

Conceptual Review on Brand Community and Brand Evangelism: With Special Reference to Sri Lankan Context

Wickramasinghe, W.D.D.S.

Doctoral Candidate, University of Kelaniya, Sri Lanka

Dissanayake, D.M.R.

Department of Marketing Management, University of Kelaniya, Sri Lanka

Medis, A.P.

Department of Marketing Management, University of Kelaniya, Sri Lanka

Abstract: Brand evangelism is a concept that has garnered increasing attention worldwide, with extensive research focusing on its causes and manifestations. However, this phenomenon remains relatively unexplored within the Sri Lankan context, as asserted by previous empirical studies. This research aims to connect this gap by investigating the factors that drive individuals to become brand evangelists in Sri Lanka, particularly within the competitive Lubricants industry.

This study utilizes various literature to examine the complex phenomenon of brand evangelism when consumers transcend essential consumption to promote and advocate for the brand actively. We address the challenges and complexities inherent in converting customers into brand evangelists, considering factors such as fluctuating consumer preferences and the dynamic nature of product lines.

Moreover, we examine the role of digital marketing and content creation in facilitating brand evangelism, particularly in the era of abundant information and consumer empowerment. With the ubiquity of digital devices, consumers have unprecedented access to brand content, and understanding their engagement patterns is crucial in fostering brand evangelism.

This research identifies a practice gap in the Sri Lankan context concerning content marketing and online consumer engagement, shedding light on the need for tailored strategies in this region. It also contributes to the global understanding of brand evangelism by contextualizing it within Sri Lanka's unique market conditions.

Ultimately, this study aims to provide valuable insights for marketers, businesses, and scholars interested in unlocking the potential of brand evangelism in Sri Lanka and beyond. It offers a comprehensive analysis considering the local context and the global discourse on this fascinating phenomenon.

Keywords: Brand evangelism, Brand engagement, Customer engagement, Community, Lubricants, Sri Lanka

Date of Submission: 02-01-2025

Date of acceptance: 13-01-2025

I. Introduction

In the Sri Lankan context, brand evangelism is a less examined concept, as claimed in empirical research. (Munasinghe & Dissanayake, 2018). In the world, comprehensive researchers and practitioners have increasingly focused on investigating and explaining the causes and extreme elements of brand evangelism. Furthermore, many marketers assume that sales will increase when more people promote a product or service to others. They have a significant impact when employing brand-related experiences to persuade others. A customer evangelist buys and consumes the product regularly and feels obligated to tell others about it, encouraging them to switch from competing or present brands (McConnell & Huba, 2003). However, according to Becerra & Badrinarayanan (2013), the number of this highly influential group of consumers is relatively insignificant.

Furthermore, Shaari & Shafinaz (2016) stated that converting a client into an evangelist is difficult. In their recent study, some clients, particularly those who may flip between items before accepting a single brand, may find it difficult to interact with others or be preoccupied with personal work. It takes a massive effort to persuade each customer because their tastes and preferences differ significantly. Furthermore, if the product line changes regularly, it may provide a problem for brand evangelism because customers' interests may also vary. The most substantial measure is a year-over-year revenue increase, which businesses may use as authentic proof

to determine the number of client evangelists. Gathering feedback from evangelists on a regular basis would provide marketers with a better knowledge of what they like and dislike (McConnell & Huba, 2003). According to previous studies on brand evangelism, firms confront numerous hurdles in converting customers into brand evangelists (Anggraini, 2018; McConnell & Huba, 2003; Pornsrimate & Khamwon, 2020a).

As a result, the researchers intend to know what factors lead someone to become a brand evangelist. Even though (2015) conducted an empirical study on the relationship between brand evangelism and consumer collectivism, Previous studies on brand evangelism were undertaken primarily in individualistic countries such as the United States and Austria (Becerra & Badrinarayanan, 2013; Doss & Carstens, 2014; Matzler et al., 2007).

Consumers use digital devices to access brand content and acquire relevant information before making a purchase decision. Moreover, the consumer is affluent with information sources that can be accessed within a few seconds. Therefore, brand-related content marketing needs to be analyzed in the present digital context (Weerasinghe, 2019).

Since Brand Community Engagement (BCE) affects brand usage intentions favorably, boosts members' participation in online brand communities, and results in community integration and deeper brand relationships, it is crucial for the community's survival and strategic enhancement of customer value (Kumar & Kumar, 2020). The authors use BCE as a keyword to show the BCE's impact on Brand Evangelism. The literature on Consumer/Customer behavior has seen a substantial increase in the idea of Customer Engagement in recent years (Rasool et al., 2020). In this paper, Customer engagement is used to find concepts during. The researchers found the BE's behavior once CE and BCE actively participated.

