

## EMOTIONAL MARKETING - COMMUNICATION OF THE BRAND THROUGH THE HEART (LITERATURE REVIEW PERSPECTIVE STUDY)

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### ABSTRACT

*Emotion is a natural human sense that firms may harness to acquire new customers and build brand loyalty. It's almost like a committed relationship between the firm and its target audience; as long as the company provides a great experience for the target audience, brand loyalty should last. A brand's success depends on the development of an emotional tie between the consumer and the product. Emotion is a mental state caused by intuitive feelings triggered by reasoning, knowledge, and cognitive assessments of events or thoughts. mood can prompt acts based on its type and the reason for the person's mood. Emotions happen as feedback of what one makes of a situation such as a brand consumption experience.*

**Keywords:** Emotion, Harness, Brand Loyalty, Committed Relationship, Target Audience.

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### Introduction

#### Emotional Branding

Emotional branding is a word used in marketing communication to describe the technique of creating brands that directly appeal to a consumer's emotional state, wants, and goals.

Morrison and Crane in 2007 defines "Emotional branding is described as customers engaging in a deep, long-term, personal emotional connection with the brand, which goes beyond benefit-based pleasure and establishes a distinctive trust-based relationship for the creation of a comprehensive emotional experience."

The process of connecting a business with human emotions through branding and marketing is known as "emotional branding." It's a strategy meant to establish a lasting relationship between their brand and the customer.

Emotional branding aims to evoke a feeling in the customer in order to forge a connection between them and the product. A customer may experience pride, excitement, or confidence from a brand or product. An advertisement could make you laugh, feel disgusted, or wonder. Strong, largely uncontrollable sentiments that influence our behavior are referred to as emotions. The influence of emotions on customer behavior is significant. The term "emotion" is often used interchangeably with "feelings." For example, someone who feels confident in the quality of the product would choose to purchase chocolates for both themselves and their friend. Customers frequently overindulge in shopping when they're depressed or feel alone.

In normal circumstances, a company's branding journey begins when it creates a product that is superior to its competitors in terms of features and capabilities. The business thus has a "position" against rivals in a unique product category. The issue gets worse when neither group tries to forge an emotional connection between the clients and the business and its offerings. Emotional branding is a sophisticated strategy that makes the company's values clear to its clients. (Marken, 2003).

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Mental states are stimulated by emotions more quickly than by logical ideas. Effective emotions may be used to influence consumer behavior with ease. Reasonable ideas generate curiosity, and skillful emotional manipulation generates sales. Emotional marketing seeks to evoke a response from the customer, whereas rational marketing focuses more on ways of utility and information. Instead of going for the customer's pocketbook, the emotional branding strategy seeks to establish an emotional bond with him that will have a profound and enduring effect on his thoughts and emotions, ultimately fostering lifelong brand loyalty. Positive emotional appeals in advertising boost brand attention and memory, whereas negative emotional appeals elicit excitement and desire to utilize the goods and induce purchase choices.

Companies need to establish a personal connection with their customers if they want to know how they feel about them. This is a positive approach for a business to view itself, as businesses greatly value the opinions of their customers. However, listening to what customers have to say can teach a business a lot. Companies must connect emotionally with their customers through their product; otherwise, the product will just exist as a product and take on the identity of a brand in the eyes of the consumer. Brand name is another factor that emotional branding takes into account since it affects consumers' decision-making.

Zeitlin / Westwood (1986) observe three functions of emotions in advertising, "emotions as benefits, emotions which communicate benefits and emotions which influence the consumers' attitudes."

Kotler (1973) states that "emotional branding is the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability."

Werner Krober (2001) found that, Emotional branding has a significant and effective impact on crowded marketplaces. These markets have established items with insignificant quality differences. As a result, product knowledge is not as significant, and rational appeal becomes less powerful. The emotional brand experience is what primarily shapes a consumer's choice for a certain brand. A content analysis of advertising may reveal which emotions are targeted to consumers in order to build emotional product distinction.

Emotional branding is critical for businesses to cut through the clutter by claiming distinctive connections in today's highly structured world where products and services are differentiated by technological, causal, and benefit-based differentiations. According to the emotional branding approach, enterprises should focus on forming deep and significant emotional relationships that proactively enrich consumers' lives, becoming part of their memories and social network (Thomson et al., 2007). Therein; the brand-consumer relationships based on the emotional linkages constructed are increasingly gaining popularity and importance for marketing researchers and practitioners (Thomson et al., 2005), recognizing the fact that brands achieve the opportunity to differentiate from other brands in an exponential scale, through adopting a branding strategy where they promote experience based relationships with their customers, placing their brands to a high centrality and importance into Consumers lives.

