

Brand Commitment, Image, Identification and Trust on Brand Evangelism

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ABSTRACT

Aim of the Study: The purpose of this paper is to check the nature of customer and customer behavior toward brand or services. This paper is to check the customer relationship with different type of brand influence on evangelism brand. Evangelism brand is termed as intense form of brand support behavior. This study investigated the four-trend relation construct brand commitment, brand identification, brand image and brand trust on brand evangelism and also checked the mediating role of emotional attachment.

Methodology: For this study, survey technique is conducted on 245 Students conveniently selected from three Universities of Islamabad. Emotional attachment fully mediates the relation between four independent variables and one dependent (brand identification, brand image, commitment and trust and evangelism).

Findings: This study found that in today's drowning market consumption society which consumer to demonstrate extreme devotion and contempt toward brand or service. In today's market it is important for firm and marketer to understand the driver of consumer behavior toward brand.

Conclusion: The study concluded that brand evangelism is by building brand commitment, brand image, brand trust and brand identification and also emotionally attached the consumer with their brand. Marker should understand the brand evangelist because evangelist customer is the most engaged customer with brand or services.

Keywords: Band Evangelism, Brand Commitment, Brand Identification, Brand Image, Brand Trust and Emotional Attachment.

Introduction

Strong brand or services image influence the consumer action to buy that. Like most of the companies are using the customers to defend, praise, purchasing their brand or use the service and advertise the brand with the help of customers. Strong brand relationship has the probable to create committed consumer with the brand and they make them loyal which in turn formulated the committed and loyal communities and performance of the organization will be increase either it is measured in online or physical marketing

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aspects (Aggerwal, 2014). It is observed that committed in establishing the relationship with the brand recommends the brand to other mean family members, friends and colleagues.

Nowadays, instead of positive WOM brand evangelism marketing is used (Sajoy, 2018). Brand evangelism also included the emotion, passion toward it; therefore, it become very tough and impossible for the competitor to gain the loyalty of the customers toward them (Hafiz & Ahmad 2014). Actually, every user wants to tell positive things about their brand and because of this kind of attitude they are creating new customers in the market. According to Lithium study that if the consumer is satisfied with the brand he/she will tells other eight individuals whereas of he/she is dissatisfied with the brand then the number will be exceeded than 20 more, 50% of purchase decision are influence evangelism brand (word of mouth). Some of 1,000 customer can generate 500,000 conversation about brand positive or negative, whereas, 92% consumers recommend the brand to their family and friends which is normally categorized more than advertising. People become attached with the brand psychologically and emotionally (Liao, Dong, Luo & Guo, 2020).

Brand Evangelism (BE) is a powerful promotional tool and should be considered as part of almost every business marketing strategy because this is the low-cost marketing tool that companies should consider it seriously. There is a difference between brand evangelism and positive WOM. As brand evangelism focused on relational behavior whereas positive WOM focuses on transactional behaviour which occurs for the short period of time (Anggarini, 2018). If any brand creates their BE they will be able to make more customer and will able to increase their sell now a days customer before buying any product first they prefer to take some review from their friends or family member and to check the brand review through internet as well. The brand evangelist is a real supporter, the one who wants to share and talk about the brand or service uses by the customer really want to tell everyone about his/her experience, attachment with the brand and they try to attract everyone to use that brand or service, and they share their experience which they have with the brand. Evangelists are not belonging to any company but they are spreading the massage or convey other to use the product. Companies are becoming aware of the importance of brand evangelism to create the identity and trust (Becerra & Badrinarayanan, 2013). If the customer repeatedly gain the same experience from the brand then the trust established and termed as brand trust. Brand trust is the expectation of the customers towards the brand intention and reliability in risk-oriented situation (Delgado et al., 2003). And this is very true if the customer is buying the expensive brand. Brand evangelists' behaviour preferred their brand if they faced failure by expressing forgiveness attitude toward it (Kinyongoh, 2019). Brand trust, positively relate to brand evangelism (Mvondo, Jing, Hussain, Jin & Raza, 2022).

