

EFFECTS OF BRAND TRUST, BRAND IDENTIFICATION, AND QUALITY OF SERVICE ON BRAND EVANGELISM: WITH THE MODERATE EFFECTS OF BRAND LOVE SPECIAL REFERENCE TO THE REAL ESTATE SECTOR IN THE WESTERN PROVINCE OF SRI LANKA

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INTRODUCTION

This study focuses on brand evangelism in the real estate sector in the Western province of Sri Lanka. The aim is to understand the impact of brand trust, brand identification, and quality of service on brand evangelism. The study recognizes the high competition in the real estate industry and the importance of building an impressive brand to stand out and generate sales. It emphasizes that consumers' attitudes are becoming more brand-sensitive, making it crucial for brand managers to understand customer perceptions.

The brand is the main reason the consumer buys any product or service, and preference for the brand represents the preference in people's minds. Business people should focus on branding to develop their businesses. One of the other factors identified by the researcher is brand trust. Brand trust helps customers to buy goods without any fear. Brand identification is also a factor that influences customer buying decisions. It consists of factors such as space and location. Therefore, brand identification helps businesses to attract customers for their products and services.

Moreover, the quality of the company's service also increases customer interest in a product or service. For example, broker workers' payment methods will help enhance a business's service quality. When the above things are improved for the development of the industry, it automatically becomes brand evangelism. Therefore, people start believing in the brand name of their businesses.

Moreover, brand love also affects all four variables: brand evangelism, brand trust, brand identification, and quality of service in any industry. According to Carroll and Ahuvia (2006), brand love can be defined as emotional connections with its audience and garnering their love. They achieve this by going beyond the conventional business-customer relationship. Brand love is more than just a business, a store, or a product; it expresses the consumer's values and worldview. As a result, fans adopt the brand into their character and way of life.

Since current empirical data is limited to a few industries, researchers advocate considering the effects of brand trust, brand identification, and quality of service on brand evangelism, with the moderate effects of brand love, with particular reference to the real estate sector in the Western province of Sri Lanka (Kant & Jaiswal, 2017). The real estate industry is very competitive and has always been at the forefront of technological development. It has the potential to have a significant impact on other industries.

The study addresses the research problem by investigating the impact of brand trust, brand identification, quality of service, and brand evangelism. It proposes research questions and objectives to explore these connections. The significance of the study lies in its practical implications for real estate owners, professionals, and brand managers to develop effective strategies for encouraging brand evangelism. The theoretical contribution lies in integrating

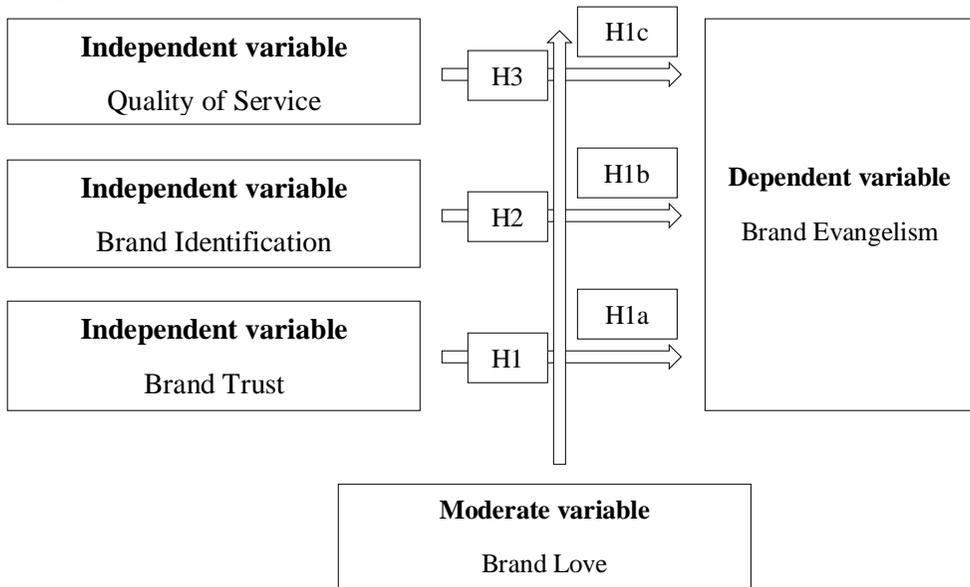
various models and examining brand evangelism in the context of the real estate sector in Sri Lanka.

However, the study acknowledges certain limitations, such as the cross-sectional nature of the research, challenges in obtaining primary data, and potential subjective responses from respondents. Despite these limitations, the study aims to provide valuable insights into the impact of brand trust, brand identification, and quality of service on brand evangelism in the real estate sector.

