

Brand Evangelism as a Pathway to Repurchase Intention: The Roles of Brand Trust, Brand Love, and Brand Loyalty

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Abstract

The aim of this study is to investigate the mediating role of Brand Loyalty and Brand Evangelism in the relationship between Brand Trust and Brand Love to Repurchase Intention. While some studies have examined these constructs separately, there is little research that has combined them within a unified framework to explain the relationship between emotional and relational brand constructs and repeat purchase. Hence, the purpose of this study is to gain a better understanding of the process and mechanisms that would convert customer loyalty into becoming brand advocates and repeat customers. A quantitative, cross section research design was used. A structured questionnaire was administered to 300 consumers that was based on validated measurement scales. Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 was used to analyze the proposed model. The standard procedures of PLS-SEM were applied for reliability, validity, and structural relationships. The results showed that the Brand Trust has a significant effect on Brand Loyalty ($\beta = 0.510$; $p < 0.001$), and Brand Love has a significant effect on Brand Loyalty ($\beta = 0.411$; $p < 0.001$). Moreover, the level of Brand Loyalty significantly correlates with Brand Evangelism ($\beta = 0.822$, $p < 0.001$), and the level of Brand Evangelism significantly correlates with Repurchase Intention ($\beta = 0.825$, $p < 0.001$). The model accounted for 76.8% of the variance in Brand Loyalty, 67.5% of the variance in Brand Evangelism, and 68.1% of the variance in Repurchase Intention. The results offer practical implications for organizations that want to boost customer relationships, advocate behaviors, and build closer customer loyalty and repurchase intentions.

Keywords: Brand Trust, Brand Love, Brand Loyalty, Brand Evangelism, Repurchase Intention, Consumer Behavior, PLS-SEM.

Introduction

In today's competitive market, companies are concerned with building a long-term relationship with customers instead of just getting new customers. In today's competitive business landscape, fostering customer-brand relationships has proven to be a significant endeavor that can play a significant role in sustainable growth and profitability. One of the most important results of the successful application of branding, repurchase intentions have become a very important determinant of future consumer behavior. Repurchase intention is a customers' willingness to return to purchase products or services from a preferred brand, and is affected by emotional and cognitive assessment of the brand. The recent studies have shown that the consumers are more likely to repurchase brand products when they form high level of emotional and relational involvement with the brand products (Valmohammadi et al., 2025; Hamdy et al., 2024; Choi et al., 2024). The importance of customer commitment and satisfaction in promoting repeat purchases and customer retention was also highlighted in earlier studies (Shin & Back, 2020; Rather & Camilleri, 2019).

Digital platforms and social media have completely transformed the consumer-Brand relationship. Consumers are no longer a passive audience of marketing messages; they are now active producers, creators, consumers and evaluators of brand-related content via various digital channels. As detailed by Kousar et al. (2025), digital engagement has a strong impact on consumers' brand perceptions and decision making. Likewise, Sohaib et al. (2024) found that social media engagement fosters customer-brand connections and promotes favorable consumer actions. Shang & Li (2024) showed that when customers actively engage in online brand communities, their emotional involvement and advocacy activities are enhanced.

With the ever-competitive and digitalized market, businesses are having a difficult time holding on to their customers and encouraging their return purchases even with significant investment in branding and relationship marketing. Previous research has proven that brand trust and brand love are essential to customer loyalty and positive behavioral responses but how these constructs lead to a lasting re-purchase intention is still under-researched. In recent years, the significance of brand evangelism as a potent form of customer advocacy, which has both a significant impact on brand performance and consumer choice, has been highlighted (Selmi et al., 2025; Sharma & Khandeparkar, 2025; Sohaib et al., 2024). Most of the studies, however, have focused on brand trust, brand love, brand loyalty, and brand evangelism separately and presented them in isolation from a holistic perspective that integrates all these concepts to explain repurchase intention.

Literature Review

Due to its importance in the domain of relationship marketing and consumers' behaviour, brand trust has become one of the most notable constructs in these literatures, as it is linked to the reliability, honesty and promise-keeping capabilities of a brand. Trust lowers the perceived risk and uncertainty of consumers in competitive markets and encourages customers to have a long-term relationship with the company. In recent studies, it has been shown that the level of trust in the brands has positive effects on customer commitment, satisfaction, and loyalty in different fields (Al Balushi et al., 2024; Ashiq & Hussain, 2024; Selmi et al., 2025). Likewise, Shang and Li (2024) determined that the trust boosts consumers' willingness to participate in positive brand-related behaviors, such as advocacy and recommendation. Previous research by Chaudhuri and Holbrook (2001) and Morgan and Hunt (1994) has identified trust as a key component in the

successful implementation of relationship marketing and how it helps to build strong customer-brand relationships and contribute to positive behavioural effects.

Theoretical Foundation

The present study aims to explore how consumers establish a strong connection with a brand that motivates them to re-purchase the product, and the intermediary role of brand trust, brand love and brand loyalty. In achieving this aim, the study is based on the Stimulus-Organism-Response (S-O-R) Theory with the Attachment Theory and the Commitment-Trust Theory of Relationship Marketing as supplementary theories of the study. These two theories together give a full picture of how customer's cognitive assessments and emotional-binding affect customer loyalty, advocacy and repurchase intention. These theories have been the basis of recent branding studies that have explained consumer-brand relationships and post-consumption behaviours in competitive markets (Selmi et al., 2025; Sharma & Khandeparkar, 2025; Valmohammadi et al., 2025). These theoretical orientations had also been found to be effective in explaining customer loyalty and building customer relationships in previous studies (Morgan & Hunt, 1994; Ainsworth, 1969).

