

## Role of Consumers Emotional Attachment towards Brands

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### ABSTRACT:

This study aims to explore the relationship between attachment, cognitive memory and purchasing situation of the brand. The brand quickly shifted from the conventional approach to this brand's relation. The relationships are focused on the brand's psychological consumer culture or the connection between a person and its favorite brands. More particularly, the study objective is to understand the attachment and outcomes of such an emotional relationship wherein the consumers feel proud to be in a relationship with his/her brand. It also understands exposure to the affective and cognitive antecedents and consequences that have influenced Brand loyalty and premium. This paper's concept is based on a brief literature review about consumers' emotional attachment towards the brand. Additionally, this study develops into mediating roles of the purchase situation. To this end, a survey entailing a sample of N=220 consumers living in Chennai, India. The surveyed employed mediation analysis techniques to assess a hypothesis size relationship between variables. This empirical data was analyzed and interpreted with Structural Equation Modeling (SEM) using an AMOS 24.0. The results delineate that there is a positive relationship between consumer emotional attachments to brands. A connection among consumer emotional factors such as loyalty, price premium and purchase situation was also partially mediated between affective and cognitive factors. One focal factor would be to measure consumer emotional attachment's strength towards the brand in terms of loyalty.

**KEYWORDS:** Consumer, Emotional Attachment, Affective, Cognitive, Brand Loyalty, Price Premium, Purchase Situation.

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### INTRODUCTION

Brand plays a vital role in the current competitive situation in creating and developing a value-based setup in which companies can efficiently pipeline a product into the market. The consumers and their brands are dependent on relationship bonding between a firm's emotional attachment and brands. A brand is one of the important, valuable assets of a firm. Previous studies have revealed that the relationship between emotional attachments that qualify consumers and brand bonds. Attachment theory has seen many proponents. Consumers interact with thousands of products of various brands. But, they develop an intense emotional attachment to only a few. The attachment theory in psychology (Bowlby, 1979) suggests that the degree of emotional attachment towards an object predicts the nature of a person's interaction with the object. Consumers' emotional attachments to a brand might predict their commitment to the brand and their willingness to make financial sacrifices to obtain it. No standard measures of consumers' emotional attachment to brands are available, making it difficult to assess the relationship's strength.

According to Thomson, MacInnis & Park (2005), emotional Attachment to Brands, studies focusing on the nature and character of brand attachment approach this complex domain from somewhat different viewpoints. While most studies agree on the attachment construct's multidimensional nature, all agree that this construct taps deeply into

the affective realm. For instance, Thomson et al. (2005) propose that emotional attachment consists of three dimensions - affection, passion, and connection - and then show that it predicts brand loyalty in a manner consistent with attachment theory. Emotional attachment can be defined as the emotional connection between the human and the brands. Just like people can be attached to a person, they can be attached to a brand for various reasons. Emotional attachment is an essential factor in customers' loyalty to the brands they do business with; Brands have been considered key to customer loyalty engagement. The emotional attachment to the brands positively affects consumer satisfaction and loyalty. Consumers have often made a purchase based on emotions rather than logic because, in their psychological concept, they think about the cognitive mind in the current scenario. The study, conducted in Chennai city on emotional attachments to brands, analyzes consumers' emotional attachment factors for FMCG goods, durable goods, electronic products, shoe products, and coffee brands. The study also reveals that if brands know how to create an emotional attachment with consumers, it will considerably increase their annual revenue. It may also make the purchase situation a mediating mechanism to enhance consumers' emotional attachment towards brands.

Consumers who are emotionally committed spend far more than casual buyers, which frees

businesses from relying on sales promotions with discounts to keep them buying the brand. This article mentioned that this study presents a conceptual analysis of consumers' emotional attachments towards brands and measuring scale in a brand. On the other hand, in brand research, the development of a brand attachments measurement scale must go hand-in-hand with a conceptual development construct. According to said that, Bowlby (1982) published the seminal study on relational attachment in the realm of parent-infant relationships. Bowlby (1982) indicated that human infants are born with a set of (attachment) habits designed by nature to guarantee connection to those who value them (attachment figures). This proximity is a way of ensuring physical and psychological danger security. However, Bowlby explored attachment as a style that characterizes an individual (an individual difference variable), predicting future relationship behaviors. The concept of attachment has also been explored from various perspectives, explaining the bond's strength in a particular relationship binds one individual with another.

