A Study On The Effects And Benefits Of Brand Advocacy: Transforming Customers Into Brand Advocates

Rashmika Krishnani[1]

[1]Symbiosis Centre for Management and Human Resource Development, SCMHRD, SIU, Symbiosis International (Deemed University), SIU, Hinjewadi, Pune, Maharashtra, India
Email:[1]rashmika_krishnani@scmhrd.edu

ABSTRACT

The purpose of this research is to understand the concept of brand advocacy and investigate ways in which customers can be transformed into Brand Advocates. This is an exploratory study in which an online questionnaire survey is used for Data Collection. The results are analyzed to find out methods for cultivating and nurturing brand advocates. Findings indicate that brand advocates are crucial to an organization. The different ways of cultivating brand advocates are identified based on customer surveys. This research has special implications for organizations that are looking forward to making customers act as advocates for their brand and are finding ways to achieve that. The study provides further insight into the application of brand advocacy theory by analyzing customer's perceptions. Methods of converting customers into brand advocates are enumerated.

Introduction

Today brands are working towards developing a long haul relation with their customers and also are working simultaneously for attaining their goals. The consumers constantly seek for the particular brand that would match best with their personality and also suit them at the same time. To provide the consumer with the products that they desire, the brands are working towards understanding the desires of the consumers and providing them with the product which they would resonate with their personality. This allows the organizations to create and form a strong bonded connection and hence create a long-haul relation with the customers. With varied options available in the market, it is of much importance for the company or the brand to create a good and positive image of the company or the brands in the mind of the customer so that the customers can get a chance to advocate the brand and the product. Customers' or the consumers' positive mentality towards the given company or the product and their recommendations of the given product to the other customers after having an experience with the brand is termed as Brand Advocacy [1].

Brand Advocacy leads towards brand promotion in terms of the quality and the traits. This helps the brand in developing a purchase intention by influencing their attitudes towards buying a product from that particular brand. Brand Advocacy can be achieved by developing strong relationships with the customers and earning their trust by being transparent to them [2] .Consumers while advocating a brand checks if the brand communicates the characters which reflect their own traits. When the consumers locate the specific brand, which coordinates his character and at the same time also makes him as if the brand exemplifies what their identity is, the solid association is shaped, positive perceptions are created lastly those positive assessments are transferred from one person to another. [3]

Brand love can be communicated as the love a human has for a particular brand. Brand Love can also be understood as the attraction a particular customer or the consumer has for the brand that he feels resonates with his personality the most. Brand Love isn't just about purchasing a brand's item in a repetitive fashion but it also about additionally having constructive feedback about it which can be depicted as far as how much an individual loves the brands he likes. At the point when personality characteristics are used to describe an individual and are also used to associate it along with the brand, solid relationships are framed among the organization and its customers [4]. Another parameter which is equally important is to have enthusiastic bonds among brand and customer so as to grow profound love for the brands. It not only helps in creating a loyal customer base but also helps in developing long term meaningful customer relationships.

Brand Love can also be in the form of the loyalty of a customer towards the product's brand. While taking a decision as to whether stick with the same brand or whether to switch to the other brand is related with the emotional bond of the customers based on the past experience with the brand, the level of satisfaction with the particular brand and the loyalty towards it [5].Along with this, the different brands impart a sense of individuality and a sense of identification by letting one display the characteristics and also create a perception that strives to be a major responsibility for the customer to have the purchase with the brand quite frequent and repetitive. [6] This becomes the particular reason for which, it is important to identify the parameters and the impact of them on the customer to turn them into brand advocates. Brand/Customer service, Brand Salience, Brand Trust, and long haul brand commitment, are the parameters which were identified and the impact of all these in transforming a customer into a Brand Advocate is studied. The relationship between these parameters is also studied. Also, the moderating role of Brand Love is checked between the different dependent and independent variables.

Today organizations need to centre on clients more often and reliably than they center around commercials and advancements on account of serious market. This examination will help the brands to concentrate on what really a purchaser needs and why making advocates is fundamental. Nonetheless, duty with a brand isn't generally fundamental as clients all the more frequently look for assortment and want to attempt more up to date brands.

