

PROJECT DISSERTATION REPORT

ON

Role of Emotional Branding on Customer Loyalty

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CERTIFICATE

This is to certify that NISHA YADAV(2K21/DMBA/79) has submitted the final project dissertation report titled “ROLE OF EMOTIONAL BRANDING ON CUSTOMER LOYALTY” in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-23.

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DECLARATION

INISHA YADAV student of Delhi School of Management, Delhi Technological University hereby declare that the final project dissertation report titled “ROLE OF EMOTIONAL BRANDING ON CUSTOMER LOYALTY” submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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In the end, I would like to acknowledge that this project is my original work, and it has not been submitted elsewhere.

Nisha Yadav

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EXECUTIVE SUMMARY

1.1 Introduction

Companies are continuously looking for ways to set themselves apart from their competitors and establish enduring relationships with their clients in the fiercely competitive business world of today. A potent method for attaining this objective is emotional branding, which is the use of emotions to establish a deep and meaningful bond between a brand and its consumers.

This study looks especially at how emotional branding affects customer loyalty. The study will examine the company's emotional branding tactics and assess how well they work to build a foundation of loyal customers.

1.2 Objectives of the study

- a. To study the role of brand personality on customer emotions, brand recognition, and customer behavior.
- b. To study the role of emotional branding on different customer demographics which includes age, gender, cultural background, and others.
- c. To analyze the impact of brand image on customer loyalty, including the importance of visual elements such as logos and color schemes, and how they contribute to customer emotions and loyalty.
- d. To find out relationship between customer experience and customer loyalty.

1.3 Methodology

Phase 1: Literature Review

The study will use a mixed-methods approach, combining qualitative and quantitative research methods. Qualitative data will be collected through certain feedback questions asked through google form for different Shampoo brands. It would help in deeper understanding of customers and their emotional connection with the brand.

Phase 2: Primary and Secondary Research

A survey and secondary data collection will be conducted to gain insights into customers views and opinions on factors contributing their loyalty towards a particular shampoo brand. The survey will be conducted using an online platform, and the sample size will depend upon the number of responses. The survey will be focused on the following areas:

- Customer Loyalty
- Strategies for Emotional Branding
- Customer experience
- Brand Reputation
- Competitive Landscape

Data Analysis:

Qualitative data will be analyzed using trend analysis to identify common trends and patterns in the responses.

Customer segmentation is done based on the responses collected using demographic factors like age, salary, income, geographic location etc.

1.3 Scope of the study

The study is based on the primary data collected through friends and family using google forms. The questionnaire contains questions which asks about the particular brand the customer uses and how much confident they are with the product and whether they will use it in future or not.

1.4 Limitations

- As the data is collected only from friends and family, the data is not very vast.
- The primary data collected is only near to 100 customers, which could give biased results.
- As the responses are collected through google form, might lead to incorrect information by few customers.

ABSTRACT

The aim of the project is to investigate how emotional branding affects consumer loyalty. A strategy called emotional branding tries to develop an emotional bond between consumers and a brand in order to foster steadfast loyalty. The study takes into account a number of elements that affect emotional branding, such as emotional branding tactics, emotional connection, image of the brand, consumer loyalty, and the competitive environment. The report also includes the results of a poll of consumers to learn more about their emotional connections to businesses and how much emotional branding affects their brand loyalty. According to the findings, emotional branding significantly influences customer retention, with customers who express a strong emotional bond with a brand also expressing greater levels of loyalty. The research ends with ideas for businesses looking to increase client loyalty through emotional branding techniques. Overall, the study stresses the value of emotional branding in creating long-lasting consumer relationships and it's crucial for companies to create and put into practice efficient emotional branding strategies in order achieve this goal.

Along with the mentioned above, this project report also looks at how emotional branding and image of the company relate, as well as how the customer experience affects emotional attachment and loyalty. The paper offers a thorough analysis of the essential elements that go into successful emotional branding, such as the use of narrative, visual elements, and other emotional appeals. These findings, which combine secondary research with primary data from a customer survey, offer insights into the emotional factors that influence consumer loyalty and the efficacy of various emotional branding methods. Overall, this project report makes a significant contribution to the body of knowledge on emotional branding and customer loyalty, with applications for businesses looking to forge more profound relationships with their customers.

INTRODUCTION

In recent times, companies have used emotional branding more and more frequently as a marketing tactic as they seek to build stronger relationships with their customers than merely the advantages of their goods or services. The goal of emotional branding is to build a close emotional connection between a company and its clients by utilizing their shared emotions, values, and worldviews. This can be accomplished via a variety of marketing strategies, including language, imagery, and storytelling that arouses particular emotions in the target audience.

Customer loyalty is a significant factor in business success, making the effect of emotional branding on consumer loyalty an important area of research for marketers. In addition to making further purchases, loyal customers also promote the brand by telling others about their positive interactions with it.

In addition to making repeat purchases, loyal customers promote the business by sharing their positive interactions with others and drawing in new clients. Brands may boost customer loyalty and gain a market advantage by developing emotional connections with their audience.

In order to better understand how emotional branding affects customer loyalty, this significant research study will examine the connections between emotional branding tactics and many aspects of client loyalty, including satisfaction, commitment, advocacy, and trust. The study will also look at the function of various emotional triggers in emotional branding and how they affect consumer loyalty, including humour, nostalgia, and social issues.

With many competitors in market, it becomes really important for companies to create a strong emotional connection with customers for companies in building customer loyalty. Emotional branding, which is the creation of an emotional connection between a brand and its customers, has become a popular strategy for businesses looking to stand out from their competitors and create lasting relationships with their customers.

The purpose of this study is to explore the impact of emotional branding on customer loyalty in the context of Shampoo brands. The study will use a combination of qualitative and quantitative research methods to gain a deep understanding of the emotional connection between Shampoo brands and its customers, and how that emotional connection affects customer loyalty.

What emotions do customers associate with Shampoo brands?

How does Shampoo's brand personality influence customer loyalty?

How important are Shampoo brand values to customers in terms of purchasing decisions?

What is the impact of Shampoo brand's emotional branding on customer engagement and loyalty?

PROBLEM STATEMENT

A lot of companies fail to develop long-term client loyalty despite making major investments in marketing and advertising, according to the problem statement for this project report. Traditional marketing tactics, such product characteristics and pricing, are insufficient today to separate a brand and build a long-lasting emotional bond with consumers. Therefore, it is important to look into how emotional branding affects consumer loyalty and to pinpoint the essential elements of effective emotional branding strategies. This project report seeks to examine how emotional branding affects customer loyalty and to offer ideas for businesses looking to strengthen their customer connections through emotional branding initiatives.

