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Role of Emotional Branding in Shaping Consumer Behaviour

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ABSTRACT: In today's competitive marketplace, cultivating and maintaining consumer brand loyalty is a paramount objective for businesses. While traditional marketing research has explored various factors influencing brand loyalty, the role of emotions, often overlooked in the past, has gained prominence in recent years. This research delves into the intricate relationship between emotions and consumer brand loyalty, employing a cutting-edge neuromarketing approach to uncover the subconscious processes at play. By utilizing neuroimaging techniques, such as functional magnetic resonance imaging and electroencephalography (EEG), this study seeks to unveil the neural mechanisms that underlie emotional responses to brands. Through carefully designed experiments and data analysis, the research aims to identify specific emotional triggers that elicit brand loyalty and evaluate the neurological basis of these responses. Furthermore, this investigation will explore how various emotional states, including joy, trust, and nostalgia, influence different aspects of brand loyalty, such as repeat purchases, positive word-of-mouth, and resistance to competitive alternatives. By pinpointing the neurological signatures of emotional brand attachment, marketers can develop more precise and effective strategies to foster and strengthen consumer brand loyalty. The findings of this research hold significant implications for marketing practitioners.

KEYWORDS: Brand Loyalty; Consumer Behaviour, Emotional Triggers; Neuromarketing; Neuroimaging

I. INTRODUCTION

Usually, when we hear the word “brand,” we conjure up images of well-known companies, their names, trademarks, or the goods they produce. But human emotions are also concealed beneath favoured brands, in addition to goods and businesses. A brand's objective is to improve the credibility and reputation of a company or individual. It is the comprehensive totality (synergy) of all the information about a product or group of items. A brand is an assortment of the intellectual, emotional, visual, and cultural traits that a customer identifies with a company and the product that the brand is associated with. It could be a moniker, brand name, emblem, or different symbol. It sets one manufacturer apart from every other one in the industry. In essence, a brand acts as a user's pre-seller of the good or service. Older definitions of a brand have an issue since they emphasize the tangible component, or the product, which is an independent entity, whereas a brand is an intangible idea. The product is developed first, and the brand does more than just identify the company that was responsible for its creation. As a result, the idea of emotional branding has become more well-known in sales and is becoming more widely acknowledged by professionals and theorists. For the same reason, psychological jargon is now more frequently utilized in branding and marketing than numerical data. Positive reaction, emotion, and sentiment are more frequently used terms in modern marketing literature than terms like product, pricing, etc.

II. CONCLUSION OF THE REVIEW

In conclusion, the literature review provides a critical overview of past research on emotions and brand loyalty, identifying key gaps and opportunities for future inquiry. By adopting a Neuromarketing perspective and leveraging insights from psychology and neuroscience, researchers can shed new light on the complex interplay between emotions and consumer behaviour, ultimately informing more impactful marketing strategies and fostering stronger brand-consumer relationships.



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III. DATA ANALYSIS

Table 1: Demographic data of participants

Role	Brand	Gender	Age	Region
Marketing Expert	Luxury Fashion Brand	Male	35	India
Industry Expert	Luxury Car Brand	Female	42	India
Marketing Executive	Luxury Jewellery Brand	Non-binary	58	India
Brand Manager	Luxury Cosmetic Brand	Male	30	India
Industry Expert	Luxury Travel Brand	Female	38	India
Marketing Executive	Luxury homeware brand	Non-Binary	55	India
Brand Manager	Luxury food and beverages brand	Female	45	India
Industry Expert	Luxury technology brand	Non -binary	62	India
Marketing Executive	Luxury hospitality brand	male	32	India

