

Emotional Branding and Buying Behaviour: A Study of Select Fast Moving Consumer Goods

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By:

NIHARIKA

(2K17/PhD/DSM/02)

Under the Supervision of:

PROF. RAJAN YADAV



Delhi School of Management

DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

Shahbad Daulatpur, Main Bawana Road Delhi – 110042. India

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New Delhi, February 2024

Niharika

I dedicate this Ph.D. thesis

To Papa & Mumma

For constant support

And

Unconditional love.



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Shahbad Daultapur, Main Bawana Road Delhi – 42

CANDIDATE’S DECLARATION

I, Niharika hereby certify that the thesis entitled “Emotional Branding and Buying Behaviour: A Study of Select Fast Moving Consumer Goods”, in partial fulfilment of the requirements for the award of the Degree of Doctor of Philosophy, submitted in the Department of Delhi School Of Management, Delhi Technological University is an authentic record of my own work carried out during the period from 2017 to 2024 under the supervision of Prof. (Dr.) Rajan Yadav.

The matter presented in this thesis has not been submitted by me for the award of any other degree of this or any other Institute.

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Prof. (Dr.) Rajan Yadav
Professor
Delhi School of Management
Delhi Technological University



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Shahbad Daultapur, Main Bawana Road Delhi – 42

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Supervisor

(1) Prof. (Dr.) Rajan Yadav
Professor
Delhi School of Management
Delhi Technological University

Department: Department of Delhi School Of Management, Delhi Technological University

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ABSTRACT

Objective: This research investigates the role of Emotional Branding (EB) in influencing consumer buying behavior and branding outcomes in the Indian market, specifically focusing on Delhi/NCR. Given the rising competition among brands and a growing preference for locally-made products, the study seeks to offer insights on how brands can leverage EB strategies to establish deep, enduring connections with consumers. The study aims to (1) identify the key determinants of EB, (2) develop and validate a comprehensive EB measurement scale, (3) analyze EB's impact on buying behavior, and (4) assess the influence of EB on both buying behavior and broader branding outcomes.

Rationale: In today's dynamic market environment, where consumers are exposed to a multitude of brand choices, establishing an emotional connection with consumers is crucial for brand differentiation. With a rise in patriotism and consumer preferences for domestically-produced products, brands face increasing pressure to resonate with local values and preferences. This study addresses a gap in the understanding of EB in the Indian context, especially concerning its measurable components and its influence on consumer attitudes, intentions, and behavior. By providing an empirical basis for EB's role in shaping consumer behavior and brand perceptions, this research aims to contribute to both academic literature and practical marketing strategies.

Methodology: The research employs a mixed-method approach, integrating both theoretical and empirical analyses. A literature review and bibliometric analysis covering studies from 1997 to 2023 (sourced from ScienceDirect, Scopus, Sage, ProQuest, and more) form the foundation for identifying the main EB determinants. Four core EB dimensions—sensory appeal, brand attachment appeal, communication appeal, and patriotism appeal—were derived theoretically. These were then validated empirically through a structured questionnaire administered to 941 consumers in Delhi/NCR, following a pilot study with 50 participants. The resulting Emotional Branding Scale (EBS) includes 73 items, of which 34 specifically measure EB components. Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted to validate the scale, and Structural Equation Modelling (SEM) was used to examine the relationships between EB determinants and consumer behavior variables, including attitude, purchase intention, actual purchase, brand loyalty, brand awareness, perceived quality, and brand association.

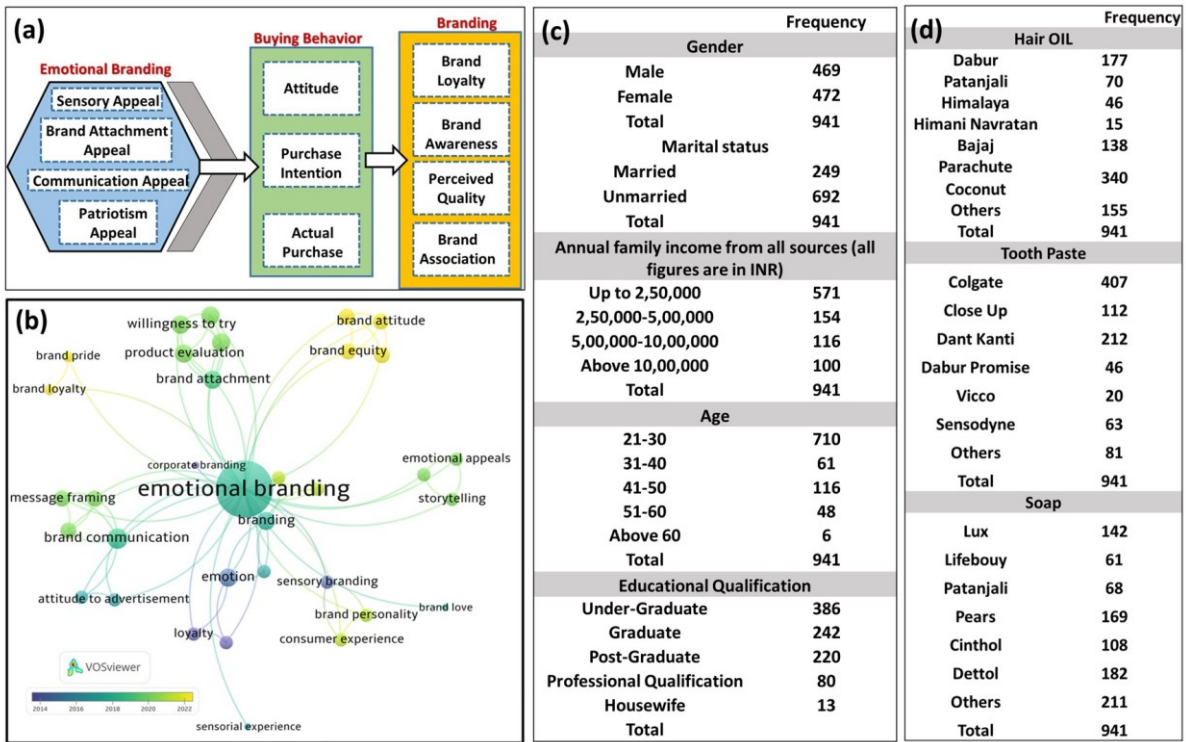
Key Findings: The study identifies and validates four significant determinants of EB: **sensory appeal**, **brand attachment appeal**, **communication appeal**, and **patriotism appeal**. Results indicate that these factors significantly influence buying behavior (attitude, purchase intention, actual purchase) and branding outcomes (brand loyalty, awareness, perceived quality, and brand association). SEM analysis confirms that each determinant impacts the consumer decision-making process, enhancing both brand attachment and loyalty. Statistical analysis showed all hypothesized relationships to be significant, with p-values < 0.05 and t-values exceeding 1.96, supporting the robustness of the EBS model.

Implications: The study introduces a validated Emotional Branding Scale that captures essential components of EB and highlights their influence on consumer behavior and brand success. This scale not only fills a research gap in understanding EB in an emerging market context but also provides a replicable tool for future studies on EB across diverse markets and product categories. Practical insights from this research suggest that brands can strategically leverage sensory elements (e.g., visual and tactile stimuli) and build strong brand attachment through narrative-driven marketing and community-building events. Emphasizing patriotism appeal allows brands to resonate with local values, fostering a deeper emotional connection with consumers and enhancing brand loyalty. By integrating EB across touchpoints, brands can cultivate a consistent and impactful consumer experience.

Recommendations and Future Research: This research advocates for optimizing sensory appeals (visual, auditory, tactile) and nurturing brand attachment through exclusive brand experiences. Authentic and consistent communication, coupled with patriotic messaging, can enhance emotional ties with consumers. Future research should consider examining additional variables such as brand trust and jealousy, investigating potential mediating and moderating factors, and expanding sample demographics beyond Delhi/NCR to improve generalizability across India's diverse market landscape. Comparative studies across metro cities could yield further insights into regional variations in consumer emotional responses.

Conclusions and Limitations: This study makes a foundational contribution to understanding Emotional Branding's role in consumer decision-making within the fast-moving consumer goods (FMCG) sector. The EBS model offers a scalable approach to studying EB's impact on buying behavior and brand loyalty, providing both theoretical and practical insights. However, limitations include geographic constraints to Delhi/NCR, potential survey biases, and the need for more extensive demographic representation. Future

research should address these limitations and expand on this study's findings to provide a more comprehensive understanding of Emotional Branding in the Indian and global contexts.



LIST OF PUBLICATIONS CONFERENCES AND PATENT

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LIST OF ABBREVIATIONS

FMCG	:	Fast-Moving Consumer Goods
CAGR	:	Compound Annual Growth Rate
CFA	:	Confirmatory Factor Analysis
SEM	:	Structural Equation Modelling
EFA	:	Exploratory Factor Analysis
WHO	:	World Health Organization
MSV	:	Maximum Shared Variance
ASV	:	Average Shared Variance
SRMR	:	Standardized Root Mean Square Residual
RMR	:	Root Mean Square Residual
CFI	:	Comparative Fit Index
TLI	:	Tucker-Lewis Index
NFI	:	Normed Fit Index.
PNFI	:	Parsimony Normed Fixed Index
PCFI	:	Parsimony Comparative Fit Index
AGFI	:	Adjusted Goodness of Fit Index
GFI	:	Goodness of Fit Index
EB	:	Emotional Branding
SA	:	Sensory Appeal
BA	:	Brand Attachment Appeal
CA	:	Communication Appeal
PA	:	Patriotism Appeal
BB	:	Buying Behavior
PI	:	Purchase Intension
AP	:	Actual Purchase
BL	:	Brand Loyalty
BAW	:	Brand Awareness
BAS	:	Brand Association
AFI	:	Absolute Fit Indices
IFI	:	Incremental Fit Indices
PFI	:	Parsimonious Fit Indices

1 Introduction

This chapter is a preparatory section that establishes the primary goals of this thesis, which is to provide a comprehensive overview of Emotional Branding (EB) within the context of fast-moving consumer goods (FMCG). It delves into the theoretical underpinnings of EB, its practical applications, and significance in shaping consumer behaviour and brand loyalty. The introduction highlights key definitions, theories, and empirical evidence surrounding EB, establishing a solid foundation for the subsequent research investigation. It also underscores the importance of emotional connections in marketing, particularly in driving purchasing decisions and fostering long-term relationships with consumers. This preamble sets the stage for research by outlining the rationale, research questions and objectives. The chapter concludes with the specification of how the thesis is organized and structured.

1.1 Emotional Branding (EB)

EB is a marketing method that focuses on developing a company's emotional bond with its target audience. It requires harnessing emotions like joy, passion, trust, and empathy to create a stable and sustainable relationship between the customers and firm. (Upadhyaya, 2012) found that the most important personality traits of deo brands are excitement and being unique. When people think about or interact with a brand, EB attempts to evoke a specific emotional response from them, which can lead to increased loyalty and advocacy. To build an emotional connection with customers, brands commonly use storytelling, visual and aural cues, and experiences that generate positive feelings. A brand may use a heart-warming film or a tragic storey in its advertising to evoke empathy and connection with its customers. Brands that tell compelling stories about their history, mission, and values can emotionally connect with their customers.

The goal of EB is to create a strong emotional connection that exists between a business and its customer, which can help increase customer loyalty and drive sales. A customer who has a strong sense of attachment to a brand is more likely to choose that brand over competitors, even if it means paying a higher price for the product or service. EB is highly useful in firms where the product or service is similar to competitors' products or services, and emotional linkages can help differentiate a brand from its competitors. Establishing a great emotional connection between a company and its customers is the goal of EB. This is because EB has the potential to increase customer loyalty as well as to increase income. There is a correlation between customers' strong emotional attachments to brands and the likelihood that they will prefer those brands over competitors, which results in increased expenditure.

Enterprises have been striving for the establishment of emotional bonding with the customer. Bournvita, for example, "shows the strong bond relation between a mother and a child "He won't get used to winning when I let him win, but only when he defeats me", Cadbury Dairy milk as "let's have something sweet" as we Indians are more into festivals, cultures, and relationships, "every friend is important: Airtel". Tata Salt with branding as "Country's salt", Idea campaigning as "connecting people regardless of language barrier", Kajaria as "Tiles made of the soil of the land, make the country," Hero Honda as "Country beat," Patanjali as Indian Herbal and Ayurvedic items, Nescafe' is known to "promote improvement and constant effort" because it motivates people to work more. The Coca-Cola advertising campaign "taste the feeling" conjures up thoughts of people bonding and

participating with one another. These have developed an emotional tie with the consumer, resulting in brand memory and long-term connection, involving emotional experiences like as happiness, trust, the essence of childhood, involvement, and loyalty.

An important factor influencing purchase intent is EB. Customers are more likely to choose a brand over rivals when they are emotionally attached. This is due to the fact that emotions are a major factor in decision-making and that feelings associated with a brand can affect a consumer's perception, increasing their likelihood to make a purchase decision. When a brand employs EB, it can develop a distinct brand personality that resonates with its target audience. This, in turn, can result in a favourable emotional experience for the consumer, leading to enhanced loyalty and a higher possibility of repeat purchases. Additionally, a brand can use EB to set itself out from the competition, as consumers may choose a brand that makes them feel a specific way over a similar brand that does not have the same emotional connection. Brands that provide great emotional experiences for their customers are more likely to be remembered, recommended, and purchased again in the future.

Roberts, (2014) defines EB as “a method that highlights the user-centered, relationship-building and storytelling approach in the brand's communication process. Roopa & Dhannur, (2015) define EB as a platform and a way to connect the brand with consumers' products in a strong emotional way. Brands that consumers want and desire are called emotional brands" (Kustini, 2011). According to Morrison & Crane, (2007), "the emotional link that exists between the feelings of their customers who experience and emerge from the experience. A profound, long-lasting, and significant connection with the brand that extends beyond the gratification of being satisfied with the goods.”

Any stimuli, such as emotional advertising of products and services that targets consumers' emotional impulses or provokes consumers' emotional desires, may influence the consumer's decision-making process. Every commercial elicits an emotional reaction. When a consumer's emotional side is activated, it leads to favourable purchasing behaviour. "Consumers may prefer products or brands with higher emotive image qualities" (A. Kim & Johnson, 2016). Even when real money is on the line, judgments and decisions can be affected by incidental discrete emotions because of their subtle influences that align with underlying appraisal inclinations (Coleman et al., 2006). Compared to males, females are more prone to taking actions on emotion (Imam & Tehseen Shah, 2013). Furthermore, consumers are more loyal to brands with whom they share commonalities and companies that

convey key components of their identity (Fournier, 1998). It is therefore, essential for FMCG companies to implement EB strategies in order to successfully attract and retain customers, as well as to cultivate long-term connections with customers and to encourage repurchase behavior.

According to (Gobe, 2002), this is how EB is defined. It concentrates on the most appealing component of human nature, which is the urge to feel emotional fulfilment in addition to material fulfilment. This is the most enticing aspect of human personality. Because it is able to appeal to the aspirational desires that are the driving force behind human motivation, a brand is in a position that is unparalleled to accomplish this goal. This is something that can only be accomplished by a brand since it has the ability to appeal to the aspirational desires that are the driving force behind human motivation. This definition highlights that, primarily, the brand establishes emotional connections with consumers. Moreover, it extends beyond mere material satisfaction, offering an emotional fulfilment experience. Additionally, it captures aspirational motivations, potentially sparking the desire to act in a desirable manner. (Gobe, 2002) advocated the Ten Commandments of EB, which may help with emotional connect as well as establishing relationships. These are:

- a) **From Consumers to People:** Goods are bought by the consumers whereas people live. The emphasis here is on a win-win approach built on mutual respect. Customers' desire should be built by emphasizing the positive aspects of the brand's attributes.
- b) **From Product to Experience:** Products meet necessities, while experiences satisfy wants. The purchasing experiences last longer. As a result, marketers should concentrate on creating good and memorable experiences.
- c) **Honesty to Trust:** Honesty is expected, whereas trust is engaging and intimate. Honesty tries to provide products that serve the stated or intended goal. Trust attempts to foster long-term and close relationships.
- d) **Quality to Preference:** Quality at a reasonable price is given. The sale is created by preference. Quality guarantees that the product meets the desired standards. Preference focuses on the creation of connections so that customers prefer the brand.
- e) **From Notoriety to Aspiration:** Notoriety is what makes you famous, whereas aspiration is a strong desire to accomplish something remarkable. This achievement may be aided by the emotional connection.

- f) From Identity to Personality: Identity is about recognition, whereas personality is about character and charisma. Brand identity displays the brand's individuality. The captivating personality of the brand increases the emotional connection.
- g) From Function to Feel: The product's functioning reflects its quality. The experience is important to sensory design. The emotional connection may offer a distinct impression of the brand.
- h) From Ubiquity to Presence: Ubiquity is perceived. There is an emotional presence. The emotional connection may lead to a long-term partnership.
- i) From Communication to Dialogue: Communication tells a story. Sharing is achieved through dialogue. The communication with the customers is the focus of dialogue. The goal of dialogue is to elicit an emotional connection.
- j) From Service to Relationship: Service sells. Relationship is recognition. Marketers should make every effort to understand and respect their clients, as this will aid in the creation of long-term relationships with them.

The above commandments provide immense insights for understanding emerging dimensions and broader scope of EB. The in-depth understanding of people experience, trust, preference, aspiration, personality, feel, presence, dialogue, and relationship, would reflect new path for connecting the customers emotionally. Unfolding of detailed aspects of these commandments would facilitate the marketers in developing micro level strategy to reach the customer.

1.2 FMCG product

1.2.1 Why FMCG?

There are several reasons for the selection of FMCG brand. Firstly, this segment encompasses of variety of products and services which varies in terms of usage. Secondly, the variety of products and services produced by this segment are huge in regard of similarity in the market. Almost every product or services has its substitute in the market. Thirdly, with such number and variety of products available as substitutes, the rate of switching of consumers also increases.

1.2.2 Recent trends in FMCG

In India, FMCG industry has grown significantly. The food and beverage, healthcare, and household and personal care sectors comprise the three primary divisions of the FMCG industry. Between 2019 and 2020, the FMCG industry's personal and household care

category grew at a rate of 8%. Nearly 3 million people, or 5% of all factory jobs in India, are employed in the FMCG industry. There has been a steady increase in the revenue earned (Figure 1.1) by the FMCG industry. It has increased from 49.0 billion US dollars in 2016 to 110.0 billion USD in 2020. This value has decreased to \$56.8 billion in the year 2022. The FMCG industry is anticipated to expand at a compound annual growth rate (CAGR) of 27.9 percent between the years 2021 and 2027, resulting in an increase in total revenue.

The growth of the FMCG sector has been propelled by various factors such as the rising aspirations of the youth population, increasing income levels, expanding rural market, growing demand for branded products, significant growth of e-commerce platforms and internet users, favourable government policies, and a robust distribution network. Indian organizations have started using EB tactics to establish a connection between their brands and the people, in line with the global landscape. Brands such as Patanjali, Amul, Nescafe, Nestle, Cadbury Dairy Milk, Idea, Bournvita, Kajaria tiles, Tata Salt, Bajaj, Hero Honda, Pepsi, Coca Cola, Dettol, Loreal, Dabur Vatika, Lifebuoy, ICICI life Prudential, Sprite, Mountain Dew, Apple, Samsung, and others have been employing EB strategy aggressively.

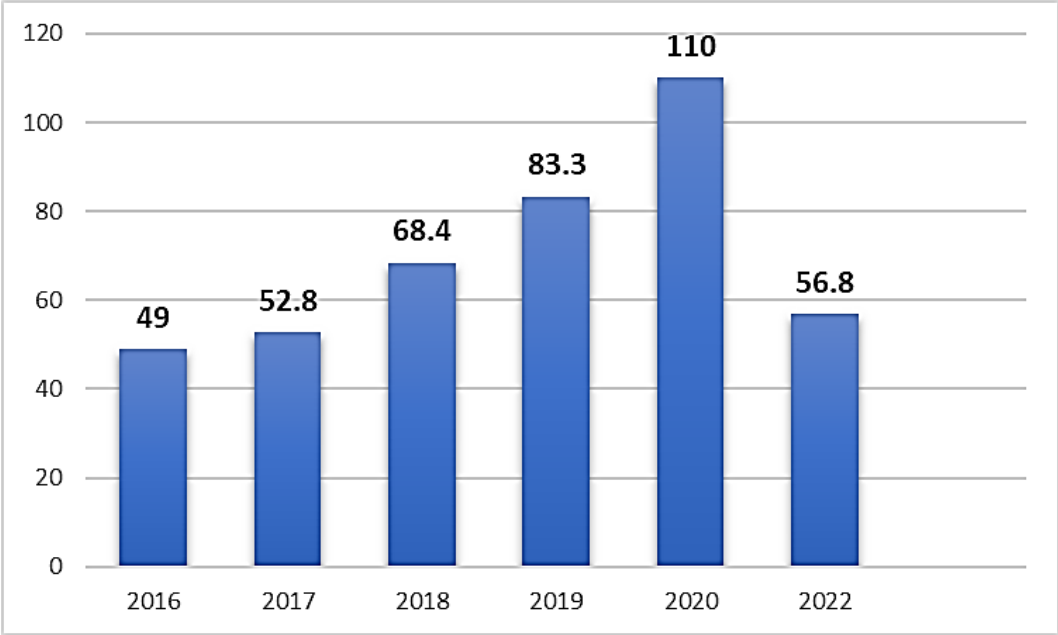


Figure 1.1 Trends in FMCG revenues of the years (US\$ billion)

➤ Toothpaste

In 2021, the global toothpaste market was valued at \$29.6 billion. By 2028, the predicted value is expected to be \$40.8 billion. It is anticipated that the market for toothpaste would expand at a CAGR of 4.7 percent between the years 2021 and 2028. It is expected that the market for oral care products in India will rise at a CAGR of 11.30 percent during the next six years. The rise in disposable income, rising demand among middle-class individuals, young people's increasing desire for white and robust teeth, low toothpaste prices, a diverse range of toothpaste options, escalating promotional campaigns, growing awareness of oral hygiene, acceptance of ayurvedic and natural toothpaste, and eco-friendly toothpaste have all contributed to increased demand for toothpaste. The number of dental issues has increased significantly. Approximately half of preschool-aged children globally are thought to have dental caries. The general public is becoming more aware of the harmful effects of toothpaste ingredients. To attract buyers, marketers have advertised a variety of toothpastes with added value, such as herbal, ayurvedic, gel-based, salt-infused, natural, and sustainable.

➤ Soap

The size of the world market for soap was 34.09 billion US dollars in 2019. By 2027, it is anticipated that the market will be worth 55.29 billion US dollars. For the years 2020–2027, CAGR of 5.0 percent is anticipated. In 2020, the Indian soap market is expected to be valued at \$2.9 billion. It is anticipated to increase in value to 4.4 billion dollars by 2026. Between 2023 and 2028, the soap market is anticipated to develop at a CAGR of 3.8 percent. The surge in knowledge regarding infectious diseases, the global spread of the coronavirus pandemic, heightened consciousness of hygiene practices, a substantial rise in the frequency of hand washing, the wide availability of diverse soap options, growing awareness of environmentally friendly soap, a robust distribution network, and increased promotional efforts have all contributed to the increased demand for soap. The beauty soap market has experienced substantial enhancement in value with the introduction of numerous fragrances such as sandalwood, rose, and jasmine. Additionally, there are medicated soaps, natural soaps, organic soaps, eco-friendly soaps, and ayurveda soaps, all designed to appeal to customers. The availability of various types has been further fuelling the demand for soap. The World Health Organization (WHO) has reported that approximately 400,000 infants and 30,000 women die annually worldwide as a result of illnesses caused by inadequate sanitation and improper hand hygiene. The use of soap has been widely promoted by the October 15th Global Handwashing Day, May 5th World Hand Hygiene Day, and November 19th World

Toilet Day celebrations. To attract customers, marketers have been using a variety of promotional techniques. Therefore, this study may provide insightful viewpoints to marketers who are trying to build emotional bonds with customers.

➤ Hair Oil

The Indian hair oil market has shown constant growth. The estimated CAGR for 2021-2026 is 5.43%. India's indigenous inhabitants commonly use hair oil. Hair oils are used to keep hair in good condition, preventing hair loss, breakage, and scalp concerns. Marketers have released value-added hair oils alongside standard hair oils, claiming to provide additional hair care advantages. Rising income, an expanding middle class, a growing rural market, increased understanding of the various applications of hair oils, the availability of value-added and natural/organic hair oils, and a strong distribution network have all contributed to increased demand for hair oil. Parachute Advanced Coconut Cream Oil, Bajaj Cool Almond Drops Hair Oil, and Vatika have just entered the Indian market. The availability of these value-added oils is tempting clients and driving up demand for hair oil. Marketers have worked tirelessly to promote their brand and create an emotional bond with clients to encourage sales. Therefore, this study may provide good insights for connecting the customers emotionally. The trends of these 3 FMCG products show that the demand is expected to grow significantly. Therefore, creative promotional strategy like EB may provide edge to the marketers in reaching the customers.

1.3 Rationale of the Study

Variety of brands have been getting introduced in the market. As a result, intense competition has emerged. Many substitutes of the brand are being made available. Marketers have been involved in adopting various promotional activities to reach the customers. The feelings of purchasing own country's made products have been growing across the world. Therefore, emotional branding has been playing a crucial role in building enduring connections with individuals. Organizations have allocated substantial resources into cultivating favourable brand sentiments. EB has recently gained prominence as a promising yet ambiguous field for establishing an emotional connection between a business and its audience. Its primary objective is to stimulate good emotions towards the brand. Positive emotions can enhance people's motivation. The positive influence of EB might also result in an increased intention to purchase. Developing good emotions that can influence purchase intention poses a significant problem for marketers. Hence, this study is necessary to identify the factors that impact EB. Comprehending the elements of EB can assist marketers in integrating such

factors into their branding efforts. An analysis of the impact of EB on Buying Behaviour and branding could offer novel perspectives for marketers. The understanding of phenomenon of EB as well as the above relationship may help in devising enriched EB strategy.

1.4 Research Questions

This study is primarily concerned with answering the research questions that are listed below:

- a) What are the determinants of Emotional Branding?
- b) How to develop a validated Scale for the measurement of Emotional Branding?
- c) How do Emotional Branding influence the Buying Behavior?
- d) How does Emotional Branding influence Buying Behaviour and Branding?

1.5 Objectives

The following objectives are intended to be achieved through the course of this research:

- a) To identify the determinants of Emotional Branding.
- b) To conceptualize, develop and validate the scale for the measurement of Emotional Branding.
- c) To examine the influence of Emotional Branding on Buying Behaviour.
- d) To assess the influence of Emotional Branding on Buying Behaviour and branding.

1.6 Research Structure

The framework (Figure 1.2) of this doctoral research will (a) build on recent results in EB and generate research hypotheses, (b) detail the major tools and techniques adopted to obtain the empirical findings necessary to investigate the research questions and objectives, (c) evaluate the data collected, and (d) propose theoretical insights and recommendations based on the findings for marketers. Extensive literature review was carried out on the basis of some of the prominent databases in this research such as: (a) Scopus (b) Wiley (c) Sage (d) Taylor and Francis (e) Google Scholar (f) Springer (h) ProQuest and (i) Emerald. After identification of research gap, based on the extensive literature review, research design was formulated.

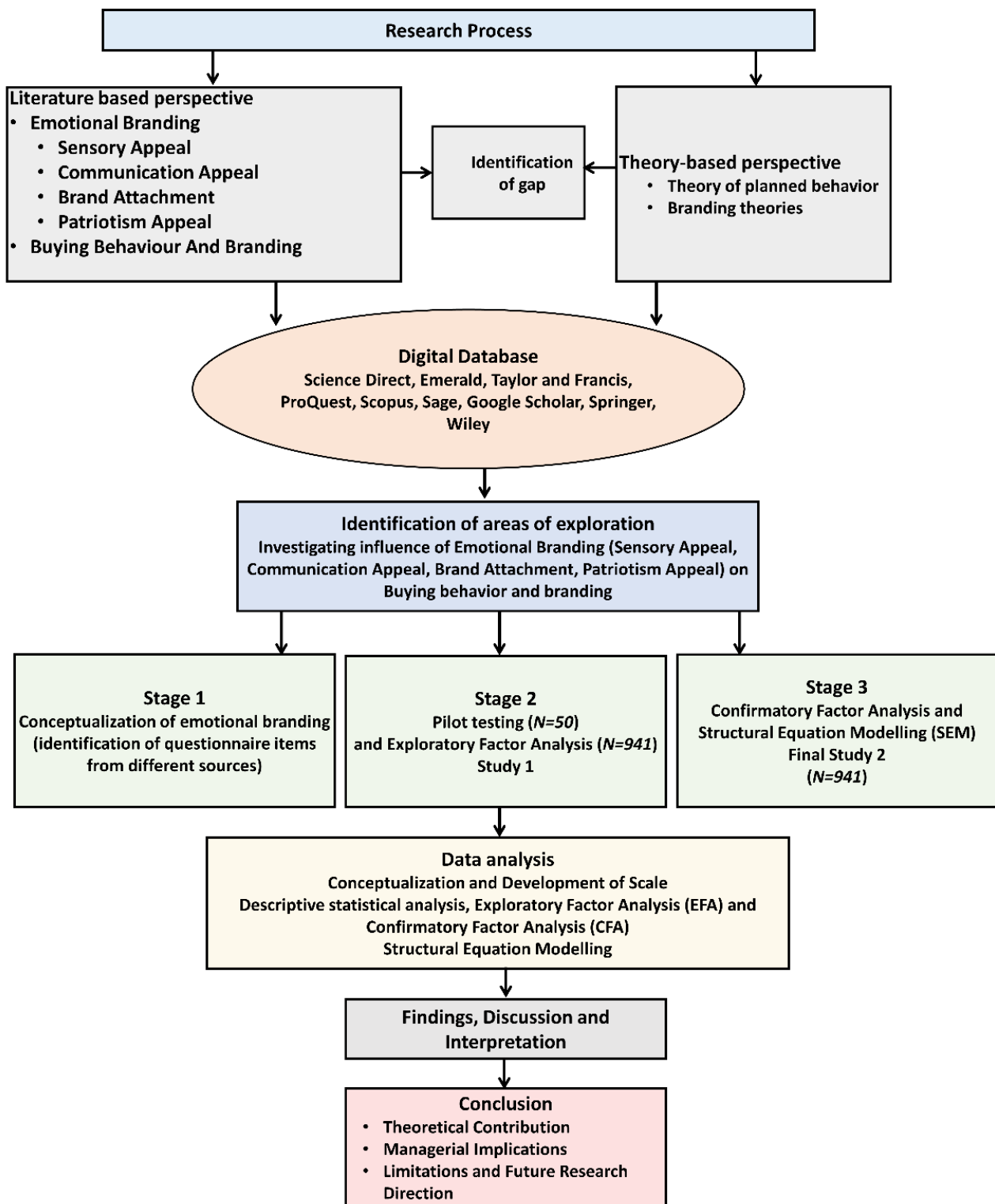


Figure 1.2 Structure of this research

1.7 Framework of the Thesis

Table 1.1 Framework of the Thesis

Chapter	Description
1	This section provides overview and background of the study followed by rationale, research questions, research objectives and structure of thesis.
2	Gives a review of the literature pertinent to the topics covered in the present study, including an overview of the extensive literature review on EB followed by SA, BA, CA, PA, attitude, PI, AP, BL, BAW, PQ and BAS, EB: bibliometric analyses and research gaps identification.
3	Discusses the details of the research design, research approach, research strategy, research stages, sampling strategies, measurement items, structured questionnaire procedure, sampling size and its calculation, reliability-validity-generalization, tools and techniques, theoretical framework and proposed hypotheses research objectives and questions are outlined, along with a proposed conceptual research model.
4	This section is dedicated to study 1: construction and validation of EB scale.
5	This section focuses on study 2 and study 3 of the thesis which is influence of EB on BB and branding
6	This section presents the discussions and interpretations of the study with respect to demographic profile, critical analysis of the objective and results of hypotheses testing.
7	Provides conclusions, implications, recommendations suggestions, limitation and discusses the possibilities of further work on this topic.

1.8 Summary

The section delves into the essence of Emotional Branding (EB), which serves as a potent tool in modern marketing, aiming to foster deep emotional connections between companies and their target audiences. EB encapsulates a strategic approach to evoke emotions like joy, trust, and passion, thereby cultivating lasting relationships between brands and consumers. Through storytelling, visual cues, and immersive experiences, EB endeavours to elicit specific emotional responses from consumers, ultimately leading to heightened loyalty and advocacy. It's about more than just transactions—it's about creating meaningful connections that transcend product attributes. This section also highlights the significance of EB in the fast-moving consumer goods (FMCG) sector, where competition is fierce, and product differentiations are often subtle. By establishing emotional linkages, brands can distinguish themselves from competitors and engender greater consumer loyalty. The study aims to delve deeper into the determinants and impacts of EB on consumer behaviour and branding within the FMCG domain, shedding light on crucial insights for marketers seeking to enhance their branding strategies. Through a comprehensive review of literature and empirical analysis, this research endeavours to contribute valuable insights to the realm of marketing theory and practice, paving the way for more effective EB strategies in the FMCG sector.

2 Literature Review

As we have seen in the previous chapter that how in a crowded FMCG market, Emotional Branding cultivates profound emotional connections, differentiate brands and fosters consumer loyalty. This chapter aims to review and synthesize key findings and insights from various scholarly works that explore the intricacies of EB. This chapter also delves into a comprehensive bibliometric analysis of Emotional Branding (EB), providing insights into its scholarly evolution, thematic concentrations, and global contributions. The analysis encompasses statistical examination, network analysis, and bibliographic coupling to discern patterns and trends within the field of EB research ending with identification of gaps.

2.1 Emotional Branding (EB)

2.1.1 EB: theoretical foundation and existing literature

A marketing strategy known as "Emotional Branding" places a high value on creating a strong emotional connection between a business and its target market. It entails leveraging emotions, including as joy, enthusiasm, trust, and empathy, to cultivate a profound and enduring connection between the company and its customers. EB endeavours to elicit specific emotions in customers when they contemplate or engage with a brand, so fostering heightened loyalty and advocacy.

Brands commonly use storytelling, visual and auditory cues, and experience components to create a strong emotional connection with customers and generate positive feelings. For example, a company may use a heart-warming film or a moving story in its advertising to inspire empathy and establish a sense of connection with its customers. Brands that effectively explain their historical past, purpose, and ideals have the potential to form strong emotional bonds with their consumers. Storytelling tactics can improve a brand's human element and raise its relatability to consumers. Brands can use colour schemes, music, and other sensory elements to create a specific emotional response from their target audience. The goal of EB is to create a strong and sentimental connection between the company and its customers, hence increasing customer loyalty and encouraging sales. Customers who form a strong emotional relationship with a brand are more likely to choose that brand over its competitors, even if it means paying a greater price. EB is highly effective in firms where the product or service is identical to that of competitors, since it allows for the formation of emotional attachments that can distinguish a brand from its rivals. (Roberts, 2014) concisely encapsulates the topic of emotion in business with the following statement: The concept of EB has become the prevailing reality in the modern day. In today's society, there is a growing expectation for businesses to not only be honest and open, but also prioritize the needs and interests of consumers. In a world like this, producers who actively engage with consumers and communities by fostering Respect and inspiring Love should expect to get significant rewards. Producers that fail to do so will be marginalized and eventually replaced. In a study by (Escalas & Bettman, 2005) suggests that EB can be accomplished by developing a distinct brand personality. Brand personality is the collection of human traits that are linked to a brand, including honesty, excitement, and elegance. The research revealed that brands possessing a robust personality were inclined to establish emotional bonds with their clientele. (Aaker, 1997) pioneered the notion of brand personality, which refers to a collection

of human traits that are linked to a brand. Aaker introduced a framework consisting of five distinct factors to assess brand personality: honesty, enthusiasm, competence, sophistication, and roughness. The study emphasized the significance of brand personality in establishing emotional bonds with clients and distinguishing a company from its rivals. The authors presented a theoretical framework that aims to elucidate the impact of self-construal and reference groups on brand meaning and EB (Escalas & Bettman, 2005a). The study posited that EB is accomplished by establishing a brand personality that aligns with the self-construal of the intended audience, while emphasizing the influential role of reference groups in determining brand significance. (B. Yoo & Donthu, 2001). This study introduced a comprehensive scale for evaluating consumer-based brand equity, BASs, PQ encompassing BAW, and BL. The report also examined the significance of emotional connection in fostering BL and how brand personality affects EB and BAS. (Kuppelwieser et al., 2011) Carried out a thorough study of the body of research on EB and developed a roadmap for additional studies. The article examined the factors that come before and the outcomes that follow EB, such as customer happiness, loyalty, and engagement. It emphasized the significance of context and culture in influencing EB. EB and customer happiness and loyalty were found to be strongly correlated in the study. Additionally, the researchers discovered that EB proved to be more efficacious in fostering client loyalty and pleasure compared to functional branding. (Bou et al., 2022) shows that having an optimistic perspective on emotional marketing results in favourable brand behaviours, which are influenced by positive brand emotions (even under challenging situations). Research has shown that having an optimistic perspective on emotional marketing results in favourable brand behaviours, which are influenced by positive brand emotions (even under challenging situations) (Bandyopadhyay et al., 2022). (Arora et al., 2022) Advocated the notion that employing celebrities as brand ambassadors is an established and effective strategy for capturing customers' attention towards items.