1.1 Brand Evangelism

The English word "evangelist" is derived from the Greek phrase "Evangelos," which translates to "purveyor of good news" (Meiners et al., 2010). It pertains to the happening of events mentioned in the sacred scriptures or gospels and the act of making those occurrences known to the public. The objective of evangelism is to perpetuate the awareness and understanding of divinity (Anggraini, 2018; *Evangelism through the Centuries: Focusing on the Apostolic Church, the Church in Early America, and the Contemporary Church - Google Search*, 2015).

Guy Kawasaki transformed the religious term "Evangelos" into the commercial phrase "evangelist," which is more practical and effective. Guy Kawasaki is widely regarded as the pioneer of customer evangelism (Cheung et al., 2015; Cheung et al., 2021). Despite his employment in sales at Apple during the 1980s, his business card identified him as an "evangelist." According to Kawasaki, Apple's staff and their most passionate users exhibited devotion similar to religious fervor, surpassing the significance of his business card. Kawasaki expressed his observation of increased consumer religion by employing metaphorical language derived from religion (Collins et al., 2015).

Brand evangelism is a relatively new concept that still needs further investigation compared to brand equity (Dissanayake & Ismail, 2015). The concept aims to establish an intention and brand experience that motivates consumers to remain loyal to a company and spread their enthusiasm to others (Anggraini, 2018). While evangelism is commonly associated with religious contexts, the term is also employed in marketing concepts.

"Brand evangelism refers to a robust connection between consumers and a brand, characterized by positive word-of-mouth communication among consumers" (Riivits-Arkonsuo et al., 2014). An evangelist refers to a customer who actively engages in creating a favorable perception of a brand and willingly allocates resources to endorse it (Kumar & Nayak, 2018). Evangelists are distinct from loyal customers due to their keen dedication to disseminating positive information and selfless brand loyalty (Matzler et al., 2007). Additionally, there is a higher probability that they will buy the brands they prefer (Becerra & Badrinarayanan, 2013). Brand evangelists have a crucial impact on attaining significant brand results by disseminating valuable brand information to other customers (Massa et al., 2017; Swimberghe et al., 2018). The creativity and resourcefulness of brand evangelists in sharing their brand experiences benefit the attitudes toward the brands they support (Riivits-Arkonsuo et al., 2014).

Studies indicate marketers can cultivate brand evangelism by promoting brand trust and recognition (Becerra & Badrinarayanan, 2013). Brand trust has a direct impact on the likelihood of purchasing a product or service and the likelihood of recommending it to others. Brand identity has a significant effect on both positive and negative brand recommendations.

Brand evangelism refers to the active and vocal support of a brand, which includes actions like purchasing the brand, spreading positive word-of-mouth about the brand, and persuading others to choose the brand by criticizing competing brands (Becerra & Badrinarayanan, 2013; Doss & Carstens, 2014).

II. Literature Review

Much research from the United States has also significantly contributed to understanding brand evangelism and engagement behavior. U.S. researchers have explored the connection between brand evangelism and brand engagement, often comparing these behaviors to those in other countries. The studies conducted in the U.S. have typically explored the relationship between consumer passion for a brand and the degree to which they actively advocate for it within their social circles. This research provides a broader perspective on the global relevance of brand evangelism, offering a comparative view that highlights differences and similarities across cultures.

Dissanayake (2022) explored customer engagement behaviors concerning consumer electronic brands in the Sri Lankan context. Two Sri Lankan researchers (Pathirana & Abeysekera, 2021) examined how brand community engagement and relationship marketing manifest in the Sri Lankan building materials sector. Perera et al. (2022) emphasized the significance of social brand engagement, drawing from secondary data analysis to highlight behaviors associated with brand evangelism.

The referred research articles provide an insightful overview of significant publications on brand communities' activities and geographical distribution. The referred journal article data highlights critical studies spanning from the early 2000s to the late 2000s emphasizing various aspects of brand-related activities, such as their practices, influence, and outcomes.

One of the foundational works in this reference is by Muniz & O'guinn, (2001), titled "Brand community," and archived in the USA. The research study laid the groundwork for understanding the social and communal aspects of brand communities. In 2005, researchers explored the social influence of brand communities through their research on European car clubs archived in Switzerland. This study provided critical insights into how these communities can shape consumer behavior (*The Social Influence of Brand Community: Evidence from European Car Clubs - René Algesheimer, Utpal M. Dholakia, Andreas Herrmann, 2005, n.d.*).

The exploration of brand love by Carroll & Ahuvia (2006), archived in Greece, examined the antecedents and outcomes of intense brand loyalty and affection. This work added a psychological dimension to the understanding of brand communities. Matzler et al.'s (2007) research, archived in Austria, delved into brand evangelism, identifying factors contributing to consumers' passionate advocacy for brands.

