

Investigation of Brand Characteristics That Caused Brand Addiction And It's Role On Sacrifice For Brand: An Survey Study Of A Sample Of Customers Of Smart Phone Brands In Iraq

Zahraa Ali Mahmoud¹, Hussien Ali Abdul Rasool²

¹ Department of Business Administration, College of Administration and Economics, University of Al-Qadisiyah.

² (Department of Business Administration, College of Administration and Economics, University of Al-Qadisiyah, hussien.ali@qu.edu.iq)

Corresponding Author: Zahraa Ali Mahmoud **Affiliation:** University of Al-Qadisiyah **Email:** hussien.ali@qu.edu.iq

Abstract: The aim of this study is to Investigation of brand Characteristics that cause brand addiction (authenticity of brand, self-expressed brand, and innovation of brand) and their impact on the sacrifice for the brand, And a sample of customers of some smart phone brands in Iraq was selected, amounting to (268) customers, The study methodology depends on the identification of a major problem that has been clarified through several questions that revolve around an important question, Can the properties that cause the addiction of the brand and their effect on the sacrifice of the brand be employed, so the current study relied on a questionnaire tool in order to measure the availability of the properties that cause the addiction of the brand? The results of the normal distribution, the modeling of the structural equation, the internal stability and truthfulness factor, the arithmetic means, the standard deviations, the relative importance, and the correlation matrix were extracted. The regression coefficient, as the study results showed a direct and indirect correlation and effect of the properties causing the addiction of the brand in the sacrifice for the brand.

Keywords- Brand characteristics, brand addiction, sacrifice for brand.

I. INTRODUCTION

In recent years, the growth and development of customer-brand relationships has been an important focus of brand theory and is of great interest to researchers and practitioners in relationship marketing, as customers tend to build a relationship with brands, and to deal with them as a psychological and sometimes emotional partner, because they are now more meaningful and valuable to them. Today, they may be seen as a human comrade. Studies show that when customers form deep connections with the brand and consider it self-expressed, the relationship between the customer and the brand strengthens and changes from the position to the emotional level, i.e. from satisfaction to love and sacrifice for the brand

Enhancing the Organization's ability to improve brand characteristics contributes to the design of new products that pay great attention to customers by creating a positive awareness of the usefulness of products, which encourages them to sacrifice for the brand. This builds positive expectations for products offered by companies by creating a distinctive brand profile (brand authenticity, self-expressed brand, brand creativity), This leads companies to create new products with distinctive characteristics that appeal to customers and satisfy them by creating value-added, and thus lead to customer addiction to the brand. Therefore, when customers develop strong links with their self-expressed signs, On the other hand, contemporary marketing studies seek to measure and assess the level of customer engagement and commitment to the brand by knowing the level of their readiness to sacrifice for them. It is common to think today that the customers' desire to pay more for the same product is an indication of sacrifice, and the preference for the brand, which is expressed in increasing the volume of purchases or paying a price premium, This research aims to develop a comprehensive understanding of brand addiction by knowing some of the brand's characteristics and their impact on brand addiction to see how the customer can assess a group of sacrifices to meet the current brand relationship. In more precise terms, the study seeks to define the concept of brand addiction and to identify some of the reasons that drive the customer's addiction and the expected results.

II. Study Methodology

First: Study problem:

Manuscript ID:

In the past, there is a conceptual debate about brand addiction and some similar concepts and terms such as brand association and brand love. However, brand addiction is a distinctive building in relationships between Customer and brand. While other studies emphasize the need to provide a uniform study to determine the specific or motivating factors of customer addiction as a latent structure of theoretical and practical significance and in this way, the addictive relationship becomes a manic and highly destructive one, leading clients to adopt harmful behaviors, such as obscuranities. This conceptual structure still needs further investigation and research, especially with regard to its specific implications for client behavior and the desired outcomes for the benefit of organizations. The current study attempts to verify the impact of certain characteristics of brand on the behavior of addiction and the resulting potential sacrifice of the customer. Therefore, the study problem was confined **to the following question: " Can the Brand characteristics the addiction of brand affect the customer's willingness to sacrifice for the sake of brand?"** The following sub-questions arise from the above question:

- 1-1- What is the level of customer awareness of brand characteristics?
- 1-2- What is the level of customer addiction to brands discussed?
- 1-3- What is the level of customer sacrifice for the brand?
- 1-4- do the characteristics of the researted signs increase the customer's addiction to them?
- 1-5- does the addiction of the brand encourage its customers to sacrifice for it?
- 1-6- What is the best place to do?

Second: The objectives of study:-

The current study aims at verifying the characteristics of brand that causes the addiction of brand and its effect on the customer's sacrifice for brand.

