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A LITERATURE REVIEW ON EMOTIONAL BRANDING AND ITS ANTECEDENTS

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Abstract:

Emotional branding is the process of creating an association between a consumer and a product or brand by stimulating their emotions. Marketers achieve this by creating content that appeals to the consumer's emotional state, ego, needs, and aspirations. In the field of marketing literature, emotional branding has attracted very few contributions on definitions, factors, and conceptual frameworks which are difficult to understand. The purpose of this paper is to explore and enhance constructs of emotional branding by explaining its definition, its applications and how it differentiates from other relevant concepts. A review on emotional branding has been conducted and the articles published between 2006 to 2022 were chosen for the systematic analysis. Based on the analysis, research gaps in the existing literature and constructs were found and this paper proposed a unique conceptual framework on emotional branding.

Keywords: Emotional Branding, Brand Equity, Brand Awareness, Brand Association, Brand Loyalty, Perception of Quality

Introduction

Survival and sustainability of an organization majorly relies on its marketing strategies, product or service quality. Organizations can gain a competitive advantage among its competitors only by differentiating its products, services and marketing strategies. For effective marketing strategies, branding is essential and without branding a company cannot be able to stand out with a uniqueness which has a direct impact on the survival and sustainable market growth. Conceivably the most inevitable skills of marketers is capability to generate, sustain, protect, strength and augment brands (Kotler et al ,1999). The only way to own markets is to own the dominant brands in the market (Aaker 1991). "A brand facilitates the process so consumers confidently recognise and appreciate the product and its values" (De Chernatony and Riley ,1998). Kotler & Keller (2015) defined Branding as a slogan, name, symbol or design, sign, or a combination of those, in order to identify products and services of a company which helps customer to distinguish from competitor's products.

Segmentation, positioning and targeting are essential elements in the process of marketing, that is if the marketers could position their brands according to customers needs, wants and desires with emotional attachment, with easy marketers acquiring and retaining their customers. Further, Brand positioning is playing a significant role in marketing like a heart. Always marketers should remember that customers expect that the brands must be associated closely, consistently with their day-to-day life style, passions, culture and traditions. Emotional Branding which emerged in late 1990s helps to greater extension to achieve the emotional attachment of brands with their customers. According to Smith (1999) "Marketers bring brands from the factory, but it is the customers who position the brands in their minds, not the marketers". Travis (2000) has said, A brand is not a brand to you until it develops an emotional connection with you". Gobe (2001) has emphasized that branding strategies should be about "Emotions Share" and mindshare instead of market share and brands should gift brand love, feelings, and positive shopping experience are core of emotional brandings. Emotional branding should create a bond with the brand like a human relationship and friendship. "Emotional Branding will help you do a better job of ensuring customers feel good about your company....and its products. That's where the branding begins. That's where it ends", Marken (2003). Roberts (2004) mentioned that "Emotional Branding is a consumer centric, relational, story-driven approach to forging deep and enduring effective bonds between customers and brands." This review article primarily aims to explore and understand past contributions in the field of branding, emotional branding, brand equity and brand loyalty. Also this article attempts to understand and

clarify the various definitions, constructs, conceptual frameworks and its outcomes. Further this article attempts to understand various correlational relationships between and among the antecedents of branding, emotional branding, brand equity and brand loyalty.

Objectives of the Study:

- To explore the various contributions in the field of Emotional Branding
- To identify the antecedents and outcome variables of Emotional Branding
- To proposal Conceptual Framework on Emotional Branding

Review of Literature:

The Concept of Branding

Mindrut, S., Manolica, A., & Roman., CT (2015), concludes that the importance of a strong brand identity is obvious. A hierarchy of importance was also found for the elements presented in their order: products and packaging, marketing collateral, logo, news and events, signs, stationery and clothing. Brand communication, place brand articulation, place brand evaluation, infrastructure and stakeholder engagement (management), brand infrastructure associations are the components identified by the model. Ullal, M.S. et al (2021), study proves that the Indian market distinguishes high and low-value brands based on the organization's overall brand value is an integrative effect of original, high class, popular, impressive, iconic and sub-cultural elements. Ranga Chimhundu, Robert Hamlin (2007) traditional brand management structure will still work well for a few organizations and that it is expected also in future and challenging environmental factors may lead to adoption of modifications by companies. Saha, Indrani. Dasgupta, Rajib (2014), The research study makes an effort to find out consumer's and brand manager's perception of Brand Extension in the FMCG segment. Brand extension the collective performance of both the parent brand and its extended brands have been reasonably well, also positive impact on market, cost reduction, increasing consumer base, leveraging reputation.