Literature Review

The brand promotion as a great tool to quicken reception and acknowledgment of a particular brand or an organization from customers. Brand Advocacy is a result of positive word of mouth spread by the advocates. Brand ambassadors are those people who spread positive word of mouth or constructive messages about a brand. These workers are significant brand advocates for their brands [8]. [9] Wallace states that brand advocacy is not just about spreading positive word of mouth about a brand but is also related to going to the stage where one defends the brand against its naysayers[10]. Hence, he concludes that brand advocacy is much more influential behavior than just word of mouth.

Conceptualizing the Brand Advocacy

Peer to peer brand communication is the most important information about a brand that the consumers could get. Since that point, market researchers became additionally more convinced of the importance of this sort of knowledge exchange on the firm's performance, notably in consumers' declining reliance on firm-initiated communications for brand information [7]. For organizations utilizing market-oriented methods, the creation of a healthy group of brand advocates is a necessary goal that needs to be achieved for sustained market performance [9]. Brand advocates show fierce loyalty to the organization, which not only creates a loyal fan base who will make sure the firms' long-run stability [4] but also encourages new customers to experience the brand. The ultimate test of an organization's customer relation lies in the customer base which is built up as a result of effective customer relationship management [11].

Brand Advocacy implies that individuals who love your brand will keep on supporting your organization and advance your administrations or items to new clients naturally. In this manner, the growth of your brand becomes obvious to bigger crowds without spending on publicizing or other conventional promoting activities. Other showcasing endeavors like paid publicizing can support your organization's image too, yet it very well may be viewed as a commendation to your promotion endeavors. Concentrating on brand procedures can help set aside your organization's publicizing funds. It is imperative to get individuals to support and push your brand as most of the people trust proposals and recommendations from associates, family, and companions over different types of showcasing. So while conventional advertising will at present work on your crowds, individuals like and trust the recognizable human touch over huge or corporate organizations advancing their own administrations or item. Moreover, a primary part of brand promotion is finding the devoted supporters of your

image and afterward guaranteeing the backing proceeds by sustaining their prosperity. If a customer chooses to advocate a brand he can not only use that product but also go ahead and promote the brand to the others.

Conceptualizing Customer Service

Customer Service is the quality of service the brand can give to its customers to have that competitive advantage [8]. The service plays an important role as the competition in the market is constantly increasing. [8] The customers are using customer service as a differentiator to identify the best brand. It provides customers the satisfaction and gives an edge over the competitors. In the event that the administrations are improved by the objective fragments, it brings about client dedication which results in a positive image of the brand in the minds of customers.[12] Administration disappointments adversely influence consumer loyalty and conduct. As indicated by the past research, numerous investigations featured that there must be an approach to record the issues of the clients in regards to the difficulty they face with the quality of service and the problems they face must be settled for consumers additionally as they watch and also at the same time assess the brand based on the earnestness of the brand to consider the consumers, as well as the service delivery, helps attain feedback from the consumer in regards to how much genuine a consumer is about the image of the brand [13] Quality of service prompts a better degree of commitment towards the brand. [14] Consumers interface at two points with the organization or the brand. The first is when they intend to make a purchase and the second is when they plan to drop recommendations for upgrades. Quality of service, the attitude towards consumers, the consumer reception of brands, etc. now is imperative to pick up clients' confidence and to make them feel like the organization is considerate of them and their desires. The essentialness of the consumer service quality is attaining more significance day after day just as the competitive advantage is gaining to take importance alongside.

H1: Customer service has a significant and positive impact on Brand Advocacy

Conceptualizing Brand Trust

The capacity to rely upon someone dependent on the conviction and the characteristics of him as trust. Brand Trust can be understood from a similar perspective, such as energy to rely upon a brand dependent on observations, feelings, and incredible properties of a brand paying little heed to the defenselessness related to the brand. As demonstrated by [15], an individual trust a brand when he sees brands to be trustworthy, proficient, and consistent. Brand Trusts extraordinarily impact a buyer's demeanor towards buy, reliability, and support. Brand Trust impacts customer's methodologies and related practices like buying decision, devotion, brand esteem, Brand commitment, and brand referrals. Brand Trust expands consumers' purchase expectations. [16] Brand suggestion includes risking self-image, consumers possibly would promote the brands in which they hold faith and trust to which they also perceive their hopes and the expectations. [6] The trust in a particular