Table 2: Descriptive Statistics of Brand Experience of the Respondents

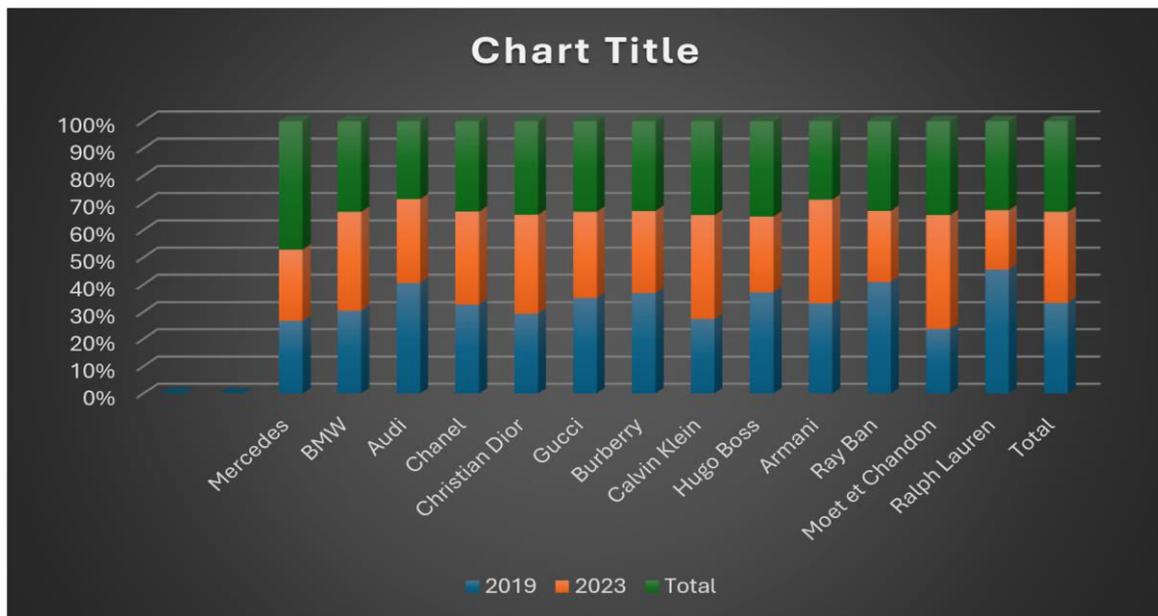
Brand Name	2019 Sample (%)	2023	Total	Total Frequency
Mercedes	15.9	17.8	16.8	65
BMW	11.2	13.4	12.3	49
Audi	5.8	4.4	4.10	20
Chanel	11.7	12.2	11.9	47
Christian Dior	9.11	11.3	10.7	42
Gucci	10.2	9.2	9.7	38
Burberry	11.5	9.4	10.3	40



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Calvin Klein	6.10	8.5	7.7	31
Hugo Boss	7.11	5.3	6.7	27
Armani	4.7	5.4	4.10	20
Ray Ban	3.6	2.3	2.9	12
Moet et Chandon	1.3	2.3	1.9	8
Ralph Lauren	2.5	1.2	1.8	8
Total	100	100	100	381



IV. RESULTS

Brand choices from the 2019 and 2023 samples reveal luxury goods customer behaviour’s changing nature. Mercedes and BMW’s long-term appeal and brand equity are shown by their popularity. These brands’ minor gain in preference implies a favourable trend in brand recognition and consumer loyalty, maybe driven by successful marketing efforts, product developments, and a perceived connection with consumer preferences and goals. The fluctuating preferences for Hugo Boss, Ray Ban, Moet et Chandon, and Ralph Lauren show the problems luxury companies have in staying relevant and competitive in a changing market. Consumer tastes, cultural changes, and new competitors offering innovative products or services may cause these variations. Hugo Boss’s 2.8 percentage point drop in preference from

2019 to 2023 may imply that the company must rethink its positioning and marketing to appeal to modern premium buyers. The stable percentages for Audi, Gucci, and Burberry demonstrate that customers still find them appealing and relevant despite market fluctuations. To maintain stability and even develop, these businesses must stay watchful and adapt to new trends to meet changing consumer expectations.



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V. FINDINGS

The study revealed a strong and undeniable influence of emotional branding on consumer purchase behaviour, particularly in the luxury market segment. Based on data collected from marketing professionals, brand managers, and industry experts across diverse luxury sectors in India, several significant patterns emerged that highlight the emotional drivers behind consumer decisions.

Emotional Connections Foster Brand Loyalty

Emotional branding plays a crucial role in building long-term relationships between brands and consumers. Participants emphasized that customers are more likely to remain loyal to brands that evoke personal values, aspirations, and sentiments, beyond functional product benefits. This emotional bond fosters repeat purchases and customer advocacy.

