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Understanding Brand Evangelism and the Dimensions Involved in a Consumer Becoming Brand Evangelist

Lina Anggarini
Universitas Gadjah Mada

Abstract: Smartphone market is rapidly changing and facing a highly competitive environment, constant product introductions along with hastily evolving technology and designs, assertive pricing, shorter product life cycles compare to other electronic products, and fast imitation. Thus, the players in smartphone industry need to invent a major breakthrough in their marketing strategy. A large corporation like Apple has its loyal consumers, those Apple loyalist are some of the most recognized product evangelists in the smartphone market, communicating their experiences with the products in a very enthusiastic ways. Apple as the pioneer of Brand Evangelism in 1984, the company relies on customers to communicate marketing messages to other potential customers. It can be an alternative marketing tool for organizations that want to achieve their sustainable competitiveness since brand evangelists will deliver their positive information, feeling, and ideas toward a specific brand to others voluntarily in order to influence consumption behaviour. This study set to be examined the brand evangelism and understand the what are the dimensions involved in a consumer becoming brand evangelist. The method used is based on the implementation of quantitative survey research design. The data used in this study were obtained by administering online questionnaires to 468 respondents who have used Apple iPhone for at least 6 months in Indonesia. The data analysis method used in this study is multiple regression analysis. The findings show that brand satisfaction, consumer-brand identification, brand salience, brand trust and opinion leadership have positive influence towards brand evangelism.

Keywords: Brand; brand evangelism; brand satisfaction; consumer-brand identification; brand salience; brand trust; opinion leadership; smartphone.

Introduction

Indonesia is the fourth biggest population in the world after China, India, and the United States (United Nations Department of Economic and Social Affairs, 2015). According to the result of national population census in 2010 the population of Indonesia had reach 237,

641, 376 people (Badan Pusat Statistik, 2017). In addition, with a large number of population makes Indonesia as one of the most "popular-pick" emerging market countries for investors (Bloomberg, 2016). Nowdays Indonesia tis a dynamic nation with the most consistent growth rates globally during the past decade, with the average GDP growth approximately 6% annually. It turns the Indonesia as 16th largest economy globally with GDP at USD 878 billion. Localization or acquisition strategies are used by Foreign companies, therefore; they have been able to capture the market successfully in Indonesia (Razdan, Das and Sohoni, 2013). Many foreign brands and retailers expand their business in Indonesia since GDP growth and population are considered as the market-related variables constituting Foreign Direct Investment (Nunnekamp, 2002). More than 50% of higher income household in Indonesia also prefer foreign brands (Deloitte Consumer Insight, 2015). Large population backed by high purchasing power turns Indonesia into a potential market and makes it be more compelling opportunity than other countries (BCG Perspectives, 2017).

Traditional rules of marketing are changing. It describes how traditional marketing and advertising tactics are declining in their effectiveness. Traditional mass marketing had a huge role in the past, but it becomes irrelevant in today's highly connected marketplace. Several campaign tactics continue to show their ineluctable decline response rates, one of them is mass advertising. It is in fact the fastest way to spend money; however generates low response rate in return (McConnell and Huba, 2003). Word-of-mouth is 10 times more powerful and effective compare to either print or television advertising in generating public' excitement for new technology products. Another study found that mass advertising is the least effective way for technology marketers to reach their target audience. There are 13% of consumers get information about technology products from advertising, 20% from websites, and 34% from word-of-mouth. Besides, 40% of the consumers said that referrals by colleague and family would generate their excitement and interest towards technology products and services (Euro RSCG, 2001).

Hence the attentiveness of consumer in making safe the decision to try the new item can be brought up more efficient with word of mouth than advertisements (Wollenberg and Thuong, 2014). The results of the empirical analysis conducted by Head (2013) implicate that a positive effect on operations system and market shares in many of the smartphone markets is coming from positive word of mouth, and Smartphone marketd are also one of the highest level of total advocacy, compared to other industries, there are many more spontaneous advocates praising the brand and fewer people spontaneously criticizing it (BCG Brand Advocacy Index, 2013). The extraordinary growth of global smartphone market in recent years, and the shipments of smartphones rising by 40% in 2013 has invigorated the companies to be more competitive as the main players in the market like Apple and Samsung need to be on best to live up the expectations as they have a set of a very high margin for themselves (The Economic Times India, 2015).

Significant rise has been noticed in the Asia-Pacific region, China's economy accelerated quickly in recent years and it brings roughly 500 million smartphones in the nation, followed by Japan (57 million) and Indonesia (52 million), India (167 million). It is indirectly set the standard for product adoption like smartphone and of course also plays a substansial role, with a population volume that demands respect. (The Hub, Smartphone Ownership, Usage and Penetration Worldwide 2015, 2016). The number of smartphone users in Indonesia are expected to grow from an estimated 52 million to 87 million in 2017. It is estimated that 61% of the total number of Indonesian smartphone users are below 30

years (Indonesia-investment.com, 2016). Innovative features set the iPhone apart from the competition in the wireless-phone market. The focal point of Apple product is heavily emphasizing on radical customer expectations and captivating designs to making its products different. Its differentiation is helpful in imaximizing brand loyalty and the Apple Brand name becomes outstanding in customers' minds (Johnson, Li, Phan, Singer and Trinh, 2012). Apple supported evangelism of its products, even employing a chief evangelist to spread awareness about Apple and spur demand. Successful evangelist spread enthusiasm about a company among consumers in turn convinced other people about the value of the product (Pride and Ferrell, 2016: 55).