Mehrabian and Russel's (1974) Stimulus–Organism–Response (S-O-R) Theory is the dominant theory that provides a major foundation for this study. The theory seeks to describe how external provocation or stimuli affects internal psychological states which in turn affect internal behaviour. In the scope of the current study, the terms Brand Trust and Brand Love are used to refer to triggers capable to change internal assessments and feelings of the consumers. These are internal processes that are manifested in Brand Loyalty and Brand Evangelism, which results in the behavioral response of Repurchase Intention. The S-O-R model has been successfully used to describe consumer engagement, advocacy, and behavioral intentions in branding and hospitality contexts recently (Selmi et al., 2025; Kousar et al., 2025; Hamdy et al., 2024). Also, Sohaib et al. (2024) and Shang and Li (2024) illustrated that emotional and relational aspects are important factors that affect advocacy and loyalty behaviors, making the S-O-R framework relevant in the current branding research.

The first theory that was used in this study is Attachment Theory that was developed by Ainsworth (1969) and later applied to the field of marketing and consumer behavior. Over time, people can learn to form deep emotional connections with objects, people and brands as a part of the development of Attachment Theory. Consumers can develop emotional relationships with brands that continuously meet their needs and present their identities in the field of branding literature. These emotional connections are related to the Brand Love construct, which is an important element of the current structure. Recent research revealed that customers' brand attachment and brand love have a significant effect on customer loyalty, customer advocacy, and repurchase intentions (Choi et al., 2024; Hamdy et al., 2024; Al Balushi et al., 2024). Likewise, Shimul and Phau (2023) and Gam et al. (2023) found that consumers who are emotionally attached to brands are more likely to have long-term relationships with brands and be willing to engage in brand-supportive behaviors like advocacy and recommendation.

The second supporting theory is the Commitment-Trust Theory of Relationship Marketing that was developed by Morgan and Hunt (1994). This theory suggests that the two most significant elements in forming and fostering successful relational exchanges are trust and commitment. In this study, Brand Trust is the base that consumers use to make a commitment towards a brand

and eventually adopt a loyal and advocacy attitude. The theory suggests that if a consumer believes that a brand is trustworthy, they will be more likely to continue purchasing from the brand in the future, and to maintain their loyalty to the brand. This position is backed by recent research that has shown that trust improves customer loyalty, customer-brand attachment and customer-relationship quality (Ashiq & Hussain, 2024; Selmi et al., 2025; Shang & Li, 2024). Similarly, Sohaib et al. (2024) and Valmohammadi et al. (2025) found that trust-based relations dramatically affect customers' desire to interact with and sustain their relationship with brands in the long run.

Supporting and Negating Views

The link between brand trust and brand loyalty has been widely studied in marketing literature and most of the literature seems to concur that brand trust is a key prerequisite for the development of brand loyalty. Al Balushi, et al. (2024) found that customers who feel a brand is reliable and trustworthy will be more likely to stay loyal to the brand over time. Likewise, Ashiq and Hussain (2024) concluded that trust plays a significant role in enhancing customer-brand relationships and fostering customer repurchase intentions. Selmi et al. (2025) also recently discovered that trust has a positive impact on customer retention and advocacy behaviors. However, it is not only trust that can be correlated with loyalty, as other factors can affect customer choices, such as market competition, product innovation, and pricing (Valmohammadi et al., 2025). Chaudhuri and Holbrook (2001) and Morgan and Hunt (1994) also recognized that while trust is a key determinant, it is also true that other situational and relational factors contribute to customer loyalty in the long-term.

Mediation and Moderation Perspectives

Brand Loyalty as a Mediator

There is a strong body of recent literature that supports the mediation between brand loyalty and repurchase intention of brand evangelism. Sharma and Khandeparkar (2025) emphasized that when consumers are loyal, they turn into evangelists that validate their own buying choices with advocacy actions. Similarly, Selmi et al (2025) and Sohaib et al. (2024) found that evangelism is a link between loyalty and future buying behaviors. Similarly, Becerra and Badrinarayanan (2013) and Reichheld (2003) had found that advocacy enhances customer loyalty and repeat purchase.

