

# Reflect Brand Addiction On Customer Sacrifice: An Survey Study Of A Sample Of Customers Of Smart Phone Brands In Iraq

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## Abstract

The current study aims to verify the impact of brand addiction on brand sacrifice, selected a sample of 268 customers of some brands of smartphones in Iraq and focused on the main question of whether brand addiction can affect brand sacrifice. The study presented a hypothetic chart explaining the nature of the relationship between variables, which was formulated in the light of a set of hypotheses. The study concluded a set of results, foremost of which is the interest of smartphone companies in fulfilling their promises through offering high quality products that match different customers' tastes. The study recommended the need to understand the brand's customers in a more profound way and to study their needs and desires continuously by relying on permanent surveys to monitor possible changes in their needs and desires.

**Keywords:** Brand addiction, sacrifice for brand.

## INTRODUCTION

In recent years, the growth and development of customer-brand relationships has been an important focus of brand theory and is of great interest to researchers and practitioners in relationship marketing, as customers tend to build a relationship with brands, and to deal with them as a psychological and sometimes emotional partner, because they are now more meaningful and valuable to them. Today, they may be seen as a human comrade. Studies show that when customers form deep connections with the brand and consider it self-expressed, the relationship between the customer and the brand strengthens and changes from the position to the emotional level, i.e. from satisfaction to love and Sacrifice for brand

Enhancing the Organization's ability to improve brand addiction contributes to the design of new products that pay great attention to customers by creating a positive awareness of the usefulness of products, which encourages them to Sacrifice for brand. This builds positive expectations for products from companies by making them

distinctive about Sacrifice for brand. This leads companies to create new products with distinctive properties that appeal to customers and satisfy them by creating value-added, and thus lead to customer addiction to the brand. Therefore, when customers develop strong Correlations with their self-expressed signs, On the other hand, contemporary marketing studies seek to measure and assess the level of customer engagement and commitment to the brand by knowing the level of their readiness to sacrifice for them. It is common to think today that the customers' desire to pay more for the same product is an indication of sacrifice, and the preference for the brand, which is expressed in increasing the volume of purchases or paying a price premium, This research aims to develop a comprehensive understanding of brand addiction by knowing some of the brand's characteristics and their impact on brand addiction to see how the customer can assess a group of sacrifices to meet the current brand relationship. In more precise terms, the study seeks to define the concept of brand addiction and to identify some of the

reasons that drive the customer's addiction and the expected results.

### Part one: Scientific Methodology

#### First: Study problem:

In the past, there is a conceptual debate about brand addiction and some similar concepts and terms such as brand association and brand love. However, brand addiction is a distinctive building in relationships between Customer and brand. While other studies emphasize the need to provide a uniform study to determine the specific or motivating factors of customer addiction

as a latent structure of theoretical and practical significance and in this way, the addictive relationship becomes a manic and highly destructive one, leading clients to adopt harmful behaviors, such as obscuranities. This conceptual structure still needs further investigation and research, especially with regard to its specific implications for client behavior and the desired outcomes for the benefit of organizations. The current study attempts to verify the impact of certain characteristics of brand on the behavior of addiction and the resulting potential sacrifice of the customer. The study problem was limited to the following question: " Can the addiction of the brand affect the customer's willingness to Sacrifice for brand?". The following sub-questions arise from the above question:

1-1- What is the level of customer addiction to brands discussed?

What is the level of customer Sacrifice for brand?

I am not sure if I am going to be in a position to do so.

#### Second: The objectives of the study:-

The current study aims at verifying the impact of sacrifice for brand on the customer's sacrifice for brand, and the main objective includes sub-objectives as follows:

2-1. Diagnosis of the level of customer addiction to the restarted signs

2-2. Describe the level of readiness of customers to sacrifice customers for the brand.

2-3. Test the relationships between brand

addiction and customer Sacrifice for brand

#### Third: The importance of the study

3-1- enrich research and studies in the field of brand theory, especially with regard to the issue of brand addiction, which is considered one of the most recent topics in this field.

