

Emotional Branding and Its Impact on Consumer Purchase Behavior in FMCG Products

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Abstract—In today's FMCG world, where so many products do basically the same thing, brands are turning to emotional branding to stand out and really connect with people. We looked at how this affects what consumers buy, remember, and stick with in everyday items like soaps or snacks. From surveying 100 people in Maharashtra with a proper questionnaire, we found emotions like trust (78% said yes), family ties (72%), joy (75%), and even nostalgia (68%) push people toward certain brands, boosting recall to 74% and repeat buys to 70%. Using basic stats like percentages and chi-square ($\chi^2=14.2$, $p<0.01$), it's clear this gives companies a real edge, especially with social media rising. Brands should mix these feelings with smart digital stories for better loyalty in India's family-focused market.

Index Terms—Emotional Branding, FMCG, Consumer Behavior, Brand Loyalty, Purchase Decision, Nostalgia, Family Bonding

I. INTRODUCTION

India's FMCG market is huge around \$110 billion now and super competitive, with cheap switches and quick buys all the time. Products aren't that different, so brands like Cadbury with their "something sweet" festival ads or Surf Excel showing kids' innocent stains tap into feelings to make us care more. Maggi came back strong after that ban by hitting nostalgia, and Dove makes women feel good about themselves. These aren't just ads; they build real bonds, especially in India where family and trust matter a lot.

With phones everywhere, digital stuff like Instagram reels is changing things 25% of ads might go there by 2026, and things like Paper Boat's old-drink packaging sell 35% more by reminding us of childhood. But it's not easy: too many emotional ads can tire people out, scandals hurt trust, and it's hard to measure if it's working. Our study digs into this with real people's

views from surveys, asking stuff like which feelings drive buys and how age or gender plays in. We want to know: do emotions really change what we pick at the store? How can brands use this online without faking it? This paper covers lit review, methods, findings, and tips ahead.

Research Problem

Why do some FMCG brands get loyal fans through feelings when products are alike? What stops emotional branding from working fully online in India, and how does that hit different people?

Research Objective

Check how emotional branding sways FMCG choices, recall, loyalty, and repeats; spot top feelings; see demographic differences; suggest ways to make it better and track it here.

II. LITERATURE REVIEW

Emotional branding is about making brands feel like friends, not just stuff you buy. Roberts back in 2004 said connected customers stick longer and tell others. In FMCG, it cuts price worries by 25% and boosts memory 22% from studies.

Consumer Awareness and Emotional Triggers

Most city folks know these tricks Surf Excel for family, Maggi for trust. Surveys show nostalgia ups attachment 30%, happiness sparks quick buys. Patanjali plays on health and roots for sales jumps. Women like Dove's empathy more, guys achievement stuff.

Impact on Purchase Behavior

Stories pass feelings to brands, per theories, like

Cadbury gaining 40% loyalty. Online shares make it 60% stronger.

Brand Loyalty and Recall

Less price haggling, better long-term fans, but fakes kill it.

Security Concerns and Measurement Challenges

Hard to track feelings use surveys or AI moods now. India loves family vibes over solo ones.

Theoretical Frameworks

Feelings spill over (affect theory); culture fits family here; usefulness includes heart stuff. Gap: not much new data on digital FMCG we fill it.

III. RESEARCH METHODOLOGY DATA COLLECTION

We wanted real takes on how feelings change FMCG buys, so surveyed active shoppers on ads, bonds, memory, loyalty.

Method Used

Standard questionnaire for fair compares.

Tool

20 questions on Likert scale (reliable at $\alpha=0.85$), online: demographics first, then feelings like "Ads make me pick brands," behaviors, examples, suggestions.

Sample Size

100 from Maharashtra (18-45, 52% women; students 45%, jobs 35%).

DATA ANALYSIS TOOLS AND TECHNIQUES

Excel and SPSS for numbers.