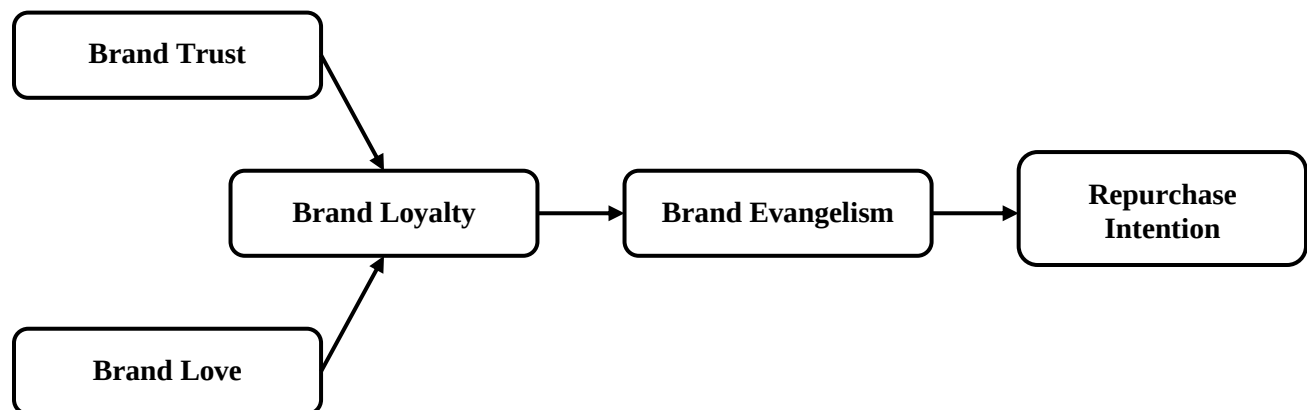


Figure 1 Conceptual framework

Hypothesis Development

Brand Trust and Brand Loyalty

It's no secret that brand trust is essential for building and maintaining long-term customer relationships. Trust is established when consumers see a brand as reliable, honest and able to keep its promises. Trust lowers uncertainty and perceived risk, in high competitive markets, which leads to a higher commitment of the consumers for a preferred brand. These studies have shown that consumers who have faith in a brand will show higher loyalty and commitment to the brand (Al Balushi et al., 2024; Ashiq & Hussain, 2024; Selmi et al., 2025). Trust contributes to the confidence of their customers and the relationship between the customer and the brand. Previous studies by Chaudhuri and Holbrook (2001) also confirmed that trust is one of the important attitude- and behavior-based predictors of loyalty.

H1: Brand Trust positively influences Brand Loyalty.

Brand Love and Brand Loyalty

Brand love is a strong positive feeling and affection that people get from a brand after experiencing positive things and meaningful interactions with it. When consumers are loyal to a brand, they feel like they are a part of the brand, and they are more likely to have a long-term relationship with the brand. Brand love has been found to positively impact customer commitment and reinforce brand loyalty (Choi et al., 2024; Hamdy et al., 2024; Valmohammadi et al., 2025). Adopting an emotional attachment towards a brand helps consumers to choose the same brand again and again and makes them less receptive to other brands. Carroll and Ahuvia (2006) also showed that brand love is an important determinant of consumer loyalty and positive behavioral intentions.

H2: Brand Love positively influences Brand Loyalty.

Brand Loyalty and Brand Evangelism

Brand loyalty is a consumer's tendency to buy and endorse a preferred brand without fail in the long run. Frequently, loyal consumers form a psychological attachment to brands and are less responsive to others. As per recent studies, loyalty goes beyond merely buying items repeatedly; it could also motivate customers to actively advocate for a brand within their social circles (Sharma & Khandeparkar, 2025; Selmi et al., 2025; Sohaib et al., 2024). Positive word of mouth communication is often a product of loyal customers, who have experienced positive interactions with the brand and are satisfied with their experience. Previous studies by Becerra and Badrinarayanan (2013) also found that loyalty was a key determinant of customer advocacy and evangelistic behavior.

H3: Brand Loyalty positively influences Brand Evangelism.

Brand Evangelism and Repurchase Intention

Brand evangelism is when customers advocate, recommend and defend a brand. Brand advocates are evangelistic consumers, not just in the sense of promoting the brand, but also in terms of their own passion for it. Recent research has revealed that brand evangelists have high emotional at-

tachment and brand identification, which subsequently leads to their increased behavioral intention (Sharma & Khandeparkar, 2025; Selmi et al., 2025; Sohaib et al., 2024). Evangelists strengthen their personal perception of the brand and commitment to it through their advocacy behavior. A similar finding was found by Reichheld (2003) where customers who actively recommend increase their likelihood of remaining loyal and purchasing from a brand.

H4: Brand Evangelism positively influences Repurchase Intention.

Brand Trust, Brand Loyalty and Brand Evangelism

Customer loyalty has been found to be a key antecedent, and subsequently a driver of customer advocacy behaviors, of brand trust. If consumers have confidence in a brand, they are more likely to develop long-term customer bonds and be loyal. In recent years, the research has shown that trust builds customer confidence and solidifies their loyalty, thereby creating a basis for positive behaviors regarding the brand (Al Balushi et al., 2024; Ashiq & Hussain, 2024; Selmi et al., 2025). These customers may form deeper bonds and commitments, leading to a higher likelihood of being willing to promote and advocate for the brand. Chaudhuri and Holbrook (2001) also found that trust helps to build long-lasting customer loyalty.

H5: Brand Loyalty mediates the relationship between Brand Trust and Brand Evangelism.

Brand Love, Brand Loyalty and Brand Evangelism

Brand love is a positive emotional bond that encourages consumers to stay connected to brands and act favourably towards them. Customers who feel a strong sense of love for a brand tend to be more loyal and committed. Emotional attachment is also identified as a key factor in customer loyalty and in maintaining the continuity of the relationship with the customer (Choi et al., 2024; Hamdy et al., 2024; Gam et al., 2023). When a brand is loved, consumers perceive the brand as part of themselves, further developing their emotional and behavioral attachment. Previous studies by Carroll and Ahuvia (2006) also confirmed that brand love positively influences consumer loyalty and good brand-related actions.

H6: Brand Loyalty mediates the relationship between Brand Love and Brand Evangelism.

Brand Loyalty, Brand Evangelism and Repurchase Intention

Brand loyalty is considered to be a step on the way to customer advocacy and future buying. Brand-loyal customers are usually more committed to the brand and are likely to recommend the brand to others. The last few years have shown that loyalty has a positive relationship with evangelistic behavior as loyal consumers have a stronger emotional and relational bond with brands (Sohrab et al., 2024; Selmi et al., 2025; Sharma & Khandeparkar, 2025). As part of their advocacy activities, consumers express their commitment and deepen their brand attachment. In earlier studies by Reichheld (2003), it was also found that loyal customers often participate in brand growth by endorsing and recommending the brand.