Schau et al. (2009) studied how brand community practices create value, archived in the USA. They comprehensively examined the tangible and intangible benefits generated within brand community activities. This research highlighted practical implications for brands seeking to foster and leverage community practices.

The geographical distribution of these archives reveals a significant concentration of research in India. The USA researchers followed a few articles, while New Zealand and Canada had articles. This distribution indicates a robust global interest in the topic, with particularly high engagement in India and the USA. The publication timeline shows a steady flow of influential studies from 2001 to 2007, with each year marked by at least one notable contribution. This timeline underscores the sustained scholarly effort to explore and understand the dynamics of brand communities over the years.

This multifaceted journal article provides a rich tapestry of research on brand evangelism and engagement, illustrating their varied dimensions and impacts. The data reflects a global scholarly engagement, with significant contributions from different regions, particularly India and the USA. Referred journal articles significantly elevate industrial comprehension of the operational mechanisms of brand communities, their impact on consumer behavior, and their ability to generate value in the customer's mind.

Overall, the data presented in this collection of journal articles paints a rich picture of the evolution of brand evangelism and engagement studies across different regions and industries. These studies have significantly improved our understanding of the operational mechanisms of brand communities, their impact on consumer behavior, and their ability to create value in the minds of consumers. However, the gap in research on the lubricant industry and Sri Lankan markets points to an opportunity for future studies to expand this field, particularly by exploring how brand evangelism functions in less-studied sectors and cultural contexts. This multifaceted analysis provides a foundation for further exploration, inviting scholars and professionals to deepen their understanding of marketing and consumer behavior in these emerging areas.

2.1 Brand Engagement

Practically speaking, social media participation is measured by likes, shares, comments, and subscriptions (Ashley & Tuten, 2015; M. L. Cheung et al., 2021). From a broader and more academic standpoint, brand engagement can be understood as an attitude or intention that fosters a connection with a brand and leads to positive actions that benefit the brand (Gensler et al., 2013). This concept is closely related to the business and human resources fields.

Prior research has identified various factors that contribute to brand engagement, with brand love being significant (Joshi & Garg, 2021). However, there is a lack of consensus among scholars regarding the direction of the relationship between brand love and brand engagement. Some studies consider brand love as a

consequence of brand engagement, while others view it as an antecedent (Batra et al., 2012; Sarkar & Sreejesh, 2014).

Prior studies suggest that engagement can foster an emotional bond that facilitates the formation or impacts the emergence of consumer trust (Islam & Rahman, 2017), satisfaction (Rather, 2019), attachment (Islam & Rahman, 2017), e-WOM (Meiners et al., 2010), or brand loyalty (Islam & Rahman, 2017; Paruthi et al., 2022). Prior studies have demonstrated that engagement substantially influences diverse consumer attitudes and behaviors. Hollebeek et al. (2019) explain in their research that brand involvement creates brand-specific operational resources. When consumers have established a connection with the brand, they are willing to utilize their knowledge and abilities to assist the firm through their actions and procedures. Specifically, those who strongly connect with a brand are more inclined to make additional purchases, speak positively about it, and demonstrate its usage to others (Obilo et al., 2021). Wang et al. (2023) show that brand involvement has a direct and beneficial impact on consumers' willingness to collaborate with the brand in creating something together.

Researchers categorize Brand community participation determinants into three main categories (L. D. Hollebeek et al., 2017; Wirtz et al., 2013). The initial brand-related factors encompass the consumer's identification and the brand's symbolic significance to that individual. Additional social factors include social rewards and social identity. The ultimate functional drivers are the advantages, the avoidance of ambiguity, and the quality of information.

Brand community engagement positively impacts brand usage intentions, encourages greater participation in online brand communities, and leads to community integration and stronger brand relationships. Strong brand relationships are essential for the long-term sustainability of the community and for strategically enhancing customers (Kumar & Kumar, 2020).

III. Practice Related Discussion

According to the study's scope, researchers identified brand evangelism as a concept less examined in Sri Lankan culture. The limited research in this area has resulted in a significant gap in understanding how brand evangelism manifests and influences consumer behavior in Sri Lanka. Further to the journal articles referred to in this concept paper, Indian researchers focus more on brand evangelism related to retail markets, the sports goods market, and the automotive industry, based on the author's analysis. Indian researchers have focused extensively on these industries, delving into how brand evangelism shapes consumer loyalty and engagement.

