Effects of Brand Trust, Brand Identification and Quality of Service on Brand Evangelism: A Study of Restaurants in Multan

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A R T I C L E   I N F O

A B S T R A C T

The purpose of this study is to investigate how customer-band relationships and quality of service influences brand evangelism. And more importantly, this study examines the moderating effect of brand love on brand trust, quality of service, brand identification and brand evangelism relations. Brand evangelism mends to customers' advocacy behaviour and positive or negative word-of-mouth (for a particular brand) that influence the purchase decision. Based on the prior studies conducted on the brand relationships, an integrated conceptual framework on consumer-brand relationships, quality of service and brand evangelism is developed. The snowball sampling technique was employed in this study, and the sample drawn was consisted of 400 brand conscious customers of the different restaurants serving in Multan. The sample was focused on the salaried class, working at different organizations in Multan only. For more robust testing of the theory, brand love was included as a moderating variable. For testing of the moderation effect Process by Andrew F. Hayes was used with the assistance of SPSS version 23. Research findings revealed that the impacts of brand trust, quality of service and brand identification on brand evangelism are significant. And brand love as a moderating variable moderate the relationships between brand trust, quality of service, brand identification and brand evangelism. The mindsets of today customers are changing, and they are getting more brand conscious, they love to share their good and bad experience about the different brands that exist in the market. Today, it is very important for brand managers to know the feelings of the customers about their brands. This study suggests the brands cultivate brand trust, quality in their services, brand identification and brand love in their service for longer standing in diversifying the Market. Brand evangelism is not an old construct, especially, it is new for the graphical location where we are conducting this study, because there is no similar study available here. This study is only focused on the restaurants in Multan, other geographical locations or industries (e.g. beverage industry, cellular operators, electronics etc.) may be used to more clearly understand the brand evangelism construct. Also, comparative studies can be performed to compare the brand evangelism level in customers of a specific at different graphical location markets. This study takes brand customers as brand evangelists but persons from sales department workforce may also be considered as a brand evangelist, because evangelism may also reside there.

INTRODUCTION

The out-of-home eating trend is flourishing very rapidly in the Multan and several restaurant brands have established their fruitful business to get benefit from this habit. A place where people are served with the prepared food against the payment is called a restaurant (Stevenson, 2010). Most of the restaurants also offer to take away and home delivery services to their customers. There are numerous brand names in this category that are serving the local market of the country and new brand names are also rushing towards this geographical location. Likewise, other cities of the Pakistan restaurants market is also getting stronger day by day in the Multan city.

To distinguish a specific product from the other products, the brand name is used. Brand name meanings are of exclusive, durable, promising and show powerful consumer brand relations, feelings and findings. Brands provide a competitive edge to the products in the markets where other products in the same category also exist (Howard and Kerin, 2013).

Brand evangelism replaced word-of-mouth marketing due to; the more reliance of the firms on the satisfied consumers for their brand, and to make the non-customers of the brand to customers of the brand (Riorini and Widayati, 2016). Promotion of the excellent features and the latest things that the majority of the people (who are not a user of the brand) do not know about the brand, is basically known as evangelism (Matzler et al., 2007). In addition to this, brand evangelism is the words of the sales department people of a particular brand to refer a specific product offered by the brand (Badrinarayanan and Laverie, 2011).

Trust is built on the basis of giving and take relationships, it is built over time and relation cannot be established in the case of disagreement on either side (Rigby et al., 2003). Brand trust is basically the dependence of the consumers of the brand on the abilities of the brand to get a pre-defined level of performance of that brand. Two aspects of brand trust are reliability and the characteristics of the brand, and both are important to meet the needs of the customers (Sahin et al., 2011).

Brand identification is defined as a "customer's psychological state of perceiving, feeling, and valuing his or her belongingness with a brand" (Lam et al., 2010). Identification of customers with the brand value congruity, customer commitment with the brand and brand evangelism must fill gaps in the literature relevant to the branding and the behaviour of the customers (Tuškej et al., 2013).

The dependency of the service quality is the extent of the customization of the brand, customer trust, customer satisfaction and finally the loyalty of the customers towards the brand (Coelho and Henseler, 2012). The difference in the thoughts of the customers about the service quality results in the authentic service performance (Parasuraman et al., 1985). Service quality perceptions about some brand name may be affected by the introduction of the new service units (Boisvert, 2012).

