International Journal of Technical Research & Science

AN EMPIRICAL STUDY OF BRAND EVANGELISM FOR RECOMMENDING CARS-A QUALITATIVE & SYSTEMATIC REVIEW OF LITERATURE

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Abstract-India is one of the world's fastest growing automobile markets and is poised to become the third largest passenger's car market by 2020 (Philip, L. 2016, Economic Times). The recorded sales growth of 4 wheelers like passenger car & utility vehicle has also risen up to 7.87 % and 6.25% respectively during April-March 2016 (SIAM, 2015-16). But what makes a car maker like Japan's Maruti Suzuki and Korea's Hyundai enjoys more than 67% of market share while others like US car makers Ford India and General Motors combined market share is just 4-5%(Philip,L.2016,The Economic Times). Sales in the North & East region have evidenced only 5%of changes in the FY16 which is comparatively lower than the west & south region (Khan,A.N,2016, The Economic Times). The Japanese car makers(Honda, Hyundai, Isuzu Motors, Nissan &Toyota) achieved an average of 48.01% of growth till July 2016 having a better stand from the Indian car makers (Hindustan Motors, M&M,M&S, Tata & Force motors) i.e. 6.74% (Autocar Pro News Desk, July 2016). In this study the researcher explored the causes how a customer become a diehard fan of any brand and advocate for the brand with its strong features and create a great WOM for company which is an organic marketing strategy.
Keywords: Brand evangelism, Brand evangelist, Opinion leadership, brand personality, Brand Recognition, Brand Satisfaction

1. INTRODUCTION

A brand evangelist is a diehard fan of any product, who doesn't feel bad to talk about the company product/service to public. They share the product information with other people frequently and helps in aggressively promoting any product/services (Patil,N. 2015). The goal of the brand evangelists are to share benefits to other customers as they spread recommendations to other customers based on their personal beliefs without expecting any benefits of goods or money voluntarily (Wikipedia ; Kemp, Childers, & Williams, 2012). Brand evangelists are sometime known as customer apostle (Jones and Sasser 1995), Brand zealots (Eighmey, Sar, and Anghelcev 2006; Rozanski, Baum, and Wolfsen 1999), champions (Bhattacharya and Sen 2003; Weiser 1995), inspirational consumers (Roberts 2004), advocates (Christopher, Payne, and Ballantyne 2002; Chung and Darke 2006; Rusticus 2006), and Volunteer sales people (McConnell and Huba 2003). Brand evangelism is an advanced form of Word-of-Mouth Marketing (Wikipedia, Doss, S. K. 2014). It is a mode of persuasion (Becerra and Badrinarayanan 2013) on behalf of the brand and sometime considered as preachers to consume a specified brand (Doss, S. K. 2014). It is not always the customers sometimes the employee of the company act as brand evangelists (Nadeem, 2007) Brand satisfaction, Brand salience, Customer-brand identification, Brand trust and opinion leadership are few characteristics of Brand Evangelism which can be developed by the brand to promote positive WOM to acquire new customer. (Doss, S. K. 2014).

2. RESEARCH GAP

Raj, M.P.M & et al 2013 researched the attributed of brand affinity in automotive sectors with 98 respondents at Bangalore, Karnataka. Salvi, P. D. & et al 2015 also conducted to found out the most influencing factors for brand affinity at Ahmedabad city with 225 sample size. Gronholdt, L. & et al 2000 researched and concluded that brand image is having significant effect on brand affinity but the study was conducted in abroad. Riorini, S. V. & et al 2016 conducted a study to found out factors effecting brand evangelism and also found very interesting factors like brand identification, brand trust, brand relationship, brand involvement and brand commitment but the study was conducted in Jakarta in banking sectors by taking 200 commercial banks. Becerra & et al 2013 conducted a study to found brand evangelism factors but the study has conducted at US southeastern university with 422 usable responses. Batra, Ahuvia, & et al 2012 did the similar study but at Michiagen. Wu & et al 2012 conducted similar study in Taiwan with 285 respondents to found factors of brand evangelism on handbag as an experiment after doing a pre test on different items like shoe, cell phone, digital camera, watch, handbag & poster. Elliott & et al 2007, Becerra & et al 2011, Sundaram & et al , 1998, Hsieh, S & et al 2016 and Power & et al 2008 author too conducted It but in abroad. Matzler & et al 2007 also conducted

International Journal of Technical Research & Science

similar study to find the effects of brand evangelism and he found but the study has conducted at Austria . Hence the decided to explore the factors of brand evangelism in Automobile sector by forming a research objective followed by formulation of hypothesis.

