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The Influence of Brand Trust on Brand Evangelism Through Brand Identification and Passion Among Apple Users

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ABSTRACT



Purpose: This research examines the relationship between brand trust and brand evangelism among Apple product users, with a focus on brand identification and brand passion as mediators.

Method: The study used a quantitative research design by survey method. Partial Least Squares Structural Equation Modeling PLS-SEM was used to analyze the data and assess the interrelationships between variables.

Findings: The results indicate that brand trust does not correlate directly with brand evangelism, but is a significant predictor of both brand identification and brand passion. Moreover, brand trust is related to brand evangelism through positive mediation of brand passion but not for mediation of brand identification. The research highlights the importance of emotional attachment to becoming a consumer advocate.

Novelty: The current study sheds light on the subtle pathways across which brand trust reinforces brand evangelism, as well as elucidates a new perspective on the comparative mediating role of brand passion vs. brand identification.

Implications: The theoretical implications indicate that in the context of strong perfect information asymmetric power dynamics, brands (i.e., Apple) can implement strategies to create emotional engagement with consumers. Most importantly, trusting initiatives that boost brand passion can drive loyalty and advocacy, providing your most powerful pipeline of brand evangelists.

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1. Introduction

Brand trust has become a critical driver of both consumer behavior, and business advantage in recent years particularly within the technology sector, where competition is fierce and innovation reigns supreme. Brand trust has helped companies like Apple, by creating early adopters with a fanatical belief in their devices, an attachment which can often be unshakable and a long-term relationship. In an era where technology is advancing at blistering speeds, the modern interpretation of customer engagement brand evangelism garnered importance (Campbell &

Martin, 2020). Brand evangelism is more than loyalty because it requires consumers to promote the brand and positively influence others (Panda et al., 2020). Such a whereby this phenomenon case more relevant in the digital age, where friends and family recommendations and online reviews are an extension of oneself, it heavily influences your purchasing decisions (Kawaf & Istanbuluoglu, 2019). The link between brand trust and brand evangelism has recently been identified, as strongly synergizing future consumers to become true advocates for the particular brand (Qian & Seifried, 2023). This is particularly relevant, given that Apple has been able



to build significant brand trust in several markets; however, the connection between brand trust and brand evangelism is complex, may be moderated by local factors and even better explained through

'different' consumer processes like empathy for the products or understanding of their developmental logic (Packard & Burnham, 2021).

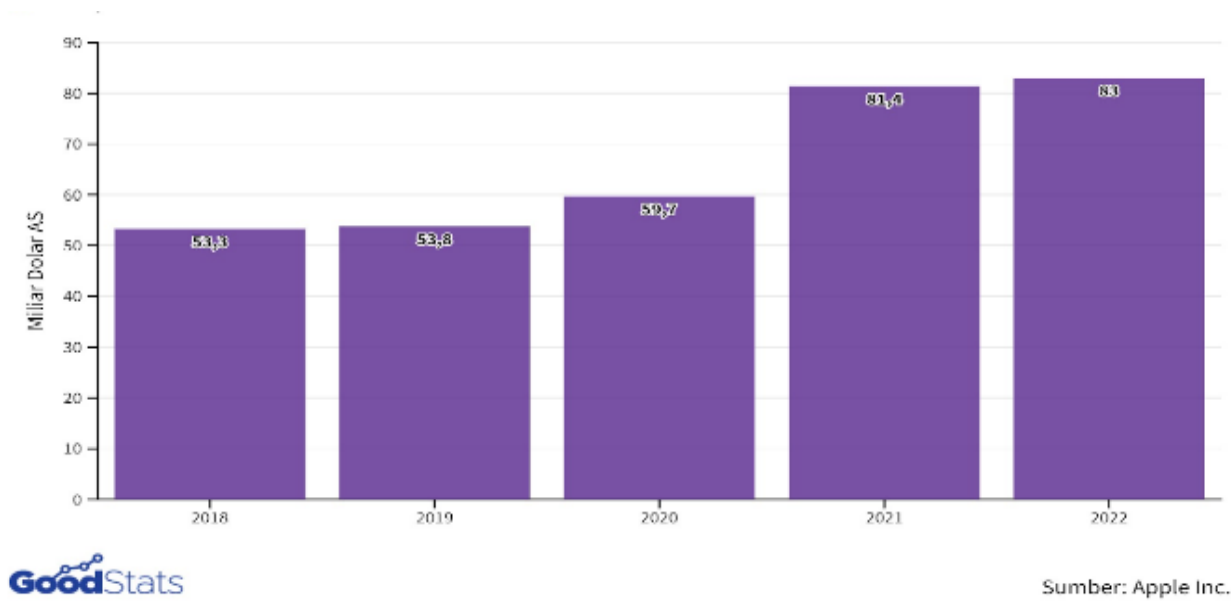


Figure 1. Apple's total revenue index for the period 2018 to 2022

While brand trust and consumer loyalty are closely linked, a growing problem is that the brand evangelists come from firm demographic and geographic silos. Take Apple, for example a brand well-trusted around the world but not always synonymous with brand evangelism. Various studies proposed that some critical factors, like brand identification and emotional attachment (*brand passion*), can fill this gap (Das et al., 2019). Brand Identification is an emotional and cognitive connection that consumers establish with a brand, while Brand Passion is a more profound psychological commitment to the brand where consumers may be activated as advocates (Kaur et al., 2020; Swimberghe et al., 2018). In economy like Indonesia, where social dynamics is quite different from western countries, brand trust may not be enough to drive on-demand consumer's towards the development of brand evangelism without establishment of other emotional and psychological motivations (Belhadi et al., 2023). Thus for companies trying to promote evangelism among their users, it is important to decipher the dynamics between brand trust, brand identification and passion towards a brand (Purohit et al., 2023).