RESEARCH OBJECTIVES

This research will fulfil these four objectives:

RO1: To measure the impact of the Brand Trust on the Brand Evangelism in the restaurant industry at Multan.

RO2: To measure the impact of Brand Identification on Brand Evangelism in the restaurant industry at Multan.

RO3: To measure the impact of the Quality of Service on Brand Evangelism in the restaurant industry at Multan.

RO4: To measure the moderating effect of Brand Love on the relationships in Brand Trust, Brand Identification, Quality of Service and Brand Evangelism in the restaurant industry at Multan.

Note: *RO*= Research Objectives

RESEARCH QUESTIONS

This research will try to answer these four research questions:

RQ1: Does Brand Trust have an effect on Brand Evangelism?

RQ2: Does Brand Identification have an effect on Brand Evangelism?

RQ3: Does Quality of Service have an effect on Brand Evangelism?

RQ4: Does Brand Love moderate the relationships in Brand Trust, Brand Identification, Quality of Service and Brand Evangelism?

Note: *RQ* = Research Question

RESEARCH GAP

There were many studies conducted related to this issue but still, gaps are present in the literature that attract the researchers to conduct further studies on it. In past times, there were several types of research done by researchers on the same variables, but they were focused on specific aspects. Separate models, found in the literature relevant to this study, were integrated to develop the proposed

model, e.g., the study of (Hassan *et al.*, 2016) determined the relationship between brand evangelism and quality of service, research of (P. Becerra and Badrinarayanan, 2013) shown the relationship between brand evangelism and brand identification, findings of (Riorini and Widayati, 2016) illustrated the effect of brand trust on brand evangelism, the study of (Hassan *et al.*, 2016) explored the impact of brand love on the relation of the brand trust and quality of service, study of (Sallam 2014) found relation between brand identification and brand love, and findings of (Lee and Hsieh, 2016) displayed the relation in brand love and brand evangelism.

Contribution of the Study: Five different models followed in this study were part of the five different studies, and the first contribution of this study is the integration of different models to propose a single framework and the second contribution of this research is that; it is focused on the restaurants providing services in Multan. And there was no such research (on this framework) was conducted before on this topic at this geographical location or in Multan.

METHODOLOGY

Purpose of the study: The purpose of this research is testing hypotheses developed for the study. Four hypotheses were developed for the investigation of the phenomena. In light of previous literature, hypotheses testing was performed for the current demographics. This study is only focused on restaurant brands serving in the Multan city. And data was gathered from the 400 brand conscious restaurant's customers, who are working at different organizations in Multan. And they were very eager to share their brand experiences.

Type of Investigation: This study is basically a causal study because it measures the cause and effect relationships of the variables identified in the gaps of the previous researches. This research is primarily focused on brand evangelism. Effects of the different variables like brand trust, brand identification, quality of service on brand evangelism and the moderating effect of the brand love have been tested.

Approach to the study: A quantitative approach was used for this study. And quantitative data were handled and analyzed with the well-known statistical analysis tools and obtained results are discussed in upcoming headings.

Population and Sampling: The population of the study was comprised of the salaried class employees working at different organizations in Multan city. From salaried class people, brand-conscious restaurant's customers were chosen as a sample for this study. The snowball sampling that is a non-probability sampling technique was adopted to choose respondents for the data collection process. And willing people were asked to provide their valuable opinions on the close-ended survey questionnaires about the restaurant brands serving at Multan.

Data collection: As mentioned above, data on the variables like brand evangelism, brand trust, brand identification, quality of service and brand love was collected from the salaried class brand conscious restaurant's customers at Multan. And those restaurant's customers were willing to share their brand experiences without any hesitation. A survey questionnaire with close-ended questions was used as a data collection tool. Thirty statement items were representing the five variables, where each variable was represented by the six different statement items. Respondents' opinion about their favorite restaurants was collected on the 5-points Likert scale (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree, and 5 = strongly agreed).

HYPOTHESES

Four hypotheses were developed for testing the framework are;

H_1: Brand Trust has a significant impact on Brand Evangelism.

H_2: Brand Identification has a significant impact on Brand Evangelism.

H_3: Quality of Service has a significant impact on Brand Evangelism.

H_4: Brand Love moderates the relationship between Quality of Service, Brand Identification, Brand Trust and Brand Evangelism.

