

A Study on the Post-brand Attachment Pressure Reception Behavior of Consumers

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Abstract

This study is about pressure-accepting behavior of consumers attached to brands. Previous studies of the situation focused on time pressure and scarcity pressure, focusing on scarcity. The results of the study are as follows. First, consumers attached to brands were found to be relatively blunt in time pressures. This indicates that brands of consumers are attached to do not buy on impulse because of time pressure. Second, consumers attached to brands were found to be relatively under social pressure. This indicates that consumers who are attached to the brand do not buy with social pressures such as quasi-family groups. Third, consumers attached to brands were found to be relatively sensitive to scarcity pressures. Thus, a quantity-limited marketing strategy is generally more effective for consumers with high marketing effectiveness but high brand attachment. Fourth, unlike the one presented, consumers attached to the brand were found to be relatively insensitive to place pressure.

Keywords: Post-Brand Behavior, Time Pressure, Place Pressure, Scarcity Pressure, Social Pressure

JEL Classifications: M31

1. Introduction

An innovator or front-runner is a person who has a fast time to purchase products, is innovative and opinion-driven, has a lot of information exploration and is curious about new things. He also has a high desire to show off his leading edge status to others. However (Bettman, 1998), the innovator or forward acceptor's innovation is an individuality inherent in the individual, and the passion for the innovation product is rational. In other words (Carlson, Meloy, & Miller, 2013), innovative consumers want to make a quick purchase through pre-booking, similar to consumers attached to a brand, are not the result of accumulated emotions and actions, but an inherent individuality and rational passion, not to tolerate physical pain, unlike In addition(Carlson, Meloy, & Russo, 2006), enthusiasm for innovative products will be exercised when the brand is innovative. Therefore, this aggressive buying behavior for purchasing iPhones is hard to come up with without a brand attachment formed through a long-term relationship with the brand as well as the passion of innovative consumers for innovation. On the other hand (Chartrand, Huber, Shiv, & Tanner, 2008), it puts pressure on consumers in home shopping, social commerce, etc. to encourage them to make decisions. Various pressures, such as "time pressure" such as "close to closing," "time pressure through limited quantity" and "limited edition," "little pressure through quantity limit," "pop-up store," "you can't buy it without the main store," and "just apply for it" to induce changes in consumer decision-making. These various pressures are related to context and it is the individual's psychological process to play a controlling role in the relationship between situational stimuli and behavioral responses.

2. Theoretical Background

2.1. Relationship between Brand Attachment and Time Pressure

(Dhar, 1999). Time pressure is a time-lack condition that consumers need in purchasing and consuming behavior. Strengthen the use of non-compensation decision rules with a focus on high-priority attribute information when pressed for time, and delay selection by emphasizing unique characteristics. In addition, (Elliott, & Leonard, 2004) when brand attachment is formed, actions such as recommendation and purchase delay are displayed to others. In other words, it may be less sensitive to time pressures because actions after brand attachment already indicate actions that delay purchases. And because consumers attached to the brand focus more on positive information than on relatively negative information, it is expected that there will be less risk-averse behavior by emphasizing the negative nature of time pressure. These upfront studies can be summed up and inferred that consumers attached to the brand feel less pressure on time.

2.2. Relationship between Brand Attachment and Social Pressure

Brand attachment is a strong emotional bond between brand and consumer(Ge, Haubl, & Elrod, 2012). And brand attachment consists of three dimensions: passion for target, affection and connection. Because a quasi-group has a normative function that forces individuals to voluntarily follow the beliefs, values, and identity of a group, the influence of a quasi-group in consumer behavior forces group members to choose similar trademarks as green consumers and to adapt in a similar direction when perceived and evaluated products. However (Gross, 1993), consumers who are attached to the brand have already shown a link to an affection, a passion and a connection to the target at a personal level. Brand attachment also has emotional and strong relationships with behavior through close interaction from a long-term perspective, and tries to maintain closeness with the brand, causing anxiety, and has the characteristics of being resistant to interference in isolation. Thus, (Jensen & Drozdenko, 2008) consumers after attaching themselves to the brand may have no influence because of the fact that the individual level of self-activation rather than the collective level. That is, it is a norm, such as a quasi-residential group, that can be less affected by social pressure.