It is a rare study that analyzes the impact of brand addiction on driving a customer to make more sacrifices for the brand.

3-3- expanding the theoretical and applied knowledge related to the sacrifice of the customer for the sake of brand, as it is common in the field of classical economic theory that the sacrifices offered by the customer are only monetary sacrifices. The current study attempts to provide an in-depth marketing view that sacrifice means that customers will also suffer non-cash sacrifices such as time, effort and brand search costs.

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In light of the study's problem and objectives, a hypnotic scheme can be established, supported by previous studies of the relationship between the study variables, as shown in Figure 1, which includes the sources of each of the study variables.

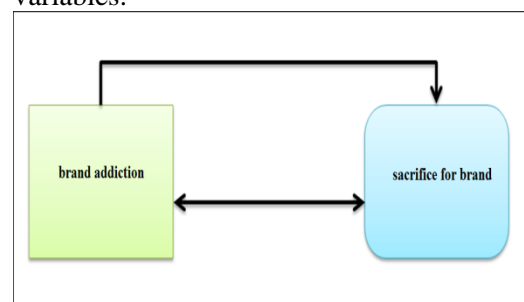


Figure 1 Study hypothesis Chart

#### Correlation hypotheses

Main hypothesis 1: There is a significant direct correlation between (brand addiction) and a variable (sacrifice for brand).

#### Effect hypotheses

Second Main hypothesis: There is a significant effect between brand addiction in sacrificing for the brand

### Part Two: the theoretical framework

## for research

### First: Brand

#### 1. concept of Brand

A brand is defined by "identity", which means that the position that gives an identity to a brand is more than just a name or logo without meaning (Kotler, et al., 2017:153-167). The brand is defined as a core brand and is the basis for formulating a promotion strategy in the branding literature, there is a huge debate about the positive and negative effects of the parent brand across the brand (Joschi & Yadav, 2019:339-353). Branding is an attempt to give the product a distinctive and easy-to-reach picture of customer awareness or more specifically what organizations want customers to think about when facing their brand (TarNovskaya, 2017:30). The presence of a large number of different products has resulted in a variety of choices for customers, which requires more efforts by customers to make the right brand purchase decision, making organizations focus on the brand to reduce customer efforts. The emergence of brands as a new tool for customer acquisition (margarisová&vokáčová, 2016:2060) illustrates the concept of a brand as a "label" of a product that moves within the limits set by the brand, the relationship between the brand and the customer occurs as a dialog between the brand identity and the customer, and the product remains the carrier of value, The brand becomes the carrier of the offer and its primary role is to make profits by providing the value the customer wants to pay.

The brand is defined as a marketing toolbox that helps differentiate one product from others to meet the same needs of customers (Ali et al., 2017:234). A trademark is defined as a "name, term mark, symbol, design or collection of items intended to identify goods and services of a single vendor or group of vendors and differentiation (Situmeang& Sitorus, 2017:3).

#### 2. The origin and concept of brand addiction

Researchers studied customer attitudes toward admired and disliked brands for decades, as previous years revealed an

expanded interest in promoting the study in customer-brand relationships, where customer-brand relationships were extensively explored to examine such structures as brand association (Belaid and Behi, 2011; Malär et al., 2011; Park et al., 2010), brand love (Carroll and Ahuvia, 2006; Batra et al., 2012) and brand passion (Albert et al., 2010). ; Swimberghe et al. 2014) in studies in this area have made important contributions to customer and brand relationships, studies are still required to explore other aspects of the overall customer-brand relationship (Fetscherin and Heinrich, 2015).

Relationships between customers and brands are similar to those between people in their search for customers and their brands (Fournier 1998:72) Visualize the quality of a brand's parallel relationship built in the context of personal relationships because this view claims that relationships show that people are identified by how they relate to each other. This perception was based on previous research on personal relations theories that classified communication between customers along a continuum ranging from the unintense emotions of appeasement, friendly emotions and love to the climax of addictive mania (Fehr and Russel, 1991).