QUESTIONNAIRES

Questions included in the data gathering instrument were adapted from the prior researches conducted relevant to these variables. And sources are identified here from where these questions were adapted; brand trust ((Geçti and Zengin, 2013), brand identification (Riorini and Widayati, 2015), quality of service (Zehir *et al.*, 2011), brand love (Carroll and Ahuvia, 2006); (Wallace *et al.*, 2014)) and brand evangelism (Riorini and Widayati, 2015).

The questionnaire was designed to gather the responses from the customers of different restaurants brands, and they were also representing the different organizations at

Multan city. The questionnaire was based on thirty easily understandable close-ended queries about the restaurant brands. A questionnaire with 5-points Likert scale (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree, and 5 = strongly agreed) was distributed to gather the opinions of the respondents. Total of 450 questionnaires was distributed for final data collection, out of those 413 were received. And 400 questionnaires were chosen from them, and those questionnaires were completely filled and valid. table no. 1 is a detailed view of the questionnaire, which shows the variables with statement items and in detail separate source of each adapted statement item.

Table 1. Adaptive items.

No.	Variable	Adapted items	Source
1	Brand Trust	Question 01: This Restaurant is trustworthy.	(Geçti and Zengin, 2013)
		Question 02: Good quality of products and services are a major reason for my trust in this Restaurant.	(Riorini and Widayati, 2015)
		Question 03: I am more confident about this Restaurant as compared to the other Restaurants in Multan.	(Riorini and Widayati, 2015)
		Question 04: This restaurant is providing guaranteed products and services.	(Riorini and Widayati, 2015)
		Question 05: I am a fan of its honesty in products, services and pricing.	(Geçti and Zengin, 2013)
		Question 06: This Restaurant also providing a safe environment.	(Geçti and Zengin, 2013)
2	Brand Identification	Question 07: This Restaurant is a successful Restaurant, and I am happy about its success.	(Riorini and Widayati, 2015)
		Question 08: I am interested in the perceptions of the people about this Restaurant.	(Riorini and Widayati, 2015)
		Question 09: Praise of this Restaurant gives me a sense of self-esteem.	(Riorini and Widayati, 2015)
		Question 10: Image of this Restaurant aligns with my personality.	(Tuškej, Golob *et al.,* 2013)
		Question 11: Products and services of this Restaurant match with my values and beliefs.	(Tuškej, Golob *et al.,* 2013)
		Question 12: I have the same feelings about this Restaurant as other customers of this Restaurant keep.	(Tuškej, Golob *et al.,* 2013)
3	Quality of Service	Question 13: This Restaurant provides superior products and services.	(Zehir *et al.,* 2011)
		Question 14: I have always excellent experience with its products, services and environment.	(Zehir *et al.,* 2011)
		Question 15: Quality of the Restaurant's staff interaction is excellent.	(Zehir *et al.,* 2011)
		Question 16: Location of this Restaurant is one of the best in Multan.	(Zehir *et al.,* 2011)
		Question 17: This Restaurant has a very quick customer complain handling mechanism.	(Zehir *et al.,* 2011)
		Question 18: I am satisfied with all the delicious deals offered by this Restaurant.	(Zehir *et al.,* 2011)
4	Brand Love	Question 19: This Restaurant's home delivery services and services at their own place both are very awesome.	(Wallace *et al.,* 2014)
		Question 20: I am very positive about this Restaurant.	(Wallace *et al.,* 2014)
		Question 21: I Love this Restaurant.	(Wallace *et al.,* 2014)
		Question 22: This Restaurant has a powerful image as a brand.	(Carroll and Ahuvia, 2006)
		Question 23: This Restaurant satisfies my all-taste needs that makes me happy.	(Carroll and Ahuvia, 2006)
		Question 24: I like all the delicious dishes/deals of this Restaurant.	(Carroll and Ahuvia, 2006)
6	Brand Evangelism	Question 25: I also suggest others to try this Restaurant.	(Riorini and Widayati, 2015)
		Question 26: I always use good words about this Restaurant.	(Riorini and Widayati, 2015)
		Question 27: I always feel proud to be the customer of this Restaurant.	(Riorini and Widayati, 2015)
		Question 28: A particular product/dish of this Restaurant made me buy its other products/dishes.	(Riorini and Widayati, 2015)

Question 29: I always try to make the others become customers of this Restaurant.	(Riorini and Widayati, 2015)
Question 30: The differentiable taste of the Products/dishes of this Restaurant made me its permanent customer.	(Riorini and Widayati, 2015)

Pilot testing: Initially, on fifty questionnaires data was collected and utilized to perform the pilot testing of the data collection instrument. Validity analysis was performed to determine that; the instrument is accurately measuring the variables? For which purpose it is designed and results showed that the designed instrument was valid. Reliability analysis was carried out to test the stability and consistency of the instrument. Reliability test measured the internal consistency of the variables and results showed that the designed instrument was reliable. All results about the pilot study are discussed in detail in the next headings.

