Evangelism marketing and consumer purchase behaviour of selected products: A focus on fashion industry

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Abstract
This study analyzed evangelistic marketing and customer purchasing behavior of specific items. The study employed a cross-sectional research strategy to ascertain the link between the independent and dependent variables. The total target population comprised one hundred sixty (160) proprietors of selected fashion design establishments across multiple cities in Delta State. Data was gathered utilizing a semi-structured questionnaire composed of closed-ended questions. The quantitative data was presented through tables and numerical frequencies. The collected data was statistically evaluated using the Statistical Package for Social Sciences (SPSS). The data were evaluated using statistical methods such as means, percentages, and frequencies. The interpretation of data was conducted within the context of the research problem. A multivariate regression analysis model was employed to determine the link between the independent and dependent variables. The regression analysis results demonstrated that the elements of evangelical marketing utilized in this study significantly influenced consumer purchase intention. The data indicate that respondents concurred that evangelical marketing significantly influences customer purchasing behavior. The research determined that evangelistic marketing predicts customer purchase intention. The study advised fashion retailers in Delta State to cultivate new, contemporary brands to captivate consumer interest, increase production to assure consumers of product availability and deter brand switching, and align their pricing strategies with competitors to avoid perceptions of higher costs relative to other brands.
Keywords: Brand Identification, Brand Trust, Consumer Purchase Behaviour, Evangelism Marketing, Word of Mouth

1. Introduction

The marketing landscape has experienced a significant transformation in recent years due to the development of brands and media across nearly every industry. This has led to heightened rivalry in the market, complicating the efforts of marketers and corporations in achieving effective positioning and product distinction, the rise of consumerism, widespread internet access, and the social media revolution have intensified the intricacies of the marketing landscape (Iyadi, 2023). Currently, individuals in the target market do not uncritically accept the marketing materials directed at them. Furthermore, the pervasive availability of the internet and the social media revolution have significantly facilitated consumers in sharing their experiences and opinions about brands within their social circles, while also enhancing their access to information regarding these brands. Such alterations may influence customer purchasing behaviour (Iyadi & Sado, 2023).

The conventional principles of marketing are evolving. It elucidates the diminishing efficacy of conventional marketing and advertising strategies. Traditional mass marketing played a significant role historically, but it has become obsolete in

today's intricately networked marketplace. Numerous campaign strategies are exhibiting an unavoidable fall in response rates, one of which is mass advertising. It is indeed the quickest method to expend funds; nevertheless, it yields a low response rate in return (McConnell & Huba, 2018). Word-of-mouth as an evangelism technique is tenfold more potent and effective than print or television advertising in building public enthusiasm for new technology items. A separate study revealed that mass advertising is the least successful method for technology marketers to engage their target demographic. Thirteen percent of consumers obtain information about technological items via advertising, twenty percent from websites, and thirty-four percent from word-of-mouth (Iyadi, 2023). Furthermore, 40% of customers indicated that recommendations from colleagues and family would stimulate their enthusiasm and interest in technology products and services (Euro RSCG, 2021). Becerra and Badrinarayanan (2019) proposed that brand identity might be developed to foster evangelical marketing. The findings indicate that purchase intentions and positive referrals are affected by brand trust, while brand identity positively impacts brand referrals, leading to a propensity to disparage competing companies. The three elements of brand evangelism—brand purchase, positive brand referrals, and negative brand referrals—can significantly impact brand trust and brand identity (Becerra & Badrinarayanan, 2013).

This has attracted marketers' attention to customers' brand-related behavior, subsequently resulting in the emergence of the notion of Brand Evangelism or Evangelism marketing. The phrase evangelism signifies "proclaiming good news." Evangelism Marketing is a novel, unpaid, and sophisticated variant of word-of-mouth marketing. Doss (2022) defines evangelism as the intense and frequent communication of positive information, ideas, and emotions for a specific brand, aimed at influencing behavior. Becerra and Badrinarayanan (2019) define the term evangelist as a fervent commitment to advocate for the brand and influence others to acquire it. This marketing approach is thought to instill product offerings in customers' brains, perhaps leading to increased market share and a broader client base by converting potential consumers into real purchasers. The research aims to investigate evangelistic marketing and customer purchasing behavior about personalized products.

Researchers and practitioners have recently increased their focus on investigating and elucidating the determinants and significant components of brand evangelism. Furthermore, numerous marketers assume that sales will increase as more individuals endorse a product or service to others. They exert a significant influence in implementing their brand-related experiences to persuade others. A customer evangelist not only frequently purchases and consumes the product but also feels compelled to advocate for the brand and encourage others to transition from rival or existing products. Nonetheless, the size of this significantly powerful consumer segment is comparatively limited. Some customers may struggle to interact with others or may be preoccupied with personal matters, particularly those who transition between items before committing to a specific brand. Significant effort is required to influence each customer, as tastes and preferences might differ substantially. Moreover, frequent alterations in the product range may provide a barrier to evangelical marketing, as shifts in products can lead to changes in client interest. Continuously collecting feedback from evangelists would furnish marketers with a superior insight of their preferences and aversions.