OBJECTIVE

1. To study the impact of brand personality on customer emotions, brand recognition, and customer behavior.
2. To study the impact of emotional branding on different customer demographics which includes age, gender, cultural background, and others.
3. To analyze the impact of brand image on customer loyalty, including the importance of visual elements such as logos and color schemes, and how they contribute to customer emotions and loyalty.
4. To find out relationship between customer experience and customer loyalty.

SCOPE OF THE STUDY

The study is based on the primary data collected through friends and family using google forms. The questionnaire contains questions which asks about the particular brand the customer uses and how much confident they are with the product and whether they will use it in future or not.

In addition, the study's scope also involves a look at the emotional branding tactics used by the sample brands and how they might affect client loyalty. The competitive environment in which the companies operate is also taken into account in the study, as well as how this may affect the results of their efforts at emotional branding and building client loyalty. The study intends to generalize the findings to a larger population of consumers who may be exposed to emotional branding methods across a number of businesses and circumstances, even if the original data is acquired through friends and family using Google Forms. The study's limitations include its very small sample size and any potential biases in the way the data were collected. However, the study offers insightful information about the connection between

emotional branding and client loyalty, which could help guide further study and marketing tactics in this area.

LITERATURE REVIEW

Since organisations have realised how important it is to forge a deep emotional connection with their clients, emotional branding has attracted a lot of attention in recent years. Aaker (1997) identified emotional branding as the process of using emotional appeals to establish a distinctive and memorable brand identity that connects with consumers. The goal of emotional branding is to develop a brand personality that people can relate to and feel a sense of attachment to. It goes beyond simply advertising goods or services.

Numerous studies have looked into how emotional branding affects client loyalty. According to a study by Batra et al. (2012), using emotional branding tactics can increase client loyalty by giving consumers a satisfying emotional experience.

According to Yoo and Donthu (2001), buyers who sense an emotional connection to a brand are more likely to make repeat purchases and suggest the brand to others.

Customer experience is another important element in emotional branding. Pine and Gilmore (1998) assert that the secret to winning over customers and leaving a lasting impression is to provide them with emotionally engaging experiences. According to research done by Berry et al. in 2002, emotional encounters are more memorable and have a bigger influence on client loyalty than functional ones.

Another crucial factor in emotional branding is the market environment. Keller (2003) asserts that emotional branding can be especially successful in crowded, cutthroat industries where firms must stand out.

According to a 2011 study by Kim and Hyun, emotional branding can be especially successful in the luxury market, where consumers are prepared to pay more for goods that are tied to strong emotional identities.

According to a study by Kim et al. (2017), developing a strong emotional connection with clients is more successful when positive emotions like joy, love, and enthusiasm are used than when negative emotions like wrath or fear are used. The study also discovered that feelings of admiration and trust, which foster a sense of dependability and respect for the company, are crucial in fostering brand loyalty.

Digital media has also developed into a significant venue for emotional branding. According to a 2014 study by Tsimonis and Dimitriadis, social media can be a useful tool for emotional

branding since it enables businesses to interact with consumers more personally and forge emotional bonds through user-generated content and storytelling.

However, the survey also emphasised how crucial it is to keep emotional branding true to itself and consistent across all digital media.

The effectiveness of emotional branding tactics has also been proven to be influenced by cultural differences. According to a study by Shao and Liang (2016), emotional branding tactics that emphasise social bonds and collectivism are more successful in Eastern cultures than those that emphasise individuality and self-actualization are in Western ones. This emphasises how crucial it is to adjust emotional branding tactics to the cultural setting in which they will be used.

Additionally, it has been discovered that a key component of emotional branding is customer engagement. According to a 2016 study by Lemon and Verhoef, emotional interaction with customers can increase customer loyalty by forging an intimate and personal bond with the business. This can be achieved through personalized communication, customized offerings, and other tactics that make customers feel valued and appreciated.

Finally, it is impossible to overstate the importance of brand reputation in emotional branding. According to a study by Keller and Lehmann published in 2006, brand reputation is a major factor in customer loyalty and emotional attachment. A strong brand reputation can create a sense of trust and reliability among customers, which can lead to higher levels of emotional attachment to the brand.

Overall, the concept of emotional branding is intricate and varied, requiring careful consideration of a number of variables. According to the research, emotional branding can be a useful strategy for fostering consumer loyalty, but its effectiveness depends on a number of different elements, such as the use of certain emotions, narrative, client interaction, brand reputation, and cultural context.

According to a study by Verhoef et al. (2009), creating emotional connections with clients requires a strong focus on the customer experience. The study discovered that consumers were more likely to form emotional ties and sustain brand loyalty over time when they had positive encounters with a brand.

Furthermore, recent research have emphasised the importance of authenticity in emotional branding. The degree to which a brand's emotional connection with customers is viewed as genuine and sincere is referred to as authenticity. According to a 2012 study by Chevalier and Mazzalovo, authenticity is crucial to emotional branding because consumers are more likely to form emotional bonds with businesses they believe to be genuine.

THEORETICAL BACKGROUND

Through the idea of brand equity, the hypothesis on how emotional branding affects client loyalty may be described. Brand equity is the value that a product or service has in addition to its functional advantages. By fostering an emotional bond between the customer and the business, emotional branding can increase brand equity and foster greater levels of customer loyalty.

Kevin Keller's Brand Equity Model states that brand equity is based on four essential elements: brand associations, brand awareness, perceived quality, and brand loyalty. All four elements can be significantly impacted by emotional branding.

First, by forging an emotional bond between the customer and the brand, emotional branding can boost brand loyalty. Customers are more inclined to stick with a brand over time if they feel an emotional connection to it.

Second, by developing a distinctive and memorable brand identity that stands out in a crowded market, emotional branding helps raise brand awareness. Customers may find it simpler to remember a brand when making a purchase when there is a strong relationship between the brand and the emotional experience thanks to emotional branding.

Thirdly, by fostering a positive emotional connection between the brand and the consumer, emotional branding can improve perceived quality. Customers are more likely to regard a brand as high quality and superior to its rivals when they have a favourable emotional experience with it.

Finally, by associating a brand with particular feelings or ideals, emotional branding can produce powerful brand linkages. Customers are more likely to stick with a brand over time if they connect it with pleasant feelings or ideals.