This research builds theorization from brand trust, brand identification and brand passion all of which are the three big cause cluster on consumer behavior considering in with a perspective for brand evangelism. Brand trust is a consumer willingness to depend on the brand to fulfill its promises and engender feelings of safety and assurance (Hui-Wen Chuah et al., 2022). Castro (2021) claim that brand trust consists of three essential components: integrity, capability, and sustainability. Brand identification, which is however characterised as an emotional bond between a brand and its consumers that leads to rather personal and positive associations with the respective brand (Kaur et al., 2020). Finally, brand passion is an extreme form of emotional investment in a brand that far surpasses mere loyalty, resulting in powerful advocacy behaviours (Jiang et al., 2020). It is these types of theoretical constructs that are important to explore when considering why some consumers not only trust a brand, but become passionate advocates of it to others; hence the rise of brand evangelism as a topic in modern marketing research.

Given the competitive landscape of the technology market, exploring brand evangelism could have an

immediate impact on any company's bottom line. Using the investment-matching theory of loyalty, several prior studies have confirmed a positive association between brand trust and brand loyalty but most examine the extent to which this relationship is mediated by brand engagement or through the conversion of either identification or passion into evangelism. Despite this, research into how these psychological characteristics mediate brand trust and brand evangelism relationship is still pending; hence, this research fills the gap amongst studies in a field yet to be explored. While brand trust has been shown to have a significant effect on brand loyalty and performance, as demonstrated Cardoso et al. (2022), Ozdemir et al. (2020), less is known about the transition from trust to advocacy which seems less direct, requiring further study. In fact, some researches carried out on non-other related markets indicate that while trust of strong brands is high and firm consumers are relatively loyal to their brands, there is not enough brand evangelism (Purohit et al.,

2023; Sohaib et al., 2022). Therefore suggesting that other feelings impacting consumer psychology need to be added such as brand passion and identification in order to increase the possibility for firm-hearth-brand relationship (Bruckberger et al., 2023; Sohaib et al., 2022). Addressing these gaps, this research enhances the understanding of consumer behavior in emerging markets such as Indonesia where local cultural and social factors might affect brand loyalty dynamics (Sinha & Sheth, 2018).

This research aims to explore the impact of brand trust on brand evangelism via brand identification and brand passion in Apple users. This research, in particular, aims to explore the mediating effects of brand identification and brand passion on the link between brand trust and brand evangelism. It sheds light on the challenges faced by businesses in building a loyal customer base and encourages marketers to consider the trust-evangelism gap, especially in areas where being trusted does not automatically lead to being evangelized.

2. Critical Review

2.1 Brand Identification

Brand identification is the emotional connection between the consumers and brand, that how much consumer feel proud to have association with a company. At the heart of consumer brand relationships, this concept highlights how much a brand becomes part of a consumer's self (Agarwal & Malhotra, 2019; Das et al., 2019). Brand identification can even lead to consumer advocacy, as it happens with technology brands like Apple where users may see the brand as a symbol of innovation, or exclusivity or status (Chandrasapth et al., 2022). When people see a brand as more in line with the values or personality of them, they are likely to be a great advocate for that brand. This bond allows for brand loyalty and more importantly, the willingness to actively solicit the wellbeing of others (Bruneau et al., 2018).

According to research, a high degree of brand trust tends to result in strong brand identification due to the fact that trust is both an antecedent and a driving force underlying the development of stronger emotional connections (He & Lai 2014). For example, the investigations by Lam et al. The work of Akrouit & Nagy (2018), Ozdemir Koken et al. (2022) has confirmed that consumers with high brand trust tend

to better identify with a given brand therefore creating an increased bond. In developing markets, such as Indonesia and I suspect many other South East Asian countries with a strong culture, this will be magnified by various cultural and social factors in which brand identification is important to gain consumer advocacy.

2.2 Brand Passion

Brand passion refers to a consumer's powerful emotional connection to, and commitment to, the brand occasionally showing vigorous excitement in regards to... and eagerness for (regular) interaction with the brand as well. Unlike brand identification that refers to emotional consistency, brand passion generally involve greater levels of personal investment with the object of passion characterized by feelings of obsession and euphoria (Bauer et al., 2007). Influential consumers buy often and make their endorsements contagious, as opposed to just high-frequent buyers (Albert et al., 2013). Studies demonstrate that there is a strong tie between brand trust and brand passion because trust decreases perceived risks and encourages emotional openness (Heinberg et al., 2021). For instance, Chaudhuri & Holbrook (2002) found that brand-passionate consumers who build profound trust in a brand would be more liable to keep on developing passionate feelings towards the brand in lifelong

loyalty and endorsement. Particularly for global brands such as Apple, which induce emotive reactions through their innovative products and marketing activities (Bauer et al., 2007). However, the association between brand passion and consumer behavior might not be universal suggesting that region specific efforts are needed in order to stimulate passion among consumers in each geography (Albert et al., 2013).

2.3 Brand Evangelism

According to the study done by Becerra & Badrinarayanan (2013) brand evangelism refers to “consumers who voluntarily engage in intentional word of mouth behavior, defending the company and its products or services among other customers”, whereby “the best definition includes two main parts: behaviors of one consumer that share positive and hopeful experiences about a specific brand and influence on new potential consumers”. Evangelists: These customers go far and beyond loyalty by sharing their experiences with others. This is of particular importance today, as we live in an era where word-of-mouth can greatly impact our buying decisions (Chaudhuri & Holbrook, 2002). Brand evangelism is typically the product of significant brand trust, identification, and passion which all contribute to creating a virtuous cycle of advocacy and consumer acquisition. As Tjahyadi (2018) states: brand trust and connection with a brand on an emotional level are factors that often lead to customers becoming evangelists of the company. In addition, work from Albert et al. (2013) and Lam et al. And Song and Shadrzadeh (2010) suggests that brand enthusiasts are much more likely to propagate the brand to others which extends its reach far beyond if they were not doing so. Huge networks have also emerged in Indonesia; peer influence and community dynamics are key drivers for brand advocacy activity.