The utilization of EB can greatly influence the intention to purchase. Customers who develop a strong emotional connection with a brand are more likely to favour it over competitors. Emotions play a big role in decision-making, and the feelings associated with a brand can influence how consumer perceives it and increase the chance that they will make a purchase. EB enables a brand to establish a distinctive brand character that deeply connects with its intended audience. Consequently, this can generate a favourable emotional encounter for the consumer, resulting in enhanced brand allegiance and a greater probability of

recurring acquisitions. EB can also facilitate brand differentiation by influencing consumers to select a brand that evokes specific emotions, rather than a similar brand lacking the same emotional resonance. Nevertheless, it is crucial to acknowledge that EB can have both favourable and unfavourable consequences. When a brand has a poor emotional connection with a consumer, it might result in reduced intention to make a purchase, as consumers may actively avoid the brand. Therefore, in order to create a positive emotional connection with their target audience, businesses must carefully plan their EB strategy. They may create a loyal customer base and increase buy tendency by putting this plan into practise. The idea that emotions have a big impact on consumer behaviour is the basis of the core idea of EB. Studies have demonstrated that emotions have the ability to impact decision-making, memory, and the level of loyalty towards a brand. Brands that cultivate favourable emotional experiences for their customers have a higher likelihood of being retained, endorsed, and repurchased in the future.

EB existing literature (1997-Present): The various literature available on EB since 1997 to present. This section covers the various authors, their findings, the industry in which research has been conducted and is presented in [Table 2.1](#).

Table 2.1 Important findings of different researchers in “EB”

Author/ Industry	Findings
(Aaker, 1997)	EB began with brand personality, a brand's human attributes. The work coined "brand personality" to distinguish brands from competitors. Brand personality includes honesty, energy, competency, sophistication, and toughness, according to Aaker. Brands can use these to connect emotionally with their consumers.
(Fournier, 1998)	Discussed brand personality and how brands may be relational partners. She suggested that consumers can form deep emotional bonds with companies like they do with people. Consumers' emotional connections to brands can boost repeated buying and BL.
(K. L. Keller, 1993)	Invented "brand equity," the value a brand adds to a product beyond its utilitarian benefits. He believed EB builds brand equity. Brands may boost their value and stand out by building emotional bonds with customers.
(Hirschman & Holbrook, 1982)	EB is a key 2000s marketing trend. They suggested using EB to give companies a unique, memorable personality that resonates with customers.
(Lynch & Chernatony, 2004)	Service companies sometimes lack tangible product features; therefore, EB is very important. Service brands can stand out from competitors by building strong emotional bonds with their target customer.
(Aaker, 1997)	Explained brand personality and said that EB may help consumers bond. Brands can build a loyal following by fostering a sense of belonging and shared values.
(Schmitt, 2012)	Created brand consumer psychology, which focuses on emotive and cognitive factors influencing consumer behavior. He claimed that EB can help companies build BL and advocacy by creating a positive emotional connection with their products.
(Escalas & Bettman, 2005)	Proposed that mental simulation and story transportation can bind customers and brands emotionally. Marketers may build emotional bonds by telling compelling stories and helping consumers visualize product use.
(Batra et al., 2012a)	Created "brand love" to characterize customers' strong emotional attachment to brands. They said that EB can create brand affection, which increases BL and willingness to pay more.
(Roy & Banerjee, 2007)	Proposed that EB can help build brands. According to their research, EB can assist businesses in developing a distinctive character that appeals to customers, boosting brand value and market dominance.

(Brakus et al., 2009)	created the term "brand experience" to encompass all of a customer's interactions with a brand. They claimed that EB boosts customer advocacy and loyalty while fostering a positive brand experience.
(Alvarez & Fournier, 2016)	According to their research, EB can help firms and customers form lasting bonds, increasing loyalty and advocacy. When customers have an emotional connection to a business, EB may lead to brand intimacy.
(D. Holt, 2004)	To create an emotional connection between customers and brands, "cultural branding" refers to the intentional use of cultural myths, symbols, and rituals. He postulated that EB may connect people through cultural tales and ambitions.
(Lindstrom, 2004)	EB may stimulate consumers' senses. Visual, aural, tactile, and olfactory cues can boost BL and advocacy.
(Biel, 2013)	EB may make a business seem genuine, honest, and linked with its ideals. They suggested that EB might help organizations build a strong, authentic character that resonates with customers, increasing loyalty and advocacy.
(Govers & Schoormans, 2005)	Proposed that EB can establish brand personality congruence, indicating how well a brand's personality matches its audience's. They claimed that EB allows companies to match their personalities with their target demographic, creating a deeper connection with customers.
(Escalas & Bettman, 2005)	Invented "emotional framing," the purposeful use of emotional signals and linkages to impact consumer brand perception. They claimed that EB can create a positive brand-customer relationship, influencing consumer behavior.
(van Laer et al., 2019)	EB may create a sense of brand heritage, giving a brand a rich history. They claimed that EB helps companies connect with their past and culture, creating a deep connection with customers.
(A. J. Kim & Ko, 2010)	EB in premium apparel was examined. EB may create a sense of exclusivity, prestige, and desire in consumers. They suggested that EB might help luxury fashion brands stand out and connect with their consumers.
(Escalas & Bettman, 2005)	Examined how emotions affect customer behavior and how EB affects consumer behavior. According to the research work, EB can assist businesses in forging a favourable emotional bond with their products, hence boosting buy intent and customer loyalty.
(Hsu et al., 2018)	EB and hotel customer loyalty were examined. EB may build hotel guests' trust, satisfaction, and loyalty. The concept behind EB is that it has the potential to assist hotels in developing strong client relationships, which can ultimately result in greater customer loyalty and promote favourable word-of-mouth advertising.
(Plewa et al., 2013)	Evaluated nonprofit EB. It was shown that EB can give contributions and volunteers a sense of community. They suggested that EB tactics can help nonprofits engage and inspire stakeholders, increasing donations and support.

(Noble & Kumar, 2008)	Digital EB was examined. They claimed that EB may help enterprises manage digital media's overwhelming amount of information and distractions, creating a more meaningful and memorable consumer experience. They suggested that EB can help companies build a loyal online audience.
(Loureiro & Kaufmann, 2018)	EB in tourism was examined. It was found that EB can create a sense of place and connection to a destination. They suggested that EB can help tourism destinations stand out and give visitors a memorable experience.
(Chu & Kim, 2011)	Examined how EB affects fast food BL. EB can create a sense of familiarity, nostalgia, and BL, researchers found. They suggested that EB can help fast food companies build loyalty and retain customers.
(Zarantonello & Schmitt, 2010)	Examined retail EB. They said that EB can help shops create a memorable shopping experience that boosts client loyalty and advocacy. They suggested using store layout, music, aroma, and staff conduct to create EB.
(Dangelico & Vocalelli, 2017) (2017)	EB and sustainable consumption were examined. They found that EB can promote social and environmental responsibility in consumers. The theory suggests that EB might attract ethical customers to sustainable companies and encourage them to act more sustainably.
(Zarantonello et al., 2016)	Examined EB in services. EB proponents asserted that by assisting service providers in creating an unforgettable and fulfilling customer experience, they may boost customer happiness and loyalty. They suggested using staff manner, communication style, and service ambiance to brand emotionally.
(Escalas & Bettman, 2005b)	The authors established self-brand linkages, which refer to a brand's association with a consumer's self-image. EB may build self-BL and advocacy, they claimed. Brand personality, symbols, and rituals can generate self-brand links, they suggested.
(Godey et al., 2016)	Examined luxury automotive EB. EB can provide luxury car customers a sense of grandeur, originality, and self-representation. They recommended employing EB to set premium automakers apart from their rivals and provide customers with a special and personalized experience.
Lin and Chen (2020)	Evaluated EB's impact on e-commerce BL. They found that EB can build trust, happiness, and emotional attachment with online shoppers. They suggested that EB can help internet companies build customer loyalty and repeat purchases.
(J. K. Lee, 2021)	Analysis of EB in beauty. They found that EB can boost consumer self-esteem, aspiration, and attractiveness. The suggestion suggests that beauty companies might use EB to satisfy consumers' emotional needs and build a loyal customer base.
(Zhang & Kim, 2013)	Experienced EB in travel and hospitality. They argued that EB can help tourism and hospitality companies create a memorable customer experience and increase customer loyalty. They suggested using destination branding, service excellence, and consumer interaction to create EB.

(Huang & Sarigöllü, 2012)	Examined how EB affects fashion consumer behavior. Fashion purchasers can be influenced by EB to see style, personality, and self-expression. They suggested that EB might help fashion companies stand out and connect with their consumers.
García-Sánchez et al. (2020)	Examined hotel EB. Hotels can use EB to make guests feel relaxed, comfortable, and customized. Their work suggests that hotels could enhance customer loyalty and provide a memorable guest experience by implementing EB.
(A. J. Kim & Ko, 2010)	EB and airline brand trust and loyalty were examined. The study found that EB can make airline consumers feel safe, comfortable, and important. EB can help airlines stand out and increase customer loyalty, according to the suggestion.
(Batra et al., 2012b)	Created "brand love" to characterize people's deep emotional attachment and enduring loyalty to a brand. They claimed that brand affection is fuelled by EB, which can be done through brand character, narrative, and collective. They suggested that BL can boost brand performance and customer behavior.
(Hsu et al., 2018)	Examined EB in food and drinks. They discovered that EB can make food and beverage consumers feel pleasure, indulgence, and social bonding. They suggested that EB can improve sensory experience and create a strong emotional tie between food and beverage companies and their customers.
(B. Yoo & Donthu, 2001)	Examined how emotional and intellectual advertising appeals affect brand value and perception. A study found that emotional appeals were more effective than rational arguments at building brand equity and consumer loyalty. They claimed that EB strengthens brand ties, increasing BL and consumer retention.
(Azoulay & Kapferer, 2003)	Effects of EB on luxury apparel. EB can provide luxury fashion consumers a sense of exclusivity, uniqueness, and customisation. They suggested that EB might help luxury fashion brands stand out and connect with their consumers.
(Pino et al., 2019)	Examined how EB affects retail consumer happiness and loyalty. EB can boost retail buyers' trust, passion, and customisation. They suggested that EB might improve consumer experiences and build merchant loyalty.
(Pulizzi & Barrett, 2009)	Worked on how content marketing uses EB. They maintained that narrative and content production are effective means of achieving EB, which enables companies to forge a deep emotional bond with their target market. They proposed using EB in content marketing to increase BAW, loyalty, and trust.
(Loureiro & Kaufmann, 2018)	Investigated how EB functions in the sportswear sector. They discovered that customers of sportswear can be inspired, aspirational, and self-improved by EB. They proposed that sporting firms might appeal to consumers' emotional needs and build a strong and devoted following by using EB.
(D. Holt, 2004)	Examined how youth culture uses EB. the research work made the case that content marketing employs EB in a way that makes sense. According to them, creating narratives and content is a powerful way for businesses to develop EB, which helps them build strong emotional bonds with their

	target audience. They suggested employing EB in content marketing to improve trust, loyalty, and BAW. of revolt, identity, and belonging in young consumers. According to him, firms may establish a strong emotional bond with young consumers by appealing to their emotional needs through EB.
(Carroll & Ahuvia, 2006)	Examined how consumer behaviour and brand personality are affected by EB. They discovered that by using EB, brands may develop a unique and appealing personality that will boost customer loyalty and promote goodwill. They asserted that EB may support companies in creating a solid and long-lasting connection with their target market.
(Escalas, 2004)	Explained how metaphors are used in EB. Further the work advocates that the use of metaphorical language may help set brands apart from their rivals and establish strong emotional connections with consumers. She proposed using metaphorical language in EB to produce a more profound and lasting brand experience.
(Sarkar et al., 2016)	Investigated the function of EB in the medical field. They discovered that clients of healthcare may be made to feel trusted, empathetic, and caring through the use of EB. They proposed that EB can improve patient experiences and assist healthcare providers in developing a solid and devoted patient base.
(Martínez-López et al., 2020)	Investigated social media marketing's use of EB. EB has been shown to increase social media followers' sense of involvement, significance, and authenticity. They recommended employing EB on social media to foster a vibrant online community and raise brand recognition for the business.
(Şahin et al., 2017)	EB and banking BL were examined. EB may build banking customers' trust, satisfaction, and loyalty. They suggested that EB might help banks stand out and build loyal customers.
(Echtner & Ritchie, 2003)	Examined how EB affects international branding. Research shows that EB can help multinational brands build a strong brand image and emotional appeal across cultures and markets. The idea was that EB can help global firms overcome cultural barriers and gain a competitive edge.
(Echtner & Ritchie, 2003)	Examined the effects of EB on destination marketing. EB may inspire tourist curiosity, excitement, and discovery. They suggested that EB might help destinations stand out and attract a diverse and loyal visitor base.
(Pine & Gilmore, 1998)	EB and the "experience economy" were both topics of discussion. According to research, EB has the potential to produce a brand experience that is memorable, which in turn increases client loyalty and word-of-mouth marketing. They suggested that EB techniques can help companies shift from a product- or service-focused economy to one focused on unique experiences. This step may enable growth and distinction.
(Chung & Cho, 2017)	EB and fashion BL were examined. Fashion purchasers can feel personal identification, self-expression, and societal recognition through EB. They suggested that EB might help fashion companies build a loyal customer base and improve their brand image.

(Schmitt, 2012)	Compared "experiential marketing" to EB. He believed EB could create a multi-sensory brand experience that increased client engagement, loyalty, and endorsement. He suggested that EB might help companies create a strong and memorable brand experience, setting them apart from competitors.
(Sulhaini et al., 2018)	Investigated the effects of EB in luxury. It was shown that EB can make luxury consumers feel exclusive, aspirational, and important. They suggested that EB might help premium firms build a loyal customer base while maintaining brand equity.
(D. B. Holt, 2004)	Investigated EB in social and environmental advocacy. They claimed that EB may increase customer engagement, support, and involvement in social and environmental efforts by promoting social responsibility, empathy, and action. They suggested using EB to help activists and non-profits change society.
(Johansson et al., 1985)	EB and vehicle BL were examined. In car buyers, EB can inspire excitement, exhilaration, and excellence. EB can help automobile manufacturers build a loyal customer base and improve their brand image, they said.
(G.B. Kim & Kim, 2016)	Examined how EB affects aircraft brand value and perception. EB may make airplane passengers feel safe, secure, and convenient. They suggested using EB to differentiate airlines and boost brand equity and reputation.
(Hernández-Ortega et al., 2020)	Examined wine industry EB. EB can provide wine customers a sense of refinement, richness, and delight. They suggested that EB can help wine firms build a loyal customer base and boost sales.
(Loureiro & Kaufmann, 2018)	Examined how EB affects tourism consumers' BL and spending. According to research, EB can make travellers feel calm, happy, and excited. They suggested that EB can help tourism destinations stand out and boost profits.
(J. J. Kim et al., 2020)	Examined how EB affects smartphone BL. Smartphone users can perceive innovation, originality, and personality from EB. Their idea is that EB may help smartphone companies build a loyal customer base and improve their brand image.
(Lai et al., 2020)	Effects of EB in cosmetics. EB can boost cosmetic purchasers' confidence, self-esteem, and beauty, researchers found. Their theory is that EB can help cosmetics companies build a loyal customer base and increase market share and profitability.
(Chen et al., 2020)	Examined food industry EB. EB may make food buyers feel good, nostalgic, and recognized. They suggested using EB to build a loyal customer base and boost brand equity and value for food companies.
(J. K. Lee, 2021)	EB and retail BL were examined. It was found that EB helps build retail customer trust, satisfaction, and loyalty. They suggested that EB tactics can help retail enterprises build a loyal consumer base and encourage repeat business.
(Sung et al., 2021)	Examined how EB affects sports brand attitude and PI. EB may excite, inspire, and localize sports fans, according to a study. They suggested that EB might help sports firms build a loyal customer base and boost revenues.

(Farid et al., 2021)	Examined healthcare EB. Healthcare patients can experience concern, understanding, and confidence through EB. EB can help healthcare firms build a loyal customer base and improve their image, they said.
(Joo & Kim, 2021)	Examined how EB affects beauty BL. EB can provide beauty customers a sense of allure, assurance, and originality, researchers found. They suggested that EB might help beauty companies build a loyal customer base and increase market share and profitability.

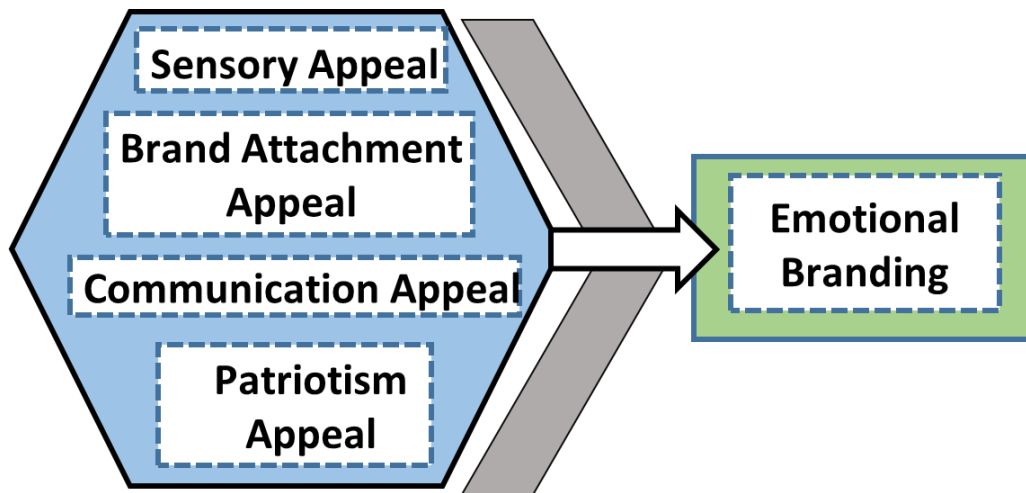


Figure 2.1 EB proposed framework from literature

Our proposed framework for EB is based on a literature review (Figure 2.1) and bibliometric studies (details of which is in the Section 2.4) employing network analysis (refer to Section 2.4.2). It comprises four variables. The four types of appeal are: PA, SA, CA, and BA appeal.

2.1.2 Determinants of EB

➤ Sensory Appeal (SA)

SA employs clients' senses to form an emotional bond with a product or brand. It entails using visual, auditory, tactile, gustatory, and olfactory cues to generate a pleasant brand or product experience. To improve client loyalty and sales, elicit a good reaction. The product or brand may employ SA in a different way. A textile brand may emphasize fabric texture and consistency, whereas a food or beverage brand may emphasize flavour and aroma. A brand may also utilize colour and imagery to elicit a specific mood or emotion in its audience. SA is an effective marketing tactic that engages people beyond product understanding. Buyers can link favourable sensations with a brand or product through sensory interaction, which boosts BL and sales. SA also sets a brand apart from its competitors and lends it a memorable, appealing personality. Spence et al., (2019) hypothesized that sensory inputs, including gustatory, olfactory, tactile, and visual components, have a significant impact on customer behaviour. Sensory marketing is the use of the senses to engage customers and improve their perception, appraisal, and behaviour. It investigated the role of vision, hearing, touch, gustation, and olfaction in sensory marketing (Krishna, 2012). J. J. Kim et al., (2020) investigated how the visual, aural, olfactory, gustatory, and tactile sensory modalities

influence consumer behavior. The survey also stated that multimodal marketing can increase SA and provide a more memorable brand experience. A product's SA can elicit a positive emotional response from purchasers, increasing their desire to purchase. When a product or brand arouses the senses and makes an impression, it can impact subsequent purchases. A customer who enjoys a new fragrance is more likely to purchase it again or recommend it. A consumer who enjoys the flavour and consistency of a food item is more likely to purchase it again or recommend it. The sensory experience is positively associated with the goods, boosting the likelihood of a purchase. SA has been demonstrated to impact purchases in a variety of ways. According to studies, the visual appearance of a product influences its quality and propensity to be purchased. The taste and aroma of a product can also impact preferences and willingness to pay extra. Haptic signals, such as a product's physical sensations and surface characteristics, can also influence value and buy intent. Several studies have linked SA to purchase intention. For example, (Babin & Attaway, 2000) discovered that SA boosts consumer purchase intention. Similarly, (G.B. Kim & Kim, 2016) examined how sensory attractiveness influences cosmetic purchasing. The study discovered that a product's SA has a beneficial impact on consumer purchases. The study also discovered that customers' sensory ratings of cosmetic products influenced their purchasing decisions. (Hung & Verbeke, 2018) explored the association between SA and customer purchase intent and discovered a favourable effect. SA has been investigated in food, cosmetics, and beverages to determine PI. (Carroll & Ahuvia, 2006) discovered that taste was the most important element influencing customers' beverage PIs. (Pantano & Viassone, 2015) discovered that clothing's SA enhanced buyer purchase intent, with fabric texture being the most influential component. Sensory judgments, such as taste, texture, smell, and appearance, impact consumer purchasing decisions. SA produces a good emotional experience that influences clients' future purchases, hence improving PI and sales. Incorporating sensory elements and crafting an engaging experience can help businesses stand out from the competition and create a lasting impression.

➤ **Brand Attachment Appeal (BA)**

BA refers to a profound and long-lasting emotional bond that customers have with a brand. It is distinguished by a feeling of allegiance, confidence, and association with the brand that surpasses practical or logical advantages. BA is the outcome of customers' emotional encounters with the brand, and it often develops gradually over an extended duration. Strong

BA creates a personal connection for the brand, leading customers to pick it over its competitors, even at a greater price. In addition, people tend to recommend the brand and forgive minor mistakes. BA encompasses various levels, including cognitive attachment and affective attachment. Cognitive attachment is established by the recognition of functional advantages, such as superior quality and reliability. On the other hand, affective attachment is formed through emotional experiences, such as feelings of nostalgia, enthusiasm, or enjoyment. BA can be established through diverse methods, including ensuring consistent brand experiences, effectively expressing a distinct brand identity, fostering a feeling of community centered around the brand, and captivating customers on an emotional level through storytelling and sensory allure. The concept of BA is crucial in marketing since it has the potential to foster enduring client loyalty and advocacy. Through the establishment of a robust emotional bond with customers, brands may distinguish themselves from rivals and cultivate a distinct personality that profoundly resonates with customers. Multiple research studies have investigated the notion of BA and its influence on customer behavior. For example, (C. W. Park et al., 2010) examined the relationship between consumers' attachment to a brand and their loyalty. From their findings, the researchers came to the conclusion that the emotional connection that a customer has with a brand has a huge and favourable impact on the degree of brand loyalty that the customer possesses for that particular brand. In addition, the research results showed that the emotional connection that customers develop with a particular brand is the major factor that determines their loyalty to that brand. To continue in this field of thought, (Thomson et al., 2005) conducted research to determine the impact that customers' attachment to a brand has on their tendency to spend a higher premium for a particular brand rather than another. The researchers came to the conclusion that the emotional connection that customers had with a certain brand had a positive impact on the likelihood to the extent that they would be willing to pay a greater premium for that specific brand. In addition, the study found that persons who had a strong emotional connection to a certain brand were more likely to pay a higher price for that brand, in contrast to individuals who did not have such an emotional tie to the brand. (Batra et al., 2012b) investigated the impact that customers' attachment to a brand has on their behaviour regarding word-of-mouth marketing with other people. Study suggested, having a strong attachment to a brand had a significant impact on the likelihood that customers would share information about the brand with other people. Additionally, the findings of the study demonstrated that customers who had a strong emotional connection to a specific brand were

more likely to engage in positive word-of-mouth behaviors that were related to that brand. As a supplementary point of interest, multiple additional studies have investigated the concept of BA in a variety of contexts, such as luxury brands (Chevalier & Mazzalovo, 2012), sports brands (D. Lee & Trail, 2012), and technological brands (S. Hong & Wang, 2009). These studies reveal, time and time again, that customers' attachment to a brand has a significant and beneficial impact on their behaviour, including their willingness to pay a higher price, their loyalty to the company, and their word-of-mouth activity.

Customers who are emotionally connected to a brand are more likely to buy its products or services. Customers who associate themselves with a brand choose it over its competitors even if the cost is high. Customers that feel emotionally connected to a brand are more inclined to recommend it and buy more of it. Furthermore, clients who have a profound affinity for a brand are inclined to be forgiving of occasional errors or blunders, and exhibit greater resilience towards unfavourable information or critiques concerning the brand. BA can exert a lasting influence on PI by fostering a profound and enduring emotional bond that transcends just practical or rational advantages. The establishment of an emotional bond has the potential to significantly impact customers' future purchasing choices, since people are more inclined to select a brand based on their emotional affinity rather than on product attributes or price. In marketing, BA is a crucial notion that can greatly influence PI and boost sales for a company. Businesses may stand out from competitors and leave a lasting impression by building strong emotional bonds and trust with customers. Multiple studies have linked BA to purchasing intent. For instance, (Hosany & Gilbert, 2010) examined how BA affects tourist purchasing intention. BA significantly boosted purchasing intention, as per the study. The research also found that emotional connection to a brand was a stronger predictor of PI than happiness and trust. Huang and (Huang & Sarigöllü, 2012) explored how BA affects mobile phone purchases. The study found that brand affiliation increased purchasing intention. The study found that BA increased buyers' willingness to spend more for a brand. The research also found that those with a strong emotional connection to a brand were more likely to pay a premium for it. Other studies have examined automotive (Hirschman & Holbrook, 1982), and fast-food restaurants (G.B. Kim & Kim, 2016). These studies consistently found that BA positively affected purchasing intention, brand loyalty, willingness to pay a premium, and word-of-mouth behaviour. Marketers should develop emotional ties with clients and a compelling brand image to promote brand attachment. Marketers may boost sales and profitability by establishing brand attachment, BL, and

favourable word-of-mouth. BA also boosts buying intent. Brand-loyal consumers are more likely to buy and pay more for it. Therefore, marketers should develop emotional relationships with customers to improve brand attachment. Marketers can boost sales and profitability by building brand attachment, buying intention, and repeat purchases. Luxury (Chevalier & Mazzalovo, 2012), sports (D. Lee & Trail, 2012) and technology brands have all been studied for BA (Hong & Wyer, 1989). Numerous studies show that BA positively impacts customers' BL, willingness to pay more, and word-of-mouth behaviour. Other studies have examined BA and PI in fashion (Yoo et al., 2014), automotive (Hirschman & Holbrook, 1982), and fast-food restaurants (Yoo et al., 2014), brand attachment consistently improved purchasing intention, according to studies.

➤ Communication Appeal (CA)

CA is a marketing tactic that seeks to elicit clients' emotions and convince them to carry out a particular action, such as buying a product or service. The process entails crafting a message that is both attractive and pertinent to the intended recipients, and employing diverse communication channels to effectively reach them. Marketers can employ several CA, which vary according on the intended consequence and the specific target demographic. Several prevalent forms of CA include: Emotional appeal: this appeal strategy is on establishing an emotional bond with the intended audience by evoking feelings such as fear, happiness, sadness, or anger in order to influence them to undertake a particular action, Rational appeal: this appeal approach involves using logical reasoning, factual information, and numerical statistics to convince the intended audience to choose a specific course of action. This appeal approach involves using logical reasoning, factual information, and numerical statistics to convince the intended audience to choose a specific course of action. Celebrity appeal: refers to the utilization of a well-known individual or influencer to support a product or service, with the intention of leveraging the celebrity's fame and endorsement to sway the target audience. Lastly, humour appeal: refers to the use of humor and wit to effectively engage the intended audience and enhance the memorability and enjoyment of the message.

Utilizing CA as a marketing approach might prove to be useful by actively involving clients' emotions and influencing them to undertake a particular course of action. Through the development of an enticing and pertinent message tailored to the intended audience, coupled with the utilization of many communication platforms to engage people, businesses may distinguish themselves from rivals and establish an enduring impact in the minds of

customers. In their study, (Zhang & Kim, 2013) investigated the impact of using humour appeals in financial services marketing. The study revealed that the utilization of humour appeals had a favourable influence on customers' opinions towards both the advertisement and the product, as well as their intention to make a purchase. (Sung et al., 2021) examined the influence of fear appeals in healthcare product marketing. The study revealed that terror appeals exerted a favourable influence on customers' opinions towards both the advertisement and the goods, as well as their intention to make a purchase. Furthermore, numerous further research has examined the influence of communicative appeal in various settings, including green advertising (Mo et al., 2018), social media advertising (Chang et al., 2019), and luxury products (Tsaur et al., 2021). This research consistently demonstrated that the CA had a substantial influence on customers' opinions towards both the advertisement and the product, as well as their intention to make a purchase.

Communicational appeal pertains to the strategic construction of a message with the intention of captivating the intended audience in a communication campaign. It may manifest as advertising, marketing, public relations, or other modes of communication. The effectiveness of a communication campaign is frequently assessed based on its capacity to convince the intended audience to engage in specific actions, such as making a purchase or embracing a behavioural modification. PI, conversely, pertains to the chances that a consumer will make a purchase of a product or service at a later point in time. The consumer's demands, preferences, attitudes, and external factors like price, availability, and promotional messages all contribute to its influence. The persuasive power of communication can impact the consumer's desire to purchase by shaping their view of the product or service being presented. For instance, when an advertisement presents a product as being of superior quality, groundbreaking, or socially conscious, it has the potential to cultivate a favourable perception in the consumer's psyche, hence increasing their inclination to make a buy. The impact of communicational appeal on PI can vary based on factors such as the target audience, the nature of the product or service being advertised, and the content of the message. Marketers must comprehend their target demographic and adapt their communication techniques accordingly to optimize the influence on PI. In their research, (Kalyanaraman & Sundar, 2006) investigated the impact of emotional and intellectual appeals in television commercials promoting autos. According to the study, emotional appeals had a more significant influence on consumers' sentiments towards the advertisement and their desire to make a purchase, in comparison to rational appeals. (Zhang & Kim, 2013)

investigated the impact of humour appeals in financial services marketing. The study revealed that the utilization of humour in advertisements had a favourable effect on consumers' opinions about the commercial and their intention to make a purchase. Luo and Wang (2017) investigated the influence of social media advertising on individuals' intention to make a purchase. The study revealed that using emotional appeals in social media advertising has a favourable influence on customers' inclination to make a purchase. Furthermore, numerous further research has examined the influence of communicative appeal in various settings, including green advertising (Mo et al., 2018), social media advertising (Chang et al., 2019), and tourism (Tsaur et al., 2021). This research consistently demonstrated that the CA had a noteworthy influence on customers' opinions towards both the advertisement and the goods, as well as their intention to make a purchase.

➤ Patriotism Appeal (PA)

Patriotism, as per the Cambridge Dictionary, is the sentiment of having a greater affection for one's own country than to any other and experiencing pride in it. Wikipedia provides a definition of patriotism as the sentiment of affection, loyalty, and affiliation towards one's country. Patriotism refers to the deep affection, loyalty, sense of pride, and strong emotional connection that an individual has for their own country. Human emotions function as a binding force that keeps individuals together. The emotions have been examined in relation to the local manufacturing and utilization of goods and services. These emotions have intensified in the wake of the Covid-19 pandemic. Nationalism is increasingly widespread globally. Successful campaigns such as "Made in America and Buy American Goods," "Made in Canada and Buy Canadian Goods," "Made in the United Kingdom and Buy British Goods," "Made in Malaysia and Buy Malaysian Goods," "Made in Indonesia and Buy Indonesian Goods," "Made in China and Buy Chinese Goods," and "Made in India and Buy Indian Goods" demonstrate how marketing strategies use patriotism to encourage people to buy products from their own country (Adorno et al., n.d.). (Sharma et al., 1994) advocated for patriotism as a manifestation of affection towards one's native place. The study conducted by (Aniza Che Wel & Shah Alam, 2018; Wel et al., 2015) revealed a favourable correlation between consumer purchasing intention and factors such as patriotism, attitude, and subjective norms. Patriotism places significant emphasis on the sense of national identity, which in turn grants domestic firms a substantial economic advantage (Puncheva et al., 2014). The study conducted by (Yoo & Lee, 2020) examined the influence of patriotism on

customers' inclination to buy local or international commodities in South Korea. The findings revealed that individuals with a stronger sense of patriotism were more inclined to buy domestic goods over imported ones. In a study conducted by (Tsai, 2010), the impact of patriotism on Taiwanese car buyers' domestic and foreign purchases was explored. The findings revealed that consumers with a greater degree of patriotism exhibited a stronger inclination to purchase domestic automobiles as opposed to foreign ones. Furthermore, numerous further research has examined the correlation between patriotism and the intention to purchase in different contexts, such as cell phones (J. Yoo et al., 2014), wine and clothes (Grisaffe & Nguyen, 2011) (Zhang & Kim, 2013). The findings unequivocally show that patriotism positively influences buyers' intentions to purchase home products. Individuals who possess a strong sense of patriotism are inclined to have a greater preference for products that are produced within their own country (Carvalho, 2004). These consumers are motivated to contribute to their country and view it as their duty to bolster both their country's economy and domestic businesses (Daser & Meric, 1987). According to (Han & Terpstra, 1988), customers with a strong sense of nationalism choose domestic brands over imported ones due to their belief that imported goods will negatively impact their country's economy. Patanjali, a prominent Indian brand, also prioritizes Indian Ayurveda and asserts that foreign products have a detrimental impact on Indian commerce. Likewise, within the domain of consumption, Chinese sentiments of national identity have been expressed through their affection, care, admiration, and unease towards their homeland. The study conducted by (Mat et al., 2015) show that patriotism has a significant impact on actual purchasing behavior. In their 2016 study, (Park & Avery, 2016) examined the correlation between patriotism, celebrity support, and the efficacy of military advertising. They found that patriotism had a significant impact on the effectiveness of advertising. These studies, done in several global locations, demonstrate that patriotism has emerged as a significant determinant of PI, motivating people to preferentially purchase products from their own country.

Patriotic appeal is a communication tactic that leverages the sentiment of patriotism or deep affection for one's nation to endorse a product, service, or concept. This form of persuasion is frequently employed in advertising or marketing initiatives with the intention of eliciting emotions and establishing a favourable perception of the product or service being promoted. Utilizing the tactic of appealing to patriotism can be highly effective in establishing a powerful emotional bond with consumers and accessing their deep-seated feeling of nationalistic pride. It can be especially impactful in sectors like food and beverage,

where products are frequently linked to national identity or cultural heritage. When utilized correctly and with tact, the usage of patriotism as a marketing strategy may be an influential method to cultivate customer allegiance and establish favourable connections with a product or service. In South Korea, (Oh et al., 2021) did a study examining the impact of using patriotism as a persuasive technique in advertising. The study revealed that the utilization of patriotism as a persuasive technique had a favourable influence on consumers' perceptions of both the commercial and the product. Additionally, the research discovered that the degree of customers' patriotism had an impact on their perceptions of the commercial and the product. (Kim & Johnson, 2016) investigated the influence of PA on customers' inclination to pay a premium for a product.

The utilization of patriotism as a persuasive technique might impact consumers' inclination to make a purchase by capitalizing on their emotional connection to their country and its principles. Through the utilization of patriotic appeal, marketers can foster a feeling of nationalistic pride and establish a sense of identity associated with the product or service. This can have a favourable impact on the consumer's view of the brand, perhaps leading to an increased probability of making a purchase. For instance, when a corporation advertises a product as being manufactured in the United States, embodying American principles and customs, it can instil a feeling of patriotic fervour among consumers, resulting in an increased inclination to make a purchase. Likewise, when a corporation links its product to a national festival or event, it can establish a more profound emotional bond with consumers and enhance their inclination to buy the product. Nonetheless, the impact of utilizing patriotism as a persuasive tactic to influence the intention to purchase can fluctuate based on factors such as the specific demographic being targeted, the nature of the product or service being advertised, and the prevailing cultural and societal circumstances in which it is employed. Marketers must possess a comprehensive understanding of their target demographic and adapt their communication methods accordingly in order to optimize the influence on PI. Marketers must also be mindful of the ethical considerations and problems associated with employing patriotism as a marketing tactic, as it may be seen as exploiting patriotic sentiments or endorsing nationalism. Marketers must ensure that their communication is considerate and adheres to cultural and social conventions, while refraining from employing patriotic appeals that may be perceived as divisive or exclusive. (Hsu et al., 2018) examined how patriotism affects consumers' inclination to buy domestic or imported automobiles in Taiwan. The study found a significant link between patriotism and consumers and their

inclination to choose domestic autos over imported ones. Research indicates that patriotism can impact customers' inclination to buy indigenous items. Consumers with a greater degree of patriotism are more inclined to exhibit a stronger propensity to purchase domestic products as opposed to international products. Hence, marketers should prioritize harnessing patriotism in their marketing strategies to enhance consumers' inclination to buy home products. Marketers can enhance sales, bolster local enterprises, and foster the economic expansion of the country by augmenting purchasing intention towards domestic products.

2.2 Buying behaviour (BB)

2.2.1 Attitude

Consumer attitude, a fundamental concept in marketing and consumer behavior, refers to an individual's overall opinion or feelings about a certain brand, product, or service. This domain's research has clarified attitudes' antecedents, components, and implications. Notably, Fishbein and (Ajzen, 1991) Theory of Reasoned Action, as described in their key work "Understanding Attitudes and Predicting Social Behavior", holds that attitudes are affected by beliefs about the object and subjective evaluations of these beliefs. Furthermore, studies by (Eagly & Chaiken, 1993) and (Petty et al., 1986) investigate the dual-process model of persuasion, stressing the central and peripheral paths via which attitudes are produced and altered. Furthermore, (C. Yoo & MacInnis, 2005) and (Mahmood et al., 2019) investigate the role of consumer emotions in shaping attitudes, focusing on the affective component of attitudes and their impact on consumer decision-making. An attitude is defined as the proclivity to respond positively or negatively to a certain object of attitude (Cheung, 2009). (Ajzen, 1991) describe attitude as a person's proclivity to react to stimuli. A person's attitude toward a given behaviour is positive if they believe that partaking in that behaviour will largely result in positive outcomes (Goldsmith et al., 2010). Previous studies found a strong and direct link between attitude and purchase behaviour (Elliott & Speck, 2005). Additional empirical data supports the assumption that attitudes have a significant impact on intentions (Ajzen, 1991; Goles et al., 2008).

2.2.2 Purchase Intention (PI)

One of the most important concepts in consumer behaviour is known as PI, and it describes the likelihood or propensity of customers to acquire a particular brand or product in the future. For the purpose of gaining important insights into the factors that influence and are affected by the intention to acquire items, the findings of this research have supplied valuable insights.