By following this logic, the relationship between the customer and the brand reflects the intensity of communication along a similar continuum, from non-extreme emotions to addiction. Personal relations theories claim that one individual can form an addictive relationship with the other and therefore that one can see this Engagement in customer brand relationships (Sternberg, 1986).

The Fournier'S 1998 study also showed that customer-brand relationships such as "dependency, enmity, enslavement, and Confidential Affairs these dark side relationships lead to the belief that such contact between the customer and brand brings brand-level specifications to the general level the concepts of addiction and forced consumption (O'Guinn & Faber, 1989); (said in Fournier, 1998, p. 361). Thus (Fournier'S) analysis of customer-brand relationships indicates that customers can develop consumer cases through addiction to certain brands.

The concept of customer addiction to certain brands is a subset of the general concept of addiction, which means that the addiction is somewhat similar to the addiction to shopping.

Some customers see addictive behaviors other than drug use, such as gambling, morbidity or shopping as coercive behavior that include (Hirschman, 1992):-

1. Spontaneous desires to act in a certain way
2. Self-feeling of temporarily out of control
3. It is a very good way to do this
4. This is a very good thing
5. ignoring the negative results.

Brand addiction is seen as a customer's psychological state involving the mental and behavioral dominance of a particular brand driven by uncontrollable motives for owning brand products, including positive emotion and satisfaction (Alexander & Schweighofer, 1988: 151-163). Cambridge's Dictionary defines addiction as a strong need or desire to do or own something, a strong admiration for something, or the inability to stop doing or using something (young, 2004: 402-415). Typical behavior shows a positive relationship between past and current consumption, as does behavioral addiction when previous consumption significantly affects current consumption, which is a strong habit (Egorov & Szabo, 2013: 199-208). 753-768) Brand addiction affects loyalty not from low to very high or normal and reveals a very emotional engagement, strong communication and commitment to product reconstruction without thinking about negative stories.

## Second: Sacrifice for brand

### 1. Sacrifice for brand

Customer satisfaction is related to meeting and expectations, while customer happiness is related to overcoming expectations. The consequences of sacrifice depend on underlying motives when they concern the desire to meet someone else's needs (an approach motive). This may test individuals for feelings, happiness, satisfaction and positive impact, as opposed to what happens when the motives avoid harmful reflections that may lead to conflict, rejection, loss of

partner, interest or negative consequences (Naeem et al., 2011:12109).

The amount of financial sacrifices, time and convenience the Organization makes in order to retain the customer, the amount of financial sacrifices, the time and the convenience it makes in order to retain the customer, the readiness of the Organization to sacrifice the personal interests of working individuals in order to improve the quality of the relationship with the customer; Total capacity and mechanisms the Organization is using to keep customer behavior under control (Daniel et al., 2022:65)

### 2. Types of sacrifice for brand:-

Sacrifice for brand takes on several different aspects:

a. **Financial sacrifice:** Financial sacrifice is achieved through strong Correlations between client satisfaction and willingness to pay, which show that the relationship between the two follows the "S curve", i.e. the more satisfied the consumer is, the more willing they are to pay more (Homburg, Koschate and Hoyer 2005).

b. **Sacrifice time:** In this type, consumers are willing to invest time in setting preferences for custom goods as they are willing to wait for them and willing to pay more for a generic version of this particular product. In short, consumers will sacrifice time and money to buy custom goods (Bardakci and WhiteLock 2003).

c. **Sacrifice comfort:** The willingness to sacrifice in examining relationships works is related to the enjoyment that always comes with the comfort of discomfort, as the more severe the inconvenience becomes, the more irritable it becomes to be relieved, and this also results in the level of excitement moving toward the optimal level and must first be at the level that is not optimal. If comfort is to avoid discomfort, pleasure is the feeling associated with reducing discomfort and then anything that ends the discomfort will give both pleasure and rest after it (Bardakci and WhiteLock 2003).

