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EMOTIONAL BRANDING AND BUYING BEHAVIOR

Dr. Vijayakanthan. S,

Assistant Professor, Department of Management Studies, SRM Institute of Science and Technology, Chennai. Mail id : svijayakanthan76@gmail.com

Dr. Arasuraja. G,

Assistant Professor, Department of Management Studies, SRM Institute of Science and Technology, Chennai. Mail id : arasuraja.mba@gmail.com

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ABSTRACT

In today's prominence positioned society, Customers outline themselves through brands they use. The exclusive branded attires they wear, the cars they buy and drive, the drinks they devour, campus they attended to study, favorite spots to hang out, and so on. Their appeal arrays from youthfulness to status, but these brands share a **profound emotional linking** with the customers which translates into dogged consumer loyalty. This paper describes the summary of the research conducted to identify the impact of emotional branding on the customer buying behavior. The descriptive research was conducted in which the data was collected through a structured questionnaire in the google form.

Introduction

Emotional branding is a word used within marketing communication that refers to the exercise of building brands that calls directly to a consumer's **emotional** state, needs and aspirations

How do the brands demonstrate the customers ahead of all other considerations during the emotional branding?

- The organizations recognize and outline target audience's core emotional need as the most important aspect of emotional branding. They make it vital to communicate this insight through all the company internal and external communications.
- Organizations Encourage customers to reach the desired emotionally bonded state; "I will only buy brand x"? They start by considering the customers' needs - what they want, need and aspire to.
- The organizations Create consistent communications centered on customers' emotional needs. Every point of contact should reflect and reinforce the message that the brand is responding to its customers'

emotional needs; i.e. customer relations, online content and social media engagement. This is especially important at 'moments of truth'.

Background of the study

It is highly evident that intense psychological bonds with the brands referred as emotional brand connections lead to higher levels of firm performance and competitive advantage (Malar et al., 2011). The emotional linkages between consumers and the brand result in increased commitment (Grisaffe and Nguyen, forthcoming), customer satisfaction (Bagozzi et al., 1999), loyalty, and repurchase intention. As opposed to conventional marketing driven branding approach, emotional branding focuses on brand meanings that interact with consumer lives and inspire their passion, life stories, memories, and experiences (Thompson et al., 2006).

Emotional branding is defined as the engagement of consumers in a deep, long-term, intimate emotional connection with the brand, which is beyond the benefit based satisfaction, and which creates a special trust based relationship for the development of a holistic emotional experience (Morrison and Crane, 2007).

Goobe 2001 reflects reflects emotional branding as a means of creating personal dialogue with the consumers which adds credibility through powerful connections on a personal and holistic level (Jawahar and Maheswari, 2009).

Jawahar and Maheswari (2009), suggest emotional attachment which includes i-) affection, ii-) connection and iii-) passion, as the antecedent of emotional branding. The study, focused on the measurement of emotional attachment in developing emotional brands, and the results present that emotional attachment positively influences emotional branding. Since emotional branding is a relatively new concept, this study aims to interpret the antecedents of related concepts such as emotional attachment, emotional loyalty for the expansion of emotional branding field

Grisaffe and Nguyen (2010) identify the antecedents of emotional attachments to brands as; i-) sentimentality/emotional memory (i.e. people, places, situations), ii-) socialization (i.e. family, social group), iii-) traditional customer outcomes (i.e. value satisfaction differentiation), iv-) superior marketing characteristics (i.e. product, place, price, promotion, service), v-) user-derived benefits (i.e. sensory pleasure, self-oriented goals, social oriented goals). Additionally, Malar et al., (2011) propose a model where perceived ideal and perceived actual self-congruence have positive effect on emotional brand attachment, and the results reveal that depending on the product involvement, self-esteem, and public self-consciousness influence emotional brand attachment. Moreover, the study of Orth et al., (2010) suggests that store-evoked pleasure and arousal positively affects brand attachment, on the basis of consumer personalities. These studies are regarded as building the framework for determining the antecedents of emotional branding.

On the other side of the discussion regarding emotional branding, the constructs that are affected by this construct would provide a necessary field for the development of the concept and for the realization of its potential for firms. Thus, although few some studies address the outcomes and benefits associated with

emotional branding (Thompson et al., 2006). DeWitt et al., (2008) propose a model where trust and emotions have mediating effect in the relationship between perceived justice and customer loyalty. Hence departing from this study emotional branding can be suggested as a facilitator of brand loyalty. Similarly, in the study of Carrol and Ahuvia (2006) brand love considered as an emotional branding construct is associated with higher levels of brand loyalty and positive word-of-mouth

OBJECTIVES OF THE STUDY

The study covers the objectives which can be listed as:

- To explore the dimensions of emotional branding and the effects do these dimensions have on consumers.
- To have an overview of branding of emotions and its impact on customers.
- To compare the customer connect with the Emotional branding v/s traditional advertising tools.

RESEARCH DESIGN:

The type of research adopted is descriptive research as this research includes survey and fact-finding enquiries to identify the relationship between the Emotional branding and the its impact of customers buying behavior in Tamil Nadu.

