sufficiently reliable to ensue. The study used a survey questionnaire with a 5-point Likert scale to obtain data from participants. Google Forms and emails were used to acquire information. The information was gathered between February and May of 2021, with 413 people responding to the survey. The Partial Least Square Structural Equational Modeling (PLS-SEM) in Smart PLS Software 3.3.3 version was used to compute the accurate data of 413 respondents' comments collected from the survey. The minimal sample size was calculated using a version of the G* Power software (3.1.9.7), and it was 218 (Faul, 2007; 2009; Shiva et

al., 2020). The sample size was significantly larger than the required sample size. It perceived the requirements for an appropriate sample size. Moreover, the responders' demographic features are pivotal, including age group, education, marital status, and income group. The following is the demographic profile of the respondents:

Table 1: Demographic Profile of Respondents

Demographic Characteristics	Categories	Respondents (In Numbers)
Age Groups	15 years to 30 years	170
	30 ⁺ years to 45 years	160
	45 ⁺ years and above	83
	Total	413
Education	Up to 10 th standard	61
	Up to 12 th standard	73
	Graduate	192
	Postgraduate	87
	Total	413
Marital Status	Unmarried	156
	Married	222
	Others	35
	Total	413
Income groups	Up to 25 thousand	71
	25 thousand + to 50 thousand	147
	Above 50 thousand	195
	Total	413

Source: Author's Calculation

The correct data of 413 respondents' comments collected from the survey for 25 items was computed using Partial Least Square Structural Equational Modeling (PLS-SEM) in Smart PLS Software 3.3.3 version. The two aspects of brand evangelism, one dimension of brand identification and one dimension of brand love, were not covered by the sample data.

The research framework was based on the above- mentioned literature and demonstrates a structural relationship between constructs. The link between constructs was investigated using structural equation modelling. SEM is a technique for identifying unintended relationships between constructs (Hair et al., 2017; Bhatt & Shiva, 2020).

4. Analysis

The first stage in utilizing the PLS-SEM technique to assess the structural model was to see if the measurement model variables satisfied the required standards for reliability and validity (Hair et al., 2017).

Cronbach alpha was used to determine internal dependability, with a threshold limit of 0.7. All constructs have a high Cronbach alpha (above the threshold limit), as shown in Table 2. (Hair et al., 2010). To demonstrate construct reliability and convergent validity, the Composite Reliability (CR) and rho A should be larger than 0.7, and the Average Variance Extracted (AVE) should be greater than 0.5. (Hair et al., 2017). Table 2 demonstrates that all constructs have a CR greater than 0.70 and an AVE greater than 0.50, implying good convergent validity (Hair et al., 2010; Koner et al., 2021).

Furthermore, all factor loadings were more advanced than the 0.7 threshold limit, ranging from 0.714 to 0.861. (Hair et al., 2010). On the other hand, one-factor loadings from brand awareness and another from brand evangelism were below this limit but over 0.6, so they were allowed (Chin et al., 1997; Hair et al., 2006).

Table 2: Quality Criterion for Reflective Model Assessments

Construct	Items	Type	Loading/ Weights	Cronbach's Alpha	rhoA	CR	AVE
Brand Identification	BrdIden1		0.787				
	BrdIden2		0.744				
	BrdIden3	Reflective	0.750	0.781	0.793	0.850	0.532
	BrdIden4		0.717				
Brand Love	BrdIden6		0.642				
	BrdLov1		0.861				
	BrdLov2		0.714				
	BrdLov3	Reflective	0.793	0.841	0.842	0.888	0.613
Brand Loyalty	BrdLov4		0.772				
	BrdLov6		0.767				
	BrdLty1		0.833				
	BrdLty2	Reflective	0.767	0.761	0.770	0.848	0.584
Brand Evangelism	BrdLty3		0.716				
	BrdLty4		0.734				
	BrdEvan2		0.837				
	BrdEvan3		0.718				
	BrdEvan4		0.782				
	BrdEvan5	Reflective	0.729	0.861	0.863	0.894	0.548
	BrdEvan6		0.703				
	BrdEvan7		0.698				
	BrdEvan8		0.705				

Source: Author's Calculation

Furthermore, the study employed Fornell and Larcker's (1981) measures to establish discriminant validity. To confirm discriminant validity, the researcher compared the variance extracted estimate for each construct with the squared inter-construct correlations associated with that construct (Fornell & Larcker, 1981; Malewar & Bajaj, 2020). The inter-construct squared correlation values were higher than the variance extracted estimates (see Table 3). As a result, the study is now ready for further investigation.

Table 3: Discriminant Validity Assessments

Constructs	Brand Love	Brand Evangelism	Brand Identification	Brand Loyalty
Brand Love	0.783			
Brand Evangelism	0.767	0.740		
Brand Identification	0.580	0.613	0.730	
Brand Loyalty	0.568	0.661	0.494	0.764

Source: Author's Calculation

The HTMT ratio was also used to study discriminant validity. The link between the constructs and their indicators was confirmed by discriminant validity. According to Henseler et al. (2014), HTMT values must be less than 1, with a maximum correlation

ratio of 0.85, allowing for a value of 0.9. (Gold et al., 2001). The HTMT ratio, as shown in Table 4, reveals the experimentally verified exclusivity of all constructs if they meet the discriminant validity conditions for the HTMT ratio of correlation. Table 4 demonstrates that all the HTMT ratios were smaller than the threshold limit, showing discriminant validity for the model.

Table 4: HTMT Ratio of Correlations for Discriminant Validity Assessments

HTMT Criterion	Brand Love	Brand Evangelism	Brand Identification
Brand Love			
Brand Evangelism	0.897		
Brand Identification	0.698	0.739	
Brand Loyalty	0.705	0.811	0.626

Source: Author's Calculation

5. Structural Model Assessment

The goal of the structural model evaluation was to look at the relationship between constructs and extrapolative results (Hair et al., 2017). All the constructs employed in this study have inner VIF values ranging from 1.507 to 1.789, much lower than 3.33. The VIF values demonstrate that the model has no collinearity issues (Hair et al., 2017).