Conceptual Framework: Different models, found in the literature relevant to this study, were integrated to develop the proposed model, e.g., study of (Hassan *et al.*, 2016) determined the relationship between brand evangelism and quality of service, research of (P. Becerra and Badrinarayanan, 2013) shown the relationship between brand evangelism and brand identification, findings of (Riorini and Widayati, 2016) illustrated the effect of brand trust on brand evangelism, study of (Hassan *et al.*, 2016) explored the impact of brand love on the relation of the brand trust and quality of service, study of (Sallam 2014) found relation between brand identification and brand love, and findings of (Lee and Hsieh, 2016) displayed the relation in brand love and brand evangelism.

Software Tools and techniques: SPSS 23 version, Microsoft Word 2016, Microsoft Excel 2016, Microsoft Windows Pro 8.1 and Endnote X7 were used to prepare and analyze the quantitative data.

RESULTS AND DISCUSSION
Research Instrument Tests
Validity and Reliability Analysis
Validity Analysis: Correlation method (Pearson's *r*, Pearson product-moment correlation coefficient) was employed to assess the validity of the statement items and this is an indicator of the variable accuracy. Any statement item is valid if the ρ-value < 0.05 and considered invalid if ρ-value > 0.05. According to the analysis results shown in table no. 2: brand trust, brand identification, quality of the service, brand evangelism and brand love has ρ-value ≤ 0.05 and no statement item is with ρ-value > 0.05. In light of the tabular results, it is concluded that all the statement items can define their related variable because they are valid.

Correlation coefficient measures are supported for each variable. Correlation coefficient values for the brand trust, brand identification, quality of service, brand love and brand evangelism lie between 0.572 and 0.892. Correlations between statement items and each variable were from moderate to strong and shown that all variables are valid.

Table 2. Validity and reliability analysis.

No.	Statement	ρ-value	Correlation Coefficient	Coefficient Alpha
	Brand Trust			0.923
1.	I trust this Restaurant Brand.	0.000	0.699	
2.	I rely on this Restaurant due to its good quality of services.	0.000	0.839	
3.	As compared to other Restaurants, I trust in this Restaurant more.	0.000	0.697	
4.	This Restaurant is more promising in services.	0.000	0.878	
5.	This Restaurant is honest in its products and services.	0.000	0.804	
6.	This Restaurant is safe.	0.000	0.765	
	Brand Identification			0.935
1.	The success of this Restaurant is my success.	0.000	0.716	
2.	I am interested in the perceptions of the people about this Restaurant.	0.000	0.823	
3.	Praise of this Restaurant gives me a sense of completion in my personality.	0.000	0.787	

4.	I feel that my personality and the personality of this Restaurant is similar.	0.000	0.892	
5.	I feel that my values and the values of this Restaurant are very similar.	0.000	0.876	
6.	I am like other people using the products and services of this Restaurant.	0.000	0.753	
	Quality of Service			0.894
1.	This Restaurant provides superior products and services.	0.000	0.603	
2.	I have always excellent experience when I use this Restaurant's services.	0.000	0.815	
3.	Quality of my interaction with this Restaurant's employees is excellent.	0.000	0.572	
4.	The physical environment of this Restaurant is one of the best in the region.	0.000	0.835	
5.	This Restaurant has a highly efficient customer complain handling mechanism.	0.000	0.766	
6.	I feel good about what products this Restaurant offers to its customers.	0.000	0.716	
	Brand Love			0.900
1.	This Restaurant and it's all products are totally awesome.	0.000	0.666	
2.	I am passionate about this Restaurant Brand.	0.000	0.799	
3.	I am very attached to this Restaurant.	0.000	0.622	
4.	This Restaurant is wonderful.	0.000	0.855	
5.	This Restaurant makes me very happy.	0.000	0.696	
6.	I love this Restaurant.	0.000	0.732	
	Brand Evangelism			0.899
1.	I suggest my friend try this Restaurant because it is better than any other Restaurant providing services in this region.	0.000	0.722	
2.	I always spread positive words about this Restaurant and its products.	0.000	0.783	
3.	I feel proud to be the customer of this Restaurant.	0.000	0.622	
4.	A particular product of this Restaurant made me buy all kind of its products.	0.000	0.755	
5.	When one of my friends looks for such kind of products that this Restaurant providing, I always ask them not to try any other Restaurant but this.	0.000	0.735	
6.	I became a permanent customer of this Restaurant when I consumed its particular delicious product.	0.000	0.740	

Note: All Variables are valid and reliable.