3. RESEARCH OBJECTIVES

➢ To identify the effects of brand evangelism on purchase decision of a car.
➢ To explore different variables of brand evangelism.

4. RESEARCH METHODOLOGY

This paper is based on Literature review and the variables identified by the researcher need to be further studied. In particular, the consideration was focused on the new parameters of customer satisfaction. The following process were adopted from a similar study and followed here too.
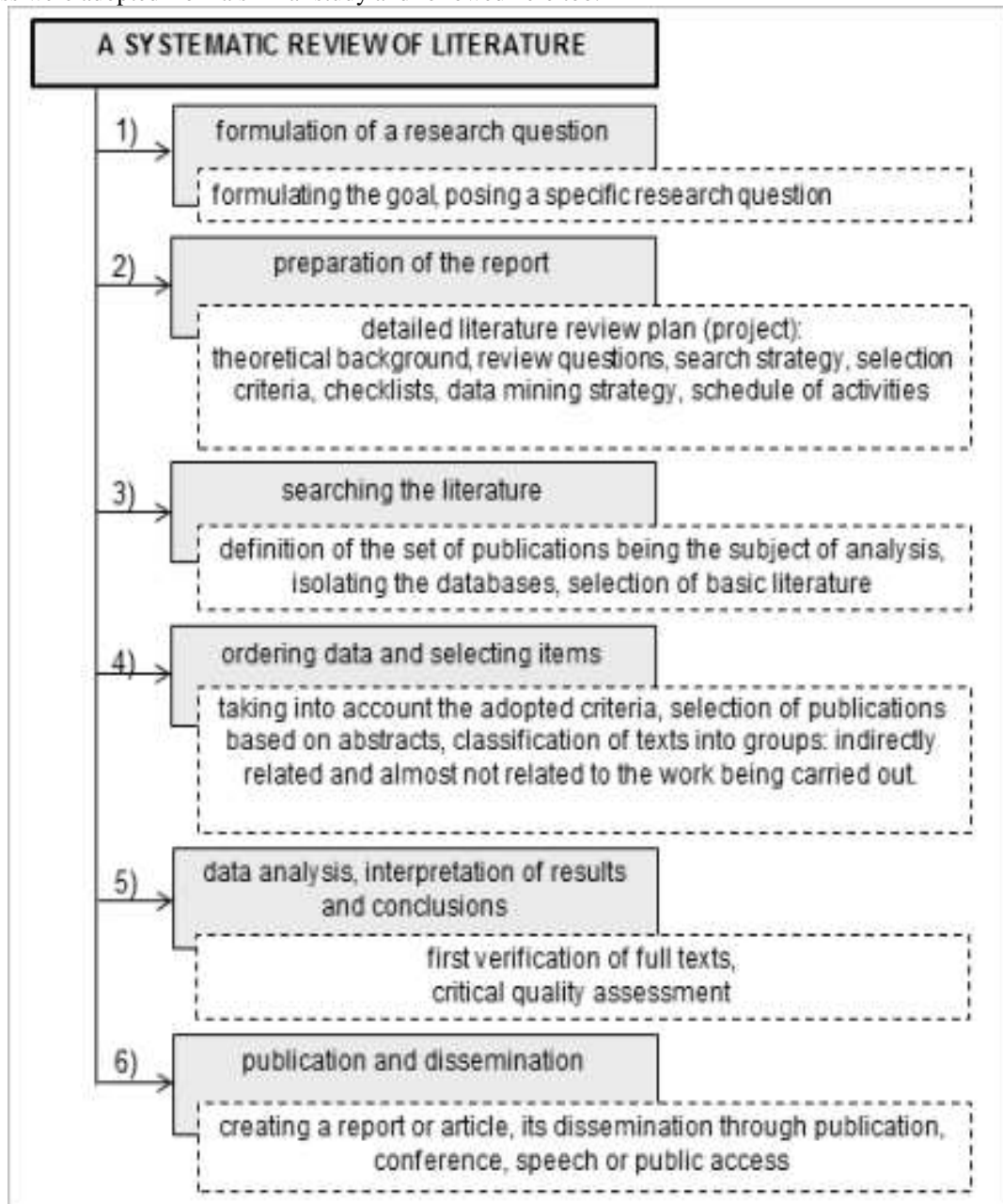

