Original Researcher Article

Emotional Branding and its Impact on Modern Consumers

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ABSTRACT

Emotional branding is a marketing strategy that creates an emotional connection between a brand and its consumers. This paper explores the impact of emotional branding on modern consumers, including its role in creating loyalty, driving engagement, and influencing purchasing decisions. The paper also examines successful examples of emotional branding campaigns and highlights the importance of emotional branding in building strong brand relationships

Keywords : behaviour, branding, consumer, decision, emotional, engagement, purchase.

1. INTRODUCTION:

Emotional branding deeply impacts modern consumers by creating strong bonds beyond product features, tapping into feelings like joy, trust, or belonging to drive loyalty, differentiation, and irrational preference, leading to higher sales, advocacy, and deeper relationships in a crowded digital world where authenticity and shared values matter more than ever. Brands use storytelling, personalization, and authenticity to evoke these feelings, transforming transactions into lasting attachments and making consumers choose them even when cheaper options exist.

Emotional Branding: Connecting with the Modern Consumer

In today's competitive market, brands continuously search for ways to differentiate themselves and build meaningful relationships with their customers. One effective approach is emotional branding, a strategy that focuses on creating emotional connections between a brand and its consumers (Gobé, 2001; Roberts, 2004).

Emotional Branding as Marketing Practice

Emotional branding is a marketing practice that aims to establish a strong emotional bond between the brand and the consumer. It creates shared values, brand personality, and emotions that resonate with the target audience (Aaker, 1997; Schmitt, 1999). Rather than emphasizing functional features alone, emotional branding appeals to feelings, desires, aspirations, and psychological motivations (Holbrook & Hirschman, 1982).

Impact on Modern Consumers

Emotional branding has a significant influence on modern consumers who increasingly prefer brands that understand them on an emotional level (Kim & Sullivan, 2019).

Creates loyalty: Emotional connections build long-term loyalty and attachment to brands (Thomson, MacInnis, & Park, 2005; Carroll & Ahuvia, 2006).

Drives engagement: When consumers relate to a brand's values or story, they engage more actively (Bagozzi, Gopinath, & Nyer, 1999).

Influences purchasing decisions: Emotional appeal often drives purchasing even over price or convenience (Chitturi, Raghunathan, & Mahajan, 2008).

Fosters trust: Strong emotional branding enhances trust and credibility (Sarkar, 2014).

Examples of Successful Emotional Branding

Apple's "Think Different" campaign emphasized innovation and individuality, aligning with consumers' self-identity (Aaker, 1997).

Coca-Cola's "Share a Coke" campaign tapped into nostalgia and emotional connection among loved ones (Sloot, Verhoef, & Franses, 2019).

Nike's "Just Do It" campaign inspired empowerment and aspirational thinking, resonating with consumer identity (Escalas & Bettman, 2005).

2. LITERATURE REVIEW

Limited conceptual clarity: Despite increasing interest, scholars note a lack of consistent conceptual frameworks for emotional branding, with varied definitions, mediators, and outcomes (Sarkar, 2014).

Emotional vs. functional branding: Emotional branding differs from functional branding by emphasizing experiences, symbolism, and affect rather than product features (Schmitt, 1999; Gobé, 2001). Antecedents such as brand awareness, associations, perceived quality, and brand equity vary widely in how they are operationalized (Aaker, 1997).

Brand storytelling and self-concept: Brands can build narratives and symbolic associations that resonate with consumers' identities, values, and aspirations (Escalas & Bettman, 2005).

Emotional influence on decisions: Emotional branding triggers nostalgia, trust, and belonging, leading to affect-driven purchasing decisions rather than purely rational choices (Holbrook & Hirschman, 1982; Bagozzi et al., 1999).

Brand love and loyalty: Research shows that strong emotional attachment contributes to brand loyalty, as

proposed in the cognition–affect–conation model (Thomson et al., 2005; Carroll & Ahuvia, 2006).

