



Impact of Brand Trust, Identification, and Quality of Service on Brand Evangelism with the Moderation of Brand Love: Special Reference to Sri Lanka's Real Estate Sector

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DOI: <https://doi.org/10.4038/sljmuok.v10i2.195>

ABSTRACT

In terms of marketing, brands play an important role in consumers' lives because today's consumers always want to buy a brand if it is still in their hearts, brand evangelism for a brand is based on their emotions they are attached to it. This is known as evangelistic marketing, and it can be very valuable. The real estate sector now occupies a special place. As the real estate industry grows rapidly, brokers need to develop strong brand relationships to retain loyal customers and avoid them shifting to other properties on the market. Thus, this study focused on the effects of brand trust, brand identity and service quality on brand advocacy: with moderating effects of brand love and context-specific real estate industry in the western region of Sri Lanka.

Key findings indicate that all the hypotheses were supported, and the study proposed a positive and significant effect of brand trust, brand identity and service quality on brand evangelism: with brand love having an effect it goes downhill. However, it shows that the respondents have a strong brand evangelism towards their real estate company. Asset marketers should therefore focus on providing additional functionality of brands to consumers to enhance and



sustain brand positivity. Real estate markets therefore seek to maximize the brand evangelism of the buyer to gain customer base and gain a competitive advantage over rival brands.

Keywords: *Brand Evangelism, Brand Identification, Brand Love, Brand Trust, Quality Of Service, Real Estate, Western Province*

1. INTRODUCTION

Brand evangelism is an advertising practice wherein clients enthusiastically endorse a brand, promote it via phrase of mouth, and impact others to sign up for in. This advocacy is characterized with the aid of emotional commitment that goes past brand loyalty moderate (Riivits-Arkonsuo et al., 2014). In the real estate industry in Sri Lanka, brand advertising is of particular importance given the size of the real estate market share and the competitive environment in the market.

In today's dynamic global economy, brands are increasingly important in influencing consumer decisions and long-term customer relationships. Developing trust and integrity is essential for real estate agencies coping with high-priced and complex initiatives. Brand accept as true with defined as consumer self-belief inside the reliability and integrity of a emblem reduces buy fears and creates lasting relationships (Becerra & Badrinarayanan, 2013). Similarly, brand identity, which reflects the customer's alignment with the brand's values and identity, creates an emotional connection that increases brand loyalty and advocacy (Ashforth & Mael, 1989). The quality of service offered by a brand gains considerable customer attention, especially in industries such as real estate where professionalism, transparency and simple services are important (Parasuraman et al., 1994) when such factors this combines with an emotional attachment to brand commonly referred to as brand love . can influence them to become evangelizers. Brand love, which represents a high level of consumer-brand relationship, contains elements such as emotional attachment, positive experience, and loyalty (Carroll & Ahuvia, 2006).



Despite the increasing interest in brand advocacy, few studies have investigated the interplay between brand trust, identity, service quality and brand positivity, particularly in the real estate sector in Sri Lanka, and the role of brand love in this relationship has been little explored. Addressing this hole, the existing take a look at examines the consequences of brand believe, identification and service best on emblem exposure, focusing on the effect of brand love at the real property marketplace Western Province of Sri Lanka.

The findings of this look at goal to provide actionable insights for marketers within the actual property area, permitting them to expand strategies that reinforce consumer-emblem relationships, increase patron loyalty and it enhances brand advocacy to gain aggressive gain and sustainable boom in an industry marked by way of exceptionally aggressive and economic transformation, that research are crucial.

2. LITERATURE REVIEW

2.1. Brand Trust and Evangelism

Brand trust is consumer belief in the reliability, integrity, and strength of a brand (Chaudhuri & Holbrook, 2001). It plays an important role in reducing the perceived risks associated with purchasing decisions, especially in capital-intensive industries such as real estate. Trust encourages customer commitment and loyalty, encourages repeat purchases and positive word of mouth (Becerra & Badrinarayanan, 2013). Trust is key for brand endorsement, motivating consumers to actively endorse the brand and recommend it to others. Previous research has shown that brand trust positively influences brand evangelism, as customers who trust a brand are more likely to share positive experiences and enthusiastically endorse the brand (Mehran et al., 2020). This is especially important with real estate, where trust becomes paramount as financial and emotional risk increases.



2.2. Brand Identification

Based on social identity theory, brand identity describes how consumers perceive their image as consistent with brand identity (Ashforth & Mael, 1989). When consumers interact with a brand, they see it as they see it, resulting in deeper emotional connections and loyalty (Bhattacharya & Sen, 2003). This relationship encourages people to speak up for brands, as they want to share their positive feelings with others.

