



## Mediating brand evangelism in the relationship between brand relations and service quality and customer loyalty, satisfaction, value case study in the telecommunications sector in Egypt

استخدام العلامة التجارية كمتغير وسيط في العلاقة بين علاقات العلامة التجارية وجودة الخدمة وولاء العملاء ورضاهم والقيمة من خلال دراسة حالة في قطاع الاتصالات في مصر

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## ABSTRACT

The search target determines the Mediating brand evangelism in the relationship between brand relations and service quality and customer loyalty, satisfaction, value in the telecommunications sector in Egypt and the study relied on the descriptive analytical approach and used the electronic questionnaire form as a tool for the study through a simple random sample of clients with telecom companies in Egypt. The number of the study sample was 202 individuals. The study reached a set of results, including There is a statistically significant positive impact of brand evangelism as a mediating variable on the relationship between brand relations and service quality, customer loyalty and customer satisfaction and customer value

Study recommended Work to raise the awareness of organizations and institutions about the need to take care of the brand, improve it, develop it, and maintain its quality, the need for institutions to work on using modern methods in marketing and linking them to technological progress, the need to pay attention to the consumer and identify the needs of customers and work to meet them with the highest possible quality and efficiency, Working to increase consumers' awareness of the importance of dealing with trusted and efficient brands and Encouraging researchers to increase research and studies on the impact of the brand on consumer behavior and levels of satisfaction and loyalty

**Keywords:** brand evangelism - brand relations- service quality - customer loyalty, satisfaction, value

### المستخلص

يستهدف البحث استخدام العلامة التجارية كمتغير وسيط في العلاقة بين علاقات العلامة التجارية وجودة الخدمة وولاء العملاء ورضاهم والقيمة من خلال دراسة حالة في قطاع الاتصالات في مصر واعتمدت الدراسة على المنهج التحليلي الوصفي واستخدمت نموذج الاستبيان الإلكتروني كأداة الدراسة من خلال عينة عشوائية بسيطة من العملاء مع شركات الاتصالات في مصر. بلغ عدد عينة الدراسة 202 فرد. توصلت الدراسة إلى مجموعة من النتائج، من بينها وجود أثر إيجابي ذي دلالة إحصائية لوجود العلامة التجارية كمتغير وسيط على العلاقة بين علاقات العلامة التجارية وجودة الخدمة، وولاء العملاء ورضا العملاء وقيمة العملاء.

أوصت الدراسة بالعمل على توعية المنظمات والمؤسسات بضرورة الاهتمام بالعلامة التجارية وتحسينها وتطويرها والمحافظة على جودتها، وضرورة عمل المؤسسات على استخدام الأساليب الحديثة في التسويق وربطها بالتقدم التكنولوجي، ضرورة الاهتمام بالمستهلك وتحديد احتياجات العملاء والعمل على تلبيتها بأعلى جودة وكفاءة ممكنة والعمل على زيادة وعي المستهلكين بأهمية التعامل مع العلامات التجارية الموثوقة والفعالة وتشجيع الباحثين على اجراء المزيد من الدراسات حول تأثير العلامة التجارية على سلوك المستهلك ومستويات الرضا والولاء

الكلمات المفتاحية: العلامة التجارية - العلاقات التجارية - جودة الخدمة - ولاء العملاء، رضا العملاء، قيمة العملاء

## 1. Introduction

Some digital tools may really do more harm than good when it comes to fostering relationships with a company. While businesses might waste time and resources chasing after new leads and gaining temporary benefits, the quality of their relationships with their customers is what ultimately ensures their success. Customers have higher standards and requirements for businesses nowadays. The market will not bear a product's full cost if consumers do not value it highly. Competition between businesses is heating up as consumers have access to more purchasing alternatives. Customers have become ficker as the market has evolved and more options have been made accessible to them. Only the consumer matters when managing brand collaborations. A company has to create and provide value to consumers if it wants to keep those customers loyal to the brand. Some groups are more likely to become passionate brand advocates than others. These people are interested in learning more about the things that they find intriguing, and they put in the time and effort to do so. A brand advocate is someone who actively promotes the brand to others. In the same way that one may be a fan of a famous actor or singer, this person is a fan of this particular work. Unless anything drastically changes, they will never abandon their brand of choice and will never buy products from a rival company. Azimi, 2020).

Differentiation of services is becoming difficult due to the fierce competition in Saudi insurance companies. According to Mohammed Saad et al. (2016), organizations are shifting from product-focused to customer-focused by focusing on their services. Service quality has been a key focus since the eighties because organizations now seek to attract customers based on the quality of services. Qudah et al. (2013) define service quality as the adherence to specifications offered by the company towards service excellence. Organizations that provide high-quality services get the largest market share, while those offering poor-quality services get a low market share. Quality of services involves knowing the client and what they desire without defects or imperfections from the first encounter, which improves the company's performance (Qudah et al., 2013).

Customer loyalty is the cornerstone of the success of any organization and integration with the rest of the other elements, where the process of customer retention is a complicated issue due to changes in the psychology and

behavior of customers. Loyalty is used to indicate the preference of customers to buy specific products of an organization over others (Badwan et al., 2017). Loyalty was defined as (a measure of the degree of repurchase of a particular brand by the customer) (Badwan et al., 2017). and most organizations try to maximize customer loyalty by using various methods and finding a kind of partnership between the customer and the organization. Customer satisfaction refers to an emotional response to a product or service, in other terms. It evaluates the experience to ensure that it is at least as good as expected (Wadud 2013). furthermore, is "a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with his/her expectations" (Kotler and Keller, 2009, p. 789). The fluctuation in customer value can directly affect customer satisfaction, leading to a decrease in customers using the company's products and services. Customers start looking for a service provider that has better service quality

Hence, the researchers fill these gaps by asking the following questions?

- What is Mediating brand evangelism in the relationship between brand relations and service quality?
- What is Mediating brand evangelism in the relationship between brand relations and customer loyalty?
- What is Mediating brand evangelism in the relationship between brand relations and customer satisfaction?
- What is Mediating brand evangelism in the relationship between brand relations and customer value?
- Therefore, the present research tries to answer the following questions as follows:
- Determine the Mediating brand evangelism in the relationship between brand relations and service quality
- Determine the Mediating brand evangelism in the relationship between brand relations and customer loyalty
- Determine the Mediating brand evangelism in the relationship between brand relations and customer satisfaction

- Determine the Mediating brand evangelism in the relationship between brand relations and customer value

## 2. Literature Review

### 2.1 Brand evangelism

There must be a deep emotional connection between the customer and the product for them to become "brand evangelists." The most valuable kind of free marketing comes from pleased customers who enthusiastically recommend your business to others. It's not feasible (or desirable) for everyone to become a brand evangelist, and not all companies naturally inspire this level of consumer loyalty (Harrigan, et al 2020).

According to Doss (2014), there is a spectrum of brand fervor, just as there are several types of brand lovers. Some customers are so enamored with a brand that they constantly display products, sing its praises online, and even produce promotional films. Others are more reticent, preferring to recommend the firm to intimate connections and acquaintances as opposed to the wider public. This person might be a rival in the same sector, an unpaid social media influencer, or a consumer. This comprises (Doss, 2014):

- This individual was likely struck by a particularly kind employee at a local shop or an amazing encounter with a local business. This encounter created an emotional connection by providing the feeling that the firm cared. They will continue to do business with you for years to come and suggest you to their neighbors, relatives, and close friends. (Example: Trader Joe's customized delivery for a needy client)
- Product Lover: Your organization's product addressed a client issue in an unexpected manner, either via innovation or great workmanship. This instilled respect in the consumer, persuading them that you are committed to producing a product of superior quality or innovation. They will likely never purchase from rivals, will purchase the organization's other items with minimal opposition,

and will gladly provide positive feedback. (Timberland boots, Ninja blender, Gravity blanket)

- Image Master: the organization's brand image links flawlessly with the identity of its customers. They associate organization items with their personal image, making them feel tough, fashionable, or stylish. They will upload social media images of themselves utilizing and appreciating the organization's goods or services. (Examples: Jeep and Harley-Davidson)
- This consumer admires the ethical position of the organization's brand, which fits with their own. This might be a crusade against a social issue, commitment to sustainability, or involvement in human rights activities. They will not utilize competitors, will promote the group's achievements on social media, and will purchase your other items because they support the organization. (Ex TOMS shoes, Patagonia)

## 2.2 Brand-customer relationship

A brand's relationship with its customers is special, and it may be mutually beneficial when the two parties work together. The relationship between a brand and its customers may be described as a partnership. Customers respect brands that they believe have become more personal and meaningful to them. (Sikkel, 2013).