Organizations have numerous hurdles in converting customers into evangelists, particularly in highly competitive industries, as shown in evangelism marketing. Consequently, the researcher seeks to ascertain the factors that motivate individuals to engage in evangelism marketing. Nigerian society is highly collectivist, prioritizing group conformity above individualism. Moreover, consumers in collectivistic communities may possess distinct perceptions and interpretations of brands in contrast to those in individualistic societies. The cultural factors are crucial for illustrating the variances among consumers, particularly in how purchasers perceive new technologies and marketing communications. Additionally, consumers' reliance on brands differs between collectivistic and individualistic societies. This study examined the correlation between evangelistic marketing and consumer purchasing behavior for personalized products, focusing on chosen fashion design retailers in Delta State.

The general objective of the study seeks to examine evangelism marketing and consumer purchase behaviour of customized products. The specific objectives as are to: determine the effect of word-of-mouth on consumer purchase behaviour of customized products; and ascertain the effect of brand identification on consumer purchase behaviour of customized products

2. Literature Review
2.1 Conceptual Review
Brand
A brand as a combination of a name, symbol, word, sign, or design, which may consist of one or more of these elements. It serves as a means of identifying goods or services from a specific seller or group of sellers, differentiating them from competitors. A brand is a critical intangible asset or liability in any industry. It is well recognized that profitable brands possess significant economic value for firms and are essential corporate assets (Madden, Fehle & Fournier, 2016). Establishing a robust brand perception is crucial for successful companies. Organizations enhance client retention and repeat purchases by promoting value, image, status, or lifestyle through their branding initiatives (Rooney, 2015). Marketing and management theorists contend that establishing a robust brand is essential for success in a market characterized by the daily emergence of new brands (Iyadi & Oruakpor, 2023). Aaker (1996) asserts that a crucial component of brand development is the establishment of a robust brand identity and its clear communication. Apple has excelled at this concept, as evidenced by users queuing to purchase new goods (Apple Watch, iPad, iPhone) even prior to the formal release of comprehensive product details. Apple has established a brand that inspires consumer confidence in the superior quality and value of its products. Currently, Apple effectively persuades consumers of their necessity for its products; consumers affirm that Apple possesses sufficient understanding of their preferences to recommend suitable items. For Apple and numerous other brands, trust engenders consumer loyalty and the inclination to make further purchases (Wasserman, 2015).

Brand Evangelism
The Greek term euangelos is the origin of the contemporary word "Evangelist," signifying a bearer of good news (Meiners, Schwarting, & Seeberger, 2010). The public announcement of occurrences documented in the holy scriptures or gospels is troubling. Evangelism aims to disseminate knowledge of the divine (Strong, 2020). Evangelism emerged as a business buzzword during the internet boom of the late 1990s (Harvard Business Review, 2021). In addition to its religious connotation, the term evangelism is often employed in marketing contexts. This is a

novel notion that establishes a purpose and brand experience, fostering consumer loyalty and facilitating the sharing of their enthusiasm with others (Arkonsuo, Kaljund & Leppiman, 2014).

Brand evangelism encompasses enthusiastic behaviors and fundamental supportive actions for a brand, including consistent purchases, persuading non-users by disparaging competitors, and notably, disseminating positive brand referrals (Becerra & Badrinarayanan, 2019). The concept of brand evangelism underscores that a strong consumer-brand relationship positively influences consumer-to-consumer word-of-mouth communication. A robust emotional connection to a brand can effectively convey its message or endorse preferred brands (Arkonsuo, 2014). Guy Kawasaki, the former chief evangelist of Apple Computer, is recognized as the innovator of evangelism marketing and a pivotal factor in the introduction of the Macintosh in 1984. Promoting your vision and persuading others to share your beliefs are fundamental aspects of brand evangelism. These individuals progressively persuade additional individuals to trust evangelists (Kawasaki, 2014).

Three primary prerequisites for the effective recruitment of customers as brand evangelists must be considered by firms. The firm must prioritize the development of high-quality and successful products, as only well-established items has distinctive and advantageous characteristics. Secondly, implementing an advanced program to transform customers into brand evangelists. Third, establishing transparent corporate and marketing communications while engaging customers in the marketing program to garner their trust. Companies should aim to become a robust and exemplary brand that fosters not only an emotional connection with consumers but also cultivates a brand community (Schüller, 2018).