brand isn't simply an issue of one-time experience or cooperation with the given brand, however, it is created as and when the time progresses and it is definitely not similar to simple it might seem. While taking the consideration last year there was less considerable thought provided to the thought of building trust in the brand. In any case, in the current market scenario where every day there can be seen a rise in competition at each and every step and the proportion of customers which can change their preferences from one brand to other is increasingly high due to increase in the availability of alternatives options, it becomes of utmost importance for the organization or the brand to develop an atmosphere wherein the customer or the consumer can trust the particular brand. The organizations need to be even quicker in adapting to the changing environment, the culture, and the preferences of their consumers or clients. Ravi and Jillapalli [11] mention the fact that organizations today are concentrating on assembling their trust on their particular brands by the assistance of embracing any given character that the individuals could trust and at the same time also follow. This exercise is proving to be a great help to brands that are endorsing so that it can help them to provide relevant information about the given brands for their consumer base and is also helping them pick up their trust and develop a faith in the brand. Rahman [14] has found that the opposition has expanded a great deal in the current market scenario as a result of the way that numerous brands are creating the same kind of items. Individuals in spite of this expanded assortment of brands are likewise searching for quality and authentic items. For this, brands need to manufacture a picture and fill in as an image of giving the best accessible item in the market, and hence the brands are additionally contending with one another as far as gaining up consumer's trust in their brand.

H2: Trust in Brand or Brand Trust has a significant and positive impact on the Brand Advocacy

Conceptualizing Brand Commitment

Brand Commitment as per Li al. [11], can be characterized as that relationship that usually exists between the given consumer and the particular brand. Brand Commitment can be created by spreading positive and good conduct behavior which can be built when the given brand shows similar qualities that shoppers perceive ought to be available in the brands that they seek and the presence of which gives them the happiness and the absence of which leads towards disappointment. This also helps fortify the long-haul relationships that are considered to be present between a particular brand, that further prompts its referral to other customers. On the other hand, East al. [16] contend that this doesn't generally happen and that the consumers stay focused on a brand everlastingly even when the other brand of the competitor brand might give them the products that they seek and they would rather wait then shift their choice from the given brand to the other. The brands that are newly appearing with a wide and huge assortment of product options tend to draw the attention of the customers. Each shopper has a diverse range of decisions and inclinations that continues to change with the patterns and innovation, it's not generally essential that a brand consistently stay aware of them. It is generally observed that the fundamental

of the client is to accept and stay focused on a particular brand. Quick and ever-changing patterns may make them change to the next brand that draws in them more and offers the most recent highlights as indicated by the pattern. According to Abdel and Majid, [10]to make sure about the stated long haul and the ever-changing relationship of the clients with the organization, it is important to build a good degree of responsibility for a brand and to build committed consumers, it is the duty of the brands to check the consumer who is consistent throughout, makes repeated purchases with the brands and keep a track of the item category and type they search for the ones which tend to cater their necessities by making them feel like loyal consumers and dedicated customers at the same instant. While according to Keller, [7] the quickly observed change in the business sector and the advanced and specialized techniques for streaming of the data on the available web-based social networking, the organizations today must also deal with what their customers imagine about the given brands and the kind and quality of the information they possess to have about their brands seems to establish a certain degree of showing their commitment and how it can incredibly impact the flow of information and the depth of information they tend to possess about the specific brand. Brands should convey to the customers about what they stand for so as to help them realize the kind of image they would want to portray. According to Knox and Walker, [17] today in a market where the competition is constantly expanding and the customers are aware of the available alternatives, the customers tend to seek for immense assortment from the brand and also looks up to the organization to provide them innovative and friendly items. The most crucial and the essential target of each and every brand should be to constantly have in mind a way to be trendy and innovate and come up with products that helps them stay relevant in the market and to achieve that in particular, they must constantly seek feedback from their consumers to identify what is it that attracts them and keeps them on their toes and use that information to make relevant products. While working in the current environment, which is very competitive, and where the customers all the more regularly change to the items which they believe are better for them both as far as development and price, in such a market according to [14] the mere idea of Brand Commitment significantly has a very incredible significance. Brand advertisers are additionally always on a lookout for the expanded degree of trust and the commitment that can be developed between the consumers and the brands of the given organization. It is also observed that the brands which have more dedicated and committed consumers tend to prove to be more fruitful to those brands which tend to have a lesser degree of dedicated and committed consumers.