While evaluating the structural model, the coefficient of determination (R^2), the size and path coefficients, and the effect size (f^2) should all be reviewed before proceeding (Ali, 2018). The effect size, or f^2 , tells us how strong the association between the variables was (Durlak, 2009). According to Cohen (1988), if f^2 was greater than or equal to 0.02, the influence was modest; if f^2 was greater than or equal to 0.15, the effect was medium; and if f^2 was greater than or equal to 0.35, the impact was considerable, according to Cohen (1988). According to these criteria, brand love substantially impacts brand evangelism (0.436) and has a medium effect on brand loyalty (0.187). Brand identification has a more significant effect (0.507) on brand love and a modest impact on brand evangelism (0.065) and brand loyalty (0.064). On the other hand, brand loyalty has a medium effect on brand evangelism (0.168) and brand loyalty (0.168) (see Table 5).

Table 5: f^2 Value

	Brand Love	Brand Evangelism	Brand Loyalty
Brand Love		0.436	0.187
Brand Identification	0.507	0.065	0.064
Brand Loyalty		0.168	

Source: Author's Calculation

The significance and relevance of the route coefficients were assessed using the PLS Algorithm's bootstrapping process with 5000 subsamples after analyzing collinearity in the inner model, coefficient of determination (R^2), and effect size (f^2). The structural model's results for supporting all assumptions are shown in Table 6. Based on the p-value, all six hypotheses were accepted. Hypotheses one through six were statistically highly significant because the p-value was less than 001. This implies that brand identity has a substantial influence on brand love, loyalty, and evangelism.

Furthermore, it was determined that brand love has a significant impact on brand loyalty and brand evangelism, and brand loyalty has a considerable effect on brand evangelism, based on the p-value. The global fit indices SRMR (Standard Root Mean Square Residual) were also employed to measure the criterion's quality (Hair et al., 2021). In this study, the SRMR value was 0.067, lower than the threshold limit of 0.08, indicating that the model has strong explanatory power (Henseler et al., 2014; Hu & Bentler, 1999; Koner et al., 2022).

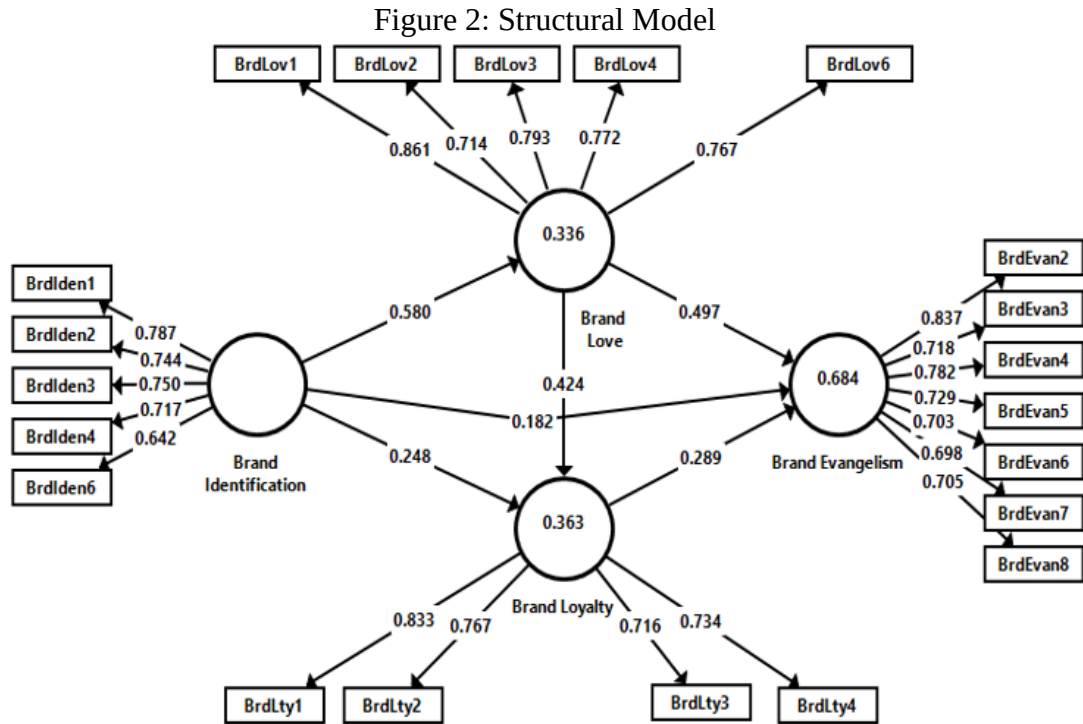
Table 6: Structural Model Assessments

Hypothesis	Path Relationships	Std. Beta	t-values	CI 2.5%	CI 97.5%	Relationship Status
H ₁	Brand Identification -> Brand Love	0.580	17.071	0.514	0.645	Accepted
H ₂	Brand Identification -> Brand Loyalty	0.248	4.796	0.147	0.348	Accepted
H ₃	Brand Identification -> Brand Evangelism	0.182	5.071	0.112	0.253	Accepted
H ₄	Brand Love -> Brand Loyalty	0.424	8.260	0.319	0.523	Accepted
H ₅	Brand Love -> Brand Evangelism	0.497	13.273	0.424	0.57	Accepted
H ₆	Brand Loyalty -> Brand Evangelism	0.289	7.474	0.214	0.366	Accepted
H ₇	Brand Identification -> Brand Love -> Brand Loyalty	0.246	7.286	0.182	0.316	Accepted
H ₈	Brand Identification -> Brand Love -> Brand Evangelism	0.288	10.449	0.238	0.345	Accepted
H ₉	Brand Identification -> Brand Loyalty - > Brand Evangelism	0.072	3.918	0.039	0.111	Accepted
H ₁₀	Brand Identification -> Brand Love -> Brand Loyalty -> Brand Evangelism	0.071	5.356	0.048	0.1	Accepted
H ₁₁	Brand Love -> Brand Loyalty -> Brand Evangelism	0.123	5.608	0.083	0.169	Accepted

Source: Author's Calculation

If the R^2 number was greater than 0.2, the R^2 value was considered high. The R^2 value for each dependent construct was shown in Figure 2, which was quite high and acceptable (Rasoolimanesh et al., 2019). Furthermore, brand identification explains 33.6 percent of the variation in brand love in terms of predictive power. Brand recognition and brand love account for 36.3 percent of brand loyalty variation. On the other hand, the remaining constructions account for 68.4 percent of brand evangelizing.

