

## Is Self-Esteem Important to Marketing Literature

### Branding Perspective from Nike's Sport Wear Industry in Kish Island

<sup>1</sup>Dariyoush Jamshidi <sup>2</sup>Alireza Rousta <sup>3</sup>Mitra Meijani

<sup>1</sup>Department of Management, College of Economics, Management and Information System, University of Nizwa, Oman

<sup>2</sup>Department of management, Kish International Branch, Islamic Azad University, Kish Island, Iran  
Corresponding Author:

<sup>3</sup>Department of management, Kish International Branch, Islamic Azad University, Kish Island, Iran

<sup>1</sup>dariyoush1986@yahoo.com, <sup>2</sup>alirezarousta@yahoo.com

<sup>3</sup>mitra.meijani@yahoo.com

#### Abstract

The purpose of the present study was to determine the impact of variables which create a special value for sport brands like the Nike brand. In other words, the research sought to answer the question of whether customer self-esteem was important for marketing literature. How can it be improved? In addition, for the first time, we examine the relationship between self-esteem and brand addiction in marketing literature. The research method is descriptive-analytical and the research is applied in terms of purpose, which is done by using library studies and field studies from the interview and filling in the questionnaire. The statistical population of the study is 240 of Nike trainers, athletes, customers and sellers in Kish Island. Smart PLS software was used for modeling structural equations and hypothesis testing. The research findings showed that brand attachment has a positive and significant effect on brand love. Brand trust has a positive and significant effect on brand love. Brand love has a positive and significant effect on brand addiction. Brand addiction has a positive and significant effect on consumer self-esteem and also, brand attachment has a positive and significant effect on consumer self-esteem. This paper highlights that brand attachment not only influences the Brand Trust, Brand Love and Self-esteem, but also on negative behaviors, such as Brand Addiction.

**Keywords:** Self-Esteem, Brand Attachment, Trust, Brand Love, Brand Addiction, Smart PLS.

#### Introduction

Today customers try to use a product or service for rising their own self confidence and self-esteem (Tunca, 2018). Studying self-esteem is important because one's feelings can affect your actions and behaviors. Self-esteem is not just about us, but also about how we look and our lifestyle choices (Jacqueline O'Donnell, 2014). The concept of self-esteem generally refers to a person's evaluation of, or attitude toward, him- or herself (James, 1890). Over the years, theorists have made many distinctions concerning different types of self-esteem (e.g., contingent vs. no contingent (Crocker & Wolfe, 2001; Rogers, 1959); explicit vs. implicit, (Greenwald & Farnham, 2000; Hetts & Pelham, 2001); authentic vs. false, (Deci & Ryan, 1995; Horney, 1937); stable vs. unstable, (Kernis & Waschull, 1995); global vs. domain specific, (Dutton & Brown, 1997), and theories vary in terms of the precise dynamics through which the self-esteem motive is posited to operate. Marketers stimulate the four main human senses by stimulating factors such as fear, value, sin, trust, rivalry, momentary pleasure, progressiveness and being different, then encouraging them to buy their goods or services. Researchers have found that when consumers have developed trust in a brand, their feeling of the relationship with the brand is beyond the satisfaction with the brand of functional performance (Belaid and Behi, 2011). In addition, according to the TMT theory discussed in a paper by the Rousta & Abdul Hamid (2015), customers are recognized as the core of the thinking of firms and their satisfaction is one of the main factors in the competition between companies. When

a customer understands a valuable product or service instead of money, he will positively influence the market of the organization. Demand for customers is on the rise, and in many markets, there are many options to compare with the past time.

In addition, Brand attachment is created when the consumer uses the brand and talks with others about the brand, and searches for brand information (Brakus et al, 2009). Esch et al. (2006) demonstrate that brand trust affects brand attachment. Making a powerful brand on the market is the strategic to many organizations. Albert et al. (2013) argue that trust can lead to the consumer's passion for the brand since brand trust is affective and cognitive by nature and it has a positive impact on brand love. People establish strong and deep emotional relationships with brands, which for many years remain like love in the minds of the individual, leading to brand loyalty or even brand addiction. Having loyalty of key customers is one of the major marketing goals, which is common among key players in all of the industries (Rousta & Abdul Hamid, 2015). Based on Alexander's (2000), when consumers find a brand that functions as a substitute lifestyle they may cling to it with an endurance that shows an addictive obsession. Hence, one of theory that explain a correlation between attitude, interest and behavior is a theory of reasoned action that developed by Fishbein (Simbolon, 2015). According to the Theory of Reasoned Action (TRA), people often make decisions based both on personal and social attitudes. If we can appeal to both, we might be more effective at encouraging a prospect to adopt our desired buying behavior ( O'Kelly, 2018).

