

IMPROVING OBSESSIVE-COMPULSIVE BUYING THROUGH BRAND ATTACHMENT AND HEDONIC VALUE: CUSTOMER-BASED BRAND VALUE

Roymon PANJAITAN¹, Irawan YUSWONO², Arif AFENDI³, Elia ARDYAN⁴

¹Department of Management, Universitas Dian Nuswantoro, Semarang, Indonesia

²Department of Management, STIE Totalwin, Semarang, Indonesia

³Department of Management, Universitas Islam Negeri Walisongo, Semarang, Indonesia

⁴Department of Management, Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar, Makassar, Indonesia

Article History:

- received 19 December 2023
- accepted 22 September 2024

Abstract. This study aims to explore how hedonic value influences obsessive-compulsive buying behavior by examining the mediating roles of brand attachment and customer-based brand value. The research addresses inconsistencies in previous studies on the influence of hedonic market value on obsessive-compulsive buying by integrating brand attachment and customer-based brand value as key factors. The literature review reveals a gap in understanding the mediating role of these variables in the relationship between hedonic value and compulsive buying. Six hypotheses were developed and tested using PLS-SEM within a sample of 246 customers in Central Java, Indonesia. The results highlight that customer-based brand value significantly mediates the impact of hedonic value on brand attachment, which in turn enhances obsessive-compulsive buying. Additionally, the study finds that brand attachment directly contributes to the increase in compulsive buying behavior. The findings suggest that a positive customer experience, influenced by strong brand identity, is crucial in fostering brand attachment and subsequently driving obsessive-compulsive purchasing. This research provides a comprehensive understanding of how hedonic and brand-related factors interact to influence consumer behavior.

Keywords: obsessive-compulsive buying, brand attachment, hedonic value, customer-based brand value.

JEL Classification: M30, M31, M21.

✉ Corresponding author. E-mail: roymon@dsn.dinus.ac.id

1. Introduction

The growth of heterogeneous business innovation encourages individual behavior to actualize themselves to the use of new products. New product development becomes the business strategy of a product brand to stimulate prospective consumers to plan purchases. The fashion industry still dominates the obsession of individual behavior towards the latest business development phenomena. Furthermore, this buying obsession should be more deeply studied from the perspective of the emergence of hedonistic values leading to compulsive buying. The higher obsession with purchasing behavior can be caused by the impact of brand attachment (Ebrahimi et al., 2020; Flight & Sacramento, 2015; Gunawan & Bernarto, 2020; Japutra et al., 2022; Lim et al., 2020) and hedonic values (Ali et al., 2020; Ali et al., 2021; Çavuşoğlu et al., 2020; Tarka et al., 2022a, 2022b). So, the importance of this research lies in addressing the gaps related to excessive consumerism, which can ultimately

harm brand reputation in the long term (Japutra et al., 2019). In addition, hedonic and social motives affect consumer response to the promotion of daily online transactions (Kukar-Kinney et al., 2016), resulting in obsessive-compulsive disorder (Figuee et al., 2016; Filomensky & Tavares, 2021; Kim et al., 2018; Oliveira et al., 2019). So, there are two questions in this study:

- RQ1: How can the potential of brand attachment increase obsessive-compulsive buying from the high value of hedonics?
- RQ2: Can the value of hedonism be improved through the role of customer-based brand value towards obsessive-compulsive buying?

So, the self-congruence theory (SCT) approach is expected to perfect the limitations of previous research to acquire the novelty of knowledge.

Previous marketing science studies on customer behavior show that hedonic value affects obsessive-compulsive buying. Several research have revealed that the desire

to shop value exceeds personal financial management in shopping (Eren et al., 2012). Gender as a moderation with neuroticism, extraversion, and openness to experience may enhance compulsive buying more for women than males. Research indicates that hedonic motivation, hedonic value, and brand attachment positively impact obsessive-compulsive buying behavior (Evangelin et al., 2021; Horváth & Adigüzel, 2017). Brand attachment enhances compulsive brand buying in the future, according to Flight and Sacramento (2015), Wang et al. (2022). Consumers are more loyal to products that reflect their ideal selves (Flight & Sacramento, 2015). In contrast, role, value, and social shopping were adversely relevant for obsessive-compulsive buying in multiple research (Ali et al., 2020). Hedonic values and obsessive-compulsive buying are negatively correlated through brand attachment, according to Lim et al. (2020). We investigated “what kind of customer-based brand value impacts brand attachment to bridge hedonic values to increase obsessive-compulsive buying” after these conflicting findings.

Considering contradictory hedonic value findings for obsessive-compulsive buying, the study used Self-Congruence Theory to fill this research gap. SCT emphasizes the individual’s self-concept because his attitude can be directed anywhere according to life experiences. This theoretical perspective also adds innovation to customer-based brand value. Product emotional, epistemic, social, and rational values reflect brand value (Markus & Kunda, 1986; Sirgy, 1982). Furthermore, the development of this theoretical perspective provides originality to the importance of customer-based brand value. Brand value can be reflected in the emotional, epistemic, social and rational values inherent in the product (Gupta et al., 2020).

Thus, this study develops a conceptual model of hedonic value, customer-based brand value, brand attachment, and obsessive-compulsive buying to address gaps in the literature. The novelty of this study lies in its application of Self-Congruence Theory (SCT) to better understand the psychological mechanisms driving obsessive-compulsive buying behavior, particularly within the context of developing countries like Indonesia. By integrating SCT with the concepts of brand attachment and customer-based brand value, this research highlights the critical mediating roles these factors play in linking hedonic value to obsessive-compulsive buying. These insights contribute significantly to the academic literature on consumer behavior while also providing practical implications for marketers seeking to enhance brand loyalty and manage consumer purchasing behavior in competitive markets.

Product utility and product utility symbol function are two elements of the consumer-brand relationship (Gorbaniuk et al., 2015; Vázquez et al., 2002; Zarantonello et al., 2020), which can be measured by brand, hedonic, and symbolic utility. Brand attachment is a long-term consumer-brand relationship emotion, according to Liu et al. (2020b). Indonesia was chosen for this study for two reasons: First, developing countries like Indonesia have significant hedonic value, which leads to brand fanaticism, especially

for foreign products. Second, Indonesian shoppers equate discounts with obsessive-compulsive purchasing due to their hedonic value. Thus, current study develops a conceptual model of hedonic value, customer-based brand value, brand attachment, and obsessive-compulsive buying to fill the literature gap. The remainder of this paper is structured as follows: the next section reviews relevant literature and hypothesis development. This is followed by the research methodology, which details the data collection process, and analytical techniques employed. The results section presents the findings of the study, which are then discussed in the context of existing literature. Finally, the paper concludes with the implications of the findings, limitations of the study, and suggestions for future research.

2. Literature review and hypothesis development

2.1. Hedonic value and customer-based brand value

This study explores the multidimensional concept of hedonic value, focusing on the pleasurable and emotional facets of consumers’ shopping experiences (Kim & Lee, 2024; Lee & Park, 2024). Hedonic value is a crucial driver of purchasing behavior, as it encompasses the amusement, enjoyment, and personal significance that consumers derive from their consumption activities (Taufique et al., 2024). Previous research has suggested that hedonic attributes and benefits act as key motivators for consumers, particularly when purchasing prestigious brands that convey personal relevance and hedonic value (Gladstone et al., 2024). This study aims to further understand how hedonic value, grounded in hedonic consumption theory, influences consumer-based brand value.

Hedonic value, which originated from hedonic consumption theory, emphasizes the pleasure and gratification that consumers experience during shopping (Mehrotra et al., 2024; Singh & Milan, 2025). This value is often linked to amusement, excitement, and personal significance, which can sometimes lead to compulsive buying behavior (Horváth & Adigüzel, 2017; Ling et al., 2024). Consumers frequently associate hedonic value with brands that symbolize prestige or luxury, leading to varying emotional outcomes, such as happiness or disappointment, depending on their expectations (Tran et al., 2023). Fundamentally, hedonic value remains highly individualized, reflecting unique personal preferences and emotional responses during shopping (Uluturk & Asan, 2024).

Hedonic values are deeply subjective and personal (Alsoud et al., 2024). Consumers driven by hedonic motivations typically seek pleasurable or exciting experiences during their purchasing process, expecting emotionally fulfilling shopping activities (Picot-Coupey et al., 2021). When consumers derive genuine enjoyment from their purchases, they are less likely to engage in impulsive

buying (Coelho et al., 2023; Etxaburu et al., 2023). However, high levels of hedonic shopping values often correlate with compulsive purchasing behaviors, where individuals seek products that provide temporary emotional satisfaction (Lim et al., 2020). Variations in hedonic shopping values significantly influence purchasing decisions, especially for branded products associated with prestige or luxury (Rosendo-Rios & Shukla, 2023; Zhao et al., 2022). Given the significant role of hedonic value in shaping brand perceptions and evaluations, this study investigates its impact on customer-based brand value. Therefore, this study proposes the following hypothesis:

H1: Hedonic value has a positive effect on customer-based brand value.