Cycle of Creating Brand Evangelists

Evangelism marketing seeks to cultivate a substantial and continuously expanding cohort of brand evangelists who, through word-of-mouth, attract new customers to enhance sales (Sajoy, 2018). It aims to transform new customers into advocates until a sustainable cycle of generating brand evangelists is formed. Evangelism marketing is a behavioral pattern in which a client purchases a product or service and then advocates for others to buy and utilize it (Iyadi & Ojumude, 2023). To transform loyal customers into marketing advocates, companies implement strategies including producing high-quality products, gathering customer feedback, establishing a cause associated with their product, fostering customer identification, and cultivating a community of customers while generating excitement about the brand (Sajoy, 2018).

A customer will endorse a product to others if its quality is satisfactory and will disparage it if it is inferior. Evaluating customer input and providing solutions that are promptly communicated fosters contentment. A contented customer will willingly endorse the brand to others. Companies that generate a purpose for their product and encourage customer identification cultivate evangelists that disseminate information to potential buyers, persuading them to purchase the product (Iyadi & Itimi, 2023). Another technique is establishing a community of clients using online platforms, such as Facebook pages, WhatsApp groups, online bulletin boards, email newsletters, or fan websites. The customer community, akin to real-world clubs or associations, convenes regularly and maintains close communication with key consumers to guarantee the brand's reputation remains prominent in the minds of devoted patrons. The technique of generating and consistently refreshing favorable discourse around the product on platforms such as Facebook, Instagram, and YouTube, while motivating customers to disseminate this

knowledge throughout their networks, cultivates brand evangelists (Iyadi, 2023).

Word-of-Mouth

Consumer buy behavior refers to the process by which individuals acquire specific products or services, considering their resources and efforts (Zhao et al., 2020). A survey indicates that individuals typically purchase items or services not primarily due to product quality or advertising, but rather based on positive recommendations from family or friends (Zhao et al., 2020). Word of mouth has a significant impact in shaping clients' purchase intentions for any goods. The study's findings indicate a significant correlation between electronic word of mouth and customer purchasing behavior, particularly in regard to the product's brand image. Various studies have demonstrated that word of mouth is regarded as the most constant and dependable source of knowledge. Furthermore, advertisements, reviews, and remarks from individuals exert varying influences on customers' thoughts, which subsequently contribute to shaping their perceptions. The preferences and purchasing behavior of consumers are influenced by the significant factor known as word of mouth (Ahmad et al., 2014).

Word of mouth is regarded as the most potent instrument relative to any other marketing strategy that influences consumer purchasing decisions. Electronic word of mouth is regarded as an effective means that aids consumers in forming perceptions about a specific brand (Mahmud et al., 2020). Consumer behavior refers to the actions exhibited by individuals in seeking and utilizing products and services anticipated to fulfill their wants. Marketers who exert significant effort in advertising efforts cannot match the satisfaction levels of consumers derived from word-of-mouth recommendations from trusted sources. Word of mouth is the most dependable and efficient source when a product appears complex to a customer, when the customer

seeks further information about a product, or when the customer wishes to assess a specific product (Aslam et al., 2021).

Social communication refers to the dissemination of beliefs, perceptions, ideas, and experiences among persons by word of mouth. Individuals of varying age groups and marital statuses favor the perspectives and experiences of others when making decisions (File & Prince, 2012). Word of mouth is perceived as either a negative or favorable review. Favorable word of mouth enhances clients' retention of the product for an extended duration. Negative word of mouth adversely affects buyers' perceptions, leading them to focus solely on the product's downsides. The origin of word-of-mouth and client purchasing behavior about any product are positively correlated. This indicates that favorable word of mouth motivates clients to purchase the product (Schindler & Bickart, 2015).

Word of mouth significantly influences perceptions of a product, both in the short term and the long term. The influence of word of mouth is greater when conveyed by an expert concerning that product. Previous experience significantly influences a consumer's decision to repurchase a product or brand. The purchasing behavior of consumers is influenced by their previous experiences. Previous experience significantly influences purchasing decisions. Some researches assert that it is essential as it aids in the buyer decision-making process related to purchasing behavior (Maru, 2014). Customer evaluation is defined as sensory recognition wherein individuals perceive and formulate their judgment of products and services based on sensory stimuli prior to making a purchase decision. Perception is categorized into three types: self, price, and benefit perception (Kuo & Nakhata, 2019; Kifordu, et al, 2022).

Brand Identification

The identification concept, rooted in social identity theory and evaluated in the context of group membership and organizational relations (Bergami & Bagozzi, 2020), has been utilized in branding as a measure of the robust connection between consumers and a brand, manifested through extra-role behavior (Du, Bhattacharya, & Sankar, 2017). Consequently, the identification of consumer-brand served as a relationship that leads to good behavior. Brand identification comprises a collection of brand elements designed to communicate the brand's background, principles, objectives, and aspirations, thereby shaping consumer perception of the brand. Brand identification can pose a substantial challenge in confronting new competitors by highlighting the brand to customers. Brand identification pertains to the psychological state of consumers influenced by their perceptions and emotions towards the brand. When consumers recognize a specific brand, they establish a psychological connection with it, demonstrating their preference (Kuenzel & Halliday, 2018). The brand also motivates consumers to seek and derive advantages from it (Lam, Ahearne, & Schillewaert, 2010), and to engage at a deeper level, such as providing recommendations or participating in word-of-mouth communication (Beatty, Lynn, & Pamela, 2018).