2.4 Development Innovations

Brand trust is crucial to influencing loyalty and advocacy behaviours from consumers. Its effect on brand evangelism, however, has had a nuanced reception. Some studies show it is more critical for consumer engagement and positive word-of-mouth, while others suggest a looser relationship to evangelism. Whereas Becerra and Badrinarayanan (2013) suggest that brand trust does not directly relate to brand evangelism, respectively. In practice, consumers recommend a brand through evangelism,

and this might require not just trust (assuming they made purchase) but perhaps a little more than that. People evangelize Apple for reasons that may need more than brand voodoo to trigger, including individual passion and the alignment of identity and personal representation with a brand. These points reinforce the idea that though brand trust is key to any consumer relationship, but it may not be enough on its own to compel positive proactive advocacy that characterizes evangelism. This gap can be filled by investigating additional (moderating) variables, also variable like passion and identification to know how trust leads towards evangelical behaviors.

Trust in branding is closely linked with brand identification because consumers tend to associate with brands they trust. Ultimately trust helps reduce the unknowns and increase the emotional bond enabling consumers to take on a brands values as their own (Fournier, 1998). Once trust is established, the consumer feels connected and more likely to identify with the brand (He et al. 2012). With Apple, for example — a genuine trust in the quality, innovation and consistency of the brand lead users to look at Apple as an extension of self. This identification is realized in the form of behaviors loyalty, repeated purchases and brand advocacy. Likewise, research conducted by Fathurrahman (2018) shows that trust is a significantly determinant affecting the identification feeling of consumers across demographic segments. What the results highlight is the importance of trust for brands trying to create strong emotional relationships with their customers. The logo also serves as a bridge for the influence of trust on longer term relational outcomes through brand identification.

Brand passion is an extremely emotional connection that sparks consumer enthusiasm and attachment And it all begins with building brand trust. These affective responses tend to be more positive, including passion (Albert et al., 2010), once consumers have a trust on the brand. When we trust a brand, it decreases the risks connected with investing our emotions involved in a product as well that is what makes an emotional investment possible. That brand reliability provides a lot of trust among fans, allowing them to passionately engage with each new product made by Apple. Furthermore, Fathurrahman (2018) also reports the same association between brand trust and emotional attachment and passion for consumers. Behaviors that include brand advocacy, loyalty and evangelism are driven by passion. Our results emphasize that trust precedes the high level of emotional

involvement necessary in developing passion and, thus, constitutes a foundational enabler to stimulate durable customer relationships.

Through branding, consumers come to identify personally with the brand and thus, brand identification is regarded as promoting a sense of affiliation which will lead to brand evangelism. Consumers have an emotional connection with brands which consider the brand as an integral part of self-image more likely they will support them adoringly and draw out a sincere recommendation (Bhattacharya & Sen, 2003). Identification gives a sense of ownership in the person a type of ambassador and motivates the consumer to tell others about it. In a study by Aghnia (2024), it was identified that consumers who identify themselves with a brand may engage in sharing their love for the brand and perform the role of "evangelists", given that the brand aligns with certain personal values. With Apple, the users who align with their innovation and design slant are more likely to evangelize it in their networks. Therefore, brand identification can be seen as a key determinant of evangelism through the encouragement of emotional bonds and personal relevance with the brand.

While the prediction model confirmed that brand passion was positively related to brand evangelism, showing that the feeling of strong emotion and enthusiasm for a brand are drivers of noticeable consumer endorsement. For example, passionate consumers are likely to share their positive experiences with others, recommend the brand or defend it against criticism (Albert et al., 2013). Youngsters Campas (2124) investigated the role played by sheer passion in driving brand evangelism and formed some pertinent conclusions in terms of the consumer segment corresponding to emotional brands (like Apple). You turn your customers into true brand advocates because passion has made them not just an active promoter but a full-fledged evangelist. Apple, for example, succeeds in inspiring users to become evangelists with their love for its unique products and brand values. Our results show that cultivating passion is critical to creating more powerful brand evangelism, especially in categories for which emotional connections are the rule.

The mediating effect of brand identification between brand trust and brand evangelism shed lights on the value of emotional linkage in engaging advocacy actions. Trust is the basis for identification, as it shapes a perception of brand's reliability and integrity (He et al. 2012), This recognition, in turn, inspires the consumers to word-of-mouth the brand.

However, research results are inconsistent as Fathurrahman (2018) indicated a significant mediating influence, but recent studies affirm that identification per se may not mobilize evangelism and there has to exist an added emotional link amongst the two. Apple trust leads to identification and some passion, but evangelism is hard without a lot of passion. Therefore, these findings illustrate the intricate relationship among trust, identifying with a gender and brand passion in influencing claims to those of brand advocacy.

Brand passion significantly mediated the relationship between brand trust and brand evangelism, indicating that experiential loyalty is crucial. Trust is the platform for passion as it lowers risk for negative touchpoints and creates brand experiences (Albert et al., 2013). Passion then transmutes these experiences to more active advocacy behavior like evangelism. In diversified consumer contexts, Fathurrahman (2018) confirms this mediating role by demonstrating a secondary effect of trust on evangelism through passion. Apple users are not only enthusiastic but many times, constitute ardent advocates who believe in the brand's innovation and reliability backed by a high degree of trust. These results demonstrate that trust can be used to stimulate passion and fuel brand advocacy, especially in high-emotion consumer sectors.

H1: Brand Trust affects Brand Evangelism

H2: Brand Trust affects Brand Identification

H3: Brand Trust affects Brand Passion

H4: Brand Identification affects Brand Evangelism

H5: Brand Passion affects Brand Evangelism

H6: Brand Trust affects Brand Evangelism mediated by Brand Identification

H7: Brand Trust affects Brand Evangelism mediated by Brand Passion

3. Method Innovation

The approach followed in this research is quantitative in nature, combining methodological rigour and innovative approaches to data processing for full and reliable analysis. As suggested by Sujarweni (2015) and Andriani (2020), the design is based on systemic procedures that allows findings or conclusions to be drawn out of measurable and objective data.