Reliability Analysis: Reliability test measures the internal consistency of all variables present in the study, table no. 3 shows the reliability results for this study. For this purpose, Cronbach's Alpha has been employed to measure internal consistency. According to (Hair *et al.*, 2006), if the value of Cronbach's Alpha > 0.6, then Cronbach's Alpha is acceptable and the variable is reliable. Or if Cronbach's Alpha < 0.6 then Cronbach's Alpha unacceptable and the variable is unreliable.

Cronbach's Alpha results for brand trust is 0.923, brand identification is 0.935, quality of service is 0.894, brand love is 0.900 and brand evangelism is 0.899. All the results of Cronbach's Alpha test are ≥ 0.6. And according to these Cronbach's Alpha test results, the instrument used was reliable. And high Cronbach's Alpha values in the result also displays that the statement items are highly correlated.

Demographics Data
Gender: Total of 400 salaried employees working at different local organizations in Multan were part of this study. Data were gathered about the perceptions of their favourite restaurants. There were 350 male and 50 female respondents. There were 87.5 % male respondents and 12.5% female respondents.
Age: The respondents belong to different age groups like

18-25, 25-32, 32-39 and 40+. The frequency of respondents belongs to the age group 18-25 is 82 with 20.5% of the total number of the respondents. The frequency of respondents belongs to the age group 25-32 is 128 with 32% of the total number of the respondents. The frequency of respondents belongs to the age group 32-39 is 122 with 30.5% of the total number of the respondents.

Qualifications: The frequency of the Graduate respondents is significantly high 216 with 54% as compared to the other qualified people described in the table. Post-graduate respondents are 95 with 23.8% showed the second large majority. 83 respondents with 20.8% were Intermediates. More than postgraduate qualification respondents were 5 with 1.3%. And 1 respondent with 0.3% was along with other qualifications.

Salary Ranges: Data regarding this study was collected from, the salaried class restaurant's customers, working in the different organizations at Multan city. Respondents belong to the different salaried classes has different

frequencies like 20K-40K has more frequency 197 with 49.3%. 40K-60K respondents' class is 156 with 39%.

Working Organizations: Respondents part of this study were working at the different organizations. A higher number of workers 218 with 54.5% were part of the private organizations. 182 with 45.5% were part of the government organizations.

Frequency of Visits: Respondents frequency of visits to the restaurant was different. A higher number of respondents had no plan for the visits to restaurants and frequency of the not planned visits was 195 with 48.8 %. 154 with 38.5% were monthly visitors to the restaurants. And 51 with 12.8% were weekly visitors.

Normality Analysis: For normality analysis, Skewness and Kurtosis tests were used. And the results of these tests are shown in table no. 3.

Skewness: Skewness is used to measure the symmetry of the distribution. According to (Bulmer, 1979), if values of the Skewness fall between -1/2 to +1/2 then distribution is called approximately symmetric. Skewness values calculated in table no. 10 lie between -1/2 to +1/2, so distribution, in this case, is approximately symmetric.

Table 3. Skewness and Kurtosis.

	Skewness		Kurtosis	
		Std. Error		Std. Error
Brand Trust	0.112	0.122	-1.163	0.243
Brand Identification	0.102	0.122	-1.126	0.243
Quality of Service	0.110	0.122	-1.155	0.243
Brand Love	0.096	0.122	-1.135	0.243
Brand Evangelism	0.133	0.122	-1.167	0.243

Kurtosis: Kurtosis is the measure of flatness and peakedness of the distribution. According to, (Bulmer, 1979) values distributions are deemed platykurtic when the more kurtosis values are negative then distribution has fewer values in its peak and more values in tails. And if the values of the Kurtosis are < 3 then distribution is called as Platykurtic Kurtosis. Values calculated shown in table no. 10 are negative and less than 3 hence the distribution is Platykurtic Kurtosis. According to table no. 3 results of Skewness are acceptable if they lie between -1 and 1 interval and calculated results lie in the acceptable range. Kurtosis values must lie between -3 to 3 intervals, and obtained results are in an acceptable range. Under these test results, data is normally distributed.

