

# Emotional Branding: A Strategy to Touch Consumer Sentiments

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**Abstract-** In an era of cut-throat competition, traditional branding-based benefits of products has become incapable to sustain consumers. Emotional branding has emerged as a strategic weapon that enables business to connect with consumers at a psychological and emotional level and position themselves differently in a crowded marketplace by building brand loyalty. This research paper examines the concept of emotional branding, its significance as a strategic tool to influence consumer sentiments, shape brand perception, and foster long-term brand loyalty and gain market success.

**Keywords:** Emotional, Sentiments, psychological, position, Loyalty.

## I. INTRODUCTION

In modern global competitive scenario, market is flooded with several brands offering numerous products and services having wide range of price, quality and performance features. But it is not sufficient to gain public attention. Business has realized that emotional connections with their customers can be more impactful than simply offering quality products. Emotional branding refers to the strategy of making connecting with consumers on an emotional level to develop long lasting meaningful relationships, brand loyalty, and influence consumer behavior. Emotional branding appeals to desires, feelings, sentiments, emotions, memories, aspirations, and personal identity to gain their trust and loyalty. Emotional branding ensure consumers feel sense of happiness, trust, pride, belonging with brand.

## II. OBJECTIVES OF THE STUDY

- ❖ To highlight the significance of emotional branding.
- ❖ To overview the tools of emotional branding.
- ❖ to Highlight the challenges in implementation of emotional strategy.

## III. SIGNIFICANCE OF EMOTIONAL BRANDING

### 1. Builds Strong Customer Loyalty

After Strong emotional connection with a brand, consumer don't just buy it—they prefer it at any cost in all situations. Emotional attachment create repeat customers who have less tendency to switch to other competitors brands.

### 2. Influence on Consumer Decision

Emotions determines consumer behavior. Past Researches proves that emotional put greater influence on decision of consumers while purchasing a product. When consumers make emotional connection to a brand, they make quick purchase decisions without devoting much time and efforts in search of alternatives.

### 3. Make Differentiation

In over flooded markets where products of various brands are similar in quality, features, performance and price, emotions branding become the key game changer by making unique difference between brands. People may not remember specifications, but they remember how a brand made them feel.

### 4. Increases Brand Recall

Strong emotional attachment with a brand, leads to repeat the purchase behavior. Brands that tell compelling stories or evoke happiness, pride, empowerment, trust, security, self-expression are more likely to be put lasting impression in human memory.

#### 5. Act as a Word-of-Mouth advertisement

People who develop strong connections always share experiences with others. A strong emotional brand can turn their customers into brand ambassadors. Word of mouth advertisement helps in increase in customer base and to tap large segment, which leads to hike in sales and profitability.

#### 6. Supports Premium Pricing

Emotionally touched brands become able to charge higher prices. Customers accept the same without any resistance and not try to move on because they perceive greater attachment value beyond functional benefits.

#### 7. Builds Long-Term loyalty

Emotional branding cultivate trust, loyalty and bonding over time and position in consumer mind, heart deeply, which helps in survival of brand in case of downfall market situation.

### IV. TOOLS OF EMOTIONAL BRANDING

#### 1. Storytelling

Storytelling in branding is the process of convey a brand's values, message and personality in a manner that creates emotional connection with customers. Beside the promotion of products, brands tell stories that make people feel relate to the their real life. A brand story that reasonably relate with the moral values, struggles, ideology and aspirations of the public get more positive response, makes the brand memorable, creates trust and authenticity. In storytelling customer present like a Hero who solves his real life challenge with brand guidance and improves his life. Brands like Nike, Dove, and Coca-Cola have mastered the art of storytelling. e. g Nike doesn't say "we sell shoes." They say: You are an athlete—and we help you overcome limits.

#### 2. Visual and Sensory Branding

It is the art of use visual elements and sensory stimuli (sight, sound, smell, touch, taste) to create a memorable brand identity by which consumers instant recognized and feel brand through multiple senses. For instance, the red color relate to excitement and

passion, white relate with peace and green relate with nature and health, soft music creates comfort and relaxation. Sensory branding goes beyond visuals and appeals to the five senses, Sight (Logos, colors, store design), Sound (Brand music, jingles), Smell (Signature scents in stores), Touch (Product texture), Taste (unique flavor).

#### 3. Personalization

Personalizing is another tool that helps create strong closeness. Engage consumers with personalized emails, social media blogs, respond to their queries, custom product recommendations, name print on products make customers feel valued and recognized by brand so he connect with it emotionally.

#### 4. Emotional Advertising

In this Advertisements often focus on emotions of human state such as love, commitment fear, family, happiness, success, power, hope by which consumers feels brand valuable to them. For instance Insurance advertisement focus on life uncertainty and family protection, while jewellery advertisement touch the emotions of love, commitment with someone.

#### 5. Cause-Based Marketing

It is a modern strategy where a business back or supports a social, environmental, or charitable cause while promoting its products. It realized the public that business is socially committed and doing something for the betterment of society. It reconcile business goals with a social cause, which create both social impact and brand value.