Research such as (Ajzen, 1991) created the framework for understanding the notion of reasoned action. It is vital to remember that these studies laid the groundwork. The desire to make a purchase is influenced by a number of factors, including attitudes, subjective norms, and perceived behavioural control, according to these hypotheses on consumer behaviour. One of the most important concepts in consumer behaviour is known as PI, and it describes the likelihood or propensity of customers to acquire a particular brand or product in the future. The findings of this research have provided valuable insights into the factors that influence and are affected by the intention to purchase merchandise.

2.2.3 Actual Purchase (AP)

The concept of AP, also known as purchase behavior, symbolizes the end of consumer decision-making processes and the concrete result of brand encounters. Extensive research has been conducted to better understand the elements driving actual buying behavior and their implications for brand management strategies. It is important to note that studies such as Engel, Blackwell, and Miniard's "Consumer Behavior" (1995) offer a comprehensive framework for comprehending the stages of the consumer decision-making process. These stages include the search for information, the evaluation of alternatives, and the final purchase choice. In addition, research conducted by (Kotler, 2008) and (L. G. Schiffman and L. L. Kanuk, 2007) investigates the influence that elements of the marketing mix, such as product, price, place, and promotion, have on consumer behaviour. These studies highlight the significance of product availability, pricing strategies, and promotional efforts in the process of driving actual purchases. Furthermore, studies by (Darley, 1995) and (Rook, 1987) investigate the psychological and situational aspects that influence impulsive buying behavior, offering light on the spontaneous and unplanned nature of some purchases. Collectively, these research contributions give significant insights into the intricate interplay of elements that influence real purchase behavior, as well as suggestions for effective brand management tactics targeted at expediting customer transactions.

2.3 Branding

2.3.1 Brand Loyalty (BL)

BL is an important feature of consumer behavior and brand management, indicating consumers' attachment and dedication to a specific brand. Establishing a strong and favourable brand usually leads to a customer preferring a specific brand, which can sometimes result in long-term BL. Loyalty refers to a deep and profound bond between a

customer and a brand. Extensive study has been carried out to identify the causes and effects of BL. Notably, (Oliver, 1980) establishes a fundamental understanding of how satisfaction influences BL via cognitive and affective pathways. Furthermore, research by (Jacoby, 1978) and (Dick, 1994) investigate the function of brand trust and commitment in creating BL, emphasizing the importance of emotional ties and PQ in generating repeat purchases and positive word of mouth. Furthermore, (Reichheld, 1990) and (Morgan & Hunt, 1994) investigate the financial consequences of BL, illustrating how it affects profitability and long-term economic performance. Furthermore, loyal customers are hesitant to transfer brands, preferring to stick with one that provides them a sense of ease and contentment (Rosenbaum-Elliott et al., 2023). Customers that are devoted to a brand have lower price sensitivity and are willing to pay more for it than other options because they perceive a specific value in the brand. Firms with loyal consumers have a competitive advantage and so require less advertising than those without loyal clients (Chaudhuri & Holbrook, 2001). Enhanced customer loyalty can lead to increased profitability by leveraging the power of positive word-of-mouth advertising, as illustrated by (Dick, 1994) and (Chaudhuri & Holbrook, 2001). BL is associated with emotional attachment (Aaker, 1991), and repeat purchasing behavior is influenced by brand attitude (Assael, 1993); (Dick, 1994); (Oliver, 1980). Collectively, these research contributions offer useful insights into the dynamics of BL and its strategic importance in brand management initiatives.

2.3.2 Brand Awareness (BAW)

BAW stands as a fundamental concept in brand management, representing the extent to which consumers are familiar with and recognize a particular brand. Research in this domain has elucidated the significance of BAW in influencing consumer decision-making and brand choice. Notably, (Aaker, 1997) work highlights the strategic importance of BAW in building strong brands and fostering BL. Additionally, studies by (K. Keller & Lehmann, 2006) delve into the measurement and management of BAW, offering insights into the various dimensions and levels of BAW. Furthermore, research by (Erdem et al., 2004) and (K. L. Keller, 1993) explores the effects of advertising and marketing communication strategies on BAW, emphasizing the role of brand exposure and recall in enhancing BAW levels. (Rossiter & Percy, 1987) define BAW as customers' ability to distinguish a given brand among a collection of other brands. (Lin & Chang, 2003) discovered that BAW had the greatest influence on customer purchasing decisions. Collectively, these research contributions

provide a robust understanding of BAW and its implications for brand management strategies in today's competitive marketplace.

2.3.3 Perceived Quality (PQ)

PQ is critical to customer decision-making and brand management initiatives. Extensive research has been conducted to better understand how people perceive and evaluate the quality of items and brands. (Parasuraman et al., 1988) conceptual framework, gives light on the complex character of PQ and its interaction with other significant notions such as price and value. Furthermore, (Oliver, 1980) work investigates how PQ effects consumer happiness and loyalty. Other researchers, such as (Parasuraman et al., 1988), created scales to assess perceived service quality, expanding our understanding of quality perceptions beyond tangible objects to include services. Furthermore, (Spreng & Olshavsky, 1993) and (Sweeney & Soutar, 2001) investigate the elements that influence perceived quality, such as brand reputation, product attributes, and consumer expectations. (Anderson et al., 1994) define PQ as the consumer's perception of a company's present performance. This rating favourably influences their views and intentions toward the service. According to (Erdogan et al., 2001), perceived service quality is an important aspect in deciding whether an organization may gain long-term competitive advantages. Collectively, these research contributions offer a thorough grasp of PQ and its consequences for consumer behavior and brand management methods.

2.3.4 Brand Association (BAS)

In the field of brand management, substantial study has been undertaken on the role of BAS in changing consumer perceptions and behavior. (K. L. Keller, 1993) works, emphasize the strategic importance of BASs in the development and management of successful brands. (Aaker, 1997), emphasize the importance of brand connections in developing brand identification and loyalty. Other scholars, such as (Netemeyer et al., 1995) and (B. Yoo & Donthu, 2001), have investigated different facets of brand connections, ranging from brand personality traits to multidimensional brand equity scales. Collectively, these study papers shed light on the multidimensional nature of BAS and its significance for brand management tactics in today's marketplace.

2.4 EB: Bibliometric Analysis:

Bibliometric methodologies are employed to analyse the interconnections among different domains, fields of study, individual scholarly works, and authors. The results are presented

in a spatial format through the use of maps. Bibliometric analysis aims to illustrate the intellectual structure of a research domain by considering multiple elements, including publications, authors, journals, phrases, and nations. For conducting bibliometric analyses, we have taken a similar approach to (Donthu) where we have adopted the five stages for conducting the analyses.

Step 1: In selecting a scientific database for bibliometric analysis in business research, researchers often consider databases such as Scopus and Web of Science (WoS) due to their comprehensive coverage (Donthu et al., 2021). Donthu et al. (2021b) recommend choosing one database to avoid duplication and omission risks. Given its superior coverage, Scopus was chosen for this study.

Step 2: Crafting an effective search formula is crucial. The search formula used in this study focused on retrieving relevant literature on emotional branding, utilizing Boolean logic gates to refine the search criteria. Specifically, the search formula targeted articles with the keywords "emotional" and "branding" in their title, abstract, or keywords. Publications were restricted to those in business, management and accounting, social sciences, and arts and humanities, and limited to English language articles.

Step 3: Data collection involved multiple stages. Initially, 625 publications were retrieved, which were then filtered based on publication year (2000-2022), publication type (articles only), and language (English). This process yielded 27 research articles suitable for analysis. Statistical analyses were conducted using Scopus and VOSviewer 1.6.15, including document analysis by source, year, subject area, and country.

Step 4: Bibliometric analysis was conducted using VOSviewer 1.6.15, complementing the statistical analyses from Scopus. This software facilitated analysis of co-authorship, co-occurrence of keywords, citation analysis, and bibliographic coupling, providing insights into authorship patterns, thematic clusters, and research impact.

Step 5: Identification of present themes and future research directions was guided by bibliographic coupling analysis, which revealed evolving thematic clusters within the domain. This approach, advocated by Donthu et al. (2021b) and supported by previous research (Srivastava and Sivaramakrishnan, 2021), enables researchers to discern emerging patterns and suggest potential avenues for future inquiry within each thematic cluster.

The primary findings of this section of our research are: Initially, it presents a pattern of publications and citations spanning from 2000 to 2024. Furthermore, a global viewpoint entails the examination of nations that possess specific quantities of papers and citations. Furthermore, the identification of the most productive authors and journals are determined by assessing the quantity of publications and references pertaining to the study of emotional branding. The study employed bibliometric analysis and co-citation analysis to investigate the interrelationships across journals, countries, and authors. Ultimately, the study employed co-occurrence analysis to determine the prevailing keywords in emotional branding.

2.4.1 Statistical Analysis

➤ Analysis of Documents Based on Their Sources

The [Figure 2.2](#) illustrates the graphical depiction of several sources along with the quantity of documents released each year. There has been an increase in the number of papers published in the Journal of Product and Brand Management.

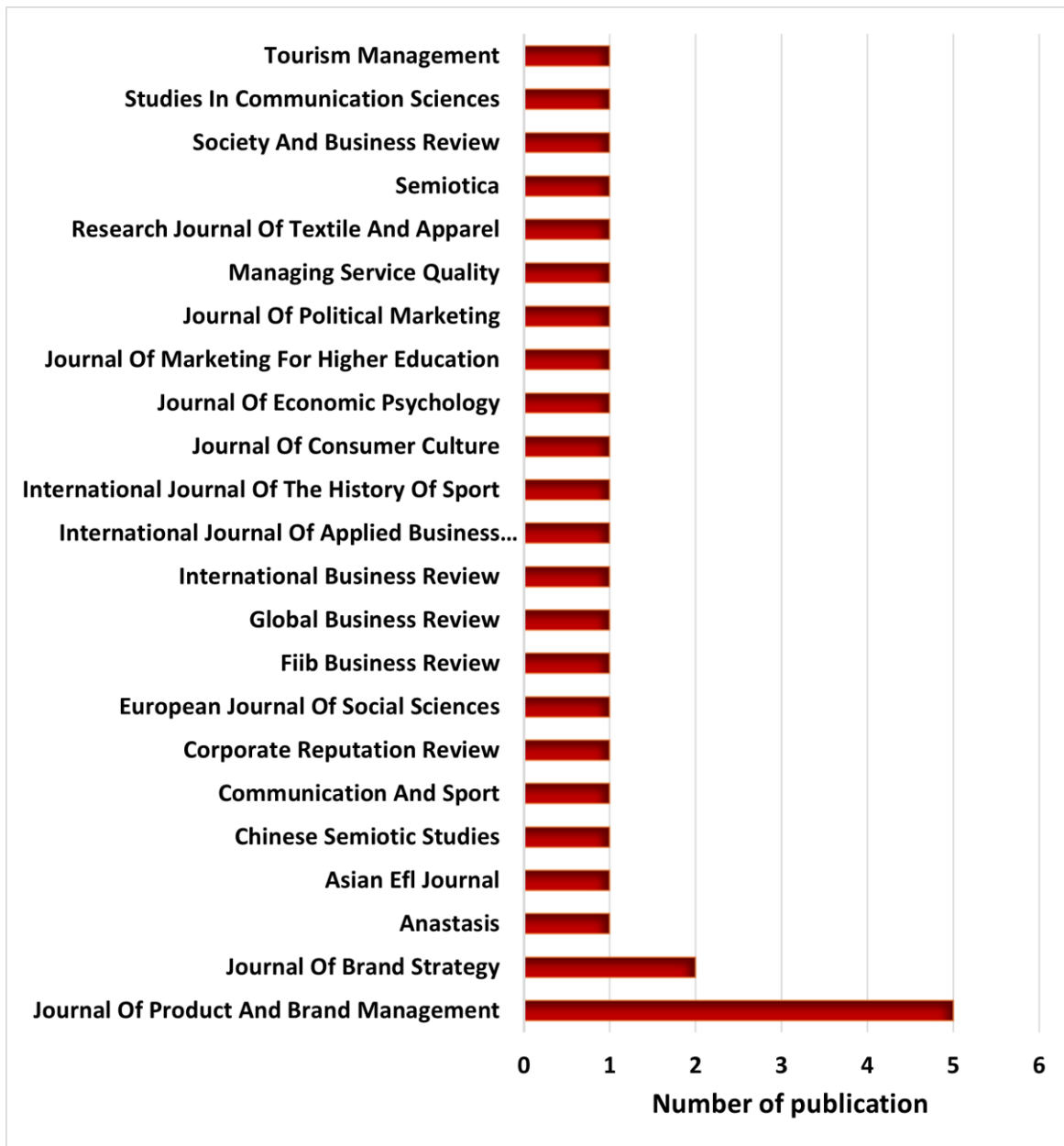


Figure 2.2 Analysis of Documents Based on Their Sources

➤ Analysis of Documents by Year

Documents are gathered from the Scopus database spanning from 2000 to 2023. The data reveals a noticeable upward trend in research on EB starting from 2014, as indicated by the red dotted arrow in the Figure 2.3. The rising number of publications over time signifies a burgeoning interest in the subject of EB. This further implies that there is a significant potential for engagement in this domain, indicating numerous prospects for additional investigation and advancement in the realm of EB. This information may be of use to

marketers, branding specialists, and anybody seeking to comprehend the impact of emotions on consumer behavior and brand allegiance.

➤ Documents by Subject Area

Business, management, accounting, and social science have produced the most research publications. Business, management, and accounting comprised 38.8% of papers examined (Figure 2.4). This indicates strong interest and research on this topic. The analysis shows that 28.6% of the publications reviewed are social science articles. This emphasizes the substantial impact of research in the domains of business, management, accounting, and social sciences. This information is valuable for academics, students, and practitioners who have an interest in these topic areas. It can assist them in identifying the crucial areas of concentration and emerging patterns.

➤ Analysis of Publications in Relation to Each Country or Territory

The number of documents published by each country is determined via Scopus analysis (Figure 2.5). The US has the most documents published within the required timeframe, implying that it publishes more research articles than any other country. This shows that the US leads research in the chosen field. Next are India, Spain, and the UK. This suggests that India has a significant chance to actively investigate EB and contribute to its expertise. Academics, students, and practitioners interested in global research patterns and country contributions will find this material useful. It may also help find research partners or organizations in these countries.

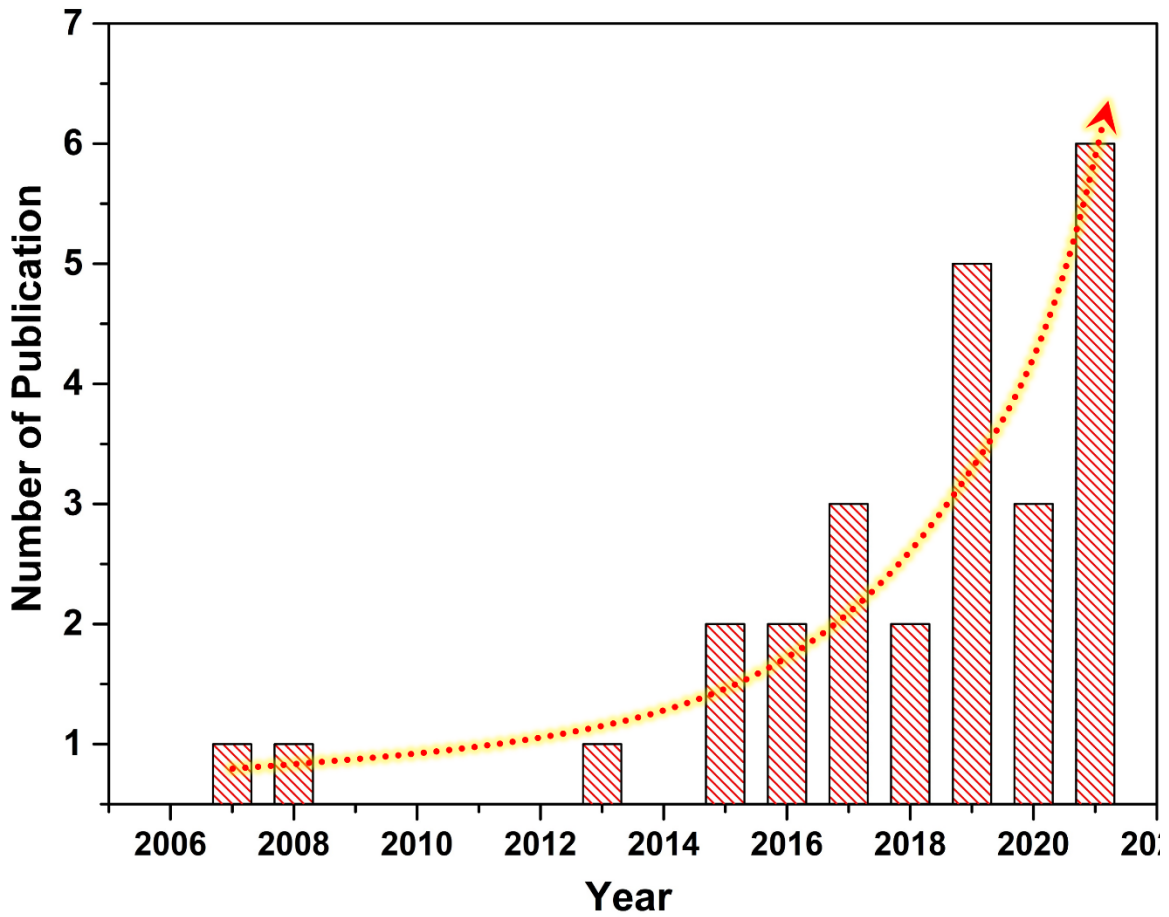


Figure 2.3 Analysis of Documents by Year

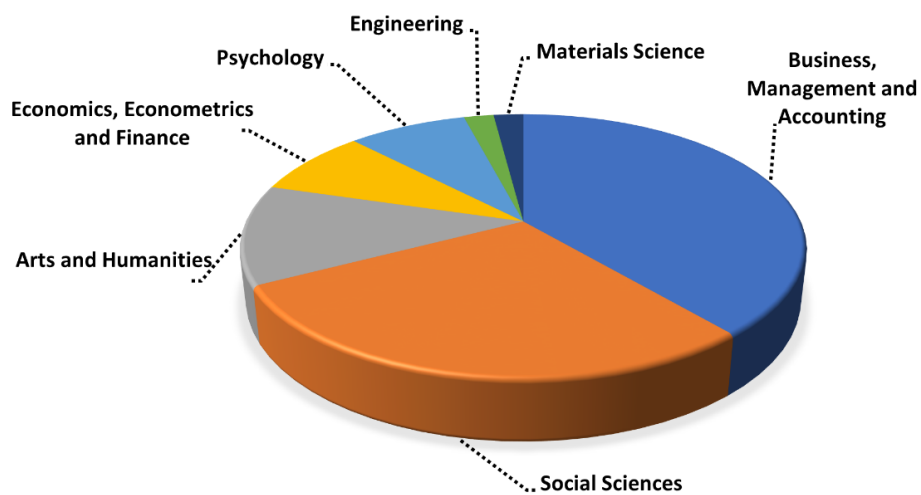


Figure 2.4 Analysis of Documents by Subject Area

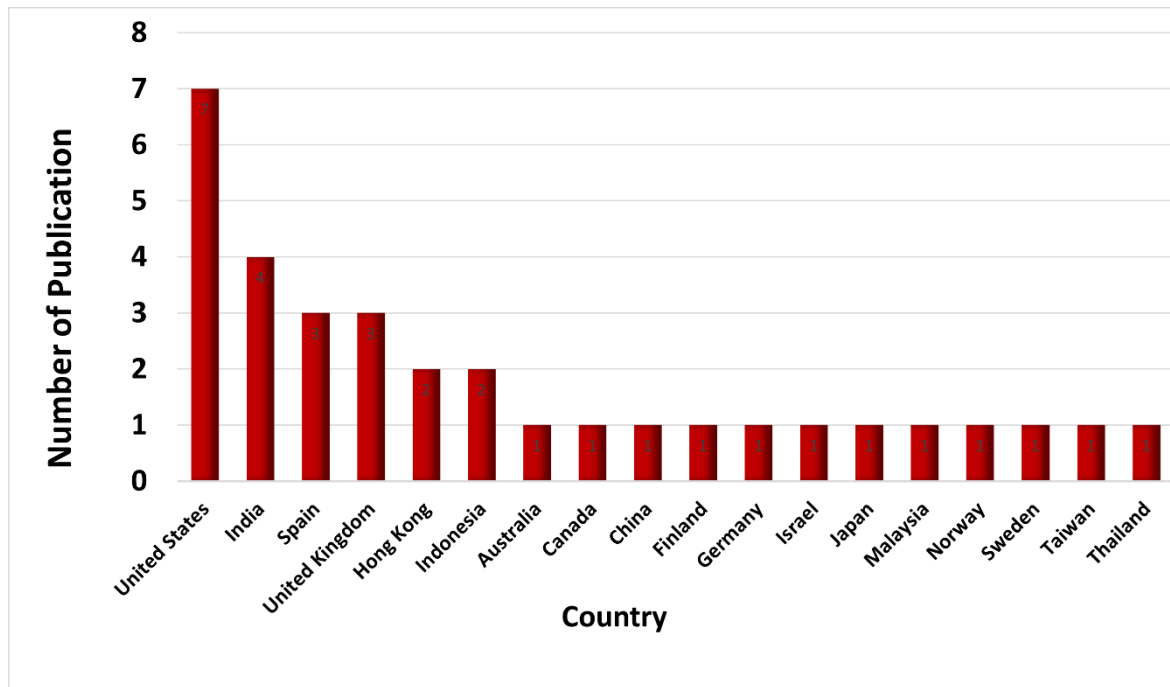


Figure 2.5 Analysis of Publications in Relation to Each Country or Territory

2.4.2 Network Analysis

➤ Co-authorship Analysis

Co-authorship analysis examines scholar interactions in a subject domain. Academic collaborations improve research results by providing diverse perspectives and ideas (Tahamtan et al., 2016). Three parameters are linked to this analytical parameter. Organizations, authors, and nations are considered for this parameter.

➤ Co-authorship in terms of Authors

All 48 authors met threshold level 1 standards. Six authors were co-authors (Figure 2.6). This means that researchers in this field can work across fields and historical periods to gain critical knowledge and build relationships with prominent experts.

➤ Co-authorship in terms of Organizations

Organizational co-authorship is determined by evaluating at least one work, regardless of citation. Out of 44 organizations, all have at least one document (Figure 2.7). Four organizations have the greatest link strength, 6. (figure)

➤ Co-authorship in terms of Country

Country association can also lead to co-authorship. There are 18 countries with these databases. 18 countries met the minimum criteria of at least one document. Finland has the most citations (73). UK and US follow with 69 and 56 citations, respectively. Scholars can study 6 Indian citations. The US has the most documents with 6, followed by India with 4 (Figure 2.8).

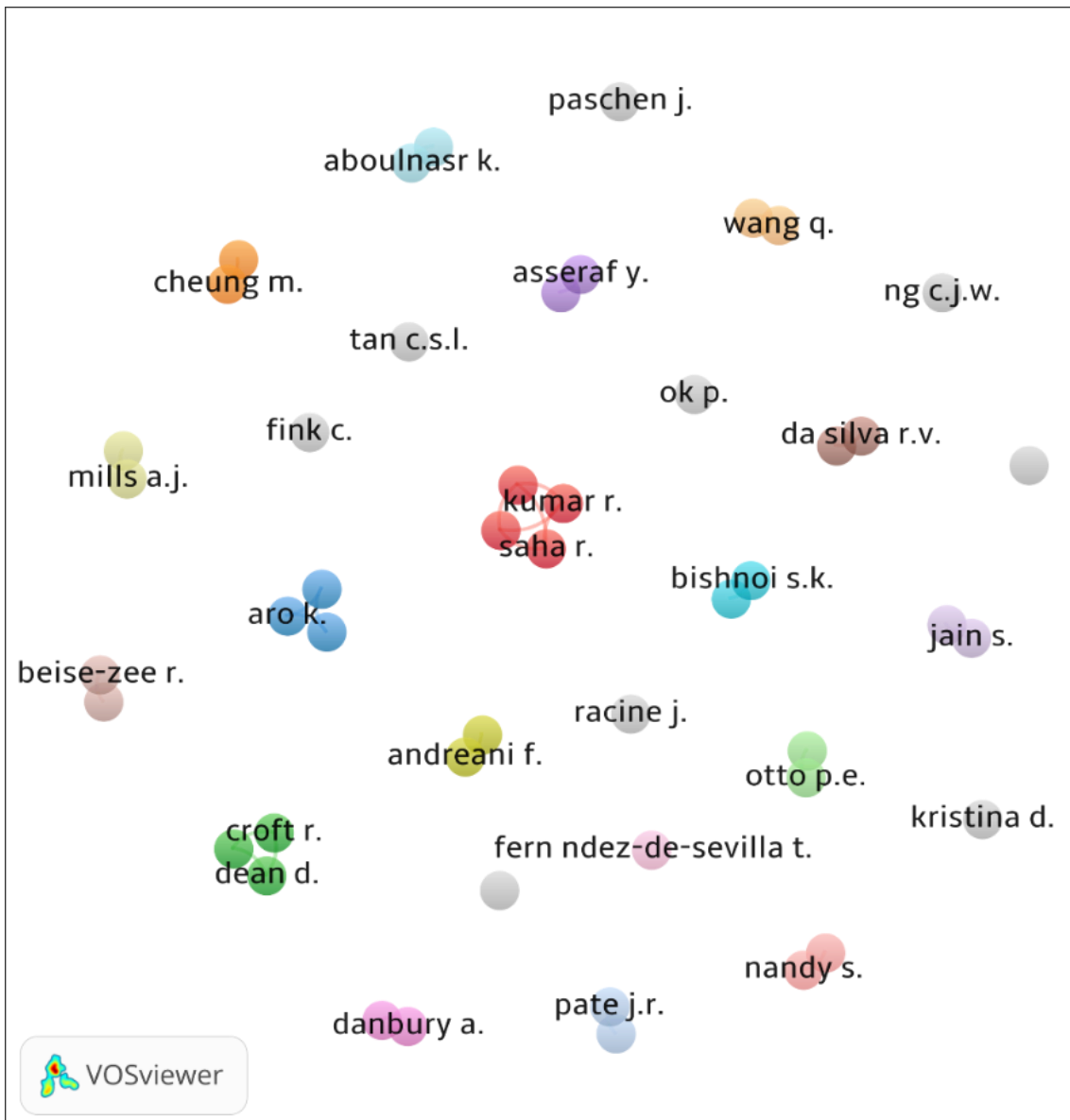


Figure 2.6 Analysis of the Co-authorship Network in Relation to the Authors

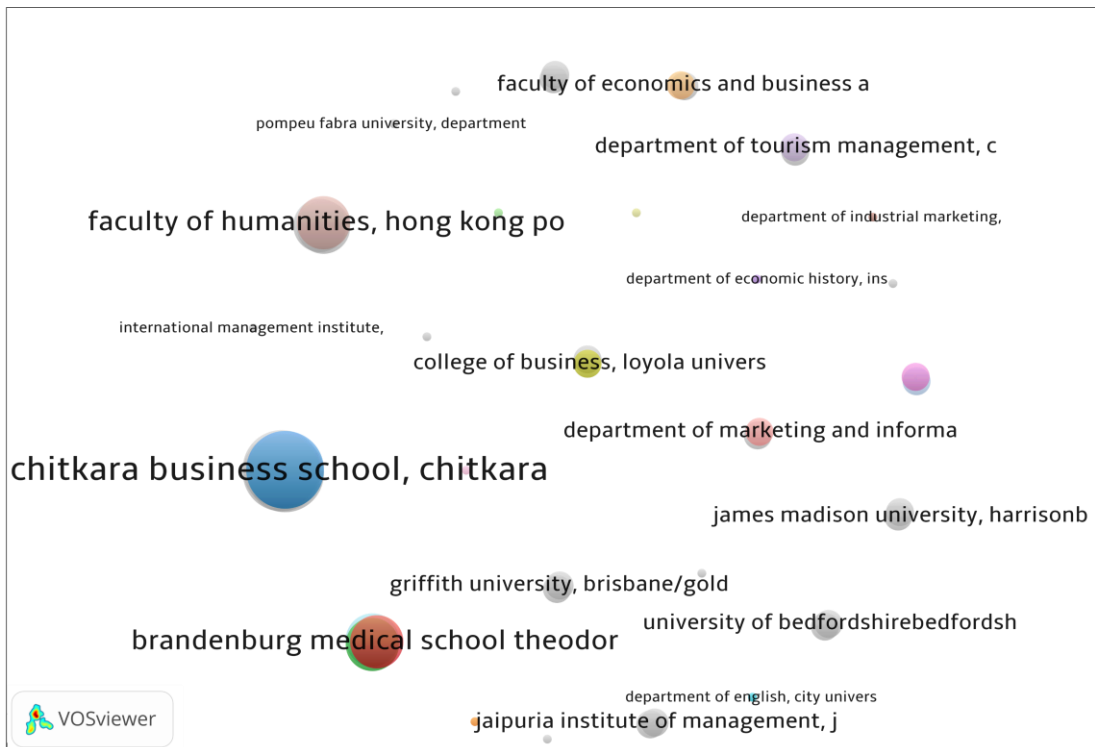


Figure 2.7 Co-authorship analysis in terms of Organizations

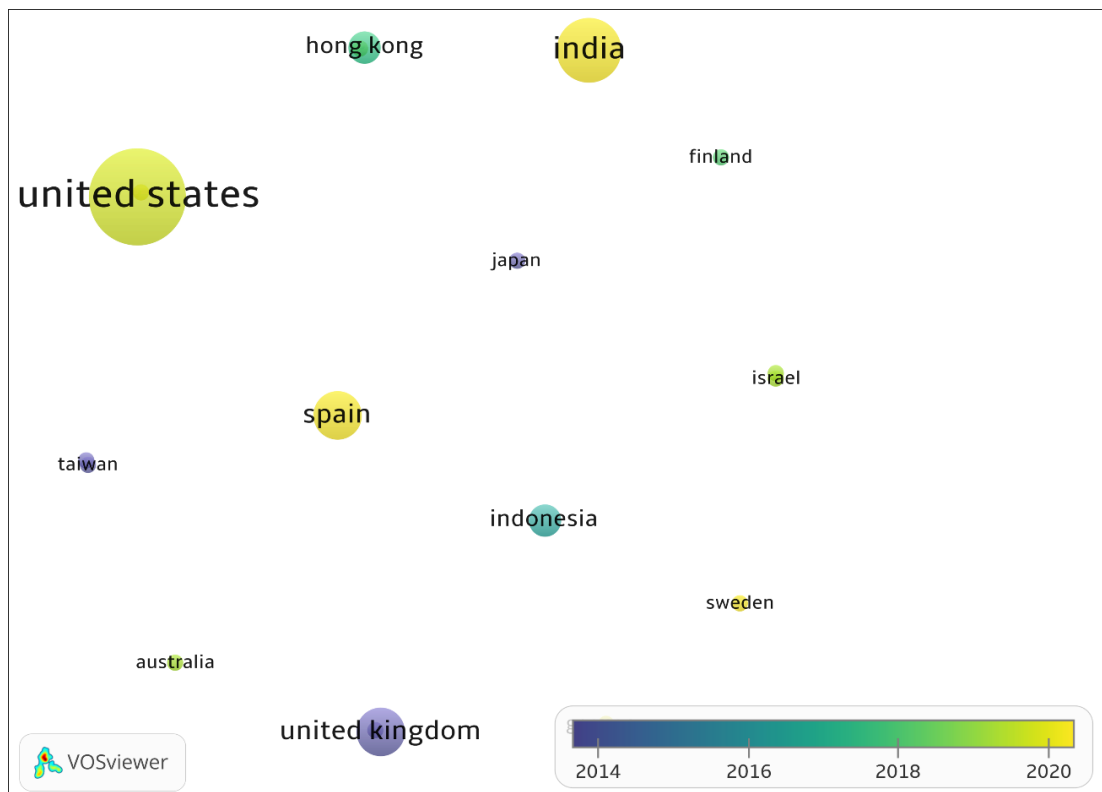


Figure 2.8 Co-authorship analysis in terms of Countries

2.4.3 Network Analysis of Citations

The analysis encompasses several units of analysis, such as documents, sources, authors, countries, and organizations.

➤ Citation Analysis of Documents

Among the 27 documents, a minimum of 1 citation is required for each document. A total of 27 documents satisfied the specified criteria (Figure 2.9).

➤ Citation Analysis of Sources

Citation analysis of sources (Figure 2.10) is conducted by applying a criterion of at least 1 citation per source and 1 document. Among the total of 22 sources, only 17 satisfied the established criteria. The Journal of product and brand management has received the greatest number of citations, with a total of 94.

➤ Citation analysis by Authors

At least 37 out of the 48 writers in document 1 with a minimum citation count of 1 met the requirement (Figure 2.11).

➤ Citation analysis by organization

At least 33 authors documented 1 or more citations, and out of them, a total of 44 authors met the requirement. The University of Turku, Finland and the University of Oulu, Finland have achieved the highest number of citations, with a total of 73 (Figure 2.12).

➤ Citation analysis by country

18 countries have EB databases. Of them, 17 met the citation criteria of at least one document and one citation. Finland led with 73 citations, followed by the UK with 69 and the US with 56. The US has the most documents with 6, followed by India with 4, and the UK with 3 (Figure 2.13).

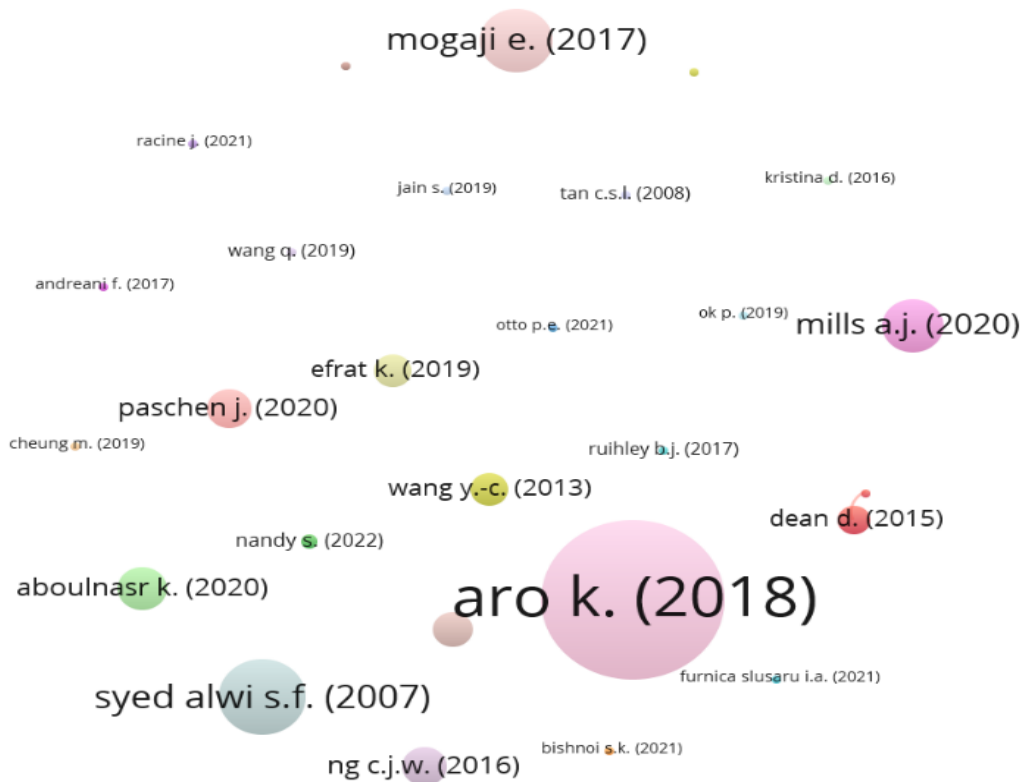


Figure 2.9 Network Analysis of Citations (In terms of Documents)



Figure 2.10 Network Analysis of citation by sources

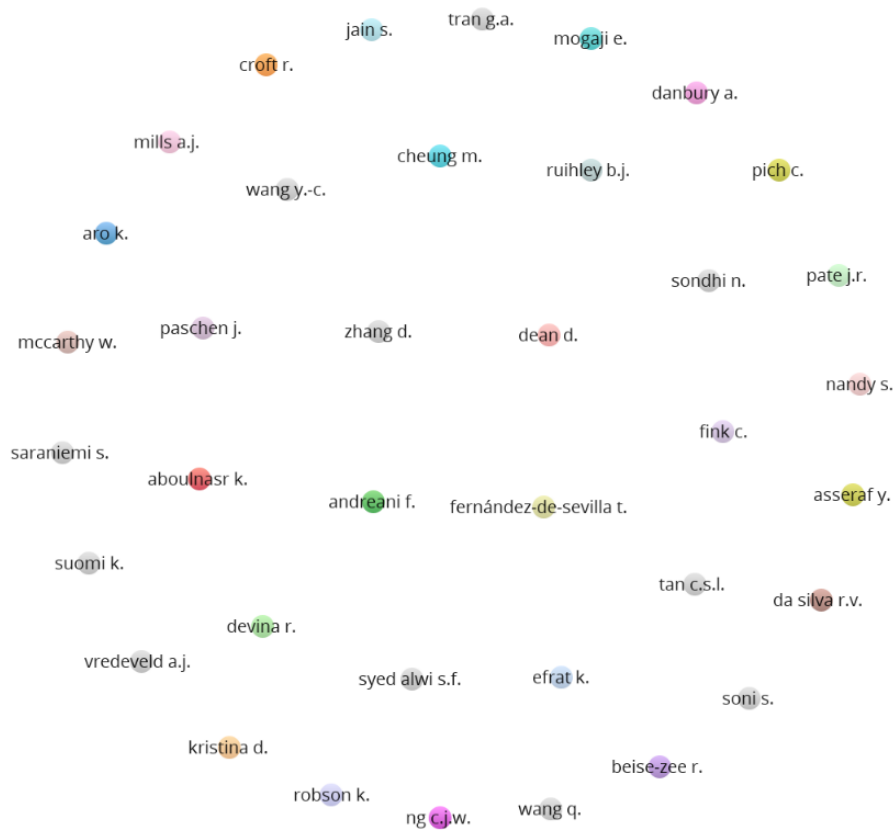


Figure 2.11 citation analysis by Authors



Figure 2.12 Citations by Organizations

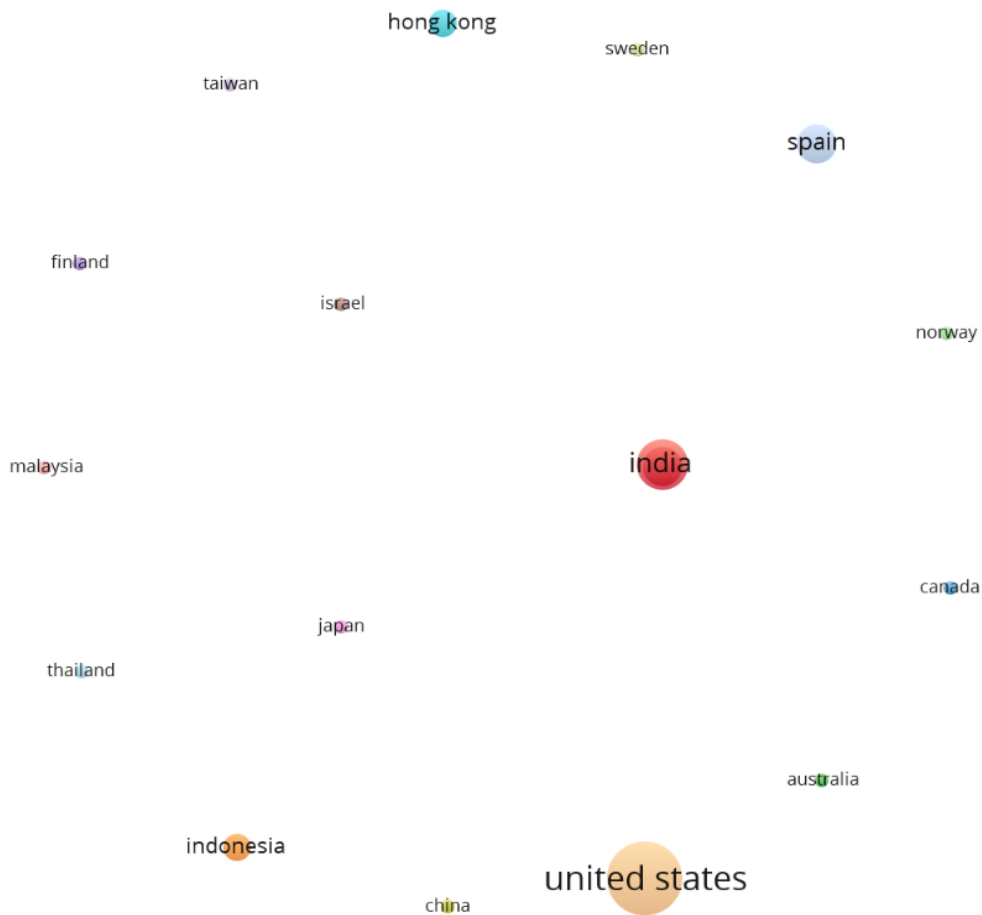


Figure 2.13 Citation analysis of country

2.4.4 Network Analysis of Co-occurrences

➤ Co-occurrence analysis in terms of all keywords

Various keywords are taken into account for the analysis of co-occurrences (Figure 2.14). The minimum threshold for the number of repetitions in the keywords is set at 2. Among the total of 135 keywords, 59 keywords satisfied the specified criteria.