An advance level of positive word-of-mouth communication is a widely known as definition of brand Evangelism. An unpaid spokesperson on behalf of the brand is called as an evangelist, his act will even come to "preaching" in as an effort to proselytize others to use the brand (Doss, 2013). It is dissimilar with word-of-mouth communication that is not always persuasive in nature, brand evangelism is subjected to announcing deliberately not simply the positive information but also ideas and feelings regarding a particular brand to others voluntarily and often vigorously, which predominantly aimed to influence consumption behavior. Brand satisfaction is found to be a significant variable of brand evangelism if only deloying consumer-brand identification as a mediator otherwise it does not have a direct effect. Consumer brand identification defined as the consumer's self-understanding perception of openness and identification with a brand. On the contrary, there are other attributes that leading to brand evangelism such as brand salience, consumer-brand identification, brand trust, and opinion leadership (Doss, 2013). The members that demonstrate high brand identification towards their brand community would contribute to brand evangelism (Becerra and Badrinarayanan, 2013), and the possible combination between of these components also make up to brand evangelism (Matzler, Pichler, and Hemetsberger, 2007).

Opinion leaders play an important role in determining a likelihood that the innovation will be adopted. They spread the most convincing word of mouth about product lines, specific brands, and new product categories which behoving them in creating favorable word of mouth (Lerud, Hjorth, and Söderstjerna, 2007). Becerra and Badrinarayanan (2013) suggested that brand trust and brand identification can be cultivated to build brand evangelism. The result reveals purchase intentions and positive referrals (tendency to commend the brand) are influenced by brand trust, meanwhile brand identification positively influences on brand referrals or they would have tendency to disfigure competitor brands. Altogether, these three components of brand evangelism: brand purchase, positive brand referrals, and adversarial of brand referrals have the power to influence brand trust and brand identification (Becerra and Badrinarayanan, 2013). On the other hand, there is a relationship between personality (extraversion and openness), consumer passion and evangelism. The findings show extraversion also conclusively influences brand evangelism, the more extravert consumers are more they have propensity to engage in brand evangelism.

Research Problem

There has been further attention from researchers and practitioners recently in exploring and explicating the drivers and intense factors of brand evangelism. Moreover, many marketers believe the sales will grow when more people who recommend a product or service to others. They have a powerful impact in deploying their brand-related experiences

in order to persuade others. A customer evangelist is not only purchasing and consuming the product regularly, she or he feels obligated to tell others to consume the brand and switch from competing or current brands (McConnell and Huba, 2003). However, according to Becerra and Badrinarayanan (2013) seemingly the number of this highly influential group of consumers are relatively small (Becerra and Badrinarayanan, 2013).

Furthermore, Gopika and Rajani (2016) mentioned in their recent study it is quite complicated to turn a customer into an evangelist. Some customers may either find it difficult to communicate with others or may be busy with their personal work especially for those customers who may switch between products before accepting a specific brand. It needs a great effort to influence every customer as the taste and preference may vary considerably. Besides, it could be also a challenge to brand evangelism if the product line changes frequently because, when product changes the interest of the customers may also change. A year-to-year revenue growth is the best indicator and could be an empirical evidence of the organizations to identify the number of their customer evangelists. By continuously gathering the input from evangelist would provide the marketers better understanding on what they like and dislike (McConnell and Huba, 2003). Based on the former studies about brand evangelism, there are many challenges faced by organizations to turn customers to brand evangelists especially for those concentrating in highly competitive smartphone industry.

Therefore, the researcher would like to discover what influence someone to be a brand evangelist. Even though there is an empirical study about the relationship between brand evangelism and consumer collectivism (Collins, Gläbe, Mizerski, and Murphy, 2015), the previous studies about brand evangelis were mostly conducted in individualistic countries such as United States and Austria (Matzler et al., 2007; Doss, 2013; Becerra and Badrinarayanan, 2013; Doss and Carstens, 2014). Since the research conducted in Indonesia, and it is collectivist society there probably be a distance and difference in understanding the dimensions leading into brand evangelism in the different culture's consumer base. Indonesian societies are very collectivist which means that they tend to place a higher importance on the group conformity than on the individual. Additionally, consumers in collectivistic societies may have different perception and understandings about brands compared to individualistic-based societies. The cultural dimensions are very important to indicate the different dimensions among consumer, how buyers consider new technology and marketing communications, consumers' dependence on brands are different between collectivistic and individualistic society (Mooij and Hofstede, 2002).

Research Question

The following research questions are raised based on the research problem above:

1. Does brand satisfaction has positive influence towards brand evangelism?
2. Does consumer-brand identification has positive influence towards brand evangelism?
3. Does brand salience has positive influence towards brand evangelism?
4. Does brand trust has positive influence towards brand evangelism?
5. Does opinion leadership has positive influence towards brand evangelism?

Research Scope

This research is taken place in Indonesia, and the focus of this research is to explore smartphone market in Indonesia. In addition, it is also common for Indonesian people to have their own smartphone in their daily life. The respondents are required to be the owner and user of the specified smartphone brand within the past 6 months.