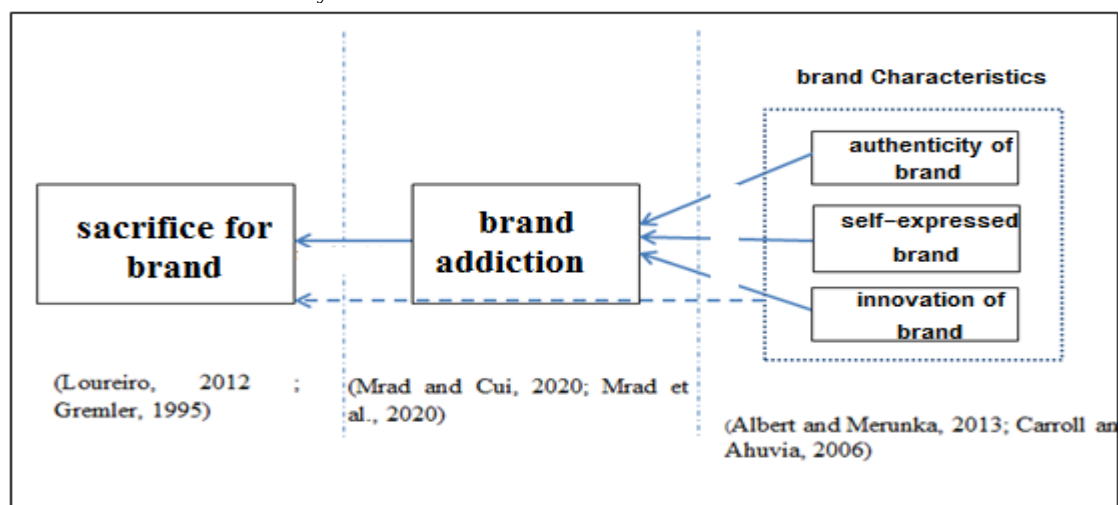
- 2-1 recognize the level of customer perception of brand characteristics.
- 2-2. Diagnosis of the level of customer addiction to the researted signs.
- 2-3. Characterization of the level of readiness of customers to sacrifice customers for the brand.
- Experimental investigation into the impact of brand characteristics on brand addiction.
- 2-5. Testing the relationships between brand addiction and customer sacrifice for the brand.
- 2-6- This is the first time that you have been able to do so.

Third: The importance of the study

- 3-1- enrich research and studies in the field of brand theory, especially with regard to the issue of brand addiction, which is considered one of the most recent topics in this field.
- 3-2- It is one of the rare studies that carry out an empirical analysis of the impact of brand addiction characteristics on driving the customer to brand more sacrifices for the brand.
- 3-3- expanding the theoretical and applied knowledge related to the sacrifice of the customer for the sake of brand, as it is common in the field of classical economic theory that the sacrifices offered by the customer are only monetary sacrifices. The current study attempts to provide an in-depth marketing view that sacrifice means that customers will also suffer non-cash sacrifices such as time, effort and tag search costs.

It is not the same as the one who is the one who is the one who is the same.

In light of the study's problem and objectives, a hypotic scheme can be established, supported by previous studies of the relationship between the study variables, as shown in Figure 1, which includes the sources of each of the study variables.



Connection hypotheses

Key hypothesis 1: There is a significant direct correlation between (brand addiction characteristics) and a variable (sacrifice for brand).

Second Main hypothesis: There is a significant direct correlation between (brand addiction) and a variable (sacrifice for brand)

Main hypothesis 3: There is a significant direct correlation between (brand characteristics), its dimensions, and a variable (brand addiction).

Effect hypotheses

Key hypothesis 4: There is a significant direct effect among brand characteristics in sacrificing for the brand

Key hypothesis 5: There is a significant effect between brand addiction in sacrificing for the brand

Key hypothesis 6: There is a significant effect between brand addiction in sacrificing for the brand.

Key hypothesis 7: There is a statistically significant indirect influence relationship between brand characteristics and the sacrifice for brand by brand addiction

III. Part Two: Theoretical background and hypothesis development**First: concept of Brand**

A brand is defined by "identity", which means that the position that gives an identity to a brand is more than just a name or logo without meaning (Kotler, et al., 2017:153-167). The brand is defined as a core brand and is the basis for formulating a promotion strategy in the branding literature, there is a huge debate about the positive and negative effects of the parent brand across the brand (Joschi & Yadav, 2019:339-353). Branding is an attempt to give the product a distinctive and easy-to-reach picture of customer awareness or more specifically what organizations want customers to think about when facing their brand (TarNovskaya, 2017:30). The presence of a large number of different products has resulted in a variety of choices for customers, which requires more efforts by customers to brand the right brand purchase decision, making organizations focus on the brand to reduce customer efforts. The emergence of brands as a new tool for customer acquisition (margarisová&vokáčová, 2016:2060) illustrates the concept of a brand as a "label" of a product that moves within the limits set by the brand, the relationship between the brand and the customer occurs as a dialog between the brand identity and the customer, and the product remains the carrier of value, The brand becomes the carrier of the offer and its primary role is to brand profits by providing the value the customer wants to pay.

The brand is defined as a marketing toolbox that helps differentiate one product from others to meet the same needs of customers (Ali et al., 2017:234). A trademark is defined as a "name, term mark, symbol, design or collection of items intended to identify goods and services of a single vendor or group of vendors and differentiation (Situmeang& Sitorus, 2017:3).

Second: The importance of the brand :-

The importance of the brand for both the organization and its customers can be highlighted as follows: Kotler&Keller:2017:120)

1. Product awareness and protection: A trademark allows organizations to distinguish their products from competitive products, so that they can connection them to the desired image in the customer's memory, and legally protect their products through the legal aspect of the trademark.

2. Access to financial savings through increased sales: The brand helps the organization to generate economies of scale on promotional investments by expanding the brand to include multiple products, thereby keeping its own advertising. If we assume that products are not branded, advertising a specific product by an organization will be advertising the rest of the similar products on brandet, which will distract the effect of this announcement because customers are unable to distinguish which products are advertised.

3. A factor of attraction for suppliers and customers: A brand is a factor of attraction for some stakeholders, such as shareholders, competencies and skills to work in the organization, because if the organization has a strong brand, it will inspire confidence in the shareholders and brand them feel safe if they contribute to its capital. In addition, suppliers and distributors are racing to deal with it and its terms because they see that dealing with it is a gain in itself, and therefore the brand contributes to strengthening the organization's position in brandet and preserving its value.