H7: Brand Evangelism mediates the relationship between Brand Loyalty and Repurchase Intention.

Brand Love, Brand Loyalty, Brand Evangelism and Repurchase Intention

Brand love engenders good emotional bonds and makes consumers more likely to stay loyal to brands over time. Feelings of attachment fosters loyalty and helps consumers to form favorable attitudes towards brands. Recent research has also shown that consumers who are passionate about brands are more loyal, engaged, and continuous in their relationships with the brand (Hamdy et al., 2024; Choi et al., 2024; Gam et al., 2023). Emotional attachment enhances customers' willingness to invest time and effort in maintaining relationships with brands. In a previous study, Carroll and Ahuvia (2006) also concluded that brand love is a significant predictor of customer loyalty and behavior intentions.

H8: Brand Loyalty and Brand Evangelism sequentially mediate the relationship between Brand Love and Repurchase Intention.

Conceptualization

The impact of brand trust, brand love, brand loyalty, brand evangelism and repurchase intention on consumer behavior has been studied extensively in the existing literature on branding. Recent studies have shown that brand trust boosts customers' commitment and brand loyalty, with brand love providing a better foundation for customers' emotional attachment and long-term loyalty (Al Balushi et al., 2024; Choi et al., 2024; Selmi et al., 2025). In the same way, recent studies have shown that loyal customers are more inclined to advocate and evangelize positively with regard to the brand performance and customer retention (Sharma & Khandeparkar, 2025).

Methodology

Research Design

The current research is a quantitative one and it aims to explore the relationship between the brand trust, brand love, brand loyalty, brand evangelism, and brand repurchase intention. Quantitative research is suitable because it allows researchers to measure constructs objectively, test hypothesis and investigate causal relationships between constructs using statistical analysis. The approach has been widely used to make reliable, generalizable and empirically verifiable findings in the field of branding and consumer behavior studies. In recent times, quantitative method has been used to analyse the complex relationship among the constructs of branding and customer loyalty/advocacy/repurchase behaviour successfully (Selmi et al., 2025; Sharma & Khandeparkar, 2025; Sohaib et al., 2024). Likewise, Choi et al. (2024) highlighted the importance of quantitative methods in measuring emotional and relational measures in branding studies. Other methodological research, such as Creswell and Creswell (2018) and Hair et al. (2021), also suggest the use of quantitative designs for testing theories and for hypothesis testing.

The quantitative research design is chosen in accordance with the nature and purpose of the present study to study the relationship among Brand Trust, Brand Love, Brand Loyalty, Brand Evangelism and Repurchase Intention. Quantitative methods allow researchers to quantify and measure latent constructs and statistically test hypothesized relationships among variables. The study is theoretical in nature based on existing relationships and empirical evidence is desired, therefore a quantitative approach is appropriate. Quantitative approaches have been recently used to explore consumer perceptions, loyalty, advocacy, and purchase intentions which are effective-

ly used to study the branding information (Selmi et al., 2025; Sharma & Khandeparkar, 2025; Choi et al., 2024). Likewise, Hamdy et al. (2024) found that quantitative methods offer reliable and generalizable analysis results for the study of brand and consumer behavior. Previous methodologic works by Creswell and Creswell (2018) and Sekaran and Bougie (2020) also highlighted that quantitative design methods are appropriate for testing and confirming a hypothesis and/or theory.

The present study is quantitative, deductive and cross-sectional research design that is used to investigate the influence of Brand Trust and Brand Love on Brand Loyalty, Brand Evangelism, and Repurchase Intention. The design is designed specifically to test the proposed conceptual framework in an empirical way, and to investigate direct and indirect relationships between the study variables. The quantitative method allows objective assessment of consumers' perceptions and attitudes and the deductive method allows the validation of the theoretical hypotheses formulated based on the theories of Relationship Marketing, Brand Relationship Marketing and Agile Marketing. In recent years, researchers have been exploring and creatively using similar designs to assess the intricate relationship between consumers and brands (Selmi et al., 2025; Sharma & Khandeparkar, 2025; Hamdy et al., 2024). Similarly, Hair et al. (2022) and Creswell and Creswell (2018) highlighted that the deductive approach of quantitative research is very suitable for testing conceptual models and deriving empirical evidences.

Sampling

The present study will be conducted using structured, self-administered questionnaire that will be administered to the customers who have experiences in buying and dealing with reputed brands. The survey method is deemed to be appropriate as it facilitates the gathering of a quantity of data from the respondents in a limited time. The modes of distribution of the online copy and postal will be used to achieve maximum response and diversity among the respondents. Questionnaire based surveys have been effectively used in recent years to understand customers' loyalty, brand advocacy, and repurchase behaviour (Selmi et al., 2025; Sharma & Khandeparkar, 2025; Sohaib et al., 2024). Similarly, Choi et al. (2024) noted that consumer perception and behavioral intention can be measured thanks to survey methods. Additionally, Creswell and Creswell (2018) and Sekaran and Bougie (2020) suggested that quantitative consumer behavior research could be conducted with a survey as a data collection method.