Clarinda Rodrigues & Amélia Brandão (2021) attempts to address the brand relationships of fast-growing consumers by exploring the brand love role in the context of retail brand (IKEA). The paper also contributed towards better understanding of building and nurturing effective brand experiences in order to provoke intense and passionate feelings towards retail brands. Michael B. Beverland (2017), argued that rich stories and open-ended stories must be developed to commercialize authentic brands through scientific understanding of market place, customer service and constant content updates. Chris Baumannac, Hamin Hamin, Amy Chong (2015), examined mediating role of affectional brand drivers (brand image, brand trust and self-image congruence) between experience on brand recall and role of brand exposure. Udayangani Rathnayaka (2018), loyal consumer base can be achieved through digital marketing and digital environment to compete with the competitors.

Syafrida Hafni Sahi, Syafrizal Helmi Situmorang (2020), promoter score is affected significantly by emotional value and customer experience and in every interaction brand management companies develop memorable experiences for its consumers. Elyria Kemp, Ravi Jilapalli, Enrique Becerra (2014) mentioned that consumer brands which are emotionally based actively promoting brands through word-of-mouth marketing and strong brand association can be achieved through brand connections and consumer relationships. Seung-Hee Lee, Jane E. Workman (2015), revealed that brand loyalty and brand attachment are positively related to compulsive buying tendency; however brand awareness is negatively related. Loredana Patrutiu Baltas (2015), analysed content marketing best way utilising to educate audiences leads to determine brand loyalty, brand trust. Nicolla Confos, Teresa Davis (2016), brand relationship is creating the context in online branding environments, which identifies long term effects of embedded advertising directly to young consumers. Sindy Liu, Patsy Perry, Gregory Gadzinsk (2019), examines the marketing communications and sales with the help of social media marketing and e-commerce.

Summary of Contributions in Branding:

Contributors	Variable Studied with Emotional Branding
Chimhundu, R., & Hamlin, R., (2007)	Brand Management Structure

	Brand Management
Hanna, S., & Rowley, J (2010)	Holistic branding, place brand management, place branding
Indrani, S., & Rajib, D (2014)	Brand Extension, Brand Loyalty, Brand Equity, Extended Brand, Parent Brand, Perceived Risk.
Kemp, E., Jillapalli, R., & Becerra, E (2014)	Healthcare Branding, Branding, Brand Trust, Affective Commitment, Perceived Quality, Brand Prestige, Brand Attitude, Customer Oriented Behaviour, Brand Advocacy, Self - Brand Connection, Referent influence
Lee, SH., & Workman, J.E., (2015)	Brand awareness, Compulsive buying, Brand loyalty, Perceived quality, Brand attachment
Balteş, L.P. (2015)	Digital marketing, Content marketing, content marketing strategy, copywriting
Mindrut, S., Manolică, A., & Roman, C.T. (2015)	Brand image, Brand identity, Brand identity strategy, Brand equity
Confos, N., & Davis, T., (2016)	Digital media and marketing ecosystem, young consumer–brand relationships, Branding Strategies, Brand embedment, Brand mentions
Rathnayaka, U (2018)	Digital marketing; Customer relationship marketing; Consumer behavior
Liu, Sindy, Perry, Patsy and Gadzinski, Gregory, (2019)	Digital Marketing, Branding, Social Media, Luxury Brand, We Chat, Marketing Communication, Content Marketing
Sahir, S.H., & Situmorang, S.H. (2020)	Climber, Brand, customer experience, emotional value, net promoter score.
Rodrigues, C., & Brandão, A (2021)	Brand experience, Brand love, word of mouth marketing, retail
Ullal, M. S., and Hawaldar, I.T., Samartha, V., Suhan, M., Padmanabha, A., & Srivastava, A., (2021).	Marketing Mix, Marketing, Consumer Decision Making, Marketing Decision, Brand Value, Brand, Branding, Brand Originality, Iconic, Attitude, Sub- culture