## part three: The practical aspect

### First: the structural stability of the measuring instrument:

Stability testing is one of the most important building blocks of measurement tools and is critical to the high level of reliability and appreciation of research results. It represents the degree to which individual differences can be measured harmoniously and harmoniously when answering a given scale, and the scale is fixed when it measures what it was built for. The value of which is dependent when the ratio of the measurement is greater than the ratio (0.70) at the behavioral research level (Tavakol & Dennick, 2011: 54) the

structural validity coefficient is also adopted to determine the measurement instrument's validity ratio for variables and sub-dimensions based on sample responses , which is the alpha-chrombach root

Note from Table 18 that the values of the alpha-chromabach coefficient of the main study variables and their sub-dimensions ranged between (0.83-96) and these values are acceptable and approved and have excellent stability in the descriptive studies because they are high values compared to the standard alpha-chromabach values. The results of the study were the most accurate, stable, and highly accurate, the study tool and its measures were valid for final application.

**Table (1) the stability and structural truthfulness coefficients of study variables and dimensions**

Variable	Cronbach's alpha coefficient	structural validity coefficient
Brand addiction	<b>0.91</b>	<b>0.95</b>
Sacrifice for brand	<b>0.93</b>	<b>0.96</b>

Source: Prepared by the researcher based on the outputs of the program (SPSS V.23)

### Second: Statistical description

#### I. Description and Diagnosis of Brand Addiction variant :-

The description and diagnosis of the variant of brand addiction includes detailed description and diagnosis of the paragraphs of this variable, as the results of the statistical descriptive analysis of the 9-paragraph Brand Addiction variant (**BAI-BA9**) are shown in Table (2), with the total mean of this dimension (**3.13**), standard deviation (**1.159**), and relative significance (63%). This indicates that the sample members agreed on the sections of this dimension, which confirms that there is a high interest in the acquisition of their brand

and the first item of its content was obtained (try hard to get everything from my preferred brand). At the top of my mean at (**3.44**), with a standard deviation of **0.056** and a relative significance of (69%), this indicates that the level of answers was high for this paragraph, while the fourth paragraph of its content was obtained (I tend to give up some activities and life duties like professional, academic and family in order to perform some activities related to my favorite brand) at the lowest of my account mean (2.70), with a standard deviation of (1.187) and with relative significance (54%), this indicates that the level of answers was also moderate for this paragraph.

**Table (2): Descriptive statistics for Brand Addiction variant**

NO.	Mean	Standard deviation	Answer level	%
1	3.44	1.056	High	.69
2	3.13	1.140	Moderate	.63
3	3.34	1.191	Moderate	.67
4	2.70	1.187	Moderate	.54
5	3.10	1.210	Moderate	.62
6	3.32	1.114	Moderate	.66

7	2.91	1.156	Moderate	.58
8	3.08	1.162	Moderate	.62
9	3.12	1.214	Moderate	.63
<b>Offset rate</b>	<b>3.13</b>	<b>1.159</b>	Moderate	<b>.63</b>

Source: Prepared by the researcher based on SPSS.

## 2. Description and diagnosis of variable sacrifice for brand :-

Table 3 shows the results of the statistical analysis of the preaching dimension measured by the three-paragraph mark (*SMI-SMII*), where the total mean of this dimension (**2.87**), standard deviation (**1.143**), and relative importance (58%); This indicates that the sample members agreed on the sections of this dimension, which confirms that customers are sacrificing for their brand and the seventh item it contained (to buy the latest version of

the company brand I am ready to provide a part of my income). The number of people who have been in the United States has increased by more than one year since the end of the year, and the number of people who have been in the United States has increased by more than two years.

And the sixth item in which it is contained (to buy the company brand I don't mind putting my money at risk.) At the very least, the mean is 2.27 with a standard deviation of 1.231 and a relative significance of 45%, which indicates that the level of answers was also low for this paragraph.

