

## **“SPREADING THE GOOD WORD”: TOWARD AN UNDERSTANDING OF BRAND EVANGELISM**

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### **ABSTRACT**

The objective of this study is to better understand the phenomenon of brand evangelism and the dimensions that are involved in a consumer becoming a brand evangelist. A brand evangelist is a consumer who actively “spreads the good word” of the brand while attempting to influence others’ consumption behavior. This behavior goes beyond word-of-mouth communication as it often unprompted, generally positive, and has the intention of “converting” an individual to consume the brand. Through the development and testing of a model, this study helps to realize the concepts that are involved in a consumer becoming a brand evangelist. To date, little research has examined the dimensions of brand evangelism. It is proposed here that the attributes leading to brand evangelism include brand satisfaction, brand salience, consumer-brand identification, sociability, and opinion leadership. The results of the study garnered some mixed results. It was found that consumer-brand identification, brand salience, and opinion leadership are all concepts that lead to brand evangelism. However, neither brand satisfaction nor sociability has a statistically significant relationship directly related with brand evangelism. It must be noted, though, that brand satisfaction does have a mediated relationship with brand evangelism through consumer-brand identification.

References Available on Request