A lubricant is a substance that minimizes the resistance and thermal energy generated when two or more surfaces interact. Throughout millennia, humanity has employed lubricants. As an illustration, the ancient Egyptians used oil and water to transport statues and utilized animal fat to grease the axles of their chariots. By the early twentieth century, mineral oils, vegetable oils, and greases were used for lubrication. The list includes solid lubricants, synthetic oils, water- and gas-based lubricants (cycles & Text, 2022).

The industry has a size of around 68,000 KL. The industry volumes fluctuate based on key industry sectors' production demand and supply. Industry giants are companies that manufacture lubricants locally. Local lubricant blenders engage in the importation of raw materials and the blending of lubricants, while direct importers solely import completed products. The four regional blender manufacturers and ten lubricant imports serve the same market by distinguishing their products based on quality and specific uses. The government tariff rates for local lubricant blenders are lower than those for imported lubricants. Due to the tariff disparity, the prices of products can no longer effectively compete with those of other products. Finished product importers must enhance their service level to establish a competitive market. (PUCSL, 2024).

There is an empirical gap in the Sri Lankan context on content marketing and online consumer engagement (Weerasinghe, 2019). Furthermore, brand evangelism is a concept that empirical studies are still endeavoring to investigate its behavior inside various products and market concepts (Munasinghe & Dissanayake, 2018). Therefore, context might be consequential to the nature and outcomes of content marketing and brand evangelism, leading to different results for service firms and manufacturers. In this research discipline, the authors try to elevate content marketing values' impact on brand evangelism and brand community engagement and customer engagement impact on brand evangelism, which are lagging in the lubricants industry. Earning a competitive edge for local industries is a must to survive with intensified competition whereas overall organizational commitment plays significant role for that including communities related to the business (Jayasinghe, et al. 2015).

Furthermore, advertising enjoyment describes the entertainment needs of media users (Lou et al., 2019) and demonstrates the role of advertising content in entertaining customers. Advertising irritation occurs when advertising elicits a negative response from the viewer, such as annoyance, distraction, or outright offensiveness. According to Ducoffe (1996), consumers' perceptions of advertising value played a role in establishing positive views toward web commercials. Because of the digital revolution, consumers have turned to the web, seeking methods to entertain, study, and communicate. They require more multimedia, interactive, and personalized content (Scozzese & Granata, 2019).

The tire story connects to content marketing, claims Michelin in 1900. Every year since 1900, Michelin has produced travel guide maps (Lou et al., 2019) targeting tire customers. Consumer participation in content marketing is the active role of consumers in sharing and participating in media spaces that interest them (Kilgour et al., 2015). According to Blank (2014) content marketing involves connecting with the community by providing knowledge, ideas, and experiences that benefit others without expecting anything in return.

The researcher's empirical findings and relevant data pertaining to the study discipline were examined to identify and address the practice gap associated with the research topic. Dissanayake et al. (2019) review concepts and empirical contributions to customer engagement in social media.

Researcher Paruthi et al. (2022) discussed Facebook brand communities, and Paruthi & Kaur (2017) discussed the few brand community engagements in Facebook communities, including the world-famous automotive brand General Motors (GM). According to the empirical data gathered by the authors during their discipline, authors noted brands related activities limited to brands like Starbucks, HP, Microsoft, Dell, Nike, IBM, P&G, Apple, Microsoft, Coca-Cola, Samsung, and Nokia (Habibi et al., 2014; Paruthi & Kaur, 2017; Thakur, 2016; Van Doorn et al., 2010). L. Hollebeek, (2011) published an article discussing highly engaged and non-engaged brands. BP (British Petroleum) and Caltex are categorized under petroleum products under the non-engaged brands in the same article. According to the findings in the same article, Mercedes Benz represents the automobile sector under the highly engaged brand. Evangelism became a business slogan during the digital growth of the late 1990s. Additionally, several studies have described brand evangelism as an expanded loyalty behavior (Anggraini, 2018; Harrigan et al., 2020). Brand evangelism is, therefore, defined as the active behavioral and vocal support of a brand, which includes actions like buying the brand, disseminating positive brand referrals, and convincing people about a focal brand by disparaging rival brands (Becerra & Badrinarayanan, 2013).

The data from sports brands (Nike, Adidas, Decathlon), mobile devices (Apple, OnePlus, Xiaomi, Samsung), and automobiles (Royal Enfield, Harley-Davidson, and Honda) were analyzed to determine the brand community participation and its drivers (Kumar & Kumar, 2020) that are community benefits and community investments. According to author Sharma et al. (2022), brand community engagement positively influences brand evangelism.

