

<https://africanjournalofbiomedicalresearch.com/index.php/AJBR>

Afr. J. Biomed. Res. Vol. 27(3s) (October 2024); 6450 - 6458

Review Article

A Study To Assess The Level Of Brand Addiction Among Under Graduate Students Of Selected Colleges Of Himachal Pradesh

Komal Rana^{1*}, Swati², Tanujai³, Teena⁴, Trisha Sood⁵, Vandana⁶, Muthu Kumaran⁷

^{1*} Assistant Professor, Akal College of Nursing, Eternal University, Baru Sahib.

^{2,3,4,5,6} Under Graduate Nursing, Akal College of Nursing, Eternal University, Baru Sahib.

⁷ Assistant Professor, Akal College of Nursing, Eternal University, Baru Sahib.

***Corresponding Author:** Komal Rana

*Assistant Professor, Akal College of Nursing, Eternal University, Baru Sahib.

Abstract: A brand defines as a name, term, symbol, logo, mark, sign or design used by companies in order to sell their products and to differentiate them from other. It represents the face of the company. BRAND ADDICTION is defined as the psychological state of any person that involves obsessive relationship between consumer and a specific brand.² Brand addiction is the way by which consumers attract towards brands. Consumer brand relationships include attachment to brand, brand love, brand passion, brand trust and loyalty.³ ADDICTIVE BEHAVIOUR is a behavior in which person become addicted to something. This include when someone becoming extremely passionate about something and developing an obsession and fixation.⁴ CONSUMER BRAND RELATIONSHIP, another name of this is BRAND RELATIONSHIP, it is a relationship between brands with consumer's feeling, thinking, with a product or company brand and the costumers are attracted by the prices and value of the product.⁵

Method: Quantitative approach and Descriptive research design was adopted, sample comprised of 509 under-graduate students selected using total enumerative sampling from selected schools of distt. Sirmour (H.P.). Data was collected using **BASCALE**.

Results: The results of the study showed that the presence of brand addiction among undergraduate students. Severe brand addiction is present in fewer students as compared to mild and moderate. The brand addiction is also compared with the selected socio demographic variables and if found to be significant (0.006) with mode of shopping $p < 0.5$ level of significance.

Discussion: The finding of the study has been discussed in the accordance with objectives of the study and previous reviewed literature. In the present study no. of students participated; Males 124 (24.4%) and females 385 (75.6%). In the other study the sample compromise of total 798 participants; 394 male and 404 females.¹⁸ The age were 18-45; with 18-25 (25.7%), 26-35(39.7%), 36-45 (34.6%).⁶ Undergraduate students were taken and in other study British citizens were include. The result of the study showed that 43% had mild, 34% had moderate, 19% had no brand addiction and 4% had severe brand addiction. Result states that 58 participants are compulsive buyers and 382 are brand addicts.⁶ Association of shopping mode with selected socio-demographic variables the result of the study found that only shopping mode ($\chi^2 = 17.925$; $p = .006$) and other selected socio-demographic variables were not associated with brand addiction.

Keywords: Brand addiction

Received: Sept, 2024

Accepted: Oct, 2024

DOI: <https://doi.org/10.53555/AJBR.v27i3S.3901>

© 2024 The Author(s).

This article has been published under the terms of Creative Commons Attribution-Noncommercial 4.0 International License (CC BY-NC 4.0), which permits noncommercial unrestricted use, distribution, and reproduction in any medium,

provided that the following statement is provided. "This article has been published in the African Journal of Biomedical Research"

INTRODUCTION

A brand defines as a name, term, symbol, logo, mark, sign or design used by companies in order to sell their products and to differentiate them from other. It represents the face of the company.¹

Different people can define the term "addiction" differently according to their perspective. Addiction is the repeated and compulsive involvement with a substance/ activity or behavior, because of its pleasure giving effect; despite the grave harm it causes to individual. The key part to this definition of addiction includes:

1. It includes substance or activities,
2. It leads to substantial harm to individuals,
3. It is repeated involvement of person despite substantial harm,
4. It continues because it was, pleasurable and valuable.