Third: Brand addiction

Brand addiction is seen as a customer's psychological state that involves the mental and behavioral control of a particular brand driven by uncontrolled motives for owning brand products, including positive emotion and satisfaction (Alexander&Schweighofer, 1988: 151–

163). Cambridge's Dictionary defines addiction as a strong need or desire to do or own something, a strong admiration for something, or the inability to stop doing or using something (young, 2004: 402-415). Typical behavior shows a positive relationship between past and current consumption, as does behavioral addiction when previous consumption significantly affects current consumption, which is a strong habit (Egorov & Szabo, 2013: 199-208). 753-768) Brand addiction affects loyalty not from low to very high or normal and reveals a very emotional engagement, strong communication and commitment to product reconstruction without thinking about negative stories.

Fourth: - Addictive brand characteristics : -

Because brand addiction represents the strongest or closest level of brand relationship, it has become a common subject of study in brand marketing, because brand addiction can lead to positive or negative results, and brand addiction is fundamentally affected by attitudes (like brand trust, Brand affection), perceived value, individual attributes (such as perfection, self-reinforcement), personal effects, successful customer experiences, brand characteristics and has an impact on precedents related to customer's emotional contacts with brands (e.g., brand self-expression and brand passion) It reflects the customer's close commitment and has clear implications for brand loyalty; in addition, personal influence can affect customers' brand choices by shaping customers' attitude and behavior, and the greater the influence of personal relationships, The likelihood of both of them having strong brand feelings has increased (Fournier&Alvarez,2013: 253-264).

Third: The addictive brand characteristics : -

Because brand addiction represents the strongest or closest level of brand relationship, it has become a common subject of study in brand marketing, because brand addiction can lead to positive or negative results, and brand addiction is fundamentally affected by attitudes (like brand trust, Brand attachment), perceived value, individual attributes (such as perfection, self-reinforcement), personal effects, successful customer experiences, brand characteristics, It also has an impact on precedents relating to customer's emotional connections with brands (e.g., brand self-expression and brand passion), because they reflect the customer's close commitment and have clear implications for brand loyalty, In addition, personal impact can affect customers' brand choices by shaping customers' attitude and behavior, and the greater the impact of personal relationships, the more likely the customers are to have strong feelings about brands (Fournier&Alvarez,2013: 253-264).

1- Brand authenticity :-

Brand authenticity variant has been studied in depth in marketing literature and customer behavior (Mody & Hanks,2020:6) In the past, the company has been able to offer a range of products and marketing packages that are both genuine, modern and non-traditional to overcome these problems, as the brand's authenticity has exceeded quality as the prevailing standard of purchase, and quality has exceeded the cost Cost is a factor of availability, so the variant of brand authenticity has gained increasing interest from both academics and practitioners, but the literature on its concept, dimension, introduction and products is still limited, there is no consensus on a specific definition of brand authenticity, and there is no agreement on its dimensions and therefore it is necessary To develop some of this concept and understand how customers perceive it (Guevremont et al., 2015:31).

Related to the humanities and social sciences, it covers a wide range of conceptual connections, and the concept of originality has been addressed by philosophers, sociologists, anthropologists and psychologists, where originality relates to the liberation from traditional ties, as well as to the concept of modernity in philosophy and sociology as individuals perform behavior/ The original performance creates a credible, modern, real, natural, and non-replicating experience. Anthropology is often associated with the preservation of non-false cultural norms, beliefs, and values. Psychologists believe that indigenous individuals have a strong and unique internal reality, so that individuals can be said to be genuine when their actions reflect their true self Or material

(2017:381 ,.. (Fritz et al

2- Brands as a means of self-expression:-

Brands are generally defined as marketing tools created for the purpose of differentiating a company's offerings from competition and creating value for their target customers (Keller, 2007:65). Building meaningful links that add value beyond intrinsic product attributes (Fournier, 1998: 73-343; Gardner and Levy, 1955: 33-39).

Apparent consumption usually involves high brand spending for self-expression through income or wealth showing, since the idea that customers use brands that clearly demonstrate their knowledge of culture, taste or style has received further support from recent customer research (Amaldoss and

Jain, 2005:66-1499) where brands can also be used to deliver membership to certain social or professional groups by using brands that refer to membership in desired groups (Braun and Wicklund, 1989: 87-161)

3- innovation brand

Brand innovation refers to the process of attracting new approaches and ideas and problem solving to achieve financial and non-financial results. Brand innovation involves an intuitive sense of useful ideas, frameworks, concepts and theories in an attempt to close the theoretical/practical gap in marketing as a system. This entails building a new paradigm of thinking with foundations in areas outside what we call the "marketing academy" or traditional marketers (Fillis&Rentschler, 2005:13). As researchers see brand innovation as a sophisticated concept and as a key foundation for developing products and services offered, innovative marketing strategies may use innovative pricing models, paid networks of customers or expanded ways and means of approaching target markets with specific preferences. In addition, these marketing elements can provide customers with value or give them a reason to buy (Naeem et al., 2011:12109).

Fourthly:- sacrifice for brand

Customer satisfaction is related to meeting and expectations, while customer happiness is related to overcoming expectations. The consequences of sacrifice depend on underlying motives when they concern the desire to meet someone else's needs (an approach motive). This may test individuals for feelings, happiness, satisfaction and positive impact, as opposed to what happens when the motives avoid harmful reflections that may lead to conflict, rejection, loss of partner, interest or negative consequences (Naeem et al., 2011:12109).