In conclusion, emotional branding may significantly affect brand equity and increase client loyalty. Emotional branding can increase brand loyalty, brand awareness, perceived quality, and brand associations by forging an emotional bond between the consumer and the brand.

Instead of focusing exclusively on intellectual reasons, emotional branding can also affect a customer's decision-making process by appealing to their emotions. Since emotions can influence a customer's perceptions, attitudes, and ultimately their purchasing decisions, they can have a big impact on how they behave as a consumer.

Furthermore, the Social Identity Theory can be used to explain how emotional branding affects client loyalty. This idea contends that consumers who identify with a brand as an aspect of who they are become more attached to and loyal to it. By fostering an emotional bond between the customer and the brand and fostering a greater feeling of identification with the brand, emotional branding can aid in this process.

Additionally, emotional branding can foster a sense of belonging among customers, increasing their engagement and loyalty. Customers who emotionally connect with a brand are more likely to engage in brand-related activities and feel a feeling of community within the brand.

Overall, emotional branding can significantly affect customer loyalty by forging an emotional bond between the consumer and the brand, influencing the way they make decisions, and encouraging a sense of community and identity among consumers.

The Affective-Cognitive Consistency Theory is another scientific framework that supports the effect of emotional branding on consumer loyalty. According to this idea, people try to keep their affective (emotional) and cognitive (rational) assessments of a brand or product in line. Effective use of emotional branding can align a customer's emotional and cognitive assessments of a brand, increasing levels of customer loyalty.

Additionally, the effect of emotional branding on client loyalty can be explained by the Self-Perception Theory. This idea contends that people infer their attitudes and feelings from their own behaviour and the environment in which it is displayed. When a customer interacts with a brand, their behaviour and the environment can be affected by emotional branding, which might imply good feelings and attitudes about the company. Therefore, emotional branding may result in greater levels of client loyalty.

A variety of theoretical frameworks, such as the Social Identity Theory, Affective-Cognitive Consistency Theory, and Self-Perception Theory, can influence how loyal customers are to a brand. Emotional branding can increase customer loyalty by coordinating the customer's emotional and cognitive assessments, fostering a sense of affiliation and community, and influencing the customer's behaviour and attitudes towards the brand.

The Conceptual Fluency Theory is another theoretical framework that can be used to analyse how emotional branding affects consumer loyalty. According to this hypothesis, customers favour companies that are simple to comprehend and process in their minds. By generating a strong emotional appeal, emotional branding can facilitate customers' decision-making and improve the brand's overall processing fluency. As a result, there is a higher likelihood that the consumer will view the brand favourably and exhibit greater levels of customer loyalty.

Also supported by the Relationship Marketing hypothesis is the effect of emotional branding on consumer loyalty. This idea contends that lasting connections between consumers and brands are built on a foundation of communication, commitment, and mutual trust. By fostering an emotional bond between the customer and the brand, which may increase levels of commitment and trust, emotional branding can aid in this process. The brand can build a relationship with the customer that goes beyond a straightforward transaction by connecting with them in an emotionally engaging way, which will increase customer loyalty.

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The Conceptual framework which provides groundwork for the research, proposed is as under-

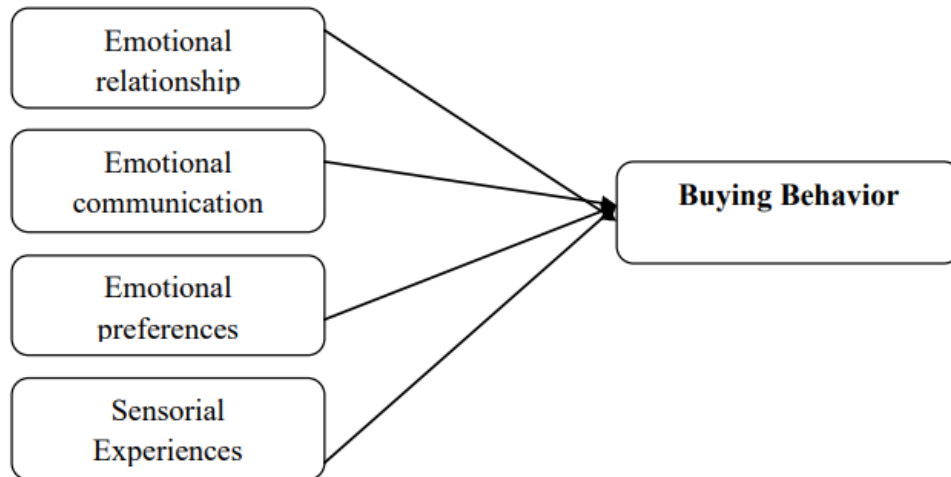


Fig1: Conceptual Framework

The benefits of connecting with clients' emotions might be enormous. Think about these instances: A large bank launched a credit card for Millennials that was intended to evoke an emotional response; usage within this demographic climbed by 70%, while the number of new accounts grew by 40%. A top home cleaner transformed market share losses into double-digit growth within a year of introducing goods and messages to maximise emotional connection. Additionally, same-store sales growth increased more than twofold when a national garment retailer refocused its merchandising and customer experience on the most emotionally invested client segments.

Companies should explore emotional connections as a science—and a strategy—given the significant chance to create new value. However, for the majority, creating these linkages is more art than science. They don't truly know what works or whether their efforts have yielded the intended results at the end of the day.

Our study of hundreds of companies across dozens of categories demonstrates that it is feasible to precisely quantify and strategically target the emotions that influence consumer behaviour. They are referred to as "emotional motivators." They can be a significant new source of development and profitability for a company and offer a stronger indicator of customers' future worth than any other metric, including brand recognition and customer satisfaction.

Any business can start a disciplined process of learning about the emotional drivers of its customers, doing trials to capitalise on those drivers, and scaling up from there. On the other end of the range, businesses can spend money on extensive research, big data analytics, or consulting with specialists. A thorough grasp of emotional connection is increasingly being used by businesses in the financial services, retail, healthcare, and technology sectors to draw in and keep the most valuable clients. The most savvy businesses are incorporating emotional connection into a comprehensive strategy that includes every aspect of the value chain, from sales and service to product development and marketing.

Even while companies may be well-liked or well-trusted, the majority of them fail to connect with the feelings that motivate their clients' most lucrative behaviours. However, a business does not need to be born with the emotional DNA of Disney or Apple to flourish. Some companies naturally have an easier time forging these relationships. Even a cleaning supply or a can of food can create strong bonds.