The term addiction includes activities such as gambling, sex, the internet, pornography and shopping.⁷

BRAND ADDICTION is defined as the psychological state of any person that involves obsessive relationship between consumer and a specific brand.² Brand addiction is the way by which consumers attract towards brands. Consumer brand relationships include attachment to brand, brand love, brand passion, brand trust and loyalty.³

ADDICTIVE BEHAVIOUR is a behavior in which person become addicted to something. This include when someone becoming extremely passionate about something and developing an obsession and fixation.⁴

CONSUMER BRAND RELATIONSHIP, another name of this is **BRAND RELATIONSHIP**, it is a relationship between brands with consumer's feeling, thinking, with a product or company brand and the costumers are attracted by the prices and value of the product.⁵

In today's consumer-driven society, brands play a pivotal role in shaping preferences, lifestyles, and identities. A brand can be defined as a name, term, symbol, logo, mark, sign, or design used by companies to promote their products and distinguish them from others. It serves as the face of a company, embodying its values and creating a distinct identity in the marketplace. With increasing consumerism, the concept of brand addiction has emerged, reflecting a deeper psychological relationship between individuals and specific brands.

Addiction, traditionally associated with substances such as drugs or alcohol, can also manifest in behaviors and activities that provide pleasure or fulfillment despite potential negative consequences. Behavioral addiction includes compulsive engagement in activities like gambling, internet use, shopping, and even brand consumption. The defining characteristics of addiction encompass repeated involvement despite harm, dependence, and a loss of control.

Brand addiction represents a psychological state characterized by an obsessive attachment to a particular brand. This relationship goes beyond loyalty or trust, involving compulsive consumer behaviors, where individuals continually engage with the brand due to the pleasure or satisfaction derived from it. The emotional bond with the brand can manifest as brand attachment, brand love, passion, and even compulsion, often blurring the line between preference and addiction.

In the context of young adults, especially undergraduate students, the impact of brand addiction becomes particularly significant. This demographic is highly exposed to brand marketing and often views brands as an extension of their self-identity, influenced by factors like social status, peer influence, and cultural values. The growing trend of brand-driven consumption among youth has raised concerns about the potential for addiction, which may affect their financial well-being, self-esteem, and life satisfaction.

The present study focuses on assessing the level of brand addiction among undergraduate students in selected colleges of Himachal Pradesh. India's consumer market is rapidly evolving, with young consumers exhibiting a strong inclination towards fashionable and popular brands. Understanding the extent and nature of brand addiction in this population is essential for identifying its underlying causes and socio-demographic associations. The findings will provide valuable insights for brand managers, educators, and psychologists to better understand how cultural values and personal characteristics shape consumer behavior.

By exploring the relationship between brand addiction and factors such as self-esteem and life happiness, this study aims to contribute to the literature on consumer psychology and behavioral addiction. It will also help in developing strategies to mitigate compulsive buying behaviors and promote healthier consumer practices among young adults.

Need for the study:

According to a survey, Indian consumers have well defined expectations and preferences when it comes to choosing brands, considering fashionable attributes equally important to reliability and ethical sourcing. India stood second after Poland on the list of countries whose consumers are being trying new products and services.⁸

This study will help the brand managers to identify how cultural values influence the consumer's reactions towards brands.

This study helps to identify brand addiction as a psychological state in which person gets emotionally attached to a brand by their compulsive behavior and this involves habit formation, dependence, loss of control related to the addicted brand.⁹

The study recognizes the relationship between self-esteem, life happiness in relation to brand addiction.

Consumer brand relationship may vary from brand attachment, brand liking, brand love, brand passion,

brand fashion, brand loyalty, brand trust, compulsive buying and brand addiction.¹⁰

Statement Of The Problem:

A study to assess the level of brand addiction among under graduate students of selected colleges of Himachal Pradesh.

Objectives Of The Study:

1. To identify the level of brand addiction among under graduate students.
2. To find out the association between brand addiction and selected socio-demographic variables.