Many firms depend solely on their goods' technological supremacy, but they must also invest in their brands' emotional appeal in order to attain a long-term competitive edge. Emotional components have been incorporated into the company's branding strategy, with the goal of developing relationships at every interaction step. However, there are still some tasks and hazards that the corporation may face.

However, emotional branding is not a cure-all. To become brand leaders, companies have to focus on quality and innovation, but the emotional level of values, personality, sensuality, and social commitment will make the brand a loyal partner for consumers and offer it an outstanding position in consumers' lives, unheeded of brand parity and informational overflow.

#### Various Emotions used in Brand Communications

No.	Emotion	Advertisement in which it has been used
1	Trust	Johnson & Johnson, Vicks, Colgate, Ghadi Detergent
2	Reliability	Ponds, Lakme'
3	Friendship	Airtel , Axis Bank, Vodafone, Bank of India
4	Happiness	Mc – Donald's , KFC, Coca – Cola
5	Purity	Pears, Patanjali, Himalya
6	Glamour – luxury	Lux, Rivah – Tanishq, Malabar gold
7	Anger – Hatred	Naukri.com (Hari Sadu)

8	Power – Daring	Thums up, Mountain Dew, Rajnigandha
9	Protecting loved ones	LIC , Havells Wire
10	Romance	Dairy Milk Silk, Nivea body lotion, Godrej no. 1
11	Passion	Tazaa Tea, Tata Tea, Laavie
12	Family bonds	Wood wards Gripe water, Fortune Oil – Ghar ka khana
13	Lust – sensuality	Wild Stone, Axe Deodorants, Macro man briefs
14	Intelligence	Mutual Funds, Asian Paints, Phillips, Parle – G
15	Beauty	L'oreal, Sunsilk,
16	Jealousy	Jade Blue, Tide washing Powder, Onida TV

### Emotions and Brand Trust

Emotions do not become ineffective or an afterthought. It is an essential component of logical reasoning and conduct and has aided in the growth and evolution of humans. Only out of fear of assault did we learn how to defend ourselves, and happiness facilitated relationships with those closest to us. As a result, marketers have also underlined the significance of emotions in the development of brands. Extraneous emotions cause need stimulation but an essential emotion results in emotional bonding over time (Geng & Xiaoli, 2018). Emotions have an immediate influence on behaviour or can support conscious, logical, and reasonable thought in rational behaviours (Karolien & Siegfried, 2019). Emotional branding is inclined to communicate alongside and build bonds with the consumer not just through the usage requirements of the good or service but also by way of the emotional and mental processes through which customers relate to the brand. Rational branding is a tool for a corporate business house that capitalises on the cognitive appeal that offers special features or support by the brand concerning the utilisation of the product (Holt, 2004). Therefore, in today's fiercely competitive environment, a firm must mix the two branding techniques in order to connect with customers. Customer psychology is profoundly affected by emotional branding, which operates as a transforming that increases customer attachment to and engagement with the brand (Wong, 2019)

<i>Characteristics</i>	<i>Rational branding</i>	<i>Emotional branding</i>
Branding definition	Owning functional benefits	Interacting with and building relationships with customers
Company's role	Steward	Good friend
Consumer's role	<ul style="list-style-type: none"> <li>Ensuring that benefits become salient through repetition</li> <li>Perceiving benefits when buying and using product/service</li> </ul>	<ul style="list-style-type: none"> <li>Interaction with brand values</li> <li>Building a personal relationship</li> </ul>

(Adapted from (Holt, 2004) (Wong, 2019))

Products have personalities just like people do. This explains the interest scholars demonstrate in the idea of personality in various areas, such as marketing interactions and consumer behaviour, where brands are created to have personalities that allow them to connect with consumers (Hakinson, 2004)

The sophistication component of Aaker's personality scale was irrelevant in an Indian environment. Their findings demonstrate that brand positioning strategies for the Indian Airtel brand may be developed using the aspects of enthusiasm and competence. This may imply that specific personality qualities, determined by the attributes of the product (such as hedonic vs utilitarian) or the cultural setting of the research (such as Francophone, Anglo-Saxon, Indian, and so forth), might ultimately result in lasting connections of brand love and loyalty to the brand (Srivastava & Sharma, 2016). Few studies have examined the function of brand personality as a predictor of this emotion, and the majority of those that have examined brand trust have concentrated on quantifying this feeling (Bechur, Oula, & Hela, 2017).