H3: Brand Commitment has a positive and significant impact on Brand Advocacy

Conceptualizing Brand Salience

Commitment As per Keller [7], Brand Salience tends to refer to the reflex that comes in mind while discussing items identified with the brand's items. According to [10], Brand Salience can be characterized as the stand apart degree of a

particular brand that is constantly reflected in the minds or the memory of the consumer that is tended to be related with an enthusiastic reaction prompting the normal increment in Brand Salience. Brand Salience is significant in light of the fact that it enormously influences the consumer's purchase expectation when they are settling on a decision on what to select and which brand would be an ideal choice for the same respect to the brand and its item that would be ideal for them under the given circumstances, [1]Mill operator and Berry, states items that are positioned better get an advantage to create consumer's purchase intention. The brand which is a definitive decision of an individual and his most extreme need is likewise striking. On the contrary, according to Quereshi [13], there are different and multiple routes that can lead to this remarkable and can prove to communicate the other characteristics as well of the brand quality. This also at the same time implies that when a particular consumer can recognize and relate a brand through from the competition brand with the unique characteristic then the goal is achieved as that would constantly help him have an image in mind while talking about it. This image will be staying in his subconscious mind for a very long time and will act as a reference for any further discussions. Hence it becomes important that the brand has some of those salient features that set it apart from its competitors. When consumers think about brand salience, they think of a chance which at some point or another comes in the minds of the customers or the consumers. Brand Salience for [12] is the propensity that a particular brand can achieve by having a noticeable quality image in the minds of the consumer. This picture should be so unique that it should immediately help the consumer connect with what is the brand at hand. [18]Brand Salience is a very significant factor that needs to be centered around by the organizations that ought to assume that a fundamental job of a particular brand is to gain up the trust and loyalty of the customer and also for the further discussions and outcomes try to spread positive wom and create a promotion around spreading positive words and feedbacks throughout the brand journey. Hence it is, accordingly, fundamental for an organization to stay amongst the customer's thought because the buyers would be bound to select and embrace the brands from the organization that they think they can conceptualize and for that very reason they tend to finally end up selecting the particular and selective brand. In the current situation, a brand ought to be as striking as it can and at the same time also ensure that it can stay out in an undeniably soaked assorted brand race. The salience can be created by following a thorough procedure that involves a consistent development keeping in mind the interest needs and of the shopper. For an organization to leverage on this and go forward and attain a strong edge from the competition, the brand ought to concentrate on the changing pattern and keep in mind the varied and constantly changing inclinations that the customers have and also keep changing quickly so as to cater their needs and stay relevant by opting for trending options. The consumers would go for brands that correctly would step ahead and highlight the feature that the client is looking for and is able to provide with the same. The consumers also adapt to the changing patterns and so should the organization. The significance of having a positive brand image becomes even more relevant and becomes an important factor to identify the remarkable options that the brand would be providing by creating such an image.