The Concept of Emotional Branding

Pandey, A.C. (2006), stated that emotions create a drive in the consumers to purchase it, whatever the qualitative the product is, and also he suggested that firms should keep in mind the emotional aspects, the impact of emotion can be effectively capitalized. Vartanova, O. & Korol, I. (2020) explored impact on customers by a brand's emotional component and emphasized rational brand element, physical brand element and emotional brand element. Ali Ekber Akgün et al (2013), has developed a framework on emotional branding strategy using emotion-cognition, brand position and self-congruence and suggested that emotional branding antecedents like willingness, commitment, trust and branding. Khare, SK. (2015), customer selection of any brand is affected by different psychological variables like emotions, confidence and perceived brand image are the main indicators of preference and an insurance company profitability. Further, this study considered the emotion of the customer, quality factors and loyalty. Anshuman Singh (2018), examined the impact of ICT on emotional branding among adolescent consumers and revealed that emotional association between brands ICT tools attracts loyal adolescents. Shahin A, S. Syed R Afiq Ahmed (2020) the study has shown there is a significant relationship between the emotional factors with respect to emotional attachment towards branded mobile phones and factors in the millennial consumers. It is suggested

that the marketer has to understand the segments and target customers as they are important inputs in differentiating products' brands and enhancing sales level. The findings of the study reveal that the factors like Quality of brand, price, Availability of brand and operating efficiency of brand also play a very important role in building brand image. Shahani, A.K., Khoso, I., & Abbasi, M.S. (2019) identified a positive and significant impact of corporate reputation on organization's overall brand equity (brand loyalty, brand awareness). Arash Vahdata, Hanieh Hafezniyab, Younis Jabarzadeha, and Park Thaichon (2020), confirmed that emotional brand attachment affects customer satisfaction, commitment, and attitudinal loyalty. Wijekoon and Fernando (2020) revealed that dimensions of brand experience have a positive impact on brand love and it has a crucial role in creating powerful and beneficial connections between brand loyalty and brand experience. Maheswari, R (2012), found a highly significant association between service evaluation index (Responsiveness, Reliability, Tangibility and Assurance) and emotional brand with mediation by emotional attachment. And also, analysed the effect of mediation between emotional brand - service encounter satisfaction, emotional brand - service performance and emotional brand - service evaluation index.

Priya, Rachel JANbarasu, Joseph A (2015), proposed a framework between emotional branding, service quality and service encounter satisfaction and examined relationship between service quality - service encounter satisfaction, emotional brand - service encounter satisfaction and emotional brand - service quality. Fakher, Samira Shakeri Manjunath, S. J.(2018), study shows that there is a highly positive relationship between the brand experience and brand loyalty in the cosmetics brands in India. Also gives insights about the company, ensures brand awareness, gains client dedication, and finally enhances the revenues earned by a business. Concluded that, the success of the majority of the trades relies on their capability to develop and sustain client loyalty. The idea of brand loyalty thus is exceptionally significant and firms need to realize that client satisfaction and client loyalty are incredibly crucial for the businesses to ensure that customers stay loyal to the products.

Amida Yusriana, Devi Purnamasari, & Nalal Muna, (2019) attempted to explore the Emotional branding (relationship aspect, five senses experiences, imagination and emotional identity) that need to be fulfilled and used Marc Gobe theory of emotional branding. Singh Anshuman, Pandey A C (2021) the Study found that there is a significant relationship between Emotional Branding and Purchase Intention of Adolescents In Urban Areas. Further it found insights like Adolescents felt that emotional advertisement has a significant impact on the purchase of smartphones. Besides this they make emotional bonds like whether the brand makes a strong impression on their visual senses, gives pleasure to them, modern style and social bonding. The result highlights many adolescents are highly influenced by their friends & peer groups and family members to decide on their purchase.

Poojaa Gokarna (2020), found that emotional brand attachment is positively impacting on customer loyalty and developed a conceptual framework between customers willingness to pay more and brand loyalty.