3.1 Sampling Innovation

Sampling innovation: This study was a sample size calculation using the formula of Lemeshow to obtain an estimate and adjusted for the incidence of Apple product users with approximately 55% is the majority among college student users at Pamulang University. This precision-based sampling approach ensures that sample is both representative and statistically very strong, which increases the reliability of the findings. The study specifically focuses on a group of users from Apple products, addressing a relevant population for which further specific information with respect to their behaviors and perceptions can be obtained. One reason for the use of this sample size is that Morgan et al. (2012) have determined it to be admissible based on methodological guidelines in social science research. The sample size provides enough statistical power and at the same is practical enough to ensure generalizable results representative of the broader population of Apple users.

3.2 Data Collection Techniques

The data collection in this research combines primary and secondary methods to allow for a more intricate understanding of how students interact with Apple products. Each method to obtain primary data observation, interviewing and questionnaires brings a different perspective. Observation captures immediate snapshots of student interactions with Apple products, which can reveal clues forgotten or unnoticed by self-report logs. Interviews provide the opportunity to dive into participants' subjective experiences, desires, and motivations, giving researchers a fuller understanding of the way a person thinks. Accordingly, questionnaires with Likert scale can very effectively measure respondent perceptions on brand trust, identification, passion and evangelism that have been important factors to analyze the consumer-brand relationship (Aaker 1997). Supportive material from secondary data helps in validating the findings and generates a wider spectrum of ideas based on published academic literature, corporate reports or industry analysis. This integrated approach is informed by triangulation theory, which contends that research findings are more likely to be reliable and valid if multiple data sources are integrated (Denzin, 1978). By considering both types of data the study achieves a multi-dimensional point-of-view and ensures

improved accuracy of the analysis and credibility in interpreting the results.

3.3 Instrumentation Innovation

This study draws from both subjective experience Likert scale metrics and interval scales to evaluate aggregate trends for a dual framework of instrumentation innovation. Likert scales are used to measure an array of psychological constructs brand trust, identification, passion, evangelism that also help reveal the affective and cognitive facets of consumer behavior (Candra et al., 2022; Deku et al., 2023). It provides precise measurement of attitudes and opinions, enabling to analyse complex variables in quantifiable yet interpretable way. Continuous variables are measured with interval scales, and thus summative interpretations of gaps between numbers can be made across an entire spectrum allowing the study to capture more detailed, granular trends (Field, 2018). Variables are refined within the study objectives so that each scale or section determines to the major constructs under study. This dual process improve the validity and reliability of the data, offering a sound methodological footing for both data collection and analysis while sustaining its conciseness in the research design.

3.4 Analytical Innovation

In this research analytical innovation was conducted using Structural Equation Modeling (SEM) with SmartPLS software, which is a powerful tool for e.g., multiple regression analyses and simultaneous analysis of relationships amongst variables (Hair et al., 2021). SEM is used to test direct and indirect relationships between core constructs (brand trust, brand identification, brand passion and customer evangelism) thus giving a pathway in respect of how a few elements can impact earnings outcome. Being able to consider the interrelations between latent variables and their observed indicators enables an examination of some of the most challenging phenomena in consumer behavior. Besides, the SEM technique supported this evaluation by the metrics: composite reliability and average variance extracted (AVE) contribute to making sure that the measurement model and any findings are both accurate (Fornell & Larcker, 1981). Using SEM allows us to include the feedback loops in the model and this is critical because it maintains the appropriate integrity and validity of the analysis underpinning the overall research outcomes.

4. Innovation Results and Discussion

4.1 Demographic Profile of Respondents: Gender Distribution

Results Table 1 shows the gender distribution of respondents. A total of 381 respondents participated

in this research, where the majority are female, representing 63% of all responses and the remaining 37% are males. This means there is a majority of female users with the Apple brand on campus Pamulang University.

Table 1: Gender Distribution of Respondents

No.	Gender	Total	Percentage
1.	Male	142	37%
2.	Female	239	63%
Total		381	100%

Source: Data processed with SmartPLS, 2024

4.2 Age Distribution of Respondents

Table 2 describes the age distribution of respondents in the study. The data simply shows that most of the respondent belongs in an age bracket of 21-25 years specifically, constitute a whopping 54% of total responses with 204 out of 381. The next populous group is aged under-20 (45% or 171 people) With the fewest responses (6) and only 2% of

the sample, the lowest age group (66 16-25 followed by 64 in age range 21-25). The distribution of age, can be inferred that Apple's product is more popular among the young crowd in which most are in the 21-25 segment. That a few respondents are in the older age category (26-30) may suggest that this segmentation is not very engaging age group or interest Pamulang University students.

Table 2: Age of Respondents

No.	Age	Total	Percentage
1.	<20	171	45%
2.	21 - 25	204	54%
3.	26 - 30	6	2%
Total		381	100%

Source: Data processed with SmartPLS, 2024

4.3 Convergent Validity Test

Table 3 exhibits the outcomes of the Convergent Validity Test for the variables 'Brand Trust (X), Brand Identification (Y1), Brand Passion (Y2), and Brand Evangelism (Z). The results demonstrate that all variables fulfill the standards for convergent validity, as indicated by the Average Variance Extracted (AVE) values, all of which surpass the threshold of 0.5, validating these constructs.

- a) Brand Trust (X): The external loading values for the items fluctuate from 0.698 to 0.809, above the accepted limit of 0.6. The AVE value is 0.577, signifying that the variable is legitimate. The Cronbach's Alpha and Composite Reliability scores of 0.879 and

0.905, respectively, moreover support the reliability of this structure.