This study investigates the relationship of consumer with brand commitment, identification, image, and trust on directed behavior and indirect behavior representing brand evangelism and check the mediator role of emotional attachment.

This study also investigated the brand relationship in term of four variables, brand commitment, image, identification and trust on the evangelism brand. This research paper focuses on the use of different smartphones and to check the consumer brand attachment that how committed consumer do positive word of mouth. The objective of this research paper is to know consumer emotionally attachment with brands and what perceptions they have about their brands. This study also highlights the importance of how brand relationship effects the evangelism brand. It is defined as behavioral action and vocal support including action such as the purchase of the brand or services and convincing the others about a brand. Marketers defined that satisfied consumer always do BE and recommending it to others. Technologically advancement have now enabled brand directed the consumer behavior to increase exponential manner by making things easier task related to purchase and communication behavior of the consumer.

Literature Review

This study incorporates the commitment trust theory developed by Morgan & Hunt (1994). This theory grounded on relationship marketing and specified that it is the act of developing, establishing and maintaining the relational exchanges in successful manner. They also specified that brand trust build the

positive and strong relationship with the brand which is termed as loyalty. Brand loyalty becomes the crucial element in the brand evangelism (Beccerra & Badrinaranvanan, 2013). In this communication played a significance role in establishing the trust toward the brand (Mukhejee & Nath, 2007).

Brand Evangelism

Brand evangelism is a positive word of mouth communication, and it terms to develop the relationship among the consumer, communication and other behaviours related to brand. Generally, in evangelists brand customers express loyalty to brand specifically, willingly to spread brand experience in positive way to others and engage in negative WOM for another brand. It engages them to persuade other consumers to purchase the same brand that he/she is using. Evangelism brands involve emotion, passion; and it became difficult for the other competitors to gain the attention toward their brand (Hafiz & Ahmad, 2014).

Different authors define brand evangelism as positive word of mouth communication. Brand evangelists are those who always spreading positive word of mouth of the brand or service he/she is using and recommend other to use the same product or brand which he/she is using. The role of brand evangelists is critical especially with the existence of social media such as Facebook, Twitter, Instagram, etc. McAlexander et al., (2002) mentioned that best brand consumer relationships spread C2C (consumer-to-consumer) communication and other brand-related behaviours.

The brand evangelist is a real supporter, the one who wants to share and talk about the brand or service uses by the customer really want to tell everyone about his/her experience and attachment with the brand and they try to attract everyone to use that brand or service, and they share their experience which they have with the brand. Evangelists are not belonging to any company, but they are spreading the message or convey other to use the product.

Evangelism brand consumers are loyal, committed and strongly engaged and emotional connected to the brand and disseminate the message about the brand preference. Doss (2014) also mentioned that evangelists brand consumer communicates with the other friends, family members, colleagues and shared his/her feelings and ideas with the specific brand. Matzler et al., (2007), evangelism brand mentioned the active, committed way of disseminating the good opinions regarding the brand or services that he/she is consuming. It also trying to involve the others emotionally engaged with the brand who are evangelize, passionate, share their emotions with others related to the brand. Becerra & Badrinarayanan, (2013) also mentioned evangelism brand as dynamic behavioural and vocal support toward it which includes the actions i.e. purchasing of the brand or services, spreading the positive brand reference, and convince the others about a brand by not recommending the competing brands or services. An evangelist brand is an acts that include the unpaid spokesperson such as consumers who speak on behalf of the brand (Doss, 2014).

Brand Commitment

Brand commitment is the emotional or psychological connection between a consumer with brand, services, and organization (Fullerton, 2005). Brand commitment is that customers will highly be loyal to the brand or the company, when committed with the brand he/she always telling positive thing about that product and recumbent that brand to other. Brand commitment has been operationalized as a dimensional construct composed of behavioural and attitudinal loyalty (Tuškej et al., 2013). The behavioural dimension is reflected through repeated purchase of the brand; whereas attitudinal commitment is reflected through consumers' psychological attachment to the brand and customer always try to consumer the same brand. Companies trying make long term consumers who they rapidly buy their brand and recommend that brand to other customers. Affective commitment is central to the current study as it reflects the socio-psychological attachment with the brand, customer show his/her love to the brand on loyalty basis (Gilliland & Bello, 2002).