Personal Identity and Brand Image Are Interlinked

Consumers tend to associate luxury brands with their own self-image and social identity. Emotional branding strategies that focus on exclusivity, status, and personal expression were found to be particularly effective in influencing high-involvement purchases. Respondents from sectors like luxury cars, watches, and fashion noted that consumers often view purchases as a reflection of who they are or who they aspire to become.

Storytelling and Brand Narratives Drive Engagement

Emotional storytelling emerged as a key tactic used by luxury brands to connect with audiences. Brand managers pointed out that emotionally resonant campaigns—those rooted in heritage, craftsmanship, or human emotion—were more memorable and impactful. These narratives often create a sense of belonging or nostalgia, enhancing the perceived value of the product.

Sensory and Experiential Branding Elevate Emotional Impact

The use of sensory elements—such as visuals, scents, textures, and sounds—was identified as a powerful method to trigger emotional responses. Especially in sectors like luxury hospitality, cosmetics, and homeware, immersive experiences were shown to enhance emotional engagement and, subsequently, influence consumer choices.

Trust and Emotional Security Enhance Purchase Intent

Emotional branding also contributes to building consumer trust. Experts from the luxury technology and travel segments noted that customers feel emotionally secure when a brand consistently delivers quality and personalized attention. This security often leads to higher purchase intent and brand preference in competitive markets.

Gender and Age Influence Emotional Triggers.

The study observed nuanced differences in emotional triggers based on gender and age. Female respondents, particularly those in brand management roles, highlighted the importance of emotional storytelling in engaging women consumers. Meanwhile, younger consumers were found to be drawn to brands that align with their personal values, such as sustainability and social responsibility.

Emotional Branding Drives Perceived Value Over Price Sensitivity

One of the most significant findings was that emotional branding has the power to diminish price sensitivity. Consumers who feel emotionally connected to a brand are more likely to justify higher costs, especially in luxury categories. This perception of value rooted in emotional connection allows brands to maintain premium pricing without sacrificing sales.

Role of Technology in Amplifying Emotional Branding

Digital tools like AI, social media algorithms, and personalized content strategies have enhanced brands' ability to deliver emotionally relevant messaging. Experts acknowledged that technology enables brands to understand emotional cues at scale and tailor communications to match the evolving emotional states of their target audience.

Emotional Branding Is a Strategic Necessity, Not a Supplement

Across all interviews, one consistent theme emerged: emotional branding is no longer just a creative approach—it's a strategic imperative. Whether through experiential marketing, customer service, or storytelling, emotionally resonant branding is now a foundational pillar for shaping consumer behaviour and driving brand success.



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VI. CONCLUSION

Customers associate distinct personal, cultural, and social connotations with luxury brands.

“Implicitly convey their own culture and way of life: hence Saint Laurent is not Chanel,” asserts Kapferer, referring to various interpretations. They are more than just items; they are a benchmark for aesthetic excellence. Brands that are associated with opulence in their respective industries tend to come up in conversations about the well-to-do. Rolex watches, Louis Vuitton handbags, and Tiffany & Co. jewellery are a few of the most famous examples of this phenomenon. Many external, societal, and cultural factors have influenced the meanings of luxury brands throughout the years, prompting scholars and industry professionals to reevaluate the luxury branding paradigm centered on the consumer. This paradigm demands that we stop trying to comprehend what luxury brands mean in the context of postmodern consumer society by looking at the brands themselves and start focusing on phenomenological experiences and socio-cultural impacts. The changing nature of customer behaviour in the luxury goods sector can be better understood by comparing brand preferences across the 2019 and 2023 samples. The long-term success of well-known brands like Mercedes-Benz and BMW is a testament to their timeless allure and solid brand equity, which are most likely driven by innovative marketing campaigns. In contrast, the difficulties encountered by luxury companies in being competitive and relevant are demonstrated by the ups and downs in consumer choice for brands such as Hugo Boss, Ralph Lauren, Moët et Chandon, and Ray Ban. Emotions play a significant part in customers’ decision-making processes, and the need of appealing to their emotions in order to build brand loyalty and engagement has been highlighted in discussions on emotional branding. The ability to identify, comprehend, and control one’s emotions—in interpersonal relationships as well as interactions with customers is crucial for thriving in these emotional environments.

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