With all the elements in Smart PLS software, PLS predict explored the structural model's predictive usefulness (Ringle et al., 2014). Forty-one samples ($k = 10$) were utilized as a holdout sample (Shmueli et al., 2016) to anticipate the structural model's predictive relevance, and the remaining 372 examples were used as training samples to run the model (Hair et al., 2018; Shmueli et al., 2016). When the PLS-SEM analysis' RMSE values were compared to the naive LM benchmark (Table 7), the PLS-SEM analysis produced fewer prediction errors for all items. The findings provided root mean squared error (RMSE) and Q^2 predict (LM) for the PLS-SEM and linear regression models. The results reveal that the RSME difference between PLS-SEM and LM was minor and that, out of seven items, four (the bulk of the indicators) had a lower RSME value than LM, while the Q^2 predict difference was positive. The model has middling predictive power (Shmueli et al., 2019).



Source: Author's Calculation

Table 7: Smart-PLS Predict Assessment of End Depend on Variable (Original Model)

Items	PLS-SEM		LM		PLS-SEM - LM	
	RMSE	Q²_predict	RMSE	Q²_predict	RMSE	Q²_predict
BrdEvan4	1.13	0.187	1.123	0.197	0.007	-0.01
BrdEvan7	1.068	0.144	1.069	0.141	-0.001	0.003
BrdEvan6	1.055	0.24	1.058	0.236	-0.003	0.004
BrdEvan5	1.044	0.21	1.054	0.195	-0.010	0.015
BrdEvan3	1.029	0.193	1.031	0.189	-0.002	0.004
BrdEvan2	1.075	0.189	1.059	0.213	0.016	-0.024
BrdEvan8	1.078	0.248	1.059	0.274	0.019	-0.026

Source: Author's Calculation

6. Mediation analysis

H₇ to H₁₁ have shown indirect effects, showing the presence of mediating effects. An interplay of direct and indirect activity was responsible for these consequences. To begin, brand love was investigated as a possible mediator between brand identity and brand loyalty. The role of brand love as a mediator between brand identification and brand evangelism was then investigated, and it was discovered that brand love is the most effective mediator, with a VAF value of 0.613.

Table 8: Mediating Effect of Brand Love and Brand Loyalty

Mediation root	Indirect Effect	Total Effect	Variance Accounted for (VAF)	Mediation
Brand Identification -> Brand Love -> Brand Loyalty	0.246	0.494	0.498	Partial
Brand Identification -> Brand Love -> Brand Evangelism	0.288	0.470	0.613	Partial
Brand Identification -> Brand Loyalty -> Brand Evangelism	0.072	0.254	0.289	Partial
Brand Identification -> Brand Love -> Brand Loyalty -> Brand Evangelism	0.071	0.253	0.281	Partial
Brand Love -> Brand Loyalty -> Brand Evangelism	0.123	0.620	0.200	Partial

Source: Author's Calculation

Furthermore, brand loyalty was investigated as a component that arbitrates the relationship between brand recognition and brand evangelism. Table 8 demonstrates that the mediation effect was only partial across all constructs because the mediation effect was partial when the overall effect was equal to or greater than 0.2, and the mediating effect was full when the total effect was more than 0.8 (Agler & Boeck, 2017; Loeys et al., 2015). According to Table 8, the overall effect of all constructions was greater than 0.2 but less than 0.8, indicating that all constructs had a partial mediating influence (Meher & Mishra, 2022).

After investigating the mediation effect utilizing indirect effect, direct effect, and VAF Value (which demonstrated partial mediation for all mediators), a follow-up analysis was conducted to determine whether all mediators were competitive or complementary.

Figure 3-A: Basic Model

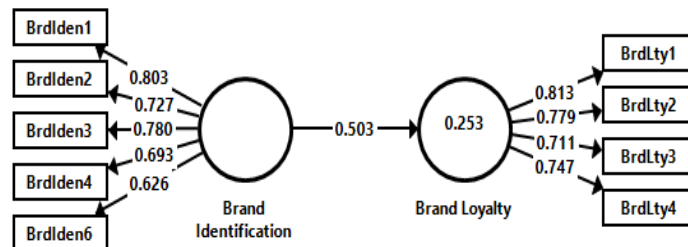
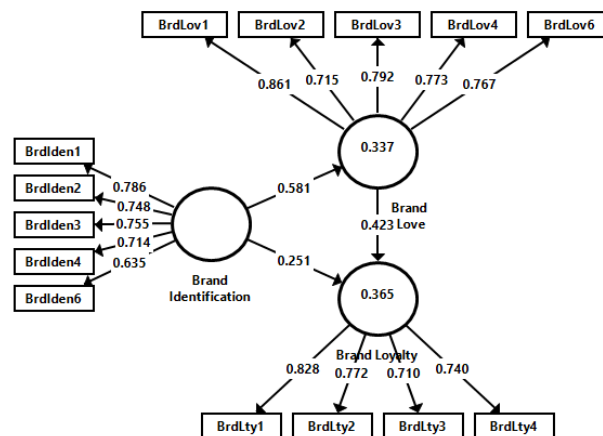


Figure 3-B: Mediation Effect of Brand Love



Source: Author's Calculation

For a fundamental link between brand identification and brand loyalty, R^2 and beta values were 0.253 and 0.503, respectively (Figure 3-A). When brand love was included as a mediator, the R^2 rose to 0.365, while the beta fell to 0.251 (Figure 3-B). In a regression model for a dependent variable, R-squared (R^2) is a statistical metric that reflects the amount of variance explained by an independent variable or variables. In this study, the growing R^2 indicates that the variables' explanatory power has improved significantly (Hair et al., 2013). This shows that when brand love is introduced, the primary relationship suffers, and brand love competes with the fundamental relationship between brand recognition and brand loyalty, with brand love serving as a competitive advantage.