In particular, highly committed consumers tend to protect the brand from negativity word of mouth (Pullig et al., 2006), and are less sensitive to negative word of mouth communication about the brand consequently. Customer's emotional commitment to the brand is important for brand success, as it can influence the

success of the brand, services or product (Kimpakorn & Tocquer, 2008). In this study brand commitment is an attitudinal concept and an extreme loyal customer who can psychologically and emotionally attached with the brand that has received increasing interest within the marketing field during the previous decades, brand commitment has been established as an important factor regarding consumer relationship with the brand or services and influence behaviour of the customer toward the brand, in this study researcher find that the loyal customer always do positive word of mouth of the brand that customer is using. The loyalty of the customer always work for the brand because loyal customers always do positive word of mouth and recommend that brand to the other indirectly the customer is doing an advertisement of the brand.

Brand Identification

Marketing researcher have been explored identification of brand, that signifies the psychological association between donating the individual, oneness with the brand and experience the brand failure and success as their own. It also refers to emotionally engaged and psychological state of perceive value or feel of consumers belongingness toward the specific brand or service and make the brand their identity (Lam et al., 2010)

In consumption and purchase of brands, consumer wants to constrict his/her identity to incorporate the brand characteristics. When customer identified that specific brand and get emotionally attached with it in term of psychologically bonding and try to tell those things and work for the benefit of the brand. (Kuenzel & Halliday, 2010).

Kuenzel et al., (2010) stated that the in identification of the brand are fully engaged with the specific brand. Identification brand is is the core perception of oneness with a group of persons and making an identity in marketing domain. It is also termed as making the brand as your identity and people recognize that person with that brand. Albert et al., (2013) termed brands retain highly deep meaning and serve to build consumers loyalty with the brand services and they make brand as there identity" self-concept or identities. Researcher informed that brand identification has been emphasized that identification fulfils the need for social identity and self – identification of the consumer. In smartphones market everyone wants to change rapidly in there sell phones they need some new application in it new features in it and the most importantly new design. The customers of iPhone are always proud of their brand they always show up their brand because they say this brand is our identity emotionally, they attached with the brand and always using to do positive word of mouth the same case is with other Smartphone loyal customers. Stronger brand identification with consumer disposed to emotional attachment in pro-brand activities. In such a support to the firm goals and vision firm protecting their reputation supporting their products and brand commitment. Their self as an evangelist with the brand and with the manufacturer (Bhattacharya & Sen, 2003).

Brand identification is taken as the level when the consumer is having the trust toward the brand, psychologically and emotionally attached with brand. Many researcher identify brand identification as a psychological and emotionally attachment with brand. Trust is the major factor in marketing when brand or services develop trust and place in market then customer will be making the brand as their identity, relationship of the customer with the brand becomes very crucial and emotionally connected and customer attempt to maintain their relationship for long relationship with the brand (Chaudhuri & Holbrook, 2002). Sometime consumer do not want to switch to the new brand customer always want to make long term relationship with brand. Trust toward the brand is that how the firm can achieve the specified targets. It is also making the brand as your identity and source of attraction. In this consumer gives high regard to the brand and also feel pride to associate with it. Trust in the brand makes the consumer to be easily recognized within the market (Kuenzel & Halliday, 2008). Trust in the brand also enhance the identification of the individual with the brand and generally this association reflected in evangelist behaviour toward the brand (Keh & Xie, 2009).

Brand Image

Brand image is related to consumer reflect their symbolic consumption of brand meaning and make brand their self-expression (Lau, 2007). Consumer esteemed brand to ascribe high quality of brand. The awareness of brand image with the influence of consumer purchasing decision beside integrated marketing brand evangelism (positive word of mouth) strongly influence the customer buying decision (Rubio et al., 2014). Customers are dealing in different type of brand and services in this case brand image play an important role to differentiate the brand.