- **Brand awareness**

When a corporation has won its customers' confidence, they will develop brand loyalty. Consumers who have found a product in which they have trust develop brand loyalty. It is essential for firms to establish such relationships with their customers. The first action has been taken. They are then responsible for maintaining and cultivating the relationship. Whether via the product's capacity to satisfy a need or the customer's loyalty to the brand, consumer pleasure is a primary incentive. Organization may confront both sorts of customers and must correspondingly modify its offerings. To earn consumer loyalty, provide a trustworthy and high-quality product or service. (Popp, & Woratschek, 2016).

- **Authenticity**

There is evidence that a customer's level of enthusiasm for a brand influence how they react to interactions with the brand, both positive and negative. Professor Pankaj Aggarwal of the Rotman School of Management at the University of Toronto Scarborough and Professor Richard Larrick of Duke University examined brand evaluation after an unfair deal in 2012. Whether or not the consumer was involved in an exchange or community brand has a significant impact on the results. (Popp, & Woratschek, 2016).

- **Trust**

Having the brand's interest play a role in the resolution was reward enough. On the other hand, the brand's price-and-value associations had no bearing on the aforementioned impact. Therefore, if customers felt they didn't get "their money's worth," they were not swayed to change their unfavorable perception of the brand. (Popp, & Woratschek, 2016).

### 2.3 Service Quality

The following definitions might be offered of service quality based on the research of Napitupulu et al. (2018):

- A criterion indicating the degree to which the service's actual performance meets the consumers' expectations.
- It is a measurement of how well the service level matches consumer expectations. Difference between the customer's expectations of quality dimensions and the actual performance that indicates the availability of these characteristics.
- That quality includes the procedural dimension and the personal dimension as critical dimensions in providing high-quality service, where the procedural aspect consists of specific systems and procedures for providing the service and the distinctive aspect of the service is how employees interact (with their attitudes, behaviors, and verbal practices) with customers.



- The researchers confirm that the quality of a service may be assessed from both the viewpoint of the service provider and the perspective of the service recipient (Krajewski and Ritzman). It tailors its service to its purposes and applications

### 2.3.1 The benefits of service quality

According to Lai et al. (2019), The benefits of quality in providing service lie in the following:

- Growth in the service field: The number of institutions that provide services has increased; for example, half of the institutions are related to providing services.
- Increasing competition: The increase in the number of service institutions leads to a rise in competition, and therefore the quality of service gives these institutions many competitive advantages.
- Understanding customers: Customers want good treatment, so it is not enough to provide quality service and reasonable prices without good medicine and a greater understanding of customers.
- The economic significance of service quality: Service institutions are now focusing on expanding their market share. Therefore, institutions should not strive to attract new customers but must also maintain existing customers. To achieve this, more attention must be paid to service quality.

According to Lang, M., Wiesche, M., & Krcmar, H. (2018). The degree of understanding of the service provider: it means the degree of knowledge of the service supplier to the beneficiary and how much time and effort this resource needs for the beneficiary to understand his requests, especially the feelings of the beneficiary, and appreciate these feelings.

- Communication means exchanging service-related information between service providers and customers quickly and simply.

- Access to the service: This dimension includes communication and everything that would facilitate access to the service, such as the suitability of working hours and the institution's location.
- tangible things: the quality of service is often evaluated by the customer in light of the appearance of physical facilities (such as equipment, devices, personnel ...);
- Tact: It means that the service provider can be respectful and polite and be characterized by friendly treatment with customers. This aspect refers to friendship and friendliness between the service provider and the customer.

Soon, the same researchers reduced the number of dimensions to five (Lang et al. 2018):

- Reliability: This dimension is one of the five most stable dimensions and is the most important in determining the perceptions of service quality among customers. Reliability is defined as the ability to provide service promises reliably and accurately.
- Assurance (trust and affirmation): creating and gaining trust, where trust, in general, is an essential element for successful mutual relations, as it represents the desire, willingness, and approval of the other party in a specific commercial exchange in which the customer places his complete confidence.
- Response: This dimension includes four variables, which measure the institution's interest in informing its customers of the time-of-service performance, the keenness of its employees to provide immediate services to them, the constant desire of its employees to help them, and the employees' lack of preoccupation with responding immediately to their requests.
- Tangibles: This includes physical facilities, equipment, The appearance of staff, and communication materials.
- Empathy (care): The level of care and personal attention provided to the customer.

### 2.3.2 Measuring the quality of service

The service faces many difficulties to measure it compared to measuring the quality of goods. Despite these difficulties, many studies have contributed to the development of scientific and practical frameworks and standards for measuring service quality, including:

- Parasuraman zeithanrl berry studies (1985, 1988, 1991), letting studies 1982, Gronroos studies (1982 - 1983) and Taylor and Gronin (1992 -1994) studies, and the most important contributions, most notably the following:
  - Measuring service quality from the customer's perspective: This trend includes several measures, including (Pham et al., 2019).
  - Measuring the number of complaints: submitted by the customer over some time, these complaints show that the service provided to them is not commensurate with the level they aspire to reach.
  - Measuring customer satisfaction: It is one of the complex methods of measuring service quality. It is done by listing the service characteristics on a table and asking customers about arranging these characteristics according to their importance as perceived by these customers.
- The Gap Scale depends on customers' expectations for the level of service and their awareness of the level of performance of the already provided assistance. Then, it determines what is between expectations and perceptions using the gaps.
- And when talking about this measure, it is necessary to address two basic concepts that correspond to determine the gap in service quality, which are (Pham et al. ,2019):
  - A- Customer expectations: These are the beliefs that he has and wishes to achieve or provide in the service provided to him by the institution he deals with.  
Considering the process by which customers evaluate the quality of service, Zeithanl, Parasuraman, et Berry

introduced the concept of a tolerance zone that links the required assistance with good service.

The service that the customer expects is the gap between the required service and the service accepted, and if the service received is less than the expected service, it will cause dissatisfaction with the customer.

The required service is affected by two main factors: the specific factors of the customer and the factors related to the institution; the service requested always depends on the actions of the customer, the level of general demand for services, personal needs and also depends on the companies, explicit and implicit promises, from mouth to ear, past experiences of service.

As for acceptable service, its acceptance depends on its expectation of the minimum service, visualizing alternatives, portraying or realizing the special role in customer service and circumstantial factors.

A comparison between the expected service and the service perceived by the customer during the service experience creates either customer satisfaction or dissatisfaction.

B- Customer perceptions: They are the criteria by which the customer perceives the service as it was provided to him, and from him

Service quality = expectations - perceptions.

The scale (Servqual\*) is considered the most common measure of perceived service quality in most field studies.

With the customer and with both

## 2.4 Customer loyalty

Customer loyalty is defined as "a deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1997). Customer loyalty is a customer's target to deal only with a specific service or good for an extended period. (Mohammed et al., 2017). Customer satisfaction is

another indicator of loyalty. Loyal customers will not be distracted by fake news or rumors that might distract them from their actual performance. A peak of customer loyalty is defined as a positive experience when a loyal client tells others about its services and persuades them to try them. (Kotler & Keller, 2012; Oliver, 1999). Competitive companies do not affect customers' commitment to using the company's products and services. Loyal customers find it difficult to switch to another company because they are not price-sensitive and are willing to buy and repurchase at high prices. That leads to frequent purchases.

A supplier who provides excellent customer service and good value over time will result in loyal customers, even if they do not offer the lowest price for a particular transaction. (Lovelock and Wirtz 2007, 486). This means that customers are committed to using the products and services of a company regardless of their price and are not affected or influenced by offers from other companies. Lovelock and Wirtz (2007, 486) also highlight that it is important to remember that customer loyalty goes beyond recurring purchases. Although they may not buy things often, they are still responsible for their top-line growth. Loyal customers are more likely to recommend the company to their friends, family, and co-workers. This is a sign that the company provides the highest economic value for the product/service. Loyal customers also indirectly increase the number of customers, increasing company growth. Durkin and Howcroft (2003) stated that customer loyalty could only be sustained and nurtured through solid social interactions. This will enable customers to attain the highest commitment to their organizations.

#### A- Customer Loyalty Consistent Components

It is known that customer loyalty translates to profitability, as there are essential components that lead to that profitability, and these components are ((Badwan et al., 2017):

- 1- Customer acquisition costs: The company must pay a variety of costs in order to win over a new client. Adoption of the new or improved product by clients is an indication of their entire contentment and a source of consistent profit for the company.

- 2- The higher the tier, the greater the return on investment as more clients buy your product after hearing positive reviews from those who have used it before.
- 3- Downgrades: Since the return is a crucial sign of the customer's purpose to expand or reduce the organization's investment, which in turn increases its returns, its decline may be attributed to a number of factors.