Figure 4-A: Basic Model

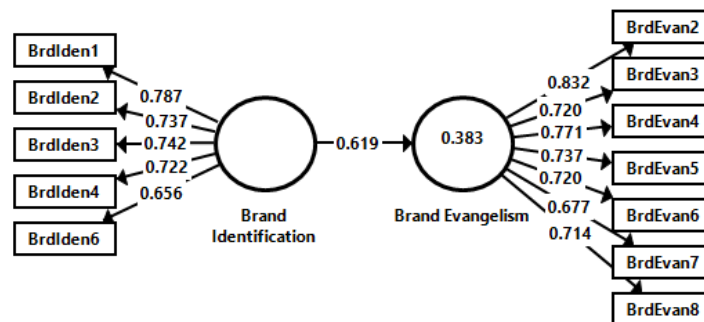
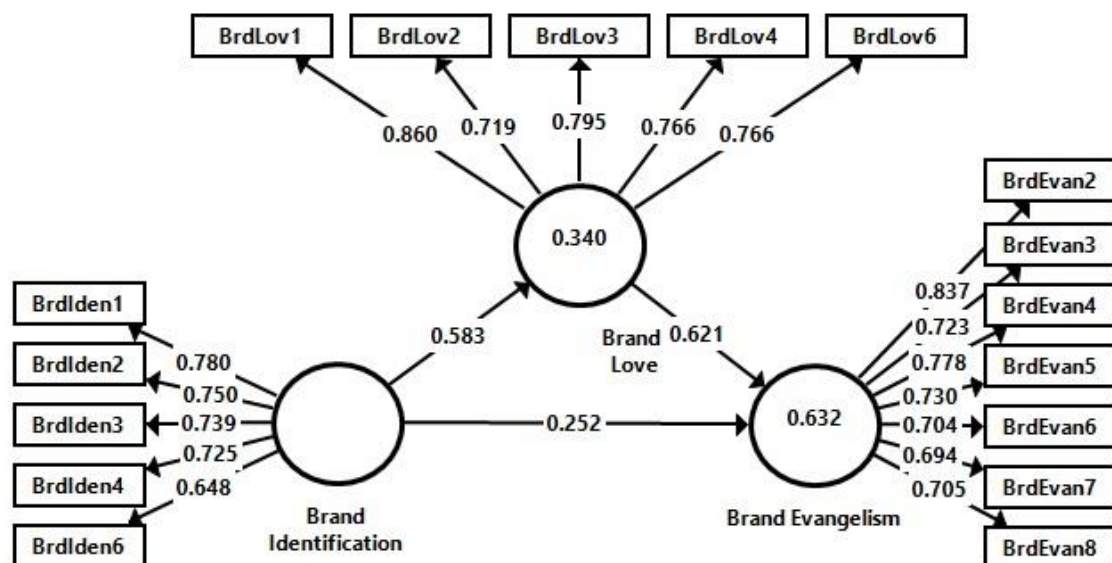


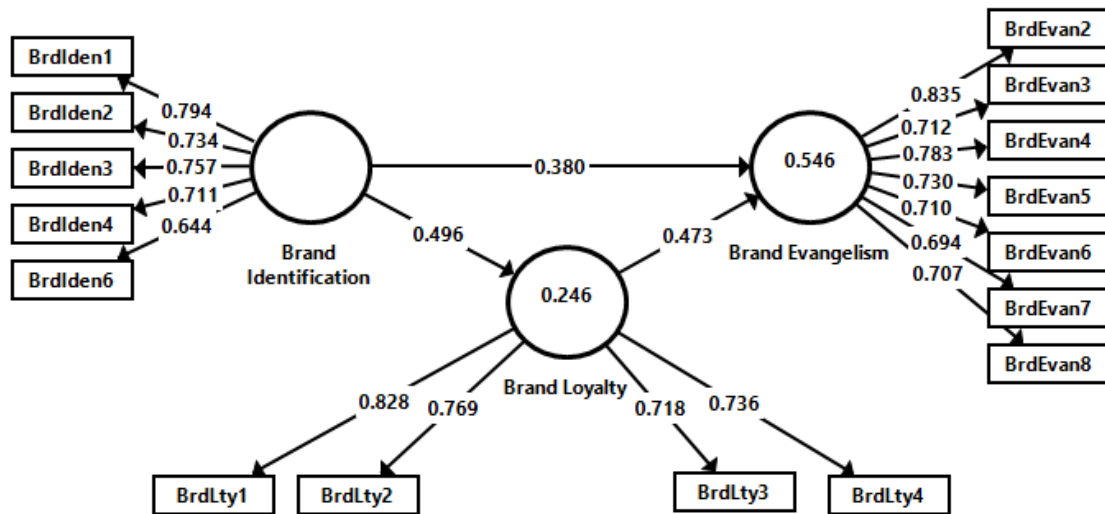
Figure 4-B: Mediation Effect of Brand Love



Source: Author's Calculation

For a basic association between brand recognition and evangelism, the R^2 and beta values were 0.383 and 0.619, respectively (Figure 4-A). After including brand love as a mediator, the R^2 increased to 0.632, while the beta value dropped to 0.252 (Figure 4-B). This means that when brand love is introduced, the primary relationship suffers, and brand love competes fiercely with the fundamental relationship between brand identification and brand evangelism, with brand love serving as a competing mediator.

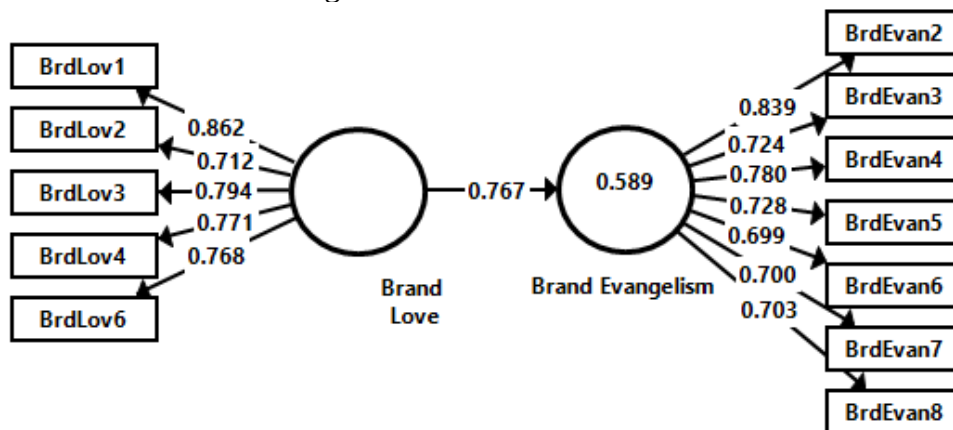
Figure 5: Mediation Effect of Brand Loyalty