By patronising a brand that has a persona that the consumer perceives as being similar to either their real or ideal persona, the customer might acquire self-congruence. While ideal self congruence is the perceived harmony of the brand personality with the consumer's ideal self, actual self-congruence represents the consumer's view of the fit between the real self and the brand's personality (Aaker, 1999)

A brand that is absolutely self-congruent represents the consumer's true self ("this brand's personality resembles who truly am"), as opposed to a brand that is potentially self-congruent ("this brand's personality truly aspire what I prefer to be") (Malar, Krohmer, Hoyer, & Nyffenegger, 2011).

### **Emotional Branding & Cola War**

An effective brand engagement and brand connection of the product depends upon 3 key features for its connection with the external world. First is the Brand Name second, Brand logo and third is the Brand slogan or tagline. Brand name gives the product an identity which can be registered and legally protected. Logos are the graphical designs which either talk about the product or manufacturer or any of the component of the product. These logos generally remain unchanged for a long period of time. Sometimes minor changes are done in the color style or layouts of these logos as per the requirements of the time. The only remaining thing is Slogan which company changes from time to time as per its requirements. With the change in climatic, economic, environmental, social, political or any other changes in the society the company also changes its slogans. Thus slogans become more effective and flexible way of brand engagement in modern ever changing business environment. More over Brand name and logo have very limited content and so many a times they fail to give complete information about the brand. On the other hand a slogan is a set of limited words accompanied by emotions, music, jingles, brand ambassador etc. and hence gives much clear recognition about the product. This recognition, instead, provides brand awareness and brand image through recognition, recall and favorite associations in relation to the brand. This recognition, instead, provides brand awareness and brand image through recognition, recall and favorite associations in relation to the brand. Thus emotions in advertising act as a hook whereby the customer grasps the concept of a brand, and intensify everything that makes the brand distinct and involves high level of brand engagement.

Soft drink Companies have been making use of such emotional appeals over the period of time to attract the consumers. Since the starting of Cola War, Coca – Cola Inc. & Pepsi Co. have been portraying various emotions in their advertisements from time to time to seek consumers attention. The products in these markets are more or less homogeneous which makes it product differentiation inevitable. An emotional attachment helps the brands to stand out and hence they don't just go unnoticed easily. As a result, advertising tends to rely more on sentiments to attract consumers' attention and interest. Emotions are said to move across borders better than information. Coca-Cola's advertisements & campaigns always show people around the world sharing their happiest times - love, laughter, and celebration along with a product of Coke.

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Emotional appeal is one of the important marketing tools to support characteristic for product to be outstanding and well known. Coke always uses emotional slogans to remind the customer recognition toward the Coke' brand. Coke's slogan plays role to stimulate customer feeling to desire and coke product. Coca – Cola Slogan in 2009 marketed with a slogan "Open Happiness". This slogan which was used in advertising campaigns can be taken as that people have happiness and enjoyable time while drinking Coke. Coca-Cola as a brand was emotionally connecting with its customer through personalization and creating a highest-level brand engagement.

Coca-Cola felt the new way of brand engagement with its customers was through personalization and, therefore, designed the campaign called "Share a Coke" in such a way that it encourage personalization in a prospective way. Consumers like to self-express themselves creatively through storytelling and staying in touch with its friends and as a result, the campaign leveraged on this kind of consumer behaviour. Moreover, Coca-Cola wanted to engage with its customers and at the same time promote its own brand name. Thus the Slogan which was associated with the campaign of sharing a coke with near dear ones mainly focused on two objectives of the company. The first objective was obviously increasing the sales and the second one was personally connecting with the customers. Due to this campaign the not only achieved both the objectives but wanted the consumers to experience their

brand. As always said a happy customer always adds to the brand equity of the company. Under this campaign the customers of Coca Cola shared their experience with the company and also shared coke with their friends, families and relatives. This created a chain of sharing and thus the campaign brought the desired change in the company's marketing operations which further ended up in high level brand engagement.