Image of the brand is very important concept in the field of a marketing and in consumer behaviour intention research (Hee, 2009). In idea generation about the brand or services companies always try for a positive image which should be hold in the mind of the loyal customer. Image of the brand is an essential, important and a powerful brand which show brand enable to make their brand different from other competitor's brands. The good perception of brand or services quality would be always attracting the customer to create the positive image in the market (Tan et al., 2012)

Companies aim and target is to maintain the positive image in the mind of the customer and to create a favourable association about their brand. Companies and marketer are always try to make long term and committed customer, so they have to make greater image of their brand. In other word brand image is that when brand name is mentioned some consumer will automatically attract by the brand, when brand describe the thoughts of the consumer and feeling toward the brand or services (Roy & Banerjee, 2007). For creating brand image companies or marketers should aware customers and talk about the brand and make brand effective which full fill customer needs which need in the brand. Brand awareness has been found to influence customer response to brand positively (Anselmsson et al., 2007).

Brand Trust

Trust in the brand creates loyalty of customers because it exchanges the relationships that are extremely trusted and valued customer always loyal to the brand and emotionally attach with brand. Trust in the brand is an important variable in exchange to and commitment to keep the value associations. When trust develop in customer, they become loyal to the brand. Trust in brands, and more generally in smartphones products, is expected to depend on the trust placed in the different actors within the smartphones. This led (Sodano, 2002) to argue that: "Consumers who pay a premium price for high quality products which have quality characteristics they can check neither before nor after the purchase, need a certain amount of "blind" trust in the brand." While the relationship between trust in the system and brand trust could be bidirectional. Generally, to build in the market is more important for the firm and if they build trust then customer can pay any cost for the product.

Trust is generally willingness to rely of a party based on belief about that brand despite the risk or uncertainly companion the brand or services (Becerra & Korgaonkar, 2011). Firm always need to make trust worth consumer who they trust on brand or services and brand that things which they want in the brand. Trust is the highly critical and important component in building and maintaining a strong band relationship with the brand or services. However, in a world of promotion-driven marketers or firms try to make great marketing tactics, many firm do not care about developing r building, because brand trust is an impotent and an only component that holding the relationship with the customer together.

Emotional Attachment

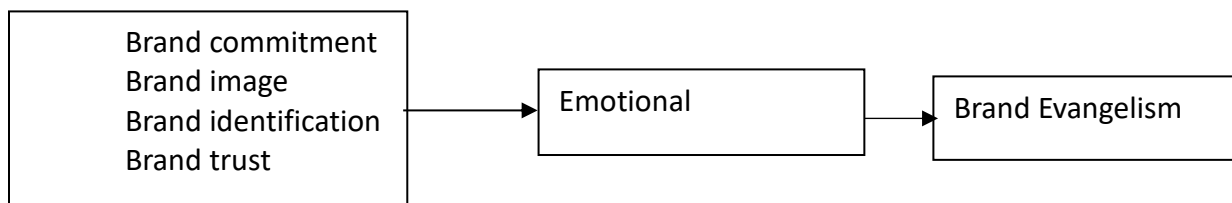
Researchers identify that to creating emotional brand attachment and making engaged customer is an important branding task and issue in today's marketing era. One way to undertake this is to match the brand's equity and brand personality with the consumer's self-consumption. Emotionally connect consumers to brands is very helpful for the brand then his/her will tell the positive thing about the brand and prefer everyone to use or try that brand and consumer try to do positive word of mouth of the specific brand. Emotional attachment and create trustworthy customer are important marketing tactics whether the brand image and brand personality should match the consumer actual self or the consumer ideal self. The

researcher observations in the study indicate that consumers seem more likely to engaged with the brand and to form a strong emotional connection for long with a brand that validates who they are right now (actual self) than with a brand that promises help to achieve an ideal self. In building a brand personality, the more effective strategy seems to focus on actual self-congruence with the brand rather than ideal self-congruence when trying to increase emotional brand attachment and loyal customers.