Operational Definition:

1. **Brand:** it is defined as the name, sign, symbol of any product that is produced by different companies. Brand is the name offered by a company in order to sell their products and attract consumers.
2. **Addiction:** it is a compulsive and psychological dependence on any product which causes psychological and physiological symptoms in the absence of products.
3. **Brand Addiction:** it is the addiction for any specific brand.
4. **Undergraduate Students:** are the students of age 18-24 years who are still studying at colleges and universities for their Bachelor's Degree.

METHODOLOGY:

The methodology outlines the approach and techniques employed to assess the level of brand addiction among undergraduate students in selected colleges of Himachal Pradesh. The study adopts a systematic and structured approach to achieve the research objectives, ensuring that the findings are reliable and valid.

Research Approach

A quantitative research approach was utilized for this study, as it allows for the measurement and analysis of variables using statistical methods. The quantitative approach is well-suited for assessing the level of brand addiction and examining associations with socio-demographic factors, providing an objective evaluation of the extent of brand addiction in the target population.

Research Design

A descriptive research design was chosen for this study. The descriptive design is appropriate because the goal is to describe and assess the level of brand addiction among the target group without manipulating any variables. This design helps in understanding the prevalence and intensity of brand addiction and its relationship with different socio-demographic characteristics.

Research Setting

The research was conducted in selected colleges across Himachal Pradesh, covering both government and private institutions. The setting was chosen to ensure a

diverse representation of undergraduate students from various socio-economic backgrounds and educational environments.

Population

- **Target Population:** Undergraduate students (both boys and girls) aged 18-24 years.
- **Accessible Population:** Undergraduate students enrolled in selected government and private colleges in Himachal Pradesh who met the inclusion criteria.

Sample and Sampling Technique

- **Sample:** The sample comprised 509 undergraduate students aged 18-24 years who were studying in the selected colleges of Himachal Pradesh.
- **Sampling Technique:** A convenience sampling technique was used to select participants for the study. This non-probability sampling method was chosen due to the ease of accessibility and the feasibility of reaching the target group within the selected colleges. Students meeting the inclusion criteria were recruited from various colleges to participate in the study.

Sample Selection Criteria

- **Inclusion Criteria:**
 1. Undergraduate students (boys and girls) aged 18-24 years.
 2. Students currently studying in the selected colleges of Himachal Pradesh.
- **Exclusion Criteria:**
 1. Students who were not willing to participate in the study.
 2. Students studying in colleges outside Himachal Pradesh.
 3. Students below 18 years or above 24 years.

Data Collection Instrument

The study utilized a structured data collection tool divided into two sections:

- **Section A:** Socio-demographic data sheet capturing details such as gender, age, course, parental education, socio-economic status (annual income), type of family, residence, and number of siblings.
- **Section B:** BASCALE (Brand Addiction Scale) to measure the level of brand addiction. Developed by Mona Mrad and Charles Chi Cue in 2017, BASCALE is a 10-item Likert Scale with five response options:
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

Scoring Interpretation

The total score on the BASCALE was used to categorize participants' levels of brand addiction:

1. No Addiction: Scores between 10-20

2. Mild Addiction: Scores between 21-30
3. Moderate Addiction: Scores between 31-40
4. Severe Addiction: Scores between 41-50

Data Collection Procedure

Data was collected from students who met the inclusion criteria using the structured tool. Participants were informed about the study's purpose, and consent was obtained before their involvement. The questionnaire was administered to the students in a classroom setting, and data collection was carried out in a consistent

manner to ensure the accuracy and completeness of the responses.

Ethical Considerations

The study adhered to ethical guidelines to ensure the protection of participants' rights:

1. Informed consent was obtained from all participants.
2. Confidentiality of the participants' information was maintained.
3. Participants had the right to withdraw from the study at any time without any consequences.

RESULT AND DISCUSSION:

SECTION A: DESCRIPTION OF CHARACTERISTICS OF UNDERGRADUATE STUDENTS.