Summary of Contributions in Emotional Branding:

Contributors	Variable Studied with Emotional Branding
Pandey, A.C. (2006)	Brand Loyalty
Maheswari, R. (2012)	Branding, service evaluation index, Service Industry, Service Performance Scale, Banking Industry
Ali Ekber Akgün et al (2013)	Consumer experience; Brand attachment, Brand relationship
Khare, SK., (2015)	Emotions Confidence, Brand Preference, Profitability
Priya, Rachel J., Anbarasu, Joseph A (2015)	Branding, Service Encounter Satisfaction Service Quality
Riaz, H., Ahmed, H., Akhter, S., & Hussain, M. (2017)	Buying Behaviour, Brands, Emotional Communication, Emotional Relationship, Sensorial Experiences, Emotional Preferences,

Anshuman Singh (2018)	Chatbots, ICT
Fakher, Samira Shakeri Manjunath, S. J. (2018)	Brand Trust, Brand Experience, Brand Loyalty, Customer Satisfaction, Brand Personality
Yusriana, A., Purnamasari, D., & Muna, N. (2019).	City Branding, Emotional Identity, Five Sense Experiences, Sense of touch, Sense of Sight
Shahani, A.K., Khoso, I., & Abbasi, M.S. (2019).	Brand Image, Corporate Reputation, Brand Equity, Brand Loyalty, Perceived Quality, Brand Awareness / Associations
Shahin A, S. Syed R Afiq Ahmed (2020)	Emotional Factors, Emotional Attachment, Brand
O. Vartanova, I. Korol, (2020)	Branding, Branding Process Rationality of Brand
Arash Vahdata, Hanieh Hafezneyab, Younis Jabarzadeha, and Park Thaichon (2020)	Attitudinal loyalty, Emotional brand attachment, customer commitment, customer satisfaction, attitude toward brand extension
Wijekoon, W.M.S.P., & Fernando, I (2020)	Brand experience, Behavioral loyalty, Brand love, Attitudinal loyalty, Customer brand relationships
Singh Anshuman, Pandey A C (2021)	Brand, Branding, Consumer Buying Behaviour, Brand Loyalty, Purchase Intention

The Concept of Brand Equity

Bijuna C. Mohan, A.H. Sequeira (2016) identified the relation between operational performance and brand equity. Organizations have to manage brand equity effectively for better and improvised operational performance. Dheivanai, N & Anbukarasi, M (2016) made an attempt to assess the growth performance of sales and profits and also explore the outcome of Green marketing strategies of selected Green FMCG companies in India. Ravi, R & Manjrekar, P (2018), discovering the power of brand as reason for consumers choosing the brand low valued goods among the modern youth in Maharashtra. The few objects that have lesser value for the purpose of its influence in modern youth life in the ways of continuously buying the brand as well as how it remains attached in their mind for repetitive purchase. Raza, M., Frooghi, R., Rani, S.H., & Qureshi, M.A. (2018), analysed the impact of brand perception, brand image, brand loyalty and brand preference on consumer purchase intention. Sinurat & Dirgantara (2021) revealed that product quality, brand equity and brand proliferation has a significant and positive effect on new product performance.

Summary of Contributions in Brand Equity

Contributors	Variable Studied with Emotional Branding
Bijuna C. Mohan & A.H. Sequeira, (2016)	Operational performance, Brand equity, Brand loyalty, Brand association, Brand awareness, Brand association, Perceived quality.
Dheivanai, N & Anbukarasi, M. (2016)	Brand proliferation, Brand equity; price, product performance, Product trial
Ravi, R & Manjrekar, P (2018)	Low involvement FMCG, Youth decision making
Raza, M., Frooghi, R., Rani, S.H., & Qureshi, M.A. (2018)	Brand, Brand Equity, Brand Image, brand perception, brand loyalty, brand preference, consumers, entrepreneurial marketing, purchase intention

W. Sinurat, & I. M. B. Dirgantara, (2021)	Consumer’s level of awareness, Consumer Purchase Behaviour, Green Brand Equity Green Satisfaction
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Conceptual Framework



Based on the extensive literature survey, the proposed model has been proposed using the keywords, antecedents, factors, variables which are studied with emotional branding. The model encompasses that Brand Attachment, Brand Awareness, Brand Equity (Brand Association, Brand Loyalty, Brand Personality, Perceived Quality) are influencing Emotional Branding. Further, Brand Love, Buying Behaviour, Purchase Loyalty, Attitudinal Loyalty, Customer Satisfaction, Purchase Intention, Brand Trust and Brand Commitment are outcome variables for emotional branding. This conceptual framework has to be validated with required statements and data.

Conclusion

This article carefully traced the fundamentals, development and relationship with other variables of emotional branding. It also has attempted to understand the development of Branding and brand equity. In a conceptual manner, the framework has been developed, however this study is limited only to development of the proposed model. The proposed conceptual framework should be validated with proper statements, content validity ratio and confirmatory factor analysis. Then only, the proposed model can be applied in the field of research.

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