Literature Review

Brand

The definition of a brand is defined by Kotler and Keller (2012: 265) as a combination of a name, symbol, term, sign, or design, or a combination some of them or could be also only one of them. It is useful as an identification of the goods or services from one seller or group of sellers and to distingusih them from competitors (. Brand is one of the most essential intangible assets or liability in any industry. It is universally acknowledeged that lucrative brands have crucial economic value for the companies and are important corporate assets (Madden, Fehle, and Fournier, 2006). Constructing strong brand perception is uppermost for successful firms. Promoting value, image, prestige or lifestyle through their branding efforts help many organizations to attract and maintain customers for repeating their purchase (Rooney, 1995). Marketing and management theorists argue that building a strong brand is crucial to be successful in a market where new brands emerge on a daily basis. According to Aaker (1996:87) one of the important elements in brand-building is creating a strong brand identity and communicating this identity in a well-defined manner. Apple has become proficient this idea, during its new product launched the consumers' line up to buy them (Apple Watch, iPad, iPhone) even before all information about the products have been formally released to the public. Apple has developed a brand where consumers put their trust that the products produced by the company will be the highest quality and worth every penny. In the present competition, Apple is able to easily convince consumers that they have a need for Apple's product; consumers assure that Apple knows them enough to suggest good products. For Apple and many other brands, trust grants to consumers' loyalty and desire to return for future purchases (Wasserman, 2015).

Brand Evangelism

The Greek word *euangelos* is the root of the word that people have known today as "evangelist", it means purveyor of good news (Meiners, Schwarting, and Seeberger, 2010). It is concerning to the occurance of events written in the holy book or gospels, and the act of announcing those events publicly. The purpose of evangelism is to perpetuate the knowledge about divinity (Strong, 2010). Evangelism became a business buzzword during the internet boom of the late 1990s (Harvard Business Review, 2015). Besides, being used in religious context, the word evangelism is also used in marketing concept. It is a relatively new concept that creates an aim and brand experience that encourage consumers to become committed to a company and communicate their passion with others around them (Arkonsuo, Kaljund, and Leppiman, 2014). Brand evangelism is the vigorous behavioral and including core support actions for a brand such as regularly purchasing the brand, convincing non-users about a brand by trivializing competitor brands, and the most prominent act is dispersing positive brand referrals (Becerra and Badrinarayanan, 2013).

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 circumtances fall under word-of-mouth advertising; however, with a strong preserverance to the brand.

In addition, Matzler et.al. (2007) explain that the necessity feeling to share emotions with others would be experienced by consumers who have done some evangelize activities since they are proud and passionate about their brand. There are three main requirements for successful recruitment of customer become brand evangelist that companies have to take into account. Firstly, the corporation should have a compulsaory need to create a good quality and successful product, because only well-established products would have positive and unusual features. Second, developing adnvance program for altering customer to be a brand evangelists.Third, creating an open corporate and marketing communications as well as involving customers into the marketing program to obtain their trust. What companies should strive for is to be a strong yet excellent brand, one that establishes not only an emotional relationship with consumers will build but they also form a brand community (Schüller, 2008). Hance, it generates long-term positive recommendation (Bone, 1995; Röthlingshöfer, 2006; Schüller, 2008; Zunke, 2008).

Brand Satisfaction

Both cognitive and emotional modules are incorporating the definition of satisfaction. Many earlier researchs have found that satisfaction is enduced by the value observed and quality which is emerged based on their expectancy (Selnes, 1993).

Nam, Ekinci, and Whyatt (2011) described brand satisfaction as an assessment of personal consumption experience with direct encounter with the roduct, based on the disagreement between previous expectation and the ability to perform actual function perceived after the utilization (Kuenzel and Halliday, 2008). Given that this cumulative construct integrates previous experiences, the construct of accumulative satisfaction will structure customer attitude (Westbrook and Oliver, 1991) and the core principal of satisfaction is fulfillment (Bhattacharya and Sen, 2003; Kuenzel and Halliday, 2008).

Consumer-Brand Identification

Our comprehension of how, why, and when brands help consumers express their selfhood is fundamental to understand the concept of consumer-brand identification (Sauer,

Ratneshwar, and Sen, 2012). Schillewaert, 2010; Chernev, Hamilton, and Gal, 2011). Consumers' psychological connection to a brand based on considerable gap between their perceptions of themselves and their perceptions regarding the company would formed upon consumer-brand identification (Du, Bhattacharya, and Sen, 2007). Lam Ahearne, Hu, and Schillewaert (2010) took an approach of CBI by defining the way customer's perceiving and valuing his or her belongingness with a brand in their psychological state. It is also considered as consumer's personal defined perception of unification and identification with a brand (Bhattacharya and Sen, 2003; Kuenzel and Halliday, 2008). Research has shown that consumers do not buy products merely because of their utilitarian benefits, but they intentionally choose products for their associative meanings with the consumers (Belk, 1988). Based on need drivers the identification with a brand is related to the scope on how a person perceives the brand to have a personality that is resembling to his or her own (i.e., brand-self similarity), such as unique or prestigious. It shows that individuals are plausible to find brands that can actually fulfill their self-definitional needs, eligible and worthy of identification (Sauer et al., 2012).