B- Customer loyalty and its strategic role in quality:

As is well known, loyalty is the return or repetition of a purchase by a particular customer for a specific product. There is a close relationship between total quality management and loyalty, where there is a logical and operational link between quality and loyalty, as customers always prefer a brand that is characterized by relatively high-quality specifications. There is an analytical and functional link between quality and loyalty, as customers always choose the brand characterized by relatively high rate, specifications, and sound characteristics. The availability of quality dimensions in this the product is the only product, so the purchase process is repeated, and therefore mutual trust will be built between the organization and the customer, and this, in turn, will lead to building the loyalty of customers to this organization and not others, as its products are characterized by conformity with the needs and desires of customers (Badwan et al., 2017).

And there are three basic levels of customer loyalty regarding quality. It becomes clear that individuals adopt an aggressive approach against the organization because they are not satisfied with the products and are characterized by poor quality according to their opinion. Here the customer does not settle on a specific mark (Badwan et al., 2017).

In the second place, in which loyalty is moderate, the customer sees that the quality of the product of this organization has a competitor of the same rate. Here, the customer is confused between two or more brands and has not determined which one is better. Most of the customers at this stage are neutral and do not use the method of

attacking or defending the products of the organization because they have an alternative to this product ((Badwan et al., 2017)

As for the third place, the customer sees that the organization or the brand he deals with is one of the best and finest brands because of the experience and mutual trust between the customer and the organization. Loyalty here is very high, and the customer sees the quality of the organization's products is very high. Here, the customer becomes one of the advocates and defenders of the effects of this organization because he has ties of ties Strong with this organization's products. He sees in the organization's products that it fulfills his needs and desires, and the characteristics and specifications of the products match his overall needs ((Badwan et al., 2017).

## 2.5 Customer Value

The development of environmental concepts has become an urgent necessity, and all marketing activities have begun to change. The marketing orientation has become towards building an interconnected relationship with the external customer so that the organization can achieve a specific value for the customer (Chatterjee et al. 2020).

And there is a set of definitions of customer value, where I know ((that is the difference between the total value of customers and the total cost)). (Chatterjee et al. 2020). While it was also defined as ((what the customer obtains because of the exchange process in exchange for the price he pays, it represents the total benefit minus the costs incurred by the customer when making a purchase decision)). (Chatterjee et al. 2020). is also defined ((as the process of exchange or exchange conducted by the customer between the benefits he obtains from the good or service and the cost of receiving them. The benefits include the product itself, support services, the parties involved in the purchase process, the time and effort spent to obtain the product, the perceived risk)). (Chatterjee et al. 2020).

A- Elements of Customer Value

There are two main elements, and as Kotler stated, to create value for the customer, it is divided into two parts: (Chatterjee et al. et al., 2020).

1- Total Customer Value: It is a package of customer benefits that he gets from the product, divided into the following (Chatterjee et al. 2020).

A) Product Value: It means the physical characteristics of the product itself, and it can include (performance, reliability, conformity, durability, aesthetics) and sometimes it is called quality dimensions.

B) The value of the service: here, it is necessary to be distinguished in providing the service, and it can include (accounts and credit, order facilities, delivery, installation, after-sales services, guarantee).

C) Personal Value: The organization's personnel have become an essential source for achieving excellence, especially in service-oriented marketing. The relatively high quality of personal services is difficult to imitate by competitors because it depends on the organization's culture and management skills and includes the following: (professionalism, courteousness and courtesy, Confidence, persistence, reliability).

D) Image Value: The image value is an appropriate way to refer to a constellation of psychological rewards that the customer receives from the purchase, owning the consumption of the product and highlighting the mental status through the media message or packaging.

2- Total Customer Cost: This paragraph is divided into the following (Chatterjee et al. 2020):.

A) Cash costs: The price is the exchange value of the products, and on its basis, the value of the product that the customer will receive is determined.



- B) Time Cost: Some customers consider the cost of time to be higher than the cash cost, which is evident among customers who want wasted time.
- C) Energy cost is the customer's effort to obtain the product. It is a cost to the customer.
- D) Psychic costs: Psychological costs include dealing with new individuals, the need to understand new procedures, and the effort made to adapt to new things, as well as a kind of frustration of the customer if no value is added to him by his acquisition of a specific product.

## 2.6 Customer Satisfaction

There are many definitions of customer satisfaction, including the following:

- Koler and Dubois 1999 offer that customer satisfaction 'customer behavior is the result of a judgment comparing the performance of a product with what is expected of it.'
- Lendrevie and lindon (1997): proposed this definition 'satisfaction is a psychological state after purchase and consumption of a product or service, which translates into short-term behavior resulting from the difference between customer expectations (wants) and expected and potential performance: satisfaction is also dependent on the customer's prior attitude about the service or product's mark.

Through these definitions, we conclude that customer satisfaction is the behavior resulting from a comparison between the collector's performance by the customer because of acquiring a commodity or benefiting from a particular service and the desires that he wanted to obtain or achieve.

Customer satisfaction is not an actual physical process that can be measured physically. Instead, it is a feeling of acceptance and satisfaction that the customer translates through a set of behaviors and is determined by three fundamental characteristics (El-Adly, 2019):

1. Subjectivity: subjective satisfaction related to the nature of the client and his feelings and feelings towards the service provided.

2. Relative: customer satisfaction is relative because it varies according to customers' different levels of desire.
3. Evolution: Customer satisfaction is evolving, depending on the evolution and change of his desires, on the one hand, and the cycle of using the product or service.

The second requirement: is the importance of customer satisfaction

The state of happiness achieves several advantages for the client and the company at the same time, including:

- The state of happiness is an advantage for the client, as it expresses a form of psychological stability towards a particular subject.
- Customer satisfaction achieves a competitive advantage for the company because it allows the stability of work programs and plans over a period and thus, reducing the burden and costs of the company.
- High levels of satisfaction push the customer to repeat the purchase process, which means repeating the transactions that link the company with the customer, and thus a permanent relationship and connection can be established between them; Satisfaction creates an incentive for the customer to be loyal to the company he deals with.

The concept of customer satisfaction: At the outset, it is necessary to differentiate between customer satisfaction and job satisfaction, as the first relates to the external customer, while job satisfaction has a close relationship with the internal customer, individuals working within the organization, and multiple methods can be used for this type in achieving job satisfaction for working individuals. Customer satisfaction was defined as (the degree of customer awareness of the organization's effectiveness in providing products that meet its needs and desires (Kumar & Reinartz, 2018)

According to another definition, it's "(that emotion that communicates to the consumer the joy or discontent that emerges from comparing the performance of the observed product with the customer's expectations") (Kumar & Reinartz, 2018) In this case, therefore, contentment is a consequence of both actual and anticipated quality of service. If the commission is not satisfactory, the client will be dissatisfied or disappointed and may decide to stop doing business with the company

in the future. If everything goes according to plan, the client will be completely at ease. When a customer's expectations are met or beyond, they tend to stick firmly with the company that delivered the exceptional service. (Kumar & Reinartz, 2018)

#### The stages of customer satisfaction creation stages

Customer satisfaction consists of three main steps, the most important of which is (Kumar & Reinartz., 2018)

Understanding the needs of customers: Since knowing the client and his wants and requirements is one of the most essential things for the company, marketers need to maintain regular contact with consumers, both existing and future, in order to learn what elements influence their buying decisions.

- In this phase, input from consumers is gathered and evaluated to see whether the company is living up to its customers' expectations. The company may do this via reactive action.
- Last but not least, the organization should develop its own proprietary programme to measure customer satisfaction, such as the 'Satisfaction Matrices' Customer (CSM) system, which offers a procedure for tracking customer satisfaction all the time as opposed to knowing the extent to which the organization's performance has improved at a given time.

A- achieve customer satisfaction:

There are several points though which customer satisfaction can be achieved, the most important of which are the following:

- 1- Involve the client in discussing quality plans and ways to develop them and allocate a rewarding reward for each proposal that achieves positive results.
- 2- Inviting customers to visit the organization and informing them of its activities, and asking them to submit their proposals for its development.
- 3- Presenting symbolic gifts to customers on official occasions and greeting cards with expressions of appreciation and respect.
- 4- Visiting important clients from time to time to listen on the ground to their opinions and suggestions.

- 5- Follow up on customers who bought the organization's product once and did not repeat the purchase process to find out the reason.
- 6- Notifying customers of their importance through the adoption of marketing and promotion workers for advertisements in which there is a clear focus on the importance of customers.