In emotional attachment toward brands consumers are realty attached with the brand actually he/she has the emotional feelings to the brands. Customer emotional attachment is an important construct in the field of marketing literature and reflected the association strength of the customers with the brand. These types of customers always do BE about the product. When consumer committed with the brand then consumer has actually loving the brand and ready to pay any cost for the brand. Emotional attachment is not a new concept it is deep rooted in the literature of psychology's attachment theory of the products (Bowlby, 1982). Emotional attachment is the customer desires to make a strong emotional attachment with the particular brand or services.

Although the emotional attachment of customer with an object is not likely as strong as the attachment of human-human or a customer to a brand. Emotional attachment is describe in term of brand affection, love, commitment and loyalty. The characteristics of emotional attachment and highly engaged customer seem to suggest that customers with a stronger emotional attachment are likely to be committed or loyal to a brand and stay in a long-term relationship with the brand or with a firm. Emotional attachment in marketing is given Park et al., (2010), in which emotional attachment becomes the predictor of actual purchase, share and brand need in turn toward brand attitude.

Theoretical Framework of the Study



H1: Mediating effect of emotional attachment towards brand trust and evangelism.

Methodology

Research Design

A questionnaire survey has been administered to collect data from Students of three Universities in Islamabad NUML, SZABIST and Bahria University.

Sample Size

245 Students of three Universities in Islamabad was selected by incorporating the Green (1991) formula.

Sampling Technique

Purposive sample comprise of employees who are working on managerial and administrative positions with sound educational qualifications. The study focuses the sample respondents due to its significant implications that are discussed in last chapter. Total of 245 questionnaires were distributed on personal visit to the premises and emails to the respective authorities. 245 were received back out of which by initial data screening 234 were considered usable for further statistical data analysis and drawing inferences.

Data Analysis Technique

Various statistical techniques are applied to analyses the collected data. The purpose of applying statistical techniques is to understand and draw inferences of the collected data. The various statistical techniques are demographic analysis that presents the characteristics of sample in a summarized form with respect to categories and ranges defined in questionnaire i.e. gender, age, experience and smartphone brand frequency distribution shows how often the variable occurred, descriptive statistics presents characteristics of sample in form of central tendency (mean), variability (standard deviation), reliability analysis carried through Cronbach alpha presenting internal consistency of the constructs, factor analysis, bivariate correlation is used to examine the association of variables, and regression analysis is carried out to investigate the relationships among variables.

Instrument of the Variables

Brand Commitment is defined as a flexible and comprehensive analysis that measures the psychological and emotional association of customers and products, brand or service (Cheng, 2013). This scale is adapted from Cheng (2013) five items like “I make suggestions about how to solve problems and I help other people get along. The chronbac alpha for this scale was 0.89. Five items scale adopted from (Chaudhuri& Holbrook, 2001) to measure brand trust. The item scale of brand trust for example “By whole consideration I trust that brand. Chronbach alpha for this item is 0.82. Five items scale adopted from (Mael & Ashforth, 1995) to measure brand identification. Which item scale for example “The brand’s success is my success. Chronbach alpha for this item is 0.87. Image of the brand was adapted from Vazquez et al., (2006) scale. Item scale for example “I feel this is the best brand ever. Chronbach alpha for this item is 0.7. Five items scale adopted from Park et al., (2002) and Hobrook & Batra, 2012) to measure customer emotional attachment. Item scale for example” I always show love to my brand. Chronbach alpha for this item is 0.88. The item adapted from Becerra & Korgaonkar (2011). Scale for example “I spread positive word of mouth about the brand and Power et al., (2008) for example” I always think negative about other brand. The chronbach alpha for this scale is 0.78.