Brand Salience

Brand salience is an inclination of the brand to occupy buyers' or 'stand out' from in their memory in every buying situation (Romaniuk and Sharp, 2004). It has also been understood as high frequency of brand activation in our memory (Alba and Chattopadhyay, 1986). The accessibility or 'prominence' of the brand in buyer memory is the most popular conceptualization of brand salience (Ajzen and Fishbein, 1980; Alba and Chattopadhyay, 1986; Fazio, 1990). The definition of prominence can be understood in two ways. First, it is prominence in a way become the most frequent brand retrieved in working memory for example, an Elvis Presley's song is played on the radio, and then both the singer and the title of the song will be easier to recall. Seconfly, is the accessibility of long-term memory, in mostcase, Elvis has more chance for being recalled than for instance, Marvin Gaye (Romaniuk and Sharp, 2004). Brand salience will favourably impact on that brand being picked-up by the customer from the several options on various situations, (Macdonald and Sharp, 2000).

Sauer et al (2012) said brand salience has quantity and quality association with share of mind instead of brand differentiation (Romaniuk and Sharp, 2004). The brand will be available for further recall when a consumer recalled a brand name since it has been highlighted in the memory (Vieceli and Shaw, 2010). As a result, creative and an ear-catching jingles that cannot get out of consumers' heads may anchorage the salience to the degree that recall of other brands is maintanable (Alba and Chattopadhyay, 1986). Public relations, sponsoships, and other types of promotion can build brand salience effectively (Miller and Berry, 1998; Ehrenberg, Barnard, Kennedy, and Bloom, 2002).

Brand Trust

Lau and Lee (1999) viewed brand trust as the willingness to own dependency on the brand and Chaudhuri and Holbrook (2001) found brand trust as consumer's predosposition to rely on the ability of the brand to perform its promisable function. To establish a relationship with a particular brand, trust is essential, the absence of trust cause the failure in the process of consumer's forming a commitment to a brand. A trust would make them

have higher willingness to remain loyal and have more assurance to pay a premium price as well as buying its product's extensions. Additionally, a consumer who has trust in a brand is also whole-heartedly willing to share some information about his or her tastes, preferences and behavior (Chaudhuri and Holbrook, 2001).

According to Sung and Kim (2010) brand trust is consisted of two different components that nonetheless have an effect on the loyalty: trustworthiness and expertise. Trustworthiness is about "consumer's confidence in the brand quality performance", while experts refer to the what extent a brand is perceived to be skillful and knowledgeable. When the consumer builds trust on a brand or an organization, they create in their minds a certain positive feeling that is associated to the positive emotions might have about that specific brand. Simultaneously, Doney and Cannon (1997) pointed out that trust is represented by a goodwill of the firm to prioritize customers based on shared goals and values. For that reasons, trust can be associated with reliability, safety, and honesty.

Opinion Leadership

Opinion leadership refers to which level an individual able to influence other individuals' attitudes informally in a desired way with comparative frequency (Rogers, 2003: 27), moreover opinion leaders are individuals whom other seek for guidance, advice, and information (Rogers, 1962:9). Opinion leaders are not necessarily innovators in the diffusion process. They are considered as evaluators whose judgments are reliable and trusted by their followers (Coleman, Katz, and Menzel, 1966; Becker, 1970; Greer, 1988; Soumerai et al., 1998). The opinions of opinion leaders are considered more trustworthy than those delivered by the marketers of a products as they are not representing any commercial interests (Rogers, 2003: 30).

In high involvement product the phenomenon of opinion leadership can be easier to identify. Opinion leaders usually involve in new product introduction, the characteristics of their influence are informal, verbal, and interpersonal. They collect, use, and disperse information to create knowledge base for those "lack of information" consumers by this it also means of information exchange and transfer mechanism (Chakrabarti, 2013). Individuals who act as opinion leaders give advice and direction in order to influence others' behavior within area of their experties or in specific fields (Flynn, Goldsmith, and Eastman, 1996). Flynn et al. (1996) also suggest that opinion leadership has strong positive correlation with how knowledge is being perceived. There are two main criteria for someone to be categorized as opinion leadershis: he has expertise in particular field or knowledgeable, and has connectedness with his social setting (Wuyts, Stefan, Marnik, Els, and Rik, 2010).

METHODS

Hypotheses

This study aims to examine the phenomena of brand evangelism and the dimensions that are involved in a consumer becoming brand evangelist among iPhone users in Indonesia. The following hypotheses were proposed:

H1: Brand satisfaction has positive influence towards brand evangelism

H2: Consumer-brand identification has positive influence towards brand evangelism.

H3: Brand salience has positive influence towards the brand evangelism.

H4: Brand trust has positive influence towards brand evangelism.

H5: Opinion leadership has positive influence towards brand evangelism.

Research Strategy

This research is conducted by using quantitative approach with the online survey distributions. Survey method is a procedure for collecting substansial amounts of data by using question-and-answer arrangement (Hair, Celsi, Oritinau and Bush, 2013: 109). Survey method also has the ability to produce a quantifiable and reliable data that are generalizable to huge population. It provides an advanced statistical analysis and concepts as well as relationships that are not directly measurable. Therefore, survey method is useful to identify small differences in large sample sizes (Weinreich, 2006). In this research, the main phenomenon of brand evangelism is associated with several variables that have been mentioned before; brand satisfaction, consumer-brand identification, brand salience, brand trust, and opinion leadership (Doss, 2013).