H4: Brand Salience has a positive and significant impact on Brand Advocacy

Conceptualizing Brand Love

Love for a brand can also be denoted as the passion for the brand with a friendliness that the consumer or the customer has. Brand Love is ought to be taken as a concept which by nature is thought to be emotional and enthusiastic. Hence, Lastovicka and Sirianni [19] tried to highlight can be a very genuine love that a consumer can portray, and the qualities that can be associated to depict the Brand Love are enthusiasm, closeness along with a strong duty for the desirable brand. At any given point when the brand has discovered ways to find and figure out as to how they as an organization can arrive at a most extreme degree of association and a friendly comfort with the customer or when the customer starts feeling a stronger sense of connection with a brand than Brand Love is created. Brand Love involves multiple facets of engagements such as encouragement, fondness, positive feedback of the given brand at hand, and also sharing positive sentiments by adoring proclamations from the brand. The love for a brand could likewise be also associated as a love humans have for the brand that it admires [6], Brand Love is about creating a warmth that the customer for a brand can feel and also can revere such that it makes him feel great by utilizing that brand. Brand Love isn't about only purchasing an item from the organization in a repetitive fashion, but it is also about having an additional constructive discernment that can help depict as far as how much an individual loves the brands he likes. At the point when the characteristics used to portray an individual relationship with a brand, solid relations are shaped among brands and customers. The most critical part for an organization is to construct strong emotional relations among brands of that company and customers they cater to, which can help them create serious warmth for the customer brands. This ensures to maintain the relationship as well as results in keeping up a long-haul effective customer relationship. In addition, direct connections with consumers in regard to their decision of brand give them great consumer experience with the given brand. Brand Love formed relations are boundless and is a way to progress towards the degree that the adored brand is viewed as inimitable. This ensures that the customer endures as and when recoiled of the brand for any broad time frame. Brand Love additionally leads to a positive view of the brand. Customers'' affection for a brand comprises apparent quality, fulfillment, and dedication. The expanded spotlight on Brand Love has reinforced its conceptualization instead of its results. They find that the brands that shape Customer picture brings about increasingly incredible enthusiastic reactions. Brand Love characterizes as the degree of passionate connection a client feels toward the brand [8]. Also, this can likewise incorporate the exposed state a customer or the consumers feels when that brand isn't with him. One way of understanding this can also be as the amount discouraged a consumer feels when he isn't utilizing, or he is unable to utilize that brand, or it is not available with him.

H5: Brand Love moderates the relationship among Brand Trust, Customer Service, Brand Salience, Brand Commitment, and Brand Advocacy

Methodology

The kind of study which is performed for this research is qualitative in nature as it is an attempt to find out the extent and the behavior of the respondents towards factors that contribute to brand advocacy. To ensure there is no bias, a structured questionnaire was floated online and the selection of questions was based on past research. The major idea behind this type of survey was to collect the data from the respondents and then check the relation between the different variables and their independence and dependence on Brand Advocacy. The study is performed to find the cause and effect relationship between the given variables. The purpose is to test the given hypothesis that has been observed in past research for certain geography. The study tries to develop a relationship between the variables from past research. We have taken Brand Love as a moderator in this research and tried to compare the relationship of the other variables such as Brand Trust, Brand Service, Brand Commitment, and Brand Salience with the Brand Advocacy.
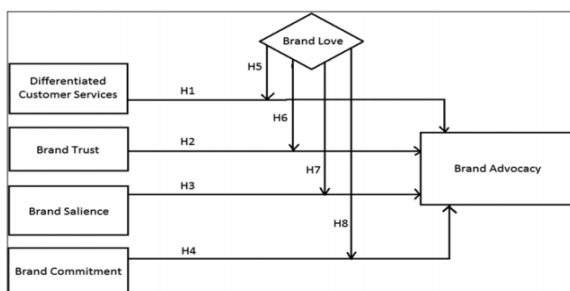
Initially, sampling is performed to collect and gather data from all the people who are asked to fill the data. The sampling method is used to gather the data from the respondents that were available at quite an ease and those who were willing to provide the necessary and relevant data. Out of the 200 forms that were floated, 185 responses were received. Amongst that, both males and females filled the form. 116 (62.7%) forms were filled by males. Whereas, 69 (37.3%) of the respondents were females.

Amongst the people who filled the questionnaire, the respondents were in the age group of 18-40. Out of the 185 respondents that took part in the survey, the majority of the people lied in the age group of 23-27 years. The participants between the age group of 18-22 were 18 which is 9.7% of the total respondents. The participants between the age group of 23-27 were 158 which is 85.4% of the total respondents. The participants between the age group of 28-32 were 6 which is 3.2% of the total respondents. The participants between the age group of 32-40 were 3 which is 1.6% of the total respondents. The responses were collected in the Likert scale manner and then were converted into numerical form to perform the analysis. Strongly disagree was rated as 1, Disagree as 2, Neutral as 3, Agree as 4, and Strongly Agree as 5.