Source: Author's Calculation

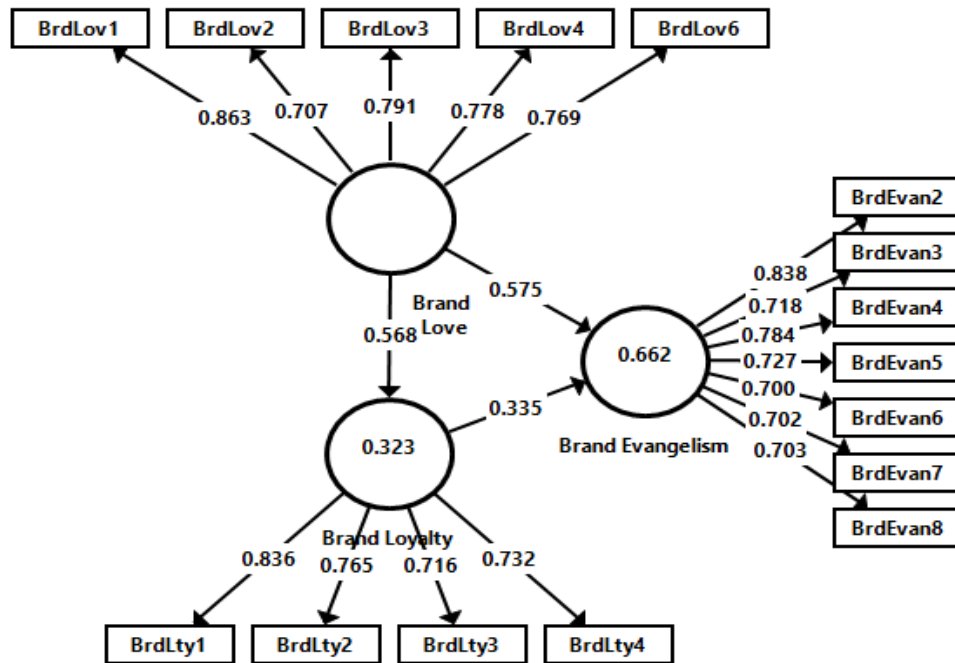
The R^2 and beta values for a simple relationship between brand identification and evangelism were 0.383 and 0.619, respectively (Figure 4- A). But when brand loyalty was introduced as a mediator amid brand identification and brand evangelism the variables' explanatory power was moderately increased. The R^2 value rose to 0.546, while the beta declined to 0.380 (Figure 5). As a result, since the advent of brand loyalty, the crucial association between brand identification and brand evangelism has eroded. To put it another way, brand loyalty works as a competitive mediator and completes the primary relationship.

Figure 6-A: Basic Model



Source: Author's Calculation

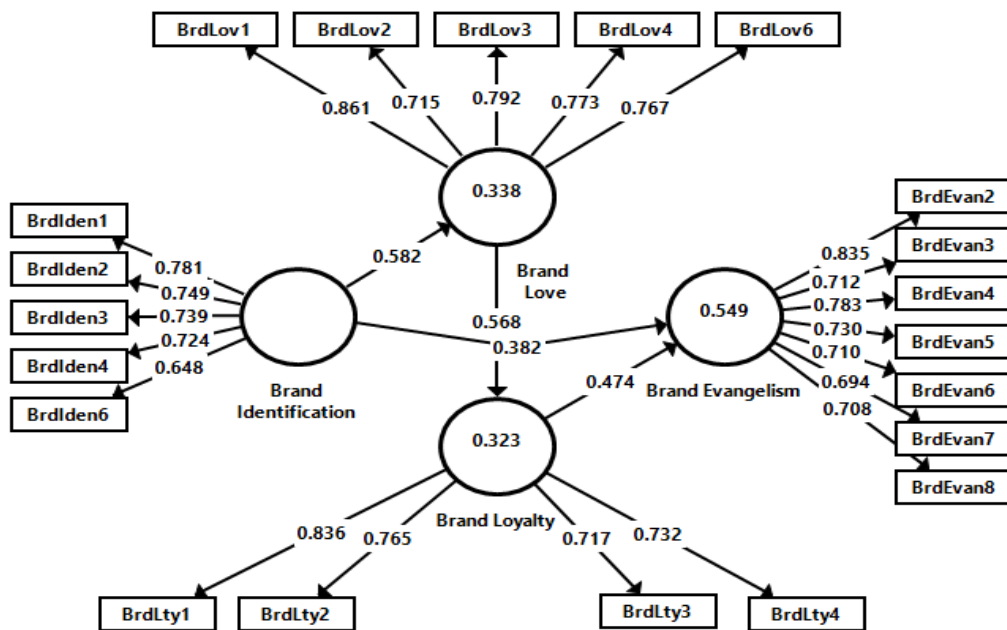
Figure 6-B: Mediation Effect of Brand Love



Source: Author's Calculation

The R^2 and beta values for the direct relationship between brand love and brand evangelism were calculated, and they were 0.589 and 0.767, respectively (Figure 6-A). When the mediating variable, brand loyalty, was added, the R^2 increased to 0.662, and the beta value decreased to 0.575 (Figure 6-B). This means that when brand loyalty is introduced, the primary relationship diminishes, and brand loyalty competes with the fundamental relationship between brand love and brand evangelism, with brand loyalty acting as a competing mediator.

Figure 7: Mediation Effect of Brand Loyalty



Source: Author's Calculation

The serial partial mediation effect was explored after all the mediation effects in this model had been investigated. The primary link between brand identification and brand evangelism declined from 0.619 (Figure 4- A) to 0.382 (Figure 7) following the induction of brand love and brand loyalty as serial mediators between brand identity and brand evangelism, whereas R^2 increased to 0.549 (Figure 7) from 0.383 (Figure 4-A). As a result of the emergence of brand love and brand loyalty as serial mediators, the fundamental relationship between brand identity and brand evangelism is deteriorating. It was also discovered that brand love and loyalty act as competitive serial mediators, putting the underlying association between brand identification and brand evangelism under fierce rivalry.