#### **THEORETICAL FRAMEWORK**

Attachment is not a property of the individual or object person but rather represents an intersection or joining of the two into a relative strength. The attachment theory was developed originally by Bowlby (1969), a British Society of Psychoanalysis (Kurth, 2013). His theory was initially based on etiology, the study of animal behavior, and developmental psychology (Bretherton, 1992). Widely used in human psychology, their theory explains how individuals seek out figures to provide refuge and protection as a way of augmenting their emotional well-being (Bowlby, 1969). According to the theory, parents are the first attachment figure infants seek to manage conflict, anxiety, and fear. Emotional attachment requires a personal history among the consumer with the brand (Belk, 1988); he said that satisfaction might stem from only a few consumption experiences. In the same vein, Yim et al. (2008) distinguish consumer-firm emotional attachment from consumption affection. Consumer-emotional attachment entails only positive feelings, whereas the consumption effect may entail both positive and negative emotions. These are important to brand relationship management because we, as human beings, tend to feel more loyal to what we feel connected with, attached to, and love (Bowlby, 1979). In a branding context, this tendency can translate into the consumer-brand relationship. Consumer brand relationships have received considerable attention from academic and practical parties since they have realized the contributing roles of relationship-building to brand success. For example, prior work has demonstrated that strong consumer-brand relationships enhance consumers' brand loyalty (Park et al., 2006), the durability of brands (Ahluwalia & Rohini 2000; Tulving and

Psotka, 1971), and consumers' willingness to pay a premium price (Thomson et al., 2005).

Moreover, having strong consumer-brand relationships creates more sustainable brands, as envisioned through increased financial value of the company (Park et al., 2006; Peelen et al., 2009). Although it may take more than strategies to attract attention that cause intense, extremely exciting emotions to build attachment through this emotional alternative, they can be easier to maintain in time. The constant reinforcement of brand-self relationships and connections by a creative mix of three types of resources may also ensure deep attachment. This approach extends memory relations between brands and themselves, encouraging memory relationships to build up and build up the brand memory network. These strengthened associations increase the memory accessibility of the brand so that thoughts and feelings are activated automatically. Finally, sustainability requires branding, regardless of its specific resource positioning, to enhance its concrete product-specific benefits consistently. Regardless of how strong the resource type positioning and execution tactics can be, it may not be sufficient to sustain the brand attachment over time without constant development of unique observable product value.

#### **Attachment theory**

The theory of attachment was formulated as a general personality theory (Bowlby, 1969). However, adult attachment analysis has focused selectively on two aspects of human activity: social interactions and stress control (Shaver & Hazan, 1993). The current study's major goal is to extend attachment research to another area of adult life, the cognitive processing of information. According to Bowlby (1969, 1973), attachment behavior ensures safety by keeping close to a caregiver. He also suggested that a caregiver's availability as a "secure base" shapes the pattern of attachment responses. In Bowlby's terms, attachment experiences are internalized into expectations ("working models") about significant others effective in regulating distress and self as worthy of love. He claimed that these models are a source of continuity between early experiences and attachment behavior across the life span. Studies have also revealed the idea that working models include rules on ways of coping with distress.

#### **Brand attachment**

The phenomenon of brand attachment and the respective construct is relatively new in the marketing literature. They are essential for understanding how consumers use brand consumption, especially luxury brands, to feel secure emotionally. Studies have put forth a variety of reasons for brand attachment.

#### **Consumer-brand relationship**

Human beings tend to like people with whom they share common traits. The same notion applies to brand-consumer interactions (Aaker, 1996).

Consumer and brand relationships are similar to interpersonal relationships. They involve reciprocal exchanges between partners through repeated actions; sustained consumer-brand relationships provide benefits to the participants, such as perceived commitment (Aaker, 1996). Through a series of transactions, consumers' experiences create some brand associations/links with a focal brand (Aaker, 1991; Keller, 1993, 2001). Keller (2001) notes that brand associations function like information nodes stored in memory and contain their meaning. Her previous study (Keller, 1998) identifies three categories of brand associations: product and non-product related attributes, functional and symbolic benefits, and attitude or overall evaluation. Much like individuals' characteristics within human relationships, brand associations influence people's perceptions and brand (Aaker, 1996; Keller, 1993). Specifically, brand associations help form brand image wherein brand image refers to perceptions about a brand developed through brand associations and held in consumers' memory (Keller, 1998). Researchers have conceptualized brand image with two main aspects: functional and symbolic – the former is developed using specific, inherent characteristics of brand attributes (e.g., price, design, and quality). While the latter is established using extrinsic characteristics (e.g., reputation, atmosphere) that satisfy customers' higher-level needs (Bhat and Reddy, 1998; Grace and O'Cass, 2002; Kandampylly and Suhartanto, 2000; Keller, 1993).