3. RESEARCH METHODOLOGY:

Objectives

To examine the impact of emotional branding on the perceptions, attitudes, and buying behavior of modern consumers.

To investigate the role of emotional triggers (e.g., storytelling, sensory cues, nostalgia, brand personality) in shaping consumer decision-making.

To determine the extent to which emotional branding fosters emotional attachment and brand loyalty among consumers.

To study the influence of emotional branding on consumer engagement in digital platforms.

Hypothesis-

H1: Emotional branding has a significant positive impact on the behavior and purchasing decisions of modern consumers.

Method of Data Collection:

Primary Data:

Primary Data was collected through Questionnaire.

Secondary Data:

For this study data was collected through various sources like-

Reference Books on concerned topic.
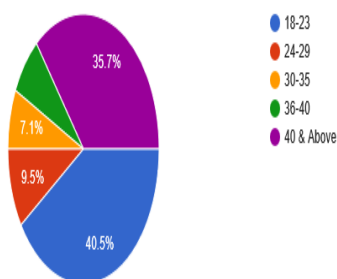
Trade Journals, Financial Newspapers, Magazines.

Articles published in periodicals.

Internet/Website.

Annual Reports of various firms.

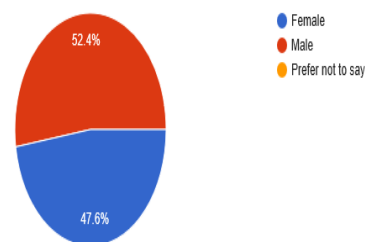### Data Analysis & Interpretation-

Qn.1) Age

Data Interpretation:

From the above it can be interpreted that 40.5% of the sample population is in the age group of 18-23 years, 9.5% is in the age group of 24-29 years, 7.1% is in the age group of 30-35 years, 7.2% is in the age group of 36-40 years and 35.7% are in the age group of 40& above years.
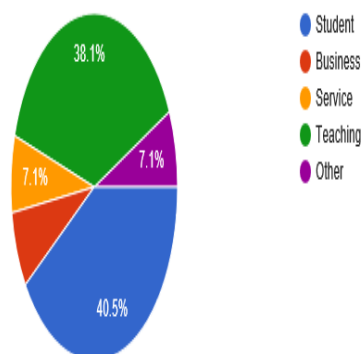
Qn.2) Gender

Data Interpretation:

From the above chart it can be seen that 47.6% are Female population and 52.4% are Male population
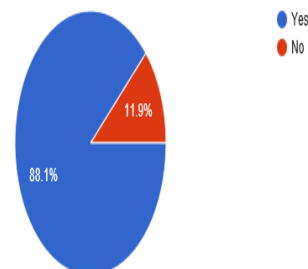
Qn.3) Profession

Data Interpretation:

From the above chart it can be interpreted that 40.5% of the population are student, 38.1% are in Teaching Profession and 7.1% population are in Business, Service and Other.
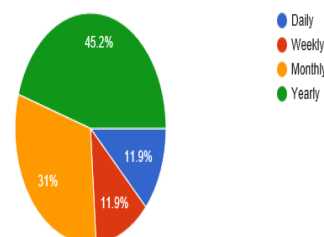
Qn.4) Purchasing Branded Products

Data Interpretation:

From the above chart it can be interpreted that 88.1% population said yes to purchasing branded products and 11.9% population said No to purchasing Branded Products.
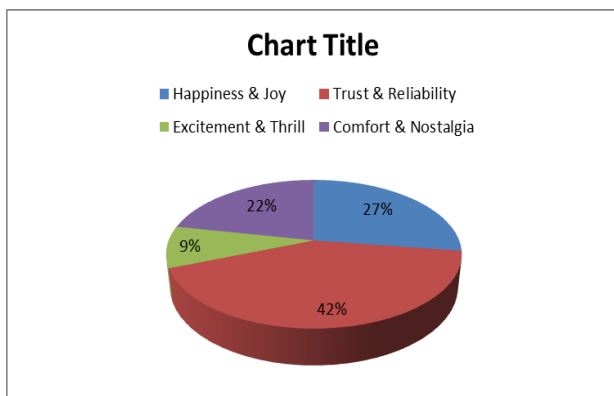
Qn.5) Number of Times Purchasing Branded Products

Data Interpretation:

From the above chart it can be seen that 11.9% population purchase branded products daily, 11.9% population purchase weekly, 31% population purchase weekly and 45.2% population purchase yearly.