2.3. Relationship between Brand Attachment and Sarcasm Pressure

Sarcasm increases the value of a product or opportunity. That is to say, the relative rise in value by scarcity driven by the pursuit of a unique desire to pursue something unique. Brand attachment is immersive in the brand. And in general(Kwon & Adaval, 2018), activities that match the brand to its actual self have appeared valid for the formation of brand attachments. The expanded self illustrates the relationship between self and consumers' brand choices. In other words, as a brand becomes part of its ego, the bonds of consumers associated with that brand become more closely adhered to by the evolution of the relationship between itself and the brand over time. People's property is closely related to their self and reflects their self, and the ownership and use of products help consumers define their identity and live their lives(Lin, Sun, Chuang, & Su, 2008). Since scarcity is a very useful tool for conveying their own uniqueness, consumers attached to the brand can feel even more scarcity pressure if they fail to express their own uniqueness through scarcity pressure.

2.4 Relationship between Brand Attachment and Place Pressure

In the process of forming an attachment to a specific target, people show actions such as separation resistance, proximity viewing, safety orientation, and secure-based behavior. That is, if there are no objects attached to a particular place(Maher, 1997), it requires more anxious and attached objects to be handled. For example, if only a particular store deals with a brand attached to it by a consumer, that store increases loyalty. Thus (Miller & Kahn, 2005) , the place pressure that arises when a particular product is difficult to purchase at a particular location may appear larger for consumers attached to the brand.

3. Method Participants

We designed to test Type A and Type B Consumption. The structure of the study parallels and mimicks the two-society scenario. The stimuli were bathwater temperature and diamond size. As we confirmed in a pretest, the former was Type A, and the latter was Type B. The following is a summary of the design: Participants were 125 female students recruited from a large university on the metropolitan of Korea. The study consisted of two within-subject phases, one about water and the other about diamonds. The order of the phases was counterbalanced and had no significant effect. In each phase, we ran the study in two separate groups, one corresponding for the rich society and the other for the poor society. The two groups were not aware of each other.

4. Measure & Result

To make sure that water temperature was Type A and diamond size was Type B, we recruited another group of students (n = 40). We told them that there were two types of variables and that for one type, which we called Type A, people have an innate sensory scale to judge and that for the other type, which we called Type B, people do not have an innate sensory scale and need to rely on internal information to think about. Then, we asked the respondents to rate diamond size and bathwater temperature on a 5-point scale ranging from 1 (“definitely belongs to Type A”) to 5 (“definitely belongs to Type B”). Ratings were significantly smaller for water than for diamond confirming that people intuitively classified water temperature as more of Type A than diamond size.

Table 1: ANOVA & Neuman-Keuls test

ANOVA & Neuman-Keuls test - Taking off with Loftus
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The GLM Procedure

Dependent Variable: dv

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	1460.00	365.00	4.56	0.0035
Error	45	3600.00	80.00		
Corrected Total	49	5060.00			

R-Square	Coeff Var	Root MSE	dv Mean
0.29	23.54	8.94	38.00

Source	DF	Type I SS	Mean Square	F Value	Pr > F
Group	4	1460.00	365.00	4.56	0.0035

