

**The Impact of Consumer Brand Relationship on Brand Evangelism:
Examining the Moderating Effect of Brand Loyalty with Special
Reference to the Mobile Telecommunication Service Sector**

A A N M Adikari

Department of Marketing Management, University of Kelaniya, Sri Lanka
manavi.adikari@gmail.com

D M R Dissanayake

Department of Marketing Management, University of Kelaniya, Sri Lanka
ravi@kln.ac.lk

In response to the research gaps identified within the telecommunication sector, this research paper aims to analyze the impact of consumer-brand relationships on customer brand evangelism. The study examines how Brand Loyalty acts as a moderating factor between the dependent and independent variables. An integrative model was developed based on a review of the literature and tested using data collected from 378 respondents residing in the Western Province of Sri Lanka through an online survey. Data analysis was conducted using the Statistical Package for Social Sciences (SPSS) version 25. The findings reveal a positive and significant impact of Consumer-Brand Relationships on Brand Evangelism, with the exception of brand salience. Additionally, Brand Loyalty was found to moderate the relationship between Consumer-Brand Relationships and Brand Evangelism, demonstrating positive and significant effects. These findings enhance the understanding of the value-enhancing potential of mobile telecommunication services, address existing gaps, and illustrate how customer Brand Loyalty influences brand evangelism.

Keywords: *Brand Evangelism, Brand Loyalty, Consumer Brand Relationship, Telecommunication Services*