Understanding how, why, and when brands facilitate consumer self-expression is essential for grasping the concept of consumer-brand identification (Chernev, Hamilton, & Gal, 2021). The psychological bond consumers develop with a brand, stemming from a significant disparity between their self-perceptions and their perceptions of the company, is established through consumer-brand identification (Du, Bhattacharya, & Sen, 2017). Lam Ahearne, Hu, and Schillewaert (2010) adopted a customer-based identification strategy by delineating how customers perceive and value their affiliation with a brand in their psychological state. It is seen as the consumer's personally determined feeling of unity and affiliation with a brand (Bhattacharya and Sen, 2003; Kuenzel & Halliday, 2018). Research indicates that customers select things not alone for their utilitarian advantages, but also for their symbolic significance to the consumers (Belk, 2018; Onuorah, et al, 2022).). The identification with a brand is influenced by the extent to which an individual considers the brand's personality as akin to their own (i.e., brand-self resemblance), such as being unique or prestigious. It indicates that consumers are likely to discover brands that can genuinely satisfy their self-definitional demands, deemed suitable and deserving of identity (Sauer et al., 2012).

Consumer Purchase Behaviour

Customer buy activities encompass the actions consumers undertake while searching, acquiring, utilizing, evaluating, and disposing of products and services anticipated to satisfy their personal requirements. Customer activities encompass both physical actions and cognitive decisions arising from such actions (Luo & James, 2013). Rundle and Bennett (2021) described consumer behavior as "the dynamic interaction of affect and cognition, behavior, and environmental events through which individuals manage the exchange aspects of their lives." Blackwell et al. (2021) incorporated product disposal concerns into their definition of consumer behavior, which encompasses "activities people undertake when obtaining, consuming, and disposing of products and services."

Conceptual Framework

The objective of the conceptual model for this research is to highlight the influence of the relevant variables (word-of-mouth, brand identity, and brand trust) on the dependent variable (customer purchasing behavior) as illustrated below:
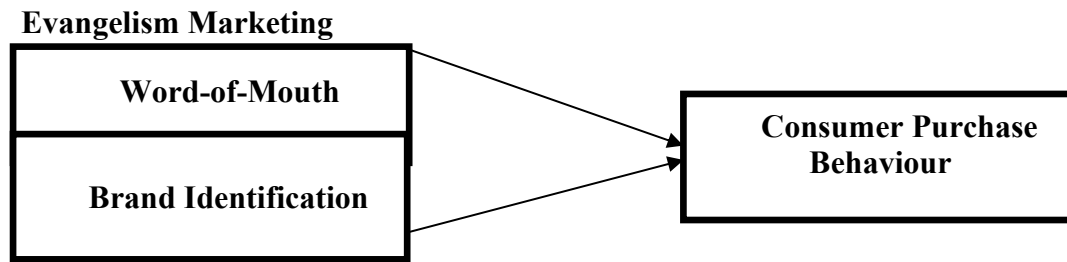
⇩

Evangelism Marketing

Fig 2.1: Conceptual Framework
Source: Researcher's conceptualization

Underpinning Theory Consumer Culture Theory (CCT)

Consumer culture theory (CCT) asserts that society centers on the acquisition and utilization of commodities and services to enhance well-being (Armould, Press, Salminen & Tillotson, 2019). The act of consumption is inherently individualized, rendering each consumer experience distinct in relation to owner identity and lifestyle (Siebert, Gopaldas, & Simoes, 2020).

The idea emphasizes the integral relationship between culture and consumption, as well as the marketing strategies that enable consumer interactions. Consumer engagement in the consumption process, amidst a plethora of goods and services, is fundamentally rooted in relationships and interwoven with cultural and social norms (Visconti, Peraloza, & Toulouse, 2020). Consumer culture theory (CCT) shapes how consumers interpret, understand, analyze, and react to marketing communications (Stevens, Maclaran & Browns, 2019). Consumers consistently interpret individualized experiences that alter their perceptions of the products or services utilized and communicate the advantages to others through word of mouth. CCT examines the consumer as a cultural creator through the consumption process.

Consequently, the foundational elements for identity formation within a society arise from consumption practices. The integration of the two conceptions clarifies the process of consumption. Consumption generates value, culture, identity, and facilitates transformation. The altered consumer recounts his experience to friends, coworkers, and social acquaintances, who may feel inundated by the purchasing and consumption process. The implementation of this customer-centric strategy, viewed through the lens of religion, allows church leadership to concentrate on nonbelievers and their salvation needs.