B- Customer satisfaction and its strategic role in quality:

Recently, total quality management has received unparalleled attention among all organizations without exception, and most of these organizations have begun to adapt their strategic plans to multiple constants; among these constants that lead the organization to success is customer satisfaction, considering that the products that are produced must be popular and accepted by various customers and their satisfaction with these products must be achieved. In this case, the customer's desire, need, and happiness must be placed within the strategic plans, especially in quality, as the customer is a significant partner of the organization (Kumar & Reinartz, 2018).

So, it concludes that relatively high quality will achieve high customer satisfaction and vice versa. Thus, achieving a pioneering and distinguished position for this organization (Kumar & Reinartz,., 2018).

It becomes clear that the quality improvement process is often the primary source of the customer. It is possible to modify the quality plans according to the perceptions and opinions of the customer, and this requires the organization to study in-depth to understand the needs of customers and also use the means for measuring customer satisfaction and knowing the reasons for the decline if there are reasons and addressing them and also relying on opinions Suggestions from customers about the products that have been introduced, this, in turn, will lead to increased customer satisfaction and gain new customers and thus will achieve complete satisfaction, which in turn will achieve an increase in market share and improve the organization's returns and profits as a result of keeping it in the customer. Here it has become a strategic role for quality in achieving customer satisfaction (Kumar & Reinartz, 2018)

Three factors have a direct impact on consumer satisfaction. Transaction procedures include offering high-quality customer service and personnel

efficiency in effectively solving the client's problem. Because there are many competitors in the market offering the same services, the customer has the freedom to choose any firm or provider. Customers will also be drawn to the company if they provide better service and quality.

Client satisfaction and quality of service are closely linked. It is possible to assess customer happiness by comparing customer expectations with actual performance. Customers will be satisfied if they get what they expect and dissatisfied if not. (Harazneh, 2020). Ultimately, a company will achieve high levels of customer satisfaction and generate 'customers delight' if it exceeds the client's expectations for product quality, service quality, and price. Client discontent will happen if the consumer's expectations are not satisfied, and the lower the degree of satisfaction, the more likely the customer will cease purchasing from the company. Numerous studies have found that reasonable customer satisfaction and switching are significantly linked to corporate success. (Siddiqui,2012)

**This is shown in the following hypothesis;**

- H1: There is a statistically significant Moderating role of brand evangelism in the effect brand relations on service quality
- H2: There is a statistically significant Moderating role of brand evangelism in the effect brand relations on customer loyalty
- H3: There is a statistically significant Moderating role of brand evangelism in the effect brand relations on customer satisfaction
- H4: There is a statistically significant Moderating role of brand evangelism in the effect brand relations on customer value

### 3. Methodology

#### 3.1 Research Approach

The research used the descriptive analytical method through which statistical methods used in analysing the research data to reach Findings and recommendations that achieve the objectives of the research.

#### 3.2 Study tool

The research used electronic questionnaire form as tool for study and the questionnaire included 7 parts:

1. Personal data (gender – age - Academic qualification)
2. Brand relation (Brand awareness- Brand Authenticity- Brand Trust)  
Includes 9 phrases
3. service quality (tangibility- reliability- Safety- Response- Sympathy) Includes 15 phrases
4. brand evangelism (Local Promoter- Product Lover- Image Maven- Ethical Admirer) Includes 12 phrases
5. customer loyalty Includes 5 phrases
6. customer satisfaction Includes 7 phrases
7. customer value Includes 5 phrases

The research used (five-degree Likert scale was used, which consists Strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1) in answering the study's questions

#### 4. Result

##### 4.1 Study population and sample:

The study population consists of Dealing with the telecommunications sector in Egypt, and the study used the simple random sample by using the electronic questionnaire form as a tool for the study and study sample members who answered the questionnaire was 2020 individuals

##### 4.2 Personal Data

**Table (1)**  
**Sample According To Personal Data**

	Categories	N	%
<b>Gender</b>	<b>Male</b>	<b>89</b>	<b>44.1</b>
	<b>female</b>	<b>113</b>	<b>55.9</b>
<b>Age</b>	<b>18 to 25</b>	<b>73</b>	<b>36.1</b>
	<b>26 to 35</b>	<b>112</b>	<b>55.4</b>
	<b>36 to 45</b>	<b>15</b>	<b>7.5</b>

	Categories	N	%
	<b>46 and UP</b>	<b>2</b>	<b>1.0</b>
<b>Academic qualification</b>	<b>Less Middle Certification</b>	<b>33</b>	<b>16.3</b>
	<b>Middle Certification</b>	<b>49</b>	<b>24.3</b>
	<b>Bachelor</b>	<b>74</b>	<b>36.6</b>
	<b>Master</b>	<b>43</b>	<b>21.3</b>
	<b>PhD</b>	<b>3</b>	<b>1.5</b>

From the previous table, it was found that most of the study sample was female with a percentage of 55.9%. It also became clear that the highest age group among the study sample members was (18 to 35 years) (91.5%), and it was found that the highest category in the educational qualification was the Bachelor category (36.6%).

## 5. Data analysis and results

### 5.1 Validity and reliability

The research calculated the validity of the study tool by calculating the validity of convergence to measure the extent of agreement between the statements and the dimensions of the research variables, where the square root of the mean value of variance (AVE) must be greater than 0.5 (Fornell & Larcker 1981), as well as calculating the validity of the differentiation to measure the asymmetry of the variables And that each variable represents itself by calculating the square root of the mean value of variance (AVE), which must be greater than the correlation coefficients between the variable and the rest of the other variables (Hair et al, 2010), as well as calculating the internal consistency validity by calculating the Pearson correlation coefficients between each variable. The phrase and the degree of the total phrase for the axis to which the phrase belongs. The phrases must be statistically significant at the level (0.01). The value of the stability coefficient Alpha and the composite stability coefficient (CR) were also calculated to identify the level of

stability of the study tool, as it must be greater than 0.7 (Polit. & Beck, 2018).

**Table (2)**  
**Validity and reliability**

	Phrases	Component	Correlation coefficient	AVE	CR	Cronbach's Alpha
<b>Brand relation (BR)</b>	BR1	0.392	0.418**	0.823	0.846	0.827
	BR2	0.593	0.683**			
	BR3	0.639	0.730**			
	BR4	0.699	0.795**			
	BR5	0.642	0.680**			
	BR6	0.726	0.824**			
	BR7	0.714	0.781**			
	BR8	0.829	0.868**			
	BR9	0.693	0.706**			
<b>service quality (SQ)</b>	SQ1	0.539	0.575**	0.893	0.793	0.758
	SQ2	0.517	0.552**			
	SQ3	0.557	0.604**			
	SQ4	0.436	0.452**			
	SQ5	0.529	0.558**			
	SQ6	0.519	0.584**			
	SQ7	0.599	0.629**			
	SQ8	0.536	0.571**			
	SQ9	0.431	0.493**			
	SQ10	0.427	0.475**			
	SQ11	0.419	0.458**			
	SQ12	0.566	0.630**			
	SQ13	0.517	0.544**			
	SQ14	0.697	0.738**			
	SQ15	0.543	0.591**			



	Phrases	Component	Correlation coefficient	AVE	CR	Cronbach's Alpha
brand evangelism (BE)	BE1	0.639	0.719**	0.849	0.785	0.726
	BE2	0.527	0.568**			
	BE3	0.693	0.711**			
	BE4	0.607	0.630**			
	BE5	0.599	0.618**			
	BE6	0.685	0.708**			
	BE7	0.633	0.715**			
	BE8	0.542	0.576**			
	BE9	0.537	0.566**			
	BE10	0.601	0.614**			
	BE11	0.672	0.706**			
	BE12	0.653	0.710**			
customer loyalty (CL)	CI1	0.643	0.698**	0.795	0.746	0.708
	CI2	0.673	0.706**			
	CI3	0.709	0.724**			
	CI4	0.604	0.631**			
	CI5	0.511	0.538**			
customer satisfaction (CS)	CS1	0.579	0.606**	0.849	0.783	0.760
	CS2	0.543	0.576**			
	CS3	0.716	0.782**			
	CS4	0.533	0.585**			
	CS5	0.774	0.802**			
	CS6	0.709	0.733**			
	CS7	0.704	0.739**			
customer value (CV)	CV1	0.682	0.714**	0.777	0.759	0.714
	CV2	0.604	0.633**			
	CV3	0.672	0.706**			
	CV4	0.619	0.667**			

	Phrases	Component	Correlation coefficient	AVE	CR	Cronbach's Alpha
	CV5	0.644	0.687**			

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

From the previous table, it is clear that:

- The values of the alpha reliability coefficients for the Brand relation 0.827, The values of the composite reliability (CR) 0.846 and the values of the average variance extracted (AVE) 0.823
- The values of the alpha reliability coefficients for the service quality 0.758, The values of the composite reliability (CR) 0.793 and the values of the average variance extracted (AVE) 0.893
- The values of the alpha reliability coefficients for the brand evangelism 0.726, The values of the composite reliability (CR) 0.785 and the values of the average variance extracted (AVE) 0.849
- The values of the alpha reliability coefficients for the customer loyalty 0.708, The values of the composite reliability (CR) 0.746 and the values of the average variance extracted (AVE) 0.795
- The values of the alpha reliability coefficients for the customer satisfaction 0.760, The values of the composite reliability (CR) 0.783 and the values of the average variance extracted (AVE) 0.849
- The values of the alpha reliability coefficients for the customer value 0.714, The values of the composite reliability (CR) 0.759 and the values of the average variance extracted (AVE) 0.777
- From the previous table, we notice that all correlation coefficients for all variables items were statistically significant at the level of significance  $\alpha = (0.01)$ , and this means that the tool has structural validity and is valid for the purposes of the study and High alpha values indicate a high degree of interrelatedness between test items. Reliability coefficient Alpha which confirms the validity and correlation of the statements of the questionnaire axes and the Reliability of the tool used in the study.