As a relationship, the person provides the relationship partner with resources (social, experience, material, etc.). Over time, a cognitive rearrangement is performed, integrating resources, the person, and the partners to make the partner's resources. The partner's experience and identity are related to one's own through this relation between resources and self. Like people, brands (developed by marketers) can have several tools to help customers meet desired targets. Kleine, Kleine, Kernan, Schultz and Kernan (1989) (1993).

#### **Cognition-Driven Behaviors**

Social exchange theory has become perhaps the dominant framework for understanding how justice and fairness impact attitudes and behaviors in the workplace (Colquitt et al., 2013). Blau (1964) described relationships in quid pro quo terms, with one party offering some benefit in exchange for some reciprocation from the other party.

Cognitive Stage: Brand Recognition, Brand Appearance, and Brand Perceived Quality Brand Awareness occur when a customer identifies a brand (Aaker 1991). The theory involves the recognition of a brand by a customer due to previous experience. Thus, given the brand's perception, the brand becomes part of the consumer's assessment for an actual purchase (Keller 1993). A well-recognized brand is likely to establish a positive brand image and positively affect intention to purchase (Esch et al., 2006). In previous literature, the concept of brand

awareness has been extensively researched across different industries (Agarwal and Rao, 1996; Valkenburg and Buijzen, 2005). For example, Yaseen et al. (2011) examined the relationship between the purpose of purchasing and profitability and presumed that high-awareness brands would receive high favourability (Yaseen et al., 2011). The study results showed that brand awareness does have a strong relationship with purchase intention; however, brand awareness did not have a relationship with profitability.

#### **Purchase situation**

The primary purpose of the current study is to analyze the effect of situational context on consumer preference. The concept began as early as the Egyptian, Greek and Roman civilization. However, brand recognition as an algorithm of consumer choices emerged only past the Second World War (Gardner & Levy, 1995). According to Oliver (1999), brand loyalty is an extremely detained commitment to purchase a preferred product and service consistently in the future, despite situational, have been influenced and marketing efforts having the prospective to cause switching behavior. The research strategy is to determine how much and how product preferences change as a function of purchase situations. The second goal is to analyze the influence of situational factors on the cognitive processes used by consumers. These processes are analyzed through information integration techniques based on applying an averaging model of consumer judgment. Thus, the current study provides an opportunity to analyze the averaging model's applicability for understanding situational effects.

#### **Brand Attachment strengths over Brand Loyalty**

The positive sentiment for brands and companies is that other individuals are affected by strong brand attachments. There are brand supporters in this way who grow from their strong brand attachments. These brand followers remain, but they also bring with their friends, increasing their customer base.

#### **Brand loyalty:**

Brand loyalty is defined as a firmly held dedication to a favorite product or service reliably in the future, amid situational pressures and marketing efforts that can trigger switching actions, repeated transactions and interaction (Algesheimer et al., 2005; Şahin et al., 2011). The customer-brand relationship is critical to developing brand loyalty (Chiou & Chang, 2006). Brand experience contributes to brand loyalty by building relational bonds by engaging in a convincing and clear context in which the world in which the interaction takes place is the context (Şahin et al., 2011). It is also valuable to add emotional dimensions to creating brand loyalty because emotions are unforgettable, increasing loyalty (Mano & Oliver, 1993).

This study proposes that emotional attachment is likely to enhance consumers' loyalty to luxury brands. Earlier work on emotional attachment has

shown that individuals with strong emotional bonds to an object report greater brand loyalty and willingness to pay the price premium (Thomson et al., 2005). Forgive negative information about the object (whether the brand or company) (Ahluwalia et al., 2001; Tulving and Psotka, 1971), promoting long-term oriented consumer-brand relationships. An underlying assumption of emotional attachment is that the degree to which individuals have a desire to be closer to the object or that they experience distress from the removal of the object can determine their behavioral motivations and intentions associated with the objects (Bowlby, 1979; Hazan and Shaver, 1994).

