

## DOES EMOTIONS PLAY AS TOOL FOR BATTLE OF BRANDS: EMOTIONAL BRANDING

Dr. Akhilesh Chandra Pandey\*

Narendra Kumar\*\* , Vishal Soodan\*\*\*

---

### ABSTRACT

*Brands do play a prominent role in the market but the emotions can be used as a strategic initiative for making it as successful brand. The function and rational appeal can be understood to explain the very concern of consumer for its purchase but the emotional appeal is the most effective way to create a positive attitude for the consumers. Through an extensive research and development program, there is a set of rating scales that efficiently and reliably measure four critically important emotional states. Together, these states represent the strength of the emotional connection existing between a customer and a brand .Analysis of responses to the individual items in this set of measures has revealed that customers develop emotional attachment to a brand in a cumulative way, with Confidence as the foundation of a brand relationship and Passion as the pinnacle.*

**Keywords:** Emotion, Conation, Affect

---

\*Assistant Professor, Department of Business Management, H.N.B.Garhwal University, Srinagar-Garhwal, Uttarakhand.

---

**INTRODUCTION:**

Last year, more than 3 lakh people did not reach home. This was the heading of the advertisement of New India Assurance Company in which an innocent child is shown waiting for his parents. Similarly many companies such as HDFC Life Insurance and Proctor & Gamble have also tried to use the emotional route in their advertisements and branding. How effective are such strategies in selling a product? Will such strategies work for a product such as servo, which markets lubes? Does Branding on an emotional platform make a grater impact? Do such emotional appeals and brands really move people for purchasing? The ability to use your and others emotions in a positive and constructive way is the means to achieve the end, be it sales, finance, productivity or relationship.

Emotion is a term frequently and familiarity used as synonymous with feelings. In psychology it signifies a reaction involving certain physiological changes, such as an accelerated or retarded pulse rate, the diminished or increased activities of certain glands, or a change in body, to further activity. The three primary reaction of this type are anger, love and fear which occur either as an immediate response to external stimuli or as the result an indirect subjective process, such as memory, association, or introspection.

Brand is a name, usually a trade mark of a manufacturer or the product identified. By this name, is a distinctive type of something product or service offered by manufacturer. Branding originally stand for sharing a flash with a hot iron to produce a scale with an easily recognizable pattern for identification or other purposes. Branding was formally used on human beings but the practice is now not limited to identifying animals. Branding today is often done with chemicals tattooing paints tagging or ear notching and also in the form of branding. Emotion in order to leave an impact not a scar on the consumer.

Branding emotion signifies the role brands play in the enjoyment of consuming –the importance of great design in creating those experiences. Branding emotion is a strategy which places the consumer not the product at the forefront; it explores how brands can connect with people in a more sensitive and humanistic way and touch people profoundly at the level of the senses and emotions. In this way, by empowering consumer brands are ultimately empowered themselves. The environment of emotions in branding allows the brands to own a unique and complying

strategic visual and tactical personality enabling the brand to stand out completely from the competition and win consumers minds.

### RELEVANCE OF EMOTIONS:

The “Nakshtra” brand of jewelry advertise the impact of emotions as a strategic initiative and show companies how to develop a powerful, positive bond and create brand loyalty with consumers. It implements socially responsible strategies that demonstrate a deep understanding of people’s rapidly changing needs in modern era.

The citizen brand argues that because brands now play an elevated role on emotions of people, extending beyond commerce, the companies have started to respond with an increased level of involvement in consumer’s lives and with commitment to their well being. This commitment and heightened sensitivity to people are the new essential ingredients for winning the market today. The use of emotions is among today’s consumers. Many companies like Coca Cola, Cadbury’s, Godrej, HUL, LIC, Titan, besides Citizen, already understand that brands must reflect the culture and deeper personalities of the companies that create, and are encashing this fact and knowledge. In present market environment, just having a good product is not enough, rather a careful and strategic brand strategy enable the companies to transform their products and services into powerful brands, create new brands for the target markets and position the brands in the competitive market place. For a successful brand, it should qualify the below mentioned