**Table (3) Correlation matrix between the variables of the study**

Variables		Brand relation	service quality	brand evangelism	customer loyalty	customer satisfaction	customer value
Brand relation	Pearson Correlation	1	**0.805	**0.689	**0.774	**0.815	**0.609
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
service quality	Pearson Correlation	**0.805	1	**0.831	**0.653	**0.838	**0.751
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
brand evangelism	Pearson Correlation	**0.689	**0.831	1	**0.647	**0.652	**0.731
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
customer loyalty	Pearson Correlation	**0.774	**0.653	**0.647	1	**0.672	**0.603
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
customer satisfaction	Pearson Correlation	**0.815	**0.838	**0.652	**0.672	1	**0.715
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
customer value	Pearson Correlation	**0.609	**0.751	**0.731	**0.603	**0.715	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	

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

**The correlation coefficients shown in Table (3) indicate:**

- The existence of a strong positive significant correlation relationship between variable “Brand relation” and variable “service quality”, where the value of the correlation coefficient was 0.805 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “Brand relation” and variable “brand evangelism”, where the value of the correlation coefficient was 0.689 as which is a statistically significant value (0.01).
- The existence of a strong positive significant correlation relationship between variable “Brand relation” and variable “customer loyalty”, where the value of the correlation coefficient was 0.774 as which is a statistically significant value (0.01).
- The existence of a strong positive significant correlation relationship between variable “Brand relation” and variable “customer satisfaction”, where the value of the correlation coefficient was 0.815 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “Brand relation” and variable “customer value”, where the value of the correlation coefficient was 0.609 as which is a statistically significant value (0.01).
- The existence of a strong positive significant correlation relationship between variable “service quality” and variable “brand evangelism”, where the value of the correlation coefficient was 0.831 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “service quality” and variable “customer loyalty”, where the value of the correlation coefficient was 0.653 as which is a statistically significant value (0.01).
- The existence of a strong positive significant correlation relationship between variable “service quality” and variable “customer satisfaction”, where the value of the correlation coefficient was 0.838 as which is a statistically significant value (0.01).
- The existence of a strong positive significant correlation relationship between variable “service quality” and variable “customer value”, where the value of

the correlation coefficient was 0.751 as which is a statistically significant value (0.01).

- The existence of an average positive significant correlation relationship between variable “brand evangelism” and variable “customer loyalty”, where the value of the correlation coefficient was 0.647 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “brand evangelism” and variable “customer satisfaction”, where the value of the correlation coefficient was 0.652 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “brand evangelism” and variable “customer value”, where the value of the correlation coefficient was 0.731 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “customer loyalty” and variable “customer satisfaction”, where the value of the correlation coefficient was 0.672 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “customer loyalty” and variable “customer value”, where the value of the correlation coefficient was 0.603 as which is a statistically significant value (0.01).
- The existence of an average positive significant correlation relationship between variable “customer satisfaction” and variable “customer value”, where the value of the correlation coefficient was 0.715 as which is a statistically significant value (0.01).

## 5.2 Regression Analysis

### 5.2.1 The relationship between brand relations and service quality

**Table (4)**  
mediator role of brand evangelism in the effect brand relations  
on service quality

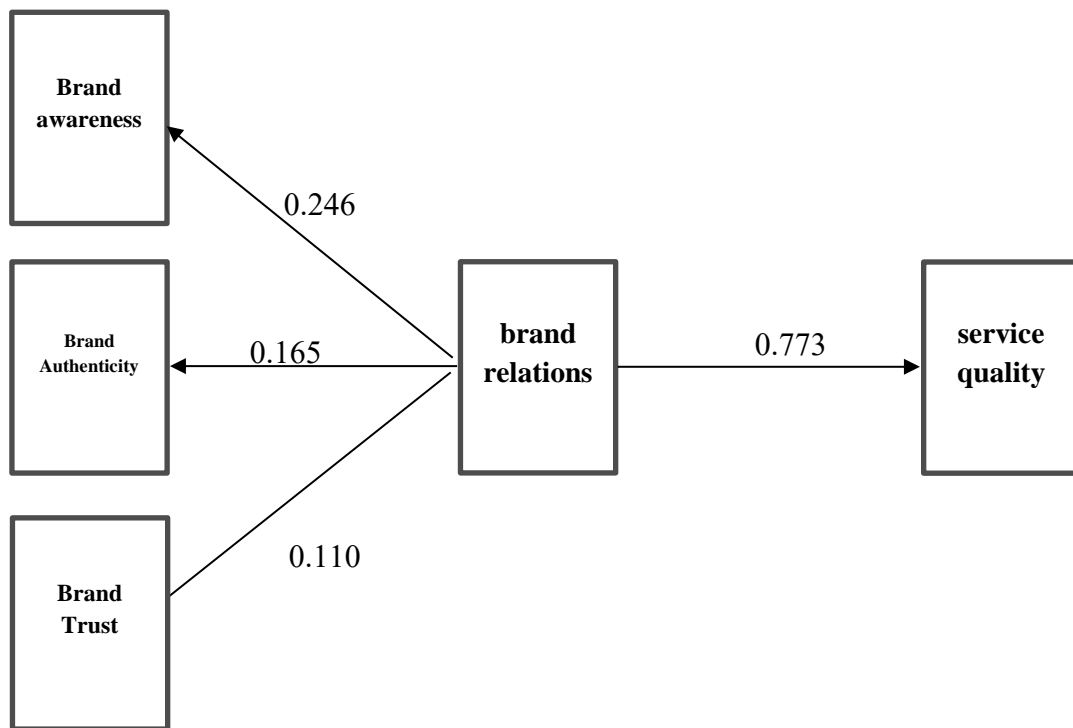
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Before	Brand awareness	**0.246	0.162	0.069	7.321	0.000
	Brand Authenticity	**0.165	0.117	0.075	7.526	0.000
	Brand Trust	**0.110	0.047	0.022	7.993	0.000
	F	**12.221				
	R <sup>2</sup>	0.536				
After	Brand awareness	**0.205	0.116	0.017	7.429	0.000
	Brand Authenticity	**0.117	0.126	0.085	7.966	0.000
	Brand Trust	**0.103	0.011	0.063	7.826	0.000
	brand evangelism	**0.293	0.221	0.077	7.853	0.000
	F	**14.362				
	R <sup>2</sup>	0.602				

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

Table (4) shows that there is a statistically significant effect of the dimensions of a variable brand relation on service quality at the level of significance 0.01, and

it was found that the dimensions of the variable brand relations It explains 53.6% of the changes that occur in a variable service quality and the rest of the percentage is due to other variables that are not included in the study model

It is evident from Table (4) that there is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and service quality at the level of significance 0.01 and it was found that the dimensions of the variable brand relations It explains 60.2% of the changes that occur in a variable service quality When mediating the brand evangelism variable, which shows an increase in the value of  $R^2$  (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and service quality which shows the validity of the study's first hypothesis