Table 4.1: Frequency and percentage distribution of undergraduate students based on their socio-demographic variables

N- 509

S. No	Socio Demographic Variable	Frequency (f)	Percentage (%)
1.	Gender		
	Male	124	24.4
	Female	385	75.6
2.	Age in years		
	18-19	20	3.9
	20-21	399	78.4
	22-23	78	15.3
	24	12	2.4
3.	Course		
	Professional	418	82.1
	Nonprofessional	91	17.9
4.	Father's Education		
	Primary	40	7.9
	Secondary	93	18.3
	Senior secondary	134	26.3
	Graduate	173	34.0
	Professional	69	13.6
5.	Mother's education		
	Primary	68	13.4
	Secondary	121	23.8
	Senior secondary	149	29.3
	Graduate	142	27.9
	Professional	29	5.7
6.	Socio-economic Status		
	<2.5 lakh	227	44.6
	2.5-5 lakh	141	27.7
	5-10 lakh	104	20.4
	>10 lakh	37	7.3
7.	Type of Family		
	Nuclear	352	69.2
	Joint	147	28.9
	Extended	10	2.0
8.	Residing in		
	Home	225	44.4
	Hostel (single)	28	5.5
	Hostel with Roommates	195	31.1
	Rented room/PG single	55	10.8
	Rented room with roommates	6	1.2
9.	Siblings		
	0	42	8.3

S. No	Socio Demographic Variable	Frequency (f)	Percentage (%)
	1	223	43.8
	2	144	28.3
	3	74	14.5
	>3	26	5.1
10.	Shopping Mode		
	Online	332	65.0
	Offline	177	34.8
11.	Time spends		
	1-2 hour	390	76.6
	3-4 hour	60	11.8
	5-6 hour	4	0.8
	>6 hour	2	0.4
	Offline (time spent)	53	10.4

Table 4.1: Shows the frequency and percentage distribution of brand addiction among undergraduate students based on their socio-demographic variables regarding gender that there was equal number of adolescents participated in the study and the number of females was slightly more 385 (76.6%), and the boys were 124 (24.4 %). With respect to age majority of the adolescents majority of them belonged to the age group 20-21 years 399 (78.4%) and rest were 18-19 years 20 (3.9%), 22-23 years 78 (15.3%), 24 years 12 (2.4%). Most of the adolescents were professional 418 (82.1%) and rest were non-professional 91 (17.9%). About the education level of father primary education 40 (7.9%), secondary 93 (18.3%), senior secondary 134 (26.3%), graduate 173 (34.0%), professional 69 (13.6%). In mother's education maximum 149 (29.3%), 142 (27.9%), 121 (23.8%), 68 (13.4%), 29 (5.7%) had senior secondary, graduate, secondary, primary and professional respectively. Most of the people belonged

to the annual income <2.5 lakh 227 (44.6%), 2.5-5 lakh had 141 (27.7%), 5-10 lakh had 104 (10.4%) and 37 (7.3%) had belongs to annual income >10 lakh respectively. 362 (69.2%) of the people living in nuclear family, 147 (28.9%) were from joint family and 10 (2.0) were from extended family. 226 (44.4%) people residing in home, 28 (5.5%) residing in hostel (single), 195 (31.1%) residing in hostel with roommates, 55 (10.8%) residing in rented room/ paying guest(single) whereas 6 (1.2%) people residing in rented room with roommates. 223 (43.8%) had 1 sibling, 144 (28.3%) had 2 siblings, 74 (14.5%) had 3 siblings, 42 (8.3%) people had 0 sibling and 26 (5.1%) had 3 siblings. Most of the people i.e. 331 (65.0%) do shopping through online whereas 177 (34.8%) people prefer doing shopping through offline mode. If their mode of shopping is online most of the people 390 (76.6%) spend 1-2 hours daily, 60 (11.9%) spend 3-4 hours, 4 (0.8%) spends 5-6 hours and 2 (0.4%) spend 6 hour daily.