Fig. 4.1 Stages of creating a systematic review of literature

5. BRAND EVANGELISM

The Greek word Evangelos is the foundation of the word that individuals have referred to today as "evangelist", it implies purveyor of uplifting news (Meiners, Schwarting, and Seeberger, 2010). It is related to the occurrence of occasions written in the blessed book or gospel, and the demonstration of declaring those occasions freely. The motivation behind evangelism is to sustain the learning about heavenly nature (Strong, 2010). Evangelism turned into a business trendy expression amid the web blast of the late 1990s (Harvard Business Review, 2015).

International Journal of Technical Research & Science

Plus, being utilized as a part of the religious setting, the word evangelism is likewise utilized as a part of promoting an idea. It is a generally new idea that makes a point and brand experience that urge purchasers to wind up focused on an organization and discuss their enthusiasm with others around them (Arkonsuo, Kaljund, and Leppiman, 2014). Brand evangelism is the enthusiastic social and including center help activities for a brand, for example, routinely acquiring the brand, persuading non-clients about a brand by trivializing contender brands, and the most conspicuous act is scattering positive brand referrals (Becerra and Badrinarayanan, 2013; Shaari, H., & Ahmad, I. S. ,2016). Brand referrals reflects context of online brand community and brand commitment which is related to brand evangelism ; in the another context brand congruity has significant relationship on brand evangelism and brand community commitment.

6. REVIEW OF LITERATURE

The meaning of a brand is characterized by Kotler and Keller (2012: 265) as a mix of a name, image, term, sign, plan, or a mix some of them or could be added just a single of them. It is helpful as a recognizable proof of the products or services from one seller or group of sellers and to recognize them from contenders' .A brand is a standout amongst the most basic impalpable resources or risk in any industry. It is all around recognized that lucrative brands have significant monetary incentive for the organizations and are imperative corporate resources (Madden, Fehle, and Fournier, 2006 ; Keller, K. L., Parameswaran, M. G., & Jacob, I. ,2011).

There has been a further consideration from scientists and professionals as of late in investigating and elucidating the drivers and serious variables of brand evangelism. Also, numerous advertisers trust the deals will develop when more individuals who prescribe an item or administration to others. They have a ground-breaking sway in conveying their image-related encounters with a specific end goal to influence others. A client evangelist isn't just obtaining and devouring the item routinely, she or he feels committed to advising others to expend the brand and change from contending or current brands (McConnell and Huba, 2003). Be that as it may, as indicated by Becerra and Badrinarayanan (2013) apparently the quantity of this exceedingly powerful gathering of customers are moderately little (Becerra and Badrinarayanan, 2013).

Positive informal correspondence is a generally known as the meaning of brand Evangelism. An unpaid representative in the interest of the brand is called as an evangelist; his demonstration will even come to "lecturing" in as a push to convert others to utilize the brand (Doss, 2013). It is unique with verbal correspondence that isn't generally influential in nature, brand evangelism is subjected to declaring intentionally not just the positive data but rather likewise thoughts and sentiments in regards to a specific brand to others deliberately and regularly energetically, which overwhelmingly planned to impact utilization behavior.

A strong brand evangelist can lead consumer's intention to buy the product he/she associated with (Batra, Ahuvia, & Bagozzi 2012). With regular use of consumer's likable product, an emotional relationship with the brand may be developed leading to referencing the brand positively either by verbally or visually to other consumers (Matzler, Pichler, & Hemetsberger 2007) and it has been also noticed that they spread bad remarks about its competitor brand (Sundaram, Mitra, & Webster 1998). Structure capital, relational capital, cognitive capital and positive brand referral is strongly & positively related with brand love enhancing the positive feedback about the brand which leads to brand evangelism (Hsieh, S. & Lee, T.C 2016).

Gopika and Rajani (2016) specified in their ongoing investigation mentioned it is very complex to transform a client into an evangelist. A few clients may either think that it's hard to speak with others or might be occupied with their own work particularly for those clients who may switch between items before tolerating a particular brand. It needs an incredible push to impact each client as the taste and inclination may differ impressively. Furthermore, it could be likewise a test to mark evangelism if the product offering changes oftentimes on the grounds that, when an item changes the enthusiasm of the clients may likewise change. Multi year-to-year income development is the best marker and could be an exact proof of the associations to recognize the number of their client evangelists. By ceaselessly assembling the contribution from evangelist would give the advertisers better comprehension on what they like and aversion (McConnell and Huba, 2003). In light of the previous examinations about brand evangelism, there are numerous difficulties looked by associations to swing clients to mark evangelists particularly for those gathering in very aggressive cell phone industry.