Sampling Method

This research deploys non-probability with purposive sampling technique. Non-probability sampling is the process of selecting samples where the probability of each sample unit could not be determined (Hair et al., 2006: 128). In nonprobability sampling designs, every element in the population does not has the similar opportunity to be selected as a sample. Hence, findings of the research might not confidently represent the whole population.

Meanwhile, purposive sampling is applied in order to gather information from specific target groups that are chosen based on some characteristics. The main goal is to focus on particular characteristics of a population that become the interest of this study, which will best enable to address the research questions. The respondents are being choosen not in the basic of random or strata despite that are based on consideration of some certain criteria. Apple products is always discussed in many marketing journals and has been used by practitioner as example of products that having loyal and passionate consumers who are best-fitted with the definition of brand evangelists (Brown, 2004). Apple is the pioneer of evangelism marketing in 1984. It has been receiving the benefits of such consumers, referred to as brand evangelists who openly and continously share their experiences and excitement around each Apple encounter (Machado and Cant, 2014).

Sample Unit

The respondents of this research are the owners of Apple iPhone (iPhone 5s, iPhone 5, iPhone SE, iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone 7, iPhone 7 Plus)

within the past 6 months. Characteristics such as gender, age, income, and occupation are disregarded. There are no limits in age, gender, income, or occupation to be the respondents of this research. Males and females from 17 – 65 years old could be the respondents of this study and fill in the questionnaire of this research if they currently have Apple iPhone for at least 6 months.

Sample Size

In accordance to Roscoe (1975), the most appropriate sample size for scientific research is between 30 and 500. The number of items in the questionnaire is 32 times 10. Therefore, 320 respondents are given the research questionnaires.

Data Collection Method

This research uses both primary and secondary data to provide useful information regarding to the research. Primary data is the first hand information retrieved by the researcher on the variables of research interest for the specific purpose of the study while secondary data derive from existing sources (Sekaran and Bougie, 2010: 180). In terms of primary data, the information is being collected from the first-hand by the researcher in the purpose to analyze and to find the solutions of the research problems by administering online questionnaires to respondents and the answers are being test through SPSS software. Meanwhile, the secondary data are obtained from existing sources such as books, journals, articles, online publications, and statistics.

The research instruments will be in the form of closed-ended questionnaire. A closed question given asks the respondents in order to make choices among a set of alternatives given by the researcher. These respondents answer the provided questions by choosing one among other options that is suitable to them. Closed questions make the respondent quicker and easier to choose among the several alternatives before them. It is favorable for both respondent and researcher to safe more time. The closed questions will be measured using Likert scale.

Since the research takes place in Indonesia while the measurement items were originally in English, a translation of the questionnaire is obligatory. Translation has the main goal to prepare a survey in a different language that enable for the intended meaning of the original questions to come across. However, this could lead to some human error as what Hunt and Bhopal (2004) already argued. Most of the time when Englis data instruments are translated into other languages; there will be errors are because of lacking translation procedures, improper content, insensibility of items, and a poor knowledge about cultural norms of the researcher. Wherefore, the translation process should be done carefully to make sure there is no difference between the original version and translated version of the measurement items.

Test of Validity

Validity is implemented to examine how well the instrument could assess the particular concept it is wanted to measure. Specifically, validity testing is crucial as an foundational step before testing the structural because it is concerned to assess the right concept, reliability, and consistency of measurement (Sekaran and Bougie, 2010). In CFA method, the criteria used is the value of factor loading, it is said to be valid when it is greater than 0.50 (Hair et al., 2006: 580).

Test of Reliability

The measurement of reliability is a useful test to indicate the stability and consistency of the instrument measures and helps as the assessment of the goodness of a measure. Coefficient alpha is a standard for reliability measurement and frequently used as an underestimate of reliability if the measure contains a small number various items (Osburn, 2000).

Data Analysis Method

The multiple regression analysis is being used because it is flexible method of data analysis, the degree, the character, and the relationship between the independent variables and the dependent variable can be assessed objectively by calculating a means (Sekaran and Bougie, 2010: 350). All the data in this study was analyzed with SPSS 22.0 for Windows.

Data Analysis

The methods used for data analysis in this study were explanatory and inferential method multiple linear regression. Inferential data analysis was conducted for testing the hypothesis. This chapter also contained the validity and reliability test. Online questionnaires were distributed in May 2017 to Apple communities in KasKus and several relevant Facebook groups, such as iPhone INDONESIA, id-iPhone, Forum iPhone INDONESIA, iPhone Indonesia Community and Apple Indonesia Club and also through twitter (@makemac, the biggest Apple tips, tutorials, reviews and news site in Indonesia). Additionally, the link of the questionnaire also distributed via personal real-time chatting applications (WhatsApp and LINE) and social media (Facebook and Twitter). Among 497 received responses, there were 468 valid responses (94.5%) from 31 provinces in Indonesia. Therefore, there are 94.5% responses that could be processed further. In other words, there were 29 unvalid responses (5.8%) that also not fulfilled the criteria. Based on the type of iPhone used by the repondents iPhone 5s was the most used type of iPhone with 129 users (27.6%), followed by iPhone 5 with 79 users (16.9%), iPhone 6 with 71 users (15.2%), and iPhone 6s with 60 users (12.8%), iPhone 7 Plus consisted of 32 users (6.8%), iPhone 7 consisted of 31 users (6.6%), iPhone 6s Plus consisted of 27 users (5.8%), iPhone SE consisted of 20 users (4.3%), iPhone 6 Plus consisted of 19 users (4.1%%).