Regression Analysis : To find out the results, regression analysis is been used as it one of the methods which is quite reliable to identify which variable has impact on the given variable. It is a process which has helped identify and confidently determine which factors matter the most and which factors can be ignored. It has also helps understand how different factors influence each other. Regression analysis is been used as it helps produce a regression equation where the coefficients represent relation between independent variable and dependent variable.

Results and Discussion

For breaking down the information, various quantitative methods are utilized. To start with, first, instrument reliability is performed. The results obtained on running that test are reliable to continue the test further. Post that the pilot testing is done on the sample data that is collected. To identify and also assess the reliability of the given data a Cronbach Alpha test is performed and the alpha value of all the variables individually is obtained and also an overall alpha value of all the variables is identified. All the hypotheses stated in the research are tested using the correlation analysis to identify the level of significance and the relationship between the independent, dependent, and moderator variables. This is shown in table 1.

TABLE I.   CORELATION MATRIX

	Brand Advocacy	Brand Love	Brand Trust	Brand Service	Brand Salience	Brand Commitment
Brand Advocacy	1					
Brand Love	0.579	1				
Brand Trust	0.552	0.597	1			
Brand Service	0.606	0.471	0.519	1		
Brand Salience	0.591	0.588	0.484	0.461	1	
Brand Commitment	0.466	0.612	0.529	0.450	0.482	1

Regression analysis is also performed on the data received by performing the survey. This step is performed to find out the level of significance between the independent variables i.e. Brand trust, Brand Service, Brand Commitment, and Brand Saliency, and the dependent variable i.e. Brand Advocacy. Apart from the data related to these variables, two other basic details are collected from the respondents such as their age and the gender to identify the kind of population and their participation. The participants between the age group of 18-22 were 18 which is 9.7% of the total respondents. The participants between the age group of 23-27 were 158 which is 85.4% of the total respondents. The participants between the age group of 28-32 were 6 which is 3.2% of the total respondents. The participants between the age group of 32-40 were 3 which is 1.6% of the total respondents.116 (62.7%) forms were filled by males. Whereas, 69 (37.3%) of the respondents were females. Out of the 185 respondents, 98 strongly agree that they would recommend their favorite brand to others, 82 strongly agree that would share their experience their brand with the others, 79 agree that they would leave positive comments about the brand, 84 agree that would want to try new products from the same brand, and 92 also agree that if they did not like something for the first time they would be willing to give a second chance to the brand that they advocate. Amongst the people that love a particular brand, they identify the characteristics that using the products from that brand gives them happiness, they feel a strong attachment to the brand.

When a brand becomes their favorite, they rely on the brand and take its claim, to be honest. They also go ahead and recommend it to their friends because they have trust in the brand. The respondents also showed that they feel that their favorite brand provides them the service that satisfies their need, provides a service that no other brand could provide, and they would be willing to go and talk to other about its service. The saliency attributes were also linked with brand advocacy, such as the brand image and logo of the favorite brand are quite recallable in the minds of consumers.

TABLE II.   CRONBACH ALPHA TEST

Brand Advocacy	Brand Love	Brand Trust	Brand Service	Brand Saliency	Brand Commitment
0.758363217	0.75274289	0.87514382	0.73704622	0.81236881	0.776534

Cronbach alpha has been used to check the inter-item consistency. Cronbach's alpha value of all the variables is >0.6 which shows that the instrument that has been used is reliable. The value of Cronbach alpha of Brand Love is 0.752, Cronbach alpha value of Brand Trust is 0.875, the Cronbach alpha value of Customer Service is 0.737, the Cronbach alpha value of Brand Commitment is 0.776, the value of Cronbach alpha of Brand Saliency is 0.812 and the Cronbach alpha value of Brand Advocacy is 0.758.

TABLE III.   MODAL SUMMARY

Regression Statistics	
Multiple R	0.724047327
R Square	0.524244532
Adjusted R Square	0.513613125
Standard Error	0.404602112

For the given data to be reliable, the value of reliability should be greater than 0.6. If the value is greater than 0.6, this denotes that the skewness and the kurtosis for the given data lie in the normality range. The value of skewness should be between -1 and 1 whereas the value of the kurtosis must lie between +3 to -3.While analyzing the table 4, we can conclude that the value for a few factors lies outside the acceptable value or the range of the normality.