Some faithful buyers encounter a relationship that goes well past the satisfaction of a user need. They are the aggressor in their duty to their brand: making a positive verbal exchange for the brand, encountering the item to its fullest and, if duped, propelling frontal assaults on the organization. These brand fanatics can possibly become the brand's greatest partners or, at the other outrageous, a maverick armed force Their solid sentiments result in endeavors to change over others, at last causing changes in popular supposition or enactment" (Rozanski et al. 1999).

7. BRAND EVANGELISM & BRAND RECOGNITION

Developing solid brand recognition is highest for effective firms. Advancing quality, picture, distinction or way of life through their marking endeavors assist numerous associations with attracting and keep up clients for rehashing their buy (Rooney, 1995 ; Porter, S. S., & Claycomb, C. ,1997; Keller, K. L. , 2001 ; Gommans, M., Krishman, K. S., & Scheffold, K. B. ,2001; Karjalainen, T. M. , 2007; Subhani, M. I., Hasan, S. A., & Osman, M. ,2012; Hasan, S. A., Subhani, M. I., & Osman, M. , 2012 ; Alvi, M. , 2012). Showcasing and administration

scholars contend that building a solid brand is critical to be effective in a market where new brands develop every day.

8. BRAND EVANGELISM & WOM

There are implies in principle and in addition, in actuality, that passion for a brand can cause more exceptional and then some outrageous acts than simply positive WOM (Matzler, K., Pichler, E. A., & Hemetsberger, A. , 2007). Pimentel and Reynolds (2004) have demonstrated that genuinely gave customers spread positive informal exchange as well as in the end take part in enrolling with a specific end goal to effectively persuade others of their cherished brand. Rozanski, Baum, and Wolfsen (1999) depict the activities of brand extremists whose extraordinary devotion and emotionality towards their top pick brand can motivate them to extraordinary acts.

Positive word-of-mouth has been spread mostly by the enthusiastic consumers and the enthusiastic consumers also engage other customers (Pimentel and Reynolds 2004) and personality plays a vital role in finding how passionate is a person (Baumeister and Bratslavsky 1999). Passion is one of the element in consumer brand relationship (Fournier 1998) and passionate consumers evangelize, extraversion and openness personality traits are strongly interconnected to be passionate and it has proven that extravert (Talkative character) trait of consumers engage more customers (Matzler, K., Pichler, E. A., & Hemetsberger, A. 2007).Hence it is vital to understand brand personality along with brand evangelism and we know that personality is the systematic depiction of traits (McCrae & Costa, 1987).

Another concept of brand evangelism is heavily emphasized the powerful consumer-brand relationship will favorably affected in a positive consumer-to-consumer WOM. It is consigned if a strong emotional connection to a brand would whole-heartedly tell the message or promote their approbation brands (their favorite brands) (Arkonsuo et al., 2014). The former chief evangelist of Apple Computer, Guy Kawasaki, is acknowledged as the pioneer of evangelism marketing and one of the key figure accountable for introducing the Macintosh in 1984. Selling your dream and make people believe in what you believe so that other people convince in it as much as you do are the central part of brand evangelism. Those people, sequentially, get even more people to believe evangelists (Kawasaki, 1995; Kawasaki, 2004). Based on a study conducted by Becerra and Badrinarayanan (2013) there are three brand related behavior representing brand evangelism such as the desire to purchase the brand, propensity to compliment the brand and the inclination to provide adverse statements about rival brand (i.e. oppositional brand referral intentions). This situation may be categorized under word-of-mouth advertising with a strong firmness to the brand.

Brand evangelism, egocentric relationship, customer engagement and brand efficacy are the key factors which develop affinity of customers for any brand. WOM is still the most credible source of information (Murray, K. B. 1991; Raj, M. P. M., Sasikumar, J., & Sriram, S. ,2013) to the customer while purchasing a car. Young generation buys car considering product service, strength of car, economy, reference group appeal, riding experience and promotion as key influencing factors (Salvi, P. D., & Prajapati, K. B. (2015).