➤ Co-occurrence analysis in terms of Author keywords

The co-occurrence of author keywords is analysed using a minimum threshold of 2 occurrences per author. Among the 129 keywords provided by the authors, only 8 keywords satisfied the specified criteria. (Figure 2.15)

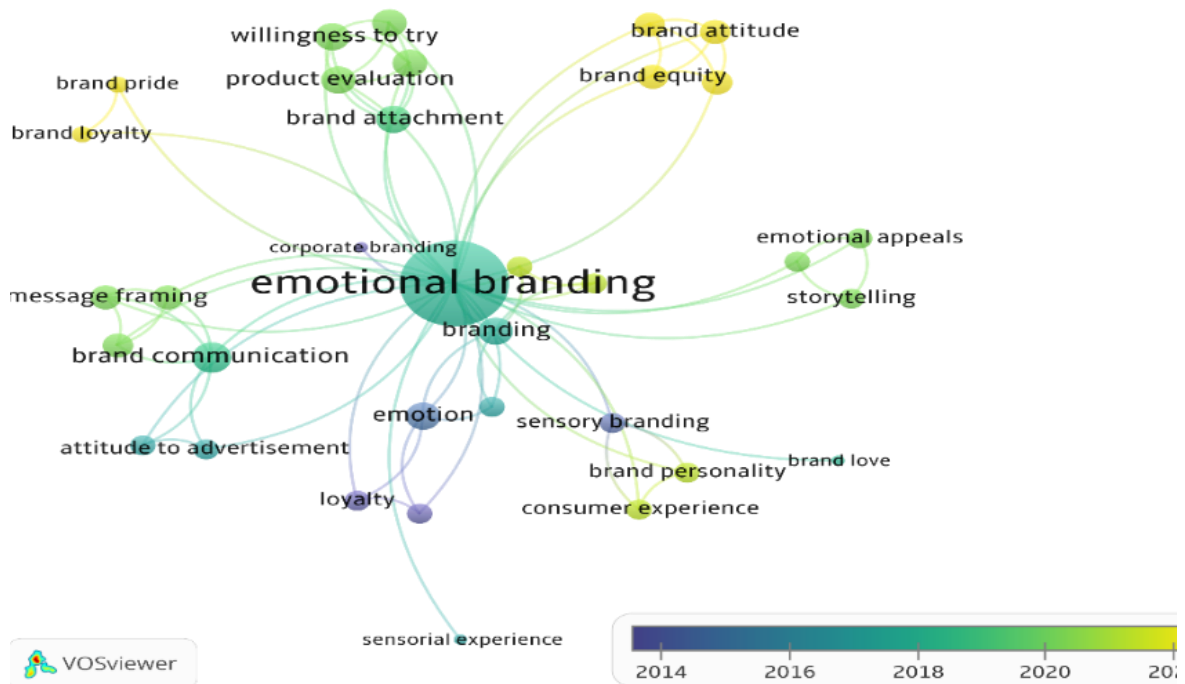


Figure 2.14 Co-occurrence Analysis in Terms of All Keywords

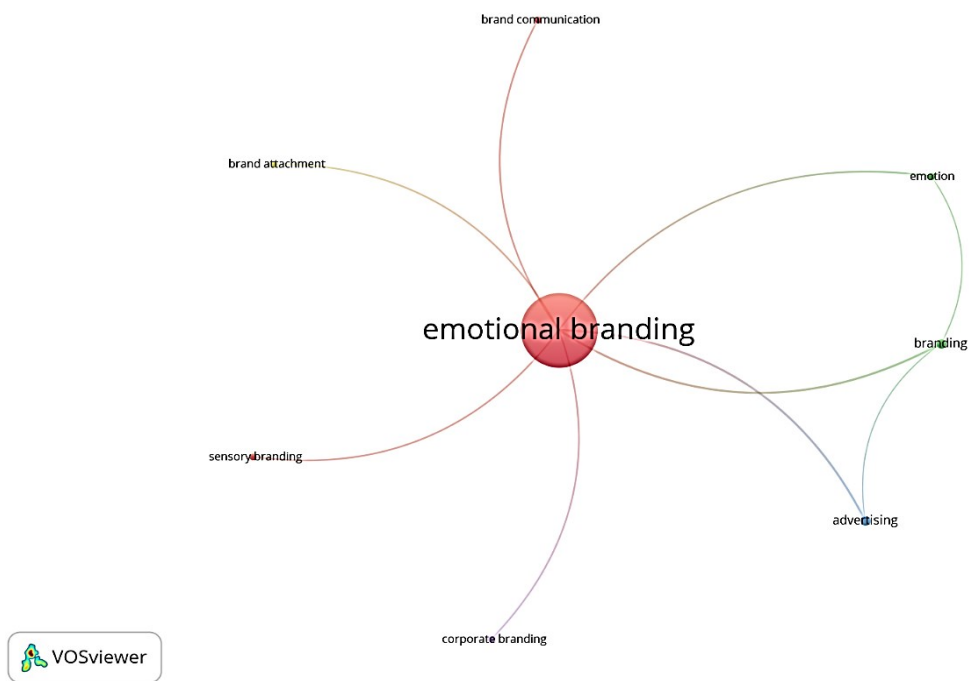


Figure 2.15 Co-occurrence Network Analysis (Author Keywords)

2.4.5 Network Analysis of Bibliographic Coupling

➤ Bibliographic Coupling of Documents

Out of a total of 27 documents, 21 documents met the citation requirement, which was set at a minimum of 1 citation (Figure 2.16).

➤ Bibliographic coupling of Authors

Assuming that each author has at least one citation, we will consider one document per author as the minimal threshold value. Out of the 48 authors, 33 have reached the required criteria with a combined link strength of 1608 (Figure 2.17).

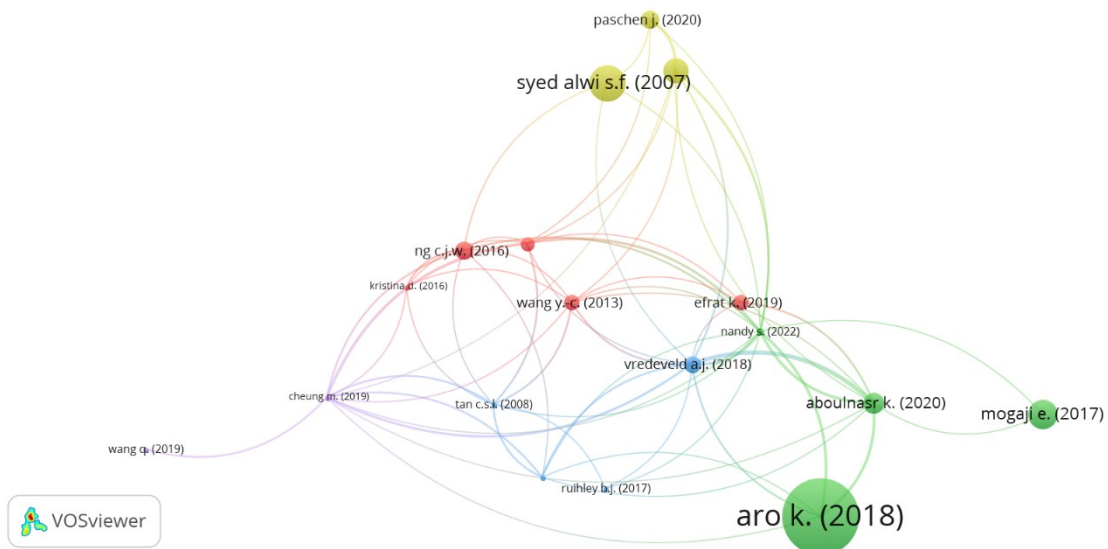


Figure 2.16 Bibliographic coupling of documents

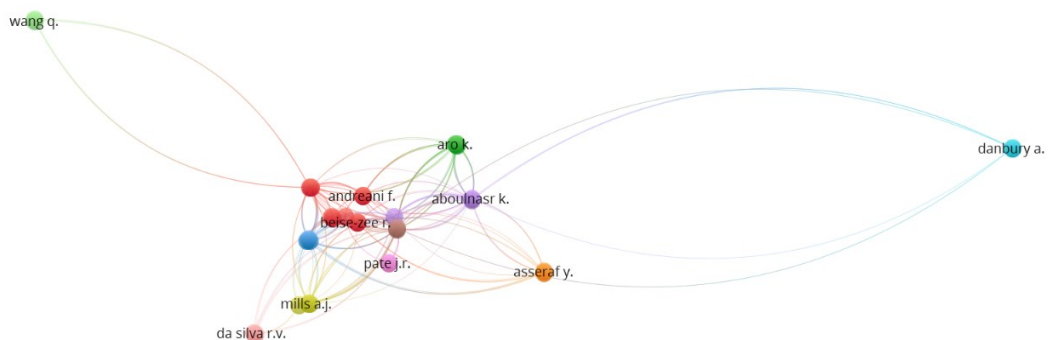


Figure 2.17 Bibliographic coupling of Authors

2.5 Identification of gaps

- a) Despite a significant body of evidence highlighting the pivotal role of emotions in fostering robust consumer-brand connections through alignment with personal values, there is a notable little research in emotional branding (Akgün et al., 2013).
- b) More investigation is required to discover the impact that emotional attachment has on the decisions that consumers make regarding their purchases (Ho, 2017).
- c) A paucity of research has been conducted on the components that contribute to emotional branding and the results that it produces (Akgün et al., 2013).
- d) A research gap exists regarding the exploration of emotional branding's influence on diverse outcomes, including brand loyalty, purchase and repurchase intentions, brand attitude formation, brand equity, and affective commitment, within a robust theoretical framework (Akgün et al., 2013).
- e) Many research has been undertaken on EB. However, there is a scarcity of research in the Indian context that investigates the relationship between EB through ads and its impact on customer loyalty, brand image, or purchase intent. There is a void in the existing research literature on the EB methods used by Indian enterprises and their impact (Nair et al., 2017).

2.6 Summary of Literature review and bibliometric analyses (Figure 2.18)

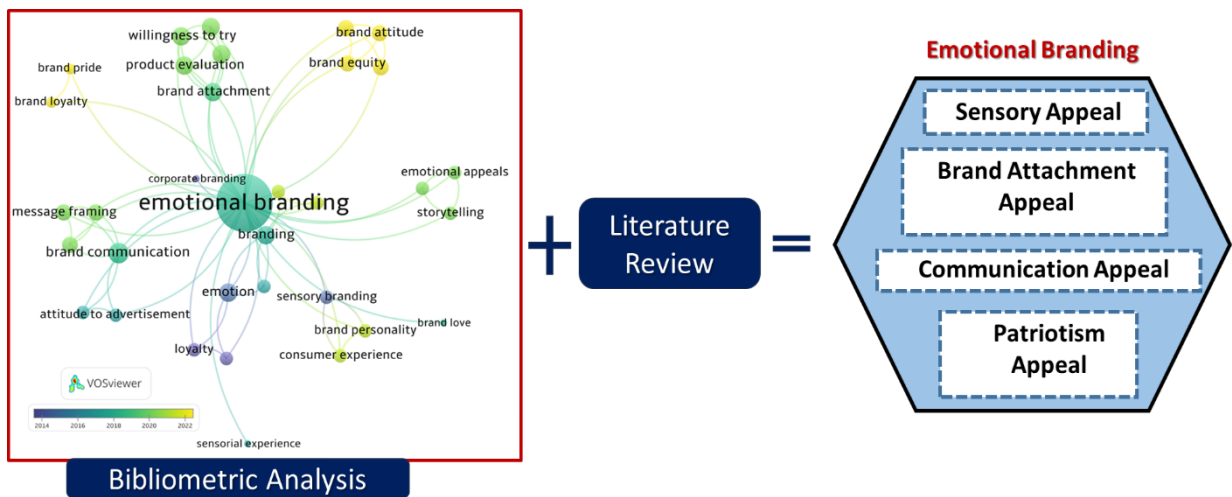


Figure 2.18 Summary of Literature review and bibliometric analyses (Author Source)

By examining the literature Scopus database, we perform a keyword search and discover that the term "EB" is prevalent in the articles. The predominant years for document publication are 2021 and 2019, with a concentration in the subject areas of business, management, accounting, and social science. The United States takes the lead as the primary contributor to

the literature, with India, Spain, and the United Kingdom following suit. The trends are further supported by network analysis conducted using VOS Viewer 1.65 software, which emphasizes that 2021 was a year of substantial progress in EB. Detailed examinations involve the study of co-authorship, co-occurrence, citation, and bibliographic coupling. Finland is identified as having the maximum number of citations (73) according to the citation analysis, which suggests a strong and thriving research environment. India, nevertheless, falls behind in citations (6), indicating unexplored research capacity. The main subject themes in EB encompass brand communication, brand attachment, sensory branding, corporate branding, advertising, and the intersection of branding and emotion. Two prominent academic journals, namely *The Journal of Product and Brand Management* and *FIIB Business Review*, have made substantial contributions to the area. The research highlights the extensive potential for doing EB research in India, with the expectation of significant future endeavours in this field. Researchers are encouraged to collaborate with existing scholars, allowing for engagement across different geographies and time periods. The proposed themes for inquiry include brand communication, brand attachment, sensory branding, corporate branding, advertising, and branding and emotion. These themes offer a wide range of opportunities for both qualitative and quantitative research in the future. The literature examines the use of EB in various industries, such as service brands, hotels, non-profit organizations, tourism, fast food, retail, sustainable consumption, luxury automobiles, online retail, beauty, wine, fashion, airlines, food and beverage, luxury fashion, content marketing, sportswear, healthcare, social media marketing, banking, destination marketing, luxury goods, automotive, smartphones, cosmetics, and beauty. Nevertheless, it highlights a notable deficiency in research within the FMCG Industry, so offering a potential opportunity for future inquiries. The authors delineate numerous significant impacts of EB across industries, encompassing augmented customer loyalty and recurring purchases, differentiation from rivals, the formation of a distinctive and unforgettable brand image, the establishment of a robust emotional bond with the intended audience, favourable emotional association with products, heightened consumer loyalty and advocacy, emotional engagement and attachment, brand adoration, a readiness to pay higher prices, amplified brand value and market share, positive brand encounters, and the cultivation of profound and enduring consumer relationships.

3 Research Methodology

After extensive literature review and bibliometric analyses in the above chapter, we now move on to chapter three which deals with research methodology section of this thesis. In this chapter, the primary aim is to elucidate the research methodology and empirical techniques employed in this study. Beginning with research design, the chapter rationalizes the selection of approach for the research followed by research strategy, stages, sampling, sample size, measurement items, questionnaire, tools and techniques used for this study. Through a thorough examination of these methodological choices, the chapter sets the stage for the ensuing empirical investigation. This chapter ends by providing theoretical framework and hypotheses for this research.

3.1 Research Design

The research design delineates the methodology for data acquisition, specifying the timing and sources from which the data will be aggregated for subsequent statistical analysis. The current research aims to establish a connection between the aspects of EB and buying behaviour, as well as branding using a predetermined theory. To achieve this, the research uses descriptive research methods to test the given model. The primary objective of this research is to examine the correlation between EB dimensions and buying behavior, as well as branding. Therefore, a descriptive research design is suitable for this study as it concentrates on the contextual framework and follows a defined process with a planned approach to collecting data in order to define the interconnectedness between constructs.

3.2 Research Approach: Deductive and Inductive

According to (Burney & Saleem, 2008), the deductive approach is based on established theories, set hypotheses, tools, techniques or observation and generalization. On the other hand, inductive approach does not essentially need a theory rather it is based more on observations and patterns, therefore, it provides more flexibility to the scholars (Figure 1.1)

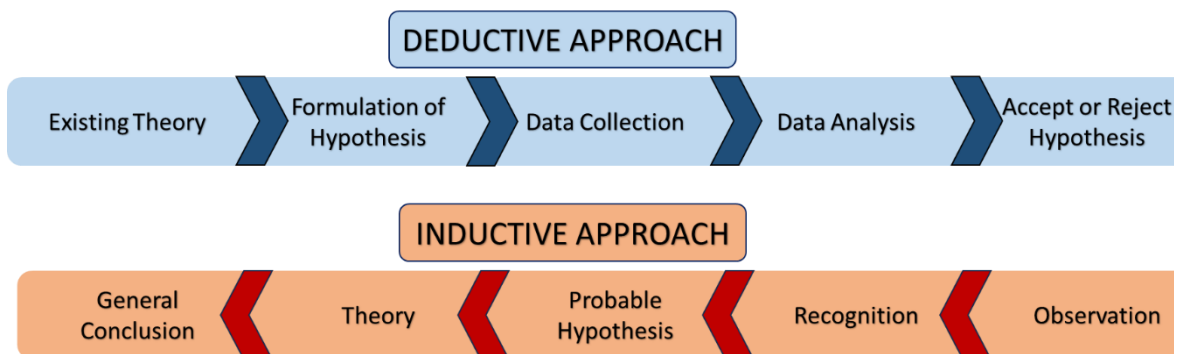


Figure 3.1 Process of deductive and inductive approach (Author Source)

3.3 Rationale for adopting deductive approach:

Basically, inductive approach is considered as a bottom-up approach where generalizations are based upon known phenomenon, moving towards drawing inferences based on that premise and reach to formulation of theory. On the other side, deductive reasoning is considered as top - down approach as it is based upon established theories, generation of hypotheses, collecting evidences to analyse the facts and to confirm the acceptance or rejection of hypotheses in accordance with the study. A deductive approach is generally utilised when there is a priori determination of scale items on the basis of existing theories and literature. Therefore, deductive reasoning has been chosen for this research as it is based

upon pre-determined theory, a set of hypotheses, use of techniques to confirm the relationship among variables and reach upon generalising the results and findings based on the evidences.

3.4 Research Strategy

A research strategy is the relationship between a study paradigm and a specific preference for data collection and analysis (Sivo et al., 2006). The term "research strategy" refers to the use of an effective research plan to overcome challenges and problems in a research project and ensure its success (Bryman, 2011); (Sivo et al., 2006). Generally, research involves three types of study procedures. The first technique is quantitative, which involves the use of surveys and experiments. In addition to this, a qualitative methodology is utilised, and the aforementioned research methods include ethnographies, action research, grounded theory, and narrative inquiry study methodologies. Case studies and archive research are two examples of the types of research methodologies that are utilised in certain research project (Sivo et al., 2006). (Bryman, 2011) contends that deductive theory should be used when examining quantitative data. To quantify the results and outcomes, this research relies on the collection and analysis of numerical data. Furthermore, there are two types of quantitative strategies. Conducting an experiment and survey. Experimental studies are carried out in either a laboratory or in natural settings to test the validity of hypotheses and attain research goals. The conditions in these investigations are closely monitored. Survey methods are commonly used to collect data from a small sample of people with the goal of statistically evaluating and summarizing the findings for generalization (Collis & Hussey, 2014). Using this technique, scientists can collect a large amount of data from a large population in a very practical and cost-effective manner (Sivo et al., 2006). Survey approaches are often employed in deductive processes to test or reject assumptions and hypotheses (Bryman, 2011). As a result, in order to evaluate the hypotheses related with this research project, a substantial amount of statistical information and data is required. Survey methods were chosen for this study because they allow for the quick and easy collection of information from a large number of participants at a minimal cost (Bryman, 2011); (Malhotra, 2012); (Sivo et al., 2006). Furthermore, because participants are given a variety of pre-determined responses, this method offers trustworthy data that is easier to process, analyse, and understand (Malhotra, 2012).

3.5 Research Stages and Strategies

This doctoral research utilizes recent findings in EB literature to develop research hypotheses. It outlines the tools and techniques used to gather empirical data for investigating the research questions and objectives. The collected data are evaluated, and theoretical insights and recommendations are proposed for marketers based on the findings. A comprehensive literature evaluation was conducted using key digital databases for this research, including Scopus, Wiley, Sage, Taylor and Francis, Google Scholar, Springer, and Emerald. Following the identification of a research gap, a research design was developed based on an extensive literature review. The design consists of three stages: 1) The first stage involves the conceptualization of EB and the generation of research items. 2) The second stage includes pilot testing and EFA. 3) The third stage demonstrates confirmatory factor analysis (CFA) and Structural Equation Modeling (SEM) for this research.

3.6 Sampling Strategies

The term "sampling strategy" pertains to the procedure of selecting a subset of a community, conducting an inquiry on that particular group of individuals, and subsequently generalizing the findings to the full population (Burns, 2000). The purpose of the sampling technique is to gather data from the complete population while adhering to the study objectives. There exist two distinct sampling methodologies. Firstly, several random sampling methods can be employed, including basic random sampling, systematic sampling, stratified sampling, cluster sampling, and area sampling. Additionally, there are non-random sampling techniques, including convenience sampling, purposive sampling, quota sampling, and snowball sampling.

Due to the presence of pre-established screening criteria for selecting sampling units, we have chosen to use a non-random sampling method, specifically the purposive sampling method, for this research. Purposive sampling, sometimes referred to as judgmental sampling, enables researchers to select persons or respondents based on predetermined criteria aligned with the research objectives (Etikan, 2017). Three criteria have been established for selecting respondents in this study: a) The participant must be a minimum of 18 years of age. b) The participant must have a history of utilizing hair oil, soap, and toothpaste products. c) The participant must dwell in the Delhi NCR region of India. Hence, the utilization of purposive sampling approach has been deemed more suitable for this research.

3.7 Measurement Items

The following is a summary of the independent and dependent variables used in this study

3.7.1 Independent Variables

This research measures the dimensions of EB through four specific variables: SA, BA, CA, and PA. The assessment of SA was adjusted from (Desmet & Schifferstein, 2012) and (Gobe, 2002) using four items, while BA was measured using ten items derived from (Thomson et al., 2005) and (Aron et al., 2005). Thirteen items were revised from the CASC scale developed by (Buck et al., 2004) to assess CA, while seven items were derived from the work of Niharika and Rajan Yadav (2021) to measure patriotic appeal. The elements of purchasing behavior examined in this study are assessed through attitude, intention to purchase, and AP. The constituents of branding encompass quantifiable metrics such as BAW, BL, BAS, and perceived quality. Five items were selected from the study by (B. Yoo & Donthu, 2001c) to assess BAW, while five items were chosen from the studies by (Coulter et al., 2003) , (B. Yoo & Donthu, 2001c) and (Schivinski & Dabrowski, 2014) to evaluate BL. Four BAS assessment items were derived from (Schivinski & Dabrowski, 2014) study, while four PQ items were taken from (Sweeney & Soutar, 2001) research.

3.7.2 Dependent Variables

The dependent variables in this research are EB, BB and Branding.

Following are the constructs and their items in below Table 3.1.

Table 3.1 Model construct and measurement items

Model constructs		Measurement items	Source
SA		<ul style="list-style-type: none"> • I like the fragrance of this product. • The texture of this product is sensational. • The product is visually appealing. • The color of this product is attractive. 	(Desmet & Schifferstein, 2012) and (Gobe, 2002)
BA		<ul style="list-style-type: none"> • I am fond of this brand. • I love this brand. • I think that this brand and I are quite similar to each other. • I feel emotionally attached with this brand. • There is something almost magical about my relationship with this brand. • There is a bond between me and this brand. • I feel connected to this brand. • I am passionate towards this brand. • I am delighted to this brand. • I am captivated to this brand. 	(Thomson et al., 2005) and (Aron et al., 2005)
PQ		<ul style="list-style-type: none"> • The product serves the purpose for which it is made. • The product is reliable. • The quality of packaging is suitable for the product. • The believability of the product is high. 	(Sweeney & Soutar, 2001)
CA	Emotional Appeal	<ul style="list-style-type: none"> • I feel happy about the brand. • The brand is popular. • I feel excited about the brand. • I feel intimacy with the brand. • I feel contented with the brand. • I do not enjoy in recalling the brand. • I am favourable to this brand. 	(Buck et al., 2004) – CASC Scale
	Rational Appeal	<ul style="list-style-type: none"> • The product is effective. • The product possesses distinct feature. • The product is good for overall health of the human being. • The product is not harmful. • This product is cheaper than the other products of the similar category. • The product is right value for money. 	
PA		<ul style="list-style-type: none"> • I love Indian brand. • I feel happy when I buy Indian brand. • I prefer to buy products made in India. • The country of origin is very important for me. • I feel proud in buying Indian brand. 	Niharika and Rajan Yadav (2021)

	<ul style="list-style-type: none"> • When I buy products made in India, Indian economy will prosper. • I am committed to the Indian brand. 	
PI	<ul style="list-style-type: none"> • This brand falls in my evoke set (preferential image). • I have been influenced by this brand. • I intend to buy this brand. • I am tempted to use this brand. • I have decided to buy this brand. 	(Batra et al., 2012b); (Lin & Chang, 2003)
AP	<ul style="list-style-type: none"> • I would like to buy this product. • I buy this product ofently. • I decide to buy this product quickly. • Good memories of the brand, facilitates me to buy this product. • This brand gets me involved in buying the product. • Impressive characteristics of the brand makes me to buy this product. 	(Lin & Chang, 2003)
Attitude	<ul style="list-style-type: none"> • I feel happy, whenever I think about this brand. • I like this brand. • This brand's claims are believable. • This brand has a name you can trust. • I have a favorable opinion towards this brand. 	(Erdem et al., 2004) (K. L. Keller, 1993)
BAW	<ul style="list-style-type: none"> • I am aware of this brand. • I can easily recognize this brand among competing brand. • I can easily imagine this brand in my mind. • Some characteristics of this brand come to my mind quickly. • I can quickly recall the symbol logo of this brand. 	(B. Yoo & Donthu, 2001c)
BL	<ul style="list-style-type: none"> • I am committed to this brand. • I would actively search for this brand in order to buy it. • This brand would be my first choice. • If someone offers me a competitive brand I will still buy this brand. • I am attached to this brand. 	(Coulter et al., 2003) ; (B. Yoo & Donthu, 2001c) (Schivinski & Dabrowski, 2014)

BAS	<ul style="list-style-type: none"> • This brand has a good image. • My memories associated with this brand positively influence my purchase decision. • I have good memories linked to this brand. • I associate good feelings with this brand 	(Schivinski & Dabrowski, 2014)
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3.8 Structured Questionnaire Procedure

The research involved collecting data from respondents to create scale items using EFA. In the last stage, CFA and SEM were conducted to validate the results. Consequently, the questionnaire was administered twice in order to collect data for this study. To assess ambiguity, intelligibility, and clarity of the questions, the questionnaire underwent a pre-test. The participants were encouraged to give feedback on any elements of the questionnaire that they found challenging or hard to understand. In accordance with the suggestions, certain modifications were implemented to enhance the lucidity and legibility. Following the completion of the pilot test by 50 participants, no instances of ambiguity were detected in the final questionnaire.

Upon completing the selection of items for this study, the questionnaire was formed into two distinct sections.

- Initial section: Demographic characteristics of the participants
- The second phase of the study involved asking a total of 73 questions to assess EB, buying behavior, and branding.

The scale utilized a structured questionnaire employing a 5-point Likert scale, where a rating of 5 corresponds to "strongly agree" and a rating of 1 corresponds to "strongly disagree". The definitive version of the questionnaire can be found in Annexure 1.

Choosing several phases for analyses and multiple products: employing a methodical approach spanning distinctive phases in the analysis of research work provides a comprehensive, rigorous, and scientifically sound foundation. Each sequential stage serves to fortify the preceding one, ensuring methodological coherence and reducing the risk of bias. By breaking down the analysis into distinct phases, researchers can thoroughly explore the research problem, iterate on their methods, and enhance the validity and reliability of their findings. This structured approach allows for the integration of diverse data sources and analytical techniques, leading to a more refined measurement scale and a deeper understanding of the research topic. Ultimately, the cumulative results of this meticulously

structured process contribute to a more robust and scientifically sound framework, increasing the credibility and impact of the research within the broader academic community. The deliberate selection of three products within the FMCG sector served a strategic purpose in eliciting precise responses from respondents. By choosing distinct products, the research aimed to uncover nuanced purchasing characteristics specific to each item. This selection strategy allowed for a comprehensive exploration of consumer behavior, capturing diverse preferences and tendencies across different product categories. The amalgamation of responses gathered from the three products was crucial in facilitating the generalization of respondents' buying behavior, enabling researchers to draw broader conclusions about consumer purchasing patterns within the FMCG sector. This methodological approach not only enhances the robustness of the findings but also contributes to a deeper understanding of the intricacies underlying consumer decision-making processes in this industry. By considering multiple products, the research captures a more representative sample of consumer behavior, thereby enriching the insights gained and facilitating more informed decision-making for businesses operating in the FMCG sector.

3.9 Sample size

The current investigation employs SEM to construct and authenticate a measurement scale for EB, as well as to determine the influence of EB on purchasing behavior and brand perception. Therefore, it is imperative to comprehend the prerequisites for sample size while employing SEM in study. Statisticians generally agree that a high sample size is necessary for the accurate estimation of the standard error of the mean (SEM) (Kline, 2005). Estimating additional statistical effects in increasingly intricate models necessitates higher sample sizes to ensure relatively consistent results. The kind of estimate algorithm employed in the analysis also impacts the necessary sample size. Structural Equation Modeling (SEM) encompasses multiple estimate methods, each with varying requirements for sample size due to their assumptions (or lack thereof) about the data. (Kline, 2005) states that conducting any form of structural equation modeling (SEM) study with less than 100 examples is challenging, unless a very basic model is used. These basic models may be very rudimentary. Sample sizes below 100 would be classified as tiny. A sample size ranging from 100 to 200 participants is often regarded as medium and is a preferable minimum. However, it is important to note that this is not an absolute rule, as factors such as the complexity of the model must also be taken into account. Sample sizes greater than 200 should be regarded as large.

Before beginning the process of data collection using SEM, it is essential to determine the minimum sample size required in order to guarantee a desirable level of statistical power with a specific model, as stated by (McQuitty, 2004). According to (Schreiber et al., 2006), the required sample size is affected by the normality of the data as well as the estimating method that is utilised by people conducting research. The ratio of ten participants to each estimated free parameter, on the other hand, is usually acknowledged to be adequate. It is advised, based on the guideline offered by (Schreiber et al., 2006), that the sample size for the study should be greater than 730. This is due to the fact that the current study uses 73 Likert scale questions to evaluate various aspects associated with this research. A required sample size of 200 was proposed by both (Sivo et al., 2006) and (Hoelter, 1983), despite the fact that there is less consensus regarding the necessary sample size for SEM. For the purpose of data analysis using SEM, any number that is greater than 200 is generally deemed to offer an adequate amount of statistical power. In light of these criteria, the findings of this study indicate that a sample size of more than 200 is something that should be considered.

The primary objective of this study was to gather responses from about 1000 participants residing in the Delhi/NCR region. The data from the customers was collected using a judgmental sampling method. All 1000 surveys that were delivered to the respondents were received. After applying additional filters, a total of 941 replies were identified as being totally filled out. The sample size of 941 was adequate considering all the factors mentioned before.

3.10 Reliability and Validity

3.10.1 Reliability

Reliability is a scale's consistency across multiple measurements. While some inaccuracy is inevitable, a good instrument usually gives consistent readings. (Carmines & Zeller, 1982) define reliability as repeated measurements showing consistency. Research reliability depends on its ability to replicate findings (Collis & Hussey, 2014). Internal consistency is assessed using Cronbach's Alpha and Composite Reliability Scores. The total of latent variable loadings divided by component loadings and error variances yields composite reliability (CR) (Nunnally, 1994). (Nunnally, 1994) recommends a Composite Reliability score of 0.70. Cronbach's alpha is a popular metric for analyzing sample internal consistency (Hair et al., 2019a). The current study measures test instrument reliability using Cronbach alpha.

3.10.2 Validity

The validity of a scale can be described as the degree to which variations in observed scale scores accurately represent genuine variations among objects in the attributes being assessed, rather than being influenced by systematic or random errors. (Jankowicz, 2000) demonstrated that validity pertains to the precision of the measurements employed for data gathering and analysis. The data is considered legitimate if other researchers may arrive at the same result using alternative methodologies. The face validity of the survey for this research was established through pre-testing and pilot testing, which ensured the clarity of the questions, their order, and the ease of filling out the survey. The content validity was determined by assessing both convergent and discriminant validity in the data analysis chapter.

3.10.3 Generalizability

Generalizability pertains to the degree to which one can extrapolate from the specific data at hand to a broader set of generalizations. This may involve the process of generalizing several aspects such as the items, scales, and contexts of observations. In this study, the researcher has expanded a scale of EB that was developed in a previous study. This was done by ensuring the reliability of the instruments and the numerous components that make up the scale, as well as validating the scale through the establishment of convergent and discriminant validity.

3.11 Tools and techniques for data collection

3.11.1 EFA

The EFA is a method used to evaluate the underlying factors that influence a group of variables. It is commonly employed to evaluate which things should be grouped together in order to create a scale. Researchers frequently employ it during the development of a scale to discover a group of underlying concepts that are not directly seen, but are inferred from a collection of measurable variables (Fabrigar et al., 1999). EFA operates under the assumption that any indicator or measurable variable can be linked to any factor. Prior to doing CFA, it is advisable for researchers to employ EFA in the development of a scale.

3.11.2 CFA

CFA is a specific type of factor analysis that is mostly employed in social research (Kline, 2005). It is employed to assess the degree to which measurements of a concept align with a researcher's comprehension of the essence of that concept (or factor). The primary goal of CFA is to assess whether the observed data align with a predetermined measurement model.

The proposed model is derived from established theory and/or prior analytical study (Watson & Wright, 2000). CFA analysis is a statistical procedure that is employed to validate the factor structure of a certain collection of data that has been seen. The use of CFA gives researchers the ability to investigate whether or not there is a connection between the variables that are observed and the latent constructs that are the basis for those variables.

3.11.3 SEM

SEM is a set of statistical techniques that aim to evaluate a conceptual or theoretical model (Sadock & Sadock, 2007). This is a highly potent multivariate analysis methodology that encompasses specialized versions of several other analysis methods as specific instances.

Theoretical Framework

The conceptual model is formulated based on an analysis of the relevant literature and bibliometric analyses is provided below (Figure 3.2).