Researcher Matzler et al. (2007) discussed fashion and brand evangelism. Becerra & Badrinarayanan (2013) researched Consumable brands (computers, televisions, clothing, athletic shoes, and cars) referring to brand evangelism. During their research in Estonia, Riivits-Arkonsuo et al. (2014) discussed brand evangelism by referring to Automobiles, Chocolate, Cameras, Perfume, and shoes. Harley-Davidson motorcycles, Apple iPhone mobile phones, MINI automobiles, Saab automobiles, and Starbucks coffee brands and industry sectors took to talk about Brand evangelism during the research (Doss & Carstens, 2014).

Online communities (Automobile brands, cosmetics, fashion, gadgets, and health care) and brand evangelism behavior have been researched by several authors (Shaari & Shafinaz, 2016). According to (2018), luxury motorcycle components and accessories behavior is discussed as relating to brand evangelism. Marticotte et al. (2016) published a journal article about the gaming industry and examined the influence of brand evangelism on oppositional referrals toward a rival brand. In the Sri Lankan context, two authors discussed cable industry behaviors (Munasinghe & Dissanayake, 2018). The mobile industry, Tourism industry, and Cosmetic industry are used to conduct research related to brand evangelism (Anggraini, 2018; Harrigan et al., 2020; Munasinghe & Dissanayake, 2018; Pornsrimate & Khamwon, 2020b; Sharma et al., 2021).

IV. Conclusion and Future Research Directions

Researchers want to highlight the importance of brand evangelism irrespective of the industries in Sri Lankan contexts. The further paper attempts to highlight the global and local industry sector brands, namely Motor cars, Motorcycles, Mobiles, Cables, Consumer fashions, Dairy products, Car clubs, Consumables, Apparel, cosmetics, and Sports shoes, explain their respective practices in the scope of Brand evangelism. Industry researchers are currently applying brand evangelism techniques in a supportive manner, as researchers feel that research is unique and relevant to segments. Nevertheless, there is a lack of empirical analysis in those industries to fully understand the impact of content marketing campaigns on brand evangelism behaviors. Typically, there is a lack of empirical studies evaluating the success of brand-building methods and stimulation used by Sri Lankan businesses in various marketplaces, including the services sector (Dissanayake & Ismail, 2015; Gunawardane et al., 2016).

Furthermore, this study addresses the management consequences by highlighting the strategic significance of linking comprehensive marketing approaches to generate brand evangelists. Brand communities and intermediate customers are critical in sustaining a business model in industrial (technical) products. The online brand community engagement scale is a dependable and accurate instrument for assessing consumer motives for engaging with an online brand community (Baldus et al., 2015). According to the empirical studies, except for the lubricant industry, most other industries use these concepts to gather communities around

the brand. Occasionally, brands lose control of the main concepts of evangelism. Therefore, it is crucial for managers to strategically plan and implement word-of-mouth (WoM) and evangelist-building activities in conjunction with other programs to create brand evangelism, incorporating both emotional and rational elements.

Further to the analysis, the authors formulated two key propositions. Firstly, the researchers emphasize the significance of brand evangelism across various industries from Sri Lanka's perspective. They suggest that understanding and leveraging brand evangelism could profoundly impact brand loyalty and advocacy in these sectors. Secondly, the authors stress the importance of conducting empirical evaluations precisely within the scope of industrial product marketing in Sri Lanka. Such evaluations are deemed crucial for gaining deeper insights into the unique dynamics of this market and for developing strategies that resonate with local consumers and businesses.

In this study, we propose that future research should investigate the impact of brand evangelism techniques on brand-related behaviors and brand evaluation behaviors in the industrial product segments, with a specific emphasis on lubricant categories in Sri Lanka. Furthermore, research encourages future studies to investigate the impact of intermediaries and brand communities as direct and indirect factors shaping customers' brand-related behaviors (Munasinghe & Dissanayake, 2018). Furthermore, research studies are necessary to conduct empirical assessments to identify the impact of brand evangelism on brand perception and purchase intention within Sri Lanka's industrial product marketing scope. Brand evangelism must be analyzed comprehensively to determine the proper strategies for creating sustainable market-related tech-savvy products that will help position the product in the correct segment.