In marketing, studying self-confidence is very important for the individual, because the feeling can affect his actions and behaviors. People who have high self-esteem and self-esteem complain more about ads that show branded goods. (Prendeegast & et al., 2009). One of the best brands in Nike's sportswear industry is Nike that its voice echoing everywhere. Nike has known as pro company which has full of marketing skills. The company now has a classy strategy in making its top products for athletes around the world, which has improves the look of marketing in the scope of sports forever (Nike-style marketing, 2016). Nike has been known how its goods attach with consumers and celebrity athletes alike, and it plays with that relationship and brand loyalty which bring back in the new spots (Anderson, 2018).

Therefore, this study would like to investigate to the title of "Is self-esteem of consumer important to marketing literature? How can improve it? This is one of the main challenges for most of professionals, which requires a lot of investigations. The research contributes to the literature of marketing by the branding perspective from Nike's sport wear industry in Kish Island. Hence, developing a proper conceptual of self-esteem will fill this literature gap. This paper is composed of three parts. In the first section, we provide a review of the literature from trust, brand attachment, brand love and brand addiction which were used as antecedent of evaluation. In the second part, we present and develop conceptual model and in the last section, we discuss the findings and implications for further research and practice.

### **Literature review: Self-esteem**

A review of research literature suggests that self-esteem is an inclusive aspect of consumer behavior and is one of the primary considerations for marketing activities in a variety of branded products. People with low levels of self-esteem try to find shelter in the brand which allow them to control the self-aspects they want to make public. Similar to what is commonly observed with other forms of addictive behavior (Andreassen et al., 2017).

In the study of The effect of embarrassment on preferences for brand conspicuousness, The roles of self-esteem and self-brand connection (Song et al., 2017),the results show that when feeling embarrassed, consumers with low/high self-esteem are more likely to have promoted motivation to avoid social attention to the self in general to repair their self-image. Thus, consumers with low/high self-esteem prefer a more clear product design over a less conspicuous one to a lesser extent when they are embarrassed than when they are not embarrassed. In addition, they found that consumers form a strong connection with the brand when the interaction between self-esteem and embarrassment is more likely.

Based on Tunca, (2018), the person who has the self-esteem think that he/she is better than others. In other words, the self-esteem is known as an individual's attitude toward themselves, which has a direct call with psychological and behavioral outcomes such as anxiety, well-being and etc. According to the Prendergast et al (2009), self-esteem is defined by the people with respect to themselves to cause their happiness. Self-esteem and consumption values are important in determining consumption behavior, because consumers attempt to buy and use the products which gave them self-confidence and also make them happy. This is very important that consumers try to raise their value by using top and quality brands (Opiri and Lang, 2016).

Tunca, (2018) found the brand is the common way to enhance the self-confidence and self-esteem, and point that the cause of moving forward in style of positive and attractive is the brand identification. Hence, The American Marketing Association (2017) defines brand as a "name, term, design, symbol" or any other feature that identifies one seller's good or service as distinct from those of other sellers). According to the Park et al. (2010), Self-esteem should play an especially eminent role in creating emotional brand attachment.

### Brand Attachment

In marketing literature, brand attachment has a positive and emotional attitude towards a specific brand which leads to emotional attachment and affects related behavioral factors (Chinomona and Maziriri, 2017). According to the Brakus et al, (2009), brand attachment is created when the consumer uses the brand, talks with others about the brand, and searches for brand information and suggest that brand attachment occurs because individuals tend to boost the way they view, their self-concepts through material possessions, particularly with those that convey self-relevant symbolic attributes. For example, individuals self-enhance by make and communicating their self-concepts with brands that represent a form of the social groups or identities their values (Escalas & Bettman, 2005).

Brand attachment reflects the stability of the relation between a consumer and a brand, which is illustrated by the perceived facility of accessibility and recognition in the consumer's mind. These authors argue that brand attachment is a significant predictor of brand equity, brand attitude and the success of brand extension (Fedorkhin et al., 2008; Schmalz and Orth, 2012). Chinomona and Maziriri, (2017) and Bergkvist and Bech-Larsen, (2010) showed the relationship between Brand attachment and brand love. Thus, this study hypothesized that:

H1: Brand attachment has a positive relationship with brand love.