Hypotheses Testing: Hypotheses testing includes the

correlation between all used variables, regression of used dependent and independent variables and moderation effect of the moderator variable on the relations between dependent and independent variables.

Correlation Analysis: Correlational analysis of all variables was done to determine the extent of their relationship and results are shown below in table no. 4 Pearson's Correlation technique was employed to determine the correlation between the variables. In this correlations table, the correlation coefficient '**r**' for all the variables > 0.9, that depict a stronger relationship amongst the variables used in this study or variables used in the study are highly correlated, and value of p < 0.001 for all the results that shows that these relationships between the variables are also significant at 0.01 level.

Table 4. Correlations.

	BT	BI	QoS	BL	BE
BT	1	-	-	-	-
BI	0.986**	1	-	-	-
QoS	0.979**	0.966**	1	-	-
BL	0.970**	0.961**	0.953**	1	-
BE	0.993**	0.981**	0.971**	0.967**	1

** Correlation is significant at the 0.01 level (2-tailed).

BT: Brand Trust, BI: Brand Identification, QoS: Quality of Service, BL: Brand Love, BE: Brand Evangelism.

Now, we will discuss the Bi-variate results for Pearson's Correlation to see that either the hypotheses are supported by test results or not.

H₁: Brand Trust has a significant impact on Brand Evangelism.

Table 5. Bi-variate results.

		BT	BE
BT	Pearson Correlation	1	0.993**
BE	Pearson Correlation	0.993**	1

** Correlation is significant at the 0.01 level (2-tailed); BT: Brand Trust, BE: Brand Evangelism

In this Correlations table, the correlation coefficient 'r' for the variables brand trust and brand evangelism > 0.9, that depicts a stronger positive relationship between both variables or these variables are highly correlated, and value of p < 0.001 shows that the relationships between these variables are also significant at 0.01 level. As variables are highly correlated, the value of one variable allows determining the value of another. There is a positive correlation reported in the results that show both variables move in the same direction if they increase or decrease. Results of the table support the hypothesis that brand trust has a significant impact on the brand evangelism variable. Results about this hypothesis are consistent with the results of the (Hassan *et al.*, 2016)

who has determined a positive significant relationship between the brand trust and brand evangelism. table no. 5 results support the H₁ hypothesis.

H₂: Brand Identification has a significant impact on Brand Evangelism.

In this correlations table, the correlation coefficient 'r' for the variables brand trust and brand evangelism > 0.9, that depicts a stronger positive relationship between both variables or these variables are highly correlated, and value of p < 0.001 shows that the relationships between these variables are also significant at 0.01 level. As variables are highly correlated, the value of one variable allows determining the value of another variable.

Table 6. Bi-variate results.

		BI	BE
BI	Pearson Correlation	1	0.981**
BE	Pearson Correlation	0.981**	1

**. Correlation is significant at the 0.01 level (2-tailed).

BI: Brand Identification, BE: Brand Evangelism

There is a positive correlation reported in the results that show both variables move in the same direction if they increase or decrease. Results of the table support the hypothesis that brand identification has a significant impact on the brand evangelism variable. Results about this hypothesis are consistent with the results of the

(Riorini and Widayati, 2016) they determined a positive significant relationship between the brand trust and brand evangelism. Table no. 4.5 results support the H₂ hypothesis.

H₃: Quality of Service has a significant impact on Brand Evangelism.

In this correlations table, it can be seen that the correlation coefficient '**r**' for the variable's quality of service and brand evangelism > 0.9, that depicts a stronger positive relationship between both variables or these variables are highly correlated, and value of p < 0.001 shows that the relationships between these variables are also significant at 0.01 level. As variables are highly correlated, the value of one variable allows determining the value of another.

There is a positive correlation reported in the results that show both variables move in the same direction if they increase or decrease. Results of the table support the hypothesis that the quality of service has a significant impact on the brand evangelism variable. Results about this hypothesis are consistent with the results of the (Hassan *et al.*, 2016), they determined a positive significant relationship between the quality of service and brand evangelism. table no. 7 results support the H_3 hypothesis.

Table 7. Bi-variate results.