NORMALITY ANALYSIS

	Skewness	Kurtosis
Brand Advocacy	-0.94	3.52
Brand Love	-0.69	1.56
Brand Trust	-0.47	0.25
Brand Service	-0.74	2.07
Brand Salience	-1.20	2.01
Brand Commitment	-0.42	-0.09

Test of Hypothesis

The results that are obtained on performing the regression analysis over the hypothesis are discussed. We had set the hypothesis that Brand Trust, Brand Service, Brand Commitment, and Brand Commitment have a positive and significant relationship on brand advocacy. We observed each and factor individually and also looked at the co-efficient value of each parameter to come towards the conclusion.

TABLE IV.   CORFFICIENTS

	Coefficients	Standard Error	t Stat	P-value
Intercept	0.982366217	0.224715	4.371596851	2.08754E-05
Brand Trust	0.164410455	0.056593	2.905127297	0.004134169
Brand Service	0.312918322	0.060086	5.207778719	5.21333E-07
Brand Salience	0.250319717	0.050679	4.939315286	1.78994E-06
Brand Commitment	0.048837511	0.0502197	0.972476186	0.332125996

Regression Analysis

Regression analysis is performed to estimate the relationship of the variables amongst one another. This tool is also used to identify the impact of the independent variables (Brand Trust, Brand Service, Brand Commitment, and Brand Commitment) on the dependent variable (Brand Advocacy). The results obtained on performing regression analysis are shown in table 3 and table 5.

On observing the results obtained under model summary it can be seen that the value of adjusted R^2 is 0.536 which shows that a change of 53% can occur in Brand Advocacy due to independent variables.

On observing the results obtained on performing regression analysis, the coefficients were analyzed to show that the beta value for Brand Trust is 0.160 which shows that 16% variation will occur in the Brand Advocacy due to Brand Trust. It also explains the positive and significant impact of Brand Trust on Brand Advocacy. The beta value for Brand Service is 0.312 which shows that 31% variation will occur in the Brand Advocacy due to Brand Trust. It also explains the positive significant impact of Brand Service on Brand Advocacy. The beta value for Brand Salience is 0.250 which shows that 25% variation will occur in the Brand Advocacy due to Brand Trust. It also explains the positive significant impact of Brand Salience on Brand Advocacy. The beta value for Brand Commitment is 0.048 which shows that 4% variation will occur in the Brand Advocacy due to Brand Trust. But the value of p is greater than 0.05. This shows the insignificant impact of Brand commitment on Brand Advocacy.

Moderation Analysis

The final result obtained from the moderation analysis shows that the Brand Love acts as a moderating factor in the relation established between the Brand Trust, Brand Service, Brand Salience, and Brand Advocacy. It also helps to understand that there is no significant relationship between the independent variable Brand Commitment on the dependent variable Brand Advocacy.

Conclusion

This examination has distinguished why it is important for brands to have their advocates. Numerous brands today offer a similar kind of items and also have a similar nature of items. This exploration study helps in distinguishing which elements ought to be considered by the top administration to change a customer into a brand advocate. For example, Brand Trust creates when the apparent item properties and genuine item qualities are the equivalents. That would make consumer loyalty and passionate connection and transform clients into their promoters. In the past studies, the factors had been studied as a concept and their relationship with one another and their dependency on the brand advocacy was not studied in detail. This exploration study has different administrative ramifications for brands that are increasingly centered around having their advocate and have a need to remain serious in the market. They ought to believe these basic components to be a piece of their marketing technique. This research is unique in its nature as it studies some of the

most important factors required to convert a customer into a brand advocate in detail. Each individual factor has also been assessed on various sub points to identify its importance in the minds of the customers. Theoretically, with this study, the contribution of each and every factor has been studied and the percentage of the contribution has been identified. Practically various firms can use this to make decisions on assessing those percentages as to what areas would they like to spend and focus more to attain maximum consumer attraction and in turn work towards making them the brand advocates. This will help brand make proper category and accordingly work towards focusing the budget in the category that seeks out to be most profitable for the firms and in turn also help making customers their brand advocates.