### Brand Trust

In the marketing literature, the term "brand trust" is variously defined as the willingness of consumers (implies a propensity) to rely on the ability of the brand to perform its stated function (Chung, 2008). Brand trust originates from trust, which is a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another (Rousseau et al., 1998). Delgado-Ballester (2003) claimed brand trust as a feeling of security held by the consumer in his/her interaction with the brand, which is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer. Delgado-Ballester (2003) stated that brand trust includes two dimensions: brand friability (BF) and brand intentionality (BI). BF is related to the individual's belief that the brand accomplishes its value promise, while BI means that the brand will actively safeguard the interests of consumers in emergencies, and can give consumers a sense of security, including a perception of altruism, honesty, and quality. The two-dimensional classification and measurement scale have been widely recognized and verified in the literature. As many marketing scholars have pointed out, brand trust plays a key role in commercial exchange relationships, because it can create competitive advantage and promote marketing success (e.g., Delgado et al., 2005). Brand trust is viewed as central in many studies. It is conceptualized as a notable factor in the firm success. Chaudhuri and Holbrook (2001) define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". Brand trust occur after consumers' evaluation of companies' offerings. If companies provide beliefs of safety, honesty and reliability about their brands to consumers, brand trust will be generated subsequently. It can be interpreted that brand trust is created and developed by direct experiences of consumer

via brands (Kabdayi and Alan, 2012). Morgan et al., (2014), and Kabdayi and Alan, (2012) showed the relationship between brand trust and brand love. Thus, this study hypothesized that:

H2: Brand trust has a positive relationship with brand Love.

### **Brand Love**

Brand love is a significant tool to distinguish a brand from those of competitors, by creating it with satisfying experiences for a customer which led to brand love (Meisenzahl, 2017). Brands that create more self-esteem in the customer will increase the customers' love for those brands. Also brands are effective in stating existence and creating self-confidence in the consumer, to help the growth customer's love and trust in this brand (Hwang and Kandampully, 2012).

Brand love as a concept refers to consumers' emotional attachment toward a brand. Speaking about emotional attachment may sound more natural than expressing love toward brands. Brand love has been categorized as one of the dimensions of attachment, although it is sometimes acknowledged as a separate concept (Bergkvist and Bech-Larsen, 2010). Brand love can be regarded as deep emotional brand connections (Long-Tolbert and Gammoh, 2012). Researchers in the field of marketing have looked at the emotional phenomena of consumption, such as brand love and pride (Batra et al, 2012; Patwardhan and Balasubramanian, 2013; Rossiter and Bellman, 2012; Sarkar et al., 2012). Other researchers have endeavored to develop instruments for measuring brand love, as well as identifying the antecedents and consequences of the phenomenon (Albert and Florence, 2010; Sarkar et al., 2012). Thus, this study hypothesized that:

H3: Brand love has a positive relationship with brand addiction.

### **Brand Addiction**

According to Morad (2018) the brand addiction has received less attention in the marketing and consumer behavior literature. She assert that brand addiction is one of the most important ways that consumers engage with brands. Based on Morad et al., (2017) brand addition definition is an individual consumer's psychological state that pertains to a self- brand relationship manifested in the daily life and involving positive affectivity and pleasure with a particular brand and constant persist for possessing the brand's products and services. More complex is a promising one, which may include possible consequences of the consumer brand's addictive behavior. Morad et al., (2017) developed the model of brand addiction, considering perceived the effect of brand addiction. Thus, the effect of brand addiction may depend on consumer self-esteem. Therefore, this study hypothesized that:

H4: Brand Addiction has a positive relationship with consumer self-esteem.

The theory of attachment is applied to examine the phenomenon in the field of marketing, identifying the interest of consumers in establishing relationships with brands which are capable of serving as attachment figures (Flight and Sacramento, 2015; Alex and Joseph, 2012; Dolbec and Chebat, 2013), and thereby influencing their emotional state. The theory was developed originally by Bowlby (1969), at the time a member of the British Society of Psychoanalysis (Kurth, 2013). The theory of attachment is based on etiology, the study of animal behavior, and developmental psychology (Bretherton, 1992). Widely used in the field of human psychology, the theory of attachment describes how individuals seek out figures to provide refuge and protection (Bowlby, 1969; Cortina, 2013). According to the theory, attachment occurs in interpersonal relationships during infancy, when the figures closest to the individual, such as parents or caregivers, represent the first objects of attachment, as well as the basis for fantasy construction, used as a means to confront conflict, anxiety, or fear (Cortina, 2013; Pace and Zavattini, 2011). Previous research has found that consumers relate with brands or manifest love feelings for them as a way of re-establishing their emotional well-being (Emile and Craig-Lees, 2011; Truong and McColl, 2011; Raut and Brito, 2014). Accordingly, this study hypothesized that:

H5: Brand Attachment has a positive relationship with consumer self-esteem.