Qn.6) Emotions associated with favorite brand

Chart Title

- ■ Happiness & Joy ■ Trust & Reliability
- ■ Excitement & Thrill ■ Comfort & Nostalgia

22% | 27% | 9% | 42%

Data Interpretation:

From the above chart it can be seen that 27% population feel happiness and joy, 42% feel trust and reliability, 9% feel excitement and thrill, 22% feel comfortable and nostalgia.
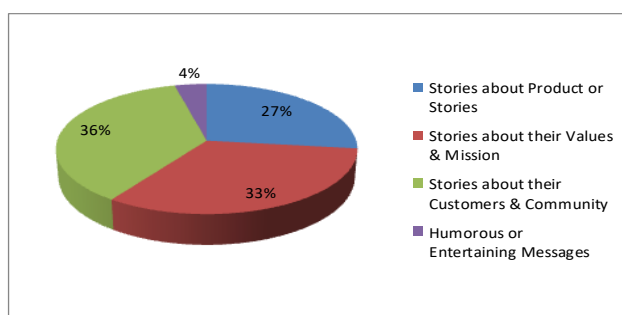
Q 7) Important to feel an emotional connection with a brand

- ● Very Important
- ● Somewhat Important
- ● Not Very Important
- ● Not at all Important

26.2% | 23.8% | 45.2%
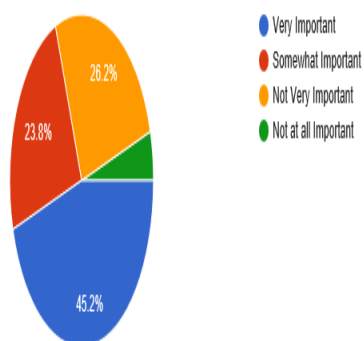
Data Interpretation:

From the above chart it can be interpreted that 45.2% population feel emotional connection with the brand is very important, 23.8% feel somewhat important, 26.2% feel not very important and 4.8% feel not all important.
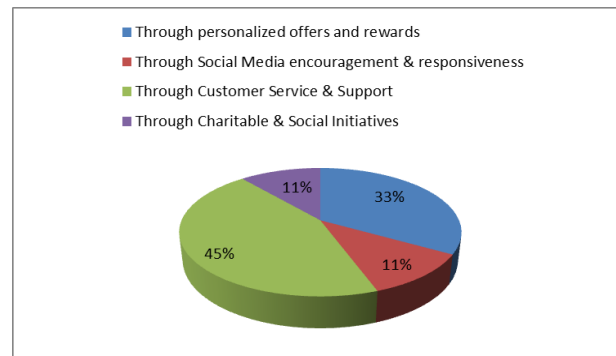
Q8) Stories or messages want to hear from brands

4% | 36% | 27% | 33%

- ■ Stories about Product or Stories
- ■ Stories about their Values & Mission
- ■ Stories about their Customers & Community
- ■ Humorous or Entertaining Messages

Data Interpretation:

From the above chart it can be seen that 27% population want to hear stories about product or services, 33% want to hear stories about values and mission, 36% stories about their customers and community, 4% want to hear humorous or entertaining messages.
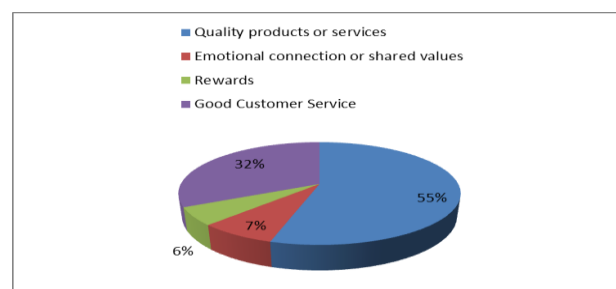
Qn.9) Brands to show they care about feelings