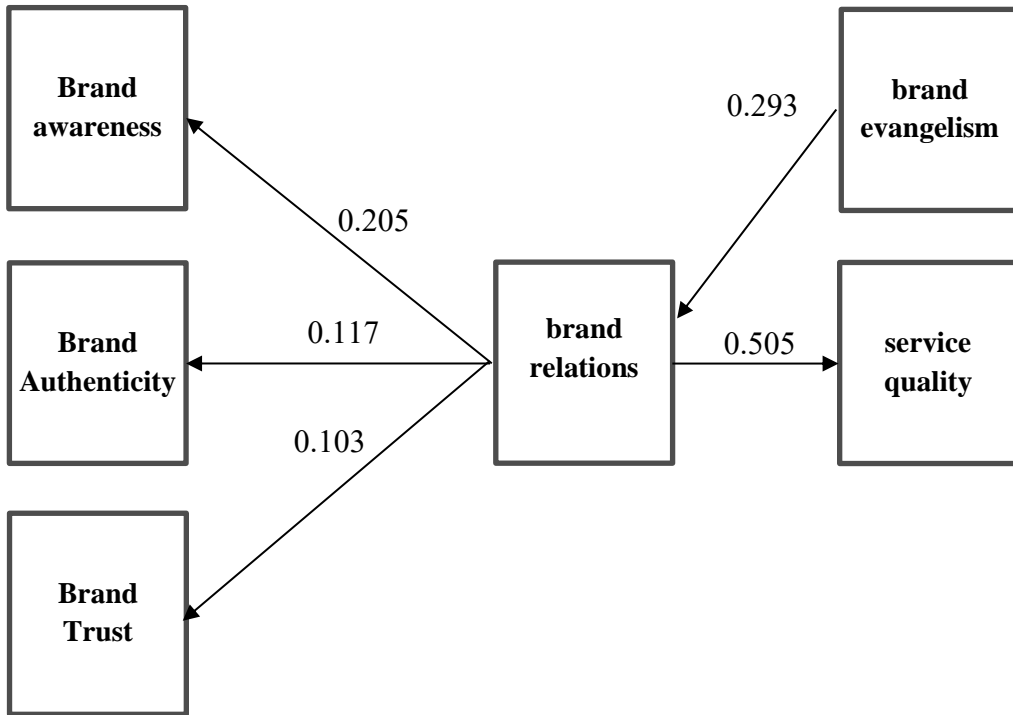
**Fig (1) direct effect of brand relations on service quality**

**Table (5) mediator role of brand evangelism in the effect brand relations on service quality**

			Estimate	S.E.	C.R.	Estimate	S.E.	C.R.
brand relations	←	brand evangelism	0.663	0.092	12.111	0.671	0.073	12.361
Brand awareness	←	brand relations	0.802	0.071	14.907	0.819	0.041	15.326
Brand Authenticity	←	brand relations	0.874	0.061	16.133	0.895	0.051	16.223
Brand Trust	←	brand relations	0.854	0.051	16.031	0.872	0.044	16.163
service quality	←	brand relations	0.859	0.070	16.091	0.881	0.053	16.191
<b>CFI</b>			0.921			0.951		
<b>IFI</b>			0.921			0.951		
<b>NFI</b>			0.903			0.919		
<b>GFI</b>			0.871			0.890		
<b>RMR</b>			0.043			0.031		
<b>RMSEA</b>			0.191			0.114		



It was found that the mediating role of brand evangelism in the effect brand relations on service quality to an increase in the correlational relationships between the dimensions of the variables included in the study.



**Fig (2) mediator role of brand evangelism in the effect brand relations on service quality**

### 5.2.2 The relationship between brand relations and customer loyalty

**Table (6) mediator role of brand evangelism in the effect brand relations on customer loyalty**

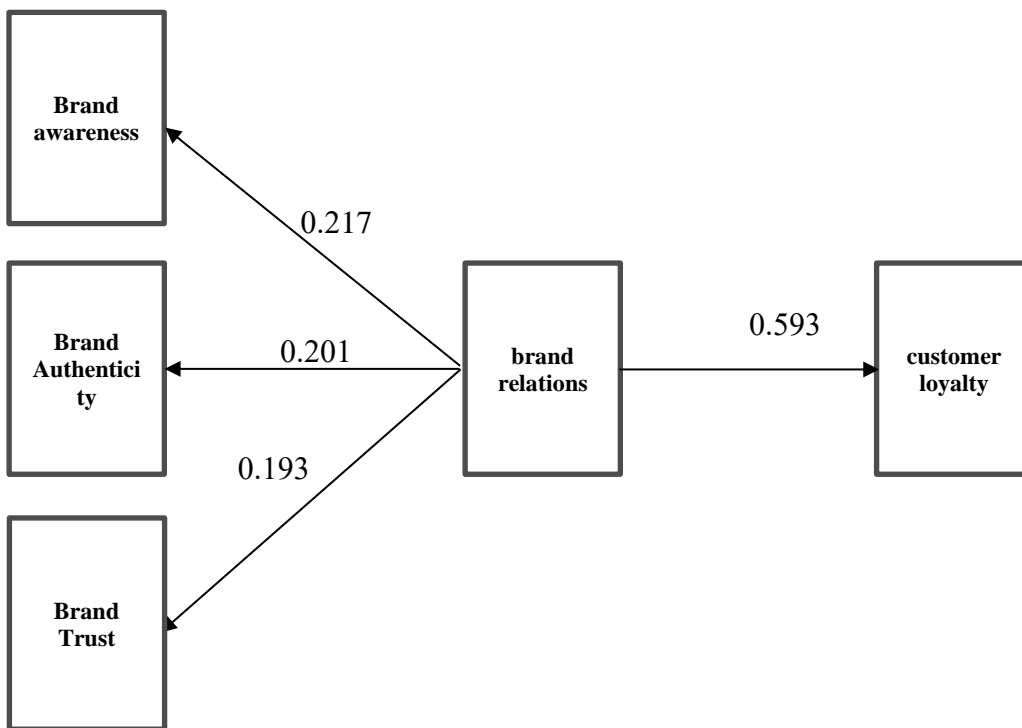
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Before	Brand awareness	**0.217	0.114	0.063	6.935	0.000
	Brand Authenticity	**0.201	0.125	0.044	6.822	0.000
	Brand Trust	**0.193	0.069	0.051	7.096	0.000
	F	**14.239				
	R <sup>2</sup>	0.546				
After	Brand awareness	**0.202	0.111	0.033	7.593	0.000
	Brand Authenticity	**0.196	0.119	0.057	7.553	0.000
	Brand Trust	**0.173	0.044	0.093	7.419	0.000
	brand evangelism	**0.233	0.193	0.074	7.517	0.000
	F	**16.229				
	R <sup>2</sup>	0.669				

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

Table (6) shows that there is a statistically significant effect of the dimensions of a variable brand relation on customer loyalty at the level of significance 0.01, and it was found that the dimensions of the variable brand relations It explains 54.6%

of the changes that occur in a variable customer loyalty and the rest of the percentage is due to other variables that are not included in the study model

It is evident from Table (6) that there is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and customer loyalty at the level of significance 0.01 and it was found that the dimensions of the variable brand relations It explains 66.9% of the changes that occur in a variable customer loyalty When mediating the brand evangelism variable, which shows an increase in the value of  $R^2$  (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and customer loyalty which shows the validity of the study's second hypothesis



**Fig (3) direct effect of brand relations on customer loyalty**

**Table (7)**  
**mediator role of brand evangelism in the effect brand relations**  
**on customer loyalty**

		Estimate	S.E.	C.R.	Estimate	S.E.	C.R.
brand relations	← brand evangelism	0.661	0.095	12.114	0.673	0.075	12.363
Brand awareness	← brand relations	0.801	0.075	14.909	0.821	0.043	15.328
Brand Authenticity	← brand relations	0.876	0.066	16.137	0.897	0.054	16.225
Brand Trust	← brand relations	0.856	0.054	16.035	0.874	0.046	16.166
customer loyalty	← brand relations	0.851	0.075	15.199	0.875	0.053	15.965
CFI		0.923			0.954		
IFI		0.923			0.954		
NFI		0.907			0.924		
GFI		0.873			0.893		
RMR		0.045			0.039		
RMSEA		0.197			0.115		

It was found that the mediating role of brand evangelism in the effect brand relations on customer loyalty to an increase in the correlational relationships between the dimensions of the variables included in the study.