### V. CASE STUDIES OF SUCCESSFUL EMOTIONAL BRANDING CAMPAIGNS

#### 1. Apple

Apple's brand strategy focuses on simplicity, creativity, innovation, individuality to feel consumers a part of an exclusive group. The company's messaging appeals to consumers' emotions of creativity, freedom, a modern lifestyles create a strong emotional bond with consumers. Instead of highlighting technical specifications, Apple shows how its products help consumer to express themselves as emotional satisfied.

## 2. Coca-Cola

Coca-Cola emotional branding has successfully trigger the feeling of happiness, joy, celebration of precious moments and togetherness. Through campaigns like "Open Happiness" & "Share a Coke," Coca-Cola evoke positive emotions, creating a bond between the consumer. This campaign emphasized that despite modern-day pressures, daily life holds moments for joy, with Coca-Cola acting as a small, accessible break for fun and refreshment.

## 3. Nike

Nike's branding focuses on confidence, motivation, self-belief, and reflect human determination and personal achievement. Nike connects emotionally with its consumers, inspiring them to strive for success and overcome fear, challenges, This attracts people who identify with ambition and achievement and in return, these consumers develop a deep emotional bond with the brand.

## 4. Dove

Dove branding strategy conveys a message of inclusivity, empowerment, positivity, pride, and inspiration. It serves as a reminder that beauty isn't limited to a select few, it's a universal right, a source of confidence, and an emotional connection for all individuals to cherish. Dove creates deep emotional connections, using campaigns like "Real Beauty Sketches" and initiatives like the "Self-Esteem Project" to foster trust and loyalty. By addressing the emotional, psychological, and social needs of its consumers, Dove has successfully created a brand identity that emphasizes care and self-acceptance.

## VI. CHALLENGES IN IMPLEMENTING EMOTIONAL BRANDING

In spite of fact that emotional branding offers significant benefits, even some significant challenges are there. Emotional branding requires understanding consumer sentiments in changed scenario so to align with customers expectation to create long lasting memory. Following are some challenge are mentioned that needs to tackle:

## 1. Cultural Differences

A large diversion find in emotions across cultures. A advertise message that works in one country may fail to produce fruitful result in another. individual Emotions are determined by culture, religion, caste, rituals, traditions, and social norms & moral values. An emotional campaign that align with above factors works well otherwise face public criticism or boycott. Western cultures favor respond to theme of personal achievement, independence, and self-expression, while Eastern cultures respond to themes of community, family.

## 2. Measurement of Emotional Impact

It is very difficult to measure the Emotional impact as compared to other variable like sales, profit, market share. Individual feelings cannot be expressed in quantity due to qualitative phenomenon and loyalty can't be build overnight rather its takes time.

## 3. Consistency across touchpoints

To be Successful in making strong connection and bond, business must be consistent across various touch points such as quality, packaging, customer support, digital experience, marketing, technology, physical. Focus on one touchpoint more while ignoring other waste the whole investment in branding strategy and shrink customer trust.

## 4. Short-Term Pressure

Emotional branding pay attention on long-term bonding, loyalty, but in present era every business want quick results in form of profit and sales hike. So alignment between short-term goals with long-term goal is become difficult.

## 5. Lack of Authenticity

Due to presence of large brands in market, everyone try to pursue customers on emotional ground. Now consumers are highly educated and conscious about marketing tactics adopt by businesses. If it seems that brand try to play with emotions without actual care or manipulating consumers by running fake social campaigns just for profit or sales purpose, then public confidence loose.

## VII. KEY METRICS TO EVALUATE EMOTIONAL BRANDING

1.Brand Awareness Metrics: It refer to % of people who recognize the brand the emotional campaign.

2.Engagement Metrics: It refer to measuring emotional interaction of consumer with advertisement content on social media platform in form of likes, shares, comments, watching videos and time spent on content reading and navigation.

3.Net Promoter Score (NPS): It measure customer loyalty and attachment in form how they recommend a brand to other and word of mouth advertising.

4.Customer Lifetime Value (CLV): It measures total revenue generated from a retained customer over their life time. Strong emotional connections leads to higher CLV.

5.Conversion Rate: It measure the impact of emotional campaign in the form of conversion of perspective audience into loyal and sustain customers.

## VIII. CONCLUSION

Emotional branding act as a effective strategy in modern era to develop strong and long lasting connections with customers by tapping their desires, fear, aspirations. It shift focus from traditional product features to loyal customer base in long run. It must be integrated with business core operations to enhance resilience, and customer advocacy. By identifying consumer decisions determinants, leveraging storytelling, and creating personalized experiences sustainable competitive advantage and long-term profitability for businesses become possible. But to makes brand memorable and competitive in crowded markets, it requires authenticity, consistency on business part. Consumer trust purely based upon emotional grounds is more vulnerable and once it break, it is difficult to rebuild. In today's market, where consumers seek superior experiences and personal attention, emotional branding is not just a tool rather it is a crucial strategy to win or lead in market by positioning unique image in consumer mind and heart.

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