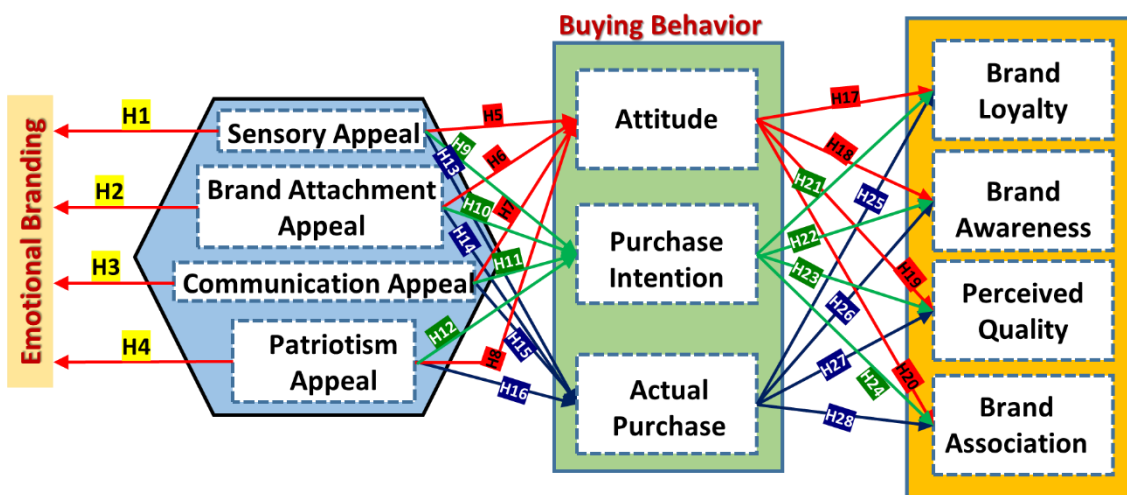


Figure 3.2 Proposed theoretical framework of the study

3.12 Proposed Hypotheses

In the course of the research, the following hypotheses have been proposed:

Hypotheses for Study 1: Scale Development and Validation	
H_1 : SA significantly influences EB	H_3 : CA significantly influences EB
H_2 : BA significantly influences EB	H_4 : PA significantly influences EB

Hypotheses for Study 2: Influence of EB variables on BB

Impact Variable 1: Attitude

H_5 : SA significantly influences attitude	H_7 : CA significantly influences attitude
H_6 : BA significantly influences attitude	H_8 : PA significantly influences attitude

Impact Variable 2: PI

H_9 : SA significantly influences PI	H_{11} : CA significantly influences PI
H_{10} : BA significantly influences PI	H_{12} : PA significantly influences PI

Impact Variable 3: AP

H_{13} : SA significantly influences AP	H_{15} : CA significantly influences AP
H_{14} : BA significantly influences AP	H_{16} : PA significantly influences AP

Hypotheses for Study 3: Influence of EB variables on Branding

Impact Variable 1: Attitude on Branding

H_{17} : Attitude significantly influences BL	H_{19} : Attitude significantly influences PQ
H_{18} : Attitude significantly influences BAW	H_{20} : Attitude significantly influences BAS

Impact Variable 2: PI on Branding

H_{21} : PI significantly influences BL	H_{23} : PI significantly influences PQ
H_{22} : PI significantly influences BAW	H_{24} : PI significantly influences BAS

Impact Variable 3: APon Branding

H_{25} : AP significantly influences BL	H_{27} : AP significantly influences PQ
H_{26} : AP significantly influences BAW	H_{28} : AP significantly influences BAS

3.13 Summary

The research design adopted in this study is characterized as descriptive, aiming to provide a comprehensive portrayal of the phenomena under investigation. It employs a deductive research approach, which involves testing hypotheses derived from existing theories or

literature. The chosen research strategy utilizes a survey method, facilitating the collection of data from a large and diverse sample. Within this framework, purposive sampling, specifically judgmental sampling, was employed to ensure that participants met specific criteria relevant to the research objectives. Data collection was executed through a meticulously designed questionnaire, utilizing a 5-point Likert scale to gauge respondents' attitudes and perceptions. Initially comprising 1000 participants, the study saw a final sample size of 941 after screening for relevant criteria. Analysis of the collected data involved sophisticated statistical techniques, including exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM), which were conducted using SPSS and AMOS software. This rigorous analytical approach allowed for a robust examination of the relationships and constructs under scrutiny, yielding valuable insights into the research domain.

Table 3.2 Overview of the Research Methodology

Research Design	:	Descriptive
Research Approach	:	Deductive
Research Strategy	:	Survey Method
Sampling method	:	Purposive sampling (judgemental sampling)
Data Collection Tool	:	Questionnaire
Sampling Size	:	Initial 1000- Final 941
Measurement Instrument	:	5 point Likert scale
Tools for data analysis:	:	EFA, CFA, SEM (SPSS & AMOS 24)

4 Construction and Validation of Four Dimensional Emotional Branding Scale : Study 1

In the preceding chapter, we extensively discussed the foundational elements of our research, delving into its theoretical underpinnings, conceptual frameworks, and methodological approaches. Now, our attention turns towards the empirical aspect of our study, where we engage in a meticulous analysis of quantitative data obtained from surveys. This chapter is structured around three distinct phases of data analysis, each serving as a crucial step in unravelling the complexities of our research inquiries (as illustrated in the accompanying figure). Our primary focus in this chapter is on the initial phase of our analyses, referred to as study 1, which is dedicated to the construction and validation of the emotional branding (EB) scale. Building upon the theoretical groundwork laid out in the preceding chapter, we embark on a rigorous process of scale development and validation, aiming to operationalize the concept of emotional branding into a quantifiable measure. Through a systematic exploration of survey responses and statistical techniques, we endeavour to establish a robust and reliable instrument for assessing emotional branding constructs, thereby laying the groundwork for subsequent investigations into its impact on buying behaviour and branding.

Study 1: Construction and Validation of four-dimensional EB scale (Figure 4.1)

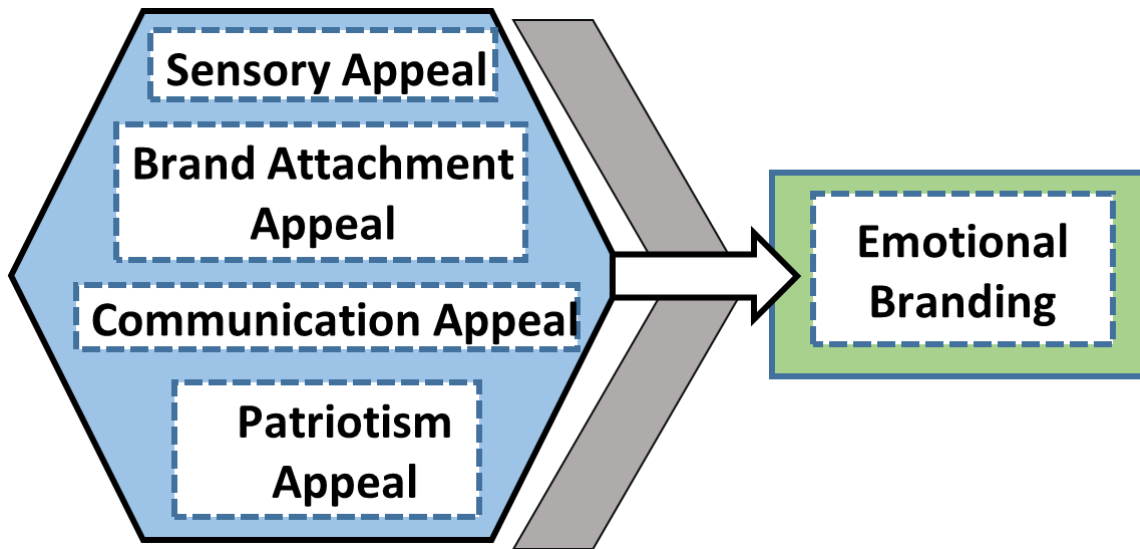


Figure 4.1 Proposed theoretical framework

4.1 Hair oil

4.1.1 Demographic Profile of the Respondents

The respondent’s demographic profile for the present study is given in Table 4.1. The stratification of data has been given to show that the sample is representative of all the Income, age, educational qualification, gender and marital status groups.

4.1.2 Assessment of Reliability

Throughout this study, all computed alpha coefficients exceeded the threshold of 0.70, demonstrating robust consistency among the items within each dimension. The detailed presentation of these alpha coefficients can be found in the accompanying table.

Table 4.1 Demographic Profile of the Respondents

Demographic Profile	Frequency	Present	Cumulative Percent
Gender			
Male	469	49.8	49.8
Female	472	50.2	100.0
Total	941	100.0	
Age			
21-30	710	75.5	75.5

31-40	61	6.5	81.9
41-50	116	12.3	94.3
51-60	48	5.1	99.4
Above 60	6	.6	100.0
Total	941	100.0	
Annual Income			
Up to 2,50,000	571	60.7	60.7
2,50,000-5,00,000	154	16.4	77.0
5,00,000-10,00,000	116	12.3	89.4
Above 10,00,000	100	10.6	100.0
Total	941	100.0	
Educational Qualification			
Under-Graduate	386	41.0	41.0
Graduate	242	25.7	66.7
Post-Graduate	220	23.4	90.1
Professional Qualification	80	8.5	98.6
Housewife	13	1.4	100.0
Total	941	100.0	
Marital Status			
Married	249	26.5	26.5
Unmarried	692	73.5	100.0
Total	941	100.0	
Hair Oil Brand			
Dabur	177	18.8	18.8
Patanjali	70	7.4	26.2
Himalaya	46	4.9	31.1
Himani Navratan	15	1.6	32.7
Bajaj	138	14.7	47.4
Parachute Coconut	340	36.1	83.5
Others	155	16.5	100.0
Total	941	100.0	

4.1.3 Exploratory Factor Analysis

➤ KMO and Bartlett's Test of Sphericity

Assessing factor analysis's suitability is important before starting. We have used the KMO statistic to measure sample sufficiency. Bartlett's test of sphericity tests the dataset for actor analysis-suitable correlations. Table 4.4 shows SPSS KMO statistic and Bartlett's test of sphericity output. According to Gaskin (2014), interpretive adjectives for the Kaiser-Meyer-Olkin measure of sampling adequacy are: 0.90's (marvellous), 0.80's (meritorious), 0.70's (middling), 0.60's (mediocre), 0.50's (miserable), and below 0.50 (unacceptable). The KMO Measure of Sampling Adequacy for these variables is .954, suggesting high adequacy. Table 4.4 demonstrates the KMO is acceptable. Bartlett's test results are statistically significant and acceptable.

Table 4.2 The Indicators of KMO and Bartlett's Tests

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.954
Bartlett's Test of Sphericity	Approx. Chi-Square	12235.935
	df	210
	Sig.	.000

➤ Total Variance Explained

The table shows that factor 1 explains 45.143% of the variance, whereas the remaining components explain less. Cumulative Percentage shows the percentage of variance explained by the current component and all prior elements. The third row shows 62.123. Thus, the first three components provide 62.123% of the variation. Value must surpass 50%.

➤ Extraction of Factors

The component analysis identified 21 components for SA, CA, and PA. Rotated Component Matrix (Table 4.3) shows these results. No exploratory study was done on BA because it was obtained from Thomson et al. 2005 without modification. BA was directly examined during confirmatory factor analysis. Factor loadings exceeding 0.5 are deemed acceptable according to Hair et al. (1995). Alpha values exceeding 70% are deemed acceptable, according to Nunnally's research in 1978, thus acceptable.

Table 4.3 The Results of Factor Extraction for all Dimensions of EB

S.no	Name of dimension/factor	Factor loadings	Cronbach Alpha 2 (%)
Factor 1 : SA			.778
1.	SA1	.672	
2.	SA2	.687	
3.	SA3	.770	
4.	SA4	.752	
Factor 2: BA Appeal - The items were adopted from Thomson et al. 2005, since there were no changes in the statements, the factor was not considered for EFA. It was directly analyzed at CFA phase.			
Factor 3: CA			.900
1.	CA1	.674	
2.	CA2	.618	
3.	CA3	.606	
4.	CA5	.538	
5.	CA6	.512	
6.	CA8	.796	
7.	CA9	.744	
8.	CA10	.757	
9.	CA11	.785	
10.	CA13	.750	
Factor 4 : PA			.934
1.	PA1	.786	
2.	PA2	.814	
3.	PA3	.821	
4.	PA4	.755	
5.	PA5	.838	
6.	PA6	.655	
7.	PA7	.785	

4.1.4 Confirmatory Factor Analysis

Initially, a zero-order CFA was conducted for all the variables. Subsequently, a first-order CFA was performed.

➤ Dimension 1: SA (Figure 4.2)

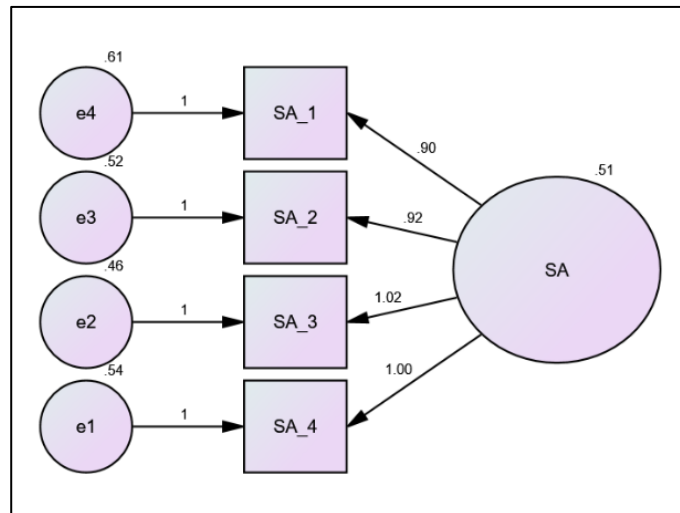


Figure 4.2 Zero-Order CFA-SA

- Average Variance Extracted (AVE):

The AVE measures how much a latent construct can explain the variability in purportedly linked variables. Latent construct correlates with conceptually related variables. The association is called factor loading. Squared correlations, which are standardized regression weights, give the proportion of variation in each observed variable explained by the latent construct, or shared variance. The average variance of all observable variables conceptually associated to a latent construct to calculate the AVE (Farrell, 2010). The calculation of AVE for the factor SA is given in Table 4.4

- Model Fit

The model's adequacy for the SA component is displayed in Table. The indices indicate that the model is robust (Hair et al., 2019b) and shows best fit of model (Jöreskog & Sörbom, 1990).

Table 4.4 Standardised Regression Weights for the factor 'SA'

	Estimate
SA_4 ← SA	.698

SA_3 ← SA	.731
SA_2 ← SA	.671
SA_1 ← SA	.633
Average of Estimates	0.683
AVE	0.468

Table 4.5 Model Fit Results of Zero-Order CFA for the factor SA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	14.258
Degrees of Freedom (df)	2
Model Fit	
CMIN/DF (λ^2 / df)	7.129
Comparative fit index (CFI)	.987
Goodness of fit index (GFI)	.992

➤ Dimension 2: BA Appeal

Zero order CFA is displayed in Figure 4.3. Table 4.6 shows AVE and Table 4.7 shows model fit for BA appeal. The indices indicate that the model is great (Hair et al., 2010) and shows best fit of model (Jöreskog & Sörbom, 1990)

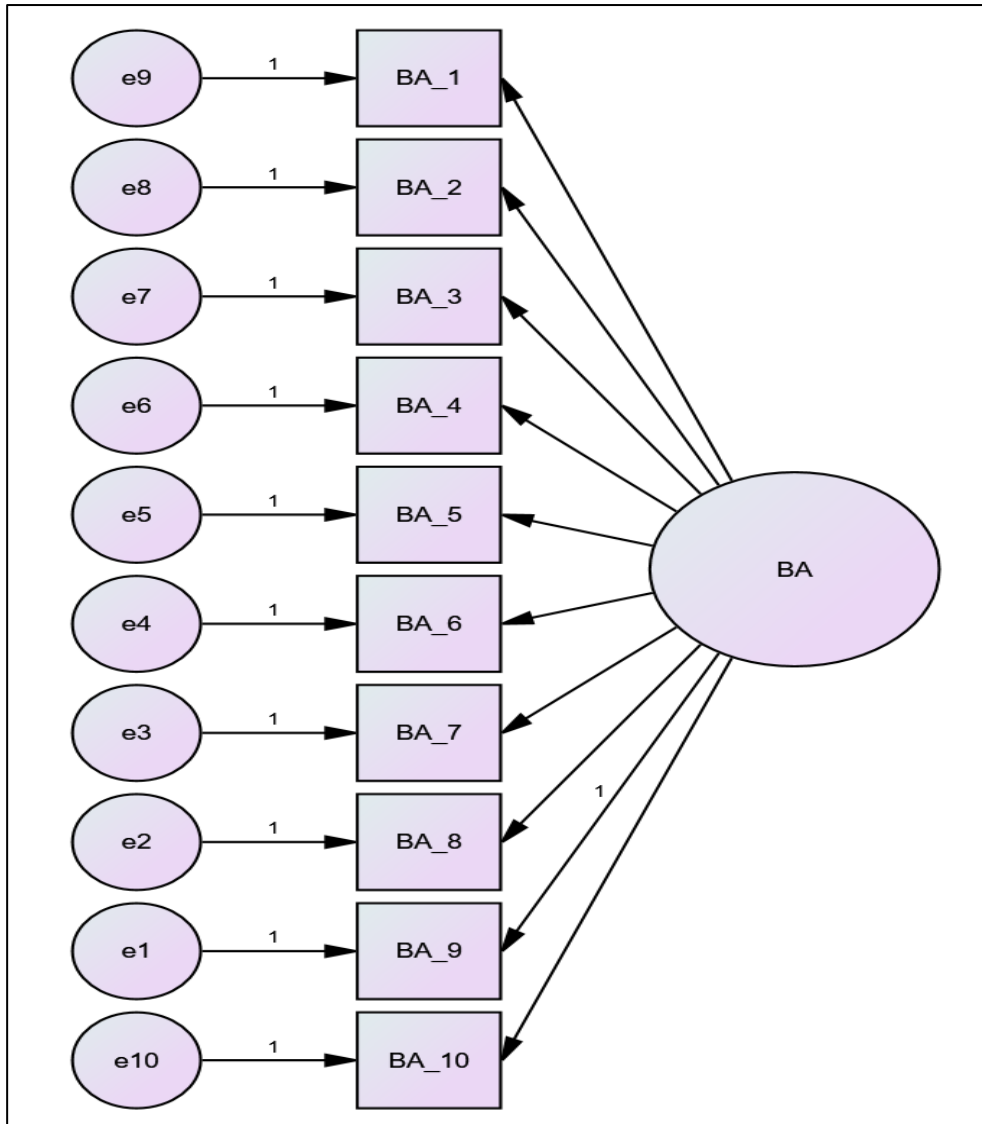


Figure 4.3 Zero-Order CFA-BA Appeal

Table 4.6 Standardized Regression Weights for the factor ‘BA Appeal’

	Estimate
BA_10 ← BA	.739
BA_9 ← BA	.765
BA_8 ← BA	.791
BA_7 ← BA	.829
BA_6 ← BA	.833
BA_5 ← BA	.778
BA_4 ← BA	.742

BA_3 ← BA	.635
BA_2 ← BA	.614
BA_1 ← BA	.578
Average of Estimates	.730
AVE	.540

Table 4.7 Model Fit Results of Zero-Order CFA for the factor BA Appeal

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	547.633
Degrees of Freedom (df)	35
Model Fit	
CMIN/DF (λ^2 /df)	15.647
CFI	.909
GFI	.901

➤ Dimension 3: CA

Zero order CFA is displayed in Figure 4.4. Table 4.8 shows AVE and Table 4.9 shows model fit for BA appeal. The indices indicate that the model is robust (Hair et al., 2019) and shows best fit of model (Jöreskog & Sörbom, 1990).

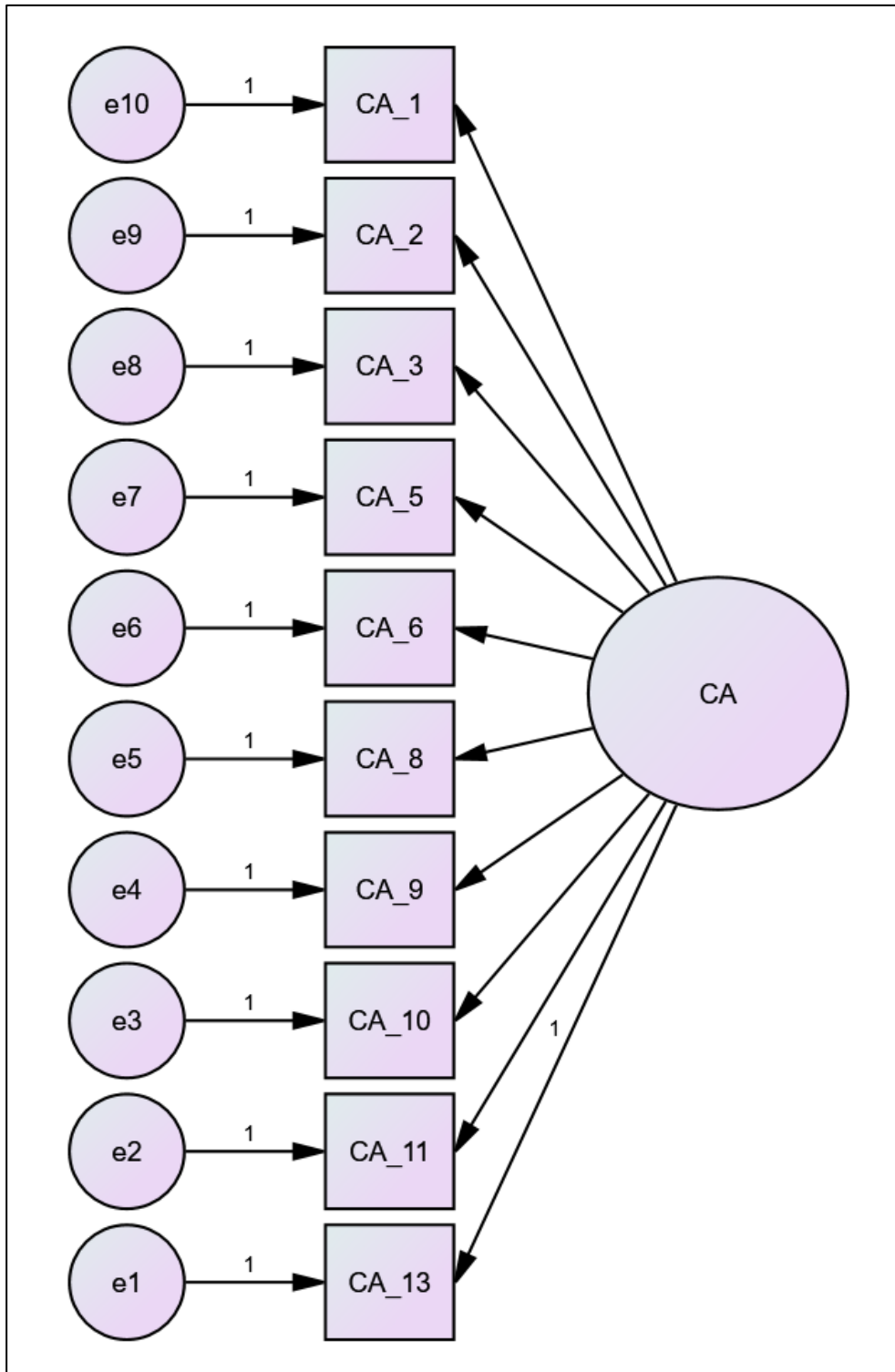


Figure 4.4 Zero-Order CFA-CA

Table 4.8 Standardized Regression Weights for the factor ‘CA’

	Estimate
CA_13 ← CA	.777
CA_11 ← CA	.794
CA_10 ← CA	.775
CA_9 ← CA	.768
CA_8 ← CA	.822
CA_6 ← CA	.297
CA_5 ← CA	.602
CA_3 ← CA	.567
CA_2 ← CA	.695
CA_1 ← CA	.780
Average of Estimates	.687
AVE	.496

Table 4.9 Model Fit Results of Zero-Order CFA for the factor ‘CA’

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	340.808
Degrees of Freedom (df)	35
Model Fit	
CMIN/DF (λ^2 /df)	9.737
CFI	.937
GFI	.926

➤ Dimension 4: PA

Zero order CFA is displayed in Figure 4.5. Table 4.10 shows AVE and Table 4.11 shows model fit for BA appeal. The indices indicate that the model is robust and shows best fit of model (Jöreskog & Sörbom, 1990).

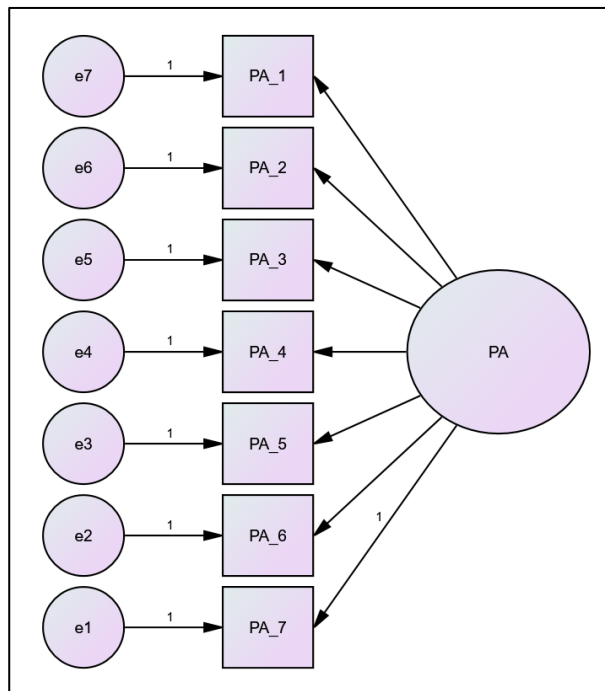


Figure 4.5 Zero-Order CFA-PA

Table 4.10 Standardized Regression Weights for the factor ‘PA’

	Estimate
PA_7 ← PA	.754
PA_6 ← PA	.756
PA_5 ← PA	.875
PA_4 ← PA	.731
PA_3 ← PA	.881
PA_2 ← PA	.886
PA_1 ← PA	.851
Average of Estimates	.819
AVE	.675

Table 4.11 Model Fit Results of Zero-Order CFA for the factor ‘PA’

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	187.776
Degrees of Freedom (df)	14
Model Fit	
CMIN/DF (λ^2 /df)	13.413
CFI	.967
GFI	.942

➤ Validity Analysis

- Content Validity

To establish the content validity of the instrument for this study, multiple aspects of EB were identified from literature, business practices, and input from academics. These dimensions were then carefully examined by academicians.

- Construct Validity

In the current investigation, a measurement model was developed for each of the constructs in order to evaluate the one-dimensionality of the data. After that, a CFA was carried out for each of the four independent factors. The separate components of the model were examined in order to determine the degree to which they corresponded with the same fundamental idea. Strong evidence of one-dimensionality can be found in a model that has a comparative fit index (CFI) of 0.9 or above (Byrne, 1994). According to what is presented in the table, the computed CFI values for each of the four constructions are higher than what is specified. A substantial body of data suggests that the scale is of a unidimensional nature. Following the verification of a scale's one-dimensionality and reliability, the scale is subsequently put through a validity examination (Ahire, 1996).

- Convergent Validity

It is important to demonstrate the actual relationship between measurements that are expected to be connected in order to prove convergent validity. This is because convergent validity is a type of validity. In accordance with the findings of (Hair et al., 2019a), the convergent

validity of a construct is established when three particular requirements are met. In the first place, the value of the Cronbach Alpha score ought to be higher than 0.7. The second requirement is that the AVE factor should be greater than 0.5. In conclusion, the Cronbach Alpha should be higher than the Average Variance Extracted during the analysis (AVE).

The convergent validity of the zero-order, first-order, and second-order models is precisely computed in the work that is currently being done. The results of the zero-order CFA are presented in the Table 4.12, which demonstrates that all three of the conditions for convergent validity have been met. Therefore, the zero-order CFA indicates that all of the constructs belong to the category of convergent validity. In addition, the table that presents the findings of the first-order CFA reveals that all three of these conditions have been satisfied. Consequently, the first-order CFA displays convergent validity when it comes to models.

Table 4.12 Zero-order CFA Results

Constructs	Cronbach Alpha (α)1	AVE	Is $\alpha > AVE$	CFI	GFI
SA	.778	.468	Yes	.987	.992
BA Appeal	.921	.540	Yes	.909	.901
CA	.900	.496	Yes	.937	.926
PA	.934	.675	Yes	.967	.942

The Table 4.12 demonstrates that all three conditions of convergent validity have been met. According to (Nunnally, 1994), alpha levels that are 70% or higher are considered acceptable. In addition, according to (Byrne, 1994), a CFI score of 0.9 or greater signifies a significant degree of one-dimensionality. According to (Jöreskog & Sörbom, 1990), a GFI with a value exceeding 0.9 signifies the ideal fit of the model. Hence, the zero-order CFA successfully demonstrates convergent validity for all the constructs.

- Discriminant Validity

Discriminant validity will be exclusively computed for the first-order model in the current investigation. Table 4.13 shows discriminant validity and table depict model fit results.

Table 4.13 First-Order CFA Results

CR	AVE	MSV	ASV	CA	SA	BA	PA	
CA	0.905	0.497	0.491	0.438	0.705	-	-	-
SA	0.779	0.468	0.417	0.348	0.618	0.684	-	-
BA	0.920	0.536	0.441	0.348	0.664	0.646	0.732	-
PA	0.933	0.668	0.491	0.307	0.701	0.494	0.431	0.818

Table 4.15 Model Fit Results of First Order CFA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	1882.708
Degrees of Freedom (df)	420
Model Fit	
CMIN/DF (λ^2 /df)	42.006
CFI	.923
GFI	.873

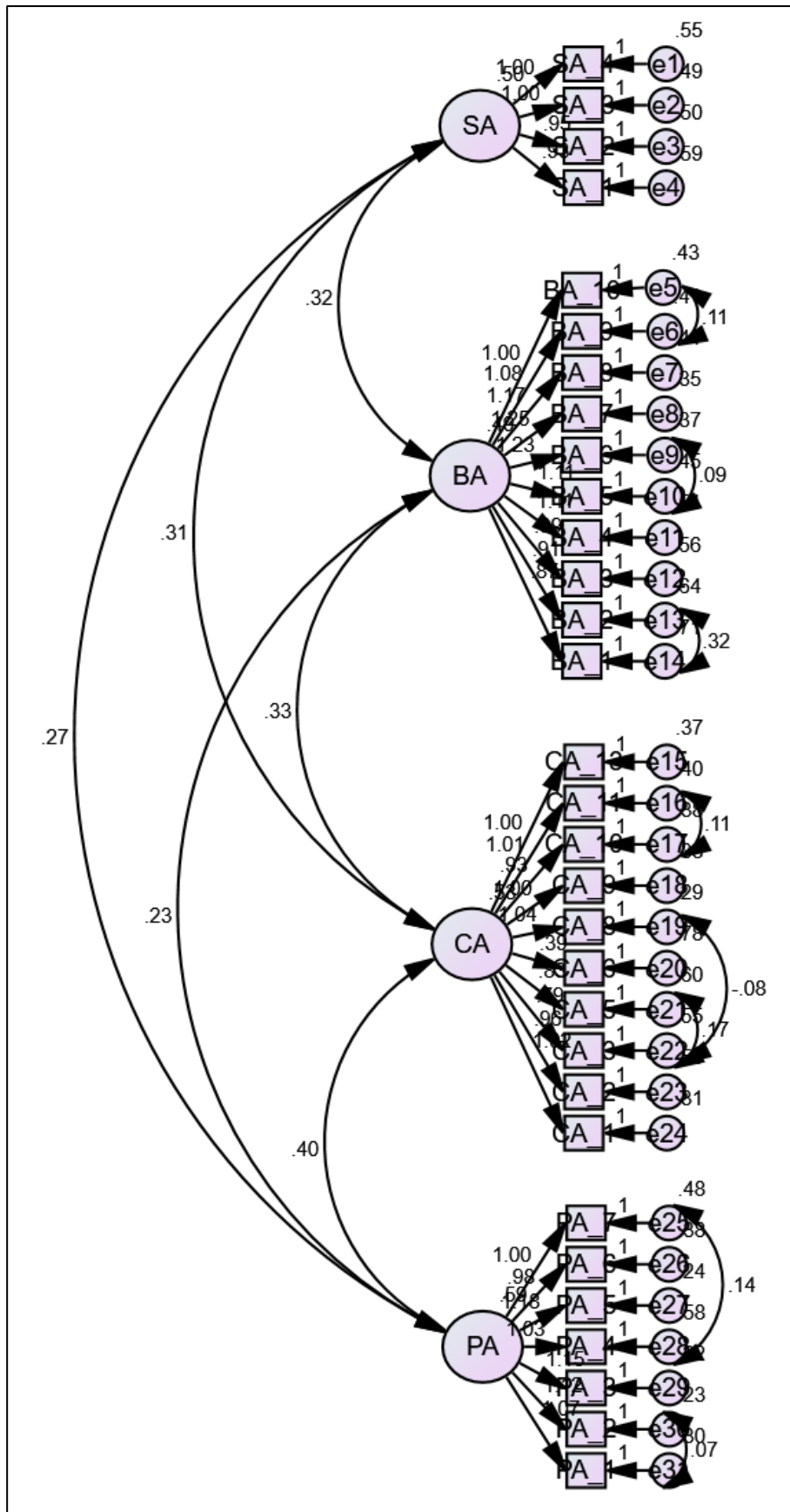


Figure 4.6 First-Order CFA

4.2 Soap

The analyses of the product "Soap" were carried out on the basis of all of the parameters of the CFA that were mentioned in the study that came before this one. The outcomes are discussed in detail below.

4.2.1 Demographic Profile of the Respondents

Table 4.14 Demographic Profile of the Respondents

	Frequency	Percent	Cumulative Percent
Gender			
Male	468	49.7	49.7
Female	473	50.3	100.0
Total	941	100.0	
Age			
21-30	710	75.5	75.5
31-40	61	6.5	81.9
41-50	116	12.3	94.3
51-60	48	5.1	99.4
Above 60	6	.6	100.0
Total	941	100.0	
Annual Income			
Up to 2,50,000	571	60.7	60.7
2,50,000-5,00,000	154	16.4	77.0
5,00,000-10,00,000	116	12.3	89.4
Above 10,00,000	100	10.6	100.0
Total	941	100.0	
Educational Qualification			

Under-Graduate	386	41.0	41.0
Graduate	242	25.7	66.7
Post-Graduate	220	23.4	90.1
Professional Qualification	80	8.5	98.6
Housewife	13	1.4	100.0
Total	941	100.0	
Marital Status			
Married	249	26.5	26.5
Unmarried	692	73.5	100.0
Total	941	100.0	
Hair Oil Brand			
Lux	142	15.1	15.1
Lifebuoy	61	6.5	21.6
Patanjali	68	7.2	28.8
Pears	169	18.0	46.8
Cinthol	108	11.5	58.2
Dettol	182	19.3	77.6
Others	211	22.4	100.0
Total	941	100.0	

4.2.2 Assessment of Reliability

In this study, all calculated alpha coefficients surpassed 0.70, signifying strong consistency among the items within each dimension.

4.2.3 Exploratory Factor Analysis

➤ KMO and Bartlett's Test of Sphericity

Table 4.15 KMO and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.956
Bartlett's Test of Sphericity	Approx. Chi-Square	13035.393
	df	210
	Sig.	.000

➤ Total Variance Explained

Table 4.16 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	10.402	43.341	43.341	10.402	43.341	43.341	4.885	20.353	20.353
2	2.351	9.795	53.136	2.351	9.795	53.136	4.830	20.125	40.478
3	1.509	6.290	59.425	1.509	6.290	59.425	3.032	12.632	53.110
4	1.326	5.525	64.950	1.326	5.525	64.950	2.842	11.841	64.950
5	.975	4.062	69.012						
6	.803	3.344	72.356						
7	.575	2.395	74.752						
8	.545	2.271	77.023						
9	.493	2.053	79.077						
10	.473	1.971	81.048						
11	.446	1.856	82.904						
12	.417	1.739	84.643						
13	.411	1.714	86.358						
14	.405	1.688	88.046						

15	.383	1.597	89.642						
16	.352	1.466	91.109						
17	.345	1.438	92.547						
18	.333	1.387	93.933						
19	.297	1.236	95.170						
20	.278	1.160	96.330						
21	.241	1.002	97.332						
22	.235	.980	98.313						
23	.211	.879	99.191						
24	.194	.809	100.000						
Extraction Method: Principal Component Analysis.									

