

The Study of Consumer's Brand Attachment Behavior

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Abstract

We attempt to investigate how brand attachment influence to consumer's product modification behavior in this study. For this purpose, we explore their effects by structural equation modeling (SEM). The results show that consumers attached to brand tend to show internal and external modification behavior, product usability expanding behavior and product upgrading behavior. This result indicates that consumers showing behaviors modifying internal appearance of their own product, as well as external appearance of the product, are likely to be consumers attached to brand. In addition, consumers trying to expand usability of product or upgrade it are likely to be consumers attached to brand as well. Particularly, the consumers trying to modify external appearance of the product are most likely to be consumers attached to brand. This result is consistent with those of studies on self-presentation.

Key Words: Brand attachment, Product modification, Product usability expansion, Product upgrade

1. Introduction

The study regarding product modification behaviors of consumers explains that attachment to brand is related with product modification behavior. Such behaviors as trying to use a product for long time by improving durability, creating un-replaceable existence by modifying product, and making product not sick and tired of by renewing it have been shown by consumers attached to their belongings [1]. By the way, it is not only difficult to explain emotional bonding between consumers and brands with this product attachment [2], but also difficult to explain emotional bonding with attitude toward brand [3]. Behaviors of consumers attached to the products, such as modifying, expanding, and upgrading those products, are related with desire to express themselves socially.

This study predicts that once consumers are attached to brand, they will behave actively with regard to self-expansion through objects, since they consider it as natural. Also, it predicts that once attached to the brand, they will create various usabilities by expanding product usability for the products of brand to which they're attached, endeavoring to maintain more capability by upgrading those products.