

# Brand detachment as the mediator of the effect of emotions on WOM and brand loyalty

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### **Abstract**

This paper employs attachment theory in describing and explaining consumer shifting behaviours outcomes. It is proposed a conceptual model linking emotional brand attachment and brand detachment constructs for supermarket brands. The objective of this paper is to examine the influence of emotional attachment and customers' emotions on brand detachment and how brand detachment, in turn, influences WOM and brand loyalty. A quantitative methodology was employed, using a structured questionnaire and a total of 1.314 usable responses were collected from the supermarkets in Greece. Structural equation modeling techniques were used to test the measurement using SmartPLS 4.0 statistical software. The results identified emotional attachment as a critical driver for brand detachment. Customers that are highly detached with a brand are likely to adopt negative WOM behaviour and negative brand loyalty. Therefore, managers are encouraged to create brands that people will have positive emotions about and adore.

**Keywords:** *brand detachment emotional attachment WOM*