The Result of Validity and Reliability Test

Accordingg to the *Confirmatory Factor Analysis* result can be concluded that all the items in this research were valid as they are greater than 0.50. According to Hair *et al.* (2006), the factor loading criteria should be more than 0.50 in order to be said as valid. Besides testing the validity of the items, reliability test of all items should be performed. The most widely used type to test the reliability of variables is by using cronbach's coefficient alpha.

According to Sekaran and Bougie (2010). The value of Cronbach's alpha that greater than 0.80 is considered good. All the variables in this study are said to be acceptable as they are greater than 0.8. Thus, the reliability of the questionnaire items is convincing. Apart from the Cronbach's alpha, *Corrected Item-Total Correlation* is another indicator to determine reliability. The lowest *Corrected Item-Total Correlation* recorded in the reliability test was 0.510. Thus, it can be concluded that all variables in this research are reliable and worth to be used for collecting data.

The minimum value of measurement items in this survey is 1.00, while the maximum value is 5.00. The higher the value, the higher the tendency of respondents to agree with the statements addressed in the questionnaire. Among 468 respondents, the minimum value of all measurement items is 1.00 and the maximum value of 5.00. The mean values are greater than 3, which implies that the respondents agree with the statements provided by the researchers. Strong agreement can be seen from brand salience variable with the mean value of 4.580.

Findings

Analysis of Regression

The technique of multiple linear regression analysis is used in this study to measure 5 dependent variables on a dependent variable. There were 5 hypotheses (H1, H2, H3, H4 and H5) to be further analyzed in this research. Brand evangelism (BE) is the dependent variable, while brand satisfaction (BST), consumer-brand identification (CBI), brand salience (BSL), brand trust (BT) and opinion leadership (OL) act as independent variables. Based on the result, this statistical output revealed that the adjusted $R^2 = 0.681$. It implies that 68.1% variation explained by those independent variables that affect the dependent variable. Furthermore, the F-test stated that 73.445% variations of independent variable simultaneously explain the dependent variable on this research.

The first hypothesis in this research proposes that: "*Brand satisfaction has positive influence towards brand evangelism*". The regression coefficient (**β**) of brand satisfaction (BST) was 0.087 with the value of t statistic for 2.146. Under 95% level of significance, an independent variable is said to be significant if the significance level is lower than 0.05. With 0.032 leve of significancy, brand satisfaction (BST) is a significant indicator of the dependent variable (0.032 < 0.05). Thus, H1 is supported. The direction of expected influence between brand satisfaction (BST) and brand evangelism (BE) is positive or symmetric, in other words it can be concluded that brand satisfaction has positive influence towards brand evangelism.

The second hypothesis in this research proposes that: "*Consumer-brand identification has positive influence towards brand evangelism*". The regression coefficient (**β**) of consumer-brand identification (CBI) was 0.098 with the value of t statistic for 2.287. Under 95% level of significance, an independent variable is said to be significant if the significance level is lower than 0.05. With significance level of 0.023, consumer-brand identification (CBI) is a significant indicator of the dependent variable (0.023 < 0.05). Thus, H2 is supported. The direction of expected relationship between consumer-brand identification (CBI) and brand evangelism (BE) is positive or symmetric, so it can be concluded that brand satisfaction has positive influence towards brand evangelism.

The third hypothesis in this research proposes that: "*Brand salience has positive influence towards brand evangelism*". The regression coefficient (**β**) of brand salience (BSL) was 0.109 with the value of t statistic for 2.596. Under 95% level of significance, an independent variable is said to be significant if the significance level is lower than 0.05. With significance level of 0.000, brand salience (BSL) is a significant indicator of the dependent variable (0.010 < 0.05). Thus, H3 is supported. The direction of expected influence between brand salience (BSL) and brand evangelism (BE) is positive or symmetric, so it can be concluded that brand salience has positive influence towards brand evangelism.

The fourth hypothesis in this research proposes that: "*Brand trust has positive influence towards brand evangelism*". The regression coefficient (**β**) of brand trust (BT) was 0.268 with the value of t statistic for 5.956. Under 95% level of significance, an independent variable is said to be significant if the significance level is lower than 0.05. With significance level of 0.00, brand trust (BT) is a significant indicator of the dependent variable (0.000 < 0.05). Thus, H4 is supported. The direction of expected influence between brand trust (BT) and brand evangelism (BE) is positive or symmetric, so it can be concluded that brand has positive influence towards brand evangelism.

The fifth hypothesis in this research proposes that: "*Opinion leadership has positive influence towards brand evangelism*". The regression coefficient (**β**) of opinion leadershiop (OL) was 0.261 with the value of t statistic for 5.901. Under 95% level of significance, an independent variable is said to be significant if the level of significancy is lower than 0.05. With significance level of 0.000, opinion leadership is a significant indicator of the dependent variable (0.000 < 0.05). Thus, H5 is supported. The direction of expected influence between opinion leadership (OL) and brand evangelism (BE) is positive or symmetric, so it can be concluded Opinion leadership has positive influence towards brand evangelism.