Wallace, E., Buil, I., and de Chernatony, L. (2014) investigate the dispositions of consumers who connect with brands through Facebook "likes". They investigate the degree to which these brands are self-expressive and look at the connection between brand "loving" and brand results. Brand results incorporate brand love and backing, where support fuses WOM and brand acknowledgment. Brands "loved" are expressive of the inward or social self. The investigation distinguishes a positive connection between the self-expressive nature of brands "preferred" and brand love. Buyers who draw in with internal identity expressive brands will probably offer WOM (Mooradian, T.A., & Swan, S.K. , 2006) for that brand. By differentiate, buyers who draw in with socially self-expressive brands will probably acknowledge bad behavior from a brand. Their examination offers proposals for marketers trying to improve brand engagement (Murray, K. B. , 1991 ; Dessart, L., Veloutsou, C., & Morgan-Thomas, A. , 2015; Leckie, C., Nyadzayo, M. W., & Johnson, L. W. ,2016 ; Islam, J. U., & Rahman, Z. , 2016; Tsai, W. H. S., & Men, L. R. ,2017 ; Harrigan, P., Evers, U., Miles, M., & Daly, T. ,2017) through Facebook "loving", and to empower positive brand results, (for example, WOM) among shoppers effectively connected with a brand on Facebook.

9. BRAND EVANGELISM & BRAND PERSONALITY

As indicated by Aaker (1996:87) one of the essential components in brand building is making a solid brand personality and imparting this character in an all-around characterized way. Apple has turned out to be capable this thought, amid its new item propelled the purchasers' line up to get them (Apple Watch, iPad, i-Phone) even before all data about the items have been formally discharged to general society. Apple has built up a brand where purchasers put their assumption that the items delivered by the organization will be the most noteworthy quality and worth each penny. In the present rivalry, Apple can undoubtedly persuade shoppers that they have a requirement for Apple's item; purchasers guarantee that Apple knows them enough to propose great items. For Apple and numerous different brands, trust awards to customers' devotion and want to return for future buys (Wasserman, 2015).

Brand personality is a cluster of human attributes associated with a brand to which a customer can easily related with and helps in developing brand equity (Investopedia). Brand personality is a dimension of brand identity

International Journal of Technical Research & Science

alike the human personality which can be attributed to any brand (Kapferer, J.N. 1992 ; Kapferer, J.N. 1998 ; Aaker, D. 1995; Aaker, D. and Joachimsthaler, E. 2000 ; Biel, A. 1993 ; and Keller, K. L. 1993). Consumer selects a particular brand the same way we select any friends besides their skills & physical attributes (King, S. 1970). Brand personality is very crucial in understanding the brand choice (Plummer, 1984 ; Plummer 2000) Brand evangelism is associated with the personality like extraversion, openness and neuroticism (Doss, S. K., & Carstens, D. S. 2014). Responsibility, Activity, Aggressiveness, simplicity & Emotionality are the new brand personality measures (Geuens, M., Weijters, B., & De Wulf, K. 2009)Azoulay, A., & Kapferer, J. N. 2003 tries to measure the construct of brand personality to get the brand personality , instead the brand personality constructs measures other facets like product performance & brand identity.

Table-9.1 Brand Personality Dimensions and Traits

COMPETENCE	SINCERITY	EXCITEMENT	SOPHISTICATION	RUGGEDNESS
Reliable	Down to earth	Daring	Upper class	Outdoorsy
Hardworking	Family oriented	Trendy	Glamorous	Masculine
Secure	Small- town	Exciting	Good- looking	Western
Intelligent	Honest	Spirited	Charming	Tough
Technical	Sincere	Cool	Feminine	Rugged
Corporate	Real	Young	Smooth	
Successful	Wholesome	Imaginative		
Leader	Original	Unique		
Confident	Cheerful	Up-to-date		
	Sentimental	Independent		
	Friendly	Contemporary		

* The five dimensions at the head of the column comprise the traits listed below them, as identified by: Jennifer L. Aaker, "Daimensions of Brand Personality," Journal of Marketing Research, Vol. 34 (August 1997), pp. 347-356.