2.2. Hedonic value and brand attachment

Hedonic value has long been recognized as a crucial factor in consumer behavior, representing the entertainment aspect and emotional value inherent in shopping experiences (Coelho et al., 2023; Kim et al., 2023). Existing research suggests that the pursuit of hedonic benefits serves as a primary driver for consumers to purchase products, as they seek to maximize their happiness and personal satisfaction through these purchases (Ong et al., 2022). Prestigious brands are particularly adept at providing consumers with a perceived sense of hedonic value, which reflects and aligns with their salient hedonic motivations and preferences (Choi et al., 2024). The ability of these prestigious brands to deliver on this hedonic dimension is a key factor in fostering brand attachment and loyalty among their target consumers (Abdul Aziz et al., 2023).

The existing literature indicates that brand attachment is formed when key aspects of self-satisfaction, such as being enjoyable, entertaining, and enriching, are fulfilled through the consumption of a particular brand (Liu et al., 2020a; Sun et al., 2024). Consumers perceive this as a means of connecting the brand to their own self-concept, as the brand becomes a vehicle for delivering the desired hedonic value (Yuan et al., 2022). Furthermore, product quality and the overall level of perceived happiness derived from using a brand have been found to positively influence the formation of brand attachment (Jeon, 2022; Zheng & Xu, 2024). Specifically, when consumers are able to derive a sense of enjoyment, entertainment, and personal fulfillment from their interaction with a brand, they are more likely to develop a strong emotional bond and attachment to that brand (Huaman-Ramirez & Merunka, 2019; Ugalde et al., 2022). This attachment is further reinforced when the brand delivers high-quality products and services that consistently meet or exceed the consumer's expectations, leading to a heightened sense of happiness and satisfaction (Guru et al., 2024; Welch et al., 2024). Based on the above, we make the following hypothesis:

H2: Hedonic value has a positive effect on brand attachment.

2.3. Consumer based brand value and brand attachment

The resources used by a business to achieve competitive differentiation from rivals are what give a brand its value (Diallo et al., 2020). According to Faschan et al. (2020), tangible and intangible components contribute to brand value, which is based on brand qualities. A product's physical attributes refer to its tangible brand value, whereas customers' perceptions of the brand name determine its intangible brand value (Castro-González et al., 2024). Brand managers work to increase their brand's value to retailers in competitive markets where numerous brands sell comparable items (Li & Aisaiti, 2024). This, in turn, helps increase their brand's market share and motivates retailers to sell more of their brands (Li et al., 2022). Although it is impossible for retailers to promote all brands due to limited resources, they may strategically choose to promote certain brands that are considered to have superior brand value (Michel et al., 2022).

Brand value shows the ability of a brand to carry out its functions through a series of business activities in a way that enables managers to achieve the company's business goals (Gupta et al., 2020). Rather, the meaning of branding reflects the brand's ability to move the market better than competitors in a market (Liu et al., 2020a). Competing in the marketplace requires brand managers to utilize brands efficiently to differentiate the value they offer consumers from the value of their competitors (Kim et al., 2010; Leek & Christodoulides, 2012).

Customer relationships create brand value. Consumer thoughts and actions determine brand value (Anselmsson & Bondesson, 2015; Bick, 2009; Skandalis, 2023). Our research uses emotional, social, epistemic, and rational brand value as independent factors to determine brand value for brand patenting leverage. In this study, we measure brand value from the consumer's perspective. Consumer-based brand performance measurements are collected and modeled to achieve brand attachment and encourage obsessive purchasing.

Emotional value, rational value, epistemic value, social value

A brand's emotional pleasure shows consumers its worth and helps it gain market share through customer equity (Perez-Villarreal et al., 2019). Customers appreciate this capability because it enhances their own emotional fulfillment and satisfaction (Zheng & Xu, 2024). Customers respect this capacity because it boosts emotional fulfillment. Brand consistency in emotional value helps people connect with the brand (Gupta et al., 2018; Gupta et al., 2020). Organizations often seek cost-effective ways to achieve their goals, and one strategy is for manufacturers to offer incentives for bulk purchases to drive increased sales volume (Kalra et al., 2023). Due to high demand, customers who buy bulk expect a brand's products to flow quickly to their client segments. Customers respect this brand because it boosts profits and helps them reach

business goals (Akram et al., 2021). To boost client satisfaction, loyalty programs should offer distinctive benefits. A novel program can provide customers with epistemic value, which arises from a product's ability to engage their curiosity or satisfy their need for novelty, knowledge, or variety (Hasan, 2022). Epistemic value comes from a product's ability to engage curiosity or satisfy a person's need for novelty, knowledge, or variety (Zheng & Xu, 2024). Innovation drives consumer epistemic value by seeking to engage curiosity to the greatest extent (Furukawa et al., 2019). Our research suggests that this approach can significantly increase a product's overall appeal. Additionally, social values play an important role in shaping social standing and acceptance (Wang et al., 2024) This includes both social capital and broader societal welfare. It has been suggested that social value reflects customers' acceptance within their social environment (Chen & Zhang, 2021). When applied to goods purchases, social value influences customers' purchase intentions (Chi et al., 2021). Research on the intention to buy electric vehicles indicated that perceived social worth positively and significantly affects customer satisfaction when environmentally friendly innovation is the key attribute (Hassan, 2017). Our research suggests that social values are a multifaceted component that affects consumers' purchase intentions and branding. The following hypothesis is proposed:

H3: Consumer-based brand value has a positive effect on brand attachment.

2.4. Brand attachment and obsessive-compulsive buying

Self-congruity is the level of harmony between the consumer's self-concept and brand personality (Sirgy, 1982). This is the main motivator of consumer behavior (Sirgy et al., 1991; Sirgy & Su, 2016). Self-congruity is actually consistent with the notion of self-motivation, where consumers behave continuously based on their own perceptions (Chauhan et al., 2021). Meanwhile, ideal self-congruence closely related to the view which states that individuals have the intention to look for ways to increase their self-esteem (Sirgy et al., 1991). Consumers use brands to express their true or ideal self-concept (Astakhova et al., 2017). To express their true selves, consumers are guided by self-verification motives, whereas to express their ideal selves, consumers are guided by self-enhancement motives (Astakhova et al., 2017; Chauhan et al., 2021). Aboulnasr and Tran (2019) show that improved brand quality can trigger self-verification and increased self-motivation. Therefore, the stronger the harmony between the brand and the actual or ideal self-concept, the stronger the emotional attachment to the brand. Consumers can be attached to certain brands because they are materialistic and feel anxious about their existence and need a symbol of security (Klabi, 2020; Wen et al., 2019). Brand attachment and materialism predispose individuals to compulsive buying, which is expected to escalate significantly (Somma et al., 2023; Wei et al., 2022). This behavior is motivated

by a desire to provide oneself with a sense of comfort and security (Bian & Haque, 2020; Tarka & Kukar-Kinney, 2022). In other words, individuals may become materialistic to reduce their anxiety. Anxiety may increase compulsive buying behavior (Neale & Reed, 2023). On the other hand, Lim et al. (2020) suggest that individuals who are highly attached to a brand tend to spend more time or money on that particular brand. Kaufmann et al. (2016) show that consumers who display a brand higher are more likely to purchase products from that brand, whether genuine or counterfeit. Brands are able to evoke nostalgic experiences or consumer memories by taking consumers to past events (Kessous et al., 2015; Wen et al., 2019). If a brand is able to enhance nostalgic experiences, consumers will become more attached to the brand and increase their tendency to collect that brand (Gilal et al., 2021; Shimul & Phau, 2023). Thus, adopting a stronger brand may lead to a higher tendency for compulsive buying. Therefore, the following hypothesis is put forward:

H4: Brand attachment has a positive effect on obsessive-compulsive purchasing.

2.5. Hedonic value, brand attachment, customer-based brand value and obsessive-compulsive buying

Compulsive buying, often considered the "dark side" of consumer behavior problems, is an uncontrolled and obsessive tendency that has become increasingly prevalent in modern consumer societies (Japutra et al., 2022; Sun & Bao, 2023). Some researchers argue that it is related to behavioral addictions like shopaholics and excessive purchasing (Japutra et al., 2019; Lavuri & Thaichon, 2023), leading to unfavorable consequences such as shame, guilt, and regret (Rai et al., 2022). However, research also shows that it can provide intense pleasure and excitement (Horváth & Adıgüzel, 2017), reducing individual anxiety and helping consumers escape from life stresses (Harnish et al., 2019; Japutra et al., 2022). Compulsive buying can also serve to overcome negative emotions (Mestre-Bach et al., 2023; Neale & Reed, 2023). Hedonic value reflects the fulfillment of hedonic expectations (Le, 2023), motivated by the desire for experience, pleasure, and excitement. This research suggests a significant relationship between hedonic value and compulsive buying.