Limitations

The nature of this research is quite generalized to all industries. Industry-specific research can also be done using the same methodology. The sample considered for this research is small. An increase in the number of respondents can possibly result in greater diversity in responses to the perspectives. The current study has taken up the study on five factors, this list of factors can further be expanded. There could other possible factors that could be responsible for effecting the consumer decisions. The extent to which the customer can go for a particular brand once they turn into an advocate is not identified here, which will be further helpful in making the appropriate choices. This research paves the way for future studies to examine appropriate solutions to problems reported by the majority of the organizations.

References

[1] D. K. R. Howard, "A surname brand effect explanation for consumer brand preference and advocacy.," *Journal of Product and Brand Management,,* pp. 22(5/6), 362-370., 2013.

[2] C. K. S. Lawer, "Customer advocacy and brand development.," *Journal of Product and Brand Management, ,* pp. 15(2), 121-129. , 2006.

[3] E. C. C. W. K. Kemp, "Place branding: Creating self-brand connections and brand advocacy.," *Journal of Product and Brand Management, ,* pp. 21(7), 508-515. , 2012.

[4] D. L. C. Louis, "Impact of brand personality on three major

relational consequences (trust, attachment, and commitment to the brand).," *Journal of Product and Brand Management, ,* pp. 19(2), 114-130., 2010.

[5] H. Nobre, "Should consumers be in love with brands?: An investigation into the influence that specific consumer-brand relationships have on the quality of the bonds that consumers develop with brands.," *Journal of Transnational Management,,* pp. 16, 270-28, 2011.

[6] D. O. A. Grace, "Brand associations: Looking through the eye of the beholder.," *Qualitative Market Research an International Journal,* pp. 5(2), 96-111., 2002.

[7] K. Keller, "Building strong brands in a modern marketing communications environment.," *Journal of Marketing Communications,,* pp. 15(2-3), 139-155. , 2009.

[8] P. H. J. Coelho, "Creating customer loyalty through service customization," *European Journal of Marketing,* pp. 46(3-4), 331-356. , 2012.

[9] E. B. I. d. C. L. Wallace, "Consumer engagement with self-expressive brands: Brand love and WOM outcomes.," *Journal of Product & Brand Management, ,* pp. 23(1), 33-42. , 2014.

[10] N. M. D. Albert, "The role of branlove in consumer-brand relationships.," *Journal of Consumer Marketing,* pp. 30(3), 258-266, 2013.

[11] N. R. A. C. N. Li, "Luxury brand commitment: Astudy of Chinese consumers.," *Marketing Intelligence and Planning, ,* pp. 32(7), 769-793. , 2014.

[12] J. Shaw, "Brand salience for fast-moving.," *Journal of Marketing*

Management, , pp. 26(13-14), 1218-1238., 2010.

[13]   M. R. A. Z. K. Qureshi, " A new trilogy to understand the relationship among organizational climate, workplace bullying and employee health.," *Arab Economic and Business Journal, ,* pp. 9(2), 133-146. , 2014.

[14]   J. H. T. Jensen, "An empirical examination of brand loyalty.," *Journal of Product & Brand Management, ,* pp. 15(7), 442-449. , 2006.

[15]   E. B. V. Becerra, "The influence of brand trust and brand identification on brand evangelism," *Journal of Product and Brand Management,* pp. 22(5-6), 371-383, 2013.

[16]   R. H. K. L. W. East, "Measuring the impact of positive and negative word of mouth on brand purchase probability.," *Journal of Research Marketing, ,* pp. 25, 215-224., 2008.

[17]   S. W. D. Knox, "Measuring and managing brand loyalty.," *Journal of Strategic Marketing, ,* pp. 9(2), 111-128. , 2001.

[18]   J. Sharp, "Brand salience and customer.," *Journal of Marketing Management, ,* pp. 19(1-2), 25-44. , 2003.

[19]   S. G. B. Long-Tolbert, "In good and bad times: The interpersonal nature of brand love in service relationships.," *Journal of Services Marketing,,* pp. 26(6), 391-402. , 2012.