Brand identification, brand trust, brand relationship, brand involvement and brand commitment positively effects brand evangelism (Riorini, S. V., & Widayati, C. C. 2016). Brand can create a competitive advantage, if the consumer has emotional relationship with it (Brand evangelism) (Becerra & Badrinarayanan, 2013). When the consumer has emotional relationship with a brand / Brand evangelist, it will lead consumer intention to buy the product (Brand purchase intention) in the future (Batra, Ahuvia, & Bagozzi 2012) and brand relationship only created if the consumer trusts the brand (Lamb, Hair, McDaniel, Boshoff, & Terblanche, 2008). Both Brand trust & brand identification triggers emotional relationship with a brand leading to positive action towards the brand (Wu, Lu, Wu, & Fu 2012). Trust can be developed by the company itself and create consumer buyer behavior , positive attitude and commitment towards the brand (Elliott & Yannaopoulou, 2007) leading to brand loyalty (Power & Whelan, 2008) for which the company need to be consistent in its product performance (Becerra & Korgaonkar, 2011)

Depending on personality explore, we expect that a community member's association with the community altogether relies upon his/her individual personality. The 'Big Five' personality attributes comprising of agreeableness, neuroticism, extraversion, openness, and conscientiousness (Goldberg, 1990) constitute an example of traits across individual (McCrae and John, 1992). These five personalities traits have been conjectured, exactly explored, and affirmed in various observational investigations (Tupes and Christal, 1992). Numerous examinations likewise interface personality traits to various constructs, for example, thinking styles (Li-Fang, 2002), values (Aluja and Garcia, 2004; Olver and Mooradian, 2003) and diverse necessities (Maio and Esses, 2001). In marketing research, personality traits have been received to think about an assortment of emotional, cognitive &behavioral factors, for example, emotions and customer satisfaction (Matzler, Faullant, Renzl, and Leiter, 2005; Mooradian and Olver, 1997), advertisement evoked emotions and reactions to advertising (Mooradian, 1996; Mooradian, Matzler, et al.,2008), customer critical thinking modes (Mooradian, Herbst, et al., 2008), brand affect (Matzler, Bidmon, and Grabner-Kräuter, 2006), WOM (Mooradian and Swan, 2006), and product knowledge (Füller et al., 2008). narrowing down on the literatures of researches on brand personality, two attributes of the Big Five ought to be identified with IwC: extraversion and agreeableness.

Anggraini, L. (2018) conducted a research at Indonesia for I-phone users to comprehend dimensions and independent variables of brand evangelism which was consist of brand satisfaction, consumer brand identification, brand salience, brand trust & opinion leadershipand mentioned that brand satisfaction is most significant independent variable along with other independent variable i.e brand identification , brand trust and opinion leadership which was having positive influence towards brand evangelism. Brand salience is the supportive variables towards brand evangelism

10. BRAND EVANGELISM AND BRAND SATISFACTION

The brand satisfaction is observed to be a noteworthy variable of brand evangelism if just conveying consumer brand identification as a go-between else it doesn't have an immediate impact. Buyer brand identification characterized as the purchaser's self-understanding view of receptiveness and ID with a brand. Unexpectedly, there are different ascribes that prompting brand evangelism, for example, brand salience, brand trust, opinion leadership and consumer brand identification (Doss, 2013). The individuals that show high brand identification towards their brand network would add to brand evangelism (Becerra and Badrinarayanan, 2013), and the conceivable mix between of these segments likewise make up to brand evangelism (Matzler, Pichler, and Hemetsberger, 2007).

Both psychological and passionate modules are joining the meaning of fulfillment/satisfaction. Numerous prior researchers have discovered that fulfillment is induced by the value observed and quality which is developed in view of their anticipation (Selnes, 1993). Nam, Ekinci, and Whyatt (2011) portrayed brand fulfillment/satisfaction as an evaluation of individual utilization involvement with coordinate experience with the product, in light of the contradiction between past desire and the capacity to perform real capacity saw after the usage (Kuenzel and Halliday, 2008). Given that this total develop incorporates past encounters, the build of collective fulfillment/satisfaction will structure client demeanor/attitude (Westbrook and Oliver, 1991) and the core main principal of fulfillment will be satisfaction (Bhattacharya and Sen, 2003; Kuenzel and Halliday, 2008).