Today, brand management has great importance in marketing, particularly when organizations try to send their relationship messages in intangible and complicated ways. Many organizations believe that one of their most important features is the brand of their products and services. Many researchers such as Santos-Vijande et al. (2013) have mentioned that establishing strong brands is among the main factors in achieving competitive advantage as well as organizational durability and survival. Moreover, Brand image is a suitable predictor of brand trust and can influence it. Through improving their brand image, companies can win their customers' trust in their products. Trust is also defined as a relationship quality feature and considered an important determinant in the perception about the quality of services, loyalty, the relationship between two parties, and cooperation. Trust is the key variable in the exchange network between the company and its numerous partners because trust encourage the company to spend on its long-term relationship. The image or trust of a brand and company has an impact on its market performance, for example having a good image and trusting a brand or company as one of the major competitive advantages for all organizations. The performance and lack of quality of brands and products can lead to a decrease or increase in the self-esteem of fans, customers. Thus, this study hypothesized that:

H6: Brand trust has a positive relationship with consumer self-esteem.

Thomson et al. (2005) claimed that individuals can develop an emotional attachment with consumption objects. Hence, an individual can fall in love with brands (Carroll and Ahuvia, 2006; Batra et al., 2012). Brand love is structurally analogous to romantic interpersonal love (Sarkar et al., 2012; Sarkar, 2013). Thus, it is conceptualized that an individual can be jealous when consumer observes that a brand that they love romantically have been purchased by another person (be it a friend, neighbor or any member of social groups), given that he/she does not have the brand at present due to some constraint. In such a case, the potential customer (who does not have the brand new, but is romantically attached to the brand) can view another existing customer (who is using the brand currently) as a rival. However, the only limitation of the brand jealousy concept is that it might not involve the reciprocity aspect, unlike interpersonal relationships, as in most of the cases the brand cannot reciprocate.

However, it is also true that in this era of interactive marketing many companies are reciprocating promptly. In summary, romantic brand jealousy is defined as a complex of thoughts and feelings that follow threats to self-esteem generated by a romantically loved and esteemed brand in the mind of a romantic brand lover who does not possess the brand currently due to some constraint, after seeing another person using the same brand. As brand jealousy involves threats to self-esteem, it is assumed that brand jealousy can be aroused only in the case of selected highly esteemed and premium brands. The romantic brand lover does not possess the brand currently due to some constraint, as Sarkar (2013) states that due to the presence of various constraints romantic love might not lead to actual purchase. Therefore, this study hypothesized that:

H7: Brand love has a positive relationship with consumer self-esteem.

## **Methodology**

### **Data collection**

To test the hypothesized relationships, survey data were collected from 240 Nike trainers, athletes, customers and sellers in Kish Island. After deleting the defective questionnaires, 230 questionnaires completed by 122 men and 108 women were approved.

### **Measure development**

The questionnaire was written in Likert value range (very little to very much). The Cronbach Alpha values were obtained using smart PLS software. Brand Attachment Alpha 0.899, Brand Attribution 0.854, Brand Love 0.812,

Consumer Self-esteem 0.847 and Brand Trust 0.940. Values greater than 0.7 represent a good reliability of the index. Therefore the queries of the research questionnaire had a good and stable reliability and the validity of the questionnaire was confirmed by experts and related professors.

The study utilized questionnaire survey adopted from self-esteem scale by Rozenberg (1965) and King (2003) were captured on a 5-point semantic differential scale (e.g., Beerli et al., 2007; Birdwell, 1968; Kastenholz, 2004; Malhotra, 1981). We use Brand attachment scale provided by Carsten Baumgarth (2014), Brand Trust scale developed by Morgan et al., (2014), brand love devoted by Albert (2010) and Carroll and Ahuvia (2006). Smart PLS software was used for modeling structural equations and hypothesis testing. This approach is a comprehensive statistical approach for testing hypotheses about the relationships between observed and hidden variables.

### Analysis of research data

we present data analysis of this study with several summarized tables and figures that contains descriptive statistics, assessments of the measurement model's validity, such as reliability and validity of measures and assessments of the structural model's validity for hypothesis testing was carried out by using Partial Least Square (PLS).

**Table 1 Breakdown of respondents.**

Demographic	Range	Frequency	Percentage (%)
<b>Age</b>	20-30	48	20.8
	31-40	150	65.2
	41-50	32	13.9
	More than 50	0	0
<b>Gender</b>	Male	122	53
	Female	108	46.9
<b>Time of using the brand</b>	Less than 2 years	0	0
	2-3 years	26	11.3
	3-5 years	68	29.5
	More than 5 years	136	59.1
<b>Education</b>	Diploma	0	0
	Associate Degree	5	2.17
	bachelor	42	18.2
	Masters and higher	183	78.2
		230	100.0%

According to breakdown of respondents (table 1) that out of 230 respondents in the statistical sample, age group 31-40 (65.2%) had the highest representation followed by group 20-30 (20.8%) and group 41-50 (13.9 %). Also 53 percent of respondents are male and more than five years level in Time of using the brand (59.1%) had the highest representation followed by 3 to 5 years level (29.5%) and Masters and higher level (78.2%) had the highest representation education level followed by bachelor level (18.2%).