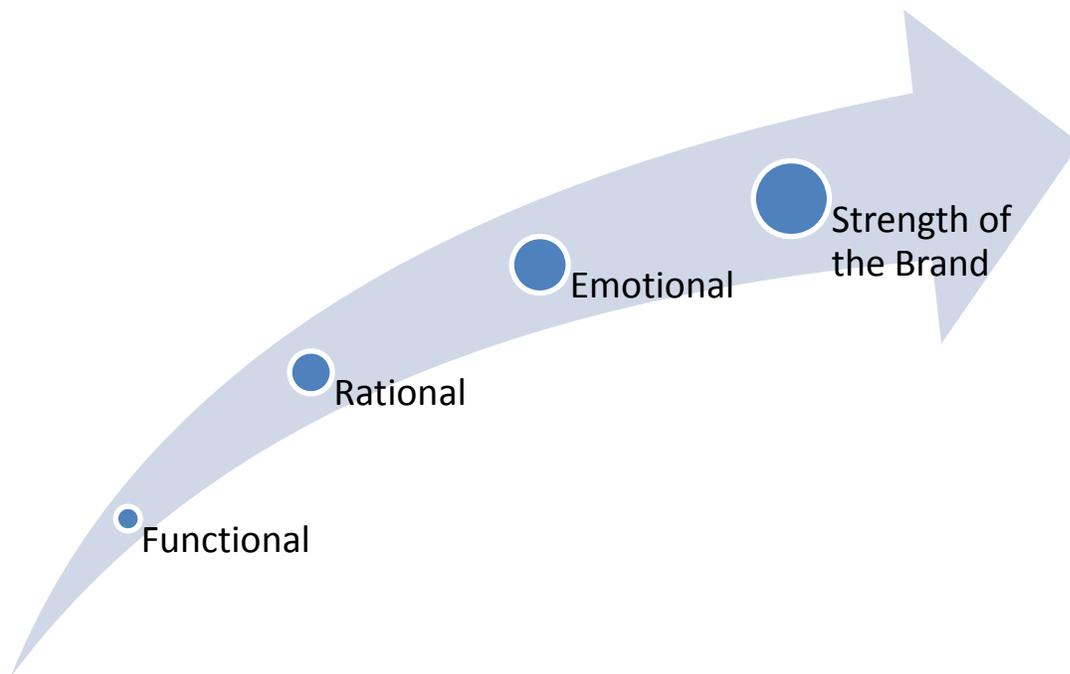


parameters:

- \* An emotion appeal creating an indelible impact on consumers.
- \* Powerful drive for potential and existing consumers.
- \* An approach to tap a high revenue potential need or market.
- \* Consistency
- \* Uniqueness

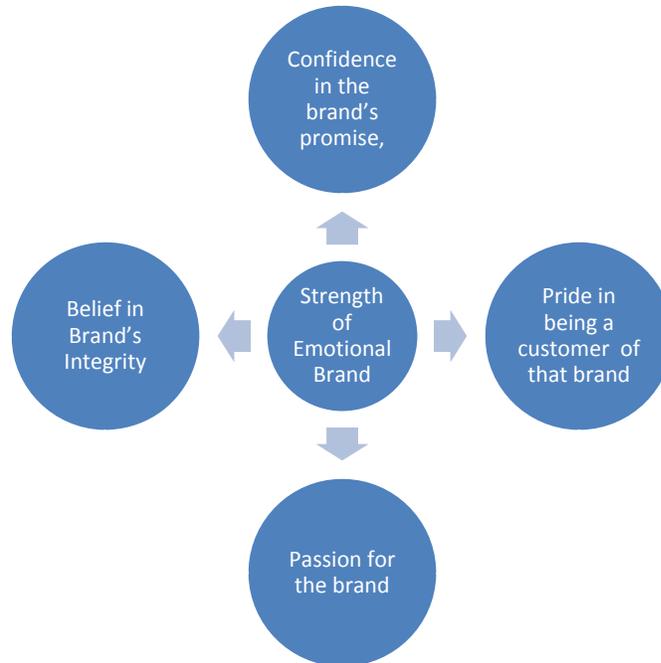
When consumers choose a brand, the reasons are specifically distinguished as functional, rational and emotional. While functional and rational reasons would be clear to most people. The emotional reasons are often referred to as substantiates and provide support for the delivery of both the functional as well as rational benefits of a brand.