Table (3): Descriptive statistics for variable sacrifice for brand

NO.	Mean	Standard deviation	Answer level	%
1	2.90	1.142	Moderate	.58
2	3.03	1.106	Moderate	.61
3	3.00	1.115	Moderate	.60
4	2.70	1.113	Moderate	.54
5	2.84	1.142	Moderate	.57
6	2.27	1.231	Moderate	.45
7	3.29	1.174	Moderate	.66
8	2.55	1.187	Low	.51
9	3.06	1.113	Moderate	.61
10	2.88	1.129	Moderate	.58
11	3.01	1.122	Moderate	.60
Offset rate	<b>2.87</b>	<b>1.143</b>	Moderate	<b>.58</b>

### Third: Hypotheses concerning correlation between study variables

#### First. correlation hypothesis: -

The second main correlation hypothesis is determined by exploring the level of direct correlation between the variable of brand addiction and the variable of Sacrifice for brand and its content (there is a meaningful direct correlation between (brand addiction) and a variable (Sacrifice for brand).

The Pearson correlation coefficient was used to determine whether the above hypothesis was met (checking the nature of the exertion between a variable (brand addiction) and a variable (sacrifice for

brand). This is the first time that the company has been working on a new business. Based on the Correlation-strength rule, Table 4 shows that the parameters described in the table provide a preliminary guide to support the main and sub-Correlation assumptions, as Table 4 shows that there is a strong direct correlation between the availability of brand addiction and the certified variable (sacrifice for brand). The strength of the Correlation was (**.811\*\***), a direct and significant Correlation-relationship based on the index (.SIG). This result explains that the availability of brand addiction by customers will have a direct effect that reinforces the Sacrifice for brand

but a strong percentage. Based on the above findings, support the acceptance of the realization of the second tested main hypothesis that contains it (there

is a meaningful direct correlation between brand addiction) and a variable (sacrifice for brand).

**Table (4) matrix of factors Correlating the addiction of a brand in its dimensions to the Sacrifice for brand**

Correlations			
		Brand addiction	Sacrifice for brand
Brand addiction	Pearson Correlation	1	.811**
	Sig. (2-tailed)		.000
	N	259	259
Sacrifice for brand	Pearson Correlation	.811**	1
	Sig. (2-tailed)	.000	
	N	259	259
**. Correlation is significant at the 0.01 level (2-tailed).			

**Second Main influence hypothesis : -**

**Influence Path Test for Main hypothesis:-**

In this hypothesis, the amount of influence of the intermediate variable on the supported variable and its content (**there is a significant effect between brand addiction in Sacrifice for brand**) will be

verified by relying on the structured equation model approach, which is a better alternative to path analysis, and multiple decline. The analysis of timeliness because it not only extracts the magnitude of the statistical impact and morale, but also extracts the suitability of the data for the proposed model of study in the light of a number of statistical indicators.

**Table (5) downward weights to test hypotheses of the direct effect of brand addiction in sacrificing for the brand**

Variable and Dimensions	Path	Variables	S.R.W	Estimate	S.E.	C.R.
Sacrifice for brand	<---	Brand addiction	.811	.805	.036	22.241
BA1	<---	Brand addiction	.723	.862	.051	16.787
BA2	<---	Brand addiction	.776	.999	.051	19.764
BA3	<---	Brand addiction	.800	1.076	.050	21.386
BA4	<---	Brand addiction	.715	.960	.058	16.448