Customer-based brand value reflects consumer perceptions about the value and quality of a brand (Fazal-Hasan et al., 2018), including elements like trust, satisfaction, loyalty, and positive associations (Gupta et al., 2018; Koay et al., 2020). Previous research shows that hedonic values positively influence customer satisfaction. In other words, the greater the hedonic value perceived by consumers, the higher the customer satisfaction (Lee & Wu, 2017) and the stronger their attachment to the brand (Koskie et al., 2023; Sun et al., 2024; Ugalde et al., 2022). Customer-based brand value plays an important role as a mediator between the influence of hedonic value on brand attachment, indicating the relationship between hedonic

value and brand attachment involves consumer perceptions and judgments about the brand's value.

H5: Hedonic value has a positive effect on brand attachment through compulsive buying.

H6: Hedonic value has a positive effect on brand attachment through customer-based brand value.

3. Research method

3.1. Data collection samples and techniques

The test was conducted quantitatively using the PLS-SEM statistical method. The respondents in Table 1 consisted of 246 customers who engaged in obsessive-compulsive buying behavior, as measured through questionnaires based on indicators related to the four variables. The sample design was carried out randomly to maintain the quality of the results that refer to the previous theory and empirical studies so that the results can be trusted (Hair et al., 2011). The research scale was a Likert scale, which is a survey scale for selecting approval (answers) to questions on the instrument ranging from 1 (strongly disagree) to 5 (strongly agree). The methodological stages in this study involve four main steps. First, the research framework was developed based on an extensive literature review, identifying key variables and their relationships, particularly those related to hedonic value, customer-based brand value, and brand attachment, all of which influence obsessive-compulsive buying behavior. This framework guided the formulation of hypotheses and the selection of appropriate statistical methods. Second, the questionnaire development involved a literature review, statement formulation, and pilot testing. The literature review ensured that the questions were based on validated and reliable measures. Each item was then formulated to measure specific aspects of the constructs being studied. A pilot test was conducted with 50 respondents to assess the clarity, reliability, and validity of the questionnaire. Finally, the questionnaire was distributed using purposive sampling, chosen because the study specifically required respondents who met the criteria of frequency of time shopping with the most preferred brands. The study model was analyzed using the SEM-PLS (Partial Least Square) structural equation model technique with smart PLS 3.0 software. SEM-PLS techniques can be used effectively on small sample sizes with complex models. Furthermore, SEM Techniques can evaluate the results of mediation while simultaneously time (Tabachnik & Fidell, 2012). The SEM-PLS model is tested in two stages: the measurement model (outer model) and the structural model (inner model).

To evaluate discriminant validity, it was essential for the structural equation modeling (SEM) model to effectively differentiate between distinct constructs or variables and not perceive them as synonymous with one another. This assessment involved calculating the square root of AVE and comparing the concept to the inter-correlation among the variables. Furthermore, when the square root

Table 1. Demographic profile of respondents (n = 246) (source: authors' own data collecting, 2023)

No.	Characteristics		Total	%
1	Sex	Male	158	64.2
		Female	88	35.8
2	Age	< 20 years old	48	19.4
		> 20 years old	94	38.3
		> 30 years old	26	10.4
		> 40 years old	72	29.4
		> 50 years old	6	2.5
3	Education	Senior High School	82	33.4
		Bachelor's degree	126	51.2
		Master's degree	27	10.9
		Doctoral Degree	6	2.5
		Others	5	2.0
4	Jobs	Student	125	67.3
		Entrepreneur	20	14.5
		Professional	20	2.7
		Private Employees/ Government Officials	60	24.4
		Others	21	8.5
5	Brand fanaticism towards services/products.	Fashion	86	34.8
		Cosmetic	45	18.4
		Household needs	26	10.4
		Culinary	44	17.9
		Others	45	18.4
6	Frequency of time shopping with the most preferred brands	1 time for a week	12	5
		1–3x for a month	53	21.4
		1–3x for 6 months	18	11.9
		More than 3x for 6 months	12	5
		Uncertain	151	56.7

exceeded the correlation between the variables, the instrument had strong validity (Hair Jr et al., 2017). According to Table 2, the instrument is judged as authentic where the AVE square root value exceeds the correlation between variables. validity and reliability measurement results are shown in Table 2, while the proposed hypothesis test is in Table 3.

Table 2 shows that all variables have a positive factor loading value with a critical ratio \geq of 2.0, which is significant and reflects its latent variables. All variables are measured and reflected by the adequate regression weight of the positive value of loading factors with a critical ratio of \geq 2.0 (Arbuckle, 2011) hereby indicating the well-received of these indicators from all related variables.

Furthermore, convergent validity testing of each indicator used for its latent variable, shows that the average loading factor value is more than the acceptable threshold of 0.70, where convergent validity is confirmed. Meanwhile, the value of the Average Variance Extracted (AVE) latent variable is also proven to be appropriate with an average above 0.50, which indicates the validity and acceptance of the instruments used in this study. All latent variables used

Table 2. Measurement of validity, reliability, adjusted square and R – Square (source: data processed, 2023)

Variable	Dimension/ Indicator	Loading Factor	Critical Ratio
Hedonic Value (X1) AVE = 0.698 CRI = 0.902 CA = 0.855	Adventure Shopping	0.767	12.217
	Gratification Shopping	0.853	30.955
	Role Shopping	0.868	34.410
	Value Shopping	0.850	20.968
Brand Attachment (Z1) AVE = 0.743 CRI = 0.896 CA = 0.827	Self-brand connection	0.898	47.072
	Brand prominence	0.840	25.548
	Utilitarian value	0.847	26.282
Customer Based Brand Value (Z2) AVE = 0.753 CRI = 0.859 CA = 0.674	Emotional value	0.845	20.071
	Social value	0.890	42.443
Obsessive-Compulsive Buying (Y) AVE = 0.666 CRI = 0.923 CA = 0.899	Irresistible impulse	0.863	31.673
	Loss of control	0.702	7.251
	Carrying on despite adverse consequences	0.875	34.934
	Buy things even though don't intend	0.769	15.725
	Focus on acquisition rather than usage	0.844	25.764
	Shopaholic	0.830	23.395
R – Square (R ²) – Y			0.763
R – Square (R ²) – Z2			0.322
Adjusted R Square – Y			0.738
Adjusted R Square – Z2			0.740

*Notes: AVE = Average Variance Extracted; CRI = Construct Reliability Index; CA = Cronbach's Alpha.

have good reliability as seen from the Construct Reliability Index (CRI) above 0.70; and Cronbach's Alpha (CA) is more than 0.70. This is because the validity and reliability of the data instrument met the required limit values, hence the authors proceeded to the hypothesis testing process.

4. Hypothesis testing

The study proposed 4 hypotheses, and using analyzing Table 3 and Figure 1, it was observed that all suggested hypotheses were accepted. The results showed that (1) Brand Attachment had a positive and significant effect on Obsessive-Compulsive Buying, (2) Customer-Based Brand Value had a positive and significant impact on Brand Attachment, (3) Hedonic value had a positive and significant influence on Brand Attachment, (4) Hedonic value had a positive and significant influence on Customer Based Brand Value, (5) Brand Attachment mediated the relationship between hedonic value and Obsessive-Compulsive Buying.

Table 3. Hypothesis testing and goodness of fit result (source: data processed, 2023)

Hypothesis variable	Estimate	C.R	P-value	Conclusion
H1 Hedonic Value → Customer Based Brand Value	0.567	7.074	***	Supported
H2 Hedonic Value → Brand Attachment	0.705	14.201	***	Supported
H3 Consumer-based brand Value → Brand Attachment	0.253	4.387	***	Supported
H4 Brand Attachment → Obsessive-compulsive buying	0.860	29.318	***	Supported
H5 Hedonic Value → Brand Attachment → Obsessive-compulsive buying	0.606	11.284	***	Supported
H6 Hedonic Value → Customer-based Brand Value → Brand Attachment	0.123	3.228	***	Supported

The following is a figure of the Full structural model of obsessive-compulsive buying

Figure 1 illustrates the full structural model of Obsessive-compulsive buying, highlighting the significant relationships between Hedonic Value, Customer-Based Brand Value, Brand Attachment, and Obsessive-Compulsive Buying. The model demonstrates that Hedonic Value strongly influences both Customer-Based Brand Value (path coefficient 0.567) and Brand Attachment (path coefficient 0.705), indicating that consumers' hedonic experiences are crucial in shaping their brand perceptions and emotional connections. Additionally, Customer-Based Brand Value, composed of Emotional and Social Value, enhances Brand Attachment (path coefficient 0.253), suggesting that higher perceived brand value leads to stronger emotional attachment. Brand Attachment, in turn, exerts a substantial direct effect on Obsessive-Compulsive Buying (path coefficient 0.860), underscoring the role of emotional bonds in driving compulsive purchasing behavior. The model effectively captures the interplay between these variables, showing how hedonic experiences and perceived brand value contribute to obsessive-compulsive buying.