The amount of financial sacrifices, time and convenience the Organization brands in order to retain the customer, the amount of financial sacrifices, the time and the convenience it brands in order to retain the customer, the readiness of the Organization to sacrifice the personal interests of working individuals in order to improve the quality of the relationship with the customer; Total capacity and mechanisms the Organization is using to keep customer behavior under control (Daniel et al., 2022:65)

Types of sacrifice for brand:-

Sacrifice for the brand takes on several different aspects:

1. Financial sacrifice :-

Financial sacrifice is achieved through strong connections between client satisfaction and willingness to pay, which show that the relationship between the two follows the "S curve", i.e. the more satisfied the consumer is, the more willing they are to pay more (Homburg, Koschate and Hoyer 2005).

2. Time sacrifice :-

In this type, consumers are willing to invest time in determining preferences for goods on demand as they are willing to wait for them and willing to pay more for a generic version of this particular product. In short, consumers will sacrifice time and money to buy custom goods (Bardakci and WhiteLock 2003).

3. Sacrifice comfort :-

The willingness to sacrifice in examining relationships works is related to the enjoyment that always comes with the comfort of discomfort, as the more severe the inconvenience becomes, the more irritable it becomes to be relieved, and this also results in the level of excitement moving toward the optimal level and must first be at the level that is not optimal. If comfort is to avoid discomfort, pleasure is the feeling associated with reducing discomfort and then anything that ends the discomfort will give both pleasure and rest after it (Bardakci and WhiteLock 2003).

IV.Results

1. Measurement tool structural stability :-

Stability testing is one of the most important building blocks of measurement tools and is critical to the high level of reliability and appreciation of research results. It represents the degree to which individual differences can be measured harmoniously and harmoniously when answering a given scale, and the scale is fixed when it measures what it was built for. The value of which is dependent when the ratio of the measurement is greater than the ratio (0.70) at the behavioral research level (Tavakol & Dennick, 2011: 54) the structural validity coefficient is also adopted to determine the measurement instrument's validity ratio for variables and sub-dimensions based on sample responses, which is the alpha-chrombach root

Note from Table 1 that the values of the alpha-chromabach coefficient of the main study variables and their sub-dimensions ranged between (0.83-96) and these values are acceptable and approved and have

excellent stability in the descriptive studies because they are high values compared to the standard alpha-chromabach values. The results of the study were the most accurate, stable, and highly accurate, the study tool and its measures were valid for final application.

Table (1)

The stability and structural truthfulness coefficients of study variables and dimensions

Variable	Alpha Kronnbach coefficient	The structural validity coefficient	Variables and dimensions	Alpha Kronnbach coefficient	The structural validity coefficient
Brand characteristics	0.90	0.95	Brand authenticity	0.83	0.91
			Self-expressive sign	0.89	0.94
			Brand innovation	0.79	0.89
Brand addiction	0.91	0.95			
Sacrifice for the brand	0.93	0.96			

Source: Prepared by the researcher based on the outputs of the program (SPSS V.23)

Description and diagnosis of after tag authenticity:-

The results of the descriptive statistical analysis of the nine-paragraph dimension of the origin of brand (**AP1-AP9**) are shown in Table (2), where the total arithmetic mean of this dimension (**3.70**), standard deviation (.86), and relative significance (74%) is reached. This indicates that the sample members of the study agreed on the paragraphs of this dimension, which confirms a high belief that the brand has met its characteristics that caused its acquisition by the customers. The second paragraph of its content has come (the company's brand behavior is currently in line with its proposed promises.) This indicates that the level of answers to this paragraph was high.

The eighth paragraph of its content (the way the company brand is delivering its promises is unique.) The number of people who have been in the United States has increased by more than one year since the fall of the US-based government in 1936.

Table (2): Descriptive statistics for the dimension of the tag authenticity

No.	mean	Standard deviation	Answer level	%	Order of paragraphs
1	3.79	.799	High	.76	3
2	3.84	.730	High	.77	1
3	3.62	.890	High	.73	8
4	3.83	.790	High	.77	2
5	3.71	.851	High	.74	4
6	3.68	.844	High	.74	6
7	3.69	.993	High	.74	5
8	3.47	.949	High	.69	9
9	3.64	.962	High	.73	7
Offset rate	3.70	.868	High	.74	

Description and Diagnosis of Brand Addiction variant :-

The description and diagnosis of the variant of brand addiction includes detailed description and diagnosis of the paragraphs of this variable, as the results of the statistical descriptive analysis of the 9-paragraph Brand Addiction variant (**BA1-BA9**) are shown in Table (3), with the total mean of this dimension (**3.13**), standard deviation (**1.159**), and relative significance (63%). This indicates that the sample members agreed on the sections of this dimension, which confirms that there is a high interest in the acquisition of their brand and the first item of its content was obtained (try hard to get everything from my preferred brand). At the top of my mean at (**3.44**), with a standard deviation of **0.056** and a relative significance of (69%), this indicates that the level of answers was high for this paragraph, while the fourth paragraph of its content was obtained (I tend to give up some activities and life duties like professional, academic and family in order to perform some activities related to my favorite brand) at the lowest of my account mean (2.70), with a standard deviation of (1.187) and with relative significance (54%), this indicates that the level of answers was also moderate for this paragraph.