References

- [1]. Anggraini, L. (2018). Understanding Brand Evangelism and the Dimensions Involved in a Consumer Becoming Brand Evangelist. *Sriwijaya International Journal of Dynamic Economics And Business*, 2(1), Article 1. Apple iPhone for at least 6 months in Indonesia. <https://doi.org/10.29259/sijdeb.v2i1.%p>
- [2]. Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- [3]. Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978–985. The Boston Red Sox, Salesforce.com, Starbuck's Coffee, Dell, General Motors, and Procter & Gamble.
- [4]. Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, 76(2), 1–16. Automotive brands, Craft cheese, Harley Davidson, NASCAR,.
- [5]. Becerra, E. P., & Badrinarayanan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*. Consumable brands (computers, televisions, clothing, athletic shoes and cars).
- [6]. Blank, D. (2014, December 2). What-is-content-marketing. <http://www.cmroi.com/2014/02/12/what-is-content-marketing/Content>
- [7]. Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. Brands.
- [8]. Cheung, C. M. K., Liu, I. L. B., & Lee, M. K. O. (2015). How online social interactions influence customer information contribution behavior in online social shopping communities: A social learning theory perspective. *Journal of the Association for Information Science and Technology*, 66(12), 2511–2521. <https://doi.org/10.1002/asi.23340>
- [9]. Cheung, M. L., Pires, G., Rosenberger, I. P. J., Leung, W. K. S., & Chang, M. K. (2021). The role of social media elements in driving co-creation and engagement. *Asia Pacific Journal of Marketing and Logistics*, 33(10), 1994–2018. <https://doi.org/10.1108/APJML-03-2020-0176>
- [10]. Collins, N., Gläbe, H., Mizerski, D., & Murphy, J. (2015). Identifying customer evangelists. In *Brand meaning management (USA)*. Emerald Group Publishing Limited.
- [11]. cycles, T. text provides general information S. assumes no liability for the information given being complete or correct D. to varying update, & Text, S. C. D. M. up-to-D. D. T. R. in the. (2022, March 19). Topic: Lubricants industry worldwide. Statista. <https://www.statista.com/topics/5263/lubricants-industry/>
- [12]. Dissanayake, D. M. R., & Ismail, N. (2015). Relationship between Celebrity Endorsement and Brand Attitude: With Reference to Financial Services Sector Brands in Sri Lanka (Sri Lanka). <http://repository.kln.ac.lk/handle/123456789/10612>
- [13]. Dissanayake, D. M. R., Siriwardana, A., & Ismail, N. (2019). Social media marketing and customer engagement: A review on concepts and empirical contributions. *Kelaniya Journal of Management*, 8(1), 71.
- [14]. Dissanayake, N. H. (2022). Impact of social media marketing on customer brand engagement behaviour: With special reference to consumer electronic brands in Sri Lanka. *Sri Lanka Journal of Marketing*, 8(1). <https://account.sljmuok.sljol.info/index.php/sljo-j-sljml/article/view/89/151>
- [15]. Doss, S. K., & Carstens, D. S. (2014). Big five personality traits and brand evangelism. *International Journal of Marketing Studies*, 6(3), 13. Harley-Davidson motorcycles, Apple's iPhone mobile phones, MINI automobiles, and Saab automobiles, and Starbucks coffee.
- [16]. Ducoffe, R. H. (1996). Advertising value and advertising on the web-Blog@ management. *Journal of Advertising Research*, 36(5), 21–32.
- [17]. Evangelism through the centuries: Focusing on the apostolic church, the church in early america and the contemporary church—Google Search. (2015). https://www.google.com/search?q=Evangelism+through+the+centuries%3A+focusing+on+the+apostolic+church%2C+the+church+in+early+america+and+the+contemporary+church&xsrf=ALiCzsZ_WnkdAdsmKrbIEsUDIG6mJnfACw%3A1651498497480&source=hp&ei=Ad5vYo2tG5HO2roP45200Aw&iflsig=AJiK0e8AAAAAYm_sETF6My34VSBGPodz6X3HGfXAbyhf&ved=0ahUKEwjNsaaq98D3AhURp1YBHeMODcoQ4dUDCAc&uact=5&oq=Evangelism+through+the+centuries%3A+focusing+on+the+apostolic+church%2C+the+church+in+early+america+and+the+contemporary+church&gs_lcp=Cgnd3Mtd2l6EANQAFgAYPgNaABwAHgAgAEAiAEAkGEmAEAoAEC0AEB&scient=gws-wiz
- [18]. Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing Brands in the Social Media Environment. *Journal of Interactive Marketing*, 27(4), 242–256. <https://doi.org/10.1016/j.intmar.2013.09.004>