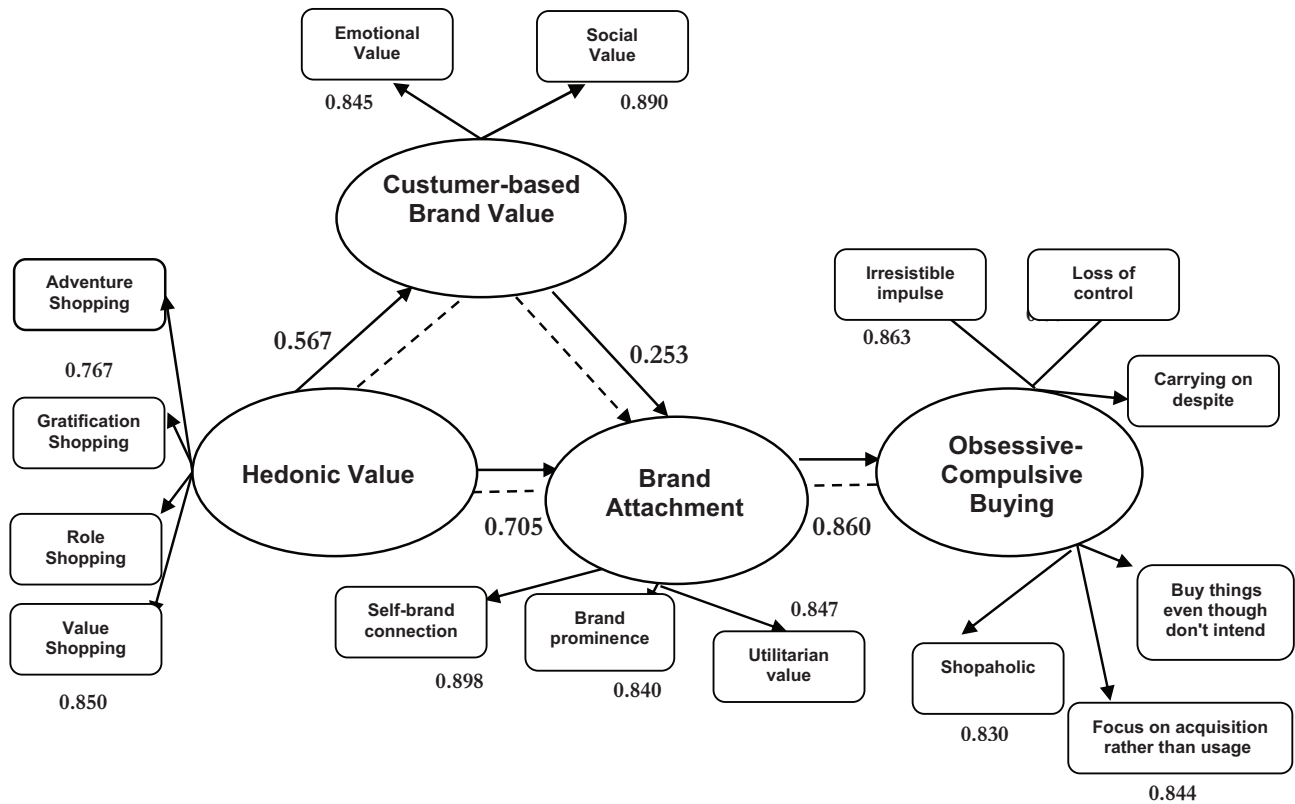


Figure 1. Full structural model – obsessive-compulsive buying

5. Discussion and conclusions

Since it comprises emotional and experiential happiness derived from a product or service, hedonic value helps build brand attachment. The joy, excitement, and pleasure from brand interaction surpassed product functionality (Triantafillidou & Siomkos, 2018). Emotionally charged experiences help consumers develop strong and lasting brand-consumer bonds. Positive emotional experiences led to brand attachment, characterized by deep and long-lasting loyalty. Hedonic value can cultivate emotional bonds (Rogayah & Nurlinda, 2023), as consumers view brands as an integral part of lifestyle and identity. This results in repeat business and brand advocacy, as satisfied customers share their positive experiences, enhancing the ratings of companies. The influence of hedonic value on brand attachment drives long-term client loyalty and brand integration into daily life.

The concept of customer-based brand value, which transforms the perspective on brand equity and value by moving away from isolating the brand from others (Winzar et al., 2018), is essential in influencing brand attachment. When individuals view the brand as offering significant value, there is a high possibility of developing strong emotional ties and attachment to the product. Customer-based brand value influences the resonance between a brand and its target audience's values, preferences, and aspirations. Brands that have a strong connection with the identity and lifestyle of consumers were more inclined to

elicit a profound sense of connection and loyalty. The congruence between the values held by customers and those espoused by the brand strengthened the emotional bond (Sheeraz et al., 2018), fortifying loyalty and establishing a basis for enduring customer connections. The strength and longevity of brand attachment were significantly influenced by the perceived value assigned by people.

The concept of customer-based brand value, which transforms the perspective on brand equity and value by moving away from isolating the brand from others (Winzar et al., 2018), is essential in influencing brand attachment. When individuals view the brand as offering significant value, there is a high possibility of developing strong emotional ties and attachment to the product. Customer-based brand value influences the resonance between a brand and its target audience's values, preferences, and aspirations. Brands that have a strong connection with the identity and lifestyle of consumers were more inclined to elicit a profound sense of connection and loyalty. The congruence between the values held by customers and those espoused by the brand strengthened the emotional bond (Sheeraz et al., 2018), fortifying loyalty and establishing a basis for enduring customer connections. The strength and longevity of brand attachment were significantly influenced by the perceived value assigned by people.

Brand attachment, which refers to a profound emotional bond and allegiance towards the brand (Ghorbanzadeh & Rahegh, 2021), can impact and potentially contribute to the manifestation of obsessive-compulsive buying

tendencies. When individuals establish strong emotional connections with a brand, it can play a substantial role in personal identity and self-expressive behavior (Japutra et al., 2019). In certain instances, this emotional attachment may progress into obsessive inclinations, where the persistent longing for emotional satisfaction becomes manifested through compulsive purchasing behaviors. Individuals could feel a desire to acquire goods or essential services from the affiliated brand to strengthen emotional attachment or pursue a sense of satisfaction. Brand serves as a solace, and compulsive purchasing behavior is motivated by the need to uphold or enhance the emotional gratification.

Brand attachment mediates the relationship between actual self-congruence and impulse buying and fully mediates the relationship between ideal self-fit and impulse buying (Japutra et al., 2019). In addition, hedonic value and brand attachment positively affect obsessive-compulsive purchases. So, brand attachment can mediate the effects of materialism and utilitarian value on compulsive buying (Lim et al., 2020). The higher the hedonic value inherent in the individual, the higher the hedonic position, which results in the most robust brand personality and credibility (Ugalde et al., 2023). Two findings are from the mediating role of brand attachment and customer-based brand value. First, the highest indicator of the role of brand attachment is self-connection, meaning that consumers' self-connection with brands promoted through influencers has a more substantial effect on individuals with a higher level of competitive orientation. A brand's high self-connection of individual hedonism has increased compulsive buying. Second, the highest indicator of customer-based brand value is social value, meaning the primary metric used to assess brand value based on customer perception. This shows that those interested in material goods with a global viewpoint are more likely to choose brands that match their desired vision.

In conclusion, this study aimed to construct a theoretical model addressing the inconsistencies associated with obsessive-compulsive buying through the lens of brand attachment. Acceptance of the projected hypothesis yielded several insights into connecting hedonic value with the escalation of obsessive-compulsive buying. Primarily, the reinforcement of SCT was based on the study of Liu et al. (2020b) and Mikulincer and Shaver (2005). Consumers viewed brands as significant entities, forming a connection by deriving hedonic value. The motivation for customers to shop for fashion items via retail m-commerce applications proved capable of stimulating hedonic value, thereby facilitating effective and convenient usage (Iyer et al., 2018; Parker & Wang, 2016). E-commerce applications enhance customer-based brand value, positioning hedonic value as a strategic lever to augment brand attachment. The rationale behind this path lies in considering hedonic value as the initial stage leading to increased brand attachment, forming an actual self-image and an inherent social self-image ideal within the individual. This concept was in line with the

core tenets of SCT (Sirgy, 1982). Individual attachment to a brand seeks to maximize happiness (Russell, 2015), and hedonic value inevitably leads to desire or excitement during the acquisition process (Russell, 2015), reflected in hedonism or enthusiasm throughout the procurement procedure (Ladhari, 2017). Brands with distinct characteristics offer hedonic perceptions of value, representing reasons or values that resonate personally (Vigneron & Johnson, 1999). Pleasure experienced during the purchasing process increases the chances of impromptu buying (Horváth & Adigüzel, 2017). Consequently, there was a perception that consumers who buy for both hedonic and utilitarian reasons were more susceptible to compulsive purchasing.