## REVIEW OF LITERATURE

A fundamental premise is that consumers' purchases are partly driven by a desire to construct self-concepts and communicate them through wearing and using branded products (Belk, 1988). Despite previous research attempts, we have limited knowledge of the roles that emotional/symbolic factors play. In particular, little is known about how these aspects may create differing impacts on consumer-brand relationship building. Moreover, younger consumers, an emerging critical consumer segment in various brands, have been neglected in branding literature. Notably, younger consumers' purchasing power, including teenagers and generation Y individuals (people born between 1977 and 1994), has increased. These younger consumer groups have risen as an important consumer segment, even for luxury fashion brands (IBISWorld, 2010; Trendwatching.com, 2009). To these consumers, the feeling of "iconic" is an important criterion for their purchase decision (IBISWorld, 2010; Trendwatching.com, 2009), which indicates the potential of the brand growth by expanding consumer segments. However, no prior work has tested the relative roles of emotional aspects of brand relationship management roles with younger consumers. Therefore, this study attempts to resolve a few important research gaps concerning younger consumers' brand loyalty's emotional aspects.

The study helps shine a light on the fact that there is an emotional connection with bonds and their brand attachment. It proposed that a lately created close consumer brand connection is associated with the developing, positive affect toward the brand (Reimann, M et al., 2012). C. Whan Park et al. (2010) revealed three significant contributions. The first was a conceptual contribution that articulated brand attachment properties and distinguished this construct from brand attitude strength. The Second scale was strongly related to a known emotional indicator of attachment, separation distress, in support of the scale's convergent validity, and the third brand attachment scale was empirically related but distinct from brand attitude. The study finds that actual behavior than brand attitude strength was of significant importance to managers. Brand attitude

did not fully reflect the extent to which a brand has successfully captured a consumer's heart. Therefore, managers should incorporate brand attachment in their brand evaluation matrices when assessing customer-brand relationships—linking attachment with brand attitude responses. Consumer behavior is largely affected by places, products, price, promotional, psychological and people influences. It also found that the major important choice is taste motive, followed by health aspects. So marketers should pay strong attention to designing their marketing channels strengthened by health aspects, origin, brand and sensory appeal (Anan & Rajan, 2016). The prospect that consumers build up strong emotional attachments to brands is exciting as attachment theory in psychology. He shows that the extent of the emotional relationship is to a purpose predicts the character of an individual's interaction with the objective (Bowlby, 1979).

The study revealed that individuals strongly attached to a person are more likely to have committed to, invest in, and make sacrifices. On the other hand, consumers' emotional attachments to a brand might predict their commitment to the brand and their brand loyalty) and willingness to make financial sacrifices to obtain it (e.g., to pay a price premium). Unfortunately, there are no empirically tested measures of consumers' emotional attachment to brands. Thus, it is difficult for both the researchers and practitioners to study or evaluate the relationship between consumers and brands (Bowlby, 1980; Hazan & Shaver, 1994). Emotional attachment is the degree of passion for a brand felt by a satisfied customer. Calling the construct brand love, they report this as unidimensional and a useful predictor of loyalty (Carroll & Ahuvia, 2006). The cultural implication expressed in a brand is brand feeling. Emotional branding is a highly productive way to evoke consumer reactions, feelings and moods, effectively generating—a connection and loyalty with the brand (Zaltman, 2003; Roberts, 2004). Roberts, K. (2004) Even the traditional brand management pattern based on customer perception has incorporated emotional branding into it. In the unprecedentedly competitive marketplace, brand emotion is the bond between the brand and the customer and the key to expanding the market. Moreover, such judgments can originate from consumers' emotional (affective) attachments. Studies have shown that positive affect can enhance credibility judgments (Fournier, 1998; Kim and Villegas, 2009) and feelings of satisfaction (Homburg et al., 2006; Pham, 1998). Complementing research in psychology highlights the role of affect in individual decision-making (Isen, 2001; Lerner et al., 2015) because feelings can serve as sources of information that guide decision-making (Pham, 1998; Pham et al., 2001).