Results

The table 1 given below shows that the male participants who took part in the survey were one hundred and twenty-eight (128) and their percentage was 52.2%. The table below shows that female participants were one hundred and seventeen (117) and their percentage was 47.8%. Those who were from 20-30 were 149 out of 245 and their percentage was 60.8%. The participants whose ages were ranging from 31-40 were 69 and their percentage was 28.2%. The participants whose ages were ranging from 41-50 were 24 and their percentage was 9.8%. While the participants whose ages were 51 or above were 3 and their percentage was 1.2%. The participants were using different brands of smart phones like iPhone, Samsung, Qmobile and other brands. Out of 245 participants 42 were using iPhone and their percentage was 17.1%. Most of the respondents were using Samsung brands and they were 95 out of 245 and their percentage was 38.8%. Qmobile users also took part in the survey, and they were 10 out of 245 and percentage was 4.1%. Users of other brands which included many brands were 98 out of 245 and their percentage was 40%. The participants who took part in the survey were having different qualification. There were bachelors, masters, MS and PhDs in the survey. Those who were in bachelor were only 11 out of 245 and their percentage was 4.5%, while those who were in master were 64 and their percentage was 26.1%. The participants who were in MS were 113 and their percentage was 46.1%. While the participants who were in PhD were 57 having the percentage of 23.3%.

Table 1: *Frequency of the demographics*

Items	Frequency	Percentage
Gender		
Male	128	52.2%
Female	117	47.8%

Total	245	100%
Age		
20-30	149	60.8%
31-40	69	28.2%
41-50	24	9.8%
51 or above	3	1.2%
Total	245	100%
Smart Phones		
Iphone	42	17.1%
Samsung	95	38.8%
Qmobile	10	4.1%
Other	98	40%
Total	245	100%
Qualification		
Bachelor	11	4.5%
Master	64	26.1%
MS	113	46.1%
PhD	57	23.3%
Total	245	100%

The below shows the regression of IVs BIM, BTM, BCM and BIMM with the mediator which is EAM. The table indicates that the values of R-square and change in R-square are .82 and .82 respectively. The F-value given below is 278.34, which shows the overall fitness of the model. The below table shows the β value of first IV BIM with EAM is .73 and it is significant too ($p < .05$). T-value is 2.78. Based on this hypothesis is accepted.

Table 2: *Mediation Analysis*

Model	R ²	F	T	Sig.	Beta
IV on DV	.90	558.56	12.38	.000	.63
IV on M	.82	278.34	8.39	.000	.55
M on DV	.83	1190.68	34.50	.000	.96
IV on M & DV	.91	526.77	4.725	.000	.29

The table 2 showed the R-square and change in R-square value which are .83 and .83 respectively. The table also shows the value of Adj R-square which is .83 and it means that 83% changes occur in BEM due to EAM. The table shows the F-value too and it is 1190.68, which means that model is fit. The shows the β value which is .96 and it is significant too ($p < .05$). Also it is confirmed by the t-value which is greater than 1.98 and it is 34.50. So the hypothesis is accepted.

The table indicates that the values of R-square and change in R-square are .91 and .91 respectively. The table shows value of Adj R-square which is .91 too and it indicates that 91% changes occur in BEM due to all IVs and EAM.

The value of F is 526.77, which is indicating that the model is fit. The table given below shows that the β value of EAM is .29 and also it is significant too ($p < .05$) as t-value (6.29) is confirming it. It means that the mediating effects are there. The table indicates the β of independent variable BIM which is .06, but it is insignificant as p value ($p > .05$) and t-value (1.12) indicates it. So EAM plays the role of full mediation between BIM and the DV BEM. The table also indicates the β of independent variable BTM which is .11, but it is insignificant as p value ($p > .05$) and t-value (.07) indicates it. So EAM plays the role of full mediation between BTM and the DV BEM too. Also it shows that the β value of BCM with BEM is .11 and it is significant as p value ($p < .05$) and t-value (4.64) indicates it. But the value of β has decreased which means that EAM plays role of mediation but partially. Also it shows that the β value of BIMM with

BEM is .27 and it is significant as p value ($p < .05$) and t-value (8.72) indicates it. But the value of β has decreased which means that EAM does play the role of mediation but partially.