Managerial implication

This study reveals that hedonic value plays a crucial role in deepening consumers' emotional attachment to a brand, which in turn strengthens loyalty and drives repeat purchases. Marketers can apply this insight by crafting campaigns that focus on creating positive emotional experiences, thereby fostering stronger, long-term relationships with consumers. Additionally, the study highlights that customer-based brand value mediates this relationship, indicating that enhancing the perceived social and emotional value of a brand can further solidify its position and encourage consistent purchasing behavior. The potential for obsessive-compulsive buying behavior, however, underscores the need for marketers to design campaigns that are not only effective but also ethical, promoting responsible and sustainable consumption. These findings are particularly relevant for fashion brands in competitive markets, where understanding the influence of brand attachment on compulsive purchasing is critical. Misleading younger consumers could have long-term negative effects on business growth and brand reputation. Given that today's youth are more materialistic, focused on product functionality, and less loyal to brands, marketing strategies must adapt by tailoring packaging and communication to align with their preferences. Ultimately, staying attuned to trends and evolving shopping habits is essential for maintaining and growing a brand's success over time.

Limitation and future research

This study is subject to several limitations that warrant consideration. First and foremost, the analysis is inherently cross-sectional, comprising the simultaneous collection of data on both independent and dependent variables. Additionally, the context of the study was confined to a specific sample within Indonesia. At the same time, the concepts underlying hypotheses and measurements are generalist, potentially introducing cultural or regional biases. It is important to note that this study exclusively explored the impact of hedonic value on compulsive buying, without addressing the effects of impulsive buying behavior. This omission represents a significant limitation

in the discussion of study outcomes. Based on speculations, certain variables may serve as potential mediators, such as customer-based brand competitiveness or behavior. The potential exists for variables to function as moderators, considering factors like environmental conditions, cultural nuances, or gender dynamics. Considering these limitations, it is recommended that future investigations should leverage the skills and knowledge contained in cultural operant resources, using a consumer culture theory framework.

Acknowledgements

We express our special thanks to all respondents who have voluntarily participated in filling out our research questionnaire. Native Proofread Institute and STIE Totalwin, Universitas Dian Nuswantoro and Universitas Islam Negeri Wali-songo for their support in moral support in this article.

Author contributions

Irawan Yuswono is responsible for drafting the first conceptual ideas of the manuscript, data collection, and writing of limitations and future research sections. Roymon Panjaitan is responsible for editing template, review part of introduction, conclusion, and part writing on the managerial implication. Arif Afendy is responsible for writing part of methods, describe, and interpreting of the results. Elia Ardyan is responsible for writing discussion, adding literature review, and arrange the citation.

Disclosure statement

The authors declare that there was no competition or internal conflict until the final stage of this publication was published.

References

- Abdul Aziz, N., Othman, N. A., & Abdul Murad, S. M. B. (2023). The effects of social support and social media influencers' credibility on emotional brand attachment: The mediating roles of trust in multichannel. *Social Sciences & Humanities Open*, 8(1), Article 100727. <https://doi.org/10.1016/j.ssaho.2023.100727>
- Aboulnasr, K., & Tran, G. (2019). Is love really blind? The effect of emotional brand attachment on the perceived risk of really new products. *Journal of Product & Brand Management*, 29(1). <https://doi.org/10.1108/JPBM-09-2018-2005>
- Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of Retailing and Consumer Services*, 63, Article 102669. <https://doi.org/10.1016/j.jretconser.2021.102669>
- Ali, A., Li, C., Hussain, A., & Bakhtawar. (2020). Hedonic shopping motivations and obsessive-compulsive buying on the Internet. *Global Business Review*, 25(1). <https://doi.org/10.1177/0972150920937535>
- Ali, S., Mishra, M., & Javed, H. M. U. (2021). The impact of mall personality and shopping value on shoppers' well-being: Moderating role of compulsive shopping. *International Journal of Retail & Distribution Management*, 49(8). <https://doi.org/10.1108/IJRDM-07-2020-0272>
- Alsoud, M., Trawnih, A., Yaseen, H., Majali, T., Alsoud, A. R., & Jaber, O. A. (2024). How could entertainment content marketing affect intention to use the metaverse? Empirical findings. *International Journal of Information Management Data Insights*, 4(2), Article 100258. <https://doi.org/10.1016/j.ijime.2024.100258>
- Anselmsson, J., & Bondesson, N. (2015). Brand value chain in practise; the relationship between mindset and market performance metrics: A study of the Swedish market for FMCG. *Journal of Retailing and Consumer Services*, 25, 58–70. <https://doi.org/10.1016/j.jretconser.2015.03.006>
- Astakhova, M., Swimberghe, K. R., & Wooldridge, B. R. (2017). Actual and ideal-self congruence and dual brand passion. *Journal of Consumer Marketing*, 34(7). <https://doi.org/10.1108/JCM-10-2016-1985>
- Bian, X., & Haque, S. (2020). Counterfeit versus original patronage: Do emotional brand attachment, brand involvement, and past experience matter? *Journal of Brand Management*, 27, 438–451. <https://doi.org/10.1057/s41262-020-00189-4>
- Bick, G. N. C. (2009). Increasing shareholder value through building customer and brand equity. *Journal of Marketing Management*, 25(1–2), 117–141. <https://doi.org/10.1362/026725709X410061>
- Castro-González, S., Bande, B., & Fernández-Ferrín, P. (2024). "I love your brand! I engage with you, and I do online brand-related activities (COBRAs)": The role of brand value. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/EJMBE-10-2023-0331>
- Çavuşoğlu, S., Demirağ, B., & Durmaz, Y. (2020). Investigation of the effect of hedonic shopping value on discounted product purchasing. *Review of International Business and Strategy*, 37(3), 317–338. <https://doi.org/10.1108/RIBS-04-2020-0034>
- Chauhan, S., Banerjee, R., Chakraborty, C., Mittal, M., Shiva, A., & Ravi, V. (2021). A self-congruence and impulse buying effect on user's shopping behaviour over social networking sites: An empirical study. *International Journal of Pervasive Computing and Communications*, 17(4). <https://doi.org/10.1108/IJPC-01-2021-0013>
- Chen, M., & Zhang, W.-H. (2021). Purchase intention for hydrogen automobile among Chinese citizens: The influence of environmental concern and perceived social value. *International Journal of Hydrogen Energy*, 46(34), 18000–18010. <https://doi.org/10.1016/j.ijhydene.2020.11.099>
- Chi, T., Ganak, J., Summers, L., Adesanya, O., McCoy, L., Liu, H., & Tai, Y. (2021). Understanding perceived value and purchase intention toward eco-friendly athleisure apparel: Insights from U.S. millennials. *Sustainability*, 13(14), Article 7946. <https://doi.org/10.3390/su13147946>
- Choi, C.-J., Xu, J., & Min, D.-G. (2024). Investigating of the influence process on consumer's active engagement through emotional brand attachment and brand love. *Asia Pacific Journal of Marketing and Logistics*, 36(11). <https://doi.org/10.1108/APJML-10-2023-1028>
- Coelho, F., Aniceto, I., Bairrada, C. M., & Silva, P. (2023). Personal values and impulse buying: The mediating role of hedonic shopping motivations. *Journal of Retailing and Consumer Services*, 72, Article 103236. <https://doi.org/10.1016/j.jretconser.2022.103236>
- Diallo, M. F., Ben Dahmane Mouelhi, N., Gadekar, M., & Schill, M. (2020). CSR actions, brand value, and willingness to pay a premium price for luxury brands: Does long-term orientation matter? *Journal of Business Ethics*, 169(2), 241–260. <https://doi.org/10.1007/s10551-020-04486-5>