➤ Extraction of Factors

Table 4.17 Factor Extraction Results for Various Dimensions of EB

S.no	Name of dimension/factor	Factor loadings	Cronbach Alpha2 α (%)
Factor 1: SA			.823
1.	SA1	.677	
2.	SA2	.688	
3.	SA3	.725	
4.	SA4	.692	
Factor 2: BA Appeal - The items were adopted from (Thomson et al., 2005), since there were no changes in the statements, the factor was not considered for EFA. It was directly analysed at CFA phase.			
Factor 3: CA			.922
1.	CA1	.609	

2.	CA2	.690	
3.	CA3	.675	
4.	CA5	.671	
5.	CA7	.568	
6.	CA8	.724	
7.	CA9	.623	
8.	CA10	.613	
9.	CA11	.629	
10.	CA13	.558	
Factor 4: PA			.929
1.	PA1	.803	
2.	PA2	.819	
3.	PA3	.818	
4.	PA4	.727	
5.	PA5	.846	
6.	PA6	.672	
7.	PA7	.757	

4.2.4 Confirmatory Factor Analysis

➤ Dimension 1: SA

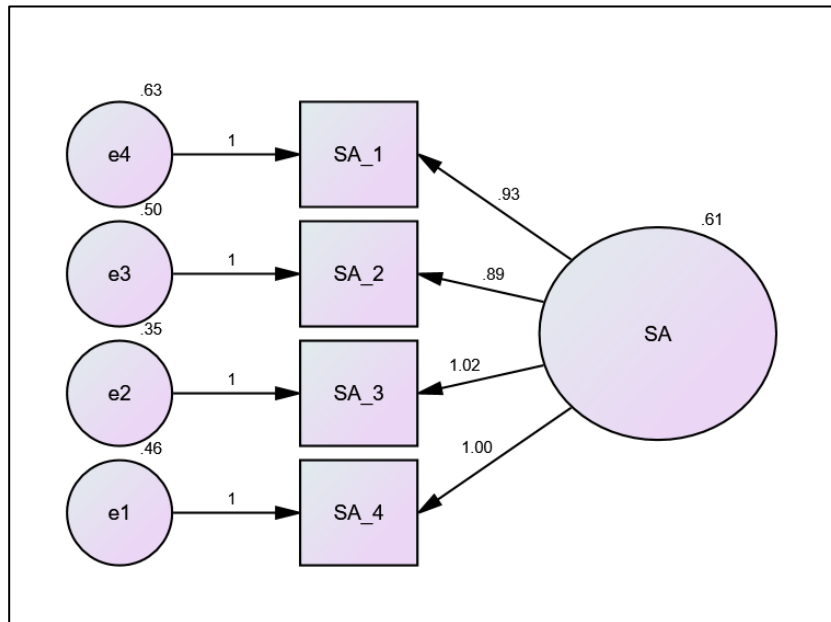


Figure 4.7 Zero-Order CFA-SA

Table 4.18 Standardised Regression Weights for the factor ‘SA’

	Estimate
SA_4 ← SA	.755
SA_3 ← SA	.805
SA_2 ← SA	.703
SA_1 ← SA	.677
Average of Estimates	.735
AVE	.542

Table 4.19 Model Fit Results of Zero-Order CFA for the factor SA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	8.804
Degrees of Freedom (df)	2
Model Fit	
CMIN/DF (λ^2 /df)	4.402
CFI	.995
GFI	.995

➤ Dimension 2: BA Appeal

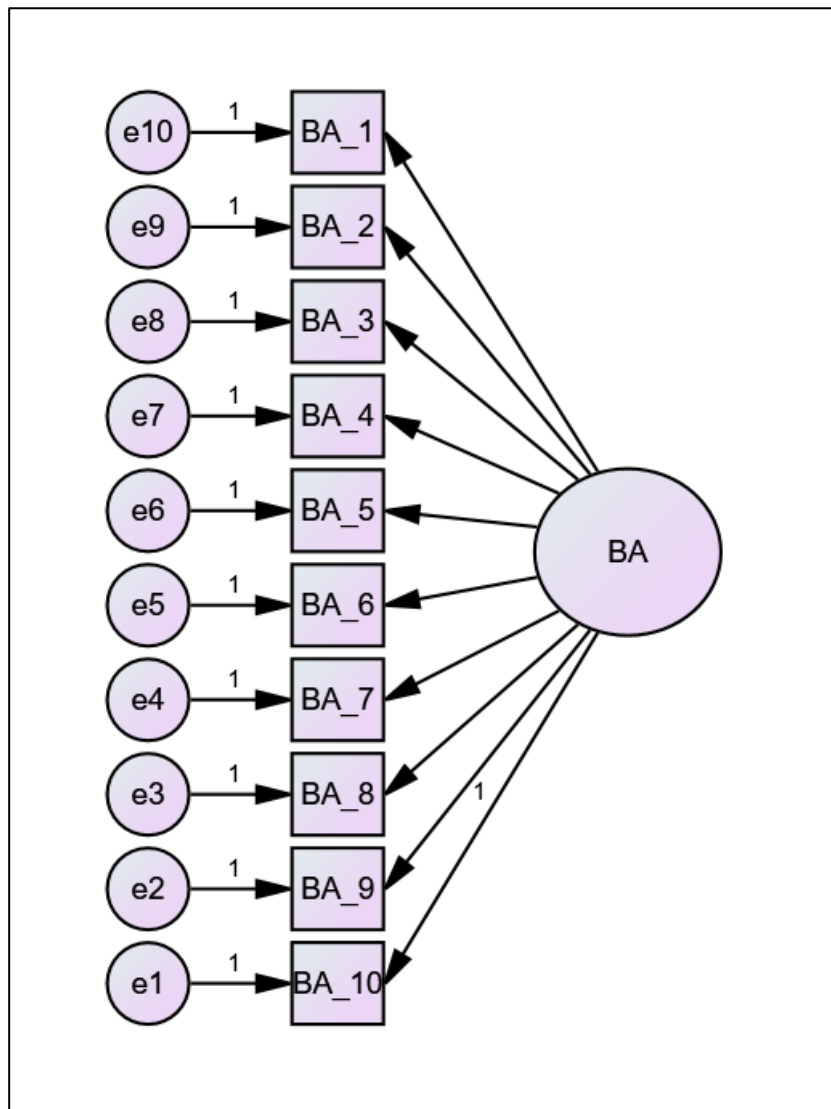


Figure 4.8 Zero-Order CFA-BA Appeal

Table 4.20 Standardised Regression Weights for the factor ‘BA Appeal’

	Estimate
BA_10 ← BA	.715
BA_9 ← BA	.767
BA_8 ← BA	.806
BA_7 ← BA	.827
BA_6 ← BA	.834

BA_5 ← BA	.765
BA_4 ← BA	.736
BA_3 ← BA	.636
BA_2 ← BA	.596
BA_1 ← BA	.561
Average of Estimates	.724
AVE	.532

Table 4.21 Model Fit Results of Zero-Order CFA for the factor SA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	622.058
Degrees of Freedom (df)	35
Model Fit	
CMIN/DF (λ^2 /df)	17.773
CFI	.895
GFI	.876

➤ Dimension 3: CA

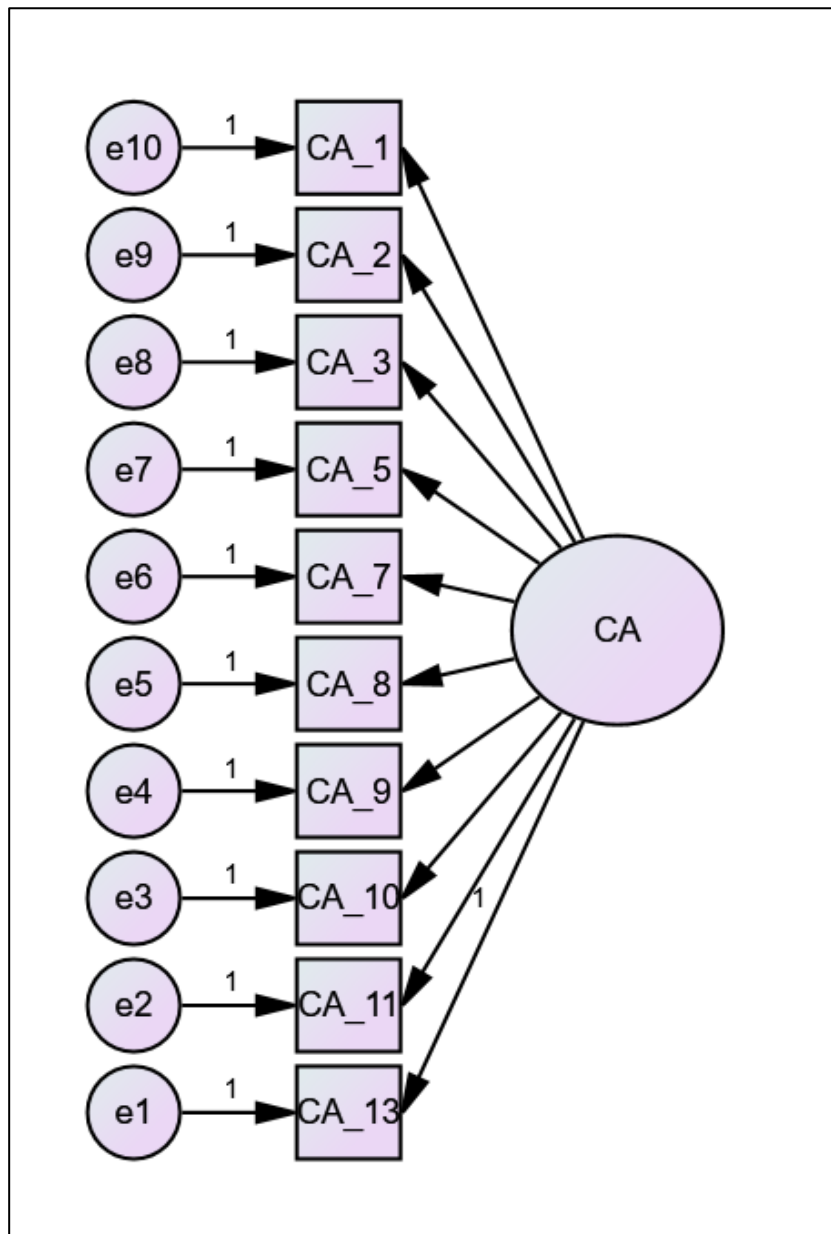


Figure 4.9 Zero-Order CFA-CA

Table 4.22 Standardised Regression Weights for the factor 'CA'

	Estimate
CA_13 ← CA	.706
CA_11 ← CA	.757
CA_10 ← CA	.768

CA_9 ← CA	.775
CA_8 ← CA	.833
CA_6 ← CA	.743
CA_5 ← CA	.644
CA_3 ← CA	.608
CA_2 ← CA	.750
CA_1 ← CA	.791
Average of Estimates	.737
AVE	.548

Table 4.23 Model Fit Results of Zero-Order CFA for the factor CA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	441.632
Degrees of Freedom (df)	35
Model Fit	
CMIN/DF (λ^2 /df)	12.618
CFI	.927
GFI	.898

➤ Dimension 4: PA

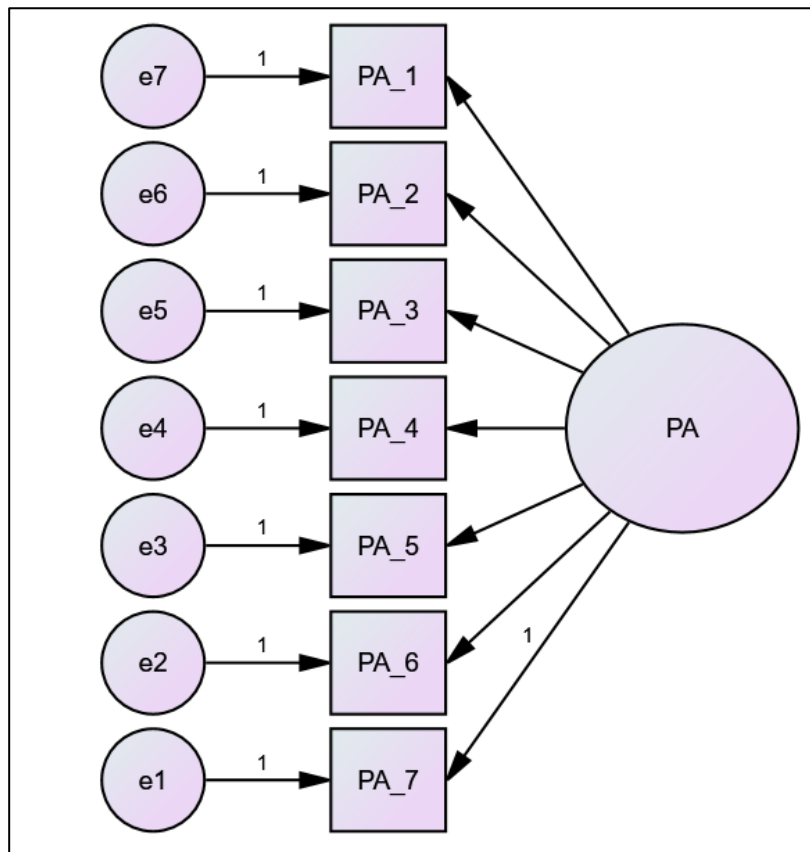


Figure 4.10 Zero-Order CFA-PA

Table 4.24 Standardised Regression Weights for the factor 'PA'

	Estimate
PA_7 ← PA	.765
PA_6 ← PA	.726
PA_5 ← PA	.878
PA_4 ← PA	.724
PA_3 ← PA	.873
PA_2 ← PA	.861
PA_1 ← PA	.829
Average of Estimates	.808
AVE	.656

Table 4.25 Model Fit Results of Zero-Order CFA for the factor PA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	193.647
Degrees of Freedom (df)	14
Model Fit	
CMIN/DF (λ^2 /df)	13.832
CFI	.963
GFI	.941

➤ Validity Analysis

• Construct Validity

As the table demonstrates, the CFI values that were obtained for the four different constructs are greater than 0.9. The scale appears to be unidimensional, as this provides solid evidence for its existence. After the one-dimensionality and reliability of a scale have been proven, the scale is then subjected to validity analysis (Ahire, 1996).

➤ Convergent Validity

Table 4.26 Zero-order CFA Results

Constructs	Cronbach Alpha (α) ¹	AVE	Is $\alpha >$ AVE	CFI	GFI
SA	.823	.542	Yes	.995	.995
BA Appeal	.918	.532	Yes	.876	.895
CA	.922	.548	Yes	.898	.927
PA	.929	.656	Yes	.963	.941

➤ Discriminant Validity

Table 4.27 First-Order CFA Results

	CR	AVE	MSV	ASV	BA	SA	CA	PA
BA	0.919	0.539	0.524	0.318	0.734			
SA	0.816	0.531	0.491	0.277	0.514	0.728		
CA	0.911	0.567	0.524	0.442	0.724	0.701	0.683	
PA	0.911	0.597	0.310	0.184	0.406	0.277	0.557	0.772

Table 4.28 Model Fit Results of First-Order CFA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	1889.103
Degrees of Freedom (df)	414
Model Fit	
CMIN/DF (λ^2 /df)	4.563
CFI	.875
GFI	.850

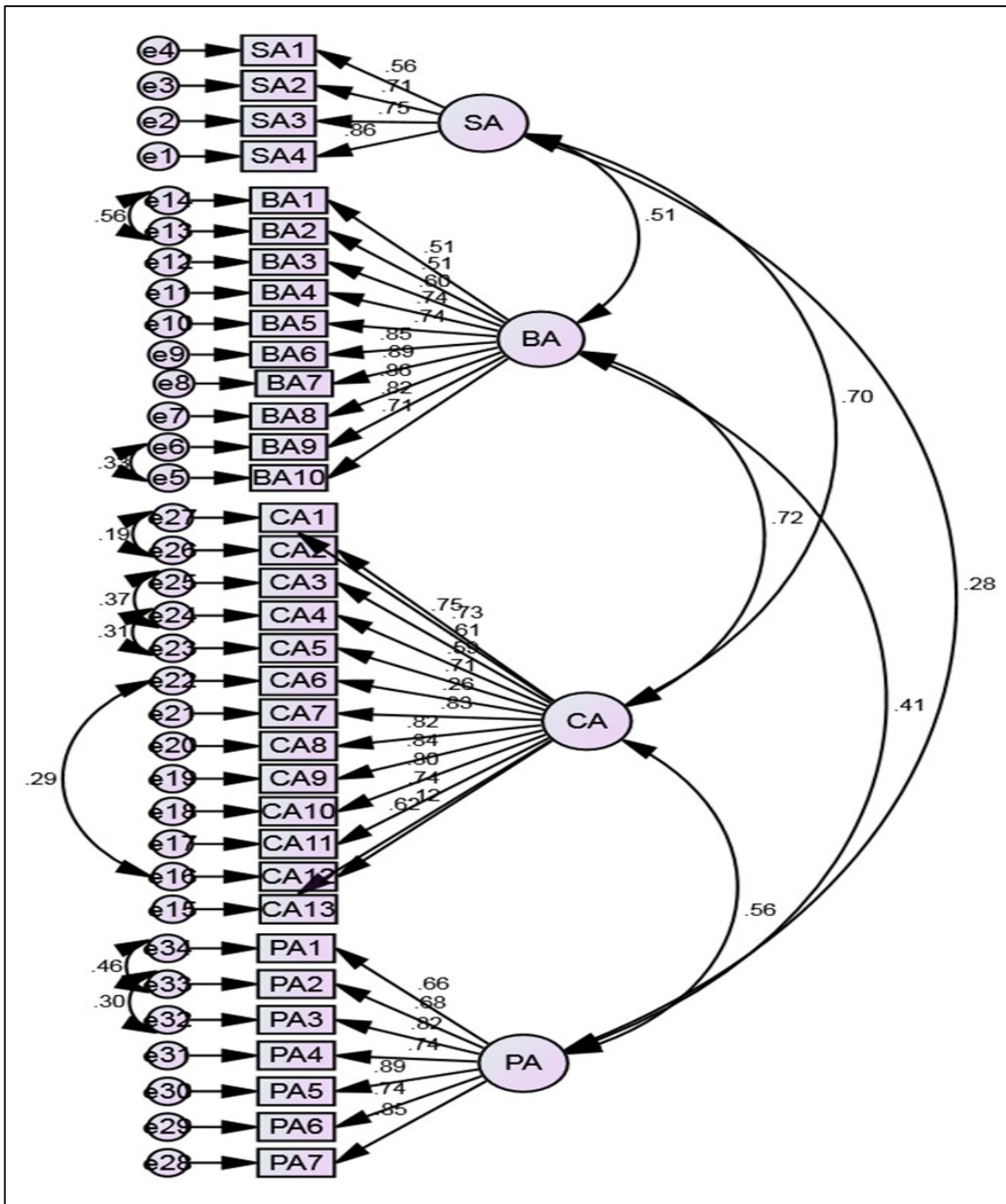


Figure 4.11 Zero-Order CFA-PA

4.3 Toothpaste

Research into the "Toothpaste" product was based on the same set of criteria used in the preceding study's confirmatory factor analyses. The results of the same are elaborated upon below.

4.3.1 Demographic Profile of the Respondents

Table 4.29 Demographic Profile of the Respondents

Gender			
Male	468	49.7	49.7
Female	473	50.3	100.0
Total	941	100.0	
Age			
21-30	710	75.5	75.5
31-40	61	6.5	81.9
41-50	116	12.3	94.3
51-60	48	5.1	99.4
Above 60	6	.6	100.0
Total	941	100.0	
Annual Income			
Up to 2,50,000	571	60.7	60.7
2,50,000-5,00,000	154	16.4	77.0
5,00,000-10,00,000	116	12.3	89.4
Above 10,00,000	100	10.6	100.0
Total	941	100.0	
Educational Qualification			
Under-Graduate	386	41.0	41.0
Graduate	242	25.7	66.7
Post-Graduate	220	23.4	90.1
Professional Qualification	80	8.5	98.6

Housewife	13	1.4	100.0
Total	941	100.0	
Marital Status			
Married	249	26.5	26.5
Unmarried	692	73.5	100.0
Total	941	100.0	
Hair Oil Brand			
Colgate	407	43.3	43.3
Close Up	112	11.9	55.2
Dant Kanti	212	22.5	77.7
Dabur Promise	46	4.9	82.6
Vicco	20	2.1	84.7
Sensodyne	63	6.7	91.4
Others	81	8.6	100.0
Total	941	100.0	

4.3.2 Assessment of Reliability

In this study, all alpha coefficients computed exceeded 0.70, suggesting strong consistency among the items within each dimension (Table 4.32).

4.3.3 Exploratory Factor Analysis

➤ KMO and Bartlett's Test of Sphericity

Table 4.30 KMO and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.951
Bartlett's Test of Sphericity	Approx. Chi-Square	14159.661
	df	276
	Sig.	.000

➤ Total Variance Explained

Table 4.31 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	10.443	43.514	43.514	10.443	43.514	43.514	5.0162	20.902	20.902
2	2.157	8.989	52.503	2.157	8.989	52.503	4.8615	20.255	41.157
3	1.557	6.488	58.992	1.557	6.488	58.992	2.8828	12.008	53.165
4	1.337	5.571	64.563	1.337	5.571	64.563	2.7368	11.398	64.563
5	.993	4.137	68.699						
6	.801	3.337	72.037						
7	.627	2.613	74.650						
8	.562	2.343	76.992						
9	.512	2.134	79.126						
10	.483	2.011	81.137						
11	.458	1.910	83.047						
12	.445	1.854	84.901						
13	.410	1.708	86.608						
14	.397	1.653	88.261						
15	.387	1.611	89.872						
16	.380	1.585	91.457						

17	.326	1.358	92.815						
18	.322	1.342	94.156						
19	.283	1.178	95.334						
20	.272	1.134	96.468						
21	.248	1.033	97.501						
22	.224	.933	98.434						
23	.204	.852	99.286						
24	.171	.714	100.000						
Extraction Method: Principal Component Analysis.									

➤ Extraction of Factors

Table 4.32 Factor Extraction Results for Various Dimensions of EB

S.no	Name of dimension/factor	Factor loadings	Cronbach alpha2 α (%)
Factor 1: SA			.789
1.	SA1	.672	
2.	SA2	.639	
3.	SA3	.689	
4.	SA4	.709	
Factor 2: BA Appeal - The items were adopted from (Thomson et al., 2005), since there were no changes in the statements, the factor was not considered for EFA. It was directly analysed at CFA phase.			
Factor 3: CA			.915
1.	CA1	.635	
2.	CA2	.707	
3.	CA3	.581	

4.	CA5	.515	
5.	CA7	.588	
6.	CA8	.793	
7.	CA9	.686	
8.	CA10	.774	
9.	CA11	.761	
10.	CA13	.709	
Factor 4: PA			.930
1.	PA1	.786	
2.	PA2	.814	
3.	PA3	.826	
4.	PA4	.728	
5.	PA5	.821	
6.	PA6	.625	
7.	PA7	.790	

4.3.4 Confirmatory Factor Analysis

Zero-Order CFA for the dimensions of EB

➤ Dimension 1: SA

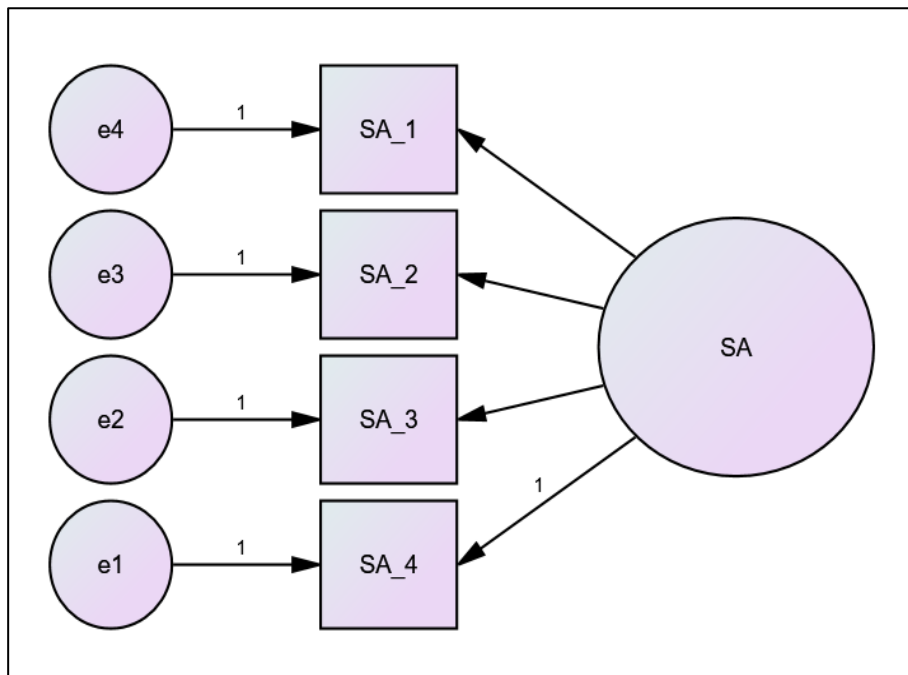


Figure 4.12 Zero-Order CFA-SA

Table 4.33 Standardised Regression Weights for the factor ‘SA’

	Estimate
SA_4 ← SA	0.718
SA_3 ← SA	0.740
SA_2 ← SA	0.672
SA_1 ← SA	0.652
Average of Estimates	0.695
AVE	0.485

Table 4.34 Model Fit Results of Zero-Order CFA for the factor SA

Model Element	Zero-Order CFA Results
---------------	------------------------

Chi-Square (λ^2)	32.322
Degrees of Freedom (df)	2
Model Fit	
CMIN/DF (λ^2 /df)	16.161
CFI	.971
GFI	.983

➤ Dimension 2: BA Appeal

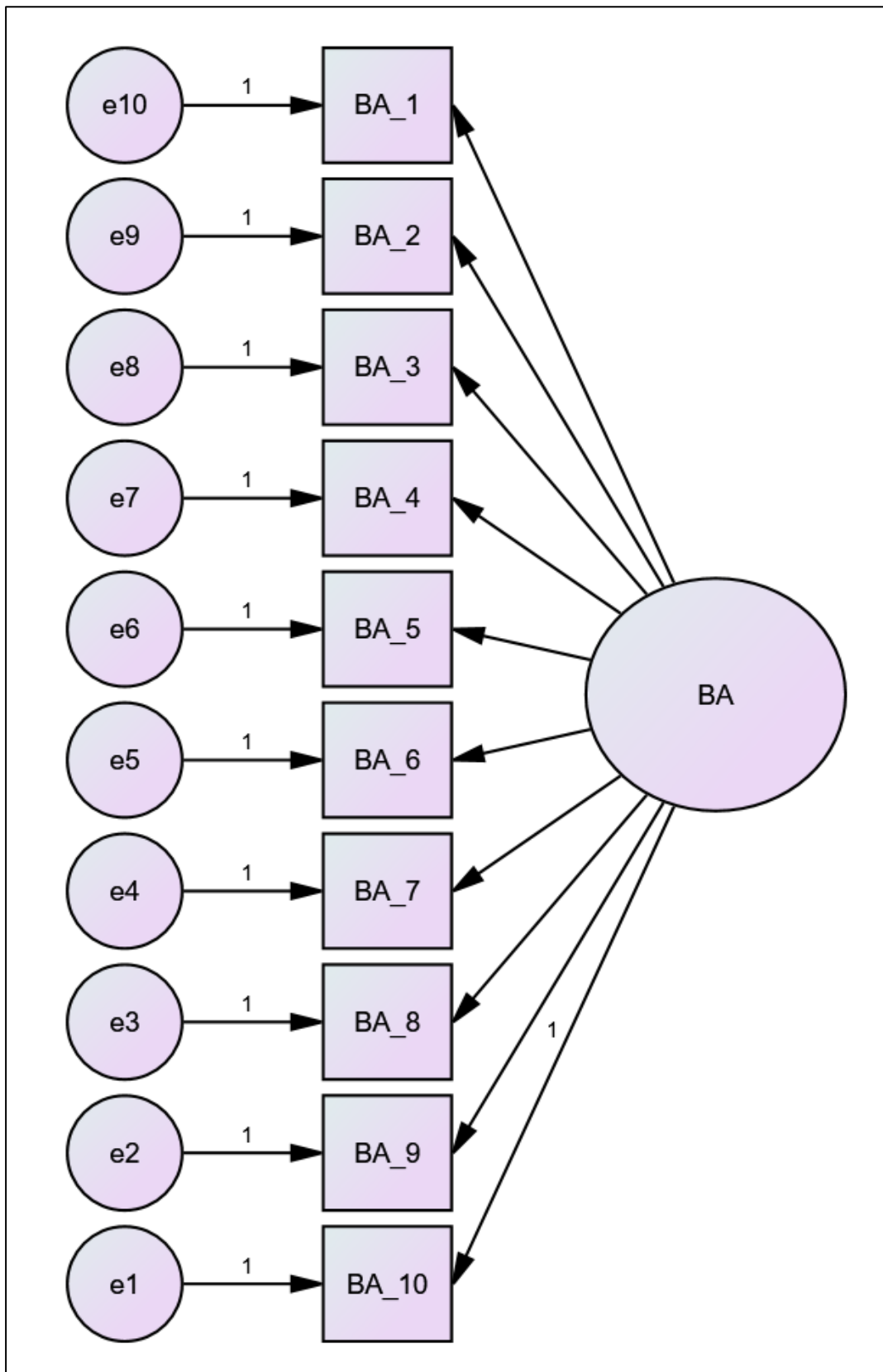


Figure 4.13 Zero-Order CFA-BA Appeal

Table 4.35 Standardised Regression Weights for the factor 'BAAppeal'

	Estimate
BA_10 ← BA	0.73
BA_9 ← BA	0.773
BA_8 ← BA	0.836
BA_7 ← BA	0.81
BA_6 ← BA	0.806
BA_5 ← BA	0.752
BA_4 ← BA	0.731
BA_3 ← BA	0.626
BA_2 ← BA	0.588
BA_1 ← BA	0.554
Average of Estimates	0.720
AVE	0.527

Table 4.36 Model Fit Results of Zero-Order CFA for the factor BA Appeal

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	609.360
Degrees of Freedom (df)	35
Model Fit	
CMIN/DF (λ^2 /df)	17.410
CFI	.896
GFI	.883

➤ Dimension 3: CA

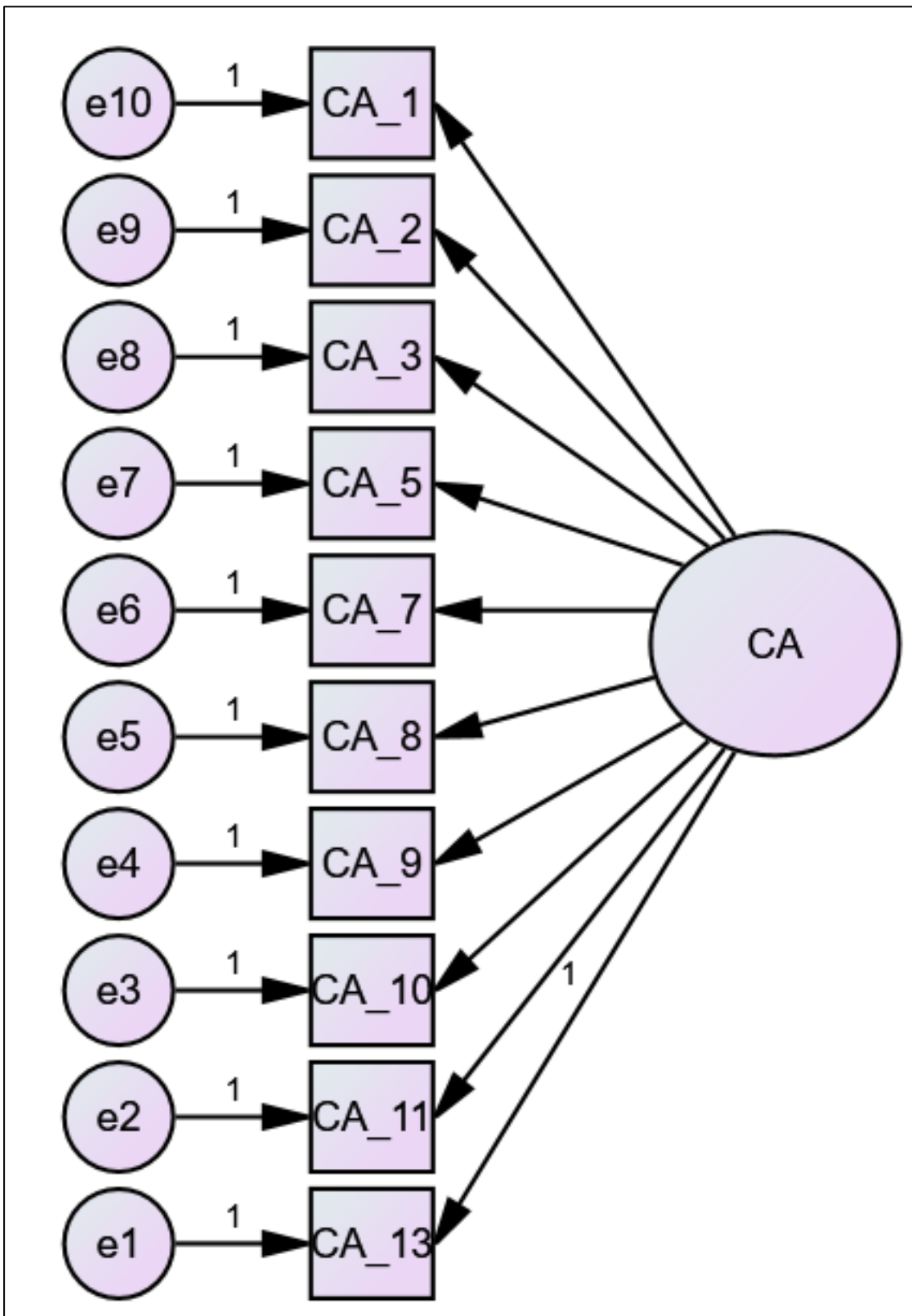


Figure 4.14 Zero-Order CFA-CA

Table 4.37 Standardised Regression Weights for the factor ‘CA’

	Estimate
CA_13 ← CA	.723
CA_11 ← CA	.766
CA_10 ← CA	.794
CA_9 ← CA	.766
CA_8 ← CA	.838
CA_7 ← CA	.720
CA_5 ← CA	.624
CA_3 ← CA	.600
CA_2 ← CA	.765
CA_1 ← CA	.778
Average of Estimates	.737
AVE	.548

Table 4.38 Model fit Results of Zero-Order CFA for the factor CA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	425.453
Degrees of Freedom (df)	35
Model Fit	
CMIN/DF (λ^2 /df)	12.156
CFI	.930

GFI	.897
-----	------

➤ Dimension 4: PA

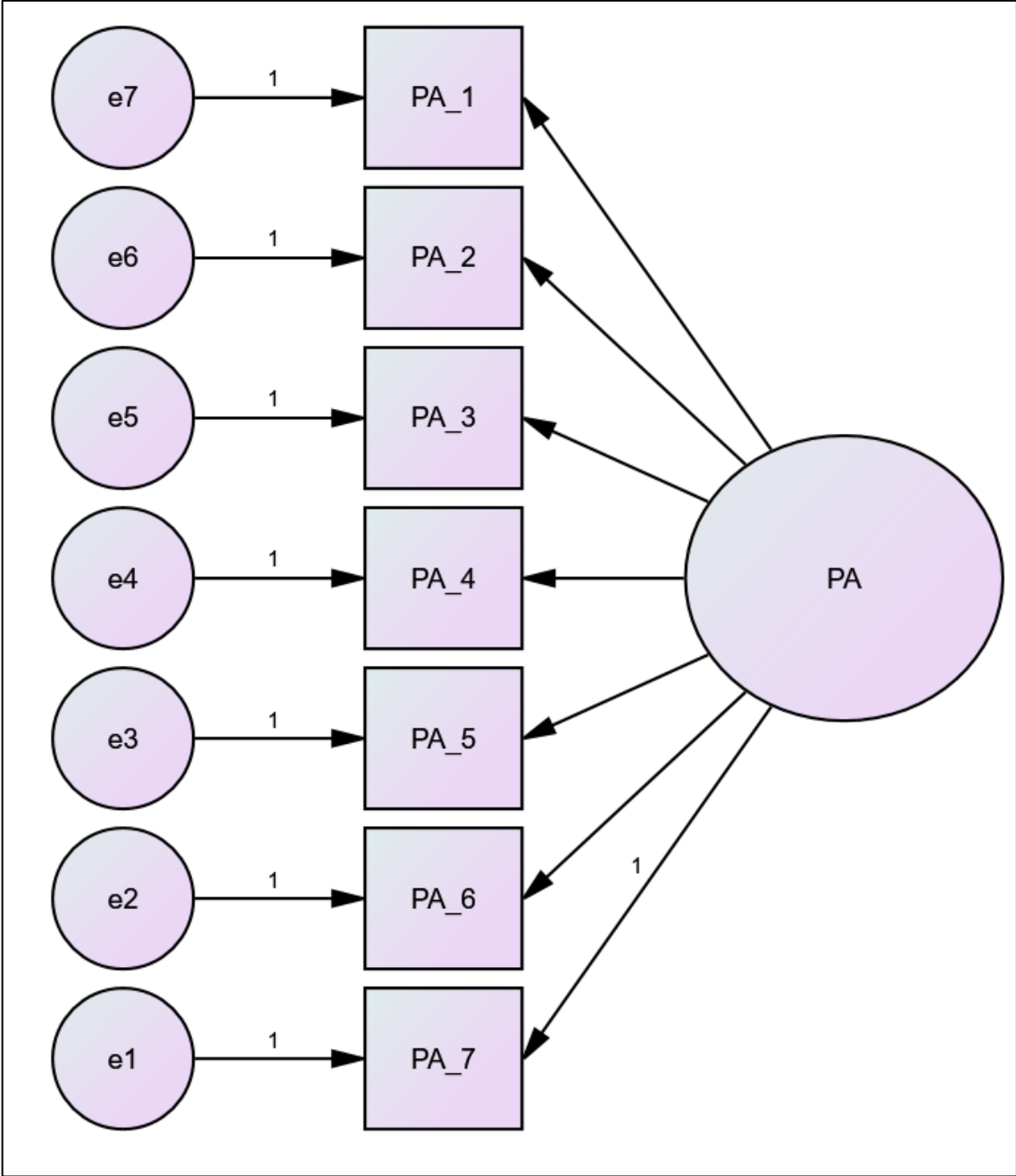


Figure 4.15 Zero-Order CFA-PA

Table 4.39 Standardised Regression Weights for the factor ‘PA’

	Estimate
PA_7 ← PA	0.77
PA_6 ← PA	0.75
PA_5 ← PA	0.859
PA_4 ← PA	0.705
PA_3 ← PA	0.875
PA_2 ← PA	0.876
PA_1 ← PA	0.847
Average of Estimates	0.811
AVE	0.662

Table 4.40 Model Fit Results of Zero-Order CFA for the factor PA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	207.993
Degrees of Freedom (df)	14
Model Fit	
CMIN/DF (λ^2 /df)	14.857
CFI	.961
GFI	.936

➤ Validity Analysis

- Content Validity
- Construct Validity

As the Table 4.41 demonstrates, the CFI values that were obtained for the four different constructs are greater than 0.9. The scale appears to be unidimensional, as this provides solid evidence for its existence. (Byrne, 1994)

- Convergent Validity (Table 4.41)

Table 4.41 Zero-order CFA Results

Constructs	Cronbach Alpha (α) ¹	AVE	Is $\alpha > AVE$	CFI	GFI
SA	.789	0.485	Yes	.971	.983
BA Appeal	.917	0.527	Yes	.896	.883
CA	.915	0.548	Yes	.930	.897
PA	.930	0.662	Yes	.961	.936

- Discriminant Validity (Table 4.42)

Table 4.42 First-Order CFA Results

CR	AVE	MSV	ASV	CA	SA	BA	PA
CA	0.905	0.497	0.491	0.438	0.705	-	-
SA	0.779	0.468	0.417	0.348	0.618	0.684	-
BA	0.920	0.536	0.441	0.348	0.664	0.646	0.732
PA	0.905	0.497	0.491	0.438	0.705	-	-

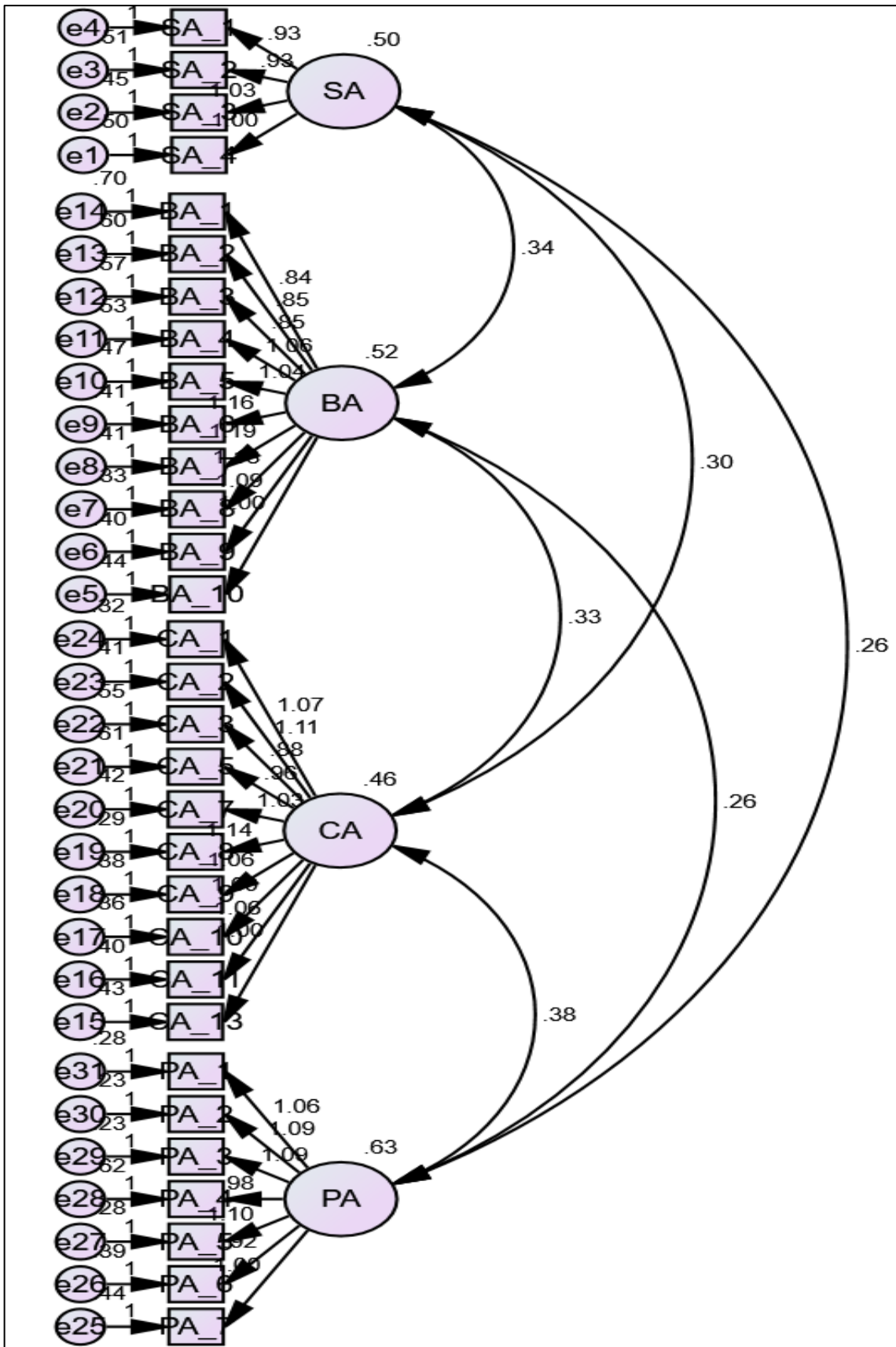


Figure 4.16 First-Order CFA

Table 4.43 Model Fit Results of First-Order CFA

Model Element	Zero-Order CFA Results
Chi-Square (λ^2)	2847.513
Degrees of Freedom (df)	428
Model Fit	
CMIN/DF (λ^2 /df)	6.653
GFI	.879
AGFI	.902
CFI	.900
RMSEA	.078

4.4 Summary

In this chapter, we transition from the theoretical groundwork established in the previous chapter to the empirical analysis of quantitative data derived from survey responses. Drawing upon the findings, which identified four key elements guiding the development of the EB scale, namely SA, BA appeal, CA, and PA, we embark on a rigorous examination of the concept of EB. Leveraging a questionnaire comprising 73 items, including 34 specifically targeting EB-related constructs, we conducted a pilot study with 50 participants followed by a full-scale survey garnering 941 responses. Utilizing EFA, we refined the scale items and confirmed their validity through Confirmatory Factor Analyses (CFA). The structural model testing validated our hypotheses, as evidenced by p-values below 0.05 and t-values exceeding 1.96, providing robust support for our research objectives.