- b) Brand Identification (Y1): All things considered for Brand Identification have outer burdens above 0.6, with values extending from 0.685 to 0.820. The AVE for this variable is 0.555, which surpasses the 0.5 limit, affirming its validity. The Cronbach's Alpha and Composite Reliability scores of 0.929 and 0.937, respectively, propose robust inward consistency and dependability.
- c) Brand Passion (Y2): The exterior loading qualities for Brand Passion vary from 0.694 to 0.800, which are all inside the satisfactory scope. The AVE for this variable is 0.578,

validating its validity. The Cronbach’s Alpha and Composite Reliability scores of 0.934 and 0.942, respectively, likewise demonstrate high reliability.

d) Brand Evangelism (Z): The outer loading values for Brand Evangelism extend from 0.717 to 0.853, which meet the benchmark of 0.6. The AVE for this variable is 0.638, indicating good convergent legitimacy. Also, the Cronbach’s Alpha and Composite Reliability scores of 0.929 and 0.941 further uphold its reliability.

In summary, all four variables-Brand Trust, Brand Identification, Brand Passion, and Brand Evangelism-have met the convergent validity standard, validating that the dimensions present in each structure are valid and reliable for further investigation in Table 3 of the appendix..

4.4 Results of AVE Root Value and Correlation Between Constructs

Table 4 exhibits the outcomes of the AVE root values and linkages between concepts determined by

the Fornell-Larcker rule. The Brand Identification (Y1) concept demonstrates a highly robust AVE basis of 0.745, signifying respectable convergent legitimacy. The relationship between Brand Identification (Y1) and Brand Passion (Y2) is relatively low at 0.229, whilst the correlation with Brand Trust (X) is even weaker at 0.127, suggesting delicate relationships. Brand Passion (Y2) possesses a remarkably potent AVE root value of 0.760, and Brand Trust (X) further shows decent soundness with a basis of 0.760. The correlation between Brand Identification (Y1) and Brand Evangelism (Z) is fairly strong at 0.317, with Brand Evangelism (Z) displaying the highest AVE root value of 0.799, indicating excellent convergent validity. Overall, the AVE values surpassing the threshold of 0.5 and the moderate linkages between the concepts affirm that the model meets the Fornell-Larcker rule for discriminant legitimacy, signifying robust construct validity and distinction among the variables.

Table 4: Results of AVE Root Value and Correlation Between Constructs

	Brand Identification	Brand Passions (Y2)	Brand Trust (X)	Brand Evangelism (Z)
Brand Identification (Y1)	0.745			
Brand Passion (Y2)	0.229	0.760		
Brand Trust (X)	0.127	0.244	0.760	
Brand Evangelism (Z)	0.317	0.251	0.122	0.799

Source: Data processed with SmartPLS, 2024

4.5 Heterotrait-Monotrait Ratio (HTMT)

Table 5 clearly demonstrates the outcomes of the Heterotrait-Monotrait Ratio (HTMT) assessment of discriminant credibility. As indicated by Hair et al. (2021), an HTMT significance under 0.90 proposes satisfactory discriminant credibility, implying that the constructions within the model are unique from one another. The results demonstrate that all HTMT values fall under this limit. Specifically, the relationship between Brand Identification (Y1) and Brand Passion (Y2) is 0.224, the link between Brand Trust (X) and Brand Passion (Y2) is 0.253, and the

connection between Brand Evangelism (Z) and Brand Identification (Y1) is 0.285, with other correlations likewise beneath 0.90. These discoveries confirm that the constructions within the model are theoretically various, offering proof that discriminant credibility has been successfully set up. This reinforces the overall legitimacy of the model, guaranteeing that each development gauges an independent measurement. The model demonstrates complexity through varied relationships and measurements while maintaining clarity.

Table 5: Heterotrait Monotrait Ration

	Brand Identification	Brand Passions (Y2)	Brand Trust (X)	Brand Evangelism (Z)
Brand Identification				
Brand Passions (Y2)	0.224			
Brand Trust (X)	0.127	0.253		
Brand Evangelism (Z)	0.285	0.250	0.159	

Source: Data processed with SmartPLS, 2024

4.6 Cross Loading

In cross-loading analysis, a comparative examination is conducted to assess the magnitude of loading values between indicators and their respective latent constructs versus those with other latent constructs. The findings reveal that the loading values between each indicator and its corresponding latent variable surpass those of other latent variables, thereby affirming discriminant validity.

4.7 Multicollinearity

Preliminary to hypothesis testing, an evaluation of multicollinearity was conducted utilizing the VIF metric. The diagnostic results reveal that all Inner VIF values fall below the threshold of 5, thereby suggesting that multicollinearity is not a significant concern. This confirms that the SEM-PLS parameter estimates are robust and unbiased.

Table 7: Multicollinearity Test

	Brand Identification	Brand Passions (Y2)	Brand Trust (X)	Brand Evangelism (Z)
Brand Identification				1.061
Brand Passions (Y2)				1.110
Brand Trust (X)	1.000	1.000		1.069
Brand Evangelism (Z)				

Source: Data processed with SmartPLS, 2024

4.8 F Square

Notably, the results reveal that Brand Identification exerts a substantial impact on Brand Evangelism, as evidenced by a considerable F Square value of 0.080, indicating a robust effect. Furthermore, Brand Passion also contributes to Brand Evangelism, albeit with a more modest influence, as reflected in a moderate F Square value of 0.033. Conversely, the analysis reveals that Brand

Trust has a negligible impact on Brand Evangelism, with an F Square value of only 0.008, suggesting a virtually insignificant relationship. However, Brand Trust plays a larger role in other areas, showing a moderate effect on brand identification (F Square = 0.016) and a large effect on Brand Passion (F Square = 0.063). These findings highlight the varying degrees of influence that different brand-related variables have on consumer behavior and attitudes.