- Ebrahimi, E., Sadeghvaziri, F., & Abyaneh, S. S. (2020). The dark side of consumer–brand relationship: Do ideal self-congruence, brand attachment and personality factors affect negative consumer behaviors? *Iranian Journal of Management Studies*, 13(2), 289–315.
- Eren, S. S., Eroğlu, F., & Hacıoğlu, G. (2012). Compulsive buying tendencies through materialistic and hedonic values among college students in Turkey. *Procedia-Social and Behavioral Sciences*, 58, 1370–1377. <https://doi.org/10.1016/j.sbspro.2012.09.1121>
- Etxaburu, N., Momene, J., Herrero, M., Chavez-Vera, M. D., Olave, L., Iruarrizaga, I., & Estevez, A. (2023). Buying-shopping disorder, impulsivity, emotional dependence and attachment in adolescents. *Current Psychology*, 43, 1507–1518. <https://doi.org/10.1007/s12144-023-04425-3>
- Evangelin, M. R., Sulthana, A. N., & Vasantha, S. (2021). The effect of hedonic motivation towards online impulsive buying with the moderating effect of age. *Quality – Access to Success*, 22(184). <https://doi.org/10.47750/QAS/22.184.31>
- Faschan, M., Chailan, C., & Huaman-Ramirez, R. (2020). Emerging adults' luxury fashion brand value perceptions: A cross-cultural comparison between Germany and China. *Journal of Global Fashion Marketing*, 11(3), 207–231. <https://doi.org/10.1080/20932685.2020.1761422>
- Fazal-e-Hasan, S. M., Ahmadi, H., Mortimer, G., Grimmer, M., & Kelly, L. (2018). Examining the role of consumer hope in explaining the impact of perceived brand value on customer–brand relationship outcomes in an online retailing environment. *Journal of Retailing and Consumer Services*, 41, 101–111. <https://doi.org/10.1016/j.jretconser.2017.12.004>
- Figee, M., Pattij, T., Willuhn, I., Luigjes, J., van den Brink, W., Goudriaan, A., Potenza, M. N., Robbins, T. W., & Denys, D. (2016). Compulsivity in obsessive–compulsive disorder and addictions. *European Neuropsychopharmacology*, 26(5), 856–868. <https://doi.org/10.1016/j.euroneuro.2015.12.003>
- Filomensky, T. Z., & Tavares, H. (2021). Compulsive buying disorder. In *Textbook of addiction treatment* (pp. 979–994). Springer. https://doi.org/10.1007/978-3-030-36391-8_69
- Flight, R. L., & Sacramento, D. (2015). Brand attachment and the compulsive buyer. *International Journal of Academic Research in Business and Social Sciences*, 5(8), 157–171. <https://doi.org/10.6007/IJARBS/v5-i8/1773>
- Furukawa, H., Matsumura, K., & Harada, S. (2019). Effect of consumption values on consumer satisfaction and brand commitment: Investigating functional, emotional, social, and epistemic values in the running shoes market. *International Review of Management and Marketing*, 9(6), 158–168. <https://doi.org/10.32479/irmm.8713>
- Ghorbanzadeh, D., & Rahehagh, A. (2021). Emotional brand attachment and brand love: The emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*, 15(1), 16–38. <https://doi.org/10.1108/RAMJ-05-2020-0024>
- Gilal, R. G., Gila, N. G., Gila, F. G., & Gong, Z. (2021). The role of nostalgic brand positioning in capturing brand equity: Theoretical extension and analysis. *International Journal of Consumer Studies*, 46(1), 161–181. <https://doi.org/10.1111/ijcs.12653>
- Gladstone, J. J., Ruberton, P. M., Margolis, S., & Lyubomirsky, S. (2024). Does variety in hedonic spending improve happiness? Testing alternative causal mechanisms between hedonic variety and subjective well-being. *BMC Psychology*, 12(1), Article 98. <https://doi.org/10.1186/s40359-024-01599-8>
- Gorbaniuk, O., Sokolowski, T., Markowska, E., Czajka, K., & Mielczarek, A. (2015). Brand personality and consumer-based brand equity: A study among Polish consumers. In *Cultural perspectives in a global marketplace* (pp. 88–93). Springer. https://doi.org/10.1007/978-3-319-18696-2_37
- Gunawan, S. A., & Bernarto, I. (2020). Does brand attachment affect compulsive buying? Evidence of Indonesian customers fashion lifestyle. *International Journal of Advanced Science and Technology*, 29(5), 4392–4399.
- Gupta, S., Foroudi, P., & Yen, D. (2018). Investigating relationship types for creating brand value for resellers. *Industrial Marketing Management*, 72, 37–47. <https://doi.org/10.1016/j.indmarman.2018.03.012>
- Gupta, S., Gallear, D., Rudd, J., & Foroudi, P. (2020). The impact of brand value on brand competitiveness. *Journal of Business Research*, 112, 210–222. <https://doi.org/10.1016/j.jbusres.2020.02.033>
- Guru, R. R. D., Paulssen, M., & Japutra, A. (2024). Role of brand attachment and satisfaction in driving customer behaviors for durables: A longitudinal study. *European Journal of Marketing*, 58(1), 217–254. <https://doi.org/10.1108/EJM-01-2022-0028>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Harnish, R. J., Gump, J. T., Bridges, K. R., Slack, F. J., & Rottschaefer, K. M. (2019). Compulsive buying: The impact of attitudes toward body image, eating disorders, and physical appearance investment. *Psychological Reports*, 122(5), 1632–1650. <https://doi.org/10.1177/0033294118789042>
- Hasan, A. A.-T. (2022). Technology attachment, e-Attitude, perceived value, and behavioral intentions towards Uber-ride-sharing services: The role of hedonic, utilitarian, epistemic, and symbolic value. *Journal of Contemporary Marketing Science*, 5(3), 239–265. <https://doi.org/10.1108/JCMARS-01-2022-0002>
- Hassan, Z. (2017). Impact of social, epistemic and conditional values on customer satisfaction and loyalty in automobile industry: A structural equation modelling. *Journal of Marketing and Consumer Behaviour in Emerging Markets*, 2017(1), 29–44. <https://doi.org/10.7172/2449-6634.jmcbem.2017.1.3>
- Horváth, C., & Adigüzel, F. (2017). Shopping enjoyment to the extreme: Hedonic shopping motivations and compulsive buying in developed and emerging markets. *Journal of Business Research*, 86, 300–310. <https://doi.org/10.1016/j.jbusres.2017.07.013>
- Huaman-Ramirez, R., & Merunka, D. (2019). Brand experience effects on brand attachment: The role of brand trust, age, and income. *European Business Review*, 31(5). <https://doi.org/10.1108/EBR-02-2017-0039>
- Iyer, P., Davari, A., & Mukherjee, A. (2018). Investigating the effectiveness of retailers' mobile applications in determining customer satisfaction and repatronage intentions? A congruency perspective. *Journal of Retailing and Consumer Services*, 44, 235–243. <https://doi.org/10.1016/j.jretconser.2018.07.017>
- Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research*, 99, 456–463. <https://doi.org/10.1016/j.jbusres.2017.08.024>
- Japutra, A., Ekinci, Y., & Simkin, L. (2022). Discovering the dark side of brand attachment: Impulsive buying, obsessive-compulsive buying and trash talking. *Journal of Business Research*, 145, 442–453. <https://doi.org/10.1016/j.jbusres.2022.03.020>
- Jeon, H.-J. (2022). Does the relationship between brand attitude, brand attachment and purchase intention vary based on the type of prosocial expression-based brand emoji? *Journal of Product & Brand Management*, 31(8), 1180–1195. <https://doi.org/10.1108/JPBM-09-2021-3660>