This study's target population is consumers with previous experiences of buying products or services from well-known brands who are able to assess perceptions and behaviors related to the brand. Since the study emphasizes brand trust, brand love, brand loyalty, brand evangelism, and brand repurchase intent, it is important that the respondents have some familiarity with brands so that meaningful responses can be provided. The population consists of consumers from different demographic groups, such as age, education, income. Similar studies on branding and customer behavior have also focused on active consumers as their unit of analysis (Valmohammadi et al., 2025; Hamdy et al., 2024; Al Balushi et al., 2024). Moreover, Sharma and Khandeparkar (2025) and Selmi et al. (2025) noted that consumers' previous brand experience leads to more accurate assessments of relationship-related constructs. The experienced consumers were also found to be suitable respondents among the different types in the branding research as showed by the earlier study conducted by Hair et al. (2021) and Sekaran and Bougie (2020).

The study will utilize a non-probability sampling method (convenience sampling) as it is a convenient tool to access consumers that fit the study criteria and have relevant brand experiences. The use of convenience sampling is common in marketing and consumer behavior research because of its convenience and low cost. At least 300 respondents will be targeted to have sufficient statistical power to conduct PLS-SEM analysis. The number of subjects is also greater than the minimum suggested for structural equation modeling (SEM) studies. Convenience sampling is a method that has proven to be effective in recent branding studies, as it is applied to investigate consumer attitudes and behavioural intentions (Selmi et al., 2025; Shang & Li, 2024; Sohaib et al., 2024). Likewise, Sharma and Khandeparkar (2025) used the similar sampling methods for their research on brand evangelism. Previous methodological guidelines by Hair et al. (2021) and Henseler et al. (2016) suggest that a bigger sample size would ensure the stability of the model and make it more predictive.

Data collected will be analyzed by software of SmartPLS 4 and SPSS Statistics. SPSS will be used for data screening and descriptive statistics (frequency and percentages) while SmartPLS 4 will be used to check measurement and structural models. PLS-SEM is more appropriate for the analysis of complex relationships between latent variables and mediation analysis. Due to its prediction features and flexibility, SmartPLS has become a widely used software program in recent studies that aimed to understand the concepts of brand loyalty, brand advocacy, and repurchase intention (Valmohammadi et al., 2025; Hamdy et al., 2024; Sharma & Khandeparkar, 2025). Similarly, Selmi et al (2025) and Choi et al (2024) used SmartPLS for the analysis of the branding constructs and behavioral outcomes. Medium to high support for the use of SmartPLS in mediation and structural equation modeling was also found in previous studies by Hair et al., 2021; and Henseler et al., 2016.

In this study, the types of measurement scales will be adopted from previously validated measurement scales to ensure content validity and comparability with previous study. The items used for Brand Trust will be adapted from items that are already available in the literature of Chaudhuri and Holbrook (2001); Brand Love from Carroll and Ahuvia (2006); Brand Loyalty from Oliver (1999); Brand Evangelism from Becerra and Badrinarayanan (2013); and Repurchase Intention from Hellier et al. (2003). A Likert scale will be used with the questionnaire (1 Strongly Disagree – 5 Strongly Agree). Studies in recent years have successfully used the same tools to explore the relationship between branding and consumer behaviour (Selmi et al., 2025; Sharma & Khandeparkar, 2025; Choi et al., 2024). Similarly, Hamdy et al. (2024) stated that the adaptation of the validated scales increases reliability in the measurement process. Similar recommendations were also made by Hair et al. (2021), and Sekaran and Bougie (2020), which is to adapt the instruments to ensure consistency and validity.

Results and Discussion

This study offers valuable theoretical and empirical insights into the mediation mechanisms by which brand trust, brand love and brand loyalty influence the repurchase intention via brand evangelism. The findings show that consumers who gain trust towards the brand are likely to have stronger emotional attachment and longer relationship with the brand, which then leads to evangelistic practices. The study findings align with recent research highlighting the importance of trust as a key component of long-lasting relationships between consumers and brands, and how it influences consumers to become more inclined to advocate for brands (Selmi et al., 2025;

Kousar et al., 2025). Moreover, previous studies also showed that consumers' brand trust positively influenced their commitment and brand recommendation, which further positively affected their repurchase intention (Carroll & Ahuvia, 2006; Albert & Merunka, 2013).

Reliability and Validity Analysis

Table 1 Reliability and Validity Analysis

Construct Reliability and Validity				
Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BRAND TRUST	0.887	0.887	0.930	0.815
BRAND _EVANGELISM	0.862	0.865	0.916	0.784
BRAND _LOVE	0.908	0.910	0.942	0.844
BRAND _LOYALTY	0.832	0.838	0.899	0.747
REPURCHASE _INTENTION	0.856	0.860	0.912	0.776

Construct reliability and validity results show that all the measurement scales used in this study are reliable and valid. The Cronbach's alphas for the measures range from 0.832 to 0.908, which is above the recommended criterion of 0.70, indicating that the internal consistency of the items is good. Likewise, the composite reliability values (ρ_c) vary from 0.899 to 0.942, all of which are very high levels of reliability for the construct and would suggest that indicators consistently reflect their respective latent constructs. In addition, the Average Variance Extracted (AVE) scores of the instruments range from 0.747 to 0.844, which is higher than the minimum acceptable convergent validity score of 0.50. As can be seen from the reliability and validity of each construct, the indicators of the construct 'Brand Love' have the highest reliability and validity ($\alpha = 0.908$; CR = 0.942; AVE = 0.844), this means that the indicators of the construct 'Brand Love' have a strong representation of the construct. Similarly, the psychometric properties of the other scales are found to be satisfactory, including Brand Trust, Brand Evangelism, Brand Loyalty, and Repurchase Intention. In general, the results showed that the measurement model was reliable, internally consistent and had good convergent validity, which could be used for the further analysis of the structural model and testing of the hypotheses.