## Findings

The data was analyzed for inferential statistics using a partial least squares variance-based structural equation modeling (PLS - SEM) statistical technique, path modeling using SmartPLS version 3 to estimate the relationships between the different parameters of the research model. SEM tests theoretical models using hypothesis testing to understand the simultaneous modeling of relationships among various independent and dependent variables (Schumacker and Lomax, 2010). Unlike first-generation statistical techniques, such as regression analysis and analysis of variance, SEM is a second-generation multivariate analysis technique that overcomes the limitations of first-generation techniques (Haenlein and Kaplan, 2004). PLS-SEM approach is a preferred analysis technique because it offers several flexibilities. For example, this approach is well suited for prediction-oriented research, does not require a large sample size, does not require normality and subsequently works without distributional assumptions and with nominal, ordinal and interval-scaled variables (Haenlein and Kaplan, 2004, Hair et al., 2014).

## Reliability and Validity

In this Research validity and reliability for measurement model and structural model was done to demonstrate the reliability of the instrument for reflective constructs. The loadings of individual items for each construct (The research model includes five construct) exceeded 0.500 as shown in the following table:

**Table 2: presents Constructs and items with factor loadings**

<b>Consumer Self – Esteem</b>	<b>Factor loading</b>
I feel that by Using the Nike brand I look more valuable.	0.857
I feel that the Nike brand offers me good features.	0.722
When I use the Nike brand I can do my work well as most people.	0.836
By using the Nike brand, I have more positive attitude and self-esteem.	0.840
In general, I feel that I'm more pleased with the Nike brand.	0.892
Without a Nike brand I feel I do not have much to be proud.	0.852
Without a Nike brand, I usually think I've failed.	0.923
Nike brand brings me more respect.	0.795
Without a Nike brand, I sometimes feel useless and mistrustful.	0.857
<b>Brand Attachment</b>	
Without a Nike brand, I cannot do things and work well.	0.865
When I use the Nike brand and Nike's clothes, I will look more kind.	0.834
When I use the Nike brand, I'll make a better connection with others.	0.832
When I use the Nike brand, I feel that things seem easier.	0.760
Always must be Nike brand with me.	0.659
The Nike brand has removed the restrictions for me.	0.589
<b>Brand Trust</b>	
I have no control over the Nike brand.	0.768

I always dedicate a portion of my income to the Nike brand.	0.769
I am always looking for new Nike brand products.	0.774
Except for the Nike brand I cannot think of any brand and it's not a pleasure for me.	0.771
I always remember the good and positive experiences I had with the Nike brand.	0.846
Looking at the Nike brand, I'm taking an instant decision.	0.768
<b>Brand Love</b>	
Nike brand makes me always feel good.	0.878
Nike brand is a fantastic brand.	0.862
The use of the Nike brand makes me happy and enthusiastic.	0.658
I love Nike brand and all its products.	0.658
I feel very passionate about the Nike brand.	0.664
<b>Brand Addiction</b>	
Nike brand is very reliable in providing services and products.	0.839
Nike brand operates its promise and fulfills all its obligations.	0.847
Trust is the first word Nike brand gives me.	0.811
Trusting on the Nike brand, I am eager and more confident.	0.817
Nike brand is always my trust.	0.815

The composite reliability (CR) coefficients exceeded an acceptable measure 0.7 for CR. Convergent validity is assessed using average variance extracted (AVE) and the composite reliability (CR). Convergent validity is established if the CR value is more than the AVE and all of the AVE are greater than 0.50 (Hair et al., 2014, Jamshidi and Kazemi, 2019). The results (table 3) show that all of the CR is greater than their corresponding AVE and all the AVE meet the required minimum of 0.50, thereby establishing convergent validity. Also to confirm the discriminant validity we followed Fornell and Laker (1981) method. Fornell and Larcker (1981) suggest that the square root of AVE in each latent variable can be used to establish discriminant validity, if this value is larger than other correlation values among the latent variables. (Table 3).