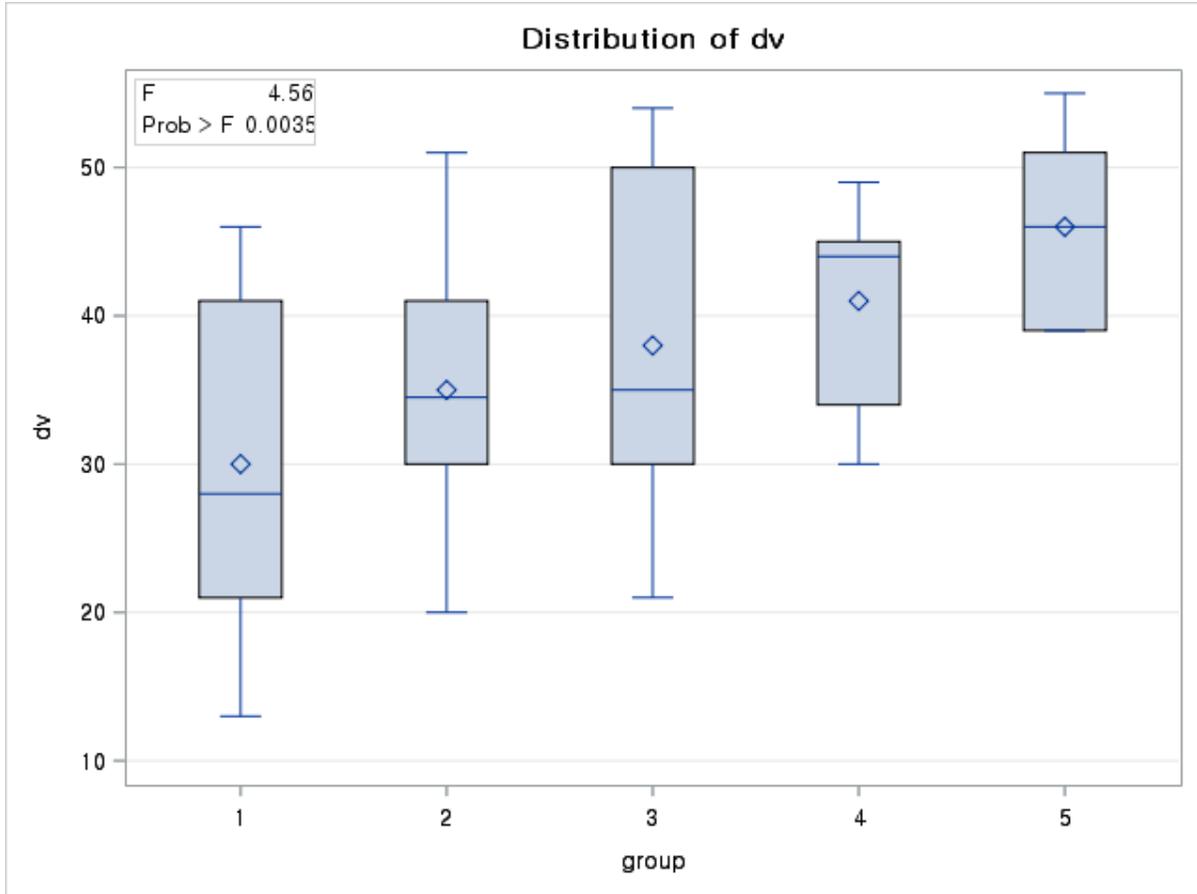


Figure 1: F Test

Table 2: Multivariate Analysis of Variance

ANOVA - SxAxB

The ANOVA Procedure

Multivariate Analysis of Variance

H = Anova SSCP Matrix for gumo

	sewe	wate
sewe	6401.30	5505.91
wate	5505.91	6165.66

**Characteristic Roots and Vectors of: E Inverse * H, where
H = Anova SSCP Matrix for gumo
E = Error SSCP Matrix**

Characteristic Root	Percent	Characteristic Vector V'EV=1	
		sewe	wate
4.97	94.27	0.01	0.01

Characteristic Roots and Vectors of: E Inverse * H, where H = Anova SSCP Matrix for gumo E = Error SSCP Matrix			
Characteristic Root	Percent	Characteristic Vector V'EV=1	
		sewe	wate
0.30	5.73	-0.01	0.01

Table 3: MANOVA Test

MANOVA Test Criteria and F Approximations for the Hypothesis of No Overall gumo Effect H = Anova SSCP Matrix for gumo E = Error SSCP Matrix S=2 M=-0.5 N=6					
Statistic	Value	F Value	Num DF	Den DF	Pr > F
Wilks' Lambda	0.13	12.51	4	28	<.0001
Pillai's Trace	1.06	8.53	4	30	0.0001
Hotelling-Lawley Trace	5.27	18.10	4	15.82	<.0001
Roy's Greatest Root	4.97	37.27	2	15	<.0001
NOTE: F Statistic for Roy's Greatest Root is an upper bound.					
NOTE: F Statistic for Wilks' Lambda is exact.					

Table 4: Comparisons significant at the 0.05 level

Comparisons significant at the 0.05 level are indicated by ***.				
gumo Comparison	Difference Between Means	Simultaneous 95% Confidence Limits		
l - m	9.86	-10.01	29.72	
l - s	43.25	23.38	63.12	***
m - l	-9.86	-29.72	10.01	
m - s	33.39	13.53	53.26	***
s - l	-43.25	-63.12	-23.38	***
s - m	-33.39	-53.26	-13.53	***

5. Conclusion

The recent aggressive buying behavior of certain brands by consumers can hardly be explained by the behavior of the leading adopter. This aggressive buying behavior is hard to come up with without a brand attachment formed through a long-term relationship with the brand. In other words, not only do they like the brand but also maintain and strengthen loyalty to the brand that is committed to it, the behavior that comes after the consumer becomes attached to the brand, where the small visa and the brand bond are expressed. Existing studies of post-brand behavior mainly deal with positive outcomes, including conceptual suggestions on the formation of brand assets, understanding the impact of brand attachments on payment intentions, intent to buy, oral and forgiving, and presenting relationship-oriented variables such as repurchase, recommendation, advocacy and conversion actions related to the formation of brand assets, rather than identifying consumers' direct actions on brand products. Under these circumstances, the study identified post-brand attachment behavior by dividing the pressure factors that could have negative influence on consumers into time pressure, social pressure, scarcity pressure, and location pressure. In other words, consumers assumed that they would accept time pressure and social pressure as they feel less time pressure and social pressure after brand attachment, but not place pressure because they would feel more sparse pressure and place pressure.

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