

Brand Addiction, A New Dimension for Consumer Buying Behaviour

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Abstract

Brand addiction refers to a psychological and behavioural pattern where individuals become excessively attached or devoted to a particular brand or brands. This behaviour is characterized by an intense loyalty and dependence on a specific brand or products associated with it. Brand addiction is a psychological disorder characterized by a consumer's compulsive attachment to a specific brand. Marketing strategies, consistent quality, social influence etc. are some of the factors contributing to brand addiction. The present study aimed at understanding the concept of brand addiction and also aimed at examining the phenomenon of brand addiction on consumer buying behaviour. The sample size for the study was 408. Data was collected from the customers residing in Dakshina Kannada District. Statistical tools like SPSS and AMOS 26 were used for data analysis and model testing. The study result showed that brand addiction plays a vital role in consumer buying behaviour. The study result proved that consumer buying behaviour was highly influenced by brand addictions. It also showed that brand addiction influences the attitude of the customer which in turn affects their buying behaviour.

HIGHLIGHTS

- The study aims at understanding the concept of brand addiction and also examining the role of brand addiction on consumer buying behaviour.
- This research emphasis on the significant factor like brand trust, love and attachment with compulsive buying behaviour by consumers.
- The study examines the mediating role of brand addiction on compulsive buying behaviour.
- This research aims at highlighting the factors leading to compulsive buying behaviour of the consumers.

Keywords, Brand Addiction, Consumer Buying Behaviour, Attitude

1. Introduction

Competition is becoming more intensive at present with large number of products and services entering the market.

Customers, therefore, hold on to a product or service through brand. Brands identify the consumers' image as well as show the consumers' identification to others (Kuenzel & Vaux Halliday, 2008) and play a vital role in consumer's behaviour (Carroll & Ahuvia, 2006). "Brand addiction" refers to a strong psychological and emotional attachment that individuals develop towards a particular brand or product. It goes beyond simple brand loyalty and involves a deep-seated, often irrational, attachment to a specific brand or its products/services. People experiencing brand addiction may feel a compelling need to continuously purchase, use, or advocate for that brand, sometimes to the detriment of their own financial well-being or rational decision-making.

As brand relationships deepen, consumer loyalty is heightened, often resulting in a strong urge and readiness to go into debt to obtain new brand items (Cui *et al.* 2018). Brand addiction (BA) represents an elevated degree of dedication, loyalty, and psychological involvement (Mourad, 2015; Mrad & Cui, 2017). It is one of the most significant ways consumers interact with brands. (Reimann *et al.* 2012). This addiction can stem from various factors, including the brand's perceived quality, image, emotional connection or the way it aligns with an individual's identity or values. Addictive behaviour occurs when previous consumption heavily affects current consumption. (Becker, 1992) classified common behaviours into detrimental and advantageous habits. Marketing strategies, including advertising, branding techniques and the creation of a brand community, can also contribute to fostering brand addiction. Behind brand addiction are guilt constructions, self-esteem adjustment through appearance, times of taking on debts and the satisfaction with life.

While brand addiction might seem harmless or even positive in some cases, it can lead to excessive spending, compulsive behaviour, or an inability to consider alternatives objectively. Marketers often aim to create strong emotional connections with consumers, sometimes blurring the lines between healthy Brand loyalty often leads to a strong attachment to the brand. Older consumers tend to make repeat purchases and are less likely to switch brands (Karani & Fraccastoro, 2010). When the consumers establish or build deep connection with their chosen brand, they are likely to buy more items and become more involved in brand-related events resulting in loyal consumers (Mrad & Cui, 2017).

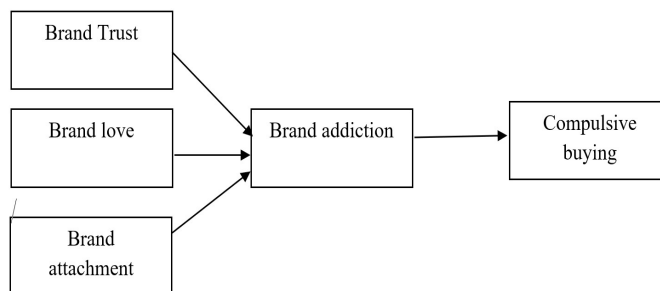
Literature Review

Brand addiction, while there can be some overlap among brand dependency, emblem love, and emblem loyalty, studies shows that logo dependency is a completely unique concept in client-emblem relationships (Cui *et al.* 2018). Viewed definitely, logo addiction is seen as a mixture of numerous worthwhile impacts, together with pride, gratification, and a feel of tranquility (Francioni *et al.* 2020). It additionally encompasses a way of life that emphasizes consumerism, materialism, and individualism (Purdy, 2018).

Brand love and brand attachment, Brand love and logo slap, predict the emotional bond between brands while consumer (love) it. Linking logo to a customer self-photograph results in growing brand love and brand attachment, which in turn indirectly affects general life delight through creating effective consequences within the lives of purchasers. Again, brand love and logo attachment were two sides of the same coin as to how we can exhibit an emotional connection. Decidedly, the interplay of brand love and logo attachment aligning with a purchaser self-photograph (memories) interacts to doubtlessly affect general existence happiness via developing fantastic emotions for customers (Mrad & Cui, 2017).