Discriminant Validity

HTMT results can provide evidence on the discriminant validity of the constructs used in the study. Based on the recommended threshold of 0.90, the discriminant validity concerns several constructs as several HTMT values are above the threshold. In particular, the relationships between the constructs of Brand Trust and Brand Evangelism (HTMT = 0.936), Brand Trust and Brand Loyalty (HTMT = 0.974), Brand Evangelism and Brand Loyalty (HTMT = 0.962), Brand Love and Brand Loyalty (HTMT = 0.946), and Brand Evangelism and Repurchase Intention

(HTMT = 0.958) exceed the recommended value, implying that these constructs are highly correlated with each other, and may have very similar conceptual meanings.

Table 2 Discriminant Validity

Discriminant Validity					
Heterotrait-Monotrait Ratio (HTMT) - Matrix					
	BRAND TRUST	BRAND _EVANGELISM	BRAND _LOVE	BRAND _LOYALTY	REPURCHASE _INTENTION
BRAND TRUST					
BRAND _EVANGELISM	0.936				
BRAND _LOVE	0.903	0.864			
BRAND _LOYALTY	0.974	0.962	0.946		
REPURCHASE _INTENTION	0.832	0.958	0.813	0.865	

Other construct pairs like the Brand Trust and the Brand Love (HTMT = 0.903), Brand Trust and the Repurchase Intention (HTMT = 0.832), Brand Love and the Repurchase Intention (HTMT = 0.813), Brand Loyalty and the Repurchase Intention (HTMT = 0.865) are also in acceptable limits. The results show that the constructs have generally good discriminant validities, although some dimensions have high conceptual associations that merit further investigation using cross loadings, Fornell-Larcker criterion or theoretical considerations. In general, the findings suggest that the constructs can be differentiated, however there is some overlap in some of the relationships, because of the close relationships between them in the context of the consumer-brand relationship.

PLS SEM Bootstrapping

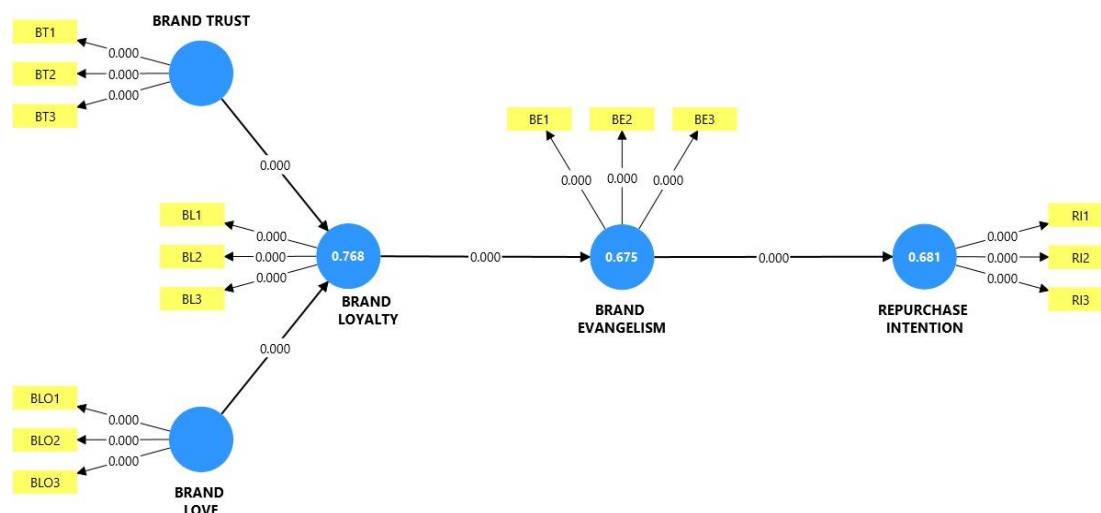


Figure 2 PLS SEM Bootstrapping

The structural model results show that the relationships between the constructs of the study are good. The model accounts for 76.8% of the variance in the dependent variable (Brand Loyalty; $R^2 = 0.768$), suggesting that the relationship between the independent variables (Brand Trust and Brand Love) with the dependent variable has a significant impact on the development of brand loyalty. Moreover, the variance of the predictor Brand Evangelism can be explained by the predictor Brand Loyalty with an R^2 of 0.675, indicating that the customers with high brand loyalty are likely to be high contributors to Brand Evangelism. The path coefficients are significant ($p = 0.000$) showing that all hypothesized paths are also statistically supported and trust and emotional attachment are important to increase the consumer-brand relationship.