**Table 3: Quality criteria and square of correlation between latent variables**

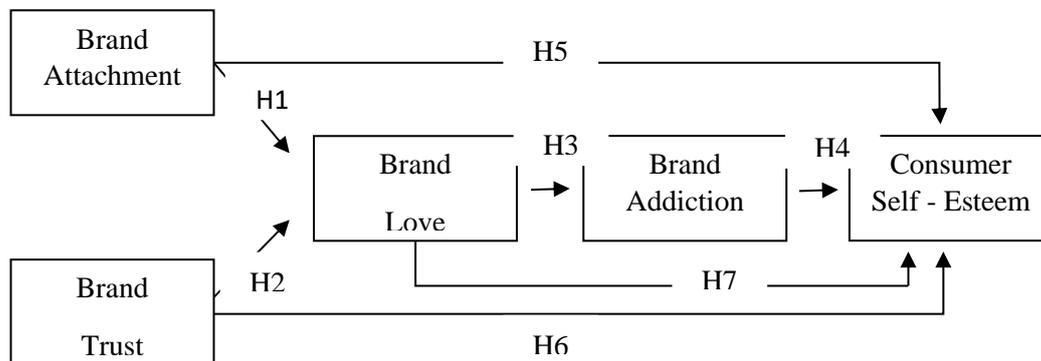
Variables	AVE	CR	BAt	BAAd	BL	CSE	BT
<b>BAt</b>	0.664	0.900	0.815				
<b>BAAd</b>	0.582	0.885	0.798	0.763			
<b>BL</b>	0.558	0.884	0.786	0.692	0.747		
<b>CSE</b>	0.618	0.857	0.644	0.742	0.650	0.786	
<b>BT</b>	0.708	0.944	0.746	0.744	0.614	0.690	0.842

Notes: BAt = brand Attachment; BAAd =Brand Addiction; BL =Brand Love; CSE =Consumers Self-Esteem; BT =Brand trust.

An AVE of great than 0.50 shows that more than 50 percent of the variance of the measurement items can be accounted for the latent variables (Hair et al., 2014)

**Structural Model**

Based on the presented literature review, the research model is shown in figure 1;



**Figure 1: Research Model**

This research model is in line with similar researches and inferential statistics were formed by using software SmartPLS 3 under this research model (Figure 1). The first step was done by defining the latent variables from the model including the indicators. The step was continued by determining the indicators for each latent variable. All indicators used in this study were reflective (the two types of construct measurement models are reflective and formative. Measures, also known as items or indicators, influence latent variables (also called constructs or factors). The direction of the relationship between measures and the latent variables can flow in two directions: directly from the measure to the construct (known as reflective) or directly from the construct to the measure (known as formative) (Freeze and Raschke, 2007). Indicators manifest of the variables and the arrows indicating the structural relationships between variables according to the research model. The following section shows that the reliability and validity of research model are above the threshold values.

**Path Coefficient**

As shown in the following figure the path coefficient represented the strength of the relationship between the two latent variables. The path coefficients are expected to have positive values exceeding 0.1 and significant at the maximum level of 0.05. Also, t-statistic must be > 1.96 with 95% confidence level for each path (t-statistic shown in figure 3) the path is categorized to have a significant correlation only if fulfilling those two criteria. To determine the significance of the result, also Factor loadings of individual items for each construct exceeded 0.500 values and were significant (p value < 0.05). In following the values of path coefficient, t-statistic for each path on the structural model can be seen in figure 2 and 3 as follows:

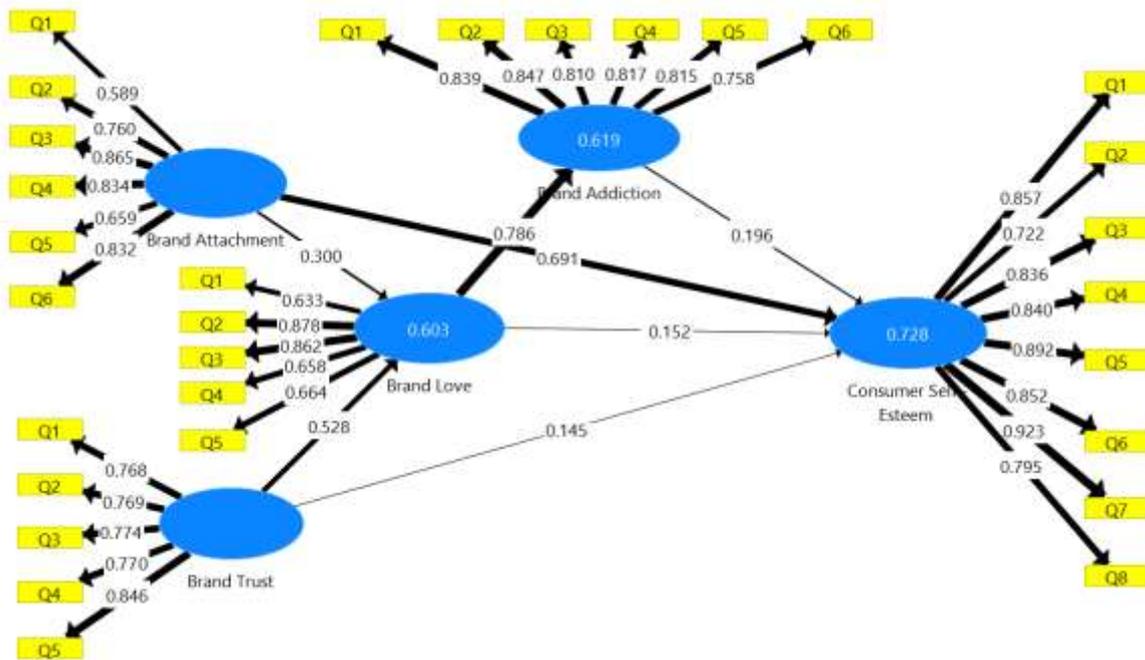


Figure 2: presents the loadings of individual items and path coefficient

### Hypothesis Testing

After conducting outer (measurement) model evaluation and inner (structural) model evaluation, the following step is hypothesis testing. The latent variables were linked up to represent the relationships in the various hypotheses in a structural model. The significance of the path coefficients was examined to assess the hypotheses. The significance of the paths was determined using the t-statistical calculated with the bootstrapping technique (with 5000 subsamples). SmartPLS 3 can perform bootstrapping for both the inner and outer model to specify the t-value for significance. In order to get approximate t-values for the significance test, researchers should use a large subsample (for example, 5000) (Rousta and Jamshidi,2019). Critical t-values for a two-tailed test are 1.65 (significance level = 10%), 1.96 (significance level = 5%) and 2.58 (significance level = 1%) (Hair et al, 2011). In the current study, a 5% significance level was employed for two-tailed test in this study. The details are as follows:

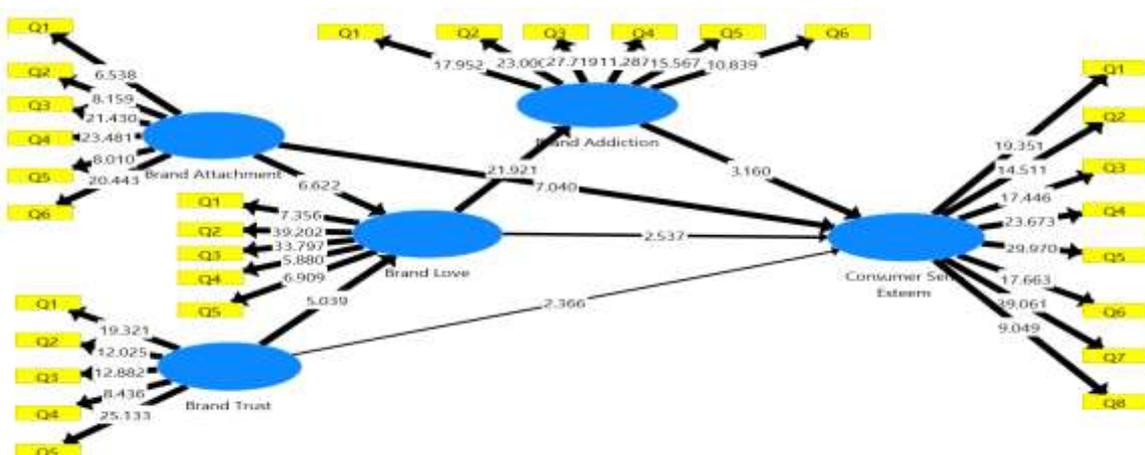


Figure 3: presents the t-values of structural model

Path analysis results have been shown as follows in Table 4.

**Table 4 the Relationship Criterion between Variables**

Relationships	Original Sample	Sample Mean	Standard Deviation	T Statistics	P-value
BAd > CSE	0.196	0.210	0.173	3.160	<b>0.024</b>
BAt > B L	0.300	0.305	0.118	6.622	<b>0.011</b>
BAt > SE	0.691	0.685	0.094	7.040	<b>0.000</b>
BL > BAd	0.786	0.794	0.036	21.921	<b>0.000</b>
BL > CSE	0.052	0.053	0.100	2.537	<b>0.034</b>
BT > BL	0.528	0.531	0.107	5.039	<b>0.000</b>
BT > CSE	0.045	0.035	0.122	2.366	<b>0.012</b>

\* Significance Level = 0.05

Following figures 2 and 3, table 5 presents hypothesis testing to answer the research questions. The t-values in this research defined as 1.96 with the significant value at 0.05:

**Table 5: Hypotheses testing results**

H no	Hypotheses	Path Coefficient	t-values	Results	findings are consistent with
<b>1</b>	Brand attachment has a positive and meaningful relationship with brand love	0.300	6.622	supported	(Chinomona and Maziriri, 2017) and (Bergkvist and Bech-Larsen, 2010).
<b>2</b>	Brand trust has a positive and meaningful relationship with brand love	0.528	5.039	supported	(Morgan et al., (2014), Bollester, 2004) and Kabdayi and Alan, (2012).
<b>3</b>	Brand love has a positive and meaningful relationship with brand addiction	0.786	21.921	supported	Morad, (2018), Cui, (2017).
<b>4</b>	Brand Addiction has a positive and meaningful relationship with consumer self-esteem.	0.196	3.160	supported	Morad, (2018), Cui, (2017) and Andreassen, et al., ( 2017)
<b>5</b>	Brand attachment has a positive and meaningful relationship with consumer self-esteem.	0.691	7.040	supported	Lang, (2016)
<b>6</b>	Brand trust has a positive and meaningful relationship with consumer self-esteem.	0.145	2.366	supported	Tunca, (2018)