Table (3): Descriptive statistics for Brand Addiction variant

No.	mean	Standard deviation	Answer level	%	Order of paragraphs
1	3.44	1.056	High	.69	1
2	3.13	1.140	Moderate	.63	4
3	3.34	1.191	Moderate	.67	2
4	2.70	1.187	Moderate	.54	9
5	3.10	1.210	Moderate	.62	6
6	3.32	1.114	Moderate	.66	3
7	2.91	1.156	Moderate	.58	8
8	3.08	1.162	Moderate	.62	7
9	3.12	1.214	Moderate	.63	5
Offset rate	3.13	1.159	Moderate	.63	-

Source: Prepared by the researcher based on SPSS.

Description and diagnosis of variable sacrifice for tag :-

The results of the descriptive statistical analysis of the three-paragraph index of the preaching dimension (*SM1-SM11*) are shown in Table 4, where the total arithmetic mean of this dimension (**2.87**), standard deviation (**1.143**), and relative importance (**58%**). This indicates that the sample members agreed on the sections of this dimension, which confirms that customers are sacrificing for their brand and the seventh item it contained (to buy the latest version of the company brand I am ready to provide a part of my income.) The number of people who have been in the United States has increased by more than one year since the end of the year, and the number of people who have been in the United States has increased by more than two years.

Hypotheses for correlation between study variables

First. Main correlation hypothesis 1: -

The first main connection hypothesis is to explore the level of association between the variable brand characteristics and the variable of sacrifice for the brand and its content (**there is a meaningful direct correlation between (brand-addiction characteristics) and a variable (sacrifice for the brand).**

Matrix of factors of the connection between brand characteristics and sacrifice for the brand

Table (4) the connection between brand characteristics and sacrifice for the brand

		Correlations				
		Brand authenticity	Self-expressive sign	Brand innovation	Brand characteristics	Sacrifice for brand
Brand authenticity	Pearson Correlation	1	.423**	.509**	.775**	.369**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	259	259	259	259	259
Self-expressive sign	Pearson Correlation	.423**	1	.351**	.801**	.600**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	259	259	259	259	259
Brand innovation	Pearson Correlation	.509**	.351**	1	.774**	.410**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	259	259	259	259	259
Brand characteristics	Pearson Correlation	.775**	.801**	.774**	1	.604**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	259	259	259	259	259
Sacrifice for brand	Pearson Correlation	.369**	.600**	.410**	.604**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	259	259	259	259	259

** . Correlation is significant at the 0.01 level (2-tailed).

Key hypothesis 2:-

The second main correlation hypothesis is determined by exploring the level of direct correlation between the variable of brand addiction and the variable of sacrifice for the brand and its content (there is a meaningful direct correlation between (brand addiction) and a variable (sacrifice for the brand)).

The Pearson correlation coefficient was used to determine whether the above hypothesis was met (checking the nature of the exertion between a variable (brand addiction) and a variable (sacrifice for brand)). Table 29 shows the matrix of correlation between the variant of brand addiction and the variable of sacrifice for brand. Based on the connection-strength rule, the table (5) shows that the parameters described in the table provide a preliminary guide to support the main and sub-connection assumptions, as table (29) shows that there is a strong direct correlation between the availability of brand addiction and the certified variable (sacrifice for the brand). The strength of the connection was (.811**), a direct and significant connection-relationship based on the index (.SIG). This result explains that the availability of brand addiction by customers will have a direct effect that reinforces the sacrifice for the brand but a strong percentage.

Based on the above findings, support the acceptance of the realization of the second tested main hypothesis that contains it (there is a meaningful direct correlation between brand addiction) and a variable (sacrifice for brand).

Table (5)

Matrix of factors the connection between the addiction of a brand by its dimensions and the sacrifice for the brand

Correlations			
		Brand addiction	Sacrifice for brand
Brand addiction	Pearson Correlation	1	.811**
	Sig. (2-tailed)		.000
	N	259	259
Sacrifice for brand	Pearson Correlation	.811**	1
	Sig. (2-tailed)	.000	
	N	259	259

****.** Correlation is significant at the 0.01 level (2-tailed).

. The third main correlation hypothesis: -

The third major correlation hypothesis is determined by exploring the level of correlation between the variant of brand characteristics and the variant of brand addiction and its content (there is a significant direct correlation between the (the brand's addictive characteristics) dimension and the variable (brand addiction)).

The table (6) shows that the parameters described in the table provide a preliminary guide to support the main and sub-correlation claims, as the table (30) shows that there is a strong direct correlation between the availability of brand characteristics and the approved variable (brand addiction). The strength of the connection was (.583**), a direct and significant connection-relationship based on the indicator (.SIG). This result explains that a high percentage of brand characteristics will be associated with the emergence of brand addiction. Based on the above findings, support the acceptance of the realization of the tested third main hypothesis in which the content of the hypothesis is tested (there is a significant correlation between the dimensions of the brand and a variable (brand addiction)).