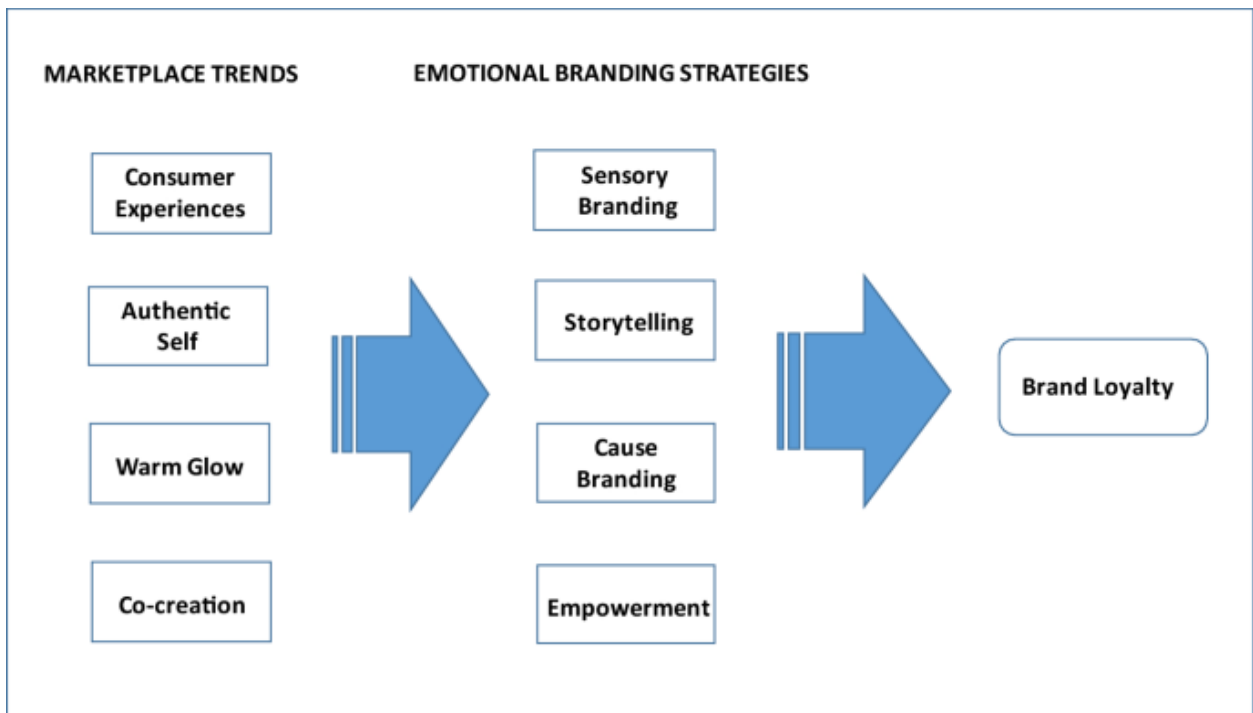


Fig 2: [https://fashionandtextiles.springeropen.com/articles/10.1186/s40691-018-0164-y#:~:text=Emotional%20branding%20establishes%20itself%20as,brand%20bonds%20\(Fournier%201998\).](https://fashionandtextiles.springeropen.com/articles/10.1186/s40691-018-0164-y#:~:text=Emotional%20branding%20establishes%20itself%20as,brand%20bonds%20(Fournier%201998).)

Briefly, the procedure looks like this: We first determine the emotional drivers of a category's most valuable customers using big data analytics on comprehensive sets of customer data. For instance, high-end car buyers would like to "feel a sense of belonging" and "feel a sense of freedom." Then, we compare survey answers about people's emotional motivators with their purchasing behaviour to identify spikes in buying that are connected to particular motivators. This is done by using statistical modelling to examine a huge number of customers and brands. This indicates which drivers result in the category's most lucrative consumer behaviours. Then, we quantify the present and future value of motivators for a certain brand and assist in formulating exploitation plans.

Warm Glow: Interpersonal interactions are yet another way for customers to experience joy.

Even if customers' connections are stronger at each level, their worth soars when they get to the fourth one: on average, fully linked customers are 52% more valuable than just extremely satisfied ones. Their relative value is indeed startling across a range of indicators, including purchases and usage frequency.

The choice of merchandise, from the broad category level to specific brands, can be optimised to promote emotional connection. Through point-of-sale data gathered from hundreds of stores by unbiased research firms, the retailer is now able to track the shopping patterns of Flourishers across the country. It has modelled the segment's buying behaviour over more than 20 product categories and 100 labels by applying the Flourisher segmentation to these POS databases, and it has discovered which of the roughly 10 rival stores these consumers patronise. The resulting insights have shown gaps in Flourishers-important items, and the company is working with its manufacturers to rebalance its mix.

Mouth-to-mouth marketing and a propensity to recommend and persuade others to buy the product are two examples of loyalty elements.

The behavioural perspective demonstrates the propensity of the consumer to use the generated goods or services and to keep a relationship with the service or good supplier. Having faith in a particular brand reveals a propensity for it, which may be shown in the customer's initial purchase decision. Customers that buy from a brand repeatedly feel obligated to do so.

purchasing of the good or service on an ongoing basis. Trusting a brand is described by the American Marketing Association as "an advantage which insists the customer to purchase a commodity from different suppliers, purchase it from a specific brand." Additionally, the customer's passionate behaviour towards making recurrent purchases of a particular brand's product is a sign. Due to his ardent predisposition towards a particular brand, this behaviour results in a decision-making process that unintentionally causes the client to forget the names of other companies. Such a response is the result of an individual's recognition process when interacting with goods that have the same features in any other way.

Businesses that want to stand out in a crowded market can employ emotive marketing techniques. It has a great deal of sway since it influences people to think and act differently and typically appeals to their aspirations and wants. It accomplishes the goal of more effectively evoking emotions in unsatisfied customers and leaving a lasting imprint on their minds about the good or service, which affects the way the customer behaves when making purchases.

Emotional marketing is a powerful strategy for increasing a company's sales, which helps the business grow and establishes a strong brand. This sort of marketing makes use of immersive and fascinating platforms like social media, podcasts, billboards, and video advertising to give a brand a unique emotional feel.

Because emotions are sensed and acted upon for a longer period of time, emotional marketing helps firms create trust and loyalty. Emotional marketing is effective because it makes a positive first impression on customers and encourages them to make judgements about purchases based on their hearts. In making daily decisions, customers heavily rely on their emotions. It also includes choices such as what to buy and what not to buy. They act on the companies that stand out because of their emotions. Thus, by concentrating on the emotions of the target audience or demography, the brand can emotionally connect with the customers, producing a very strong relationship. Higher rates of loyalty and retention will result from this.