Hypothesis Testing

Table 3 Hypothesis Testing

Path coefficients						
Mean, STDEV, T values, p values						
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values	
BRAND _EVANGELISM -> REPURCHASE _INTENTION	0.825	0.826	0.025	33.293	0.000	
BRAND _LOVE -> BRAND _LOYALTY	0.411	0.411	0.069	5.931	0.000	
BRAND _LOYALTY -> BRAND _EVANGELISM	0.822	0.822	0.025	32.725	0.000	
BRAND TRUST -> BRAND _LOYALTY	0.510	0.510	0.069	7.431	0.000	

The results of the path coefficients show that the model proposed structural relationships are all positive and significant. Brand Trust is statistically significant and has a strong influence on Brand Loyalty ($\beta = 0.510$, $t = 7.431$, $p < 0.001$), thus indicating that a consumer who has a high trust in a brand is more likely to get loyal towards the brand. Likewise, the emotional attachment of the consumers to the brand has a high positive impact on Brand Loyalty ($\beta = 0.411$, $t = 5.931$, $p < 0.001$). Moreover, the analysis revealed that the Brand Loyalty significantly influences the Brand Evangelism ($\beta = 0.822$, $t = 32.725$, $p < 0.001$) which suggested that customers who find their brands to be loyal are the ones who actively promote and evangelize the brands. Lastly, the positive effect of Brand Evangelism on Repurchase Intention is highly significant ($\beta = 0.825$, $t = 33.293$, $p < 0.001$), showing that those who engage in evangelistic behaviors are likely to continue to buy the brand in the future. In general, the results lend support to all the hypothesized relationships and validate the idea that Brand Loyalty and Brand Evangelism are important relationships between Brand Trust and Brand Love and consumers' repurchase intention.

Model Fitness

Table 4 Model Fitness

Model fit		
Fit summary		
	Saturated model	Estimated model
SRMR	0.052	0.079
d_ULS	0.324	0.757
d_G	0.324	0.365
Chi-square	715.574	781.595
NFI	0.860	0.847

The model fit results show that the proposed structural model has an acceptable overall model fit. The SRMR value of the estimated model is 0.079 which is below the recommended value of 0.08 and suggests that there is not much difference between the observed and estimated correlations. Normed Fit Index (NFI) value of 0.847 is near the acceptable value of NFI of 0.90, which indicates reasonable model fit to the observed data. Furthermore, the difference between the two models is within acceptable limits, d_ULS (0.757) and d_G (0.365) do not exceed those limits, which also gives confidence to the model. The value of the Chi-square statistic is relatively large ($\chi^2 = 781.595$), but there is no reason to assume that this is a sign of poor model performance as this is often the case in PLS-SEM studies, which is especially true when the sample size is large. The overall fit statistics indicate that the proposed model has good predictive capacity and represents the relationships between the variables Brand Trust, Brand Love, Brand Loyalty, Brand Evangelism and Repurchase Intention well.

PLS SEM

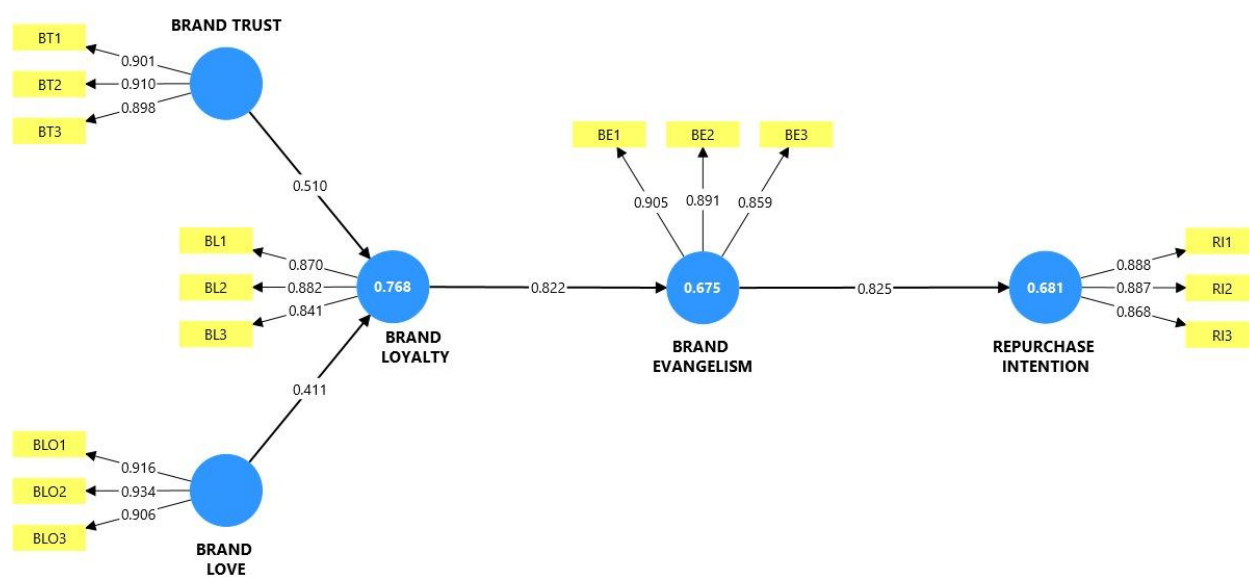


Figure 3 PLS SEM

The overall PLS-SEM model shows very good measurement quality and a considerable amount of explanatory power. The indicator loadings are all greater than the accepted value of 0.70,

which indicates excellent indicator reliability. Specifically, the factor loadings for Brand Trust range from 0.898 to 0.910, Brand Love from 0.906 to 0.934, Brand Loyalty from 0.841 to 0.882, Brand Evangelism from 0.859 to 0.905, and Repurchase Intention from 0.868 to 0.888. The high loadings suggest that the measurement items measure the latent constructs well. In addition, the structural model shows that Brand Trust ($\beta = 0.510$) and Brand Love ($\beta = 0.411$) have positive effects on Brand Loyalty, accounting for 76.8% of the variance of Brand Loyalty ($R^2 = 0.768$). The results show that, cognitive trust and emotional attachment play a key role in customer loyalty towards brand.

