

EMOTIONAL BRANDING: IT'S STRATEGIC USE

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Abstract: This paper is based on the use of emotional branding by the companies to made the product successful in the market. The successful use of emotional branding by few brands like Lays, McDowell's, Cadbury, Apple and few others have been used as examples of their strategic use of emotional branding as a part of marketing strategy. The psychological factors and emotions behind the use of this branding strategy has been explained with the help of Apple and its correspondence with Maslow's need hierarchy theory. Analysis on three aspects, that is "ethos, pathos and logos" have been used to understand how emotional branding affects the customer's psychology and attracts them to a particular brand advertisement.

Keywords: Emotional Branding, consumers' behaviour, Marketing tool, strategy, Apple, Cadbury, McDowell's, Nike.

1. INTRODUCTION

Branding is defined as a name, slogan, sign, symbol or design or a mixed use of a few or all the elements which distinguish between one company, product or service from another. Branding today is more diverse, and more critical than ever. Every product needs to have such a name which can be positioned in the consumers' mind. A consumer is the one who plays a major role in expanding the popularity of a product in the market. Branding is very important in marketing because it confirms the credibility of your business in the market. Not only this, it also help to deliver the message to the customers about the product which you launch in the market. If a product has a good Branding then consumer will be motivated to buy the product.

Branding is not just about getting your target market select you over other competitors, but it's also about getting your target market to see you as the only provider of a solution to their needs or problems. Your brand is a promise to your target customers. In order to attract more customers, companies choose brands name in such a way that that customers automatically gets emotionally connected to that brand name. Emotional branding clearly separates brands from their rivals and also helps to create strong underlying brand-consumer relationships. Relationships with an emotional element are more likely than comparatively shallow price or

convenience-based ones to resist the temptation to defect. There is a method of creating the right form of advertising campaign. It takes a keen understanding of who the target of a company is, and what the best emotion to get an answer is. It might be frustration or gladness, sorrow or motivation. Consumers want to feel emotionally linked to the brands they prefer, as this is an extension of their own personality, style and identity. And when a close emotional connection to a brand is formed, loyalty grows. According to the Entrepreneur magazine, Branding is the marketing method of developing a brand, emblem or logo that defines and separates a product from other products".

Emotional branding distinctly distinguishes brands from competitors and also helps create deep, intrinsic connections between company and customer. Connections with an intrinsic dimension are more likely to survive the desire to flee than comparatively superficial values or convenience-based ones. Companies use emotional branding to build strong relations between customers and products by exploiting their own beliefs, hence an emotion-based branding approach, little work has been channelled into exploring and extending the emotional branding study.

2. CONCEPT OF EMOTIONAL BRANDING

Companies use emotional branding to build strong relations between customers and products by exploiting their own beliefs, hence an emotion-based branding approach, little work has been channelled into exploring and extending the emotional branding study. Emotional branding focuses on aiming to attract the customers on the basis of their emotional state. Brands use emotions like friendship, love, care, trust, etc. to promote their product. People recognize those products as a symbol of that particular emotion. Emotional branding has proved to be a major success for certain products and brands. Brands of snacks and drinks use the sentiment of friendship to promote their product.

Brands usually target special occasion or event to sell their product on a large scale. Especially in Countries like India, where people from diverse culture have different occasions, emotion of togetherness and love is used by the companies to feature their brands. Emotion of friendship is used for branding products like Lays, who have promoted and successfully placed the brand to symbolize friendship. This branding strategy has idealized eating lays while watching cricket match like IPL, T20 and world cups. They have been able to make successful move in the minds and emotions of the customers. The use of “family pack” on the large packets of Lays,

Kurkure and others has symbolized those packets for family consumption over individual consumption.

Cadbury has also used emotional branding to successfully launch its product Dairy Milk. They have used special festivals and occasions to advertise their product to build relation between people and community. They have used “kuch meetha ho jaye” as their tag line. Through this tag line they were able to encourage the use of the product on any special occasion as sweets are the majorly used by Indian people on any special occasion counting from small occasions like birthdays to big festivals. People usually gift dairy milk products on special occasion which helps to express emotional happiness and sharing happiness and joy.

Emotional branding is a procedure through which a brand makes its product unique in terms of a particular sentiment or emotion. Emotional branding requires a lot of thought process which would make a product unique in the consumer’s view. McDowell’s No. 1 has cleverly featured their brand’s particular product: Soda although they are originally a liquor brand. Through this branding technique, they have been able to grab the attention of a special group of urban youth and their friendship goals which they have promoted through a special campaign named as “yaari”.

The main motive of emotional branding is to make a customer emotionally attached to a brand that they prefer using that particular brand over other for such occasions. Coca cola took an initiative to practice emotional branding through a promotion strategy called “choose happiness” in which they could share their happy moments and experiences in the summers of 2015. The brand coca cola always want their customers to connect their brand name with smiling, laughing and positivism. Positive advertisements helps you to get more engagement and increased sharing.