As consumers use buying or purchasing the goods as a way of managing their emotions, emotional marketing has an impact on their purchasing behaviour. As an illustration, we might state that consumers generally eat more when they are feeling pleased, proving that even mood has an impact on how consumers behave and make judgements about what to buy. The concept of "emotional marketing" is a distinct branch of marketing management that emphasises the emotional bond that develops between a company and its clients as the main driver of consumer behaviour and purchase decisions for goods and services, keeping in mind the consumers' feelings of connection to the goods or services offered.

People often forget the feelings they were provoked by or the way someone made them feel, but they frequently forget what was said or done to them. From there, it becomes clear that emotional marketing plays a part in this situation as a way of connecting with customers or users and building meaningful relationships with them, enabling the growth of happiness and loyalty among them. Organisations may therefore worry a little about the emotional resonance of their brand with consumers. Through the mediating effect of customer pleasure, the current study aimed to investigate how emotional marketing (EM) affects brand loyalty. A questionnaire on customers obtained from malls, business complexes, and retail outlets in could be distributed using the quantitative approach for getting reliable data.

A brand can only succeed if the customer and the product form an emotional connection. Emotion is a mental state that results from one's intuition feelings, which come from rational thought, knowledge, and cognitive evaluations of experiences or ideas. Depending on the emotion's nature and the individual experiencing it, it may cause them to take certain acts. Emotions are the result of one's interpretation of a situation, such as a brand consumption experience. Emotion differs from attitude in that the former is more frequently inconsistent and manifests itself in various ways across various experiences, while the latter is learnt over time and governs reactions. Emotion is therefore less reliable than attitude. While views do not change with brand usage, emotions do. More difficult to alter than emotion is attitude. A major factor is emotion.

Designing an emotional marketing campaign takes into account a variety of emotions, including:

- **Happiness:** Businesses constantly strive to associate their customers with feelings of happiness, joy, smiles, and laughter because these are the people who spread positive word about the goods and services they have received by sharing their personal experiences. This results in a rise in the amount of sharing and engagement with the product among other users, which in turn helps the business draw in more clients and establish a strong brand identity. Consequently, businesses enjoy including this kind of emotion in their marketing approach. More people purchase a product or use a service because they are happy.
- **Sadness:** What purpose do other emotions serve if businesses just focus on the joyful emotion? Different emotions produce different results, is the solution to this. Sadness increases the number of product and service clicks. Therefore, when a company makes a client unhappy and then vows to address their issue of negative feelings, the consumer's emotions alter and they begin to trust the company.
- **Fear:** When it comes to emotive marketing strategies, fear encourages consumers to take action out of a sense of urgency and self-preservation. Compared to happiness and sadness, this emotion is the most complex. Even though most businesses think it's better to avoid upsetting their clients, anger might be useful under some circumstances.
- Even while the majority of businesses think it's better to keep their consumers from getting angry, under the right circumstances, this unpleasant emotion can have a big impact. People might be startled awake and inspired to act by emotional marketing techniques that arouse feelings of fury and disdain.

METHODOLOGY

The study will use a mixed-methods approach, combining qualitative and quantitative research methods. Qualitative data will be collected through certain feedback questions asked through google form for different Shampoo brands. It would help in deeper understanding of customers and their emotional connection with the brand.

Data Analysis:

Qualitative data will be analyzed using trend analysis to identify common trends and patterns in the responses.

Customer segmentation is done based on the responses collected using demographic factors like age, salary, income, geographic location etc.

Target Audience:

The population involves customers from India majorly of North regions who are using different shampoo brands. The study aims to investigate the relationship between the customers loyalty, satisfaction, customer retention and various other factors influencing their engagement with the particular brand. With the help of the audience with longer association with a particular brand, will be better able to respond which will help us to suggest some marketing strategies based on our findings.

Sample Size

The sample size is 86, in our findings, we have observed these 86 responses and performed our analysis using different tools.

Data Collection Method

For this research, the best way to reach out to larger audiences from different levels of positions and different companies, the questionnaire was the best data collection instrument. A standardized questionnaire helped to investigate the sample in an easy manner, and at the same time allowed us to collect data from a fixed number of variables. Different types of questions focused on different objectives of the study. We have used below mentioned sources for our findings:

Primary Data: Questionnaire, survey, and observation
Secondary Data: Books, journals, and websites

Information sources: Books, Websites, Journals, Newspapers.

Tools:

These are some tools that are used in sentiment analysis for different shampoo brands. There are majorly 2 tools which are primarily used:

- Tableau
- MS Excel

Research Methodology

To guarantee the objectivity and clarity of the items, a multiple-choice survey was created and given to the respondents. Any ideas for improvement discovered throughout the piloting process had been incorporated into the final version after the questionnaires had been pre-examined. The last questionnaire was distributed to respondents via Google Forms. This sped up the process of data collection. In order to conduct an analysis and come to a conclusion, the questionnaire replies were further looked at.

Approach followed for data analysis:

Below are steps followed in tableau to get interpretations:

- Define the essential metrics that will be utilized to gauge the effect of emotional branding on client loyalty before you start your investigation. These metrics could be any pertinent metric, such as client retention rates, repeat purchase rates, customer satisfaction ratings, etc.
- Data collection and organization: The next step is to gather and arrange information about client loyalty and emotional branding initiatives. Numerous sources, including customer surveys, sentiment analysis from social media, and sales data, may provide this information.
- To better understand the connection between emotional branding and client loyalty, you can construct a number of visualizations using Tableau. For instance, you could make a scatterplot that depicts the connection between customer satisfaction ratings and emotional branding initiatives.
- Data analysis: After putting your visualizations in place, you can start examining the data to look for trends and insights. To assess how strongly emotional branding and client loyalty are related, you might want to employ strategies like regression analysis or correlation analysis.
- Conclusions: You can make deductions about how emotional branding affects consumer loyalty based on your findings. For instance, you might discover that client retention rates and emotional branding initiatives are closely associated, or that particular emotions are particularly potent at retaining customers.
- Lastly, you can use Tableau to produce reports and visualizations that inform your organization's stakeholders about your results. These studies can assist your company better understand the impact that emotions play in influencing client loyalty, which can benefit your marketing and branding initiatives moving forward.

DATA ANALYSIS AND INTERPRETATION

Based on the responses collected from different customers we would be stressing on finding out the preferences and purchasing decision of customers and understand it using analysis. For that, we would be using tableau to make certain visualizations which could easily help in comparing the customer responses for particular brands of their choice.