In the field of the marketing great importance is given to the relationship between the consumers who used specific brands, product or services the person used or take (Escalas & Bettman, 2013; Fournier, 2008). This brand consumer relationship is expected to develop the behavior of the consumers toward the services or brand (Batra et al., 2014; Keller, 2013). In this literature evangelism brand, is hypothesized as the range to which consumers express support and attachment of consumer for their brand by purchasing the brand or taking any services which can providing positive reference towards the brand, and rival brands mean telling negative things about the rival brand and always do BE of the brand or services that he/she is using. In this study brand evangelism is a powerful and important form of consumer consumption and BE about the specific brand or services that consumers are using and form relational bonds with the brand or services. Respectively the study delineates the mediating role of emotional attachment and unreliable influence of four variables, brand trust, commitment, image and identification, and to check the two evangelism-related brand behaviors, positive and oppositional brand referral intentions.

The significance of brand commitment and trust is very important in understanding the dynamics nature of the relationship of consumers with the brands (Becerra & Korgaonkar, 2011). In contrast, brand image and identification influenced the positive and oppositional brand referral intentions.

Conclusions

Together, in previous literature findings has been demonstrate the strong relationship of consumer with in stimulating brand evangelism (positive word of mouth communication). The influence of consumers' evangelistic behaviors toward a brand and services he/she is taking very important, firms must create an evangelist consumer that who can engaged with brands for long. Evangelist consumers should be committed with the brand, trust the brand, they make brand their identity and consumer should consider the great image as his/her image.

Companies are dedicating the great effort to maintain the trust and make them committed providing the promise continuous performance and also enhance the identification of the brand by making the communicating effort to develop the best image the consumer like about his/herself and they can emotionally attached with brand. In the markets where there is great competition companies are attempting to attract the customers who show high on brand identification, commitment, trust, image, and in order to motivate the customer about the brand and referral behavior of purchasing. Evangelist customer emotionally attach with the brand and shows the behavior that is going to give the benefits to the brand by being loyal with it (McConnell & Huba, 2013). For the future research other variables brand equity and brand personalities and take brand engagement as a mediator to check the framework of evangelism brand.

Practical Implication

This research can help to describe, quantify and replicate the brand evangelism in a broader area, and to understand that how evangelist customer can do positive word of mouth. Furthermore, this study is to understanding the evangelism brand by analyzing the dimensions (oppositional brand referral and positive brand referral) and there relation can lead to the singularity. Brand evangelism is sharing and communicating the feelings, information, experiences and ideas towards a specific brand which he/she is consuming.

Evangelism brand is the brand identification, image, trust and commitment. This study found that emotional attachment found associated with brand evangelism by utilizing brand commitment, trust, image and identification. In this study the scholar utilizes the brand evangelism in a broader, in this study researcher defined that companies should emotionally attach the consumer with a brand and make them evangelist to the brand then he/she can do positive word of mouth and negative word of mouth of the other brand which he/she is not using.

Managerial Implication

This study offers practical implication to managers to by highlighting the relationships with their consumers. Evangelism brand is the unpaid creates (Munoz & Schau, 2012) had defined vigilantes marketing such as, this is the cheapest marketing tactic which is un paid marketing and advertising effort including one to one communication, one to many communication and many to many word of mouth communication Undertaking brand committed consumers are emotionally attached with the brand directly and they are always doing directly and indirectly something positive about the brand. The important aspect related to brand evangelism is developing the brand trust, creating good image in the mind of customer, identify market space, try to make consumer engaged bond with the brand that consumer make that brand their identity and make consumer committed with the brand or more loyal . When brand are trusted, brand are identified, with great image and consumers are committed with and emotionally attached with brand then these kind of customer are brand evangelist. All brand commitment, brand trust, brand image and brand identification have the power to influence the two aspects of evangelism brand: positive and oppositional brand referrals. Emotional attachment can plays an important role to enhance customer involvement towards the brand and to make consumer committed with the brand. Evangelists are the free adviser and often some time they feel proud when they make other customer evangelist with the specific brand that he/she is consuming.

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Conflict of Interest

Authors have no conflict of interest.

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