

Brand Addiction: Modelling Sentiments and Outcome

Rituparna Basu

International Management institute, Kolkata

Pooja Sengupta

Indian Institute of Management Ranchi

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Brand Addiction: Modelling Sentiments and Outcome

Abstract

Brand addiction as a key higher order construct of consumer-brand relationship is gaining ground owing to its significant effect on a firm's marketing success. Despite acceptance of the long-term effects of brand addiction, the conceptualization and understanding of the construct needs better articulation in terms of its effects on consumers. The present paper attempts to carry out an objective assessment of consumer sentiments to understand whether it is characteristically different from other popular constructs of consumer brand relationship and identify if the manifestation of brand addiction is really conducive for the marketing success of responsible marketers. Using qualitative data the study carries out knowledge extraction and topic modelling to establish brand addiction as significantly different from a detrimental pathological condition and reinstates its relevance for modern day marketing practices.

Subject Areas: *Branding, Consumer Behaviour*

Track: Product and Brand Management