Emotional branding is a marketing approach where companies tap into these often latent emotional needs to forge a compelling and long-lasting relationship between a brand and a consumer.



## LEVELS OF CUSTOMER ENGAGEMENT

Through an extensive research and development program, there is a set of rating scales that efficiently and reliably measure four critically important emotional states.



Together, these states represent the strength of the emotional connection existing between a customer and a brand. Analysis of responses to the individual items in this set of measures has revealed that customers develop emotional attachment to a brand in a cumulative way, with Confidence as the foundation of a brand relationship and Passion as the pinnacle. There are four components: Confidence reflects the belief that the company can be trusted, always and everywhere, to keep the promises that it makes. Integrity reflects the belief that the company will always treat its customers fairly and can always be counted on to stand behind its products and resolve any problems that might occur. Pride reflects the degree to which consumers feel appreciated by the company and proud of their personal association with the brand. Passion reflects the belief that the brand is essentially irreplaceable and represents a seemingly perfect fit with the customer's personal needs.

### **NOKIA: AN EMOTIONAL CASE STUDY**

"Nokia phones are designed to be easy to use" This was the ad line used by Nokia when it was a nascent stage of mobile phones. But now the world of parity has hit the mobile phone market just as it has many other technology product categories. The products range from the simple to complex but every manufacturer offers, the latest features. Leapfrogging in sale between brands frequently occurs based on design. But overall the market is predictable, with Nokia, Motorola, Samsung and Sony Ericsson fighting it out at the top and several less successful brands? It

certainly is not what product features are offered. How, then, do consumer choose? The answer seems to be how the brands name appeals to them-emotional, physical or aesthetically?

Nokia group, the Finland based manufacturer of mobile phones, has been steadily working on its corporate brand name and the management of consumer emotions over the last few years. Its efforts have paid off, because it is now the number one brand in many markets around the world. The brand has been built using the principles described above and has been consistently well managed across all markets. Nokia has succeeded in lending emotional personality to is products, without even giving them. Such is the strength of the emotional brand. Nokia has succeeded where other big brand names have so far failed, chiefly by putting across the human face technology-taking and dominating the emotional high ground.

Nokia, the Emotional Personality-Nokia has detailed many personality characteristics for its brand. Consumers only to remember the overall impression of the list of attributes, as one would think about someone they have met. As the focus is on customer relationship and trust is at the heart personality carries over into the positioning strategy for the brand.

### **Branding Emotions vs. Emotional Appeals:**

Emotional appeals are those appeals which are not preceded by careful analysis of pros and cons of making a buying decision. Emotions are those mental agitations or excited states of feeling which prompt up to make a purchase. Sales and marketing research finds that emotions are most powerful motivators. The role of emotions in developing a branding strategy has marked a simple but revolutionary shift in thinking that is placing the consumers, not the product, at the forefront of a brand's strategy. Marketing in 21<sup>st</sup> century has to adopt the strategy not as reactive to the changing tastes and habits of consumers but as proactive to the change suppose to take place in the market. Considering the importance of emotions branding has opened the pathway to entirely new kind of thinking, which explores how brands can connect with people in a more sensitive and humanistic way and touch people profoundly at the level of the senses and emotions. Between the concept of brand awareness and the new concept using emotional branding, the latter is more effective since it involves changing the consumer reality in the decision process and brings a dimension of personalized relationship into the equation. But a few issues, which should be considered while adopting such a branding strategy, are as follows;