Table 8: Results of F Square Value

	Brand Identification	Brand Passions (Y2)	Brand Trust (X)	Brand Evangelism (Z)
Brand Identification				0.080



Brand Passions (Y2)			0.033
Brand Trust (X)	0.016	0.063	0.002
Brang Evangelism (Z)			

Source: Data processed with SmartPLS, 2024

4.9 Hypothesis Test of Direct Effect

The examination of the hypotheses yielded valuable perspectives into the relationships holding among the constructs. H1, which proposed that Brand Trust directly influences Brand Evangelism, was dismissed as the original sample value (O) of 0.044 signifies an insignificant consequence. With a T-statistic of 0.699 (underneath the crucial worth of 1.96) and a P-value of 0.485 (surpassing the 0.05 threshold), the effect is not statistically major. On the other hand, H2 was acknowledged, demonstrating that Brand Trust positively and substantially affects Brand Identification. The O worth of 0.127, T-statistic of 2.204, and P-value of 0.028 validate this relationship, supported by an F Square value of 0.016, indicating a reasonable impact size. Similarly, H3, which examines the impact of Brand Trust on Brand Passion, was validated with strong statistical significance. The O worth of 0.244, a T-statistic of

3.768, and a P-value of 0.000 affirm this substantial relationship, with an F Square of 0.063 reflecting a notable effect size.

Furthermore, the analysis confirms that H4 establishes a substantial positive relationship between Brand Identification and Brand Evangelism. The O worth of 0.270, a T-statistic of 5.579, and a P-value of 0.000 substantiate this influence, bolstered by an F Square of 0.080, signifying a large impact size. Finally, H5 confirms that Brand Passion dramatically influences Brand Evangelism, with an O worth of 0.178, a T-statistic of 3.803, and a P-value of 0.000. The F Square of 0.033 signifies a reasonable influence. Collectively, these outcomes accentuate the importance of Brand Trust, Identification, and Passion in motivating Brand Evangelism, with differing degrees of consequence across the constructs.

Table 9: Hypothesis Test of Direct Effect

Hypothesis	Original Sample	Sample Mean	STDEV	T-Statistics	P-Values
H1 Brand Trust (X) -> Brang Evangelism (Z)	0.044	0.042	0.064	0.699	0.485
H2 Brand Trust (X) -> Brand Identification	0.127	0.139	0.058	2.204	0.028
H3 Brand Trust (X) -> Brand Passions (Y2)	0.244	0.257	0.065	3.768	0.000
H4 Brand Identification -> Brand Evangelism (Z)	0.270	0.277	0.048	5.579	0.000
H5 Brand Passions (Y2) -> Brand Evangelism (Z)	0.178	0.184	0.047	3.803	0.000

Source: Data processed with SmartPLS, 2024

4.10 Mediation Effect

The hypotheses testing concerning mediating impacts and R-square analysis provide important insights. While H6, which proposed that Brand Trust affects Brand Evangelism through the mediator of Brand Identification, is not supported. Though the T-statistic of 1.955 comes close to the crucial threshold of 1.96, and the P-value of 0.051 narrowly surpasses the benchmark of 0.05, these outcomes indicate insufficient statistical proof to affirm the mediating effect. This implies that while there may be signs of

an intermediating role, the relationship is not robust enough to be deemed important.

On the contrary, H7, which recommended that Brand Trust affects Brand Evangelism via Brand Passions, is supported. The T-statistic of 2.291 exceeds the critical value, and the P-value of 0.022 falls beneath the significance threshold, signifying a statistically significant mediating effect. These discoveries authenticate that Brand Passions play a pivotal part in connecting Brand Trust to Brand

Evangelism, illustrating a meaningful indirect pathway.

The R-Square analysis in Table 11 reveals confined explanatory power of the independent variables for the dependent constructs. Brand Identification (Y1) shows an R-Square of 0.016, signifying that only 1.6% of its variation is clarified by the independent variables, mirroring a very weak impact. Brand Passions (Y2) has an R-Square of

0.059, demonstrating 5.9% of variance clarified, still a low level of influence. Brand Evangelism (Z) indicates a somewhat higher R-Square of 0.136, explaining 13.6% of the variance, yet this remains modest. Overall, the outcomes propose that while there are important direct and mediating impacts in some hypotheses, the independent variables' ability to illuminate variation across the constructs is relatively confined.

Table 10: Hypothesis Test of Mediation Effect

Hypothesis	Original Sample	Sample Mean	STDEV	T-Statistics	P-Values
H6 Brand Trust (X) -> Brand Identification -> Brang Evangelism (Z)	0.034	0.038	0.018	1.955	0.051
H7 Brand Trust (X) -> Brand Passions (Y2) -> Brang Evangelism (Z)	0.043	0.048	0.019	2.291	0.022

Source: Data processed with SmartPLS, 2024

4.11 Q Square

The Q² values for Brand Identification (0.009), Brand Passion (0.043), and Brand Evangelism (0.006) are all below 0.50, which indicates very low predictive accuracy. The findings suggest that the

model possesses a constrained capacity to predict the behavior of these variables, implying a feeble impact of the independent variables on the dependent variable. Further model development is required to improve predictive relevance.

Table 12: Q Square

Vriable	Q ² predict	RMSE	MAE
Brand Identification (Y1)	0.009	1.002	0.709
Brand Passions (Y2)	0.043	0.989	0.616
Brang Evangelism (Z)	0.006	1.010	0.656

Source: Data processed with SmartPLS, 2024

4.12 SRMR

Referencing Table 13, the SRMR for the model in question is 0.071, signifying a satisfactory level of fit. An SRMR figure under 0.08 suggests that the model exhibits a manageable prediction error and aligns

well with the observed empirical data. Although the model effectively explains the relationship between variables, there is still room for improvement in the fit of the model. Overall, with an SRMR of 0.071, the model is considered good at explaining the relationship between the variables studied.