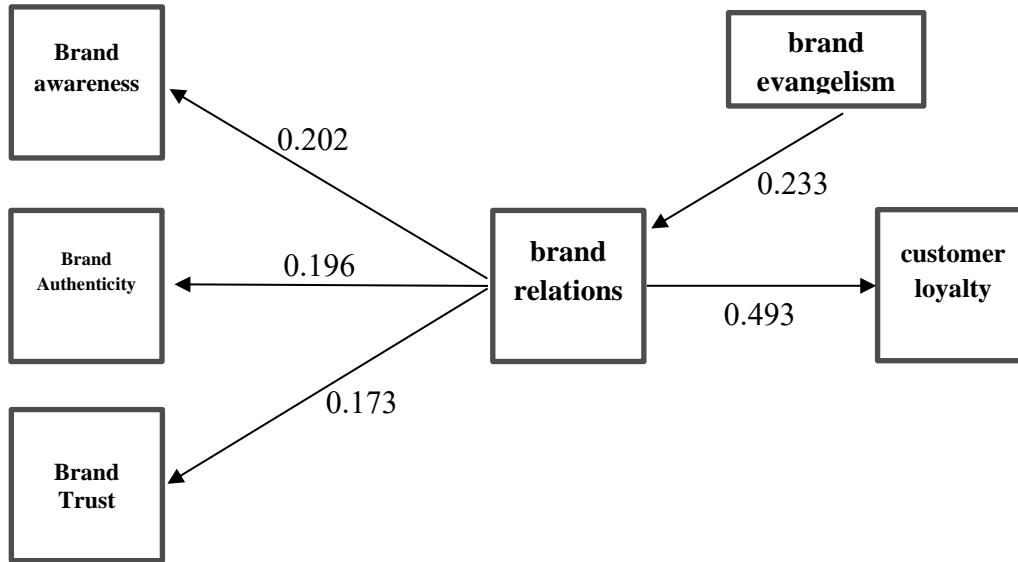


Fig (4) mediator role of brand evangelism in the effect brand relations on customer loyalty

### 5.2.3 The relationship between brand relations and customer satisfaction

Table (8)

mediator role of brand evangelism in the effect brand relations on customer satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Before	Brand awareness	**0.311	0.122	0.099	7.886	0.000
	Brand Authenticity	**0.229	0.121	0.073	8.296	0.000
	Brand Trust	**0.176	0.076	0.064	7.555	0.000
	F	**15.336				

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	R <sup>2</sup>	0.632				
After	Brand awareness	**0.293	0.189	0.047	7.556	0.000
	Brand Authenticity	**0.207	0.127	0.063	7.937	0.000
	Brand Trust	**0.137	0.039	0.085	7.749	0.000
	brand evangelism	**0.247	0.177	0.071	7.936	0.000
	F	**17.526				
	R <sup>2</sup>	0.756				

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

Table (8) shows that there is a statistically significant effect of the dimensions of a variable brand relation on customer satisfaction at the level of significance 0.01, and it was found that the dimensions of the variable brand relations It explains 63.2% of the changes that occur in a variable customer satisfaction and the rest of the percentage is due to other variables that are not included in the study model It is evident from Table (8) that there is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and customer satisfaction at the level of significance 0.01 and it was found that the dimensions of the variable brand relations It explains 75.6% of the changes that occur in a variable customer satisfaction When mediating the brand evangelism variable, which shows an increase in the value of R<sup>2</sup> (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and customer satisfaction which shows the validity of the study's third hypothesis

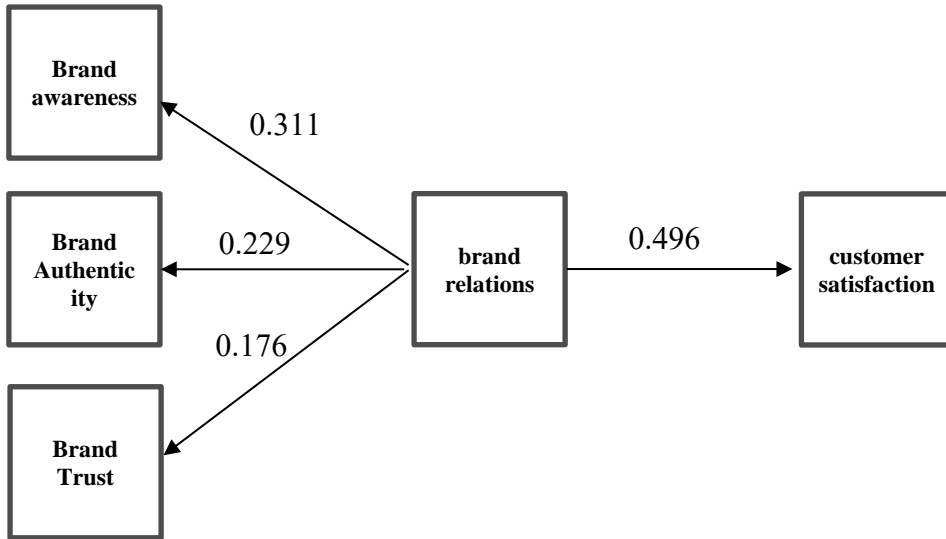


Fig (5) direct effect of brand relations on customer satisfaction

Table (9)  
mediator role of brand evangelism in the effect brand relations  
on customer satisfaction

		Estimate	S.E.	C.R.	Estimate	S.E.	C.R.
brand relations	← brand evangelism	0.665	0.090	12.119	0.679	0.072	12.372
Brand awareness	← brand relations	0.804	0.070	14.915	0.822	0.039	15.336
Brand Authenticity	← brand relations	0.877	0.065	16.141	0.893	0.048	16.227
Brand Trust	← brand relations	0.859	0.054	16.037	0.879	0.041	16.174
customer satisfaction	← brand relations	0.879	0.089	16.223	0.899	0.070	16.923
CFI		0.939			0.972		
IFI		0.939			0.972		

	Estimate	S.E.	C.R.	Estimate	S.E.	C.R.
NFI	0.911			0.933		
GFI	0.879			0.897		
RMR	0.047			0.032		
RMSEA	0.183			0.122		

It was found that the mediating role of brand evangelism in the effect brand relations on customer satisfaction to an increase in the correlational relationships between the dimensions of the variables included in the study.

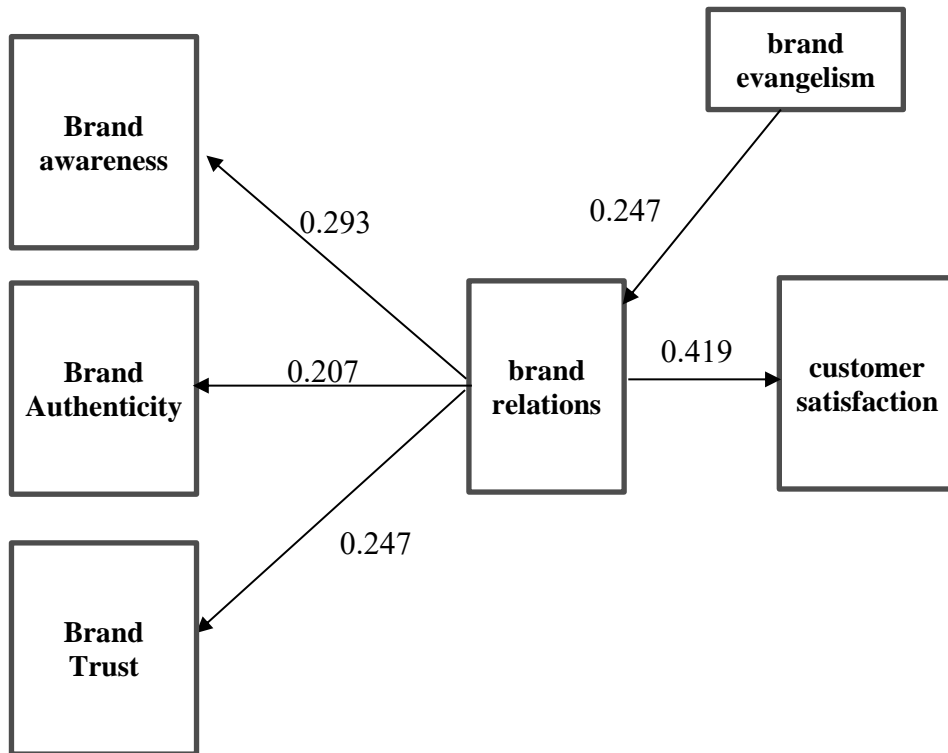


Fig (6) mediator role of brand evangelism in the effect brand relations on customer satisfaction



### 5.2.4 The relationship between brand relations and customer value

**Table (10)**  
**mediator role of brand evangelism in the effect brand relations**  
**on customer value**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Before	Brand awareness	**0.327	0.107	0.072	8.533	0.000
	Brand Authenticity	**0.211	0.129	0.069	8.219	0.000
	Brand Trust	**0.193	0.109	0.053	7.575	0.000
	F	**15.752				
	R <sup>2</sup>	0.614				
After	Brand awareness	**0.302	0.193	0.051	7.536	0.000
	Brand Authenticity	**0.197	0.129	0.071	7.941	0.000
	Brand Trust	**0.149	0.045	0.093	7.734	0.000
	brand evangelism	**0.221	0.116	0.077	7.947	0.000
	F	**17.736				
	R <sup>2</sup>	0.773				