SECTION B: BRAND ADDICTION AMONG UNDERGRADUATE STUDENTS

Figure 4.1: Pie chart depicting frequency and percentage distribution of brand addiction among undergraduate students. N- 509

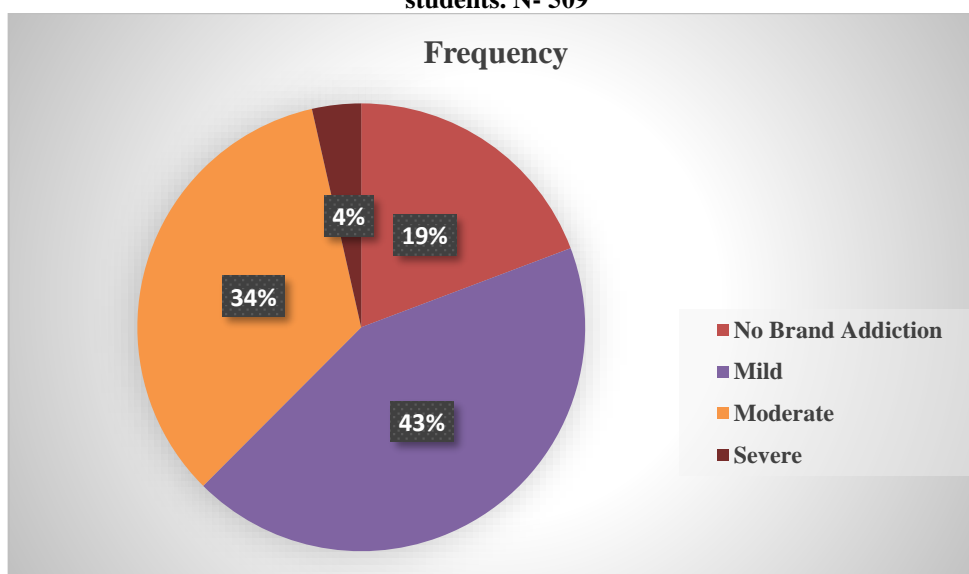


Figure- 4.1: Pie chart depicts the frequency and percentage distribution of brand addiction among undergraduate students i.e. 19% had no brand addiction, 43% had mild, 34% had moderate, 4% had severe brand addiction.