- Kalra, A., Itani, O. S., & Rostami, A. (2023). Can salespeople use social media to enhance brand awareness and sales performance? The role of manager empowerment and creativity. *Journal of Business & Industrial Marketing*, 38(8), 1738–1753. <https://doi.org/10.1108/JBIM-01-2022-0056>
- Kaufmann, H. R., Petrovici, D. A., Filho, C. G., & Ayres, A. (2016). Identifying moderators of brand attachment for driving customer purchase intention of original vs counterfeits of luxury brands. *Journal of Business Research*, 69(12), 5735–5747. <https://doi.org/10.1016/j.jbusres.2016.05.003>
- Kessous, A., Roux, E., & Chandon, J.-L. (2015). Consumer-brand relationships: A contrast of nostalgic and non-nostalgic brands. *Psychology & Marketing*, 32(2), 187–202. <https://doi.org/10.1002/mar.20772>
- Kim, H. S., Hodgins, D. C., Torres, A. R., Fontenelle, L. F., do Rosário, M. C., de Mathis, M. A., Ferrão, Y. A., Miguel, E. C., & Tavares, H. (2018). Dual diagnosis of obsessive compulsive and compulsive buying disorders: Demographic, clinical, and psychiatric correlates. *Comprehensive Psychiatry*, 86, 67–73. <https://doi.org/10.1016/j.comppsy.2018.07.013>
- Kim, J., Kim, S. S., Jhang, J., Doust, N. A. S., Chan, R. Y. K., & Badu-Baiden, F. (2023). Preference for utilitarian or hedonic value options during a pandemic crisis: The moderation effects of childhood socioeconomic status and sensation-seeking. *International Journal of Hospitality Management*, 110, Article 103427. <https://doi.org/10.1016/j.ijhm.2023.103427>
- Kim, M., Kim, S., & Lee, Y. (2010). The effect of distribution channel diversification of foreign luxury fashion brands on consumers' brand value and loyalty in the Korean market. *Journal of Retailing and Consumer Services*, 17(4), 286–293. <https://doi.org/10.1016/j.jretconser.2010.02.006>
- Kim, Y., & Lee, H. (2024). Consumers' responses to metaverse ads: The roles of hedonic versus utilitarian appeal and the moderating role of need for touch. *Journal of Business Research*, 179, Article 114677. <https://doi.org/10.1016/j.jbusres.2024.114677>
- Klabi, F. (2020). To what extent do conspicuous consumption and status consumption reinforce the effect of self-image congruence on emotional brand attachment? Evidence from the Kingdom of Saudi Arabia. *Journal of Marketing Analytics*, 8, 99–117. <https://doi.org/10.1057/s41270-020-00073-9>
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2020). Perceived social media marketing activities and consumer-based brand equity. *Asia Pacific Journal of Marketing and Logistics*, 33(1). <https://doi.org/10.1108/APJML-07-2019-0453>
- Koskie, M. M., Freling, R. E., Locander, W. B., & Freling, T. H. (2023). The role of brand gratitude in consumer relationships with cool brands. *Journal of Product & Brand Management*, 33(4). <https://doi.org/10.1108/JPBM-02-2023-4343>
- Kukar-Kinney, M., Scheinbaum, A. C., & Schaefer, T. (2016). Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements. *Journal of Business Research*, 69(2), 691–699. <https://doi.org/10.1016/j.jbusres.2015.08.021>
- Ladhari, R. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, 34, 10–18. <https://doi.org/10.1016/j.jretconser.2016.09.005>
- Lavuri, R., & Thaichon, P. (2023). Do extrinsic factors encourage shoppers' compulsive buying? Store environment and product characteristics. *Marketing Intelligence & Planning*, 41(6), 722–740. <https://doi.org/10.1108/MIP-03-2023-0097>
- Le, X. C. (2023). A hedonic value-based consumer continuance intention model toward location-based advertising. *Revista de Gestão*, 31(1). <https://doi.org/10.1108/REG-08-2021-0165>
- Lee, C.-H., & Wu, J. J. (2017). Consumer online flow experience. *Industrial Management & Data Systems*, 117(10), 2452–2467. <https://doi.org/10.1108/IMDS-11-2016-0500>
- Lee, J., & Park, K. (2024). The effects of hedonic shopping values on loyalty towards small retailers: The moderating role of trust. *Journal of Retailing and Consumer Services*, 76, Article 103615. <https://doi.org/10.1016/j.jretconser.2023.103615>
- Leek, S., & Christodoulides, G. (2012). A framework of brand value in B2B markets: The contributing role of functional and emotional components. *Industrial Marketing Management*, 41(1), 106–114. <https://doi.org/10.1016/j.indmarman.2011.11.009>
- Li, G., & Aisaiti, G. (2024). The formation mechanism of social media platform brand value under the presumption logic from the perspective of value co-creation. *Kybernetes*. <https://doi.org/10.1108/K-01-2024-0273>
- Li, M.-W., Teng, H.-Y., & Chen, C.-Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Li, Z., Yang, H., & Xu, J. (2022). How to adopt mass customization strategy: Understanding the role of consumers' perceived brand value. *Computers & Industrial Engineering*, 173, Article 108666. <https://doi.org/10.1016/j.cie.2022.108666>
- Lim, X.-J., Cheah, J.-H., Cham, T. H., Ting, H., & Memon, M. A. (2020). Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1539–1563. <https://doi.org/10.1108/APJML-03-2019-0126>
- Ling, S., Zheng, C., Cho, D., Kim, Y., & Dong, Q. (2024). The impact of interpersonal interaction on purchase intention in livestreaming e-commerce: A moderated mediation model. *Behavioral Sciences*, 14(4), Article 320. <https://doi.org/10.3390/bs14040320>
- Liu, Y., Kou, Y., Guan, Z., Hu, J., & Pu, B. (2020). Exploring hotel brand attachment: The mediating role of sentimental value. *Journal of Retailing and Consumer Services*, 55, Article 102143. <https://doi.org/10.1016/j.jretconser.2020.102143>
- Markus, H., & Kunda, Z. (1986). Stability and malleability of the self-concept. *Journal of Personality and Social Psychology*, 51(4), 858–866. <https://doi.org/10.1037/0022-3514.51.4.858>
- Mehrotra, A., Agarwal, R., Khalil, A., Alzeiby, E. A., & Agarwal, V. (2024). Nitty-gritties of customer experience in metaverse retailing. *Journal of Retailing and Consumer Services*, 79, Article 103876. <https://doi.org/10.1016/j.jretconser.2024.103876>
- Mestre-Bach, G., Granero, R., Fernandez-Aranda, F., Potenza, M. N., & Jimenez-Murcia, S. (2023). Obsessive-compulsive, harm-avoidance and persistence tendencies in patients with gambling, gaming, compulsive sexual behavior and compulsive buying-shopping disorders/concerns. *Addictive Behaviors*, 139, Article 107591. <https://doi.org/10.1016/j.addbeh.2022.107591>
- Michel, G., Torelli, C. J., Fleck, N., & Hubert, B. (2022). Self-brand values congruity and incongruity: Their impacts on self-expansion and consumers' responses to brands. *Journal of Business Research*, 142, 301–316. <https://doi.org/10.1016/j.jbusres.2021.12.032>
- Mikulincer, M., & Shaver, P. R. (2005). Mental representations of attachment security: Theoretical foundation for a positive social psychology. In M. W. Baldwin (Ed.), *Interpersonal cognition* (pp. 233–266). The Guilford Press.
- Neale, O. T., & Reed, P. (2023). Role of visual social networking, hypersensitive narcissism, and anxiety sensitivity in online compulsive buying. *Telematics and Informatics Reports*, 11, Article 100069. <https://doi.org/10.1016/j.teler.2023.100069>