- ■ Through personalized offers and rewards
- ■ Through Social Media encouragement & responsiveness
- ■ Through Customer Service & Support
- ■ Through Charitable & Social Initiatives

11% | 33% | 45% | 11%

Data Interpretation:

From the above chart it can be seen that 33% population want that brands should show care about their feelings through personalized offers and rewards, 11% population through social media encouragement and responsiveness, 45% through customer service and support, 11% through charitable and social initiatives.

Qn. 10) Loyalty towards brand

- ■ Quality products or services
- ■ Emotional connection or shared values
- ■ Rewards
- ■ Good Customer Service

32% | 55% | 7% | 6%

Data Interpretation:

From the above chart it can be interpreted that 55% population are loyal because of quality products or sevices, 7% through emotional connection or shared values, 6% through rewards, 32% through good customer service.
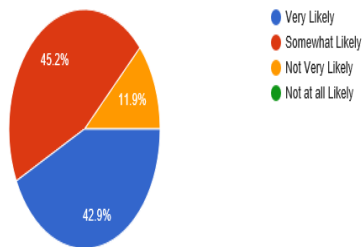
Qn. 11) Social Media Platform that engage with Brands

- ■ Facebook ■ Instagram ■ WhatsApp ■ LinkedIN

6% | 10% | 40% | 44%
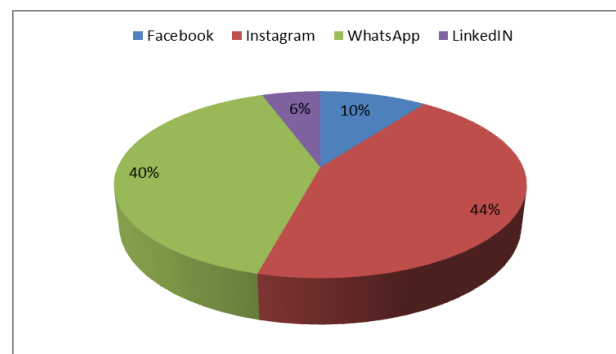
Data Interpretation:

From the above chart it can be interpreted that 10% population get engage with brands on Facebook, 44% on Instagram, 40% on WhatsApp and only 6% on LinkedIN.

Qn. 12) Recommendation of a Brand to Friend or Family Member

Data Interpretation:

From the above chart it can be interpreted that 42.9% very likely will recommend about brand to their friends and family members, 45.2% population somewhat likely recommend, 11.9% not very likely recommend and 0% will not at all likely will recommend about the brand

Hypothesis Testing-

H1: Emotional branding has a significant positive impact on the behavior and purchasing decisions of modern consumers.

Ho: Emotional branding has no significant positive impact on the behavior and purchasing decisions of modern consumers.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Column 1	4	100	25	186		
Column 2	4	10	2.5	1.666667		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1012.5	1	1012.5	10.79041	0.01672	5.987378
Within Groups	563	6	93.83333			
Total	1575.5	7				

The p Value of ANOVA single factor is 0.016 is less than 0.5 hence the null hypothesis taken for this study is rejected and alternative hypothesis i.e. : Emotional branding has a significant positive impact on the behavior and purchasing decisions of modern consumers is accepted

4. CONCLUSION

Emotional branding is a powerful strategy for connecting with modern consumers, enabling brands to foster loyalty, engagement, and trust (Roberts, 2004; Kim & Sullivan, 2019). As consumers become more discerning, emotional branding continues to shape strong brand relationships and influence purchasing behavior. Trust, customer service, and perceived quality remain core emotional branding factors in today's digital and social-media-driven environment (Thomson et al., 2005).

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