With the extensive use of emoji's in online & Social media's to express their feelings Pepsi used some of such emoji's in its advertisements which made customers easy to recall and seeing them brought smile on their faces. People were encourage sending their own designs of emojis to Pepsi's Twitter account which helped enhancing the interactivity with the audience and contributed a polishing to Pepsi's advertisement campaign.

Thums-up on the other hand promoted itself as a strong Refreshing drink emphasizing on masculinity, happiness, satisfaction & adventure emotions in its campaigns. These emotions were also portrayed in its taglines as "Thums-up taste the thunder" or "Aajkuchtoofanikartehai". Thums-up chose these emotional slogans for brand communication because of the high cola content which gives it a bit hard & different taste than other cola products offered by the rival companies so customers generally don't wish to leave the product easily. This helped to enhance the brand engagement of the target customers of the company.

### **Reasons for Emotional Branding**

Most of the creative advertisers view emotional appeals in advertising as one of major reasons for increased brand loyalty. Creative advertisers want the customers to experience brand and to have a connecting bond with them. The visual cues and clues are important in connecting to the customer's mind-set and hence use of emotional aspect becomes very important feature in today's advertising. The 3 major reasons for emotional appeals in branding are:

- Consumer ignores most of the ads.
- Rational appeals generally go unnoticed.
- Emotional appeals can capture attention and foster an attachment.

Now a day's television and social and internet media remains as one of the best media for emotional appeals. Television offers advertisers to have an upper hand in the effective brand communication due to sue of sound and sight. The use of models and brand ambassadors who portray and execute the required and desired emotions and attitudes leave a deep impact on the viewers and potential customers. Consumers learn about a particular product and develop attitudes based on these experiences and emotional attachment. Television advertisements also are more vivid, life like, and create dynamic situations that pull the attention of the viewers. The use of music and background further adds to the use of emotions more effective.

Emotions are tied with humour, fear, music and other appeals to make a more compelling case of product purchase. The same advertisement can affect consumers emotionally and rationally. The creators of advertisements select the most appropriate emotional appeal for the product and company which enhances the brand image along with the corporate image of the manufacturer.

### **Importance of Emotional Branding**

- Emotional branding is successful when it triggers an emotional response in the consumer, that is, a desire for the advertised brand (or product) that cannot fully be rationalized.
- Emotional brands have a significant impact when the consumer experiences a strong and lasting attachment to the brand comparable to a feeling of bonding, companionship or love.
- Emotional branding creates a personality for the brand.
- Emotional branding uses the consumer's ability to process messages to promote a significant feeling associated with the brand.
- Emotional branding uses a series of themes and symbols to create meaning for a consumer.
- It is the emotional response that provides consistent design intent across environments, touch points, interactions.
- Companies are more likely to deliver a consistent brand experience that builds rapport with customers.

- Organizations are building brands as holistic experiences, cultivating intentional, emotional responses, may find themselves enjoying more profitable relationships with their customers, built on trust.

### Conclusion

A consumer is a living entity and a communal being. He is endowed with an emotional heart. Therefore, merely highlighting a product's benefits in a logical way does not guarantee success. As a result, appealing to customers' emotions in advertisements is becoming more and more popular. While appealing to emotions in advertisements may not always persuade viewers to buy a product, it does contribute to building brand awareness and encourage viewers to consider a product more before deciding to buy it. Brand recall becomes easier and more efficient when emotional branding establishes a strong connection with the mind and heart of the consumer. One of the most crucial aspects of emotional branding is the use of powerful emotions that complement the brand's features. This also means that, in order to strengthen the emotional connection, a powerful brand ambassador who truly embodies the desired emotion should be chosen.

Using of emotions in advertisement is now gaining strength to engage with the consumers. As products start turning more and more homogeneous, the emotional attributes of a brand become essential for differentiation. As a consequence, advertising tends to rely more on sentiments to attract consumers' attention and interest. Emotions are said to move across borders better than information. Using emotions in advertisement may not compel consumer to purchase the product but it surely helps in creating a brand image. It was found that it was not just mere emotions that compelled consumers to purchase the product. However the emotions were strong enough to catch the attention of the consumers and make them think about the product. Thus, an emotional advertisement does affect the purchase decision of consumers. Emotional branding helps in connecting with the mind and heart of the consumers and leaves a deep impact on his thought. Emotions in brand communication process make brand recalling easier and more effective. Thus, emotions will help in proper brand engagement.

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