SAMPLE DESIGN:

- **Population:** The Population for the study includes the entire customers in Tamil Nadu.
- **Sample Size:** 334
- **Sample Method:** Sampling size was determined based on the convenience sampling method.

METHODS OF DATA COLLECTION

The data is collected through the following sources:

Primary data: A structured questionnaire was generated using Google forms and was circulated to all the known references.

Secondary data: In this study, the secondary data are collected through company journals, brochures, Reports etc.

TOOLS USED FOR DATA ANALYSIS:

The collected data is Tabulated and analyzed by setting hypothesis and testing hypothesis.

Using a statistical tools like- Chi-square & ANOVAs

RESULTS & DISCUSSIONS

Table 1: Data Analysis of Respondent

Particulars	Number of respondents				Total
Gender	Female	210	Male	124	334
Age	20-30	31-40	41-50	51 and above	334
	150	120	43	21	

Monthly Income	Less than 30000	30000-50000	50000-100000	More than 100000	334
	133	65	25	111	
Qualification	Diploma	UG	PG		334
	121	141	72		
Shopping expenses per month	Below 10000	10000-20000	More than 20000		334
	190	33	111		

From the above table, the respondents profile depicts that out of all respondents 210 of them are females and 124 are males. It is observed that highest fall respondents are in the category of 20-30 years age group and might having an experience of few years in buying and shopping. Besides that majority respondents did their U.G degree as a part of their educational qualification which is around 141. Moreover majority of the respondents shopping expenditure falls into the category of below Rs.10000.

Table 2: Level of agreement towards emotional branding

	SA		A		NAND		D		SD		Total
	N	%	N	%	N	%	N	%	N	%	
Emotional branding Captures attention.	146	44	41	12	54	16	53	16	40	12	334
Emotional branding Encourage purchases	88	26	119	36	13	4	54	16	60	18	334
Emotional branding Develop customer loyalty	132	40	62	19	54	16	50	15	36	11	334
Emotional branding Benefit from word of mouth business	121	36	85	25	52	16	63	19	12	4	334
Emotional branding make brand part of customer's life	99	30	90	27	24	7	86	26	35	10	334

It is seen from the above table that majority respondents strongly agree with the factor of “Emotional branding Captures attention, Emotional branding Develop customer loyalty, and Emotional branding Benefit from word of mouth business

Table : 3 Showing ANOVA (Analysis of Variance) between factors of Emotional Intelligence and conventional integrated communications

Enable us to test for the significance of the differences among more than two samples means of Emotional Intelligence and conventional integrated communications

Statistical Variables	Count	Sum	Average	Variance
Emotional branding Captures attention.	229	3684	16.087	7.212
Emotional branding Encourage purchases	229	3666	16.009	6.386
Emotional branding Develop customer loyalty	229	3166	13.825	6.759
Emotional branding Benefit from word of mouth business	229	3052	13.328	3.976
Emotional branding make brand part of customer's life	229	3733	16.301	7.597

ANOVA

Source of variation	ss	df	MS	F	P-value	F crit
Between Groups	2792.104	7.000	398.872	72.759	0.000	2.015
Within Groups	9999.397	1824.000	5.482			
Total	12791.502	1831.000				

Based on the observation, the values from the above Table is:

F(Observed) Value > F (Critical) Value

i.e. observed value lies outside the acceptance region and using it, we will be able to make inferences about whether our samples are drawn from the population having the same mean.

P value < 0.05

It can be concluded that the mean values of the factors of emotional branding and Conventional integrated communications are not equal and they are not given equal significance among the customers

Hypothesis Test:

H₀: There is no significant association between Emotional branding & buying behavior

H₁: There is a significant association between Emotional branding & buying behavior.

Table 4: Showing association between Emotional Intelligence and & Psychological Contract

Emotional branding & buying behavior	High	Medium	Low	Total	Chi square test
Capture attention.	20	8	5	33	$\chi^2=182.80$
Encourage purchases	33	10	10	53	

Develop customer loyalty	34	21	10	65	<i>P</i> <0.0001*
Benefit from word of mouth business	39	31	16	86	
Make brand part of customer's life	54	31	12	97	
Total	180	101	53	334	

Interpretation: p-value less than 0.05 justifies null hypothesis to be rejected. This means alternate hypothesis that ‘**there is a significant association between Emotional branding & buying behavior**’ need to be accepted.

It is also evident from above table that 2 of the responses are concentrated in ‘high’ of the factors of emotional branding , 2 in medium and one in low factor of buying behaviour, with impact of emotional branding

CONCLUSION

It is evidentiary from the paper that, Marketers should not limit their appeals to emotions only. These types of affective strategies might appeal to those with lower consumer emotional intelligence, but marketers risk losing a segment of their potential market without a cognitive element in their message.

The optimal strategy would be to include both cognitive and affective messages in the marketing strategy. Another strategy might be to include the use of subtle emotional appeals as consumers with high levels of emotional intelligence might delay decision-making when presented with strong emotional appeals.

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