5 Influence of Emotional Branding on Buying Behaviour and Branding : Study 2 &3

In a previous chapter, we delineated four pivotal elements constituting the scale of Emotional Branding (EB). Building upon this foundation, our current analysis delves into the intricate relationship between EB variables and Buying Behaviour (BB) (Figure 5.1). Within this exploration, we meticulously investigate how four dimensions of EB variables exert influence on consumer BB. Specifically, our focus narrows down to three essential factors of BB: attitude (A), purchase intention (PI), and actual purchase (AP). These factors are intricately tied to the Theory of Planned Behavior, as postulated by (Ajzen, 1991), which posits that human actions are guided by attitudes, intentions, and behaviours. By scrutinizing the interplay between EB variables and these components of BB, we aim to uncover the nuanced mechanisms through which a brand shapes consumer decisions in the marketplace.

5.1 Study 2: Influence of EB on BB (Figure 5.1)

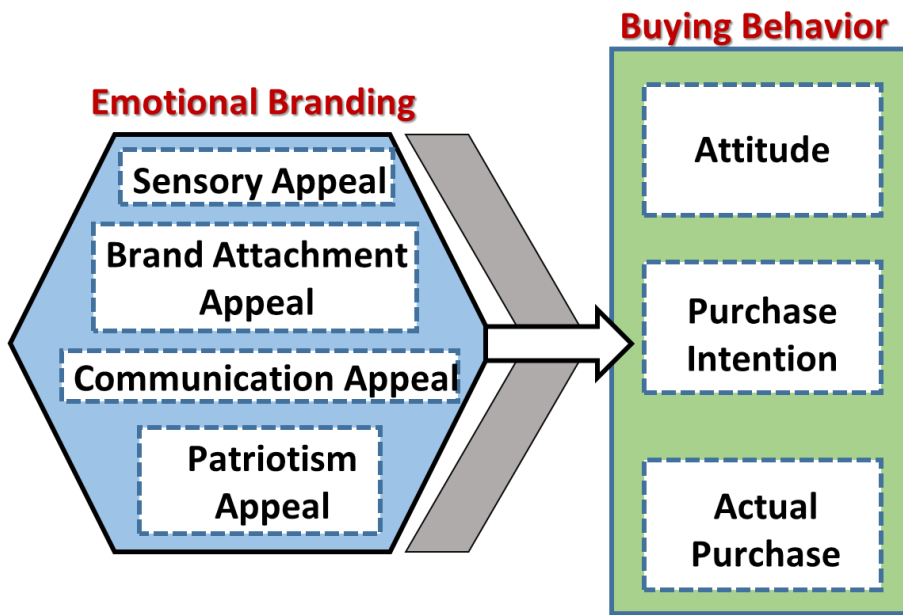


Figure 5.1 Theoretical Framework for Study 2

5.1.1 Assessment of Reliability

While the results are consistent while using the scale again and again, we say that the measuring scale is reliable (Carmines & Zeller, 2013). It establishes the degree to which, apart from repeated measurement, the results are consistent. When all the items on a scale assess the same concept and are highly correlated with one another, we say that the scale is reliable (a term used frequently in reliability studies). It shows that the components of the total scale are consistent with one another. One way to diagnose internal consistency is with Cronbach's Alpha. In order to determine how trustworthy the measuring tool was, Cronbach's alpha was employed. According to (Nunnally, 1994), a value greater than 0.70 is deemed credible and satisfactory. With a Cronbach alpha of 0.971, 0.972, and 0.971 our data was reliable (Table 5.1).

Table 5.1 Cronbach's alpha values

S.No	Product	Cronbach's alpha
1.	Hair Oil	0.971
2.	Soap	0.972
3.	Toothpaste	0.971

5.1.2 Path-Diagram

➤ Measurement Model

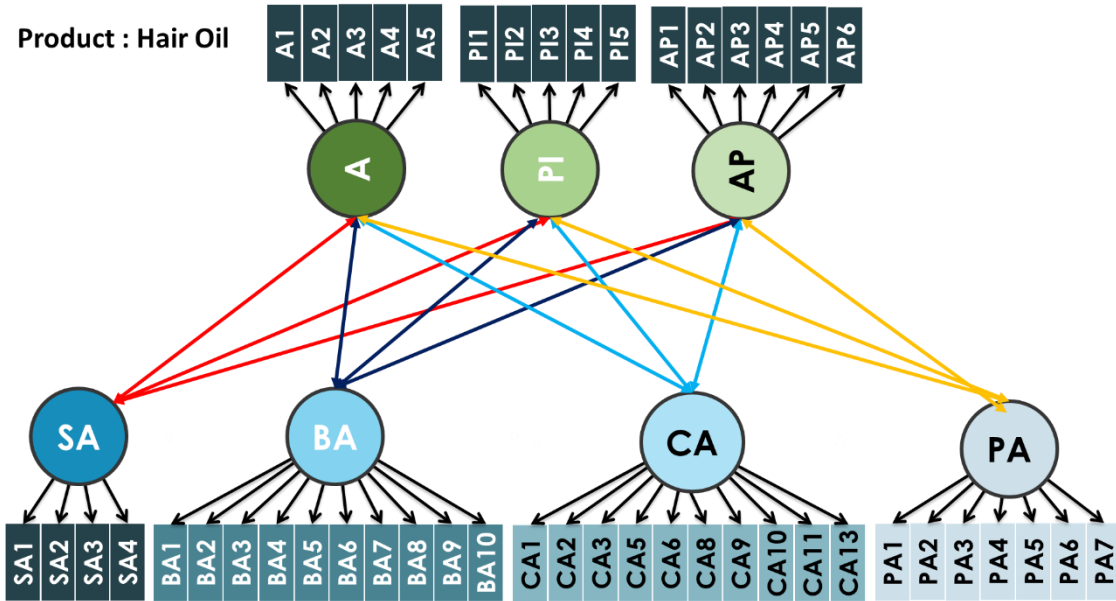


Figure 5.2 Path-Diagram for Product Hair Oil

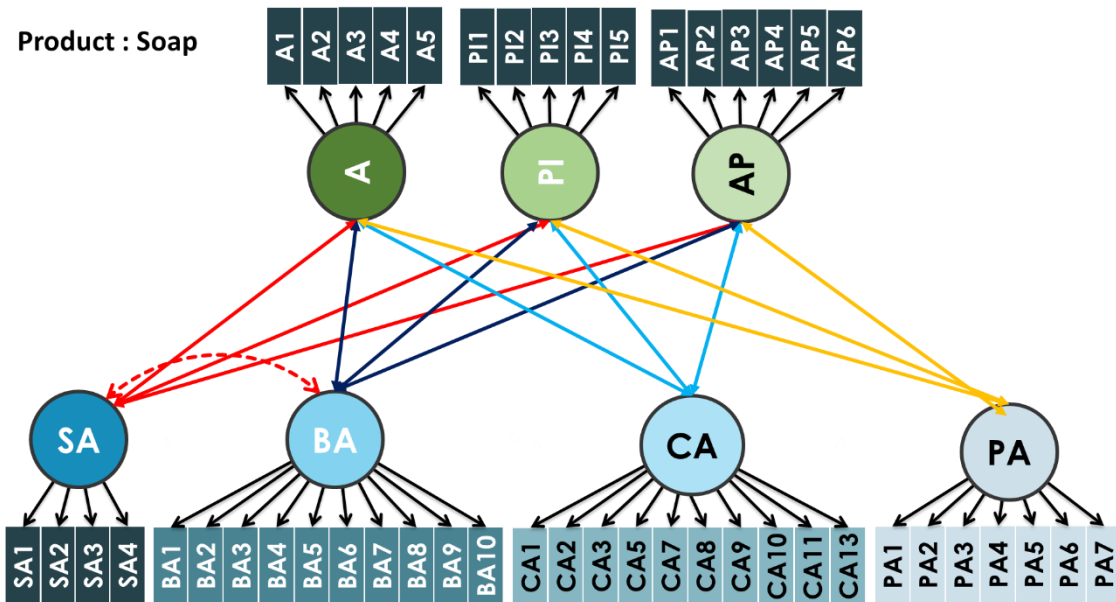


Figure 5.3 Path-Diagram for Product Soap

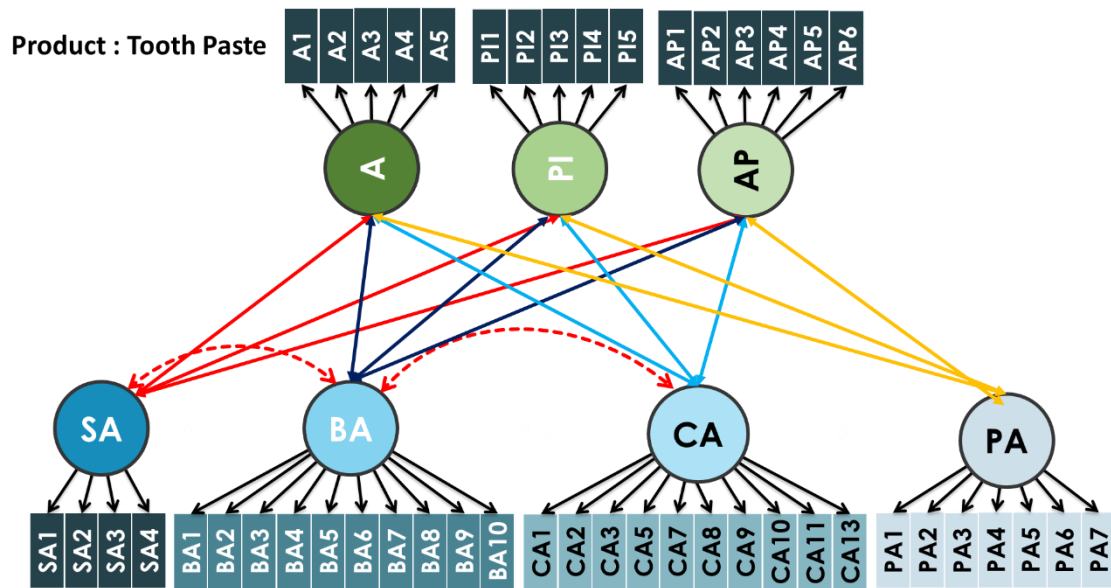


Figure 5.4 Path-Diagram for Product Toothpaste

5.1.3 Model Fit Indices:

Model fit refers to the quantitative assessment of how accurately a model can depict the observed data. Model fit assesses the disparity between the observed values and the anticipated outcomes of the models (Bollen, 1989). The primary objective of doing a CFA is to determine the validity of the measurement model. The investigation demonstrates the model's adequacy, as depicted in Table 5.2. The CFI values for the three goods are 0.911, 0.905, and 0.900. The GFI values for the three goods are 0.820, 0.814, and 0.901. The CFI and GFI values indicate that our model is the most suitable fit for all three goods (Hair et al., 2019) and (Jöreskog & Sörbom, 1990).

Table 5.2 Model Fit Results

Model Element	First- Order CFA results		
	Hair Oil	Soap	Tooth Paste
Chi-Square (λ^2)	3818.175	3970.646	4191.527
Degrees of Freedom (df)	1006	1006	1006

Model Fit			
CMIN/DF (λ^2 /df)	3.795	3.947	4.167
CFI	.911	.905	.900
GFI	.820	.814	.901

5.2 Study 3: Influence of EB on BB and branding (Figure 5.5)

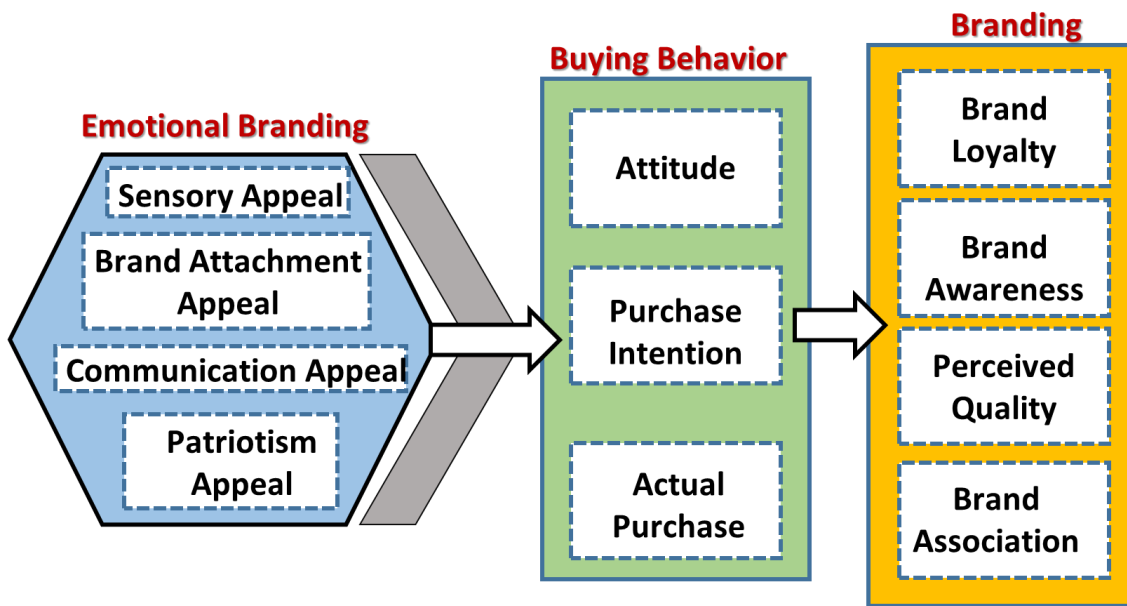


Figure 5.5 Theoretical Framework for Study 3

In the previous study, we have validated the four dimensions of EB and their influence on BB. In this section, we extend our model by validating the influence of dimensions of EB on BB and branding. Incorporating branding characteristics into a research model is essential for comprehending consumer decision-making processes, as stated by (K. L. Keller, 1993). This is particularly important when investigating the impact of EB on BB and branding results. The elements of branding encompass BAW, perceived quality, BAS, and BL. In addition, (Pine & Gilmore, 1998) contend that comprehending the influence of EB on purchasing behaviour necessitates an examination of customers' emotional reactions to stimuli associated with a brand. This entails evaluating the emotional arousal, valence, and

engagement evoked by brand messages and product experiences, as well as identifying emotional stimuli that motivate purchasing decisions and impact BL. Incorporating branding dimensions into the study model for the influence of EB on BB and branding outcomes offers a comprehensive framework for comprehending the intricate relationship between consumer emotions and brand-related behaviours. Figure displays the theoretical model for this study.

5.2.1 Assessment of Reliability

We conclude that the measuring device is trustworthy as the outcomes are stable throughout multiple administrations (Carmines & Zeller, 2013). It determines how consistent the results are, excluding the effects of repeated measurements. One definition of dependability, as used often in reliability studies, is a scale whose items consistently measure the same notion and have a high degree of correlation with one another. It demonstrates that the total scale's components are in agreement with one another. We used Cronbach's alpha to find out how reliable the instrument was. (Nunnally, 1994) states that a realistic and adequate value is more than 0.70. The Cronbach alpha calculated was 0.978, 0.981 and 0.980 indicating that our data was credible.

Table 5.3 Cronbach's alpha values

S.No	Product	Cronbach's alpha
1.	Hair Oil	0.978
2.	Soap	0.981
3.	Toothpaste	0.980

5.2.2 Path-Diagram

➤ Pooled Measurement Model

In this research, all the measurement models were developed on the basis of the theoretical and empirical context as proposed in the previous studies. Initially, the measurement models of each individual latent construct are drawn separately as a distinct model (Schreiber et al., 2006) to give more clarity regarding the individual constructs. Then, the pooled measurement model is drawn taking into account all the parameters together as it is advised to consider all the latent constructs at the same time to have a better understanding of these constructs' reliabilities and validities. Figure 5.6 - Figure 5.8 presents the pooled measurement model for all three products.

Product : Hair Oil

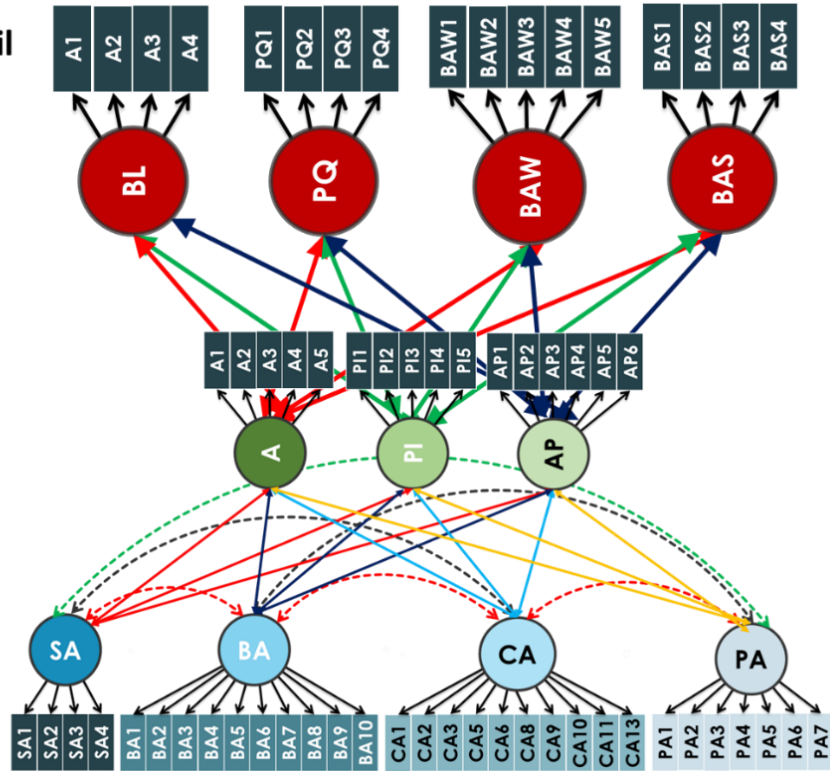


Figure 5.6 Path-Diagram for product Hair Oil

Product : Soap

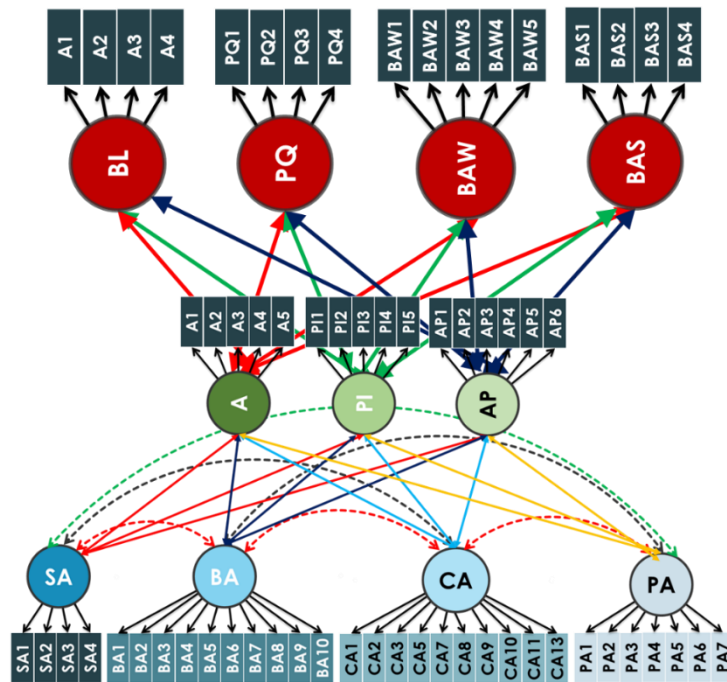


Figure 5.7 Path-Diagram for product Soap

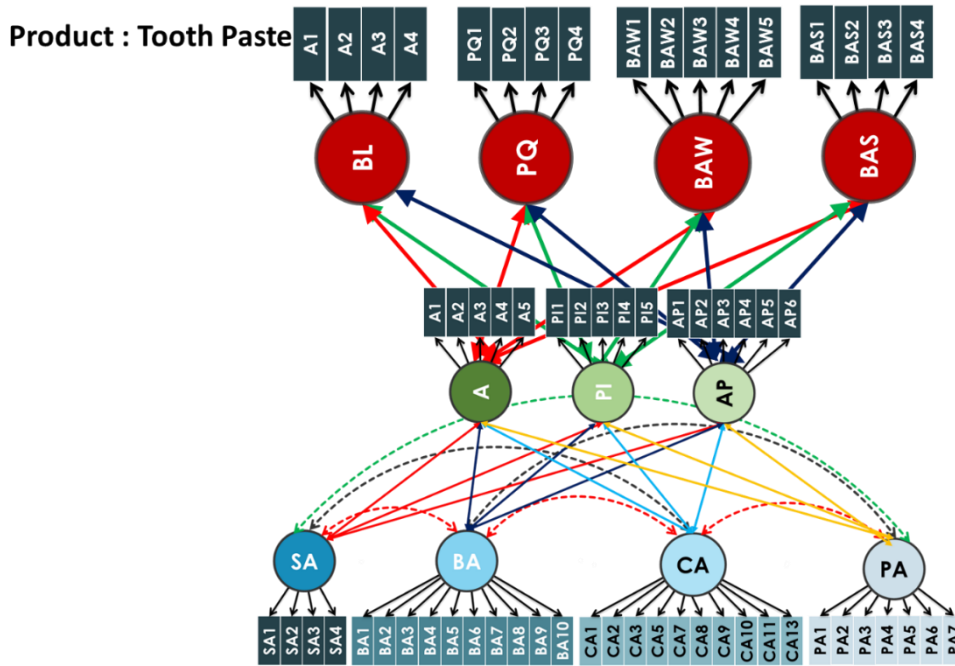


Figure 5.8 Path-Diagram for product toothpaste

5.2.3 Model Fit Indices for three products of the study are as follows:

Model fit is defined as the measurement that describes how well a model is able to represent the observations (Bollen, 1989). The main aim of conducting CFA is to find whether the measurement model is valid or not. In this study, goodness-of-fit indices were computed for each individual higher-order latent constructs as distinct models (Schreiber et al., 2006) and then for all the latent higher-order constructs taken together as one model i.e. a pooled measurement model (Figure 5.6, Figure 5.7 and Figure 5.8)

There are various fit indices available under SEM but there is no such consensus as to which fit indices to be used. (Kline, 2005) suggested that the following fit indices be reported at minimum i.e. Chi-square value, RMSEA, CFI, GFI and SRMR. However, (Hair et al., 2019a), (Jaccard & Wan, 1996) and (Holmes-Smith, 2006) recommended the use of at least three fit indices, one from each category of model fit. There are three categories of model fit indices: (a) AFI, (b) IFI and (c) PFI.

➤ AFI

- Chi-Square

The overall pooled model chi-square value was 7672.005, 7583.078 and 8117.724 with the p-value associated was found to be 0.000 i.e. significant. (Hair et al., 2019a) specified that when the sample size is more than 250 and the number of observed variables are more than

12, then evidence of good-fit would indicate a significant p-value. It is because the chi-square value is highly biased towards a large sample size and a large number of parameters (Kline, 2005); (Hu & Bentler, 1999). Because of these problems, it was recommended to use a relative chi-square value i.e. CMIN/df. Thus, this absolute chi-square criterion was not achieved for all the individuals and pooled measurement model.

- CMIN/df

Prominent researchers such as (Byrne, 1994) and (Hair et al., 2019a) suggested CMIN/df value less than 5 to be the acceptable value for considering the model good for fit. So, for this study, the CMIN/df value were 3.994, 3.947 and 3.994 which exhibited that the pooled measurement model was a good fit. Thus, this CMIN/df criterion was achieved.

- GFI

It is an absolute fit index created by (Jöreskog & Sörbom, 1990) . It does not compare the resulted value with the baseline value rather it is based on how well the variances and co-variances accounted for are replicating the observed covariance matrix. GFI is very sensitive towards sample size, thus, its popularity is decreasing in the current scenario (Sharma et al., 2005). GFI value of more than 0.80 is considered a measure of good fit (Doll et al., 1994); (Baumgartner & Homburg, 1996); In this study, GFI value for pooled measurement model were 0.820, 0.910 and 0.878 (exceeding the cut-off point of 0.80). Therefore, the pooled measurement model was considered a measure of good fit. Thus, GFI criterion was achieved.

- AGFI

AGFI is calculated by correcting GFI values which is affected by the number of items of each latent construct. AGFI is also very sensitive towards sample size, thus, its popularity is also decreasing in the current scenario (Sharma et al., 2005). AGFI value of more than 0.80 is considered a measure of good fit (Doll et al., 1994); (Baumgartner & Homburg, 1996); (Hu & Bentler, 1999). In this study, AGFI value for pooled measurement model were 0.810, 0.871 and 0.842 which is exceeding the cutoff point of 0.80. Therefore, the pooled measurement model was considered a measure of good fit. Thus, this AGFI criterion was also achieved.

- RMSEA

This is an absolute fit index created by (Steiger, 2016) which is based on a non-centrality parameter. This index has gained more popularity as compared to chi-square because of its sensitivity to the estimated parameters (and ignoring sample size issues), thus, making it “one of the most informative fit indices” (Diamantopoulos, 2005). (Byrne, 1994) and (Baron &

Kenny, 1986) recommended RMSEA value less than 0.08 as a good fit. In this study, the value of RMSEA were 0.056, 0.056 and 0.059 thus, making it a measure of good fit. Thus, this RMSEA criterion was also achieved.

- RMR and SRMR

RMR and SRMR are calculated based on the square root of the difference between the hypothesized covariance model and residuals of the sample covariance matrix. RMR is based on scales of each indicator, thus, making it difficult to interpret if the data contains varied scale items (Kline, 2005). This problem got overcome by SRMR and has gained popularity as it is not negatively biased towards more complex models (Hu & Bentler, 1999). The value of RMR and SRMR less than 0.08 is considered as a measure of good fit (Hu & Bentler, 1999). In this study, the value of RMR (0.580, 0.590 and 0.063) and SRMR (0.000 0.035 and 0.002) thus, making it a measure of good fit. Thus, RMR and SRMR criteria were also achieved.

➤ Incremental Fit Indices

- NFI

It is an incremental fit index comparing the chi-square value of the hypothesized model to the independent/null model. It assumes that under the null model, the latent variables are uncorrelated (Hu & Bentler, 1999). (Hair et al., 2019) recommended NFI value greater than 0.90 as a measure of good fit. In this study, the value of NFI were 0.844, 0.847 and 0.835, thus, making it a good fit. Thus, this NFI criterion was also achieved.

- TLI

TLI by (Tucker & Lewis, 1973) to overcome the problem of negative bias of NFI. It is based on the value of relative chi-square value and is often considered as one of the most important reported indices. (Hair et al., 2019a) suggested TLI value of more than 0.90 as a measure of good fit. In this study, TLI value were 0.872, 0.875 and 0.862 considering it to be a good fit. Thus, this TLI criterion was also achieved.

- CFI

CFI also was developed to overcome the problem of negative bias of NFI. It also assumes that under the null model, the latent variables are uncorrelated. (Hair et al., 2019a) suggested CFI value of more than 0.90 as a measure of good fit. In this study, CFI value was 0.908, 0.881 and 0.869 thus, considering it to be a good fit. Thus, this CFI criterion was also achieved.

➤ Parsimonious Fit Indices

- PNFI

PNFI addresses the problem of parsimony by taking into consideration the adjustments for incorporating additional parameters (Hair et al., 2019). It does so by adjusting NFI values based upon the degree of freedom. PNFI value of more than 0.50 is considered to be an acceptable fit (Hooper et al., 2007); (Bentler & Bonett, 1980). In this study, PNFI value for pooled measurement model were 0.805, 0.807 and 0.796 which was exceeding the cutoff point of 0.50. Thus, this PNFI criterion was also achieved.

- PCFI

PCFI also addresses the problem of parsimony by taking into consideration the adjustments for incorporating additional parameters (Hair et al., 2019). It does so by adjusting CFI values based upon the degree of freedom. PCFI value of more than 0.50 is considered to be an acceptable fit (Hooper et al., 2007); (Bentler & Bonett, 1980). In this study, PCFI value 0.837, 0.839 and 0.828 which was exceeding the cutoff point of 0.50. Thus, this PCFI criterion was also achieved.

Thus, based on the fit indices provided, it is clear that model is suitable for further investigation as all values fall under the specified threshold. Thus, measurement model exhibited a very good fit with the data.

Table 5.4 Model Fit Indices of Pooled Measurement Models

Fit Indices	Hair Oil	Soap	Toothpaste
<i>AFI</i>			
Chi-square p-value	7672.00 5	7583. 078	8117. 724
CMIN/df	3.994	3.947	3.994
GFI	0.820	0.910	0.878
AGFI	0.810	0.871	0.842
RMSEA	0.056	0.056	0.059
RMR	0.580	0.590	0.063
SRMR	0.000	0.035	0.002
<i>IFI</i>			
NFI	0.844	0.847	0.835
TLI	0.872	0.875	0.862
CFI	0.908	0.881	0.869
<i>PFI</i>			

PNFI	0.805	0.807	0.796
PCFI	0.837	0.839	0.828

5.3 Summary

This part of the study investigates the relationship between Emotional Branding (EB) factors and their impact on Buying Behavior (BB). The findings underscore the pivotal role of EB in shaping consumer behavior. Brands that effectively cultivate emotional connections with consumers by embodying positive personality traits and employing emotionally resonant advertising strategies are found to elicit stronger emotional ties and heightened tendencies for purchase. These results carry both theoretical and practical significance, validating existing theories while offering actionable insights for marketers seeking to enhance market competitiveness through emotionally-driven branding approaches. The research, as supported by Erkan and Evans (2016), demonstrates statistically significant relationships, reinforcing the robustness of the identified propositions.

6 Discussions and Interpretations

This chapter delves into the outcomes derived from the analyses of data, as delineated in the preceding chapter. It commences with an exploration of the demographic composition of the respondents where gender, marital status, education qualification, age, and annual income are meticulously examined to offer insights into the composition of the sample population. Following this, both theoretical and managerial implications are elucidated. Moreover, limitations of the study are scrutinized, alongside the provision of prospective avenues for future research.

6.1 Discussions: Major Highlights of the Findings

6.1.1 Demographic Profile of the Respondents

➤ Gender

In total, 469 respondents (50.2% of the sample) were male, while 472 respondents (or 49.8% of the sample) identified as female. The demographic data presented in the present analysis indicates that the ratio of females to males is 1006 to 1000. However, upon examining the statistical data from the previous five years, it becomes apparent that the sex ratio consistently fluctuated from 924 to 932, which is strikingly similar to the sex ratio observed in the current investigation. Consequently, the generalization is more warranted.

➤ Age

A total of 75.5% of the participants in this study are between the ages of 21 and 30, with an additional 6.5% falling within the age range of 31 to 40 years. 12.3% of the entire sample consists of respondents aged 41 to 50, 5.1% of the respondents fall within the age range of 51 to 60, and a mere 0.6% of the respondents are aged 60 years or older. The age distribution of the respondents in this study is presented in the table. It is evident that individuals between the ages of 21 and 30 years and 31 and 40 years, who are commonly known as Millennials and Gen-Z, respectively, have a substantial impact on the purchasing decisions of respondents with regard to a wide range of products. In addition to being more likely to try novel products, they also exert a significant impact on the product selection processes within their households. They diligently investigate alternative options that are accessible in the market. Although generational boundaries are malleable, there can be significant variation in individual preferences and behaviours within these cohorts. On the contrary, millennials (Generation Y) are individuals born between the early 1980s and mid-1990s who are tech-savvy, socially conscious, and ethnically diverse; they were born between the mid-1990s and the early 1990s. Generation Z (Gen Z) is distinguished by the fact that they were born between the mid-1990s and the early 2010s.

Individuals aged 41 to 50, 51 to 60, and those aged 60 and older comprise 0.6% of the traditional buyer demographic. Consumers have a tendency to acquire products that they are already acquainted with and utilize on a routine basis. Their inclination towards experimenting with novel products is diminished, as they prioritize established preferences and routines. Frequently, dependability and familiarity take precedence over experimentation. After discovering reputable products or brands that meet their expectations,

consumers are less inclined to consider alternative options. In light of the significant impact that individuals aged 21-40 have on purchasing behaviour, this statistical study comprises approximately 82% of the total sample size. Conversely, individuals aged 41-60 whose purchasing behaviour is consistent but may have a limited effect on the statistical analyses comprise approximately 18% of the sample size.