- Oliveira, E. C. B., Fitzpatrick, C. L., Kim, H. S., Gulassa, D. C. R., Amaral, R. S., Cristiana, N. d. M., Hayashiuchi, A. Y., McGrath, D. S., & Tavares, H. (2019). Obsessive–compulsive or addiction? Categorical diagnostic analysis of excoriation disorder compared to obsessive-compulsive disorder and gambling disorder. *Psychiatry Research*, 281, Article 112518. <https://doi.org/10.1016/j.psychres.2019.112518>
- Ong, A. K. S., Prasetyo, Y. T., Vallespin, B. E., Persada, S. F., & Nadlifatin, R. (2022). Evaluating the influence of service quality, hedonic, and utilitarian value on shopper's behavioral intentions in urban shopping malls during the COVID-19 pandemic. *Heliyon*, 8(12), e12542. <https://doi.org/10.1016/j.heliyon.2022.e12542>
- Parker, C. J., & Wang, H. (2016). Examining hedonic and utilitarian motivations for m-commerce fashion retail app engagement. *Journal of Fashion Marketing and Management: An International Journal*, 20(4). <https://doi.org/10.1108/JFMM-02-2016-0015>
- Perez-Villarreal, H. H., Martinez-Ruiz, M. P., & Izquierdo-Yusta, A. (2019). Testing model of purchase intention for fast food in Mexico: How do consumers react to food values, positive anticipated emotions, attitude toward the brand, and attitude toward eating hamburgers? *Foods*, 8(9), Article 369. <https://doi.org/10.3390/foods8090369>
- Picot-Coupey, K., Krey, N., Huré, E., & Ackermann, C.-L. (2021). Still work and/or fun? Corroboration of the hedonic and utilitarian shopping value scale. *Journal of Business Research*, 126, 578–590. <https://doi.org/10.1016/j.jbusres.2019.12.018>
- Rai, D., Jaisooriya, T. S., Narayanaswamy, J. C., Arumugham, S. S., & Janardhan Reddy, Y. C. (2022). Behavioural addictions in obsessive compulsive disorder – Prevalence and clinical correlates. *Psychiatry Research Communications*, 2(1), Article 100016. <https://doi.org/10.1016/j.psycom.2021.100016>
- Rogayah, G., & Nurlinda, R. A. (2023). Pengaruh brand image dan hedonic lifestyle terhadap keputusan pembelian melalui emotional value. *Indonesian Journal of Strategic Management*, 6(2), 83–95. <https://doi.org/10.25134/ijsm.v6i2.8354>
- Rosendo-Rios, V., & Shukla, P. (2023). When luxury democratizes: Exploring the effects of luxury democratization, hedonic value and instrumental self-presentation on traditional luxury consumers' behavioral intentions. *Journal of Business Research*, 155, Article 113448. <https://doi.org/10.1016/j.jbusres.2022.113448>
- Russell, B. (2015). *The conquest of happiness*. Routledge. <https://doi.org/10.4324/9780203821053>
- Sheeraz, M., Qadeer, F., Masood, M., & Hameed, I. (2018). Self-congruence facets and emotional brand attachment: The role of product involvement and product type. *Pakistan Journal of Commerce and Social Sciences*, 12(2), 598–616.
- Shimul, A. S., & Phau, I. (2023). The role of brand self-congruence, brand love and brand attachment on brand advocacy: A serial mediation model. *Marketing Intelligence & Planning*, 41(5), 649–666. <https://doi.org/10.1108/MIP-10-2022-0443>
- Singh, Y., & Milan, R. (2025). Utilitarian and hedonic values of gamification and their influence on brand engagement, loyalty, trust and WoM. *Entertainment Computing*, 52, Article 100868. <https://doi.org/10.1016/j.entcom.2024.100868>
- Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, 9(3), 287–300. <https://doi.org/10.1086/208924>
- Sirgy, M. J., Johar, J. S., Samli, A. C., & Claiborne, C. B. (1991). Self-congruity versus functional congruity: Predictors of consumer behavior. *Journal of the Academy of Marketing Science*, 14(4), 363–375. <https://doi.org/10.1007/BF02726512>
- Sirgy, M. J., & Su, C. (2016). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, 38(4), 340–352. <https://doi.org/10.1177/004728750003800402>
- Skandalis, A. (2023). Transitional space and new forms of value co-creation in online brand communities. *Journal of Business Research*, 155, Article 113392. <https://doi.org/10.1016/j.jbusres.2022.113392>
- Somma, A., Krueger, R. F., Markon, K. E., Gialdi, G., Di Leva, N., Falcone, E., Villa, M., Frau, C., & Fossati, A. (2023). Are problem buying and problem gambling addictive, impulsive, or compulsive in nature? A network analysis and latent dimension analysis study in Italian community-dwelling adults. *Psychiatry Research*, 321, Article 115100. <https://doi.org/10.1016/j.psychres.2023.115100>
- Sun, H., Dai, Y.-Y., Jeon, S.-S., Lee, R., Wang, H., Shi, X., Sun, L., & Wang, Y. (2024). The impact of brand authenticity on brand attachment, brand loyalty, willingness to pay more, and forgiveness – for Chinese consumers of Korean cosmetic brands. *Heliyon*, 10(16), Article e36030. <https://doi.org/10.1016/j.heliyon.2024.e36030>
- Sun, Y., & Bao, Z. (2023). Live streaming commerce: A compulsive buying perspective. *Management Decision*, 61(11), 3278–3294. <https://doi.org/10.1108/MD-10-2022-1461>
- Tabachnik, B. G., & Fidell, L. S. (2012). *Using multivariate statistics* (6th ed.). Pearson.
- Tarka, P., Harnish, R. J., & Babaev, J. (2022a). From materialism to hedonistic shopping values and compulsive buying: A mediation model examining gender differences. *Journal of Consumer Behaviour*, 21(4), 786–805. <https://doi.org/10.1002/cb.2037>
- Tarka, P., Harnish, R. J., & Babaev, J. (2022b). Hedonism, hedonistic shopping experiences and compulsive buying tendency: a demographics-based model approach. *Journal of Marketing Theory and Practice*, 31(2), 197–222. <https://doi.org/10.1080/10696679.2022.2026791>
- Tarka, P., & Kukar-Kinney, M. (2022). Compulsive buying among young consumers in Eastern Europe: A two-study approach to scale adaptation and validation. *Journal of Consumer Marketing*, 39(1), 106–120. <https://doi.org/10.1108/JCM-05-2020-3833>
- Taufique, K. M. R., Sabbir, M. M., Quinton, S., & Andaleeb, S. S. (2024). The different impact of utilitarian and hedonic attributes on web-based retail shopping behaviour through the lens of extended technology acceptance model. *International Journal of Retail & Distribution Management*, 52(4), 443–460. <https://doi.org/10.1108/IJRDM-08-2023-0505>
- Tran, T. P. T., Vo, A. T. N., Nguyen, A. H., & Nguyen, T. M. (2023). Exploring the mechanism of subjective social status on compulsive shopping behavior: A moderated mediation model of self-compassion and depression. *Journal of Rational-Emotive & Cognitive-Behavior Therapy*, 2, 226–244. <https://doi.org/10.1007/s10942-023-00509-y>
- Triantafillidou, A., & Siomkos, G. (2018). The impact of Facebook experience on consumers' behavioral brand engagement. *Journal of Research in Interactive Marketing*, 12(2), 164–192. <https://doi.org/10.1108/JRIM-03-2017-0016>
- Ugalde, C., Vila-Lopez, N., & Kuster-Boluda, I. (2022). Brand attachment toward functional, symbolic and hedonic brands. *Journal of Fashion Marketing and Management: An International Journal*, 27(3), 470–488. <https://doi.org/10.1108/JFMM-09-2021-0228>
- Uluturk, A. S., & Asan, U. (2024). Examining the moderating role of reasons in masstige luxury buying behavior. *Behavioral Sciences*, 14(1), Article 67. <https://doi.org/10.3390/bs14010067>

- Vázquez, R., Del Rio, A. B., & Iglesias, V. (2002). Consumer-based brand equity: Development and validation of a measurement instrument. *Journal of Marketing Management*, 18(1), 27–48. <https://doi.org/10.1362/0267257022775882>
- Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review*, 2(1), 1–15.
- Wang, Q., Hallin, A., Lång, S., & Barner-Rasmussen, W. (2024). The many social: How a social enterprise uses social media to communicate social capital-based social value. A case study. *Social Enterprise Journal*, 21(1). <https://doi.org/10.1108/SEJ-08-2023-0104>
- Wang, X., Ali, F., Tauni, M. Z., Zhang, Q., & Ahsan, T. (2022). Effects of hedonic shopping motivations and gender differences on compulsive online buyers. *Journal of Marketing Theory and Practice*, 30(1), 120–135. <https://doi.org/10.1080/10696679.2021.1894949>
- Wei, X., Jung, S., & Choi, T.-M. (2022). Share it or buy it? Exploring the effects of product brand attachment on commercial sharing services. *Journal of Business Research*, 153, 115–127. <https://doi.org/10.1016/j.jbusres.2022.08.029>
- Welch, E., Gligor, D., & Bozkurt, S. (2024). Exploring the impact of perceived social media agility on co-creation opportunities and brand attachment: The moderating role of technology reflectiveness. *Journal of Product & Brand Management*, 33(3), 397–409. <https://doi.org/10.1108/JPBm-12-2022-4275>
- Wen, T., Qin, T., & Liu, R. R. (2019). The impact of nostalgic emotion on brand trust and brand attachment. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1118–1137. <https://doi.org/10.1108/APJML-09-2018-0390>
- Winzar, H., Baumann, C., & Chu, W. (2018). Brand competitiveness: Introducing the customer-based brand value (CBBV) – competitiveness chain. *International Journal of Contemporary Hospitality Management*, 30(1), 637–660. <https://doi.org/10.1108/IJCHM-11-2016-0619>
- Yuan, C., Zhang, C., & Wang, S. (2022). Social anxiety as a moderator in consumer willingness to accept AI assistants based on utilitarian and hedonic values. *Journal of Retailing and Consumer Services*, 65, Article 102878. <https://doi.org/10.1016/j.jretconser.2021.102878>
- Zarantonello, L., Grappi, S., Formisano, M., & Brakus, J. (2020). How consumer-based brand equity relates to market share of global and local brands in developed and emerging countries. *International Marketing Review*, 37(2). <https://doi.org/10.1108/IMR-05-2018-0176>
- Zhao, S., Chen, P., Zhu, Y., Wei, F., & Liu, F. (2022). Usage, pleasure, price, and feeling: A study on shopping orientation and consumer outcome. *Frontiers in Psychology*, 13, Article 823890. <https://doi.org/10.3389/fpsyg.2022.823890>
- Zheng, L., & Xu, Y. (2024). Exploring the impact of athlete brand image on fans' behavioural outcomes: The role of emotional attachment and perceived price value. *International Journal of Sports Marketing and Sponsorship*, 25(4), 839–861. <https://doi.org/10.1108/IJSMS-01-2024-0030>