11. BRAND EVANGELISM AND CONSUMER-BRAND IDENTIFICATION

Our cognizance of how, why, and when brands enable customers to express their selfhood is essential to comprehend the idea of consumer-brand-identification (Sauer, Ratneshwar, and Sen, 2012 ; Schillewaert, 2010; Chernev, Hamilton, and Gal, 2011 ; Igwe, S. R., & Nwamou, C. C., 2017). Shoppers' psychological association with a brand in light of extensive research gap between their impression/perceptions of themselves and their perceptions in regards to the organization would framed upon customer-brand-identification (Du, Bhattacharya, and Sen, 2007). Lam Ahearne, Hu, and Schillewaert (2010) adopted a strategy of CBI by characterizing the way client's seeing and esteeming his or her belongingness with a brand in their mental state. It is considered as customer's personal characterized view of unification and distinguishing proof with a brand (Bhattacharya and Sen, 2003; Kuenzel and Halliday, 2008). Research has demonstrated that purchasers don't purchase items simply due to their utilitarian advantages, yet they deliberately pick items for their acquainted implications with the consumers (Belk, 1988). In view of need drivers the recognizable proof with a brand is identified with the degree on how a man sees the brand to have an identity that is looking like to his or her own (i.e., image self-comparability, for example, one of a kind or esteemed. It demonstrates that people are conceivable to discover brands that can really satisfy their self-definitional needs, qualified and deserving of identification (Sauer et al., 2012).

12. BRAND EVANGELISM AND BRAND SALIENCE

Brand salience (Igwe, S. R., & Nwamou, C. C., 2017) is a tendency of the brand to possess purchasers' or 'emerge' from in their memory in each purchasing circumstance (Romaniuk and Sharp, 2004). It has additionally been comprehended as high recurrence of brand enactment in our memory (Alba and Chattopadhyay, 1986). The availability or 'conspicuousness' of the brand in purchaser memory is the most well-known conceptualization of brand remarkable quality (Ajzen and Fishbein, 1980; Alba and Chattopadhyay, 1986; Fazio, 1990). The meaning of conspicuousness can be comprehended in two different ways. To begin with, it is unmistakable quality in a way turn into the most successive brand recovered in working memory, for instance, an Elvis Presley's melody is played on the radio, and afterward, both the vocalist and the title of the tune will be less demanding to review. Besides, is the availability of long-haul memory, much of the time, Elvis has more shot of being reviewed than for example, Marvin Gaye (Romaniuk and Sharp, 2004). Brand salience will positively affect on that brand being gotten by the client from the few choices on different circumstances, (Macdonald and Sharp, 2000). Sauer et al (2012) said the brand salience has amount and quality related to the offer of psyche rather than brand differentiation (Romaniuk and Sharp, 2004). The brand will be accessible for additionally recall when a consumer recalled a brand name since it has been featured in the memory (Vieceli and Shaw, 2010). Subsequently, imaginative and an ear-catching jingle that can't escape buyers' heads may jetty the degree to the extent that recall of different brands is viable (Alba and Chattopadhyay, 1986). Sponsorships, Public relations and different kinds of advancement can assemble brand salience viably (Miller and Berry, 1998; Ehrenberg, Barnard, Kennedy, and Bloom, 2002).

13. BRAND EVANGELISM AND BRAND TRUST

Becerra and Badrinarayanan (2013) proposed that brand trust and brand identification can be developed to assemble brand evangelism. The outcome uncovers positive referrals and purchase intentions (inclination to compliment the brand) are affected by brand trust, concurrently brand identification unquestionably impacts on brand referrals or they would have the propensity to distort contender brands. By and large, these three parts of

brand evangelism: brand purchase, positive brand referrals, and ill-disposed of brand referrals have the ability to impact brand trust and brand identification (Becerra and Badrinarayanan, 2013). Then again, there is a connection between identity (extraversion and receptiveness), customer affection and evangelism. The discoveries indicate extraversion additionally convincingly impacts brand evangelism, the more extrovert consumers are more they have a penchant to participate in brand evangelism.

Lau and Lee (1999) saw brand trust as the eagerness to possess reliance on the brand and Chaudhuri and Holbrook (2001) discovered brand trust as buyer's inclination to depend on the capacity of the brand to play out its promisable capacity. To build up an association with a specific brand, trust is fundamental, the non-attendance of trust cause the disappointment during the time spent buyer's framing a pledge to a brand. A trust would influence them to have higher eagerness to stay faithful and have more affirmation to pay an exceptional cost and additionally purchasing its item's augmentations. Furthermore, a buyer who has trust in a brand is additionally entire heartedly eager to share some data about his or her tastes, inclinations and conduct (Chaudhuri and Holbrook, 2001). As per Sung and Kim (2010) brand trust is comprised of two distinct segments that in any case affect the devotion: dependability and skill. Reliability is about "consumer's trust in the brand quality execution", while specialists allude to the what degree a brand is seen to be capable and proficient. At the point when the customer assembles trust in a brand or an association, they make in their brains a specific positive inclination/preferences that are related with the positive feelings may have about that particular brand. All the while, Doney, and Cannon (1997) called attention to that trust is spoken to by an altruism of the firm to organize clients in light of shared objectives and qualities. For that reasons, trust can be related with unwavering quality, wellbeing, and trustworthiness.