Research Model

Based on the aforementioned literature, the researchers developed the following model. Brand trust, brand love, and brand attachment are regarded as independent variables that contribute to brand addiction. Brand addiction in considered as the mediating variable and compulsive buying is considered as independent variable.



Source, Compiled by the

Researcher.

Research Objectives

This study is conducted with the following objectives,

- To identify the determinants of brand addiction.
- To identify the link between brand addiction and compulsive shopping

2. Research design

The current study was conducted by gathering primary data from 386 respondents through a structured questionnaire. Data collection focused on residents of Mangalore city. Additionally, secondary sources such as journals were utilized to explore the concept of brand addiction.

3. Data Analysis and Interpretation

Table 1, Validity test and factor loadings

Variable	Item code	Factor loadings	t-statistics	Validity
Brand Trust	BT1	0.677	20.395	Confirmed
	BT2	0.682	16.278	Confirmed
	BT3	0.731	15.919	Confirmed
	BT4	0.811	28.121	Confirmed
	BT5	0.764	33.791	Confirmed
	BT6	0.777	39.418	Confirmed
	BT7	0.732	26.397	Confirmed
	BT8	0.663	30.266	Confirmed
	BT9	0.853	23.412	Confirmed
	BT10	0.728	38.715	Confirmed
Brand Love	BL1	0.728	52.362	Confirmed
	BL2	0.665	46.371	Confirmed
	BL3	0.679	41.311	Confirmed
	BL4	0.823	54.789	Confirmed
	BL5	0.789	20.396	Confirmed
	BL6	0.776	33.691	Confirmed
	BL7	0.852	30.296	Confirmed
	BL8	0.811	33.691	Confirmed
	BL9	0.714	28.113	Confirmed
	BL10	0.311	15.912	Confirmed
Brand Attachment	BA1	0.836	52.359	Confirmed
	BA2	0.827	22.155	Confirmed
	BA3	0.713	49.007	Confirmed
	BA4	0.740	22.507	Confirmed
	BA5	0.762	30.340	Confirmed
Brand Addiction	BAA1	0.742	36.881	Confirmed
	BAA2	0.813	49.009	Confirmed
	BAA3	0.811	28.581	Confirmed
	BAA4	0.759	30.022	Confirmed
Compulsive Buying	CB1	0.805	36.574	Confirmed
	CB2	0.834	30.296	Confirmed
	CB3	0.787	36.581	Confirmed
	CB4	0.794	27.936	Confirmed
	CB5	0.785	28.154	Confirmed

Table 2, Test results,

	Path coefficient	t-statistics	p-level
Brand trust → brand addiction	0.582	16.211	0.000
Brand love → brand addiction	0.588	15.051	0.000
Brand attachment → brand addiction	0.428	10.293	0.000
Brand addiction → compulsive buying	0.263	5.817	0.000

Table 3, Descriptive statistics

	N	Minimum	Maximum	Mean	Std. deviation
BT	386	1.77	4.77	3.7339	.64988
BL	386	1.74	4.86	3.4524	.83712
BA	386	1.32	4.80	3.5161	.75612
BAA	386	1.51	5.00	3.5434	.77125
CB	386	1.60	5.00	3.6212	.63125

4. Discussion

The current study shows that brand trust, brand love, and brand attachment contribute to brand addiction, which in turn leads to compulsive buying. These findings are consistent with previous research by Sarmast (2017) and Islam and Rahman (2016). The findings indicate that a strong attachment to a brand can foster a reciprocal relationship between the individual and the brand. Previous research reviews reveal that trust in a brand precedes addition to a brand (Huaman, Ramirez, *et al.* 2019). This study confirms that brand trust can lead to brand addiction, which can result in compulsive buying behaviour

5. Conclusion

In conclusion, brand addiction represents a complex and pervasive phenomenon in contemporary consumer culture. As individuals increasingly identify with and derive personal meaning from the brands they choose, the concept of brand addiction goes beyond mere consumerism. It reflects a profound emotional and psychological connection that shapes lifestyle choices, social interactions, and self-perception.

The allure of brand addiction lies in the promise of identity, status, and belonging that brands offer. Companies strategically cultivate this connection through sophisticated marketing strategies, creating not just products but entire lifestyles and narratives. This emotional bond can lead to habitual and sometimes irrational consumer behaviour, where individuals may prioritize brand loyalty over rational decision-making.

While brand addiction can foster a sense of community and shared values among consumers, it also raises concerns about the impact on individual autonomy and well-being. Excessive reliance on brands for self-worth and identity can contribute to a shallow and materialistic culture, where external symbols take precedence over genuine personal growth and fulfillment.

As society continues to grapple with the implications of brand addiction, it becomes crucial to foster a balance between enjoying the benefits of brands and maintaining a healthy sense of individuality. Acknowledging the power dynamics at play in consumer culture and promoting critical awareness can empower individuals to make more mindful choices, ensuring that the pursuit of personal identity does not succumb entirely to the grip of brand addiction. Ultimately, understanding and addressing brand addiction requires a multidimensional approach that involves both individuals and the broader cultural context in which brands operate.

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