

Brand detachment: What customers feel and what they say

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Abstract

The dark side is gaining more place in research work. This study, based on detachment theory, engages emotions and behavioural outcomes to model the behaviour of customers who are no longer attached to a brand. To achieve the research objectives of this paper, a quantitative survey was carried out on brands in Greece. Structural equation modelling techniques were used to control measurement using SmartPLS 4.0 statistical software. The results highlighted negative emotions as a significant factor motivating brand detachment, which in turn leads to negative recommendations and negative preferences. Therefore, managers need to invest in the positive emotions or try to recall the positive emotions of their customers through the contact of the business with the customer.

Keywords: brand detachment, emotional attachment, WOM

Track: Product and Brand Management