## OBJECTIVES OF THE STUDY

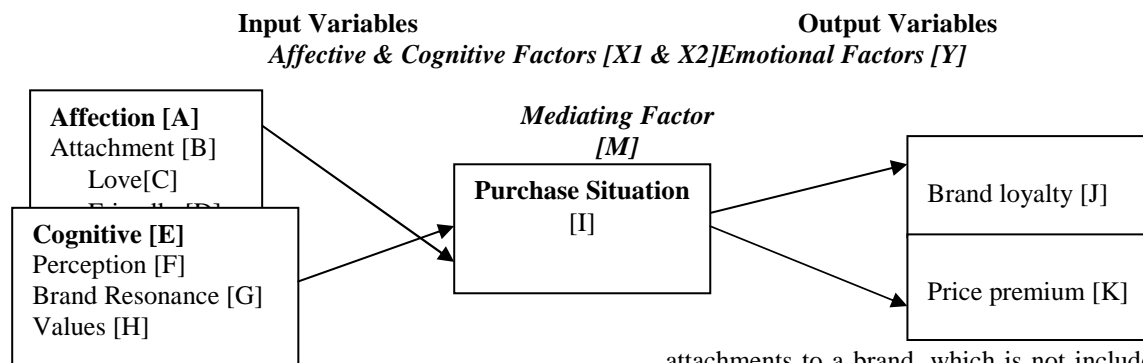


1. To test the mediation effect of the Purchase situation between Affective & Cognitive factors and Emotional factors.
2. To develop an SEM model for the impact of Affective & Cognitive Factors on Emotional factors.

**CONCEPTUAL BACKGROUND**

This study was a proposed model by C. Whan Park et al. (2010). A portion model (shown in Figure

1) suggests that as brand loyalty, price premium to a consumer emotional to a brand attachment, there is a corresponding influence on the purchase situation with loyalty. Consumer emotional attachment involves the strength of the cognitive and emotional bond connecting the brand. It involves two distinctive and essential components, like affection connected to the brand. An alternative one may be a cognitive and emotional bond, which evokes a readiness to assign one's perceptions towards a brand.



**Research Methodology**

The present study is descriptive. The study is an attempt to measure the factors affecting consumer emotional attachment towards brands. The study also explores demographic factors, namely age and gender, on the overall consumer emotional attachment towards multiplexes brands in Chennai city. Non-Probability sampling was used for this study (Convenience Sampling).

**Data Sourcing:** This study is based on the responses received and analyzed from 220 respondents online and offline. The study encompasses FMCG products, Consumer Durables and Electronics, which are being sold in Chennai city. This study provides empirical data, which were duly analyzed and applied in Averaging Models to understand situational effects. The researcher has also used these data in Structural Equation Modeling (SEM) for factor analysis.

**Tools for Data Collection:** Researchers collected the primary data, and the study covered the movement of 39 items. Churchill's paradigm has been applied for better measures for marketing construct. The first objective was to define a collection of products intended to tap into emotional attachment. The study is to attain the objective, and the study encouraged the respondents to identify a brand to which they were strongly and emotionally attached. Participants then completed a survey composed of 39 potentially relevant adjectives based on the literature on personal attachments and object attachments.

Respondents used a five-point rating scale, ranging from 1 (Strongly Agree) to 5 (Strongly Disagree), describing the extent of feeling toward the brand. Respondents received one of three versions of the survey, each presenting the items in a different order. Additionally, respondents were also asked to list any other emotions describing the cause of their

attachments to a brand, which is not included in the original list. The intention was to eliminate a reduce the pool, items with mean ratings of less than 2.0 along the 5-point Likert scale, and words that respondents free-listed that were synonymous with those on the original list. The researcher also deleted items that two independent judges, blind to the research's objectives, rated as non-emotional. As a result, the study has retained only 35 items.

**Tools for Data Analysis:** The collected data were coded, tabulated and analyzed with descriptive and inferential statistical tools. The consumer attachment factors and Mediation analysis are used to study the Purchase situation's mediation effect between Affective & Cognitive Factors and Emotional factors. Structural Equation Modeling is applied to develop a model.

**DATA ANALYSIS AND DISCUSSION**

The research found the reliability of the study to be 83.7% (Chronbach's alpha 0.837). 51.4 % of the respondents fall in 31-40 years, 56.8% of the respondents are female, and 60% are married. 28.2% of the respondents possess Graduation. 24.1% of the respondents are employed in the private sector, and 58.6% of the respondents earn an income of Rs.10,001-30,000. In this paper, the researcher wants to identify the Purchase situation's mediation effect between Affective & Cognitive Factors and Emotional factors. To test these following hypotheses were framed:

**Null Hypothesis H<sub>0</sub>:** There is no mediation effect of Purchase Situation between (a) Affective Factors and Brand loyalty (b) Cognitive Factors and Brand loyalty (c) Affective Factors and Price premium, (d) Cognitive Factors and Price premium