7. Conclusion

Recent market trends show a great deal of dynamism in consumer behavior, reflecting their tremendous loyalty or disdain for companies. As a result, knowing the drivers of brand behavior has become a critical function for marketers. According to the report, marketers can foster brand evangelism by increasing brand recognition, affection, and loyalty. The study builds on past sociological and psychological research by discussing representative consumption and the emotional components of a mobile user experience as pathways to loyalty development. The mobile business combines brand identification, brand loyalty, and brand love into a single model to forecast brand evangelism and the mediating effect of various constructs on each other. As a result, the current research looks at how brand love, loyalty, and identification might be used to create meaningful and expressive interactions between mobile phones and their users. According to a past study, there was a significant association between brand identity and brand love. According to Sallam (2014), brand identification positively impacts brand love. Customers' favourable responses are mediated by brand love and trust. In the automobile business, Zhang (2020) found a direct link between brand identification and brand loyalty, and Kuenzel and Halliday (2008) explored the same phenomenon in sports teams. Earlier research found a link between brand identity and brand love; for example, Kressman et al. (2006) and Albert and Menuka (2013) discovered that brand identification influenced brand love positively. However, in the case of cellular phone brands, Kim et al. (2001) found a modest correlation. According to the findings, there was a link between brand identification and love, as well as brand identification, loyalty, and love. We also found that brand love serves as a bridge between brand recognition and brand loyalty.

On the other hand, brand identification and evangelism are linked, brand love and loyalty are a bridge between the two. According to our findings, brand love and brand loyalty have a serial mediation effect on brand awareness and brand evangelism. Marketers can use this data to develop customer acquisition and loyalty strategies tailored to mobile devices. Loyalty has been demonstrated to positively influence brand recognition and evangelism; therefore, adjusting the product to the customer's likes and expectations can help develop behavioral loyalty. It is possible to achieve this in practice by designing a striking and attractive product appearance and ensuring that mobile phones have a reliable product function to build customers' faith in the brand. (Huang, 2017), resulting in a mediating effect of brand love and brand loyalty on brand identification and evangelism. Finally, brand love and loyalty positively impact brand evangelism; brand loyalty also acts as a mediator amid brand love and brand evangelism.

Marketers must understand the motivations of actions in today's consumer society, where it is becoming progressively accessible for customers to express strong dedication or disdain towards companies. According to the report, marketers may foster brand evangelism by building brand identity. Researchers and practitioners in marketing are only now beginning to grasp the concept of brand evangelism. Consumer-brand identification begins its journey to brand evangelism through love and loyalty, according to this study. Therefore, marketers should pay attention to customers' emotions and feelings toward the brand. The most effective application of these emotions can lead to augmented brand consumption and, eventually, brand advocacy.

8. Limitations of the study

Our study is subject to some limitations, both in terms of its execution and its interpretation. In the first place, it is restricted geographically because the study was limited to southern India, which may be a limitation on the findings of the study that was carried out. It is possible that the execution of the outcome will not be applicable across the entirety of India due to the diversity that exists within India's culture and way of life. Most of the items that we used for measuring were derived from research that had been presented in marketing literature previously. This is the second noteworthy aspect. Since the scale was drawn from an earlier study that had been published, it is difficult to understand how well it applies to the mobile sector. Thirdly, the mediation impact has taken brand love and brand loyalty and is shown, which gives a gap and space for additional research by adopting other constructions as mediators to cement the relationship with brand evangelism.

9. Scope of the study

The study was conducted in southern India; hence, its results may not apply to other parts of the country, which gives a gap for the researchers to conduct the study in other regions. According to the findings, the mediating influence of brand love and brand loyalty was interpreted. However, other constructs, such as brand trust and brand equity, were also capable of having a mediating effect on brand evangelism, which opens the door for additional research in this area. Similarly, the influence of brand evangelism was only studied in the context of the mobile industry, which may pique the reader's interest in learning more about the phenomenon's use in other market niches. According to McConnell and Huba (2003), brand evangelists cannot be purchased because their actions are motivated by their sentiments and desires. As a result, it would be very motivating to investigate additional moderating variables that may be utilized to evaluate the intensity of brand evangelism.

References

- Aaker, J., Fournier, S., & Brasel, S. (2004). When good brands do bad. *Journal of Consumer Research*, 31(1), 1-16.
- Aggarwal, P. (2004). The effects of brand relationship norms on consumer attitudes and behavior. *Journal of Consumer Research*, 31(1), 87-101.
- Agler, R., & De Boeck, P. (2017). On the interpretation and use of mediation: Multiple perspectives on mediation analysis. *Frontiers In Psychology*, 8, 1-11.
- Ahuvia, A. (2005). Beyond the extended self: Loved objects and consumers' identity narratives. *Journal of Consumer Research*, 32(1), 171-184.
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266.
- Ali, F., Rasoolimanesh, S., Sarstedt, M., Ringle, C., & 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*, 30(1), 514-538.
- Alnawas, I., & Altarifi, S. (2015). Exploring the role of brand identification and brand love in generating higher levels of brand loyalty. *Journal Of Vacation Marketing*, 22(2), 111-128.
- Anggraini, L. (2018). Understanding brand evangelism and the dimensions involved in a consumer becoming brand evangelist. *Sriwijaya International Journal of Dynamic Economics and Business*, 2(1), 63-84.
- Badrinarayanan, V., & Laverie, D. (2011). Brand advocacy and sales effort by retail salespeople: Antecedents and influence of identification with manufacturers' brands. *Journal of Personal Selling & Sales Management*, 31(2), 123-140.
- Batra, R., Ahuvia, A., & Bagozzi, R. (2012). Brand love. *Journal of Marketing*, 76(2), 1-16.
- Bergkvist, L., & Larsen, T. B. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(7), 504–518.
- Beyaz, R., & Güngör, A. (2021). The branding process: mediator roles of brand satisfaction and brand loyalty. *Kafkas Üniversitesi İktisadi Ve İdari Bilimler Fakültesi Dergisi*, 12(23), 322-346.
- Bhatt, S., & Shiva, A. (2020). Empirical examination of the adoption of zoom software during Covid 19 pandemic: Zoom TAM. *Journal of Content, Community & Communication*, 12(6), 70-88.
- Bhattacharya, C., & Sen, S. (2003). Consumer–company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67(2), 76-88.
- Brewer, M. (1991). The social self: On being the same and different at the same time. *Personality and Social Psychology Bulletin*, 17(5), 475-482.
- Carroll, B., & Ahuvia, A. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79-89.
- Chaudhuri, A., & Holbrook, M. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chin, W., Gopal, A., & Salisbury, W. (1997). Advancing the theory of adaptive structuration: The development of a scale to measure faithfulness of appropriation. *Information Systems Research*, 8(4), 342-367.

- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product & Brand Management*, 28(2), 154-165.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Collins, N., & Murphy, J. (2009, January). *A Theoretical Model of Customer Evangelism*. Paper presented at Austrilia and New Zealand Marketing Academic Conference, The University of Western Australia, Perth, Australia. <https://www.researchgate.net/publication/216866684>
- De Villiers, R. (2015). Consumer brand enmeshment: Typography and complexity modeling of consumer brand engagement and brand loyalty enactments. *Journal Of Business Research*, 68(9), 1953-1963.
- Dick, A., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- Doss, S. K., (2014). Spreading the good word: Toward an understanding of brand evangelism. *Journal of Management and Marketing Research*, 14(1), 1-16.
- Durlak, J. (2009). How to select, calculate, and interpret effect sizes. *Journal of Pediatric Psychology*, 34(9), 917-928.
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A.-G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41, 1149-1160.
- Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39, 175-191.
- Fornell, C., & Larcker, D. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373.
- Gold, A., Malhotra, A., & Segars, A. (2001). Knowledge management: An organizational capabilities perspective. *Journal Of Management Information Systems*, 18(1), 185-214.
- Gupta, T. (2022), Usage pattern and saving behaviors of self-help groups banks linkage programme: A study of rural Uttar Pradesh, *Thailand and World Economy*, 40(1), 109-124.
- Ha, H., & Park, K. (2012). Effects of perceived quality and satisfaction on brand loyalty in China: The moderating effect of customer orientation. *African Journal of Business Management*, 6(22), 6745-6753.
- Hair, J. F., Sarstedt, M., Ringle, C. M. & Gudergan, S. P. (2018). *Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Thousand Oaks, CA: Sage.
- Hair, E., Halle, T., Terry-Humen, E., Lavelle, B., & Calkins, J. (2006). Children's school readiness in the ECLS-K: Predictions to academic, health, and social outcomes in first grade. *Early Childhood Research Quarterly*, 21(4), 431-454.
- Hair, J. F., Ringle, C. M. & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long-Range Plan*, 46(1-2), 1–12. Retrieved from <https://ssrn.com/abstract=2233795>
- Hair, J., Astrachan, C., Moisesescu, O., Radomir, L., Sarstedt, M., Vaithilingam, S., & Ringle, C. (2021). Executing and interpreting applications of PLS-SEM: Updates for family business researchers. *Journal of Family Business Strategy*, 12(3), 1-8.

- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate data analysis* (5th ed.). New Jersey, US: Prentice-Hall.
- Hair, J., Hollingsworth, C., Randolph, A., & Chong, A. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442-458.
- Hegner, S. M., Hegner, S. M., Fenko, A., Fenko, A., Teravest, A., & Teravest, A. (2017). Using the theory of planned behaviour to understand brand love. *Journal of Product & Brand Management*, 26(1), 26–41.
- Henseler, J. (2017). Bridging design and behavioral research with variance-based structural equation modeling. *Journal of Advertising*, 46(1), 178–192.
- Henseler, J., Ringle, C., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of The Academy of Marketing Science*, 43(1), 115-135.
- Hsu, L., Chih, W., & Liou, D. (2015). Understanding community citizenship behavior in social networking sites. *Industrial Management & Data Systems*, 115(9), 1752-1772.
- Hu, L. T., & Bentler, P. M. (1999). Cut-off criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6, 1-55.
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: Mediators of brand love and trust. *Management Decision*, 55(5), 915-934.
- Huber, F., Meyer, F., & Schmid, D. A. (2015). Brand love in progress— The interdependence of brand love antecedents in consideration of relationship duration. *Journal of Product & Brand Management*, 24(6), 567–579.
- Jensen, J. M., & Hansen, T. (2006). An empirical examination of brand loyalty. *Journal of Product & Brand Management*, 15(7), 442-449.
- Keller, K. (2012). Understanding the richness of brand relationships: Research dialogue on brands as intentional agents. *Journal of Consumer Psychology*, 22(2), 186-190.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Essex, England: Pearson Education.
- Kim, C., Han, D., & Park, S. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese Psychological Research*, 43(4), 195-206.
- Koner, S., Mondal, A., & Roy, R. (2021). Impact of Service Quality on Satisfaction. *International Journal of Asian Business and Information Management*, 12(3), 1-15.
- Koner, S., Roy, R., & Dewangan, J. (2022). An empirical investigation of the relationship between retail store attributes and customer satisfaction. *IITM Journal of Business Studies (JBS)*, 10(1), 126-144.
- Kozinets, R., De Valck, K., Wojnicki, A., & Wilner, S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2), 71-89.
- Kressman, F., Sirgy, M. J., Herrman, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955–964.
- Kuenzel, S., & Halliday, S. V. (2008). Investigating antecedents and consequences of brand identification. *Journal of Product & Brand Management*, 17(5), 293-304.
- Kuenzel, S., & Halliday, S. V. (2010). The chain of effects from reputation and brand personality congruence to brand loyalty: The role of brand identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3-4), 167-176.