In real estate, it shapes a brand's identity in line with its positioning, principles, and customer expectations. For example, a brand that portrays itself as trustworthy and customer-focused can create an identity, resulting in more people speaking for it (Becerra & Badrinarayanan 2013). The emotional connection created by personality not only increases customer loyalty but also turns customers into enthusiastic brand advocates.

2.3. Quality of Service

Service quality forms a key construct explaining the satisfaction and loyalty of customers, particularly in service-based industries such as real estate services. Parasuraman, (1994) conceptualizes service quality as the gap that exists between expectations and perception of the customer regarding the service given. Good Service Adds Value to Customers, Instills Faith, and Promotes Positive Promotion by Customers.

In real estate, service quality comprises professional, transparent and easy services. It has been established that service quality contributes to brand witnessing positively through satisfied loyal customers willing to endorse the brand (Mehran et al., 2020). This is more so in cases of high-involvement purchases like Real estate where consumers need such kind of assurance and reliability.

2.4. Moderating Role of Brand Love

Brand love, characterized by strong emotional attachment and loyalty, represents the pinnacle of consumer-brand relationships (Carroll & Ahuvia, 2006). It includes elements such as affection, passion, and commitment, which drive consumers to integrate the brand into their lives. As a moderating variable, brand love can amplify the effects of brand trust, identification, and service quality on brand evangelism.

Brand love an emotional connection and attachment to a brand, and immense loyalty—are the height of a consumer-brand relationship (Carroll & Ahuvia, 2006). It represents aspects like love, zeal, and dedication, making customers want to include the brand in their lifestyle. Brand love, while serving as a moderating variable, is then able to magnify the impact of brand trust, identification, and service quality on brand evangelism.

However, literature has shown mixed findings regarding the role of brand love as a moderator. Although Wu et al. (2023) explored the effect of brand love in driving the relationship between trust and advocacy behaviors, Albert & Merunka, (2013) suggest that trust, which is the baseline for brand love, a sentiment consumers express towards the brand if it offers a more superior product that could lead them to forsake their traditional preferences, into a less important mediating variable, as used in high-stakes industries, such as the real estate, the functional attributes take precedence in the behavior of customers (Rodrigues, 2019). This study aims to investigate the moderation of brand love for the real estate sector in Sri Lanka.

2.5. Hypotheses

Based on the review of the literature, the following hypotheses are proposed:

- **H1:** Brand trust has a significant positive impact on brand evangelism.
- **H2:** Brand identification has a significant positive impact on brand evangelism.
- **H3:** Quality of service has a significant positive impact on brand evangelism.

- **H4:** Brand love moderates the relationship between brand trust and brand evangelism.
- **H5:** Brand love moderates the relationship between brand identification and brand evangelism.
- **H6:** Brand love moderates the relationship between quality of service and brand evangelism.

3. METHODOLOGY

The methodology section describes the systematic methodology used to investigate the impact of brand trust, brand identification and quality of service on brand evangelism, with brand love as moderating variable in the context of real estate industry of Sri Lanka. A cross-sectional time-appropriate quantitative research design was used to ascertain statistical reliability and validity of the findings.

3.1. Research Design

A cross-sectional study design was used to obtain data at one specific time point to examine the associations between the variables (Creswell, 2014). This design is especially appropriate for investigations trying to formulate the patterns/correlations among a population, for example, investigating the influence that drives brand evangelism in the Sri Lankan real estate sector.

3.2. Sampling

The study population included real estate buyers in the Sri Lankan Western Province, the area of greatest concentration of the country's urban residents and real estate business. A convenience sampling of 384 respondents was involved. In this sample size was calculated in accordance with the Krejcie and Morgan (1970) table for sample size calculation, with the confidence level of 95%.



The sample of respondents comprised a range of demographic and socio-economic profiles in an attempt to obtain a broad understanding of the customer perceptions in the real estate industry. Though the restrictive power of convenience sampling, this approach provided convenient means of obtaining efficient data given time and resource limits.

3.3. Data Collection Instrument

A structured questionnaire was developed to gather primary data. The questionnaire comprised close-ended questions, measured on a five-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). The instrument was designed to measure the following constructs: Brand Trust: Items adapted from Chaudhuri and Holbrook (2001). Brand Identification: Items based on Ashforth and Mael's (1989) framework. Quality of Service: Items informed by Parasuraman et al.'s (1994) SERVQUAL model. Brand Evangelism: Items derived from Doss (2015). Brand love: Items corresponding to Carroll and Ahuvia's (2006) indices of brand love. The questionnaire underwent a pilot test with 30 respondents to ensure clarity and reliability. Feedback was used to optimize unclear questions and the resulting instrument showed good reliability, with Cronbach's Alpha values greater than 0.9 for all constructs.