Table (6)

Matrix of factors for the relationship between brand characteristics with its dimensions of brand addiction

Correlations						
		Brand authenticity	Self-expressive sign	Brand innovation	Brand characteristics	Brand addiction
Brand authenticity	Pearson Correlation	1	.423**	.509**	.775**	.302**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	259	259	259	259	259
Self-expressive sign	Pearson Correlation	.423**	1	.351**	.801**	.604**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	259	259	259	259	259

Brand innovation	Pearson Correlation	.509**	.351**	1	.774**	.410**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	259	259	259	259	259
Brand characteristics	Pearson Correlation	.775**	.801**	.774**	1	.583**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	259	259	259	259	259
Brand addiction	Pearson Correlation	.302**	.604**	.410**	.583**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	259	259	259	259	259

** . Correlation is significant at the 0.01 level (2-tailed).

Test the Path to effect for Main hypothesis 1:

In this hypothesis, the amount of influence of the independent variable on the supported variable and its content (**there is a significant direct effect between the addictive brand characteristics of sacrifice for the brand**) will be verified by relying on the structured equation model approach, which is a better alternative to path analysis. It extracts not only the magnitude of statistical impact and morale but also the suitability of the data for the proposed model of study in the light of a number of statistical indicators

Table (7)

Downward weights to test claims for direct effect between brand characteristics and sacrifice for the brand

Variable and Dimensions	Path	Variables	S.R.W	Estimate	S.E.	C.R.	P
Sacrifice for brand	<---	Brand characteristics	.604	.324	.027	12.173	***
Brand authenticity	<---	Brand characteristics	.775	.269	.014	19.693	***
Self-expressive sign	<---	Brand characteristics	.801	.406	.019	21.500	***
Brand innovation	<---	Brand characteristics	.774	.325	.017	19.651	***
SM1	<---	Sacrifice for brand	.764	.992	.052	19.046	***
SM2	<---	Sacrifice for brand	.779	.979	.049	19.928	***
SM3	<---	Sacrifice for brand	.785	.996	.049	20.378	***
SM4	<---	Sacrifice for brand	.765	.968	.051	19.080	***
SM5	<---	Sacrifice for brand	.798	1.036	.049	21.262	***
SM6	<---	Sacrifice for brand	.743	1.039	.058	17.810	***
SM7	<---	Sacrifice for brand	.718	.958	.058	16.560	***
SM8	<---	Sacrifice for brand	.785	1.059	.052	20.345	***
SM9	<---	Sacrifice for brand	.799	1.011	.047	21.335	***
SM10	<---	Sacrifice for brand	.773	.992	.051	19.551	***
SM11	<---	Sacrifice for brand	.761	.970	.052	18.813	***

Influence Path Test for Main hypothesis 4:-

In this hypothesis, the amount of influence of the intermediate variable on the supported variable and its content (**there is a significant effect between brand addiction in sacrifice for the brand**) will be verified by relying on the structured equation model approach, which is a better alternative to path analysis, and multiple decline. The analysis of timeliness because it not only extracts the magnitude of the statistical impact and morale, but also extracts the suitability of the data for the proposed model of study in the light of a number of statistical indicators.

Table (8)

Regresthecast weights to test hypotheses of the direct effect of brand addiction in sacrificing for the brand

Variable and Dimensions	Path	Variables	S.R.W	Estimate	S.E.	C.R.	P
Sacrifice for brand	<---	Brand addiction	.811	.805	.036	22.241	***
BA1	<---	Brand addiction	.723	.862	.051	16.787	***

Manuscript ID:

BA2	<---	Brand addiction	.776	.999	.051	19.764	***
BA3	<---	Brand addiction	.800	1.076	.050	21.386	***
BA4	<---	Brand addiction	.715	.960	.058	16.448	***
BA5	<---	Brand addiction	.796	1.088	.051	21.130	***
BA6	<---	Brand addiction	.697	.877	.056	15.619	***
BA7	<---	Brand addiction	.783	1.022	.051	20.212	***
BA8	<---	Brand addiction	.761	.999	.053	18.836	***
BA9	<---	Brand addiction	.815	1.118	.049	22.589	***
SM1	<---	Sacrifice for brand	.764	.992	.052	19.046	***
SM2	<---	Sacrifice for brand	.779	.979	.049	19.928	***
SM3	<---	Sacrifice for brand	.785	.996	.049	20.378	***
SM4	<---	Sacrifice for brand	.765	.968	.051	19.080	***
SM5	<---	Sacrifice for brand	.798	1.036	.049	21.262	***
SM6	<---	Sacrifice for brand	.743	1.039	.058	17.810	***
SM7	<---	Sacrifice for brand	.718	.958	.058	16.560	***
SM8	<---	Sacrifice for brand	.785	1.059	.052	20.345	***
SM9	<---	Sacrifice for brand	.799	1.011	.047	21.335	***
SM10	<---	Sacrifice for brand	.773	.992	.051	19.551	***
SM11	<---	Sacrifice for brand	.761	.970	.052	18.813	***

Test the Path to effect for Main hypothesis 5:-

In this hypothesis, the amount of influence of the independent variable on the intermediate variable and its content (**there is a significant direct effect between brand characteristics in brand addiction**) will be verified by building on the structured equation Model approach, which is a better alternative to path analysis, multiple regression, and The analysis of temporal smoothness because it extracts not only the magnitude of statistical impact and morale but also the suitability of the data for the proposed model of study in the light of a number of statistical indicators

Table (9)

Downward weights to test the hypothesis for direct effect between brand characteristics and brand addiction