Nike started the “Find your greatness” campaign through which they tried to make people believe in themselves and their own greatness and ability, which they possess. Through this campaign they tried to build an emotion of determination and confidence in common man. The use of common man in this campaign shows that a people can relate themselves more to a common man than to a celebrity. Emotional branding has been used by many brands to impact the customers mind and view about a product. It relates to a person’s psychological thought, emotions and needs. Emotional branding has also been defined as the successful usage of neuroscience techniques to affect and attract the psychology of a customer. Although Emotional branding has become a widespread strategy now, yet it was first created by Marc Gobe. His thought and psychological analysis proved that emotional branding can prove to be at least 50% more effective than non-emotional branding.

Emotional branding is done in a manner which would be highly acceptable by people and would be attractive for their “ethos, pathos and logos”. These three terms denotes that the companies should use emotional branding in a manner which would be appealing to a customer. Ethos denotes ethical justice which is performed by the company. This builds reliability for a brand among the customer. Pathos develops a feeling and a sense of belonging for a particular brand and the lastly, third concept of logos plays a very vital role. The company through emotional branding gives the customers a proper reason of “logic” for using a particular brand. Through the proper mix of all the three elements, a company can make their emotional branding a huge success. This can help a brand successfully connect to their customers and create a value of their existence in the market.

Apple has also been able to touch the customers emotions by creating a feeling that they understand the customers' needs and hence have able to successfully place it in the psychology of their customers that they provide extensive security and ease of use to their customers. Through this strategy, they are able to launch their product at a high price as a image of their brand value. Maslow's need hierarchy theory clearly defines the stages of human needs. Hence, recognizing the level of needs are essential for any business and apple has been able to do it successfully and place the product in the minds of the consumers at the top of the pyramid. Pepsi, Olay and Mercedes are a few of more successful users of Emotional branding. Emotional branding is a branding strategy used by most of the big players in the market. Successful business entities like Lays, Cadbury, McDowell's, etc. use emotional branding for advertisement as a strategy. It is a psychological factor which the business entities have used successfully to get better result results in the market.

3. LITERATURE REVIEW

Rossiter & Bellman in their paper "Emotional branding pays off: how brands meet share of requirements through bonding, companionship, and love" studied that the development of a strong emotional connection by customers to the brand pays off in terms of a significantly higher rate of brand sales. Contrary to the assumption that women are more sensitive to "emotional" appeals than men, and particularly to the subclass of 12 based on personal connection, emotional branding often appears to be just as successful among men as among women. For starters, Fournier and Yao's (1997) widely cited findings of mark attachment were obtained with women consumers. And also consumers who become "attached" to products are doing very little or not at all through ads as a consequence of very satisfying user experience.

Advertisers need a definitive answer from their campaigns ' well-controlled field tests to know if "emotional branding" is really worth pursuing instead of the more traditional key benefit that aims at the apparently easier goal of increasing the consumer's brand attitude.

Kim & Sullivan in their study "Emotional branding speaks to consumers" heart: the case of fashion brands' studied about why emotional branding is important when designing brand strategies in a competitive marketplace, particularly for the fashion brands. Trends that reflect a need for such approaches include customer expectations for positive experiences, sharing authenticity, encouraging others to attain warm glow, and co-creating concept or concepts with the brand. They found that emotional branding explores the need of customers to have positive experiences, convey authentic self rather than idealized selves, achieve warm glow and co-create. Retailers who use sensory branding, creativity, and inspiration to guide their strategy towards satisfying these customer expectations have been effective. By its very nature, fashion

is an emotional product which fulfils consumers' needs and desires. For fashion brands, therefore, it is imperative to employ emotional branding strategies to reach their target customers with messages that speak to their hearts.

Thompson, Rindfleisch, & Arsel in the paper 'Emotional Branding and the Strategic Value of the Doppelganger Brand Image' studied the emotional-branding approaches that are conducive to the creation of a doppelganger brand image, described as a family of disparaging images and meanings about a brand that circulates in popular culture. This article also attempted to find out how paradoxically the principles of sentimental marking promote the creation and dissemination of doppelganger symbol imagery. Through this paper they found out how marketing managers should constructively take advantage of the knowledge obtained from examining the brand image of the double changers.

4. CONCLUSION

Emotional branding is a branding technique used by many successful brands and it has proved to be fruitful for them. They have been able to analyse the psychology of the customers and use their emotions as a strategy to create attractive advertisements and banding techniques. Human emotions have been analysed with the help of neuroscience technique. This branding technique had been used very efficiently by Apple. They had developed and designed their product targeting to the upper level of the pyramid. Hence, they have been able to reach out to the emotion and psychology of their target segment through their branding procedure. On the basis of the analysis done by Marc Gobe, brands have understood the importance of developing a feeling that the brands understand the need of the customers and are able to significantly lay their focus on customers demand. Emotional branding is now a widespread procedure of branding and is highly preferred by food and beverage as well as various other brands.

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