3.4. Data Analysis

The collected data which were analyzed using IBM SPSS Statistics 26, supplemented with Andrew F. Hayes' PROCESS Macro Version 4 for moderation analysis. The analytical procedure included several steps: Descriptive Statistics: this step summarized demographic characteristics of the sample and mean scores for each variable. Reliability Analysis: Cronbach's Alpha was used to assess internal consistency of constructs (Cronbach, 1951). Correlation Analysis: Pearson correlation coefficients were calculated to examine relationships between variables. Regression Analysis: a multiple linear regression was employed to test direct effects of brand trust, brand identification and quality of service on brand evangelism.

Moderation Analysis: the moderating effect of brand love (however) was analyzed using Hayes' PROCESS Macro (Hayes, 2018), which allowed for examination of interaction terms and their statistical significance.

3.5. Limitations of the Methodology

The cross-sectional design allowed for a snapshot analysis, it limits its ability to establish causality. Additionally, the reliance on convenience sampling may affect generalizability of findings to the broader population. Future studies can address the limitations by adopting longitudinal designs and probability sampling methods. However, many researchers face challenges when trying to implement these changes, because it requires more time and resources. This can be difficult to manage, although it is necessary for better results.

4. RESULTS

This section presents the findings of the study, including descriptive statistics, reliability analysis, correlation analysis, and regression models. The results provide insights into the relationships between brand trust, brand identification, quality of service, and brand evangelism, as well as the moderating role of brand love.

4.1. Descriptive Statistics

Descriptive statistics summarize the responses for the key variables in the study. The mean, standard deviation, minimum, and maximum values are shown in Table 01.

Table 01: Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Brand Trust	384	1	5	3.98	0.79
Brand Identification	384	1	5	3.88	0.77
Quality of Service	384	1	5	3.92	0.78
Brand Evangelism	384	1	5	3.96	0.78

The results indicate that the mean scores for all variables are above the midpoint of 3.0, suggesting that respondents generally hold positive perceptions of brand trust, brand identification, quality of service, and brand evangelism.

4.2. Reliability Analysis

The reliability of the measurement scales was assessed using Cronbach's Alpha. Values above 0.70 indicate acceptable reliability, while values above 0.90 suggest excellent reliability (Cronbach, 1951). The results are presented in Table 02.

Table 02: Reliability Analysis

Variable	Cronbach's Alpha	No. of Items
Brand Trust	0.916	6
Brand Identification	0.918	6
Quality of Service	0.921	6
Brand Evangelism	0.918	5

All variables demonstrated excellent reliability, indicating strong internal consistency for the measurement items.

4.3. Regression Models

The effects of the independent variables brand trust, brand identification, and quality of service on brand evangelism were examined using multiple linear regression. Table 03 presents the unstandardized coefficients (β), standard errors, standardized beta values, t-statistics, and significance levels for the model.

Table 03: Regression Analysis

Variable	B	Std. Error	Beta	t	p-value
Constant	0.375	0.146		2.576	0.011
Brand Trust	0.304	0.051	0.311	5.971	<0.001
Brand Identification	0.290	0.062	0.282	4.661	<0.001
Quality of Service	0.315	0.059	0.317	5.341	<0.001

The model explains 69.4% of the variance in brand evangelism ($R^2 = 0.694$), indicating that brand trust, brand identification, and quality of service are significant predictors of brand evangelism. The standardized beta coefficients indicate that all

three predictors have a positive and significant influence, with quality of service ($\beta = 0.317$) being the strongest predictor, followed by brand trust ($\beta = 0.311$) and brand identification ($\beta = 0.282$).

4.4. Moderation Analysis

The moderating role of brand love was analyzed using Hayes' PROCESS Macro (Hayes, 2018). Separate models were tested for each independent variable (brand trust, brand identification, and quality of service) to determine whether the interaction with brand love significantly affects brand evangelism. The results are presented in Tables 04, 05, 06.

Table 04: Moderation Analysis for Brand Trust

Variable	B	SE	t	p-value	LLCI	ULCI
Brand Trust	0.1618	0.1111	1.4563	0.1464	-0.0569	0.3805
Brand Love	0.5817	0.1076	5.4048	<0.001	0.3699	0.7936
Interaction (Trust $\times$ Love)	0.0250	0.0287	0.8702	0.3849	-0.0316	0.0816

The interaction term (Trust $\times$ Love) was not significant ($p = 0.3849$), indicating that brand love does not moderate the relationship between brand trust and brand evangelism.