Empirical Review

Tahir and Saima (2022) examined the influence of Word of Mouth on Consumer Purchase Behavior. Consumers must decide to acquire a specific product, and this involves a special procedure in which word-of-mouth significantly influences their decision-making. The study investigates the dimensions of word-of-mouth, specifically perceived utility, attitude towards word-of-mouth, and prior experiences. The researchers employed basic random sampling to choose the respondents. The researchers employed a survey mechanism to obtain the data. The researcher picked a sample cohort of 440 students. Individuals from many departments around the institution were selected to undertake the research. The researchers employed regression analysis to evaluate the hypothesis of the current

study. This study's results indicate that all facets of word-of-mouth significantly influence client purchasing behavior. Perceived utility substantially influences online customer purchasing behavior. Furthermore, customer attitude substantially influences consumer purchasing behavior. In conclusion, the findings indicated that previous customer experience significantly influences online consumer traits and purchase behavior.

Onwubiko (2022) investigated the correlation between evangelism marketing and church growth, as well as the degree to which evangelism marketing has been embraced by twenty-first-century churches, especially in the South Eastern States of Nigeria. The survey employs stratified and linear simple random sampling methods. The target population of registered Pentecostal Churches in the zone is 5,346, consisting of 805, 1,208, 960, 1,116, and 1,257 churches in Abia, Anambra, Ebonyi, Enugu, and Imo States, respectively. The sample size of the churches is 382, allocated as follows: Abia (57), Anambra (86), Ebonyi (69), Enugu (80), and Imo (90). The study was led by two hypotheses and two research questions. Accessed are the primary and secondary data sources. Comprehensive interviews, encompassing focus group discussions, are performed. The researcher utilized the Five-Point Likert Scale Format to design the questionnaire. Marketing specialists participated in the validation of the questionnaire. The reliability coefficient of the research instrument, 0.977, is obtained from the pilot study results. The hypotheses are evaluated using Pearson Correlation Analysis and One-way ANOVA at a significance threshold of 0.05, with the latter employing 19 degrees of freedom. The poll indicates that despite the robust positive correlation between evangelism marketing and church development, church leadership has not substantially embraced evangelism marketing for the advancement of the twenty-first-century church.

Riorini and Widayati (2015) examined the influence of brand relationship, brand trust, brand identification, brand involvement, and brand commitment on brand evangelism. This study employed a purposive sampling technique, selecting a total of 200 customers from commercial banks who have utilized the bank's services for a minimum of 12 months. The analytical tool employed was Multiple Regression Analysis, facilitated by SPSS. The findings align with prior research, indicating that customers are progressively developing relationships, trust, identification, involvement, and dedication to the brand. Commercial Bank will progressively aim to acquire the brand, favorably referencing it while providing conflicting references to a competing brand, a practice known as brand evangelism. Moreover, it is established that the primary determinant affecting Brand evangelism is Brand commitment. Additional research is advised to examine the impact of Brand relationship and its dimensions, specifically Brand trust, Brand identification, Brand involvement, and Brand commitment, on Brand evangelism and its components (Positive brand referrals, Brand purchase intention, and Oppositional brand referrals). Additionally, it is prudent to investigate the services offered by brands, including hotels and restaurants.

Research Hypotheses

This study aims to examine the phenomena of evangelism marketing and the dimensions that are involved in consumer purchase behaviour of customized products. The following null hypotheses have been developed to guide the study

$H0_1$: word-of-mouth does not have significant effect on consumer purchase behaviour of customized products

$H0_2$: brand identification does not have significant on consumer purchase behaviour of customized products

Gap in Literature

A survey of the existing literature reveals that prior research on evangelical marketing methods and customer buying behavior has not integrated the characteristics outlined in this study to establish a coherent conceptual framework for assessing their relationship. Evangelism marketing concepts are multifaceted phenomena; there is no uniform method for thinking and measuring them across all industries. Consequently, each organization must formulate a unique strategy configuration grounded in the facts of its competitive landscape, historical commitments, and projected needs. Prior experts concur that companies employing effective evangelical marketing methods can influence the purchasing behaviors of prospective clients, hence enhancing their overall performance. Prior research has employed diverse approaches to investigate the correlation between evangelistic marketing practices and customer purchasing behavior. It is essential to examine whether the researcher achieved comparable results or enhanced existing knowledge through the implementation of a mixed research method (Triangulation approach), which is significant for integrating observational, qualitative, and quantitative methodologies. The research examined evangelistic marketing and its effective application within the Nigerian economy, specifically concerning the fashion industry. Therefore, a thorough comprehension of the relationship between evangelistic marketing and consumer purchasing behavior contributes to the existing body of knowledge in the fashion sector and marketing as a whole.

3. Methodology

To attain the purpose of this study, several design alternatives were evaluated. The descriptive survey study design methodology was eventually adopted and utilized.