**Figure- I: Mediation effect of Purchase Situation between Affective Factors and Brand loyalty**

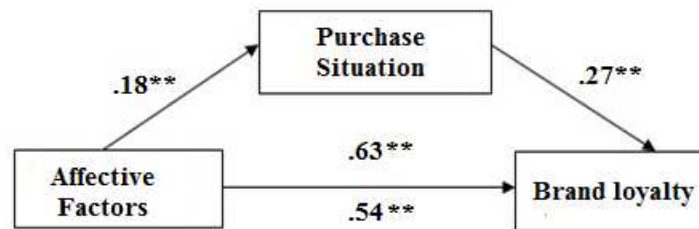


Figure-I noted that Affective Factors significantly predict Purchase Situation ( $\beta=0.18$ ,  $p=.001$ ) and Purchase Situation significantly predicts Brand loyalty ( $\beta=0.27$ ,  $p=.000$ ). Further, it is observed that the direct effect of Affective Factors on Brand loyalty ( $\beta = 0.63$ ,  $p =.0000$ ) was considerably

reduced to ( $\beta = 0.54$ ,  $p =.000$ ) when Purchase Situation was included in the regression analysis. In this case, the null hypothesis  $H_0^*$  (a) is rejected. It shows that the Mediation effect of Purchase Situation between Affective Factors and Brand loyalty is observed, but the mediation effect exists partially.

**Figure –II: Mediation effect of Purchase Situation between Cognitive Factors and Brand loyalty**

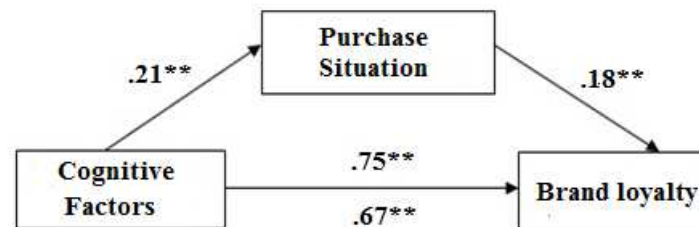


Figure-II observed that Cognitive Factors significantly predict Purchase Situation ( $\beta=0.21$ ,  $p=.001$ ) and Purchase Situation significantly predicts Brand loyalty ( $\beta=0.18$ ,  $p=.002$ ). Further, it is observed that the direct effect of Cognitive Factors on Brand loyalty ( $\beta = 0.75$ ,  $p =.000$ ) was

considerably reduced to ( $\beta = 0.67$ ,  $p =.000$ ) when Purchase Situation was included in the regression analysis. In this case, the null hypothesis  $H_0^*$  (b) is rejected. Shows the partial mediation effect of Purchase Situation is observed between Cognitive Factors and Brand loyalty.

**Figure –III: There is no mediation effect of Purchase Situation between Affective Factors and Price premium**

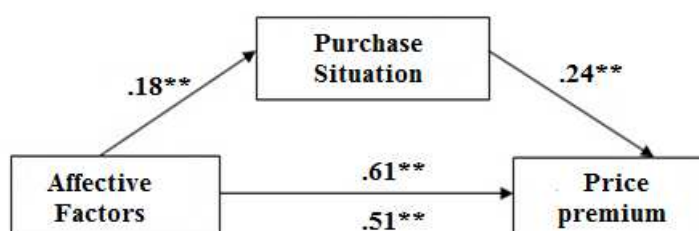


Figure-I noted that Affective Factors significantly predict Purchase Situation ( $\beta=0.18$ ,  $p=.001$ ) and Purchase Situation significantly predicts Price premium ( $\beta=0.24$ ,  $p=.000$ ). Further, it is observed that the direct effect of Affective Factors on Price premium ( $\beta = 0.61$ ,  $p =.000$ ) was considerably reduced to ( $\beta = 0.51$ ,  $p =.000$ ) when Purchase

Situation was included in the regression analysis. In this case, the null hypothesis  $H_0^*$  (c) is rejected. It shows that the Mediation effect of the Purchase Situation between Affective Factors and Price premium is observed. However, the mediation effect that exists is partial.