The result of this study shows that brand trust has a significant effect on brand loyalty ($\beta = 0.510$, $p < 0.001$). This means that the higher the consumers perceived that the brand is reliable and trustworthy, the higher the consumer is likely to be loyal to the brand. This finding aligns with recent research which found that trust is a key element of loyalty and relationship commitment between consumers and brands. In particular, Kousar et al. (2025) indicated that the level of brand trust is a significant factor that positively affects a consumer's positive perception and engagement behavior, whereas Al Balushi et al. (2024) revealed that the level of trust positively influences the degree of attachment and loyalty of consumers to service brands. Likewise, the previous studies of Albert and Merunka (2013) and Alnawas and Altarifi (2015) found that trust is a critical antecedent of brand loyalty as it enhances the trust and commitment of the consumers toward the brand.

Discussion

This study contributes to the theoretical body of knowledge by bridging the gap between the study of consumer-brand relationship theory and the introduction of four additional concepts: Brand Trust, Brand Love, Brand Loyalty, Brand Evangelism and Repurchase Intention into one model. The findings show that Brand Trust and Brand Love are key determinants of Brand Loyalty, which in turn can affect the Brand Evangelism and Repurchase Intention. These findings have supported the Relationship Marketing Theory that posits that trust and emotional bonding are key components of the creation of long-term consumer-brand relationships. It was found that there is significant positive relationship between Brand Trust and Brand Loyalty with the result ($\beta = 0.510$, $p < 0.001$), which suggests that consumers are more likely to remain loyal to a brand that they consider to be trustworthy and dependable. Similarly, the positive effect of Brand Love on the relationship of Brand Loyalty ($\beta = 0.411$, $p < 0.001$) confirms the proposition that emotional attachment makes consumers more committed, supporting the continuity of the relationship. These results corroborate Carroll and Ahuvia (2006), who stated that emotional attachment leads to increased consumers' commitment, and Albert and Merunka (2013) who highlighted the significance of emotional attachments in the sustainability of long-term relationships with brands. Additionally, Selmi et al. (2025) found that emotional brand-related factors are a crucial part of consumer advocacy and intentions.

The study results were consistent with the literature, with research increasingly recognizing the importance of trust and emotional connection to building consumer loyalty and engagement. This study's results indicate that Brand Trust has a significant impact on Brand Loyalty, which aligns with the studies conducted by Al Balushi et al. (2024) that showed that the level of trust influences the level of commitment and attachment customers have to service brands. Similarly, the strong relationship between Brand Love and Brand Loyalty justifies the findings of Hamdy et

al. (2024) that consumers who have a stronger emotional connection are more loyal and have firmer relationships. The present results, however, have greater explanatory power than some of the previous research as two variables, namely Brand Trust and Brand Love were examined together in the same context. The model presented here has been designed to show that both cognitive and emotional factors play a role in the formation of loyalty, whereas previous studies often analysed either trust independently or emotional attachment independently. Alnawas & Altarifi (2015) also found that the combined influence of trust and brand love is positive in terms of building customer loyalty and long-term brand commitment, which is congruent with the findings of this study. As such, the current study adds to the literature by empirical evidence indicating that loyalty is the result of rational evaluations and emotional connections.

Conclusion

The main aim of this study was to evaluate the impact of the Brand Trust and Brand Love on the Brand Loyalty and to see how the Brand Loyalty impacts on the Brand Evangelism and Repurchase Intention. The results show that both Brand Trust and Brand Love have significant effects on the formation of Brand Loyalty, indicating that the cognitive and emotional dimensions are both relevant to the strengthening of consumer-brands relationship. Specifically, it was found that Brand Trust was more predictive of Brand Loyalty than was Brand Love, suggesting that consumer's trust in a brand's reliability and integrity is a central pillar of consumer loyalty. The results align with the previous research findings that trust and emotional attachment create customer loyalty and confirm to the theory of Relationship Marketing (RM) (Carroll & Ahuvia, 2006; Albert & Merunka, 2013).

The study also shows that the degree of Brand Loyalty has a significant positive effect on Brand Evangelism. Loyal customers are also likely to buy from the brand repeatedly and are likely to be active in promotion and recommendation of the brand. This discovery adds to the ever-expanding body of research on consumer advocacy, as it validates that loyalty is a major means by which consumers become voluntary brand ambassadors. The findings mirror recent studies emphasizing the need to focus on brand evangelism as a key catalyst for achieving sustainable competitive advantage and improving customer engagement (Sharma & Khandeparkar, 2025; Sohaib et al., 2024).

Future Research Direction

There are several opportunities for future research in this study. First, future scholars could extend the proposed framework by adding more constructs like Brand Attachment, Customer Satisfaction, Brand Experience, Brand Community Participation and Consumer Engagement. These variables could be used to gain a better understanding of the psychological and behavioral pathways to brand evangelism and repurchase intention. The study results indicate that emotional and experiential aspects have become significant dimensions to consider in digital marketing because of their increasing role in the relationship between consumers and brands in the digital world (Selmi et al., 2025; Kousar et al., 2025).

Second, the current investigation used a cross sectional research design, and it is difficult to track the changes in consumer attitudes and behaviors over time. Further research is needed that uses longitudinal study design to examine changes in trust, love, loyalty and evangelistic behaviors

over time during the customer journey. Moreover, experimental and mixed methods could help generate more in-depth understanding of causal relationships and consumer motives. This methodological way of extension aims to overcome the shortcomings of self-report data in surveys, and boost the robustness of future results (Hamdy et al., 2024; Al Balushi et al., 2024).

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