- [19]. Gunawardane, N., Munasinghe, A., & Dissanayake, D. M. R. (2016). Relationship between Perceived Brand Equity and Purchase Intention of Life Insurance Brands in Sri Lanka: A Concept Paper (Sri Lanka). 6.
- [20]. Habibi, M. R., Laroche, M., & Richard, M.-O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161. Social media. <https://doi.org/10.1016/j.chb.2014.04.016>
- [21]. Harrigan, P., Roy, S. K., & Chen, T. (2020). Do value cocreation and engagement drive brand evangelism? *Marketing Intelligence & Planning*, 39(3), 345–360. Tourism-related decisions. <https://doi.org/10.1108/MIP-10-2019-0492>
- [22]. Hollebeek, L. (2011). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing*, 19(7), 555–573. <https://doi.org/10.1080/0965254X.2011.599493>
- [23]. Hollebeek, L. D., Juric, B., & Tang, W. (2017). Virtual brand community engagement practices: A refined typology and model. *Journal of Services Marketing*, 31(3), 204–217. luxury handbag. <https://doi.org/10.1108/JSM-01-2016-0006>
- [24]. Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). SD logic–informed customer engagement: Integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, 47(1), 161–185.
- [25]. Islam, J. U., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. Facebook.
- [26]. Jayasinghe, J. A. C. B., Nishanthi, H. M., de Silva, G. H. B. A., Silva, H. M. S. V., Dharshani, B. K. N. D., Tissera, T. J. R., ... & Padmasiri, M. K. D. (2015). Moving towards a Competitive Edge: A Case of ABC Apparel Solutions Limited.
- [27]. Joshi, R., & Garg, P. (2021). Role of brand experience in shaping brand love. *International Journal of Consumer Studies*, 45(2), 259–272. <https://doi.org/10.1111/ijcs.12618>
- [28]. Kilgour, M., Sasser, J. L., & Larke, R. (2015). The social media transformation process: Curating content into strategy. *Corporate Communications: An International Journal*, 20(3), 326–343. <https://doi.org/10.1108/CCIJ-07-2014-0046>
- [29]. Kumar, J., & Kumar, V. (2020). Drivers of brand community engagement. *Journal of Retailing and Consumer Services*, 54, 101949. sports, electronics, and automobile brands. <https://doi.org/10.1016/j.jretconser.2019.101949>
- [30]. Kumar, J., & Nayak, J. K. (2018). Brand community relationships transitioning into brand relationships: Mediating and moderating mechanisms. *Journal of Retailing and Consumer Services*, 45, 64–73. <https://doi.org/10.1016/j.jretconser.2018.08.007>
- [31]. Lou, C., Xie, Q., Feng, Y., & Kim, W. (2019). Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building. *Journal of Product & Brand Management*, 28(7), 773–786. <https://doi.org/10.1108/JPBM-07-2018-1948>
- [32]. Martincotte, F., Arcand, M., & Baudry, D. (2016). The impact of brand evangelism on oppositional referrals towards a rival brand. *Journal of Product & Brand Management*, 25(6), 538–549. <https://doi.org/10.1108/JPBM-06-2015-0920>
- [33]. Massa, F. G., Helms, W. S., Voronov, M., & Wang, L. (2017). Emotions uncorked: Inspiring evangelism for the emerging practice of cool-climate winemaking in Ontario. *Academy of Management Journal*, 60(2), 461–499.
- [34]. Matzler, K., Pichler, E. A., & Hemetsberger, A. (2007). Who is spreading the word? The positive influence of extraversion on consumer passion and brand evangelism. *Marketing Theory and Applications*, 18(1), 25–32.
- [35]. McConnell, B., & Huba, J. (2003). A just cause: Creating emotional connections with customers. *Inc Magazine*.
- [36]. Meiners, N. H., Schwarting, U., & Seeberger, B. (2010). The Renaissance of Word-of-Mouth Marketing: A'New'Standard in Twenty-First Century Marketing Management? . *International Journal of Economic Sciences and Applied Research*, 3(2), 79.
- [37]. Munasinghe, A., & Dissanayake, D. M. R. (2018). Relationship between customer based brand equity and brand evangelism: Research propositions on cable brands in Sri Lanka. *Elixir Marketing Management*, 118, 50843–50846. Cable brands in Sri Lanka.
- [38]. Muniz, A. M., & O'guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432. Ford Bronco.
- [39]. Obilo, O. O., Chefor, E., & Saleh, A. (2021). Revisiting the consumer brand engagement concept. *Journal of Business Research*, 126, 634–643. <https://doi.org/10.1016/j.jbusres.2019.12.023>
- [40]. Paruthi, M., & Kaur, H. (2017). Scale development and validation for measuring online engagement. *Journal of Internet Commerce*, 16(2), 127–147. Facebook - Starbucks, HP, Microsoft, Dell, Nike, IBM, P&G, and GM.
- [41]. Paruthi, M., Kaur, H., Islam, J. U., Rasool, A., & Thomas, G. (2022). Engaging consumers via online brand communities to achieve brand love and positive recommendations. *Spanish Journal of Marketing - ESIC*, ahead-of-print(ahead-of-print). the Indian followers of Facebook based brand communities. <https://doi.org/10.1108/SJME-07-2022-0160>