**Figure- IV: There is no mediation effect of Purchase Situation between Cognitive Factors and Price premium**

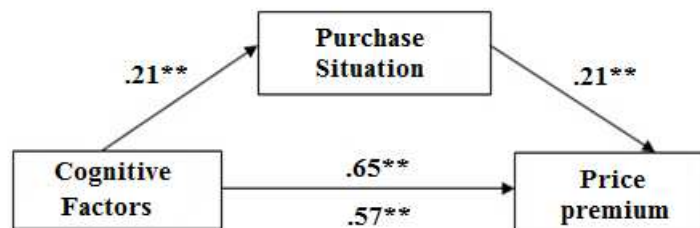
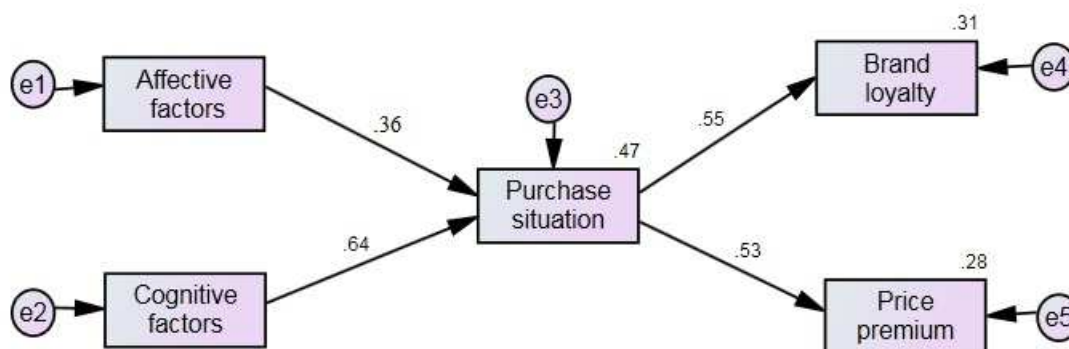


Figure-II observed that Cognitive Factors significantly predict Purchase Situation ( $\beta=0.21$ ,  $p=.001$ ) and Purchase Situation significantly predicts Price premium ( $\beta=0.21$ ,  $p=.002$ ). Further, it is observed that the direct effect of Cognitive Factors on Price premium ( $\beta = 0.65$ ,  $p = .000$ ) was considerably reduced to ( $\beta = 0.57$ ,  $p = .000$ ) when Purchase Situation was included in the regression analysis. In this case, the null hypothesis  $H_0^*(d)$  is

rejected. It shows that the Purchase Situation's partial mediation effect is observed between Cognitive Factors and Price premiums.

A model was developed to find the impact of Affective & Cognitive Factors on Emotional factors. In this model, Affective and Cognitive factors are independent variables; the Purchase situation is the mediating variable and Brand loyalty & Price premium are the outcome variables.

**Figure V: Model for the impact of Affective & Cognitive Factors on Emotional factors**



The model fit Chi-square ratio value  $\chi^2/\text{dof}=1.251$  shows that model is valid. The model for the goodness of fit index (GFI) value is 0.912, and its adjusted goodness of fit (AGFI) of the model 0.903 shows the model is good. The Root Mean Square Error of Approximation (RMSEA) of the model 0.096 and the Expected Cross Validation Index (ECVI) of the model, which is 0.099, reveal that the model fit is better. In this model, the relationship between Affective factors and Purchase situation ( $r=.36$ ,  $p=.000$ ), Cognitive factors and Purchase situation ( $r=.64$ ,  $p=.000$ ), Purchase situation and Brand loyalty ( $r=.55$ ,  $p=.000$ ) and Purchase situation, and Price premium ( $r=.53$ ,  $p=.000$ ) are observed significantly. The coefficient of determination  $R^2$  - value for Purchase intention (.47), Brand loyalty (.31) and Price premium (.28) are also observed as good and significant.

**THEORETICAL IMPLICATION**

This study examines the effect of consumers' emotional attachment to brands empirically and relates it with the perceived value to assess market interference. In a marketing context, such behaviors would include counter-arguing of the information

competitive. It has derogated the brand, biased processing of ambiguous information about the brand, and selective attention to Jain and Maheswaran (2000) positive information. It would involve derogating others who use competing brands and a rejection of what they stand for (e.g., Thompson, Rindfleisch and Arsel 2006). Hence, marketing scholars have recognized that customers approach brands that furnish memorable and unique experiences (Hwang et al., 2019). Hereafter, the brand experience constructs in this realm have received great interest in the marketing literature. The evolution of consumer-brand association has been a focal point in brand literature. A brand works as a mechanism in a long-standing relationship between consumers and businesses, such as Huang (2017); Iglesia et al. (2011). According to Sahin et al. (2011), an excellent stimulant to this association is the brand experience, and the major return is brand loyalty. Several earlier researchers have examined consumer brand and brand personality relations in brand-consumer assessments (Hayes, Alford, Silver& York 2006) or brand loyalty. Brand attractiveness and perceptions (Long-Yi, 2010).