The research population comprises one hundred sixty (160) registered fashion design outlets operating in three cities of Delta State: Asaba, Warri, and Agbor. Due to financial and geographical limitations, the researcher has selected one hundred sixty (160) registered fashion outlets for this study, as studying the full population of enterprises in the fashion industry is unfeasible.

The sample constitutes a segment of the research population. For this research, the suitable population representation of one hundred sixty members was established using the Taro Yamane sample size formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size sought

e = level of significance

N = population size

Working reveals the desired sample size thus:

$$n = \frac{160}{1 + 160(0.05)^2}$$

$$n = \frac{160}{1 + 160(0.0025)}$$

$$n = \frac{160}{1 + 0.44}$$

$$n = \frac{160}{1.40} = 114$$

(sample size for the study is 114 members)

The sample strategy employed in this investigation is basic random sampling. Participants were randomly selected at both locations.

The research instrument employed in this study was a personally delivered questionnaire directed at the respondents. The primary benefit of this is that the researcher may get all completed responses in a brief time frame. This study employed content validity by having my supervisor evaluate the questionnaire to ascertain whether the information obtained from respondents aligns with the research

objectives derived from the literature review.

A reliability coefficient of 0.7 or higher is considered high and acceptable, whereas a coefficient of 0.6 or lower indicates poor dependability (Sekaran, 2003). The questionnaire underwent a reliability assessment utilizing data gathered from 20 respondent samples. The reliability of the questionnaire, adapted from Jamiya (2010) for assessing constructs of evangelistic

marketing, was evaluated using Cronbach's alpha reliability scale. The findings indicated that word-of-mouth has a reliability coefficient of 0.984, brand recognition has a reliability coefficient of 0.940, brand trust has a reliability coefficient of 0.923, and consumer purchasing behavior has a dependability coefficient of 0.901, as illustrated in the table below.

Table 1: Reliability Result

Variable	Number of Items	Cronbach Alpha
Word-of-mouth (WOM)	4	0.984
Brand Identification (BI)	4	0.940
Consumer Purchase Behaviour (CPB)	4	0.901

Source: Questionnaire, 2024.

Data were acquired from both primary and secondary sources. The primary data were obtained from the administered questionnaire copies. The questionnaire was segmented into Sections A and B. Section A collected the respondents' biometrics, while Section B examined the variables of evangelism marketing, specifically word of mouth, brand identification, and brand trust as independent constructs, with consumer purchase behavior as the dependent variable. Respondents indicated their level of agreement using a 5-point Likert scale: 5 - strongly agree, 4 - agree, 3 - neutral, 2 - disagree, 1 - strongly disagree.

The secondary data source was an extensive review of pertinent literature linked to the study's argument. The secondary data sources comprise textbooks, journals located in the organization's library, newspaper articles, magazines, conference papers, empirical reviews, unpublished works pertinent to the study topic, and online extracts.

The hypotheses generated for the study were tested by utilizing the Statistical Package for Social Sciences (SPSS) software, Version 24.0 while data analysis was done using correlation and multiple regression will be utilized for hypothesis testing.

4. Results and Discussion

This section provides an analysis of data gathered from registered fashion design establishments in Delta State, along with the study's findings. The researcher provides a summary of the data generation and analysis procedure. The findings of the descriptive statistics analysis are then given. The results of the hypotheses model testing were presented, and the findings were discussed. Of the one hundred sixty (160) questionnaires distributed, only one hundred six (106) were returned. Of the one hundred and six copies collected, only one hundred (100) were accurately completed and utilized for the analysis, representing 62.5%.

Table 2: Analysis of Bio Data of Respondents

Events	Frequency	Percentage (%)
Gender		
Male	34	34
Female	66	66
Total	**100**	**100**
Marital Status:		
Single	40	40
Married	30	30
Single	22	22
Married	08	08
Total	**100**	**100**
Work Experiences		
1-5 years	15	15
6-10 years	30	30
11-15 years	25	25
16 years and above	30	30
Total	**100**	**100**
Educational Level		
SSCE	5	5
B.Sc./HND	50	50
MBA/M.Sc.	30	30
Others	15	15
Total	100	100

Source: *Analysis of field survey, 2024.*

From Table 2 above, 34 (34%) were male and 46(66%) were female. This indicates that the female were more in number than the male respondents.

Table 4.2 above indicates the marital status of the respondents. It was observed that 40(40%) of the respondents were single, while 30(30%) were married, 22(22%) of the respondents were divorced, while 8(8%) were separated.

Presentation on table 2 shows that 15(15%) of the respondents had 1-5 years experiences, 30(30%) had 6-10 years experiences, 25(25%) had 11-15 years experiences, while 30(30%) had 16 years above.