Table 13: SRMR

	Saturated model	Estimated model
SRMR	0.058	0.071
d_ULS	2.766	4.184
d_G	0.807	0.818
Chi-square	1.679.844	1.685.753
NFI	0.829	0.828

Source: Data processed with SmartPLS, 2024



4.13 Index

The R-Square metrics shed light on the predictive ability of the independent factors for each dependent variable in the model. Brand Identification exhibits minimal explanation, with only 1.6% of its variation clarified by the predictors based on an R-Square of 0.016. Even after accounting for model complexity, the adjusted R-Square of 0.013 corroborates that other overlooked influences likely play a considerable role in shaping one's affinity towards the brand. Brand Passions demonstrates only a

slightly improved yet still diminished predictive strength, with its R-Square at 0.059 denoting that 5.9% of its fluctuation is described. The adjusted score of 0.057 further validates the low predictive power. Brand Evangelism, in contrast, shows a more robust explanatory power from the independent variables thanks to its R-Square of 0.136 indicating 13.6% of its variation is anticipated. The adjusted R-Square of 0.129 ratifies this assessment, portraying a relatively enhanced yet still modest predictive ability compared to the prior constructs.

	R-square	R-square adjusted
Brand Identification (Y1)	0.016	0.013
Brand Passions (Y2)	0.059	0.057
Brand Evangelism (Z)	0.136	0.129

Source: Data processed with SmartPLS, 2024

4.14 Discussion

The findings from this study highlight the intricate interplay between Brand Trust, Brand Identification, Brand Passion, and ultimately with brand advocacy. Brand Evangelism - not possible even in the best marketing environment - the Internet of Things era. Although this model has a very strong theoretical foundation and is built on accurate information, the overall explanatory power for this model is quite low, i.e. average R-Square: 0.070. This suggests that our independent variables only explain 7% of the variance in the dependent variable: there are at least six other untested factors that are omitted because their causal relationships have not been established.

Contribution to hypothesis testing: According to the findings of this study as shown in Table 3, the effect of Brand Trust on Brand Evangelism is insignificant directly. These findings are quite different from the established literature, for instance Nkoulou Mvondo et al. (2022), had recommended legislation. Who reiterated on the strong positive relationship of Brand Trust and Brand Evangelism. This contrasts with Sohaib et al. (2022) who suggested that although Brand Trust will impact positively on purchase intention and word-of-mouth, its direct effect on Brand Evangelism is minor. These divergent effects point that the mechanisms of influence of Brand Trust on Brand Evangelism could be less direct, being other mediators emotional

engagement or personal values regulating this relationship. This research makes a significant contribution to the emerging literature on consumer evangelism by suggesting that consumer evangelism does not depend only on rational evaluations of trust. Rather, an emotional level is said to be more important in the form of brand identification and commitment. These results urge companies that want to incite evangelism to reconsider tactics that build trust in their company logos, and instead attempt strategies that elicit feeling of greater emotional intensity.

Brand Trust impacts Brand Identification, also having a positive and significant effect. This implicates previous researches such as Cardoso et al. (2022), Robson et al. (2016) who argued that trust is critical for building emotional relationship with consumers. When people trust the brand, a sense of belonging and alignment with their core values follows. For brands like Apple, this is a significant implication. Trust not just builds consumer confidence, but trust also extends to creating a common identity where the customers start relating with the brand as part of their own values and self-concept. This emotional connection can increase loyalty and advocacy behaviors even more. Brands need to be not only authentic but also consistent in the brand values they share, and honest and responsible in their practices, if they are looking to

counterbalance consumer brand fatigue with increased trust among consumers.

As a major contribution, it is observed that Brand Trust significantly influences Brand Passion. It is trust that fans the flames of passion and loyalty for a brand. These results confirm the previous research, such as that of (Maduku et al., 2023; Wang et al., 2021) in which he found trust as a main contributing element to consumer passion. Both can greatly influence the level of Brand Passion among consumers, so for brands such as Apple, being open, honest and transparent in its dealings with customers while also ensuring it maintains a high level of quality was key to its success. This extra passion results in more usage, referrals and participation in brand-affiliated communities. It has an endless amount of motivations and proper use of this bank to capitalise and build a possible consumer base which promotes their visibility and recall value nonstop.

This finding partially supports H5a that the Brand Passion has a mediating effect in the relationship between Brand Trust and brand Evangelism. The strong mediation effect implies that, while Brand Trust itself does not lead to enhancing Brand Evangelism directly, it can indirectly promote such behaviors through the building of Brand Passion. These findings agreed with the ones of Sharma (2023) who also proposed Brand Passion was essential means on how trust turned in to providing a propensity towards evangelism behaviors. This implies that transitioning Brand Evangelism for organizations requires more than just establishing trust. These efforts should be directed towards building a deep emotional connection with the brand people have to feel excited, passionate and loyal when engaging with it. Connecting on this deeper, emotionally driven level can turn consumers into brand evangelists, eager to volunteer as disciples in their personal networks.

Table 1 indicates that Brand Identification is not significantly mediating the relationship between Brand Trust and Brand Evangelism. Identification with the brand creates a sense of belonging, but it is not enough to get consumers to start acting like evangelists. Below are the results of earlier studies, such as Fathurrahman (2018) who states that Brand Identification is an important mediator in this relationship. This discrepancy underscores the

nuanced nature of consumer-brand relationships. It is essentially saying that identity alone can be the basis for bonding in most activities, but it should be accompanied by other emotional aspects (like passion) to make people engage in advocacy behaviours. This means that marketers need to have a more holistic view, with an emphasis on linking insight-driven and deep-seated identity building alongside emotional arousal in order to create more immersive consumer experience.