Therefore, the strong attachments should be characterized by resistance to the allure of new products offered and their purported benefit of superiority. Brand loyalty, despite the availability of potentially better alternatives, should prevail. Individuals strongly attached to others also forgive their partner's mishaps (McCullough et al. 1998). Hence, one would anticipate those strongly attached to a brand show loyalty even during times of marketplace failures. Such as product recalls, evidence of product harm crisis, and negative information about the company or the people who work for it by Ahluwalia, Unnava and Burnkrant (2000). The current study has addressed relevant gaps in the literature and supported the relevance of brand attachment. The findings suggest that when customers are emotionally attached to the brand, they tend to have a more positive judgment of its overall benefits and overall loyalty assessment. Such a purchase situation has partially influenced brand loyalty and determines customer behaviors associated with the brands. Cognitive factors have influenced loyalty, situation and price factors. The current broad field of research on brand relationships and emotional attachment (Jiminez and Voss 2014) suggests many future research avenues. Firstly, the study would investigate recent developments proposed by the author, who emphasizes the two-dimensional nature of emotional affective factors and other cognitive factors to assess more precisely. This new conceptualization and measurement of attachment relate to the two dimensions of brand and brand connection by Thomson et al. (2005).

Furthermore, the proposed model does incorporate psychological variables specific to the consumer that could interfere with his or her construction of a relationship to a brand. Cognitive needs (Cacioppo and Petty, 1982), affective factors (Thomson et al., 2005) could be potential moderators of purchase situations through evaluative and affective routes and cognitive routes. The literature also suggests that individuals are willing to make sacrifices and personal investments to support the relationship's continuation by van Lange et al. (1997). One would anticipate that consumers would sacrifice their resources - money, time, and energy to continue their relationship with the brand in a marketing context. Time and energy and time investments would include willingness to delay purchase when the brand is unavailable, engagement in an extended search for the brand, involvement in brand communities.

## CONCLUSION

The present study is conducted to study the Role of Consumers' Emotional Attachment towards Brands. The results indicate that the purchase situation completely mediates the relationship between brand attachments. Moreover, strong brand attachment involves the automatic retrieval of brand-self connections; these individuals have less control over brand-related defensive behaviors.

Some consumers are less cost-benefit oriented in their reactions to their brands. The emotional attachment of consumers with a brand can influence cognitive evaluations through brand loyalty and price premium. The research proposed that purchase situation is a criterion for determining how brand attachment influences consumer purchase behaviors and should predict higher purchase behavior in the attachment. This study also suggests that favorable attitudes could also be a necessary condition for strong brand attachments; they're neither redundant nor enough for strong brand attachments. A very strong consumer-brand emotional bond develops, which increases loyalty and the possibility that the consumer will act as a brand ambassador. This way, marketers and organizations aim at developing deeper, long-lasting, and strong brand attachments for the consumers in this digitalized era.

## LIMITATION AND FUTURE RESEARCH DIRECTION

The study mainly focuses on the effect of a few specific consumers' emotional attachments to brand antecedents derivative from previous literature reviews, which are directly or indirectly connected with brand loyalty and price premium. Despite all the efforts and attractiveness, the current study faces some limits, such as designing these factors for specific geographic and demographic characteristics. Hence, the results cannot be generalized. The scope in this study also has its limitations in FMCG products to consumers. The application of consumer emotional attachment antecedents identified for this study is used for FMCG consumers. It helps academicians, researchers, and retailers understand the effect of mediation on purchase situation with output levels of brand loyalty and price premium. However, this study also recognized that the consumers are always loyal towards the brand by perceiving Brand resonance, values and the same level of loyalty and price premium as they have experienced in the past, which becomes a reasonable indicator for future purchasing decisions. Therefore, it motivates a future researcher to focus on affective, cognitive factors and purchase situation factors that influence brand loyalty—the consumer's price premium to obtain more affluent results. The present study focuses on the moderating effect of income on all proposed relationships. It creates scope for further research focusing on some other moderating factors, such as age, gender and education.

Further research can also study the moderating role of culture on brand loyalty and premium to some other industries and compare different industries and more in-depth discussions on the relationship between brand attachment and consumer behaviors. It also explores other service industry segments, such as restaurants, airlines, and travel agencies. One boundary condition concerns the types of brands and purchase situations most connected to emotional attachment, such as buying patterns, brand



association and brand awareness, which influence loyalty and premium, contributing to the existing literature reviews on consumer buying behavior.

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