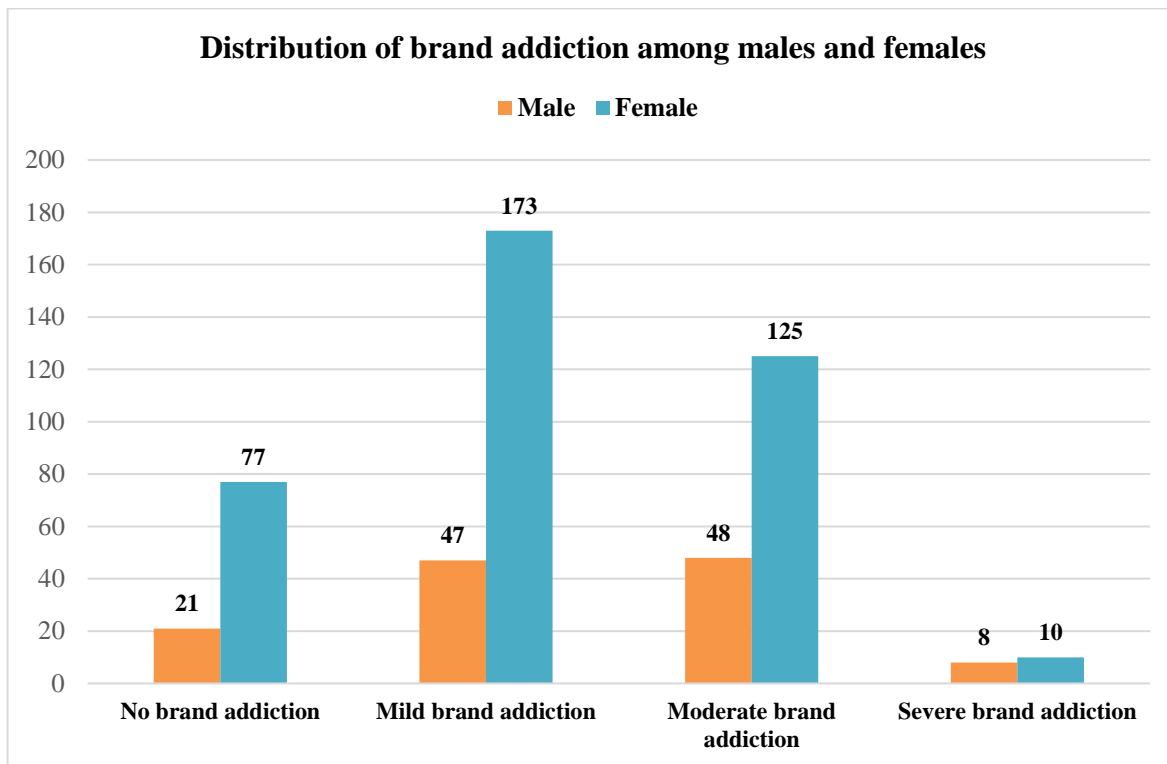
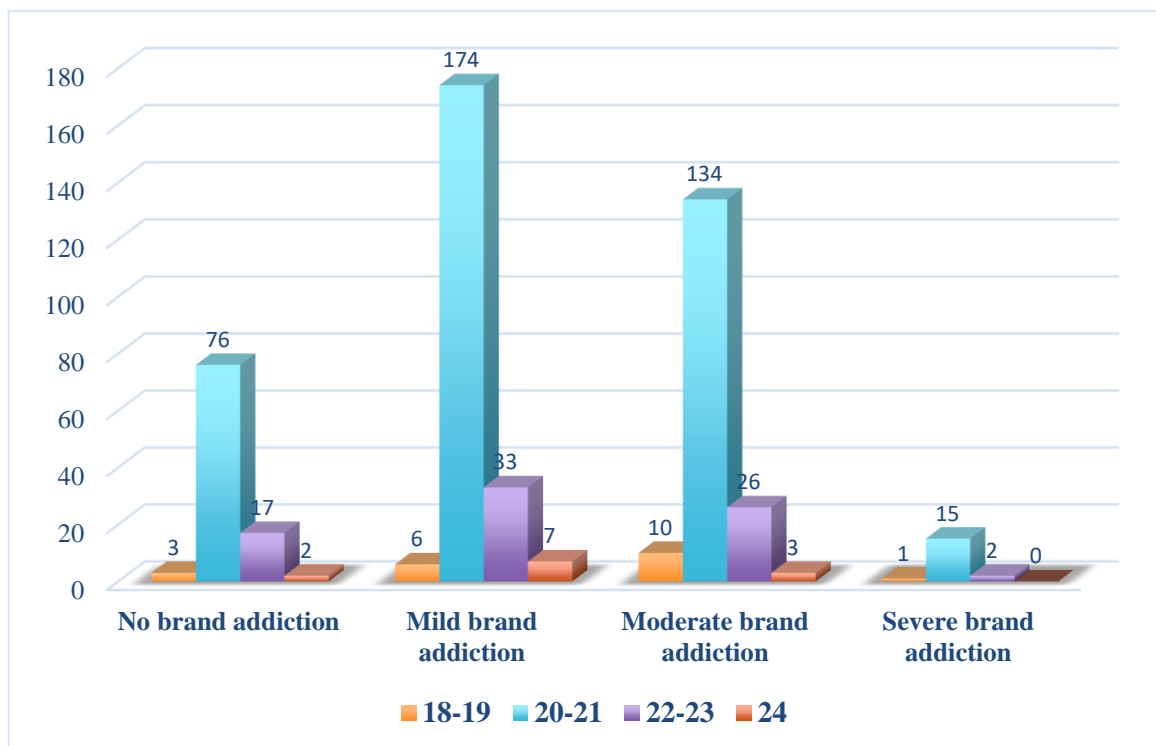


Figure 4.2 Bar chart shows the distribution of brand addiction among males and females. N- 509
Section C: Prevalence of brand addiction among males and females.

Figure 4.2 shows the distribution of brand addition among males and females i.e. 21 males and 77 females had mild brand addiction, 47 males and 173 females had

mild brand addiction, 48 males and 125 females had moderate brand addiction, 8 males and 2.8 females had severe brand addiction.