Discussion

Hypothesis 1 (H1)

Based on the regression analysis result in this research, the first hypothesis proposed that brand satisfaction has positive influence towards brand evangelism is being supported. It is in line with the result of the original work of Doss (2013) hypothesized that stronger brand satisfaction leads to stronger brand evangelism. Therefore, the result of this reserach is consistent with what Doss (2013) found. Both results showed a has positive influence towards brand satisfaction and brand evangelism although Doss (2013) found brand satisfaction insignificant. Compared to other independent variables, brand satisfaction is the weakest significant predictor among all (βBST = 0.897).

On the other hand, this finding is also supported by Swan and Oliver (1989) who stated that feelings of satisfaction increased positive and word-of-mouth and recommendations for the product that is persuasive in nature, as well as for the salesperson and the dealership. Brown et. al (2005) also suggested that brand satisfaction influences positive word-of-mouth communication. Furthermore, satisfaction was said to be a powerful indicator of the root of brand evangelism, positive word-of-mouth communication. Satisfied consumers would be particpated in positive word-of-mouth (De Matos and Rossi, 2008). The construct of cumulative satisfaction have a contructive component from customer attitude (Westbrook and Oliver 1991). Satisfaction stimulates condumers for repeating the purchases and favorable word-of-mouth (Rogerson, 1983). In general, the respondents are fairly satisfied with the aspects of Apple iPhone based on the mean value

of the variable. Nevertheless, low values in the price aspect (BST 7) brought the average of the brand satisfaction down. As the respondents were mostly youngster (students), they considered Apple iPhone price dissatisfying because it's too expensive.

Hypothesis 2 (H2)

The findings in this study are consistent with the original work of Doss (2013) and Becerra and Badrinarayanan (2013) who found that the tendency of being brand evangelists is influenced by the identification between consumers and a particular brand. Consumers perceive oneness with a brand, the purchase and consumption of the brands allow consumers to articulate their identities; a as a result, brands can be the representation of consumers' identities (Batra, Ahuvia, and Bagozzi, 2012; Becerra and Badrinarayanan, 2013). The positive influence between consumer-brand identification and brand evangelism matched the conceptualization of brand evangelism proposed by Scarpi (2010). An iPhone user who has a strong identification with Apple associates himself with the brand. Therefore, when someone criticizes Apple iPhone, he will take it as a personal insult. Similarly, a compliment adressed to Apple iPhone will be accepted as a compliment for him. In other words, those who have emotional and psychological attachment with Apple iPhone tend to be perfect voluntary salespeople of Apple iPhone who will convince as many as possible people out there about Apple iPhone and defend the brand when other try to denounce the brand. This findings also supported by Fisher and Wakefield (1998) who said that an intense identification a consumer with brand or product will led to positive consumer behaviors.

Hypothesis 3 (H3)

Another supported hypothesis showed that brand salience has positive influence towards brand evangelism. This finding is suitable with the previous research conducted by Doss (2013). In order to be successfully evangelized, a brand must have a strong recognition, familiarity, positive attributes, aftersales assurance, advertisement recall and loyalty. Those antecedents of brand salience are necessary to create brand evangelists. The highest mean value is brand salience (4.58) among other independent variables, it can be concluded that Apple has successfully fulfill the requirements to be regarded as a salient brand.

Based on the result of this reaserch, it is also found that from this variable (brand salience) we can conclude that Apple iPhone users has cognitive expertise towards to brand (product knowledge) as its salience increases with experience and also the duration of using the products, as the outcomes consumers have abilities to make finer, more reliable judgements among products (Oakenfull and McCarthy, 2010). Building a salient brand is not only about top-of-mind awareness, but also enhancing the tendency of customers to give greater contribution to the brand. However, acquiring brand salience requires a lot of resources such as intensive marketing campaign to make the brand well-established in consumers' mind. Brand salience influences brand evangelism positively in a way that a salient brand interferes customers so that they have the brand in unrelated sequences of events.

Hypothesis 4 (H4)

The fourth hypothesis proposing the positive influence between brand trust and brand evangelism is also supported. Several researchers previously agreed that brand trust is a significant indicator of brand evangelism. The original model of this research (Doss, 2013) and Becerra and Badrinarayanan (2013) also discovered positive impacts of brand trust on brand evangelism, which represents an exceptional behavior to support the brand. Beccera

and Badrinarayanan (2013) explained that brand evangelism comes in several ways such as positive brand referrals, brand purchase willingness and disadmire other brands. This hypothesis also supported by McKinney and Benson (2013), consumers who have high degree of brand trust support innovation within the brand using their ideas and help address negative concerns about the brand raised by spreading counter-information and generally mediating for the brand, all of their own pretension, not at the brand deliberate action. In order to increase the probability of being evangelized by its fanatic consumers, it is compulsory for a brand to have trustworthiness.