The responses are collected through a survey questionnaire prepared through google forms, which is distributed among the customers on Whatsapp or other social media platforms like LinkedIn and Instagram. The report summarizes the opinions and preferences for improving the marketing strategies for different brands.

We found out that there is a mixed population in our survey coming from different professions like some are students, some are employees, businessman and retired customers who are coming from different walks of life.

Expected Inferences:

The study is expected to provide valuable insights into the impact of emotional branding on customer loyalty, and how Shampoo brands can build a stronger emotional connection with its customers to drive customer loyalty. The findings will be useful for Shampoo brands in developing and refining its emotional branding strategy, and for businesses in general looking to create strong emotional connections with their customers.

Customer segmentation based on age, income, occupation:

Based on Profession:

Please find below the count of customers with different occupations:

We have observed that there are only 2 customers are businessman while most of the respondents in our survey are students that is 53 customers while employees are 31.

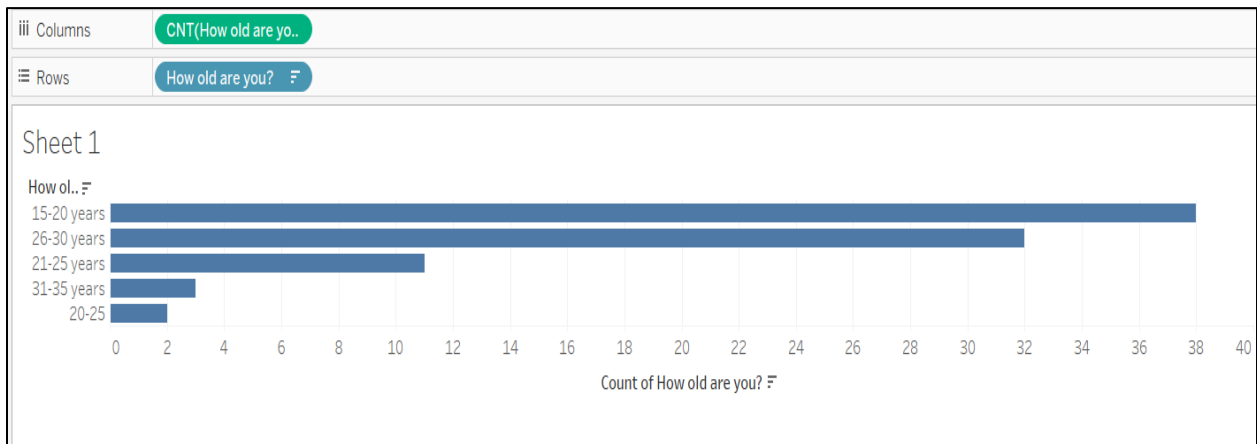
What is your Profession?	
Businessman	2
Employee	31
Student	53

Next, we have segmented customers based on various age groups:

Based on Age Groups:

We have found out that there are 38 respondents who are aged between 15 to 20 years which is maximum in number while are 32 customers aged in the range of 26- 30 years. The lowest respondents fall in the age group of 22- 25 years. 11 customers are in the age group of 21- 25 years.

How old are you?	
15-20 years	38
20-25	2
21-25 years	11
26-30 years	32
31-35 years	3



After this, we have found out the number of customers coming under different income groups:

Based on Income Groups:

What is your annual income?	
5- 10 Lacs	2
5-10 Lacs	19
11-15 Lacs	4
16- 20 Lacs	1
<5 Lacs	50
More than 20 Lacs	10

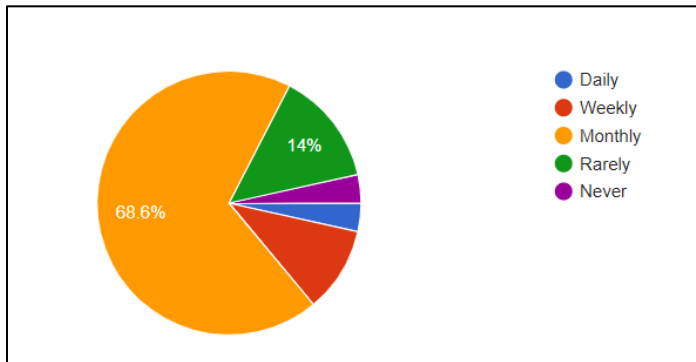
From above we can observe that maximum responses are 50 respondents that are falling in the income group which is below 5 Lacs. The lowest is from customers falling in the income bracket of 16-20 Lacs which is lowest in number. There are around 19 customers which are coming in the income group of 5 to 10 Lacs. While, there are 4 people who comes in income group of 11 to 15 Lacs. There are only 2 customers which are falls in the income range of 5 to 10 Lacs.

Different shampoo brands used by customers:

As different customers have written the name of the shampoo brands that they use differently, we have created the groups for them. This would help in removing the errors. Also the data is cleaned to exclude null and missing values. We can interpret from below that the maximum customers uses Dove and Tresemme which are 13 customers for each. Next largest number customers are of Loreal brand while there are brands like Biotique, Amla and Shikakai, Fab India, Joy and many others which shows least number of customers using them.