METHODOLOGY

The methodology described investigates the impact of brand trust, brand identification, quality of service, and brand love on brand evangelism in the real estate sector in the Western province of Sri Lanka. The methodology used in the study involves a quantitative approach with a survey method for data collection.

Figure 1
Conceptual Framework



Hypotheses

Main hypotheses

H₁: Brand love moderates the impact of brand trust and brand evangelism.

H₂: Brand love moderates the impact of brand identification and brand evangelism.

H₃: Brand love moderates the impact of quality of service and brand evangelism.

Sub hypotheses

H_{1a}: Brand trust has a significant impact on brand evangelism.

H_{2a}: Brand identification has a significant impact on brand evangelism.

H_{3a}: Quality of service has a significant impact on brand evangelism.

The study begins by outlining the research design, including the type of study, research approach, and research strategy. It then introduces the conceptual framework, which integrates various models from the literature to develop the proposed model for the study. Hypotheses are formulated based on the conceptual framework, examining the moderating role of brand love on the relationships between different variables.

The population for the study is defined as real estate consumers in the Western province, and a sample of 384 respondents is selected using convenience sampling. Reasons for inculcating convenience sampling are that the population number of the study is unknown, and it is not easy to access real estate consumers since they are not publicly visible. Data is primarily collected through a structured questionnaire with closed-ended questions administered online to the target respondents.

The collected data are analyzed using descriptive statistics to describe the key features of the data set, and inferential statistics, including regression analysis, analysis of variance (ANOVA), and correlation analysis, are used to test the hypotheses and explore the relationships between variables.

Overall, the study aims to provide insights into the factors influencing brand evangelism in the real estate sector and the moderating role of brand love. The methodology ensures accurate data collection and analysis to achieve the research objectives.

RESULTS AND DISCUSSION

The analysis provides a detailed analysis of the research findings. The chapter begins with a validity analysis using KMO and Bartlett's test, which confirms that the research data is suitable for factor analysis. The study indicates adequate sampling for both the independent and dependent variables.

Subsequently, the correlation analysis examines the relationships between the variables. The results reveal positive correlations between brand trust, brand identification, quality of service, and brand evangelism. All correlations are statistically significant, indicating that these variables positively impact brand evangelism.

The regression analysis further supports the relationships identified in the correlation analysis. Brand trust, brand identification, and quality of service are found to have significant positive effects on brand evangelism. The regression coefficients provide insight into the magnitude of these effects.

Additionally, the study explores the moderating effect of brand love on the relationships between the independent variables and brand evangelism. However, the results indicate that brand love has no significant moderating influence in this context.

Table 1

Hypothesis testing

Hypothesis	Regression		Decision
	β	P	
H ₁	0.723	0.000	Supported
H ₂	0.737	0.000	Supported
H ₃	0.724	0.000	Supported
H ₄	0.723	0.000	Supported
H ₅	0.647	0.000	Supported
H ₆	0.604	0.000	Supported

P-value should be less than 0.05(Accepted). In summary, the research findings suggest that brand trust, brand identification, and quality of service play significant roles in influencing brand evangelism in the real estate sector. The chapter concludes by highlighting the practical implications of these findings for marketers and practitioners in the industry.

CONCLUSION AND IMPLICATIONS

The study examined the relationship between brand trust, brand identification, and quality of service on brand evangelism, with the moderating effect of brand love in the real estate sector of the Western province of Sri Lanka. The research used a sample of 384 real estate buyers and collected data through a self-administered questionnaire.

The study revealed that all three independent variables (brand trust, brand identification, and quality of service) significantly impacted brand evangelism. This suggests that customers are likelier to exhibit brand loyalty when they have a strong relationship with the brand. However, brand love's moderating effect was insignificant in this study.

Based on the results, the study recommends that marketers in the real estate industry focus on targeting high-income individuals and the 36-46 age category. Efforts should be made to strengthen existing customers' attitudes and change potential customers' attitudes. Brand trust, brand identification, and quality of service should be emphasized to enhance brand evangelism.

The study acknowledges its limitations, including the limited sample size and geographical scope. Future research should include a more diverse sample and explore other specific sectors to understand better the factors influencing brand loyalty. Longitudinal studies and alternative data collection methods are also suggested for future research. Due to a lack of research on brand evangelism, the researcher was also constrained in developing the conceptual model.

The study highlights the importance of brand trust, brand identification, and quality of service in driving brand evangelism in the real estate sector. The findings provide insights for marketers to develop strategies that enhance customer loyalty and improve brand perception.

Keywords: Brand trust, brand identification, brand evangelism, quality of service, real estate sector

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