The trustworthiness of a brand is measured from its honesty, safety, and reliability. Statistically the output suggested that Apple iPhone users who has high score on brand trust are most likely to have higher motivation to purchase and engage in activities that advantageous the brand by being loyal buyers and voluntarily salespeople (McConnell and Huba, 2003). If the brand is denounced by its competitors, these consumers will act as troops who will be on the first line to protect the brand by disseminating the goodness of the brand yet proving the disapprobation is wrong. It is proven that brand trust is an impreative indicator brand evangelism as the regression coefficient of opinion leadership is the highest among all ($\beta OL = 0.268$). Thus, based on the findings, the most important and fundamental requirement to create brand evangelist is brand trust.

Hypothesis 5 (H5)

The fifth supported hypothesis was opinion leadership has positive influence towards brand evangelism. Opinion leadership was the only variable that comes from the individual in a way that brand satisfaction, consumer-brand identification, brand salience, and brand trust were measured using evaluation that involves the brand. Meanwhile, opinion leadership was purely evaluated based on how an individual perceive himself whether he is influential, he or she is tend to be a leader or regarded as a member of a reference group. These people are product enthusiasts and it is crucial to consider that they are well-informed about the products and its product category.

This research and the original work by Doss (2013) had drawn a similar finding. Therefore, it is also proven that opinion leadership is an impreative indicator of brand evangelism as the regression coefficient of opinion leadership is the second highest ($\beta OL = 0.261$) after brand trust. In other words, the viewpoint of a true brand evangelist is highly valued by others and is equipped with an excellent product knowledge on a brand's product range. The finding in this study explained the importance about opinion leaders as customer evangelists. Through their advice and direction that are given to others, opinion leaders will influence people's behavior (Flynn et al., 1996). Therefore, one of the most important type of customers that companies should maintain and recruit is opinion leaders because they informally influence not only attitudes but also behaviors of others through product-related conversation or in marketing context is known as word-of-mouth communication (Stern and Gould, 1988).

Conclusion

This research aims to understand the dimensions involved in consumer- becoming brand evangelist, which consists of brand satisfaction, consumer brand identification, brand salience, brand trust, opinion leadership among Apple iPhone users in Indonesia. it can be

concluded that brand evangelism does not stand alone, but is made of 5 distinct independent variables.

First, brand satisfaction which was measured by listing some aspects of smartphone and asking respondents to mark their satisfaction towards the design, safety, fitur, speed, durability, overall product's quality and the price of the product. Based on those items, it was proven that brand satisfaction to be a significant indicator of brand evangelism, and has positive influence towards brand evangelism. However, it was the least convincing construct to take into account after the other independent variables. Second, consumer-brand identification is proven has positive influence towards brand evangelism. Both consumer-brand identification and brand evangelism move to the same direction due to the positive regression coefficient. Customers who feel emotionally attached, share the same values, and could identify the brand with themeselve tend to influence others to consume the brand they used.

Third, brand salience is proven to have a supportive influence towards brand evangelism. A familiar and widely recognized brand has a higher probability to be evangelized than an unfamiliar brand. Brand salience is able to explain brand evangelism phenomenon using the measurement items used in the questionnaire. Fourth, brand trust has approved to have positive influence on brand evangelism and it was also the strongest indicator of brand evangelism among other variables. The intensification of brand trust makes the brand evangelism stronger. Brand trust is the most fundamental and important assets for a company who aiming to create brand evangelist. Customers who perceive a brand as having trustworthiness, reliability, honesty, and safety are more likely to spread the good news about the brand and convince as many as possible about the brand. They address negative concerns about the brand raised by spreading counter-information and generally mediating for the brand, and always tried to tackle the negative issues raised by competing brand users.

Lastly, opinion leadership was the second strongest indicator of brand evangelism after brand trust. Opinion leadership has positive influence towards brand evangelism. Opinion leaders naturally influence others by giving directions and suggestions. Thus, they are one of most important asset after building trust for a company that intend to create brand evangelists. The influence, leadership, and function in the society as reference contribute to the adequate impact of opinion leadership on brand evangelism.

Limitation

This research is limited to Apple iPhone users, this research findings are unablet be applied for different brand or product category. Regardless of the filtering questions, the researcher could not control the validity of respondents as the questionnaire is being distributed through online platform. The intended meaning of questionnaire between the original version and the translated one may be subject to slight deviation. The research object is only focused on iPhone (smartphone). Thus, the result of this research can not really be generalized in other industries.

Implication

The findings of this study can be used by academicians to enrich their knowledge on this rarely-explored concept. The model used in this study wil be more useful if it is modified or combined with other models to establish an eminent framework to explain brand evangelism. Brand evangelism itself is a relatively new concept that has not been widely implemented by many companies in the world yet. However, brand evangelism might be

the future of conventional marketing several years from now. Developing excellent marketing strategies involves many resources such as money and personnel. Marketing managers can use the concept of brand evangelism to contrive their marketing troops while maintaining minimum costs. The key to successful forming of cadres is to aim the right target. The result reveals that brand trust is the most important dimension of brand evangelism. Thus, marketing managers have to build brand trust in order to encourage the customer to outspread the good and positive word about the brand. A brand evangelist can play both the defensive and offensive marketing strategy simultaneously. Defensive marketing strategy is used when the brand is attacked by competitors or criticized in the media. Whereas offensive marketing strategy is effectively exercised to influence the consumption behavior of non-customer. In addition, managers can set up priorities to which they need to address first to create brand evangelist.

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