<b>7</b>	Brand love has a positive and meaningful relationship with consumer self-esteem,	0.152	2.537	supported	Hwang and Kandampully, (2012).
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**Conclusion and Discussion**

Research on self-esteem, especially in the context of the relationship with brand addiction, is still in childhood, and a limited understanding of what is emerging in this phenomenon is presented. The purpose of this article is to create a clear, concise definition of self-esteem that is essential for scientific research. This study was conducted by adopting a conceptual development approach step-by-step based on research literature in this regard and filling the gap between marketing literatures. Conceptual development of self-esteem provides theoretical assistance through solving the problem of poor conceptual resolution. Thus, it reduces the confusion over what is referred to when describing the concept of self-esteem. Also, the identification of unique and shared self-esteem features suggests that a combination of these features enables researchers to recognize this structure from other related concepts such as brand attachment, brand trust, brand love, and brand addiction. However, the results of this study showed that brand attachment, brand trust, and brand addiction and brand love directly influenced self-esteem. In addition, brand attachment, brand trust directly influenced brand love. Hence, brand love directly influenced brand addiction. In general, all of these variables have a significant relationship with self-esteem.

As mentioned in the literature review one of the biggest challenges in marketing literature is evaluating the wide range of factors directly related to improving consumer self-esteem and brand addiction. According to the theoretical contributions supporting earlier studies, which assert that brand addiction is the highest level of intense emotions that consumers may form attributes of brand addiction, the definition of brand addiction should be refined, which this issue has been underestimated in Kish Island. Moreover, people establish strong and deep emotional relationships with brands, which for many years remain likes love and trust in the minds of the individual, leading to brand loyalty or even brand addiction. Having loyalty of key customers is one of the major marketing goals, which is common among key players in all of the industries. Moreover, when consumers find a powerful brand that functions as a substitute lifestyle they may cling to it with an endurance that shows an addictive obsession.

The scope of this research is to strengthen relationships that lead to increased self-esteem of consumers with their favorite brands and provide managers with significant insights. Some purpose of this study included: First, it provides a better understanding of the different relationships that consumers may have with a particular brand, which may be helpful in making decisions about the marketing mix. Second, it helps managers to classify their markets on the basis of behavioral segmentation, taking into account the different levels of emotional intensity of brand relationships, brand trust, brand attachment and brand addiction. Similarly, we recommend marketing managers, fashion retailers and marketing researchers can use this study outcomes to better understand their consumers and establish and maintain long-term relationships with them. Such a classification helps managers select the most promising segments without restriction and then design market strategies (product design, development, positioning, pricing, and advertising strategies) to select, to be profitable.

**Limitations and Future study**

Some limitations are noted in this research. This research has focused on developing a conceptual definition of the structure of self-esteem .In more detail, the current study has only examined the relationship among brand attachment, brand trust, brand love, brand addiction and consumer self-esteem. Other related concepts can be considered for future study as well. On the other hand, this research is limited to the Nike sports brand on Kish Island. Another limitation of this research is the research methodology, which uses only quantitative methods for measuring and modeling structural equations. The further researches may be conducted in the following directions:

For further generalizability of the research and model, other sports brands should be tested in Kish Island and other cities of Iran or another industries, as well as a comparative study of foreign brands with Iranian brands. The existence of fake and Chinese brands in the market leads to consumer distrust and consumer disinterest, and consumers of fake and non-quality branded products are replacing real brand consumers in the market. Therefore, marketers and researchers are required to conduct new researches and make the right decisions. Deeper investigation of the interaction process between different types of brand and industry is also recommended. The investigation of brand-addiction phenomena, which means absolute loyalty to one or several brands and can lead to personality deformations (deformations in motives structure, goals, values, self-perception and others) that improving the customer self-esteem in marketing literature.

It is suggested that other researchers investigate using qualitative methods, in-depth interviews, and participatory observation. Future research should incorporate more variables of interest based on awareness, brand image and word-of-mouth. Therefore, this research contribution is only a beginning and further research is needed. To gain an in-depth understanding of self-esteem, future researchers are encouraged to do more qualitative research to fully discover what other factors play an important role in enhancing self-esteem and consumer brand addiction.

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