		QoS	BE
Qos	Pearson Correlation	1	0.971**
BE	Pearson Correlation	0.971**	1

**. Correlation is significant at the 0.01 level (2-tailed), QoS: Quality of Service, BE: Brand Evangelism.

Regression: To check the significance level of predictor variables on the dependent variable, regression analysis is also performed. In estimation, of the relationship between the variables' regression analysis is helpful. This

also helps to check the impact of the independent variables on the dependent variable. In table no. 8 value of adjusting R^2 is 0.986. It means, the dependent variable can vary 99% due to independent variables.

Table 8. Regression analysis.

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	0.993a	0.986	0.986	0.03795

a. Predictors: (Constant), Quality of Service, Brand Identification, Brand Trust.
b. Dependent Variable: Brand Evangelism.

Moderation Analysis: PROCESS macro Procedure for SPSS Release 2.16.3 by (Hayes, 2013), was used for the moderation analysis purpose.
H4: Brand Love moderates the relationship between Quality of Service, Brand Identification, Brand Trust and

Brand Evangelism.
Results for,
Independent variable = Brand Trust
Dependent variable= Brand Evangelism
Moderator variable = Brand Love

Table 10. Moderation Model.

	coeff	se	t	p	LLCI	ULCI
constant	4.5044	0.0029	1567.9687	0.0000	4.4988	4.5101
BL	0.0741	0.0342	2.1671	0.0308	0.0069	0.1413
BT	0.9176	0.0336	27.2960	0.0000	0.8515	0.9837
Interaction 1	0.0191	0.0211	0.9038	0.3667	-0.0224	0.0606

BL: Brand Love, BT: Brand Trust
Interaction 1 => Brand Trust   X   Brand Love

As results, described in table no. 10, brand love is significant at p < 0.05 and brand trust is significant at p < 0.01. The coeff. in output is 0.0191 that is greater than "0" that depicts brand love has moderation impact on the relationship between brand trust and brand evangelism

and this support our H_4 hypothesis.
Moreover, results for
Independent variable = Brand Identification
Dependent variable= Brand Evangelism
Moderator variable = Brand Love

Table 11. Moderation Model.

	coeff	se	t	p	LLCI	ULCI
constant	4.5030	0.0044	1020.3570	0.0000	4.4944	4.5117
BL	0.3280	0.0591	5.5474	0.0000	0.2117	0.4442
BI	0.6812	0.0578	11.7855	0.0000	0.5676	0.7948
Interaction 2	0.0344	0.0275	1.2518	0.2114	-0.0196	0.0885

BI: Brand Identification, BL: Brand Love

Interaction 2 =>   Brand Identification   X   Brand Love

As results, described in table no. 11, brand love is significant at p < 0.01 and brand identification is also significant at p < 0.01. For interaction 2 the coeff. in output is 0.0344 that is greater than "0" that depict brand love has to impact on the relationship between brand evangelism and brand identification, this support our H$_4$

hypothesis. Interaction 2 effect is insignificant at p < 0.05, because "0" lies between the LLCI and ULCI intervals. And results for,

Independent variable = Quality of Service
Dependent variable= Brand Evangelism
Moderator variable = Brand Love

Table 12. Moderation Model.

	coeff	se	t	p	LLCI	ULCI
constant	4.5033	0.0050	899.1663	0.0000	4.4935	4.5132
BL	0.4649	0.0626	7.4290	0.0000	0.3419	0.5880
QoS	0.5457	0.0618	8.8238	0.0000	0.4241	0.6672
Interaction 3	0.0318	0.0322	0.9864	0.3246	-0.0315	0.0951

QoS: Quality of Service, BL: Brand Love

Interaction 3 =>   Quality of Service   X   Brand Love

As results described, in Table no. 12, brand love is significant at p < 0.01 and the quality of service is also significant at p < 0.01. For interaction 3 the coeff. the output is 0.0318 that is greater than "0" that depicts brand love has to impact on the relationship between brand evangelism and quality of service, this supports our H$_4$ hypothesis.

Hence, hypotheses confirmation tests supported all the hypotheses H$_1$, H$_2$, H$_3$ and H$_4$. It is confirmed by the correlation and regression tests that; brand trust has a significant impact on the brand evangelism (H$_1$), brand identification has a significant impact on the brand evangelism (H$_2$), and quality of services has a significant impact on the brand evangelism (H$_3$). Moderation analysis test proved that relationships between brand trust, brand identification, and quality of service and brand evangelism are moderated by brand love (H$_4$).