- Lam, S., Ahearne, M., Hu, Y., & Schillewaert, N. (2010). Resistance to brand switching when a radically new Brand is introduced: A social identity theory perspective. *Journal of Marketing*, 74(6), 128-146.
- Loeys, T., Moerkerke, B., & Vansteelandt, S. (2015). A cautionary note on the power of the test for the indirect effect in mediation analysis. *Frontiers in Psychology*, 5, 1-8.
- Malewar, S., & Bajaj, S. (2020). Acceptance of OTT video streaming platforms In India during COVID-19: Extending UTAUT2 with content availability. *Journal of Content, Community and Communication*, 12, 89–106.
- McConnell, B., & Huba, J. (2003). *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Salesforce*. Chicago, IL: Dearborn Publishing Group.
- Meher, J., & Mishra, R. (2022). Evaluation of perceived benefits and employee satisfaction through knowledge management practices. *Global Knowledge, Memory and Communication*, 71 (1/2), 86-102.
- Nawaz, S., Alam, Y.G.F., & Nawaz, M. Z. (2020). Role of brand love and consumers' demographics in building consumer–brand relationship. *SAGE Open*, 10(4), 1-19.
- Niyomsart, S., & Khamwon, A. (2015), Brand love, brand loyalty, and word of mouth: A case of Airasia. *International Journal of Arts and Sciences*, 9(1), 263-268.
- Oliver, R. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63(4), 33-44.
- P. Becerra, E., & Badrinarayanan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, 22(5/6), 371-383.
- Panda, T., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J., Kazancoglu, I., & Nayak, S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 1-11.
- Pornsrimate, K., & Khamwon, A. (2021). How to convert millennial consumers to brand evangelists through social media micro-influencers. *Innovative Marketing*, 17(2), 18-32.
- Pride, W., & Ferrell, O. (2015). *Marketing 2016* (18th ed.). Boston, USA: Cengage Learning.
- Rahman, R., Langner, T., & Temme, D. (2021). Brand love: Conceptual and empirical investigation of a holistic causal model. *Journal of Brand Management*, 28(6), 609-642.
- Rasoolimanesh, S., Md Noor, S., Schuberth, F., & Jaafar, M. (2019). Investigating the effects of tourist engagement on satisfaction and loyalty. *The Service Industries Journal*, 39(7-8), 559-574.
- Rather, R., & Camilleri, M. (2020). The customers' brand identification with luxury hotels: A social identity perspective. In: F. Pantoja, S. Wu, & N. Krey (eds) *Enlightened Marketing in Challenging Times*. AMSWMC 2019. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (429-443). Springer, Cham.
- Riivits-Arkonsuo, I., Kaljund, K., & Leppiman, A. (2015). Consumer journey from first experience to brand evangelism. *Research in economics and business: Central and Eastern Europe*, 6(1), 5-28.

- Ringle, C., Da Silva, D., & Bido, D. (2014). Modeling structural equations using Smartpls. *Revista Brasileira De Marketing*, 13(2), 56-73.
- Riorini, S., & Widayati, C. (2015). Brand relationship and its effect towards brand evangelism to banking service. *International Research Journal of Business Studies*, 8(1), 33-45.
- Roberts, K. (2006). *Love marks: The future beyond brands*. New York: Powerhouse Books.
- Roy, S., Eshghi, A., & Sarkar, A. (2013). Antecedents and consequences of brand love. *Journal of Brand Management*, 20(4), 325-332.
- Safeer, A., He, Y., & Abrar, M. (2020). The influence of brand experience on brand authenticity and brand love: An empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1123-1138.
- Sajtos, L., Cao, J., Espinosa, J., Phau, I., Rossi, P., Sung, B., & Voyer, B. (2021). Brand love: Corroborating evidence across four continents. *Journal of Business Research*, 126, 591-604.
- Sallam, M. (2014). The effects of brand image and brand identification on brand love and purchase decision making: The role of WOM. *International Business Research*, 7(10), 187-193.
- Sarkar, A. (2014). Brand love in emerging market: A qualitative investigation. *Qualitative Market Research: An International Journal*, 17(4), 481–494.
- Savage, J. (2012). *Creating brand evangelists in the 21st century: Using brand engagement through social media to develop brand loyalty in teens*. University of Southern California, Los Angeles, California. Retrieved from <https://www.proquest.com/openview/82578e72353b4ccfe294ceed7a94923e/1?pq-origsite=gscholar&cbl=18750>
- Scarpi, D. (2010). Does size matter? An examination of small and large web-based brand communities. *Journal of Interactive Marketing*, 24(1), 14-21.
- Shaari, H., & Ahmad, I.S. (2016). Brand evangelism among online brand community members. *International Review of Management and Business Research*, 5(1), 80-88.
- Shimp, T. A., & Madden, T. J. (1988). Consumer-object relations: A conceptual framework based analogously on Sternberg's triangular theory of love. *Advances in Consumer Research*, 15(1), 163–168.
- Shiva, A., Narula, S., & Shahi, S. K. (2020). What drives retail investors' investment decisions? Evidence from no mobile phone phobia (nomophobia) and investor fear of missing out (I-FOMO). *Journal of Content, Community and Communication*, 10(6), 2-20.
- Shmueli, G., Ray, S., Velasquez Estrada, J., & Chatla, S. (2016). The elephant in the room: Predictive performance of PLS models. *Journal of Business Research*, 69(10), 4552-4564.
- Shmueli, G., Sarstedt, M., Hair, J., Cheah, J., Ting, H., Vaithilingam, S., & Ringle, C. (2019). Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322-2347.
- Stokburger-Sauer, N. (2011). The relevance of visitors' nation brand embeddedness and personality congruence for nation brand identification, visit intentions and advocacy. *Tourism Management*, 32(6), 1282-1289.
- Tajfel, H., & Turner, J.C. (1986). The social identity theory of intergroup behavior. In: S. Worchel and W. G. Austin (Eds.), *Psychology of Intergroup Relation* (pp. 7-24). Chicago, IL: Nelson-Hall.

- Thomson, M., MacInnis, D., & Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77-91.
- Tiep Le, T., Ngo, H., & Aureliano-Silva, L. (2021). Contribution of corporate social responsibility on SMEs' performance in an emerging market – The mediating roles of brand trust and brand loyalty. *International Journal of Emerging Markets*, (ahead-of-print).
- Tunjungsari, H., Syahrivar, J., & Chairy, C. (2020). Brand loyalty as mediator of brand image-repurchase intention relationship of premium-priced, high-tech product in Indonesia. *Jurnal Manajemen Maranatha*, 20(1), 21-30.
- Tynan, C., & McKechnie, S. (2009). Experience marketing: A review and reassessment. *Journal Of Marketing Management*, 25(5-6), 501-517.
- Underwood, R., Bond, E., & Baer, R. (2001). Building service brands via social identity: Lessons from the sports marketplace. *Journal of Marketing Theory and Practice*, 9(1), 1-13.
- Wang, B., Liu, Y., Qian, J., & Parker, S. (2020). Achieving effective remote working during the COVID-19 pandemic: A work design perspective. *Applied Psychology*, 70(1), 16-59.
- Zhang, S., Peng, M., Peng, Y., Zhang, Y., Ren, G., & Chen, C. (2020). Expressive brand relationship, brand love, and brand loyalty for tablet PCs: Building a sustainable brand. *Frontiers In Psychology*, 11, 1-10.