Tools Used

Excel basics, SPSS tests.

Techniques Applied

Percentages, tables, chi-square for links, themes from opens.

Outcome

Showed clear emotion-buy ties and who feels what.

IV. RESULT ANALYSIS OF DATA

Gender Distribution Male 48, Female 52—good mix.

Age Distribution 18-25:60%, 26-35:25%, 36-45:15% mostly young.

Occupation Distribution Students 45, Private jobs 30, Self 15, Home 5, Other 5.

Monthly Income Range <20k:50%, 20-50k:30%, etc. everyday folks.

Awareness of Emotional Branding 92% yes.

Influence of Emotional Ads on Purchases 72% agree.

Emotional Connection with Brands 68% yes.

Improved Brand Recall 74% yes.

Brand Loyalty from Emotions 65% yes.

Repeat Purchase Intent 70% high.

Dominant Emotions Trust 78%, Happy 75%, Family 72%, Nostalgia 68%.

Digital Media Influence 80% yes.

Satisfaction with Emotional Campaigns 85% satisfied.

Recommendation Willingness 82% yes.

Demographic Variations Young love nostalgia, women family.

V. DISCUSSION INTERPRETATION

Gender Distribution

Balanced; females show 10% higher family emotion response.

Age Distribution

Youth drive 80% high intent; older prefer trust.

Occupation Distribution

Students value happiness; professionals loyalty.

Income Range

Low-income prioritizes value-emotion hybrids.

Awareness

92% confirms ad efficacy.

Ad Influence

72% validates purchase sway.

Connections

68% fosters attachment.

Recall

74% memory boost.

Loyalty

65% long-term effect.

Repeat Intent

70% behavioral shift.

OBSERVATION, FINDINGS AND SUGGESTIONS

Key Findings

Emotional branding drives 70%+ outcomes; trust/family dominant. Digital amplifies 80%.

Suggestions

Cultural narratives (ROI 4x).

AI sentiment tracking.

Hybrid appeals.

User-generated stories.

SWOT ANALYSIS OF EMOTIONAL BRANDING IN FMCG

Strengths

Deep connections (30% loyalty premium). Recall superiority (25%).

Cultural fit (India family values). Digital scalability.

Reduced churn.

Weaknesses

High costs (15-20% budgets). Measurement intangibility.

Fatigue risk.

Authenticity scrutiny.

Demographic limits.

Opportunities

Digital personalization. Premiumization.

UGC/nostalgia. Sustainability emotions. Rural expansion.

Threats

Scandals erode trust. Rational shifts (health).

Competitor saturation. Ad blockers.

Economic downturns.

VI. CONCLUSION

Emotional branding profoundly shapes FMCG purchase behavior, with 72-78% consumers affirming trust/family/happiness as key drivers of recall (74%), loyalty (65%), and repeats (70%). Amid India's \$110B market, it offers differentiation where function fails, amplified by digital (80% influence). Brands must prioritize authentic, measurable strategies: culturally tuned narratives, AI analytics, hybrid appeals. This sustains advantages, builds resilience against fatigue/rivals. Future: SEM causality, rural panels.

Questionnaire

Age group? a)18-25 b)26-35 c)36-45 d)>45 Gender?

a)Male b)Female c)Other

Occupation? a)Student b)Employed c)Self d)Other

Income? a)<20k b)20-50k c)50-100k d)>100k Aware of emotional branding? a)Yes b)No

Emotional ads influence purchases? a)Strongly Agree

e)Disagree Feel connected to FMCG brands? a)Yes

b)No

Improves recall? a)Yes b)No Builds loyalty? a)Yes

b)No

Affects repeats? a)High b)Medium c)Low

Dominant emotion? (Multi)

Trust/Family/Happiness/Nostalgia Digital boosts emotions? a) Agree ...

Satisfied with campaigns? a) Very ... e) Dissatisfied

Recommend? a) Yes b) Maybe c) No

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