Section D: Classification of brand addiction according to age group.
Figure 4.3: Bar graph depicting the distribution of brand addiction according to age group. N- 509

Figure 4.3 shows the brand addiction according to age groups i.e. age 18-19 years 3 had no brand addiction, 6 had mild brand addiction, 10 had moderate brand addiction and 1 had severe brand addiction. Age 20-21 year 76 had no brand addiction, 174 had mild brand addiction, 134 had moderate brand addiction, 15 had severe brand addiction and 15 had severe brand

addiction. Age 22-23 years 17 had no brand addiction, 33 had mild brand addiction, 26 had moderate brand addiction and 2 had severe brand addiction. Age 24 years 2 had no brand addiction, 7 had mild brand addiction, 3 had severe brand addiction and there is no severe brand addiction in this age group.

Section E: Association of Brand Addiction with selected socio demographic variables.

N-509

S. No.	Socio-demographic variables	BASCALE				Chi - square	df	p-value
		No brand addiction	Mild brand addiction	Moderate brand addiction	Severe brand addiction			
1.	Gender					6.546	3	0.088
	Male	21	47	48	8			
	Female	77	173	125	10			
2.	Age in years					4.605	9	0.867
	18-19	3	6	10	1			
	20-21	76	174	134	15			
	22-23	17	33	26	2			
	24	2	7	3	0			
3.	Course					6.346	3	0.096
	Professional	85	170	148	15			
	Nonprofessional	13	50	25	3			
4.	Father's education					23.666	12	0.032*
	Primary	10	15	15	0			
	Secondary	18	45	29	1			
	Senior secondary	14	64	53	3			
	Graduate	45	69	49	10			
	Professional	11	27	27	4			
5.	Mother's education					18.637	12	0.098
	Primary	19	21	28	0			
	Secondary	19	48	48	6			
	Senior-secondary	29	62	53	5			
	Graduate	26	73	37	6			
	Professional	5	16	7	1			
6.	Socio-economic status					13.173	9	0.155
	<2.5 lakh	51	97	76	3			
	2.5-5lakh	25	67	42	7			
	5-10lakh	16	38	44	6			
	>10lakh	6	18	11	2			
7.	Type of family					5.699	6	0.458
	Nuclear	76	145	120	11			
	Joint	21	70	49	7			
	Extended	1	5	4	0			
8.	Residing- In					15.332	12	0.224
	Home	34	96	87	9			
	Hostel (single)	3	15	10	0			
	Hostel with roommates	44	85	58	7			
	Rented Room/ PG Single	17	21	15	2			

S. No.	Socio-demographic variables	BASCALE				Chi - square	df	p-value
		No brand addiction	Mild brand addiction	Moderate brand addiction	Severe brand addiction			
	Rented Room/PG with roommates	0	3	3	0			
9.	Number of siblings					7.582	12	0.817
	0	7	14	18	3			
	1	42	101	72	8			
	2	28	62	51	3			
	3	14	32	24	4			
	>3	7	11	8	0			
10.	Mode of shopping					17.925	6	0.006*
	Offline	74	143	109	5			
	Online	24	77	63	13			
11	Time spent					9.798	9	0.367
	1-2 hour	78	170	129	13			
	3-4 hour	6	25	24	5			
	5-6 hour	1	1	2	0			
	>6 hour	1	0	1	0			

*Significant @ $p > 0.05$

Table 4.2: Shows the association between brand addiction with selected socio-demographic variables of undergraduates, the significant association was found only with mode of shopping ($\chi^2 = 17.925$; $p = 0.006$) other socio-demographic variables such as gender, age, course, fathers' education, mothers' education, socioeconomic status, type of family, residing in, no. of siblings and time spend were not associated with BASCALE.

DISCUSSION

The findings of the study have been discussed in the accordance with the objectives of the study and previously reviewed literature.

Description of characteristics of undergraduates from selected colleges.