Lastly, it shows from the table above that 5(5%) of the respondents had SSCE, 50(50%) had either B.Sc/HND, 30(30%) had MBA/M.Sc, while 15(15%) possessed other certificates.

Analysis of Research Data

This section analyzes responses to the primary research questions, which were subdivided into eight (8) sub-questions utilizing a five-point Likert scale. They are specifically studied by descriptive statistics.

Table 3: Word-of-Mouth and Consumer Purchase Behaviour

S/N	Statement	Scale				
		SA 5	A 4	U 3	D 2	SD 1
1.	Word-of-mouth has encouraged customers to make enquiry	20	40	20	10	10
2.	Word-of-mouth enhances the capacity of selling more to customers	30	40	10	10	10

| 3. | Word-of-mouth differentiates different services to the customers | 40 | 40 | 5 | 5 | 10 |
| 4. | Word-of-mouth upgrading facilitate the sensing of emerging market opportunities | 25 | 45 | 10 | 10 | 10 |

Source: Field Survey, 2024.

Table 3 illustrates the relationship between Word-of-Mouth and Consumer Purchase Behavior; Word-of-Mouth has prompted buyers to make inquiries. Statement 1 indicates that 60 respondents (60%) expressed agreement, 20 respondents (20%) were ambivalent, and 20 respondents (20%) expressed disagreement. In statement 2, word-of-mouth increases the ability to sell more to clients; 70 (70%) agreed, 10 (10%) were undecided, and 20 (20%) disagreed. In Statement 3, word-of-mouth distinguishes various services for customers; 80 (80%) of respondents concurred, 5 (5%) were ambivalent, and 15 (15%) disagreed. In statement 4, word-of-mouth upgrading enhances the identification of developing market prospects, with 70 (70%) in agreement, 10 (10%) uncertain, and 20 (20%) in disagreement.

Table 4: Brand Identification and Consumer Purchase Behaviour

S/N	Statement	Scale				
		SA 5	A 4	U 3	D 2	SD 1
5.	Your brand is arguably one of your organization's most important assets	30	35	15	10	10
6.	There is Consistent marketing and messaging from your organization	45	35	10	5	5
7.	There is consistent experience of your brand to customers	25	35	10	20	10
8.	There is translation of firm strategy into visual elements	25	25	15	15	20

Source: Field Survey, 2024.

Table 4 illustrates the correlation between brand recognition and client purchasing behavior; your brand is likely one of the most significant assets of your firm. Statement 5 indicates that 65 respondents (65%) concurred, 15 respondents (15%) were ambivalent, and 20 respondents (20%) dissented. In statement 6, there is consistent marketing and message from your organization; 10 respondents (10%) were undecided, and 10 respondents (10%) expressed disagreement. Statement 7 indicates that there is a uniform experience of your brand among customers, with 60 (60%) of respondents in agreement, 10 (10%) undecided, and 30 (30%) in disagreement. In statement 8, the translation of corporate strategy into visual aspects received 50 (50%) agreements, 15 (15%) unsure responses, and 35 (35%) disagreements.

Table 5: Correlation Matrix between Studied Variables

		Consumer Purchase Behaviour	Word-of-Mouth	Brand Identification	Brand Trust
Consumer Purchase Behaviour	Pearson correlation	1			
	Sig. (2-tailed)				
	N	100			
Word-of-Mouth	Pearson correlation	.234**	1		
	Sig. (2-tailed)	.000			
	N	100	100		
Brand Identification	Pearson correlation	.622**	.517**	.463**	.246**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

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

The result in table 5 shows that the tested variables showed an overwhelming positive correlation ranging from (.234 to .743.) Implying that, there is a significant positive association between the variables of evangelism marketing practices on consumer purchase behaviour.

Regression Analysis

Table 6 indicates that the three independent variables examined account for .914 (91.4%) of the study, as reflected by the R2 value. This indicates that factors not examined in this research account for 11.7% of consumer purchasing behavior. Consequently, additional research should be undertaken to examine the other factors (8.6%) influencing consumer purchasing behavior.

Table 6: Model Summary

Model	R	R^2	Adjusted R2	Std. Error of the Estimate	Sig. F Change (P-value)
1	0.978a	0.956	0.914	0.478	0.000

a.   Predictors: (Constant), Word-of-Mouth, Brand Identification,
b.   Dependent Variable: Consumer Purchase Behaviour
Source: Research Data (2024)

The P-value of 0.000 (less than 0.05) indicates that the models of Word-of-Mouth and Brand Identification are statistically significant at the 5 percent level. The table indicates a significance value of 0.000, which is below 0.05, so confirming the statistical significance of the model.