- **Developing trust and Command Trust:** Ethics are essential to be in business in the long run. It requires a lot of effort on behalf of the company policies like “return the product if found unsatisfactory is one such example for building trust with consumers.
- **Preference imperative:** Quality is imperative in order to stay in business. The quality must be delivered whether it is expected or not by the consumer. Preference for brand is the real mantra of success. The reason for buying should not be based as “ Me too” strategy but something extra which can be distinguished as well as felt by the consumers as it has been specifically designed by the company for him. For example-“*I love you Rasna*”, “*Serve with love care and ice.*”
- **Development of Emotional Brand Personality:** Emotional brand personality ensures character and charisma. Such brand personalities are special since they provoke emotional responses and ensure unflinching consumer loyalty.
- **Emotional presence is felt:** Brand presence can have quite an impact on the consumers. It can forge sound and permanent connection with people. Today even a stadium, player’s uniform, bus stop all have been used to promote the brand. Most brand presence strategies are based on the concept of quantity not quality.
- **Dialogue rather than communication:** Communication conducted by many companies is one way process. It is like telling. Dialogue implies a two way street, a conversation with consumers. It is sharing. This evolution is possible through the development of digital media. It will help foster a rewarding partnership between people and corporations.
- **Building relationship:** Service involves a basic level of efficiency in commercial exchange. It allows or prevents a sale. But relationship means that brand representatives really seek to understand and appreciate who their customers are. The emotional component of a true relationship is not always targeted to our personal needs. In the world of competition, a company has to go in for a relationship with people rather than only service by greeting customers, exchanging a few extra words with them and offering the things exactly to their taste, the customers will be eager to come back.
- **Innovation is critical:** For established products to attract and retain consumer interests, it is critical that innovation in branding, retailing, advertising and new product launches

capture their imagination. The lines are drawn every day between new and excitement of change. However, a product can be old and new at the same time, if it continues to have emotional relevance for consumers. For example- Cadbury's brand.

- **Emotional Branding Ensures Brand Loyalty:** When a firm thinks of marketing, it sees from customer' point of view. But their own employees also play a vital role which is popularly known as internal marketing. It is the best way to help employees make a powerful emotional connection to the products and services the firm sells. Secondly when people care about and believe in brand, they are more motivated to work harder and their loyalty. Moreover when employees lives that vision, customers are much more likely to experience the company in a way that is consistent with what it has promised.

### **CONCLUSION:**

It is not a matter of importance how qualitative the product and its use are rather it is of utmost importance that what is the extent of emotions create a drive in the consumers to purchase it. The passion to possess the brand is actually the success of branding. The tri component of attitude model serves as guide to make consumer feel that they are the one who are unique as well as can make them proud to have it. The business and its future lies in enterprises ability to capture the emotions of the consumers by making emotional branding strategies. Therefore it can be derived that while making strategies for the brands, the companies should keep in mind the emotional aspects so that it hits the mind of consumers and the impact of the emotion can be effectively capitalized.

### **REFERENCES:**

1. Antonio Damasio, *Descartes error: Emotion, reason and the human Brain*
2. Kapferer Jean," *Brand Management Strategy*.
3. Pandey, Akhilesh Chandra,(2006) "Strategic imperative in emotional branding" *Gumbad Business Review*, Vol.2(1),pp 110-114
4. Schmitt B.(2003),*Consumer Experience Management*, The free Press
5. Schmitt B and Simonson A.(1997) *Marketing Aesthetics: the strategic Management of Brands, Identify and image* . Free Press, Newyork.
6. Hawkins, Del I., Roger J. Best, and Kenneth A. Coney (1998), *Consumer Behaviour: Building Marketing Strategy*, 7<sup>th</sup> ed., Boston:McGraw Hill.

7. <http://www.detoursinmymind.com>
8. <http://www.consumerpsychologist.com>