14. BRAND EVANGELISM AND OPINION LEADERSHIP

Opinion leaders assume a vital part in deciding a probability that the development will be received. They spread the most persuading word of mouth about product offerings, particular brands, and new product classifications which behooving them in making commending WOM (Lerud, Hjorth, and Söderstjerna, 2007). Opinion leadership alludes to which level an individual ready to impact other people's states of mind casually with near recurrence (Rogers, 2003: 27), besides Opinion leaders are people whom other looks for direction, exhortation, and data (Rogers, E., & Cartano, D. G. 1962). Opinion leaders are not really trendsetters in the dissemination procedure. They are considered as evaluators whose judgments are solid and trusted by their devotees (Coleman, Katz, and Menzel, 1966; Becker, 1970; Greer, 1988; Soumerai et al., 1998). The conclusions of Opinion leaders are viewed as more reliable than those conveyed by the advertisers of an item as they are not speaking to any business interests (Rogers, 2003: 30). In high association product, the wonder of Opinion leaders can be less demanding to distinguish. Opinion leaders typically include in the new product presentation, the attributes of their impact are casual, verbal, and relational. They gather, utilize, and scatter data to make a learning base for those "absence of data" buyers by this it additionally methods for data trade and the exchange instrument (Chakrabarti, 2013). People who go about as Opinion leaders give exhortation and bearing keeping in mind the end goal to impact others' behavior inside the zone of their skill or in particular fields (Flynn, Goldsmith, and Eastman, 1996). Flynn et al. (1996) propose that assessment authority has a solid positive relationship with how information is being seen. There are two primary criteria for somebody to be ordered as Opinion leadership: he has mastery in the specific field or proficient and has a connectedness with his social setting (Wuyts, Stefan, Marnik, Els, and Rik, 2010).

Thusly, the analyst might want to find what impact somebody to be a brand evangelist. Despite the fact that there is an exact investigation of the connection between brand evangelism and consumer community (Collins, Gläbe, Mizerski, and Murphy, 2015), the past examinations about brand evangelists were, for the most part, led in individualistic nations, for example, United States and Austria (Matzler et al., 2007; Doss, 2013; Becerra and Badrinarayanan, 2013; Doss and Carstens, 2014). Since the research directed in Indonesia, and it is collectivist society there most likely be a separation and distinction in understanding the measurements driving into brand evangelism in the diverse culture's consumer base. Indonesian social orders are exceptionally collectivist which implies that they tend to put a higher significance on the gathering similarity than on the person. Also, consumers in collectivistic social orders may have diverse discernment and understandings about brands contrasted with individualistic-based social orders. The social measurements are imperative to show the distinctive measurements among consumers, how consumers think about new innovation and marketing correspondences, buyers' reliance on brands are diverse amongst collectivistic and individualistic culture (Mooij and Hofstede, 2002).

In light of this proof, we propose the term brand evangelism for portraying a more dynamic and submitted the method for spreading positive conclusions and attempting intensely to persuade or convince others to get drawn in with the same brand. By having picked the word evangelism we would like to accentuate the preacher part of this social the result of the consumer passion. We expect that brand evangelism is a demonstration of lecturing the brand's most adored perspectives and every single positive affiliation that accompany it to individuals who have so far not recognized "the ponder of it." Consumers who proselytize are energetic/passionate about their brand and want to share their feelings with others (Matzler, K., Pichler, E. A., & Hemetsberger, A. , 2007)

15. LITERATURE REVIEW OUTCOME

*Source : Authors Extensive Literature Review

RESULTS AND DISCUSSIONS

46 variables identified here after extensive literature review and this factors may be taken care by the dealer or car manufacturing /marketing company to create brand evangelist for the dealer or for the company. These brand evangelists are the best and unpaid form of advertisement and contribute maximum on recommending a particular car/model/dealer to a new customer. Hence company need to take care of these factors to create brand evangelism.

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