Variable and Dimensions	Path	Variables	S.R. W	Estimate	S.E.	C.R.	P
Brand addiction	<---	Brand characteristics	.583	.315	.027	11.519	***
Brand authenticity	<---	Brand characteristics	.775	.269	.014	19.693	***
Self-expressive sign	<---	Brand characteristics	.801	.406	.019	21.500	***
Brand innovation	<---	Brand characteristics	.774	.325	.017	19.651	***
BA1	<---	Brand addiction	.723	.862	.051	16.787	***
BA2	<---	Brand addiction	.776	.999	.051	19.764	***
BA3	<---	Brand addiction	.800	1.076	.050	21.386	***
BA4	<---	Brand addiction	.715	.960	.058	16.448	***
BA5	<---	Brand addiction	.796	1.088	.051	21.130	***
BA6	<---	Brand addiction	.697	.877	.056	15.619	***
BA7	<---	Brand addiction	.783	1.022	.051	20.212	***
BA8	<---	Brand addiction	.761	.999	.053	18.836	***
BA9	<---	Brand addiction	.815	1.118	.049	22.589	***

Key hypothesis 4:-

This hypothesis is about verifying the mediating role of brand addiction in the relationship between the variable brand characteristics and the sacrifice for the brand, where the hypothesis states (**there is a statistically significant indirect impact relationship between brand characteristics and the sacrifice for the brand by brand addiction**)

For the purpose of the researcher testing how the variant of brand characteristics affects the sacrifice of the brand through the intermediate variable (brand addiction), the researcher used the modeling of the structural equation in AMOS.V.23. Figure 25 shows the standard regression paths and the values (R2) of the direct impact relationship between the first independent variable (brand characteristics), the dependent variable (sacrifice for brand), the indirect effect by the independent variable (brand characteristics), the intermediate variable (brand addiction), and the dependent variable (sacrifice for brand).

A direct effect of the variable brand characteristics and sacrifice for brand is evident in the intermediate model test in modeling the structural equation, as shown in Figure 25 and Table 40 ($B=0.20$, $p<.01$) and this value is significant because the critical ratio value (C.R.). The phenomenon in the table (37) (4.621) is a significant value at the level of ($p\text{-value}=0.01$) as shown by the table itself, indicating a direct effect between the independent variable and the dependent variable within the median model, as well as the indirect effect size of the median of the intermediate variable (37) The value of the brand is 0.40, showing the indirect effect of the variable brand characteristics in sacrificing for the brand through brand addition as shown in Table (40)

Thus, a 1U change in brand characteristics directly affects the variable brand characteristics within the intermediate test model in sacrificing for the brand by (%20) and within a level of morale (1%), and there is an indirect effect in sacrificing for the brand when the brand addition variable enters By (% 40), within a significant level (1%) as shown in the table (10) and the C.R. coefficient, which was greater than the value (1.96), which indicates the test's morale. The value of the interpretation coefficient (R^2) was 0.68 this means that brand characteristics and brand addition explain 68% of the changes that occur in sacrifice for the brand, and the remaining 2732% are due to other variables not included in the research. These findings confirm that the mediation process is partial and not complete in the current model.

Table (10)

Test paths and parameters for the fourth major hypothesis

R^2	Indirect Effect	P	C.R.	S.E.	Estimate	S.R.W	Variables	Path	Variables
		***	11.519	.027	.315	.583	Brand addition	<---	Brand characteristics
		***	4.621	.023	.107	.199	Sacrifice for brand	<---	Brand characteristics
		***	16.114	.043	.690	.695	Sacrifice for brand	<---	Brand addition
Intermediate phantom test path									
.68	.405	Brand Characteristics <--- keep brand addition<--- sacrifice for the brand							

The researcher also conducted the BootStrap test to check the morale of the assumptions about the intermediate role of the regression paths (brand characteristics to brand addition to sacrifice for the brand), i.e. to verify the statistical significance of the indirect effect, and the test targets the intangible significance of the indirect effect, the results of which are shown in Table 41. A value of 0.004 indicates that the intermediate role test results are less than (%). This indicates that this variable is an intermediate variable, meaning that the presence of the indirect effect is real and vice versa if the intangible value is greater than (% 5), it also reinforces the value of the minimum confidence period and the upper limits that were in one direction, and if they have the same signal, this is evidence of The statistical significance of the indirect impact and if it has two different signals, this is evidence of the un morale of the indirect effect test.

V.RESULTS DISCUSS

a. Conclusions

1. The results show that customers are aware of the importance of the brand characteristics of smartphones and special smartphones. The statistical description shows that:

a. The agreement by the sample to fulfill their brand's high-tech capabilities to satisfy their needs and desires means that the sample recognizes their brand authenticity and their ability to be unique, truthfully, honest, and abide by its promises and realism in light of its heritage and history that reflects them Features

b. The interest of smart phone companies in fulfilling their promises by offering high quality products that are compatible with different customer tastes. It also means that in-study customers evaluate the relationship positively by creating unique, successful experiences that are independent of the tradition to reflect themselves and their true values.

c. The brand's commitment to the goal of designing products to suit their real needs and needs.

2. The results of the study showed a clear awareness by the customers of the ability of their brand to express what comes next

- a. The brand's ability to create value for the customer exceeds the core features of the product, which confirms the customer's self-image and supports it in the light of the customer's experiences.
 - b. To contain customer complaints and reactions as much as possible to the services provided, leading service providers to deal with customers for the first time because they influence the nature of the service delivery and create a negative spoken word that affects other customers and dissuades them from dealing with the brand.
 - c. Understanding and meeting customers' personal requirements, which improves the strength of the brand's commitment to customer personality analysis.
 - d. Create new ways to address customer complaints about service delivery, improving the ability of mobile phone companies to improve the way they are perceived by society.
3. The study sample expressed the brand's ability to achieve innovation, which means that brand innovation is focused on the use of new technologies that brand significant changes to brandet by stimulating emotional causes that motivate the customer to use the existing brand, given the ability of the relationship to brand changes in whole or in part It has positive effects on the performance and value of the score. The sample also recognized the ability of the brand to support new ideas and provide new solutions in response to its limited needs and desires.

b. Recommendations

1. The need to establish a relationship between the brand and its customers by giving customers superior value by:-
 - A. understand the customer of the brand more deeply and study their needs and desires continuously by using continuous surveys to monitor the potential change in their needs and desires.
 - B. create a clear roadmap to deliver a brand with unique characteristics that are honest, fresh, fair and deliver the promises you offer to customers.