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

Table (10) shows that there is a statistically significant effect of the dimensions of a variable brand relation on customer value at the level of significance 0.01, and it was found that the dimensions of the variable brand relations It explains 61.4% of the changes that occur in a variable customer value and the rest of the percentage is due to other variables that are not included in the study model

It is evident from Table (10) that there is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and customer value at the level of significance 0.01 and it was found that the dimensions of the variable brand relations It explains 77.3% of the changes that occur in a variable customer value When mediating the brand evangelism variable, which shows an increase in the value of  $R^2$  (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and customer value which shows the validity of the study's fourth hypothesis

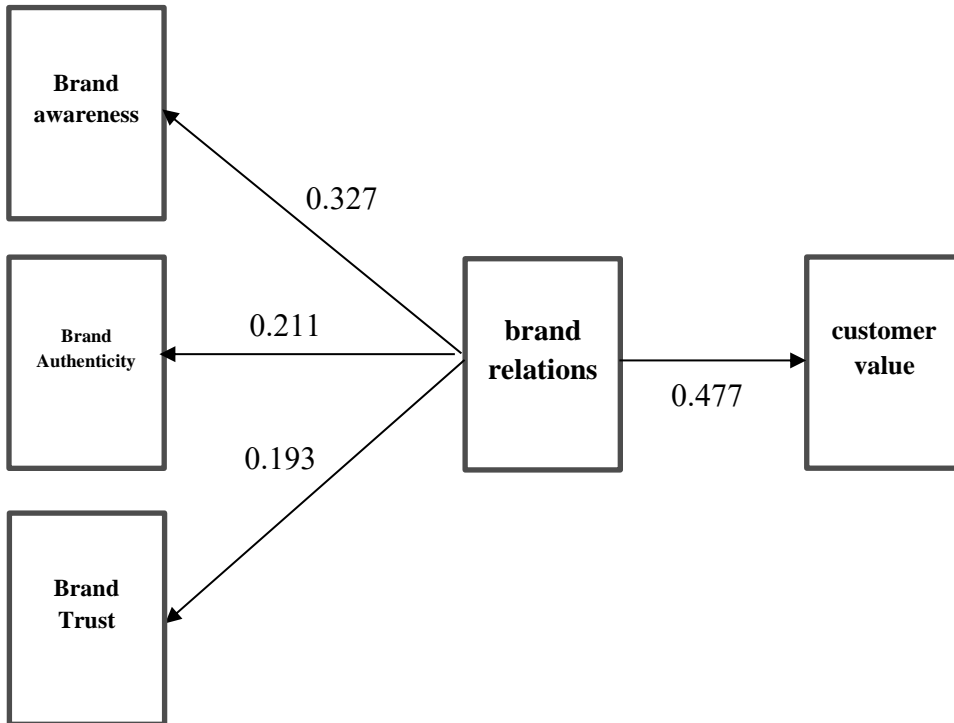
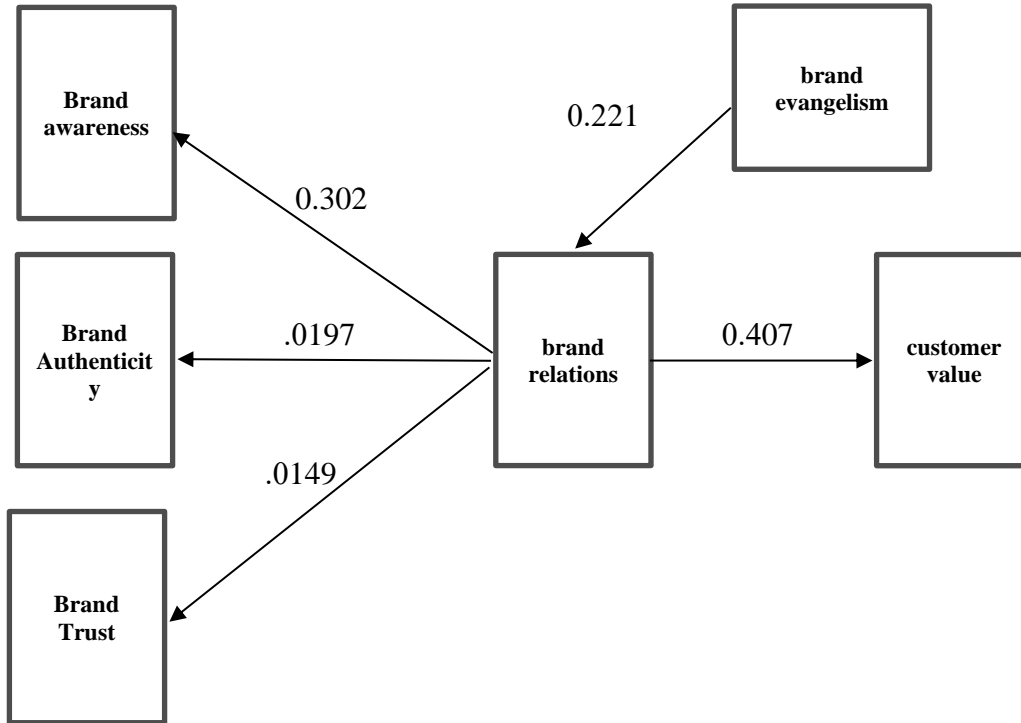


Fig (7) direct effect of brand relations on customer value

**Table (11)**  
**mediator role of brand evangelism in the effect brand relations**  
**on customer value**

		Estimate	S.E.	C.R.	Estimate	S.E.	C.R.
brand relations	← brand evangelism	0.661	0.092	12.124	0.687	0.079	12.377
Brand awareness	← brand relations	0.800	0.075	14.920	0.829	0.047	15.341
Brand Authenticity	← brand relations	0.871	0.069	16.146	0.901	0.054	16.232
Brand Trust	← brand relations	0.853	0.061	16.042	0.889	0.049	16.179
customer satisfaction	← brand relations	0.875	0.092	16.228	0.921	0.079	16.928
CFI		0.945			0.977		
IFI		0.945			0.977		
NFI		0.919			0.938		
GFI		0.861			0.876		
RMR		0.043			0.029		
RMSEA		0.183			0.122		

It was found that the mediating role of brand evangelism in the effect brand relations on customer value to an increase in the correlational relationships between the dimensions of the variables included in the study.



**Fig (8) mediator role of brand evangelism in the effect brand relations on customer value**

## 6. Discussion and Conclusion

There is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and service quality at the level of significance 0.01 and it was found that the dimensions of the variable brand relations It explains 60.2% of the changes that occur in a variable service quality When mediating the brand evangelism variable, which shows an increase in the value of  $R^2$  (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and service quality which is consistent with the study (Pham et al . ,2019) and Lai et al. (2019),

There is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and customer loyalty at the level of significance 0.01 and it was found that the dimensions of the

variable brand relations It explains 66.9% of the changes that occur in a variable customer loyalty When mediating the brand evangelism variable, which shows an increase in the value of  $R^2$  (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and customer loyalty which shows the validity of the study's second hypothesis which is consistent with the study (Badwan et al., 2017)

There is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and customer satisfaction at the level of significance 0.01 and it was found that the dimensions of the variable brand relations It explains 75.6% of the changes that occur in a variable customer satisfaction When mediating the brand evangelism variable, which shows an increase in the value of  $R^2$  (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and customer satisfaction which shows the validity of the study's third hypothesis which is consistent with the study (Kumar & Reinartz, 2018) and (El-Adly, 2019)

There is a statistically significant effect brand evangelism as a mediating variable on the relationship between brand relations and customer value at the level of significance 0.01 and it was found that the dimensions of the variable brand relations It explains 77.3% of the changes that occur in a variable customer value When mediating the brand evangelism variable, which shows an increase in the value of  $R^2$  (interpretation ratio) when using the mediating variable, which shows that there is a positive direct effect of using brand evangelism as an intermediary variable on the relationship between brand relations and customer value which shows the validity of the study's fourth hypothesis which is consistent with the study (Chatterjee et al. 2020).

## 7. implications and Recommendations and future studies

The study recommends that Work to raise the awareness of organizations and institutions about the need to take care of the brand, improve it, develop it,

and maintain its quality ٭The need for institutions to work on using modern methods in marketing and linking them to technological progress, The need to pay attention to the consumer and identify the needs of customers and work to meet them with the highest possible quality and efficiency, Working to increase consumers' awareness of the importance of dealing with trusted and efficient brands and Encouraging researchers to increase research and studies on the impact of the brand on consumer behavior and levels of satisfaction and loyalty

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