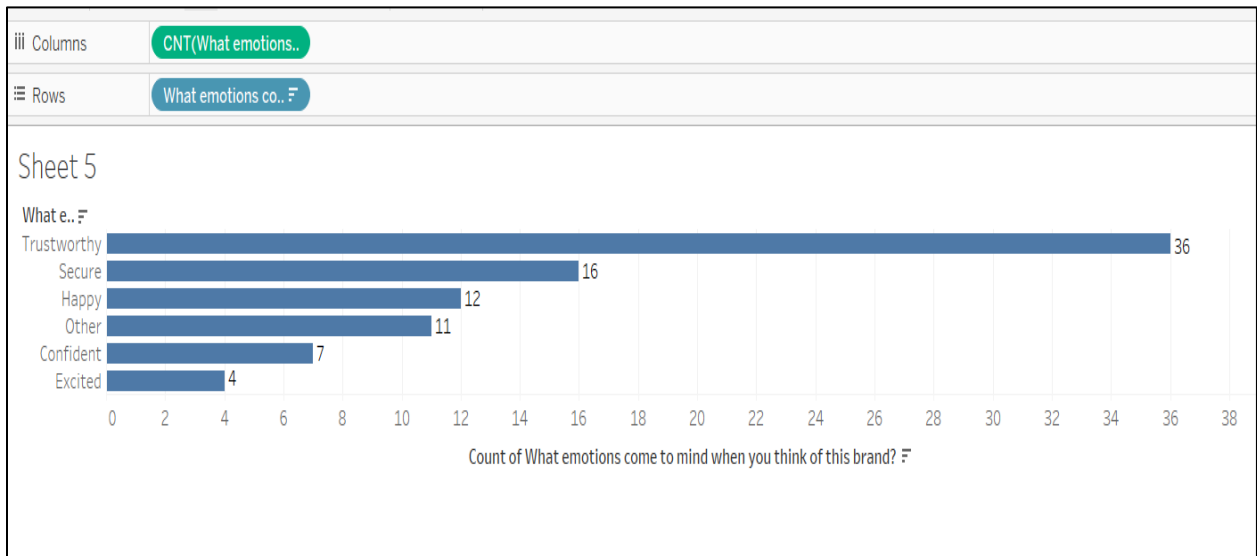
Which is your favorite shampoo brand? (group)	
Amla and shikakai	1
Beauty and planet	1
Biotique	1
Clinic + & Clinic Plus	7
CWin	1
Dove	13
Dove, Kesh Kanti	1
Fab India	1
Garnier	2
Head & shoulder, Head and shoulders, head and shoulders a..	5
Himalaya	1
Joy	1
Kerastase	2
Keratine professional	1
L'oreal, L'Oréal, Loreal	10
Love Beauty Planet	1
Mama earth & Mamaearth	3
Matrix	1
Mummaearth	1
Nil	2
Others	1
Pantene	2
Park Avenue	1
Patanjali	4
Sunsilk	6
Tresemme	13
Wow	1

Frequency with which customers buy the different shampoo brands:



Above graph shows the frequency to buy the shampoo of the particular brand. From above observation we can observe that the maximum respondents approximately 68.6 % are buying shampoo on monthly basis while there are around 14 % customers who are rarely buying the shampoo.

Count of different emotions when they think of their favorite shampoo brand:

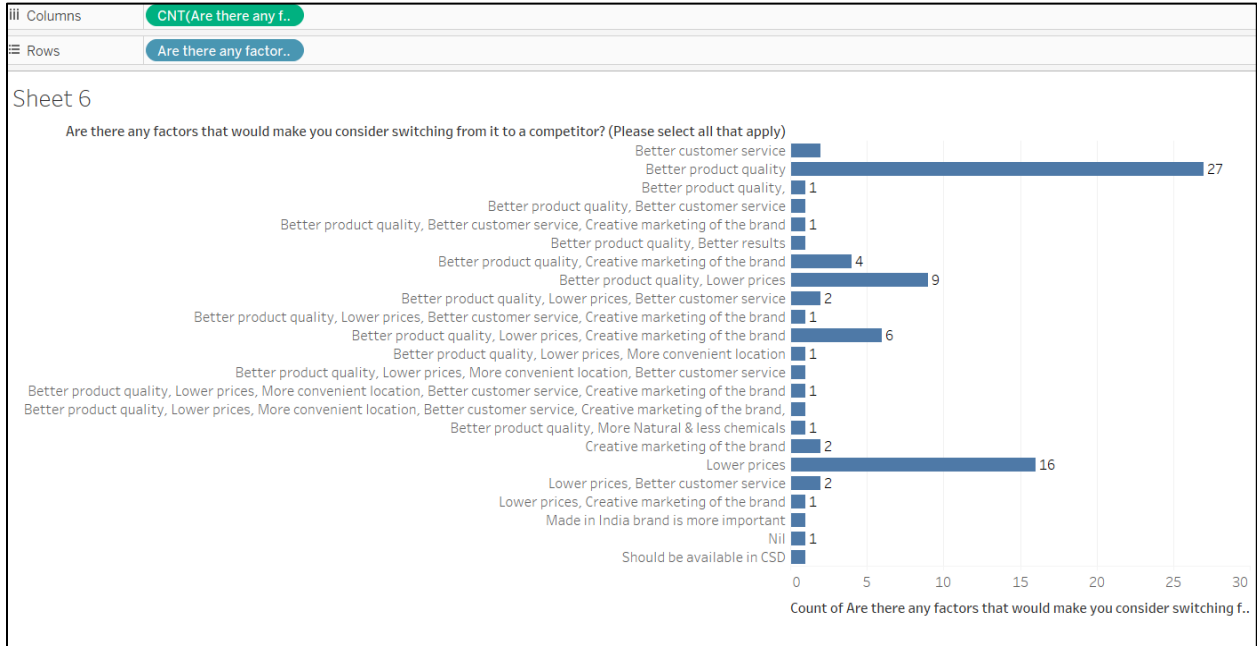


Above graph shows the emotions associated the brand of shampoo the customers are preferring. We can observe that the maximum customers which is 36 prefer the particular shampoo brand

It can be observed that this is because of trustworthiness while the least number of people give importance to excitement factor while making their purchasing decision.

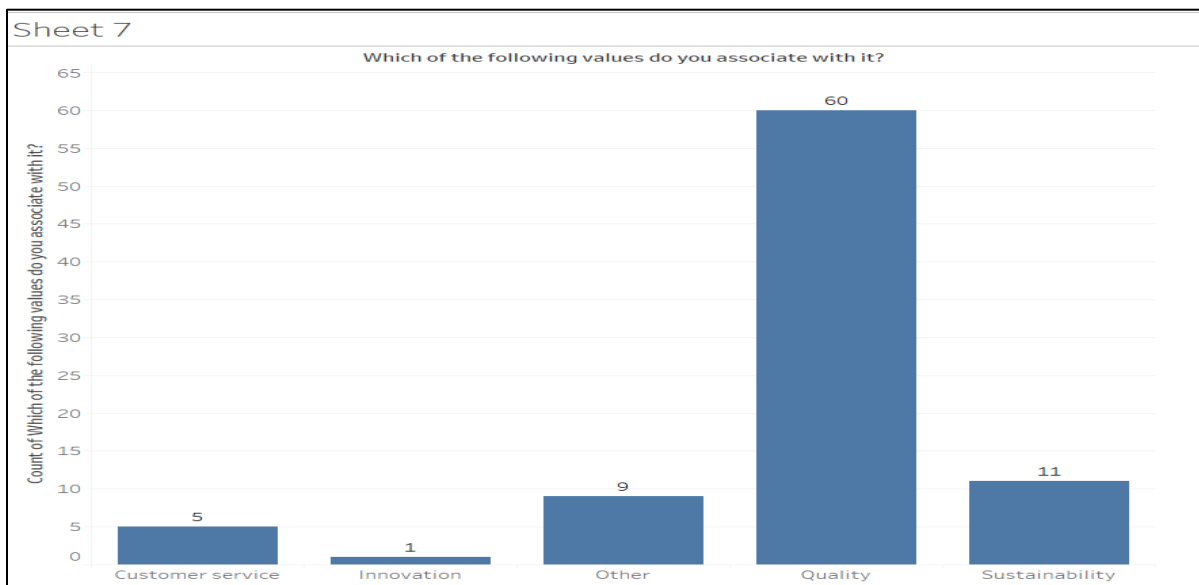
There are 12 respondents who feel happy while buying the particular shampoo brand of their choice while 16 costumers feel secure while choosing their favorite shampoo brand.