BA5	<---	Brand addiction	.796	1.088	.051	21.130
BA6	<---	Brand addiction	.697	.877	.056	15.619
BA7	<---	Brand addiction	.783	1.022	.051	20.212
BA8	<---	Brand addiction	.761	.999	.053	18.836
BA9	<---	Brand addiction	.815	1.118	.049	22.589
SM1	<---	Sacrifice for brand	.764	.992	.052	19.046
SM2	<---	Sacrifice for brand	.779	.979	.049	19.928
SM3	<---	Sacrifice for brand	.785	.996	.049	20.378
SM4	<---	Sacrifice for brand	.765	.968	.051	19.080
SM5	<---	Sacrifice for brand	.798	1.036	.049	21.262
SM6	<---	Sacrifice for brand	.743	1.039	.058	17.810
SM7	<---	Sacrifice for brand	.718	.958	.058	16.560



SM8	<---	Sacrifice for brand	.785	1.059	.052	20.345
SM9	<---	Sacrifice for brand	.799	1.011	.047	21.335
SM10	<---	Sacrifice for brand	.773	.992	.051	19.551
SM11	<---	Sacrifice for brand	.761	.970	.052	18.813

#### Part Four: Conclusions and recommendations

##### Conclusions

1. The results show that customers are aware of the importance of the brand characteristics of smartphones and special smartphones. The statistical description shows that:

a. The agreement by the sample to fulfill their brand's high-tech capabilities to satisfy their needs and desires means that the sample recognizes their brand authenticity and their ability to be unique, truthfully, honest, and abide by its promises and realism in light of its heribrande and history that reflects them Features .

b. The interest of smart phone companies in fulfilling their promises by offering high quality products that are compatible with different customer tastes. It also means that in-study customers evaluate the relationship positively by creating unique, successful experiences that are independent of the tradition to reflect themselves and their true values.

c. The brand's commitment to the goal of designing products to suit their real needs and needs.

2. The results of the study showed a clear awareness by the customers of the ability of their brand to express what comes next

a. The brand's ability to create value for the customer exceeds the core features of the

product, which confirms the customer's self-image and supports it in the light of the customer's experiences.

b. To contain customer complaints and reactions as much as possible to the services provided, leading service providers to deal with customers for the first time because they influence the nature of the service delivery and create a negative spoken word that affects other customers and dissuades them from dealing with the brand.

c. Understanding and meeting customers' personal requirements, which improves the strength of the brand's commitment to customer personality analysis.

d. Create new ways to address customer complaints about service delivery, improving the ability of mobile phone companies to improve the way they are perceived by society.

3. The study sample expressed the brand's ability to achieve creativity, which means that brand creativity is focused on the use of new technologies that make significant changes to brandet by stimulating emotional causes that motivate the customer to use the existing brand, given the ability of the relationship to make changes in whole or in part It has positive effects on the performance and value of the score. The sample also recognized the ability of the brand to support new ideas and

provide new solutions in response to its limited needs and desires.

### **Recommendations**

1. The need to establish a relationship between the brand and its customers by giving customers superior value by:-

A. understand the customer of the brand more deeply and study their needs and desires continuously by using continuous surveys to monitor the potential change in their needs and desires.

B. create a clear roadmap to deliver a brand with unique characteristics that are honest, fresh, fair and deliver the promises you offer to customers.

To identify or identify the quality of customers clearly by identifying and fully matching the functional, emotional and social needs of the customer and the advanced relationship.

2. The need to offer brand new ways to communicate with their customers, including making use of technology to effectively implement and communicate the mission of the relationship, making a comprehensive change in brand appearance from time to time, extending the relationship and new issues. These versions can help to deliver the brand's message more.

3. Discover new locations and places to engage with brand communities, partner with new channels and outlets to sell their products, and create new connections and nurturing by connecting them to viewers and social personalities from opinion leaders that may enable the brand to change how it is displayed or who it is.

4. The need to develop the physical characteristics of brands based on functional characteristics into emotional characteristics based on the personal characteristics of the brand, which turns the relationship between the brand and the customer into a psychological relationship according to the customer's mental orientations, beliefs, hobbies and feelings.

5. To create emotional connections by Correlating the functional feature of the brand as an important emotional need that drives a functional need, more in-person surveys and interviews with customers to show their true emotional feelings.

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