Marketing Implications: This study is important in sense that it sheds some light at consumer behavior with implications for marketing strategy, specifically those brands who want consumers to be evangelists and spread good word of mouth. Emotional response has to be created even with the efforts in trust-building. Second, brands must pay for consumer passion by developing experiential strategies, embedding with community and articulating shared values. Identity-building is still important, but it needs to be part of a conversation that recognizes the richness of consumer engagement.

5. Conclusion

Based on this study, it can be noted that Brand Passion is key to direct Terry Earned Media into Being a brand evangelist and Instigation Concept directly related to emotional involvement in consumer-brand ties. Brand Trust influences on Brand Identification and attaches with Brand Passion but it does not have any direct effect on Brand Evangelism. Through this process, Brand Passion mediates the relationship by proving that emotional ties get consumers to do the most influential action of all: actively refer brands. The only partial mediation by Brand Identification also serves to show that identification is not enough to be the driver of advocacy in the absence of passion. When considering strategies for brands looking to turn sceptics into passionate advocates, combining trust-building with campaigns that forge powerful emotional connections is essential. Further research is needed to confirm these root mediating relations, as well as other potential mediators and contextual factors in order to assist our understanding and generalisation.

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Author Contributions

Azriil Aurelia Ronaa Malika and Rahadyan Tajuddien contributed equally to the conceptualization, methodology, data collection, and analysis of this study. Both authors were involved in the writing and editing of the manuscript.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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6. Image and Data Table

A. Table Research Appendix Data

Table 3: Convergent Validity Test Results

Variable	Item	Outer Loading Value	Threshold for Outer Loading	Cronbach's Alpha	Composite Reliability	AVE	Decision
Brand Trust (X)	BT1	0.790	0.6	0.879	0.905	0.577	Valid
	BT2	0.735	0.6				Valid
	BT3	0.698	0.6				Valid
	BT4	0.806	0.6				Valid
	BT5	0.754	0.6				Valid
	BT6	0.721	0.6				Valid
	BT7	0.809	0.6				Valid
Brand Identification (Y1)	BI1	0.740	0.6	0.929	0.937	0.555	Valid
	BI2	0.748	0.6				Valid
	BI3	0.713	0.6				Valid
	BI4	0.746	0.6				Valid
	BI5	0.742	0.6				Valid
	BI6	0.739	0.6				Valid
	BI7	0.717	0.6				Valid
	BI8	0.745	0.6				Valid
	BI9	0.685	0.6				Valid
	BI10	0.747	0.6				Valid
	BI11	0.791	0.6				Valid
	BI12	0.820	0.6				Valid
Brand Passion (Y2)	BP1	0.768	0.6	0.934	0.942	0.578	Valid



Variable	Item	Outer Loading Value	Threshold for Outer Loading	Cronbach's Alpha	Composite Reliability	AVE	Decision
	BP2	0.694	0.6	0.929	0.941	0.638	Valid
	BP3	0.800	0.6				Valid
	BP4	0.800	0.6				Valid
	BP5	0.746	0.6				Valid
	BP6	0.757	0.6				Valid
	BP7	0.761	0.6				Valid
	BP8	0.770	0.6				Valid
	BP9	0.694	0.6				Valid
	BP10	0.771	0.6				Valid
	BP11	0.771	0.6				Valid
	BP12	0.780	0.6				Valid
	Brand Evangelism (Z)	BE1	0.799				0.6
	BE2	0.833	0.6	Valid			
	BE3	0.812	0.6	Valid			
	BE4	0.764	0.6	Valid			
	BE5	0.815	0.6	Valid			
	BE6	0.817	0.6	Valid			
	BE7	0.853	0.6	Valid			
	BE8	0.773	0.6	Valid			
	BE9	0.717	0.6	Valid			

Table 6: Cross Loading

	Brand Identification	Brand Passions (Y2)	Brand Trust (X)	Brang Evangelism (Z)
BE1	0.228	0.197	0.109	0.799
BE2	0.271	0.230	0.116	0.833
BE3	0.222	0.256	0.137	0.812
BE4	0.193	0.158	0.129	0.764
BE5	0.227	0.111	0.119	0.815
BE6	0.200	0.148	0.146	0.817
BE7	0.286	0.219	0.088	0.853
BE8	0.328	0.202	0.070	0.773
BE9	0.273	0.236	-0.006	0.717
BI1	0.740	0.132	0.097	0.248
BI10	0.747	0.149	0.077	0.205
BI11	0.791	0.233	0.122	0.347

	Brand Identification	Brand Passions (Y2)	Brand Trust (X)	Brang Evangelism (Z)
BI12	0.820	0.223	0.115	0.420
BI2	0.748	0.137	0.074	0.125
BI3	0.713	0.168	0.128	0.140
BI4	0.746	0.172	0.077	0.149
BI5	0.742	0.158	0.093	0.156
BI6	0.739	0.155	0.074	0.121
BI7	0.717	0.169	0.044	0.237
BI8	0.745	0.134	0.099	0.132
BI9	0.685	0.122	0.102	0.158
BP1	0.192	0.768	0.164	0.168
BP10	0.205	0.771	0.195	0.212
BP11	0.171	0.771	0.195	0.242
BP12	0.218	0.780	0.252	0.226
BP2	0.127	0.694	0.121	0.193
BP3	0.179	0.800	0.165	0.195
BP4	0.209	0.800	0.218	0.190
BP5	0.144	0.746	0.144	0.198
BP6	0.150	0.757	0.229	0.163
BP7	0.149	0.761	0.131	0.135
BP8	0.205	0.770	0.207	0.213
BP9	0.039	0.694	0.108	0.048
BT2	0.081	0.175	0.735	0.062
BT3	0.073	0.167	0.698	0.091
BT4	0.136	0.188	0.806	0.134
BT5	0.074	0.160	0.754	0.121
BT6	0.057	0.199	0.721	-0.066
BT7	0.158	0.237	0.809	0.143
BT1	0.040	0.149	0.790	0.094

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