

# **Brand Attachments**

Joseph Priester

## **ABSTRACT**

This research investigates the influence of Brand Attachment on consumer behavior. The construct of Brand Attachment is conceptualized as the extent to which the self is implicated with the Brand. That is, does one consider the brand to be part of who they are. We demonstrate three primary results. First, Brand Attachment better predicts commitment and separation distress than traditional attitude approaches. Second, Brand Attachment is better able to predict behaviors that are more difficult to execute, whereas attitudes better predict behaviors that are easy to execute. Third, Brand Attachment mediates the influence of Satisfaction on Commitment. Based upon this set of findings, we argue for the importance of Brand Attachment, especially relative to traditional attitude and satisfaction perspectives.