To identify or identify the quality of customers clearly by identifying and fully matching the functional, emotional and social needs of the customer and the advanced relationship.
2. The need to offer brand new ways to communicate with their customers, including making use of technology to effectively implement and communicate the mission of the relationship, making a comprehensive change in brand appearance from time to time, extending the relationship and new issues. These versions can help to deliver the brand's message more.
3. Discover new locations and places to engage with brand communities, partner with new channels and outlets to sell their products, and create new connections and nurturing by connecting them to viewers and social personalities from opinion leaders that may enable the brand to change how it is displayed or who it is.
4. The need to develop the physical characteristics of brands based on functional characteristics into emotional characteristics based on the personal characteristics of the brand, which turns the relationship between the brand and the customer into a psychological relationship according to the customer's mental orientations, beliefs, hobbies and feelings.
5. To create emotional connections by connectioning the functional feature of the brand as an important emotional need that drives a functional need, more in-person surveys and interviews with customers to show their true emotional feelings.

VI. References

1. Alexander, B.K. and Schweighofer A.R.F. (1988) "Defining addiction", Canadian Psychology, Vol. 29 No. 2,
2. Ali, A., Ali, A., & Sherwani, M. (2017). Shaping halal into a brand? Factors affecting consumers' halal brand purchase intention. Journal of international food & Agribusiness Marketing, 29(3),.
3. Amaldoss, Wilfred and Sanjay Jain (2005) "Conspicuous Consumption and Sophisticated Thinking," Management Science,
4. Bardakci, A. and J. Whitelock (2003). "Mass-customisation in marketing: the consumer perspective." Journal of Consumer Marketing 20(5): .
5. Braun, Ottmar L. and Robert A. Wicklund (1989) "Psychological Antecedents of Conspicuous Consumption," Journal of Economic Psychology, 10 (2)
6. Daniel, A. M., Mouter, N., & Chorus, C. G. (2022). For Me or for My Relatives? Approximating Self-Protection and Local Altruistic Motivations Underlying Preferences for Public Health Policies Using Risk Perception Metrics. Value in Health.
7. Egorov, A.Y. and Szabo, A. (2013) "The exercise paradox: an interactional model for a clearer conceptualization of exercise addiction", Journal of Behavioral Addictions, Vol. 2 No. 4

8. Elliott, R., Eccles, S. and Gournay, K. (1996) "Revenge, existential choice, and addictive consumption", *Psychology & Marketing* (1986-1998) Vol. 13 No. 18,
9. Fillis, I., & Rentschler, R. (2005). *Creative marketing: An extended metaphor for marketing in a new age*. Springer.
10. Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4).
11. Fournier, S. and Alvarez, C. (2013) "Relating badly to brands", *Journal of Consumer Psychology*, Vol. 23 No. 2,.
12. Fournier, S. and Alvarez, C. (2013) "Relating badly to brands", *Journal of Consumer Psychology*, Vol. 23 No.
13. Gardner, Burleigh B. and Sidney J. Levy (1955) "The Product and the Brand," *Harvard Business Review*, 33 (2)
14. Guèvremont, A. (2018). Creating and interpreting brand authenticity: The case of a young brand. *Journal of Consumer Behaviour*, 17(6) .
15. Homburg, C., et al. (2005). "Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay." *Journal of Marketing* 69(2).
16. Joshi, R., & Yadav, R. (2019). The study of brand extension among generation Y in the Indian market. *International Journal of Indian Culture and Business Management*, 19(3),.
17. Keller, Kevin Lane (2007) *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, 3d ed. Upper Saddle River, NJ: Prentice Hall
18. Kotler, P., Kartajaya, H., & Hooi, D. H. (2017). *Value Indicator: From Brand To Character*. World Scientific Book Chapters
19. Margarisová, K., & Vokáčová, L. (2016). Regional branding: building brand value. *Acta universitatis agriculturae et silviculturae mendelianae brunensis*, 64(6), 2059-2066
20. Mody, M., & Hanks, L. (2020). Consumption Authenticity in the Accommodations Industry: The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. *Journal of Travel Research*, 59(1)
21. Naeem, B., Nawaz, M. M., Rana, A. A., & Ishaq, M. I. (2011). Do creative marketing strategy and its effective execution promote business performance? An empirical assessment. *African Journal of Business Management*, 5(30).
22. Situmeang, R., & Sitorus, M. H. 2017, Online Reviews: What Is The Role of Brand Knowledge on Consumer's Purchase Intentions with The Knowledge about Manipulated Online Reviews?.
23. Tarnovskaya, V. (2017). Reinventing personal branding building a personal brand through content on YouTube. *Marketing*, 30.
24. Wernerfelt, Birger (1988) "Umbrella Branding as a Signal of New Product Quality: An Example of Signalling by Posting a Bond," *RAND Journal of Economics*, 19 (Autumn
25. Young, K.S. (2004) "Internet addiction a new clinical phenomenon and its consequences", *American Behavioral Scientist*, Vol. 48 No. 4,.