Table 05: Moderation Analysis for Brand Identification

Variable	B	SE	t	p-value	LLCI	ULCI
Brand Identification	0.4770	0.1197	3.9842	<0.001	0.2414	0.7127
Brand Love	0.7193	0.1108	6.4944	<0.001	0.5013	0.9373
Interaction (ID $\times$ Love)	0.0372	0.0301	1.2391	0.2163	-0.0224	0.0968

The interaction term (ID $\times$ Love) was not significant ($p = 0.2163$), indicating that brand love does not moderate the relationship between brand identification and brand evangelism.

Table 06: Moderation Analysis for Quality of Service

Variable	B	SE	t	p-value	LLCI	ULCI
Quality of Service	0.4249	0.1266	3.3549	<0.001	0.1756	0.6742
Brand Love	0.7609	0.1140	6.6765	<0.001	0.5366	0.9852
Interaction (QS $\times$ Love)	0.0374	0.0311	1.2034	0.2298	-0.0238	0.0987

The interaction term ($QS \times Love$) was not significant ($p = 0.2298$), indicating that brand love does not moderate the relationship between quality of service and brand evangelism.

None of the interaction terms ($Trust \times Love$, $ID \times Love$, $QS \times Love$) were significant, suggesting that brand love does not moderate the relationships between brand trust, brand identification, quality of service, and brand evangelism. While brand love itself was significantly associated with brand evangelism, its role as a moderator was not supported.

5. DISCUSSION

This study aimed to examine the effects of brand trust, brand identification and quality of service on brand evangelism in the real estate sector in Sri Lanka. It included brand love as a moderating variable. The findings provide significant insights into the role of these variables in influencing brand advocacy behaviors. However, they align with existing literature and contribute novel perspectives specific to the context of real estate. Although the results are interesting, some may question the implications. Because of this, further research could enhance our understanding.

5.1. Brand Trust and Brand Evangelism

The results show that brand trust ($\beta=0.304$, $p < 0.001$) has a positive and significant effect on brand evangelism. This supports the findings of Becerra and Badrinarayanan (2013), who point out that trust serves as a base for consumer advocacy behaviors. In high-involvement areas like real estate, trust reduces perceived risks that come with financial investments and complicated transactions (Chaudhuri & Holbrook, 2001). By building trust, real estate brands can create emotional security among consumers, which encourages them to share positive experiences and promote the brand. However, trust is not easily earned; it requires consistent effort. Although challenges exist, the benefits of fostering brand evangelism make it worthwhile. This is because

trust can lead to greater customer loyalty and increased referrals. But without trust, brands may struggle to maintain strong reputation.

The findings underscore the importance of transparent communication and ethical practices in enhancing brand trust. For example, ensuring legal clarity in property dealings and delivering on promises can strengthen consumer confidence, ultimately driving evangelism behaviors.

5.2. Brand Identification and Brand Evangelism

Brand identification demonstrated a significant positive impact on brand evangelism ($\beta=0.290$, $p < 0.001$). This emphasizes the assertions of Ashforth and Mael (1989), who argue that consumers are more likely to advocate for brands they identify with. In the context of Sri Lanka's real estate market, brands that align with consumers' values and aspirations foster stronger emotional bonds, as noted by Bhattacharya and Sen (2003).

This research showed real estate companies need to focus on creating brand identities with their target market. For instance, presenting the brand as community-focused or socially conscious could improve identification, especially in a market where cultural and personal values are important factors in purchasing decisions.

5.3. Quality of Service and Brand Evangelism

Service quality emerged as the most impactful determinant of brand advocacy ($\beta=0.315$, $p<0.001$). This finding is similar to SERVQUAL Framework suggested by Parasuraman et al. (1994) emphasizing the role of service reliability, responsiveness and professionalism in creating customer satisfaction and loyalty. In the real estate business, which involves having extensive and complicated interactions with customers, quality of services can improve trust and satisfaction of customers enhancing the likelihood of referral (Mehran et al., 2020).

For Sri Lankan real estate firms, ensuring smooth processes, tailored services, and



helping customers post-sale also has an appreciable contribution in customer referrals. Such practices not only build loyalty but also convert happy customers to brand ambassadors.

5.4. Moderating Role of Brand Love

Despite early expectations to the contrary brand love did not significantly moderate the relationships between brand evangelism and the independent factors. Brand evangelism and brand love were positively correlated but they were not statistically significantly correlated with service quality ($p = 0.2298$) brand identification ($p = 0.2163$) or brand trust ($p = 0.3849$).