- [42]. Pathirana, L., & Abeyssekera, N. (2021). Reviewing the concepts of brand community, brand tribalism and brand cult on relationship marketing in Sri Lankan building material sector. *International Journal of Recent Innovations in Academic Research*, 5(8), 72–84.
- [43]. Perera, C. H., Nayak, R., & Nguyen, L. T. V. (2022). Social brand engagement and brand positioning for higher educational institutions: An empirical study in Sri Lanka. *Journal of Marketing for Higher Education*, 32(2), 179–196. <https://doi.org/10.1080/08841241.2020.1841068>
- [44]. Pornsrimate, K., & Khamwon, A. (2020a). Building Brand Evangelism Through Social Media Micro-Influencers: A Case Study Of Cosmetic Industry In Thailand. *International Journal of Social Science Research*, 2(3), Article 3.
- [45]. Pornsrimate, K., & Khamwon, A. (2020b). Building Brand Evangelism Through Social Media Micro-Influencers: A Case Study of Cosmetic Industry In Thailand. *International Journal of Social Science Research*, 2(3), Article 3. Cosmetic Industry.
- [46]. PUCSL. (2024). PUCSL. <https://www.pucsl.gov.lk/>
- [47]. Rasool, A., Shah, F. A., & Islam, J. U. (2020). Customer engagement in the digital age: A review and research agenda. *Current Opinion in Psychology*, 36, 96–100. <https://doi.org/10.1016/j.copsyc.2020.05.003>
- [48]. Rather, R. A. (2019). Consequences of consumer engagement in service marketing: An empirical exploration. *Journal of Global Marketing*, 32(2), 116–135. customers visiting four-star and five-star hotels.
- [49]. Riivits-Arkonsuo, I., Kaljund, K., & Leppiman, A. (2014). Consumer Journey from First Experience to Brand Evangelism (Estonia). 6(1), 24. Cars,Chocolate,Cameras, Perfume and shoes.
- [50]. Sarkar, A., & Sreejesh, S. (2014). Examination of the roles played by brand love and jealousy in shaping customer engagement. *Journal of Product & Brand Management*, 23(1), 24–32.
- [51]. Schau, H. J., Muñoz, A. M., & Arnould, E. J. (2009). How Brand Community Practices Create Value. *Journal of Marketing*, 73(5), 30–51. BMW mini (common brands). <https://doi.org/10.1509/jmkg.73.5.30>
- [52]. Scozzese, G., & Granata, G. (2019). The action of e-Branding and Content marketing to improve consumer relationships (Italy).
- [53]. Shaari, H., & Shafinaz, I. (2016). Brand Evangelism Among Online Brand Community Members. *International Review of Business Management Research*, 5, 80–88. On line community -Automobile brand community,cosmetics,fashion,gadgets and health cares.
- [54]. Sharma, P., Sath, A., Billore, A., & Motiani, M. (2021). Investigating brand community engagement and evangelistic tendencies on social media. *Journal of Product & Brand Management*, 31(1), 16–28. Social media. <https://doi.org/10.1108/JPBM-01-2020-2705>
- [55]. Sharma, P., Sath, A., Billore, A., & Motiani, M. (2022). Investigating brand community engagement and evangelistic tendencies on social media. *Journal of Product & Brand Management*, 31(1), 16–28. <https://doi.org/10.1108/JPBM-01-2020-2705>
- [56]. Swimbergh, K., Darrat, M. A., Beal, B. D., & Astakhova, M. (2018). Examining a psychological sense of brand community in elderly consumers. *Journal of Business Research*, 82, 171–178. a luxury motorcycle components and accessories manufacturer.

- [57]. Thakur, R. (2016). Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping. *Journal of Retailing and Consumer Services*, 32, 151–163. A Case of Mobile Devices. <https://doi.org/10.1016/j.jretconser.2016.06.004>
- [58]. The Social Influence of Brand Community: Evidence from European Car Clubs—René Algesheimer, Utpal M. Dholakia, Andreas Herrmann, 2005. (n.d.). Retrieved January 3, 2023, from <https://journals.sagepub.com/doi/10.1509/jmkg.69.3.19.66363>
- [59]. Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pimer, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266. Apple users.
- [60]. Wang, K., Tai, J. C. F., & Hu, H. (2023). Role of brand engagement and co-creation experience in online brand community continuance: A service-dominant logic perspective. *Information Processing & Management*, 60(1), 103136. <https://doi.org/10.1016/j.ipm.2022.103136>
- [61]. Weerasinghe, M. (2019). IMPACT OF CONTENT MARKETING TOWARDS THE CUSTOMER ONLINE ENGAGEMENT. *International Journal of Business, Economics and Management*, 2, 217.
- [62]. Wirtz, J., Den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., Van De Klundert, J., Canli, Z. G., & Kandampully, J. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management*.