Factors which customers consider while switching to other competitor brands:



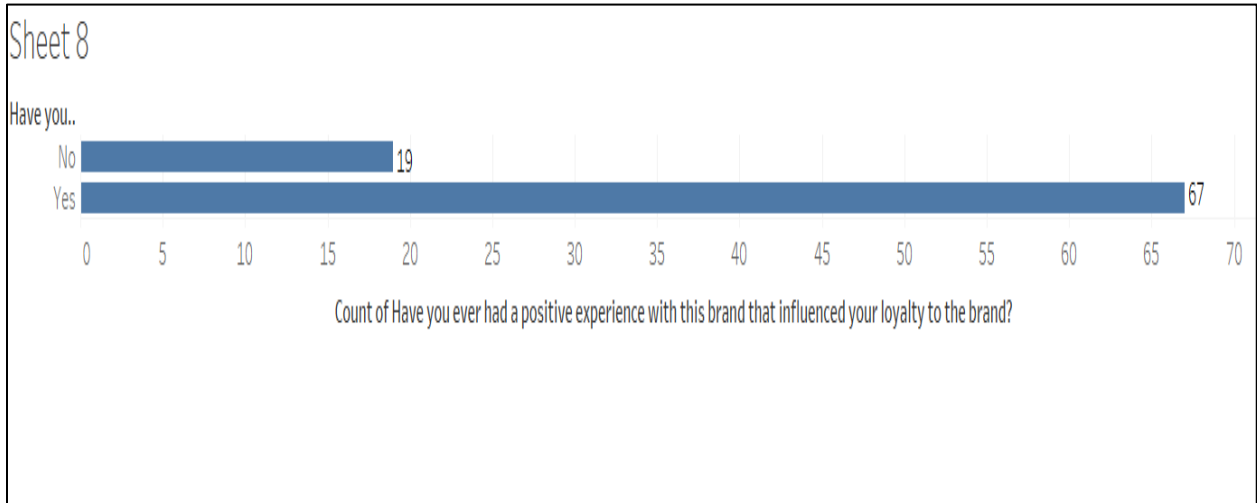
Above figure states the factors which customers consider while switching from one shampoo brand to another. We can observe that the maximum number of customers which is 28 in number give importance to better product quality while deciding the particular brand while 16 customers which is second important factor is lower prices for buying the shampoo.

Values most important for customers to continue association with the shampoo brand:



The above figure shows the count of different values that are associated with their favourite shampoo brands. We can observe that maximum customers which is 60 value quality over other factors while making the purchase decision. While only 1 respondent give importance to innovation while selecting their shampoo brand. Around 11 customers value sustainability while preferring the particular brand over other.

Importance of positive experience of customers with a brand of their choice:



Above graph shows that there are around 19 respondents that did not have the positive experience with the brand they used previously while 67 customers are happy with their experience that influenced the loyalty to the brand and would might continue to buy from the shampoo brand.

CONCLUSION

This study is a valuable opportunity to explore the impact of emotional branding on customer loyalty and gain a deeper understanding of the emotional connection between Shampoo brands and its customers. The results of this study has provided valuable insights into how Shampoo brands can create a stronger emotional connection with its customers, drive customer loyalty, and differentiate itself from its competitors. From the analysis above, we have found out that most people responded are students who are aged between 15 to 20 years and are using giving most value to product quality while deciding the particular brand. Next important factor is pricing which changes their buying behavior. This means that companies should focus on formulating marketing strategies that can focus on improving the product quality in the least possible cost.

In addition, the customer loyalty is observed for customers who find the authenticity in the product. They find the trustworthiness and happiness as the major factors to keep their association to continue with the brand. We can conclude that many of these factors are present for brands like Loreal and Tresemme and other brand can also try to improve on their weak areas accordingly.

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QUESTIONNAIRE

1. What is your Gender? *

Mark only one oval.

- Male
 Female
 Prefer not to say

2. How old are you? *

Mark only one oval.

- 15-20 years
 21-25 years
 26-30 years
 31-35 years
 >35 years

3. What is your annual income? * *Mark only one oval.*

- <5 Lacs
 5-10 Lacs
 11-15 Lacs
 16- 20 Lacs
 More than 20 Lacs

4. What is your Profession? * *Mark only one oval.*

- Student
 Employee
 Businessman
 Retired

Brand Information

5. Which is your favorite shampoo brand? *
6. How often do you purchase shampoo from this brand? *

Mark only one oval.

- Daily
- Weekly
- Monthly
- Rarely
- Never

7. What emotions come to mind when you think of this brand? *

Mark only one oval.

- Happy
- Trustworthy
- Excited
- Confident
- Secure
- Other

8. How would you describe the personality of this brand? *

Mark only one oval.

- Fun
- Trustworthy
- Innovative
- Traditional
- Other

9. Which of the following values do you associate with it? *

Mark only one oval.

- Quality
- Sustainability
- Innovation
- Customer service
- Other

10. How important are this brand's values to your purchasing decision? *

Mark only one oval.

- Very important
- Somewhat important
- Not important

11. How often do you engage with it through social media or other forms of communication? *

Mark only one oval.

- Daily
- Weekly
- Monthly
- Rarely
- Never

12. How likely are you to recommend it to your friends or family? *

Mark only one oval.

Extremely Unlikely

1

2

3

4

5

Extremely Likely

13. Have you ever had a positive experience with this brand that influenced your loyalty to the brand? *

Mark only one oval.

Yes

No

14. Are there any factors that would make you consider switching from it to a competitor? (Please select all that apply) *

Check all that apply.

- Better product quality
- Lower prices
- More convenient location
- Better customer service
- Creative marketing of the brand
- Other:

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