These results contrast with earlier research, such as that by Carroll and Ahuvia (2006), which emphasizes the enhancing influence of brand love within consumer-brand relationships. One possible interpretation is that, in industries with high stakes like real estate, functional and relational elements (trust, identification, and service quality) may outweigh emotional connections in influencing advocacy behaviors.

5.5. Theoretical and Practical Implications

In high involvement sectors the findings emphasize the importance of relational and functional factors which advances the theoretical understanding of brand evangelism. Consumers of real estate place a higher value on trust identification and service quality than do consumers of consumer goods where brand loyalty frequently plays a major role. From a pragmatic standpoint Sri Lankan real estate marketers can use these insights to create focused campaigns. The core of their efforts should be establishing trust via open and honest transactions, improving brand identity alignment and continuously providing top-notch service. Although brand love is still significant its function in this industry may be more supplemental than fundamental.



5.6. Limitations and Future Research

The results of this study may not be as applicable to other areas or nations because it concentrated on Sri Lanka's Western Province. Furthermore, causal conclusions are limited by the cross-sectional design. Longitudinal approaches may be used in future studies to examine how these relationships change over time. The dynamics of brand evangelism may also be better understood by looking into additional moderating variables such as cultural influences or customer involvement.

6. CONCLUSION, RECOMMENDATIONS, AND LIMITATIONS

6.1. Conclusion

This study focused on the moderating role of brand love while examining the effects of brand trust, brand identification, and quality of service on brand evangelism in Sri Lanka's real estate market. The results show that quality of service, brand trust, and brand identification are all significant predictors of brand evangelism, with quality of service being the most powerful predictor ($\beta = 0.315$, $P = 0.001$). According to earlier research, relational and functional qualities are crucial for promoting customer advocacy (Becerra and Badrinarayanan 2013; Mehran et al. 2020).

The impact of independent variables on brand evangelism were not significantly moderated by brand love as was expected. Although brand love had a positive relationship with brand evangelism, its moderating effect was not statistically significant. This suggests that relational and functional factors are more important than emotional attachments in high-stakes industries like real estate (Rodrigues 2019). This result emphasizes how consumer-brand relationship theories must be applied with a customized strategy in certain situations.

6.2. Recommendations

This study offers real estate marketers a number of practical suggestions based on its findings. Firstly, establishing brand trust ought to be a top strategic goal. Clear



documentation, legal compliance and keeping promises are just a few examples of the ethical and transparent practices that real estate firms need to prioritize. Consumers are more likely to become brand evangelists when there is trust which also builds long-term relationships and lowers perceived risks (Chaudhuri and Holbrook 2001).

Secondly, strengthening brand identification can encourage advocacy actions even more. The values of real estate brands should coincide with those of their intended market. Customers in Sri Lanka are particularly drawn to brands that are positioned as socially conscious community-focused or culturally relevant (Bhattacharya & Sen 2003). Personalized branding initiatives and marketing campaigns that highlight common values can improve consumer identification and fortify emotional ties.

Thirdly providing services of the highest caliber is essential. Real estate firms ought to spend money on educating their employees to offer prompt courteous service. Additionally implementing technology to improve post-purchase assistance streamline transactions and increase transparency can result in a flawless customer experience. According to Parasuraman et al. High service quality encourages customers to promote the brand in addition to making them happy (1994).

Lastly developing emotional ties shouldnt be disregarded even though brand love might not be a powerful moderator. Customer engagement initiatives and storytelling are examples of emotional branding tactics that can enhance functional efforts and produce a comprehensive brand experience.

6.3. Limitations and Areas for Future Research

This study has several limitations that offer room for more research. First because the study focused on Sri Lankas Western Province its generalizability to other regions or countries is limited. Future studies could look at similar dynamics in different geographical or cultural contexts to increase the results applicability. Second although cross-sectional studies provide a snapshot of the correlations between variables they do not record the evolution of these relationships over time.



Longitudinal research may help us better understand how brand evangelism is impacted by service quality and brand trust identification as well as how the role of brand love changes throughout the customer journey. Thirdly future studies could examine additional potential moderators such as cultural values customer involvement or digital engagement even though this study focused on brand love as a moderating variable. A deeper comprehension of the dynamics of brand evangelism may be possible by gaining insight into the interactions between these components. In conclusion the utilization of self-reported data presents a risk of bias as participants might overstate their advocacy operations. To give a more complete picture of brand evangelism survey results could be supplemented with objective metrics like social media mentions or referrals.

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