Table 7: Regression Analysis of Evangelism Marketing and Consumer Purchase Behaviour

	Coefficients[a]				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	2.892	.565		5.116	.000
Word-of-Mouth	.104	.053	.134	1.951	.002
Brand Identification	.228	.043	.261	5.355	.000

a. Dependent Variable: Consumer Purchase Baehaviour
Source: Analysis of field Survey, 2024

Table 7 above presents the results of the regression study concerning evangelical marketing and consumer purchase behavior. The table shown that word-of-mouth, the initial variable, exerts a positive influence on Consumer Purchase Behavior (ß = .134, P<0.01). Brand identification, the second variable, has a positive effect on consumer purchase behavior (ß = .261, P<0.01).

Test of Hypotheses
Hypothesis One
H0$_1$: Word-of-Mouth does not have significant effect on Consumer Purchase Behaviour
The P value computed in table 4.9 is less than the critical significance level (0.000 < 0.05). The null hypothesis was rejected, while the alternative hypothesis was supported, indicating that Word-of-Mouth significantly influences Consumer Purchase Behavior.

Hypothesis Two
H0$_2$: brand identification does not have significant effect on Consumer Purchase Behaviour.
Given that the P value presented in table 9 exceeds the critical significance level (.002<0.05), the null hypothesis was rejected and the alternative hypothesis was accepted, indicating that brand recognition significantly influences consumer purchase behavior.

Discussion of Results
The frequency analysis results suggested that the majority of respondents overwhelmingly expressed positive responses to the various assertions regarding word-of-mouth. Word-of-mouth was revealed to have the most significant beneficial impact on Consumer Purchase Behaviour (ß = .352, P<0.01). The hypothesis test shown in table 7 demonstrates that word-of-mouth significantly influences Consumer Purchase Behaviour (.000<0.05). This finding aligns with the research conducted by Tahir and Saima (2022), which examined the influence of Word of Mouth on Consumer Purchase Behavior. Consumers must decide to acquire a specific product, and this decision involves a special procedure in which word-of-mouth significantly influences their choice. The study investigates the characteristics of word-of-mouth, specifically perceived utility, attitude towards word-of-mouth, and past experiences.

The frequency analysis results suggested that the majority of respondents overwhelmingly expressed positive responses to the various assertions regarding the relationship between brand identification and consumer buying behavior. Additionally, it was indicated that brand identification exerts the minimal beneficial influence on customer purchasing behavior (ß = .134, P<0.01). The hypothesis test shown in table 7 demonstrates a significant link between brand recognition and customer buying behavior (.002<0.05). This discovery aligns with Onwubiko (2022), who investigated the correlation between evangelism marketing and church

development, as well as the degree to which evangelism marketing has been embraced by twenty-first-century churches, especially in the South Eastern States of Nigeria. **Summary of Findings**

The study analyzed the impact of evangelistic marketing on consumer purchasing behavior regarding selected customized items. The researcher employed three essential elements of evangelistic marketing practices: word-of-mouth, brand identity, and brand trust.

A cross-sectional survey study approach was employed, utilizing a questionnaire as the research instrument. One hundred sixty (160) questionnaires were distributed to the proprietors of fashion design establishments in Delta State. The responses of the 100 participants were evaluated to address the posed questions. It was revealed subsequent to the testing of hypotheses that;

i.   word-of-mouth has a significant relationship with consumer purchase behaviour

ii. brand identification has a significant relationship with consumer purchase behaviour

This however, shows that all two (2) null hypotheses were rejected, hence the two (2) alternative hypotheses were accepted.

5. Conclusion and Recommendations

The research analyzed evangelistic marketing and customer purchasing behavior. Consequently, the analysis and interpretation of the data gathered from the study indicate that evangelism marketing is an effective strategy in the current context, characterized by an abundance of brands and media that engender intense competition, complicating market positioning and survival. The efficacy of evangelical marketing is contingent upon various aspects. Evangelism marketing can enhance customer purchasing behavior, demonstrating its significant capacity to influence such behavior.

Evangelism marketing has a shown positive impact on consumer purchasing behavior. Both brand word of mouth and brand recognition progress in the same direction, as indicated by the positive regression coefficient. Customers that possess emotional attachment, have identical values, and can identify with the brand are likely to persuade others to engage with the brand they utilize.

Recommendations

The subsequent recommendations are suggested based on these research findings: The study advises that organizations should cultivate a favorable brand image in consumers' perceptions and transform it into a valued symbol; to achieve this, they must first generate value for clients and recognize them as internal customers. This mindset is subsequently conveyed to potential customers and influences their choice of an organization's products or brands.

Managers of fashion retailers should prioritize the perceived value of services, emphasize competitive pricing, and ensure consumer alignment with product offerings. Consequently, consumer demands for items must be comprehensively recognized, and fashion products or services should be tailored to diverse consumers to fulfill their needs and augment buy intention.

Finally, the study advises that fashion retailers in Delta State should focus on creating innovative, contemporary brands to captivate consumer interest, increase production to assure consumers of product availability and deter brand switching, and align their pricing strategies with competitors to avoid perceptions of higher costs compared to alternative brands.

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