The major aim of this study is to present an integrated theoretical framework, involve the consumers of the restaurant to get their perception about their favourite restaurants and to judge the role of the brand love as a mediator. This study elaborates how brand loves impact

on the decision making of the customers about their hunger satisfying taste needs and wants. And this research has importance for the restaurant brands because it evolves the customer who has positive words for those restaurant brands. And they are always eager to speak for it.

This research is conducted in a particular location where the restaurant industry is flourishing very rapidly, and people's mindset is changing to eat in the restaurant. This region is lacking research about the restaurant industry and requires quality research on it. This research is a sort of invitation for the upcoming researchers to work on it with different aspects and dimensions.

MANAGERIAL IMPLICATIONS AND EXECUTIVE SUMMARY

This study includes 400 respondents working at different organizations at Multan because the focus of this research was salaried class. Respondents belonged to different age, qualifications and salary range groups. Information relevant to the working organizations and frequency of visits to their favourite restaurants was collected.

Respondents provided their opinions on close-ended questions by choosing options at Likert scale. Focus area of the study were restaurants serving at Multan.

Analysis of this study displayed that: a significant relationship was identified in the brand trust and brand evangelism; brand evangelism was significantly influenced by the brand identification; quality of service proved as a significant influencer for the brand evangelism. Relationships among them were also positive. Brand love moderated the relationships between these variables, but the effect of the moderator was not significant.

This study may give directions to the practitioners that: If a restaurant wants to build the advocates in the market, it should produce quality products and should provide their customer with promising quality services and the environment because customers always seek for the quality with uniqueness. This will build and boost the trust amongst customers, and this will increase evangelism. And when the customer will proudly identify themselves with the brand then the advocacy factor will be impacted.

This study may help managers and executives to effectively manage the brand. Brand trust increases the frequency of the purchase cycle and intensifies the advocacy for the brand. Evangelists negatively judge the competitor brands and provide protection for their favourite brands.

Brand trust is based on the quality of services in the service sector case. High-quality services make the customers loyal with the brand and arose them to advertise that. Quality of service also includes a safe and hygienic environment for the customers to make them feel comfortable. The consistent quality of the brand is very important to sustain in the market. Facilities, where services are provided, are considered in the aspect of quality. Behaviours of the services staff are considered as an essential part of the quality of service of the brand. The uniqueness of the brand act as a bond in brand and customer relationships.

Psychologically attached people try to compare their personality traits with the traits of the brand because the brand also has personality. Trust acts as a catalyst for identification and customers feel proud to be attached to a brand. Trust is related to the brand experience and experienced customers make well-informed decisions about their purchases.

Brand relationships affect the evangelism amongst the customers and the factor of an attachment may disturb this relationship. Customers are more likely to involve in love with the brands if they interact more frequently with it. Brand relationships require larger time spans to develop.

Brand attachment and brand evangelism are the terms emerged for the relationship aspects of the brands. Customers connect their emotions and intellectual beliefs with the brands. Evangelists retain pure emotions for the brand, they always like to share their positive experiences with others, and they try to involve others to experience that brand. This vocal and discernible support is less focused on the brands, but it is much important like the advertisement.

Customers' trust in a brand, quality of the services delivered by the brand and urge of the customers to relate them with a brand are pre-requisites for the brand evangelism. Purchase decisions are very sensitive and depend on the power of the brand to satisfy the wants of the customers. Home delivery service of the firms may be also a considerable factor because it is also a contributor to the quality of the services.

Nowadays, there are several restaurants serving in the Multan market and many are providing competitive products and services but there is always a gap present for the diversified services. Offering differentiable services add positive comments in the word-of-mouth of the customers. Getting new customers is not a big deal in recent times but keeping them with the brand for a longer time span is challenging. And loyal customers are always profitable for the brands in the true sense.

Limitations and Future Directions: This study is a cross-sectional type of research, but the relationship of the customers and brands may change over time like a customer may start loving a brand or may leave the brand. Longitudinal research type can be used for this purpose to study the relationships over time. So, longitudinal research type may be used to study the changing relationships of the customers with the brands. This study is conducted in Multan city only further research may be conducted by increasing the population size e.g., gathering data from the other cities on the same issue. The focus of this study was salaried-class only, and people of other class may be considered for further study for best understanding. Restaurants industry was used in this study to test the framework, the same framework may be tested for the other industries. Also, comparative studies may also be performed to compare the brand

evangelism level in customers of a specific market, on the different graphical locations.

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