

Antecedents & Corollaries to Evangelising Behaviour Among Consumers

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ABSTRACT

A perfect marketing dream comes true for any organisation, if their customers themselves endorse the products/services of the organisation. As business organisations have grown and turned impersonal, it becomes a cumbersome task for marketers towards making evocative associations with patrons. Customers want products/services that they can trust and rely on and they turn to people who can advise it to them, which marks the entry of an evangelising customer. Consequently, this "evangelism" facilitates businesses to build their reputation and extend word of their highly regarded products/services. Twenty first century marketing is all about promoting your product/service in the most befitted manner that it reaches one and all targeted customers. Promotion activities prove to put a hole in the pocket of companies, which cannot afford to keep up with the large organisations in the segment and hence an evangelising consumer is their biggest aid. In this paper, the author employs qualitative techniques to establish the underlying antecedents to evangelising customers of beauty salon services and also to comprehend the resultant corollaries. The antecedents, which emerged from the study were price, trust, satisfaction & service quality, loyalty, affect, reputation, social ties and service experience. The consequential actions of these evangelising consumers mainly included proactively exchanging their beliefs through diverse mediums. Accordingly, it is indispensable for a marketer to be proverbial with what are the antecedents and corollaries to an evangelising consumer which can prove valuable.

KEYWORDS: Evangelism, Marketing, Antecedents, Customer Behaviour, Evangelism Marketing.

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