In the present study no. of students participated; Males 124 (24.4%) and females 385 (75.6%). In the other study the sample compromise of total 798 participants; 394 male and 404 females.¹⁸ The age were 18-45; with 18-25 (25.7%), 26-35(39.7%), 36-45 (34.6%).⁶

Undergraduate students were taken and in other study British citizens were include.

The result of the study showed that 43% had mild, 34% had moderate, 19% had no brand addiction and 4% had severe brand addiction. Result states that 58 participants are compulsive buyers and 382 are brand addicts.⁷

Association of shopping mode with selected socio-demographic variables

Association of shopping mode with selected socio-demographic variables the result of the study found that only shopping mode ($\chi^2 = 17.925$; $p = .006$) and other

selected socio-demographic variables were not associated with brand addiction.

CONCLUSION:

The study entitled "A descriptive study to assess the level of brand addiction among undergraduate students of selected colleges of Himachal Pradesh". The study was undertaken with the assumptions that undergraduate students will have varied level of brand addiction, there will be a brand addiction relationship with socio-demographic aspects and the level of brand addiction among males and females will vary. In the research study the researcher adopted quantitative approach with descriptive research design. A total of 509 undergraduate students under Google form were taken from selected collages of Himachal Pradesh by using convenience sampling technique and were measured across socio demographic data sheet and BASCALE.

Data analysis was done by using descriptive, inferential analysis; chi square test to find the association between above defined variables with selected socio demographic variables. The finding of the study shows that 19.3% had no brand addiction, 43.2% had mild brand addiction, 34% had moderate brand addiction and 3.5% had severe brand addiction. Hence the researcher developed a pamphlet on brand addiction and it was provided to undergraduate students who had brand addiction.

REFERENCES:

1. Kenton W. Brand. Investopedia. Business> marketing essentials; 27th March 2020. <https://www.investopedia.com/terms/b/brand.asp>.
2. Mrad M, Cui C. Brand addiction: A new concept for understanding consumer brand behaviour.

- Springer Link; 28th June 2019.
https://link.springer.com/chapter/10.1007/978-3-319-29877-1_24
3. Mrad M. Brand addiction in the context of luxury and fast – fashion brands. *Journal of Retailing and Consumer Services*. 2020, 6; doi 10.1016/j.jretconser.2020102089.
https://www.researchgate.net/publication/339804798_brand_addiction_in_the_context_of_luxury_and_fast-fashion_brands.
 4. Raypole C. Addictive personality. *Heath line*; 23rd April 2019. <https://www.healthline.com/health/addictivepersonality>.
 5. Suarez M, Ruiz M, Caraballo N. Consumer-brand relationships under the marketing 3.0 paradigm. *Frontiers in Psychology*; 22nd February 2017. <https://www.frontiersin.org/articles/10.3389/fpsyg.2017.00252/full>.
 6. Mrad M, Cui CC. Comorbidity of compulsive buying and brand addiction: An examination of two types of addictive consumption. *Journal of Business Research*. 2020 May 1; 113:399-408. <https://reader.elsevier.com/reader/sd/pii/S014829631930548X?token=C0B811C2D6D02625E1E848AFD268BFBD6545A74156ADCCABC3FD4AA987D7441132153B9E58A979633E38B09ADCB2727B&originRegion=eu-west-1&originCreation=20210628181145>
 7. Felman A. Addiction. *Medical News Today*; 3rd June 2020. <https://www.medicalnewstoday.com/articles/323465#addiction-vs-misuse>.
 8. Narain S. Indian brand preferences survey. *The Economic Times*; 13th September 2016. https://m.economictimes.com/industry/services/advertising/indians-have-well-defined-brand-preferences-survey/amp_articles/54311443.cms.
 9. Minnh T. Social comparison effects on brand addiction: A mediating role of materialism. *Science direct*; 11th November 2020. <https://www.sciencedirect.com/science/article/pii/S2405844020323033>.
 10. Francioni B, Curina I, Hegner S, Cioppi M. Brand addiction: Brand characteristics and psychological outcomes. *Emerald insight*; 31st December 2020. <https://www.emerald.com/insight/content/doi/10.1108/jcm-02-2020-3678/full/html?skipTracking=true>.