➤ Annual Income

According to the present statistical study, 77% of the population belongs to the income group of less than 500,000 per year. The percentages for the income groups of 500,000-1,000,000 and greater than 100,000 are 12.3% and 10.6%, respectively. It is noteworthy that the proportions of various socioeconomic groups ascertained in the current statistical survey conducted in the Delhi/Delhi-NCR region closely align with the nationwide data released by the government in 2020. However, such a correlation requires additional research due to the lack of income-based demographic data, specifically for the Delhi/Delhi-NCR region.

➤ Educational Qualification

To promote greater diversity in statistical data based on educational attainment, a considerable number of participants with educational credentials from various sectors have been included in the sample. In particular, those classified as Undergraduates, Graduates, Post-Graduates, and those holding Professional Qualifications constitute 41%, 25.7%, 23.4%, and 8.5%, respectively, of the total. It is important to highlight that the significant proportion of undergraduates (41%), which is noteworthy, may be attributed to their capacity for peer influence, their tendency to set trends, their adolescent enthusiasm, and their increased BAW. On the other hand, the comparatively small proportion of housewives in the statistical dataset, comprising only 1.4%, can be explained by the demanding nature of their care giving and domestic responsibilities. The aforementioned obligations often restrict their capacity to partake in surveys, especially when such surveys require a significant investment of time.

➤ Marital Status

As previously explicated, the age group encompassing 21 to 30 years constitutes the majority of the population within the designated age profile. There is an inherent correlation between this demographic trend and an increased prevalence of individuals who are unmarried, whether as an immediate or indirect result.

6.1.2 Demographic Profile with respect to products

➤ Hair Oil

36.1% of the respondents indicate that they utilize parachute coconut oil, while 18.5% utilize Dabur brand hair oil. The remaining 16.5% utilize hair oils not specifically mentioned in this article. 14.7% of consumers utilize Bajaj hair oil, 7.4% utilize Patanjali, 4.9% utilize Himalaya, and 1.6% utilize Himani Navratan hair oil (Figure 6.1).

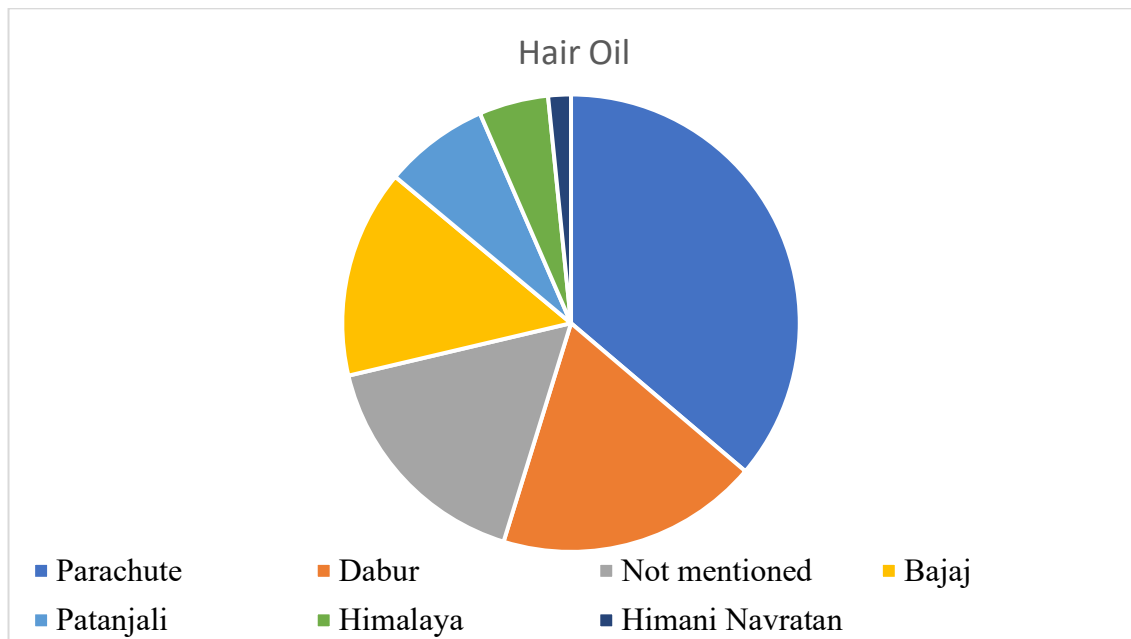


Figure 6.1 Hair Oil Respondents

➤ Soap

An additional 22.4% of the respondents utilize non-mentioned soap brands, while 19.3% utilize Dettol brand detergent. Furthermore, 15.1% of consumers utilize Lux brand soap, 11.5% utilize Centhol, 7.2% utilize Patanjali, and 6.5% utilize Lifebuoy soap (Figure 6.2).

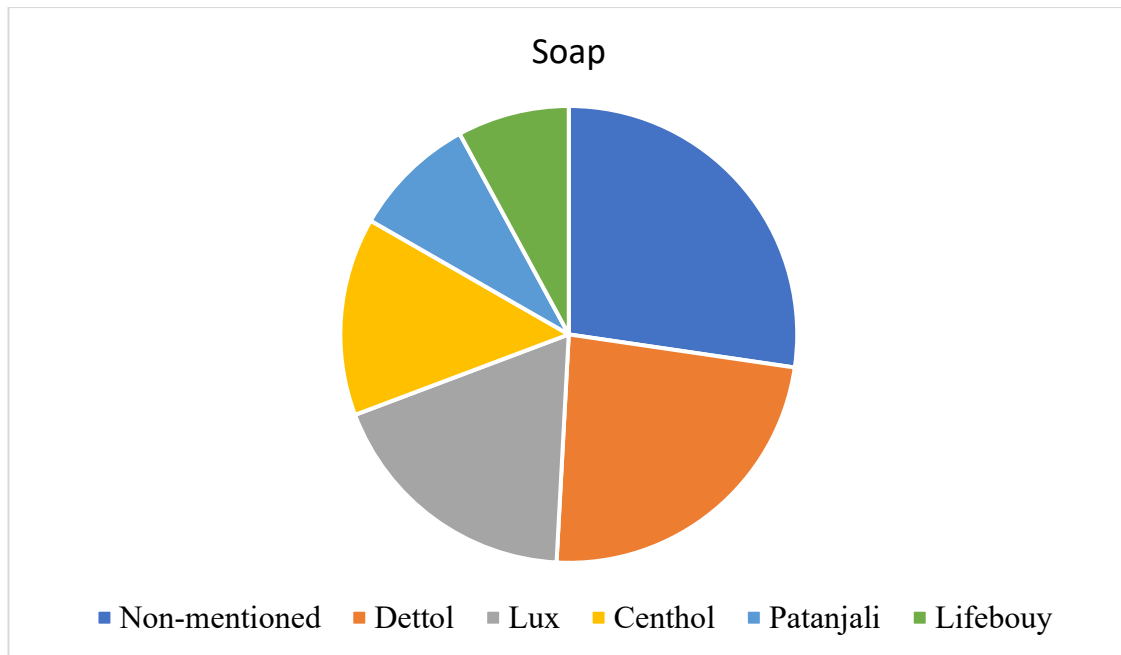


Figure 6.2 Soap respondents

➤ Toothpaste

22.5 percent of respondents use Dant Kanti toothpaste, 11.9 percent use Close Up toothpaste, 8.6 percent use other brands not mentioned in this study, 6.7 percent use Sensodyne, 4.9 percent use Dabur Promise, and 2.0 percent use Vicco toothpaste.

The 16.5% of respondents using other hair oils, 22.4% of respondents using other soap brands and 8.6 % respondents using other toothpaste brands not explicitly mentioned in the survey points to a diverse market where individuals have varied preferences. This category warrants exploration to identify emerging brands or traditional remedies that respondents find appealing (Figure 6.3).

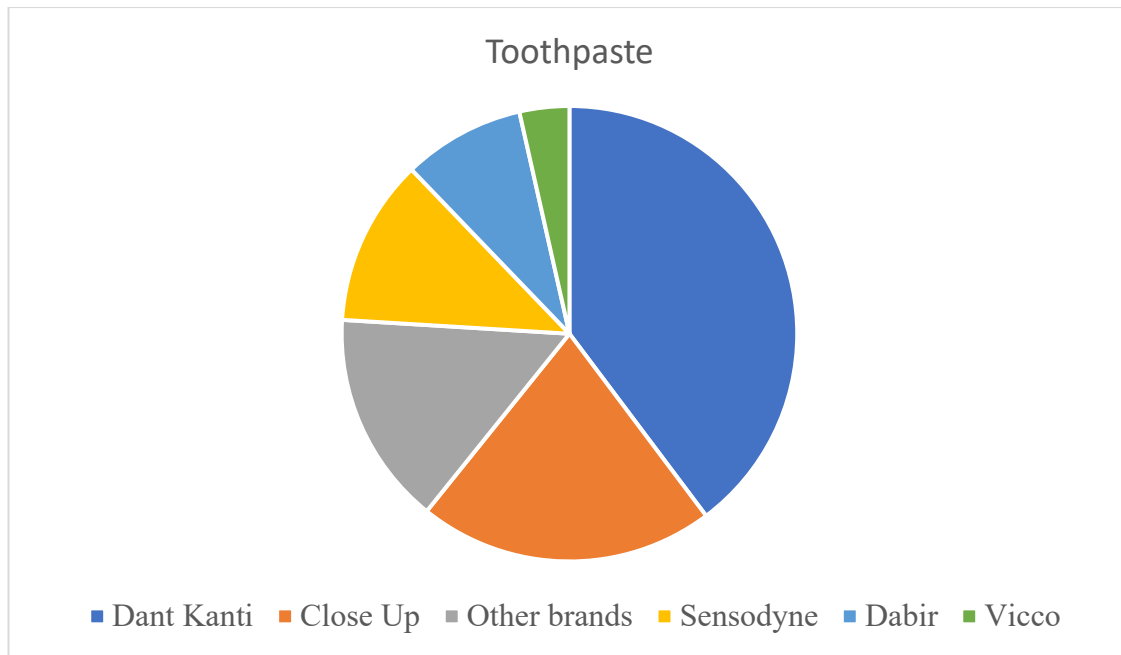


Figure 6.3 Toothpaste Respondents

6.1.3 Critical analyses: Objectives and Results of Hypotheses Testing

➤ Objective 1:

The first objective was to identify the determinants of EB.

The initial objective was accomplished through conducting a comprehensive study of existing literature and employing bibliometric analysis. We extensively researched the literature available in multiple digital databases, including Science Direct, Emerald, Taylor & Francis, ProQuest, Scopus, Sage, Google Scholar, Springer, and Wiley. In accordance with the contents of chapter 2, we have furnished literary evidence on EB spanning from 1997 to the present. For bibliometric analysis, the literature support from the Scopus database was utilized. The search algorithm used to gather the literature was as follows: The search query "EB" was used to extract relevant papers from Scopus. The search was limited to papers in the final or AIP stage, with the document type being an article. The subject areas were limited to business, society, and arts. The search fields used were the article title, keywords and abstract. The chosen topic areas were business accounting, social sciences, management, and arts and humanities. The search was restricted to "articles" exclusively, excluding conference papers, book chapters, and review pieces. The language was restricted to "English". Out of the total of 39 papers, 27 papers were deemed relevant for our investigation. At the initial search stage, a total of 625 publications were retrieved. Subsequently, a second filter was

implemented to specifically retrieve works published between 2000 and 2023. This process yielded a total of 28 publications from the selected timeframe. In order to prioritize the publications with the most impact and influence, only "Articles" were chosen, while excluding other types of publications such as conference proceedings, book chapters, and review papers. The outcome was the production of 27 articles. Only the research publications written in English were considered valid for the study. As a result, the final publishing data consisted of 27 articles. This database facilitated our statistical analysis of documents based on their source, year, subject area, and country. We utilized VOS viewer 1.6.15 software to conduct database network analysis, with Scopus research, to find the diverse emerging themes/clusters within the topic. Through the utilization of literature study and bibliometric studies, we have discovered four theoretical determinants of EB: SA, BA appeal, CA, and PA. The empirical inquiry was done to explore and validate these determinants by analysing consumer responses.

➤ Objective 2:

To conceptualize, develop and validate the scale for the measurement of EB.

This research, extensively covered in Chapter 2, found four elements that lead to the construction of the EB scale, as supported by the literature. The variables encompass SA, BA appeal, CA, and PA. Previous research has extensively examined the concept of EB, including its definition, factors that influence it, and the outcomes it produces. Numerous studies have consistently demonstrated a strong and positive influence of EB on consumers. Notable researchers who have contributed to this body of knowledge include (Fournier, 1998), (K. L. Keller, 1993), (Aaker, 1997), (Schmitt, 2012), (D. Holt, 2004), (Biel, 2013), (Govers & Schoormans, 2005), (Escalas & Bettman, 2005b) (A. J. Kim & Ko, 2010) and (Plewa et al., 2013). However, there is a scarcity of scholarly research (Nair et al., 2017) on the comprehensive comprehension of EB and its practical examination (Akgün et al., 2013), its impact on consumers' purchasing decisions (Ho, 2017) in the Indian context, and notably, a comprehensive measurement scale to assess EB is absent. This research seeks to address the aforementioned deficiency. To achieve this objective, a questionnaire consisting of a total of 73 items was distributed to gather responses. Among these items, 34 were specifically related to EB. These items were shared with researchers and specialists from academia to assess any potential ambiguity, comprehension, and clarity issues. Subsequent to the completion of a pilot research including a sample size of 50 consumers. This survey gathered

a grand total of 941 responses. The EB Scale was created through the utilization of the scale creation technique, employing EFA. Following the implementation of EFA, a total of 34 things were retained for the hair oil product, while 32 items were retained for the soap and toothpaste product in this research. Subsequently, Confirmatory Factor Analyses (CFA) were conducted.

The following hypotheses under objective 2 were proposed:

H_1 : SA significantly influences EB	H_3 : CA significantly influences EB
H_2 : BA significantly influences EB	H_4 : PA significantly influences EB

The structural model test showed that the p-values for the three products were all below 0.05. Additionally, the t-values (critical ratios) were all above 1.96 (Erkan & Evans, 2016). Therefore, our investigation provides evidence in favour of the hypotheses outlined before.

➤ Objective 3:

To examine the influence of EB on BB.

This study examines the relation between factors influencing EB and their influence on customer BB. Based on a thorough examination of existing literature and practical analysis, the study offers useful insights into the considerable impact EB has on customer purchasing choices. The results emphasize the crucial significance of EB in influencing consumer behaviour. Brands that successfully foster emotional bonds with consumers through positive personality attributes and emotionally impactful advertising methods are discovered to generate stronger emotional connections and increased inclinations to make purchases. These findings have both theoretical and practical significance. They validate existing theories and provide practical implications for marketers who want to improve market competitiveness via emotionally-driven branding methods.

The following hypotheses under third objective were proposed:

Impact Variable 1: Attitude	
H_5 : SA significantly influences attitude	H_7 : CA significantly influences attitude
H_6 : BA significantly influences attitude	H_8 : PA significantly influences attitude

Impact Variable 2: PI	
H_9 : SA significantly influences PI	H_{11} : CA significantly influences PI
H_{10} : BA significantly influences PI	H_{12} : PA significantly influences PI
Impact Variable 3: AP	
H_{13} : SA significantly influences AP	H_{15} : CA significantly influences AP
H_{14} : BA significantly influences AP	H_{16} : PA significantly influences AP

According to Erkan and Evans (2016), the structural model test showed that all three products had t-values (critical ratios) more than 1.96 and p-values for the aforementioned relations lower than 0.05. Therefore, the aforementioned propositions are supported.

Objective 4:

To assess the influence of EB on BB and branding.

This study investigates the impact of EB on both consumers purchasing behaviour and branding through methodical investigation. The results indicate a strong correlation between EB and customers, indicating a substantial impact on both BB and branding. This underscores the significance of employing EB methods, which not only stimulate customer purchases but also mould the overall company image and identity, resulting in BL. These findings enhance our comprehension of the impact of EB on attaining marketing goals and forming significant bonds with consumers.

The following hypotheses under fourth objective were proposed:

Impact Variable 1: Attitude on Branding	
H_{17} : Attitude significantly influences BL	H_{19} : Attitude significantly influences PQ
H_{18} : Attitude significantly influences BAW	H_{20} : Attitude significantly influences BAS
Impact Variable 2: PI on Branding	
H_{21} : PI significantly influences BL	H_{23} : PI significantly influences PQ
H_{22} : PI significantly influences BAW	H_{24} : PI significantly influences BAS

Impact Variable 3: APon Branding

H_{25} : AP significantly influences BL	H_{27} : AP significantly influences PQ
H_{26} : AP influences BAW	H_{28} : AP influences BAS

The analysis conducted revealed noteworthy findings regarding the relationships between various factors across three distinct product categories. Specifically, the statistical analysis indicated that the p-values associated with these relationships were consistently below the threshold of 0.05, while the t-values (critical ratios) surpassed the threshold of 1.96, as noted by (Erkan & Evans, 2016). These results provide robust support for the hypotheses posited in the study, affirming the validity of the proposed relationships between the examined variables.

6.1.4 Hypotheses path results

Since all p values for all the above relations were less than 0.05 and t-values (critical ratios) for all the above were above 1.96, thus the research supports all the above hypotheses (Figure 6.1).

Table 6.1 Hypotheses results

S.No	Hypotheses	Hypotheses path	Result
H ₁	SA significantly influences EB	SA→EB	Supported
H ₂	BA significantly influences EB	BA→EB	Supported
H ₃	CA significantly influences EB	CA→EB	Supported
H ₄	PA significantly influences EB	PA→EB	Supported
H ₅	SA significantly influences attitude	SA→A	Supported
H ₆	BA significantly influences attitude	BA→A	Supported
H ₇	CA significantly influences attitude	CA→A	Supported
H ₈	PA significantly influences attitude	PA→A	Supported
H ₉	SA significantly influences PI	SA→PI	Supported
H ₁₀	BA significantly influences PI	BA→PI	Supported
H ₁₁	CA significantly influences PI	CA→PI	Supported
H ₁₂	PA significantly influences PI	PA→PI	Supported
H ₁₃	SA significantly influences AP	SA→AP	Supported
H ₁₄	BA significantly influences AP	BA→AP	Supported

H ₁₅	<i>CA significantly influences AP</i>	CA→AP	<i>Supported</i>
H ₁₆	<i>PA significantly influences AP</i>	PA→AP	<i>Supported</i>
H ₁₇	<i>Attitude significantly influences BL</i>	A→BL	<i>Supported</i>
H ₁₈	<i>Attitude significantly influences BAW</i>	A→BAW	<i>Supported</i>
H ₁₉	<i>Attitude significantly influences PQ</i>	A→PQ	<i>Supported</i>
H ₂₀	<i>Attitude significantly influences BAS</i>	A→BAS	<i>Supported</i>
H ₂₁	<i>PI significantly influences BL</i>	PI→BL	<i>Supported</i>
H ₂₂	<i>PI significantly influences BAW</i>	PI→BAW	<i>Supported</i>
H ₂₃	<i>PI significantly influences PQ</i>	PI→PQ	<i>Supported</i>
H ₂₄	<i>PI significantly influences BAS</i>	PI→BAS	<i>Supported</i>
H ₂₅	<i>AP significantly influences BL</i>	AP→BL	<i>Supported</i>
H ₂₆	<i>AP significantly influences BAW</i>	AP→BAW	<i>Supported</i>
H ₂₇	<i>AP significantly influences PQ</i>	AP→PQ	<i>Supported</i>
H ₂₈	<i>AP significantly influences BAS</i>	AP→BAS	<i>Supported</i>

6.2 Summary

Table 6.2 Comprehensive Overview of Objectives, Methodological Approach, and Empirical Findings

Objective	Methodology adopted for achieving	Results
Objective 1	Literature Review and Bibliometric analyses	Four dimensions of EB were identified theoretically.
Objective 2	EFA, CFA	Dimensions of EB were validated empirically.
Objective 3	CFA	The results suggest a substantial impact of emotional branding on buying behaviour.
Objective 4	CFA	The research results indicated a notable impact of emotional branding on buying behaviour and branding.

7 Conclusions and Implications

As we culminate our thesis journey, this final chapter serves as the nexus where we consolidate our findings, draw conclusions, and delineate the implications for theory and practice. In this pivotal section, we encapsulate the essence of our research, offering insights into the theoretical underpinnings of our study, as well as its practical implications for marketers and businesses. Through a comprehensive examination of our findings, we present recommendations and suggestions aimed at guiding future endeavours in this domain. Additionally, we acknowledge the inherent limitations of our study and chart a course for future research directions, paving the way for continued exploration and advancement in the field.

7.1 Conclusions

In this thesis, we have embarked on a journey to unravel the intricacies of Emotional Branding (EB) within the fast-moving consumer goods (FMCG) sector, a domain characterized by intense competition and subtle product differentiations. Through a meticulous examination of existing literature coupled with empirical analysis, our endeavour aims to enrich marketing theory and practice, offering invaluable insights to enhance EB strategies within the FMCG landscape. Our exploration began with a thorough review of literature and bibliometric analyses, which unearthed four pivotal dimensions of emotional branding. However, the dearth of studies on emotional branding and its measurement in the Indian context presented a compelling research gap, prompting us to develop and validate a holistic scale tailored to this setting. Our subsequent empirical analyses, structured across three distinct phases and product categories, were aimed at confirming and validating these theoretical dimensions.

The analyses of our study are structured around three distinct phases with three product categories. Initial phase of our analyses, referred to as study 1, is dedicated to the construction and validation of the EBS. Study 2 and study 3 are dedicated to finding the influence of emotional branding on BB and branding. Outcome of study 1 shows that emotional branding consists of four dimensions namely SA, BA, CA and PA. Study 2 show significant influence of EB on BB and Study 3 demonstrates significant influence of EB on BB and branding. Importantly, our statistical analyses yielded robust findings, with p-values consistently below the threshold of 0.05 and t-values surpassing 1.96, affirming the validity of the hypothesized relationships. Theoretical implications emphasize the strategic importance of these EB components in shaping consumer perceptions and brand success, while managerial insights underscore the imperative of optimizing sensory appeals, crafting authentic communication, and leveraging patriotism as a potent emotional strategy.

In light of our findings, we offer practical recommendations for marketers to seamlessly integrate EB throughout the customer journey and adapt strategies based on empirical evidence. Nevertheless, we acknowledge certain limitations, including methodological constraints, product category specificity, and geographical limitations, thereby paving the way for future research endeavours to delve deeper into mediating and moderating factors and expand the scope for generalizability and applicability across diverse contexts within the Indian market.

In summation, this thesis serves as a foundational cornerstone in understanding EB within the FMCG sector, providing a roadmap for future researchers to enrich our comprehension and application of emotional branding strategies in the dynamic Indian market landscape.

7.2 Implications

7.2.1 Theoretical Implications

The focus of our research is on the theoretical and empirical elements of EB. This research work focuses on creation of a theoretical framework, the proposal of a novel conceptual model, and the enhancement of the theoretical comprehension of EB.

- a) Contribution towards EB literature:** The objective of this study is to fill the research void that was delineated in Chapter 2, which highlights lack of literature on EB in India (Akgün et al., 2013); (Nair et al., 2017), by filling this gap. An analysis of bibliometric data from the Scopus database reveals that the United States is at the forefront of EB research, with India, Spain, and the United Kingdom following. This discovery highlights a tremendous possibility for India to actively participate in and make a big contribution to the field of EB. The research aims to not only address the observed gaps but also establish India as a country with the capacity for significant engagement and influence in this field. In addition, the study presents a comprehensive collection of different definitions used by authors to describe EB. It provides an extensive analysis of the literature available in this field spanning from 1997 to the present. This thorough approach sets the stage for the study, emphasizing its possible advancements in both scholarly comprehension and real-world implementations within the realm of EB.
- b) Significant contribution in the formulation of novel scale on EB:** The literature analysis reveals that current methods do not offer a holistic solution for assessing EB, defined as to the extent to which a brand or product appeals to consumers' emotional desires. The authors have endeavoured to tackle and bridge this gap. The study presents a preliminary method for creating a comprehensive scale that measures the emotional perception of a brand, taking into account four elements consistently. A scale was constructed and validated using a standard process. Therefore, by a thorough examination of current literature, our research has made a valuable

contribution by evaluating a novel scale that demonstrates a substantial impact on customer purchasing choices.

- c) Contribution in terms of extension of influence of new EB scale on BB and branding: According to the literature existing approaches do not show how EB influences consumer attitude and consumer decisions to purchase a product (Ho, 2017); (Akgün et al., 2013). This research endeavours to systematically investigate the nuanced impact of EB on consumer BB. Representing a pioneering effort, this study seeks to empirically validate the influence of various EB variables on key dimensions of BB. Additionally, the study extends its scrutiny to the broader branding context, exploring the effects of EB on branding dimensions. To rigorously assess this relationship, CFA was applied. This technique facilitates a thorough investigation of the underlying concepts, substantiating the statistical assertions made in the conceptual framework. By employing this methodological approach, the findings are precise and valid. The results of this study make a substantial scholarly contribution by revealing that the EB scale has a considerable impact on multiple aspects of buyer behaviour and branding perceptions. This not only adds empirical weight to the theoretical foundations of EB but also provides practical insights for marketers and practitioners.

7.2.2 Managerial Implications

This study provides useful management insights that can assist marketers in fostering and leveraging emotional bonds with consumers. This study offers marketers a comprehensive framework to create a new emotional impulse measuring scale and cultivate strong consumer relationships. It provides marketers with the necessary tools to effectively connect with their target consumers. The following are the primary managerial ramifications: Leveraging SA for Enhanced PIs: Acknowledge that sensory attributes, including taste, texture, smell, and appearance, significantly influence consumers' buying choices. By giving priority to SA, brands may provide positive emotional experiences that not only enhance the intention to purchase but also stimulate sales. Creating goods or encounters that captivate the senses can assist firms in distinguishing themselves in a fiercely competitive market.

- a) Cultivating BA for Premium Pricing and Loyalty: It is vital to recognize that BA has impact on consumers' propensity to pay higher prices, engage in word-of-mouth communication, and demonstrate loyalty. Marketers can leverage this opportunity by employing tactics that enhance brand affinity, such as narrative-driven campaigns, customized interactions, and community-engagement endeavours.

- b) **Enhancing Brand Image through EB Factors:** Marketers should carefully consider the EB characteristics highlighted in this study, specifically SA, brand attachment, communication, and appeals to patriotism. Strategically incorporating these variables into marketing initiatives can have impact on consumer perceptions and improve the overall image.
- c) **Promoting PIs and Loyalty through Brand Attachment:** Acknowledge that BA not only cultivates loyalty but also enhances buying intention, recurring purchases, word-of-mouth communication, and ultimately, sales. Formulating tactics that cultivate emotional bonds between customers and the brand can result in enduring advantages.
- d) **Exploring Patriotism as an Emotional Strategy:** View patriotism as a potentially influential emotional strategy. Emphasizing the sentimental connection, individuals have with products from their own country can deeply resonate with consumers. Moreover, placing emphasis on the importance of bolstering local industry and jobs can further augment the attractiveness of your brand.

7.3 Recommendations and Suggestions

The following recommendations are being made to retailers and marketers on the basis of detailed implications discussed above. By implementing these recommendations, marketers and retailers can harness the power of EB to influence consumer behaviour positively and build lasting connections with their target audience.

- a) **Tailor SAs in Branding:** Utilize SAs in branding efforts, with a focus on components that elicit emotional reactions. To establish a comprehensive and emotionally impactful bond with consumers, it is crucial to consider the visual, audio, and tactile elements of the brand experience.
- b) **Build BA through Experiences:** Enhance BL by crafting significant and unforgettable brand encounters. Create tactics that surpass product attributes in order to establish emotional bonds, such as private gatherings, customized engagements, and narrative techniques that resonate with consumer values.
- c) **Craft Effective Communication Strategies:** Concentrate on developing communication techniques that provoke emotional reactions from consumers. Guarantee that the brand's communication is genuine, easily understood, and remains the same across different points of contact. Utilize narrative strategies that elicit emotions consistent with the brand's identity.

- d) **Invoke Patriotism in Branding Campaigns:** Acknowledge the inherent power of using patriotism as a marketing strategy. Customize marketing efforts to leverage national or cultural pride, highlighting the brand's alignment with these principles. This has the potential to establish a robust emotional connection with consumers who resonate with such feelings.
- e) **Utilize the Validated EB Scale:** Adopt the validated EB scale as a valuable instrument for evaluating and improving brand strategy. Consistently assess and analyse the emotional influence of branding initiatives using this scale to guarantee conformity with consumer perceptions and preferences.
- f) **Integrate EB into Customer Journey:** Incorporate EB consistently across every stage of the consumer journey. From the moment customers become aware of your brand to their interactions after making a purchase, make sure to incorporate emotive components into every point of contact. This comprehensive strategy has the ability to generate a reliable and long-lasting emotional connection with the brand.
- g) **Collaborate with Influencers and Advocate:** Engage in partnerships with influencers and brand champions who have the ability to genuinely enhance the emotional attractiveness of the brand. Collaborating with like-minded individuals can bolster credibility and expand the brand's reach to a wider audience, while also evoking strong emotional connections.
- h) **Adapt Strategies Based on Research Findings:** Utilize the knowledge acquired from the EB scale to enhance the equilibrium of its dimensions in marketing strategy.

7.4 Limitations and Future Research Directions

While this research lays the foundation for understanding EB's components and impact, it also acknowledges certain limitations to further enrich the field of EB.

- a) **Mixture of qualitative and quantitative approach:** To commence, the results of the survey were collected by self-reporting, which means that there is a possibility for mistake in the conclusions drawn from the data. In the future, scholars may choose to examine the structural framework using methods that are more severe, such as qualitative surveys, purchasing patterns, or longitudinal studies (Caniëls et al., 2021).
- b) **Limited EB Components:** This study identified SA, brand attachment, CA, and PA as determinants of the EB scale. Future studies should consider expanding the scope by

incorporating additional relevant factors like brand jealousy, trust, and more could also play crucial roles in EB and create a more comprehensive EB scale.

- c) **Product Category Specificity:** The study focused on three specific products (hair oil, soap, and toothpaste) within the FMCG sector. As a limitation, this restricts the generalizability of the EB scale. Research should be conducted in the future to study the applicability and validity of the scale over a wide range of product categories and market groups in order to evaluate its wider significance.
- d) **Mediating Factors:** While this research established the importance of EB components, it did not delve into the potential mediating roles of factors like celebrity endorsement, brand trust, or brand love. Future studies could investigate these factors as potential mediators, providing a more nuanced understanding of how EB influences consumer behaviour and brand perception.
- e) **Moderating factors:** This research endeavours to develop and validate a scale. It is imperative to note that this research does not establish a direct relationship between demographic factors and EB. Future researchers are encouraged to delve into these demographic dimensions, exploring their potential influence on EB for a more nuanced understanding.
- f) **Geographical Limitation:** The study was conducted in Delhi/NCR, limiting its geographical scope. Future research endeavours should expand their geographic reach to include a more diverse sample across different regions of the country, allowing for a more comprehensive and representative assessment of EB's impact.
- g) **Larger number of responses:** Due to the fact that the total of 941 respondents does not have a demographic composition that is representative of the entire nation, there is no guarantee that these findings can be extended to the entire nation. Moreover, a comparative study among metro cities can also be taken.

7.5 Summary

This research seeks to advance the understanding of Emotional Branding (EB) by addressing the lack of literature in the Indian context, proposing a novel scale to measure EB's emotional impact on consumers, and exploring its influence on buying behavior and branding. By analysing bibliometric data and recognizing the dominance of EB research in countries like the United States, Spain, and the United Kingdom, this study underscores the potential for India to actively contribute to the field. Furthermore, it offers a meticulous examination of various definitions of EB and synthesizes existing literature from 1997 to the present, laying

the groundwork for a comprehensive understanding of EB's theoretical and practical implications. Through the development and validation of a holistic EB scale and exploration of its influence on consumer buying behavior and branding perceptions, this research aims to offer valuable insights for both scholars and practitioners in the realm of marketing and brand management.

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Appendix-I

Final Questionnaire – DATA (overall option not taken into consideration)

APPENDIX A: Questionnaire

Dear Sir/Madam,

This research study is being undertaken by Miss Niharika, Research Scholar, DSM, Delhi Technological University on '*Emotional Branding and Buying Behaviour: A Study of Fast-Moving Consumer Goods*'. The purpose of this survey is to find out the impact of emotional branding on purchase intention of Indian consumers. Your participation will be a valuable contribution in this research study. The data provided by you shall be kept strictly confidential and will be used only for research purposes. Thank you very much for your kind co-operation.

Section A: Please tick the appropriate response

A1. Gender

Male	Female
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A2. Age

21-30	31-40	41-50	51-60	Above 60
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A3. Annual Income

Up to 2,50,000	2,50,001- 5,00,000	5,00,001- 10,00,000	Above 10,00,000
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A4. Educational Qualification

Under-graduate	Graduate	Post-graduate	Professional Qualification	Housewife
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A5. Marital status

Married	Unmarried
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A6. Which brand of hair oil, do you use?

- a. Dabur
- b. Patanjali
- c. Himalaya
- d. Himani Navratan
- e. Bajaj
- f. Parachute coconut
- g. Others (please specify)

A7. Which brand of Soap, do you use?

- a. Lux
- b. Lifebuoy
- c. Patanjali

- d. Pears
- e. Cinthol
- f. Dettol
- g. Others, (please specify)

A8. Which brand of toothpaste, do you use?

- a. Colgate
- b. Close up
- c. Dant Kanti
- d. Dabur Promise
- e. Vicco
- f. Sensodyne
- g. Others, (please specify)

Section B: Please tick the appropriate response. There are no right or wrong answers.

Respondents are requested to answer the following questions from strongly agree to strongly disagree on 5-point Likert Scale

S.NO	Statements	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
1.	I like the fragrance of this product.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
2.	c. Toothpaste	1	2	3	4	5
	The texture of this product is sensational.	1	2	3	4	5
	a. Hair oil					
3.	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
	The product is visually appealing.	1	2	3	4	5
4.	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
5.	The color of this product is attractive.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
5.	c. Toothpaste	1	2	3	4	5
	I am fond of this brand.	1	2	3	4	5
	a. Hair oil					
5.	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5

6.	I love this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
	7.	I think that this brand and I are quite similar to each other.				
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
	8.	I feel emotionally attached with this brand.				
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
9.	There is something almost magical about my relationship with this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
	10.	There is a bond between me and this brand.				
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5

11.	I feel connected to this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
12.	I am passionate towards this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
13.	I am delighted to this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
14	I am captivated to this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
15	The product serves the purpose for which it is made.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
16	The product is reliable.	1	2	3	4	5
	a. Hair oil					

	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
17	The quality of the packaging is suitable for the product.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
18	The believability of the product is high.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
19	I feel happy about the brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
20	The brand is popular.					
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
21	I feel excited about the brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5

22	I feel intimacy with the brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
23	I feel contended with the brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
24	I do not enjoy in recalling the brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
25	I am favorable to this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
26	The product is effective.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
27	The product possesses distinct feature.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5

	c. Toothpaste	1	2	3	4	5
	d. Overall	1	2	3	4	5
28	The product is good for overall health of the human being.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
29	The product is not harmful.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
30	This product is cheaper than the other products of similar category.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
31	The product is right value for money.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
32	I love Indian brand.					
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5

	c. Toothpaste	1	2	3	4	5
33	I feel happy when I buy Indian brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
34	I prefer to buy products manufactured in India.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
35	The country of origin is very important for me.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
36	I feel proud in buying Indian brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
37	When I buy products made in India, Indian economy will prosper.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5

	c. Toothpaste	1	2	3	4	5
38	I am committed to the Indian brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
39	This brand falls in me evoke set (preferential image).	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
40	I have been influenced by this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
41	I intend to buy this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
42	I am tempted to use this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
43	I have decided to buy this brand.	1	2	3	4	5

	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
44	I would like to buy this product.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
45	I buy this product oftently.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
46	I decided to buy this product quickly.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
47	Good memories of the brand, facilitates me to buy this product.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
48	This brand gets me involved in buying the product.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5

49	Impressive characteristics of the brand makes me to buy this product.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
50	I feel happy, whenever I think about this brand.	1	2	3	4	5
	a. Hair oil					
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
51	I like this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
52	This brand's claims are believable.					
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
53	This brand has a name you can trust.					
	a. Hair oil	1	2	3	4	5
	b. Soap	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5

54	I have a favourable opinion towards this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
55	Brands having celebrity endorsers are more appealing.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
56	Celebrity ads are persuasive.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
57	Brands having celebrity endorsers are more likeable.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
58	Celebrity ads lead to higher recall of the ads.					
	a. Hair oil	1	2	3	4	5

	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
59	I am not influenced by the Celebrity ads.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
60	I am aware of this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
61	I can easily recognize this brand among competing brand.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
62	I can easily imagine this brand in my mind.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
63	Some characteristics of this brand come to my mind quickly.					

	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
64	I can quickly recall the symbol logo of this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
65	I am committed to this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
66	I would actively search for this brand in order to buy it.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
67	This brand would be my first choice.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
68	If someone offers me a competitive brand, I					

	will still buy this brand.					
	Hair oil	1	2	3	4	5
	Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
69	I am attached to this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
70	This brand has a good image.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
71	My memories associated with this brand positively influence my purchase decision					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5
72	I have good memories linked to this brand.					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5

	c. Toothpaste	1	2	3	4	5
73	I associate good feelings with this brand					
	a. Hair oil	1	2	3	4	5
	b. Soaps	1	2	3	4	5
	c. Toothpaste	1	2	3	4	5

Appendix-II

Details of Publication:

S. No	Title of the Paper	Name of the authors	Name of the Journal	Indexation	Published/Accepted
1	Development and Validation of Emotional Branding Scale: A study on Indian Fast Moving Consumer Goods	Niharika Rajan Yadav	Journal of Management and Entrepreneurship	UGC-CARE	Published
2	Influence of Emotional Branding on Consumers' Purchase Intention: A Study on Scale Development and Mediating Role of Celebrity Endorsement	Niharika Rajan Yadav	FIIB Business Review	Scopus, ABDC, ESCI, UGC-CARE	Published
3	A study on Conceptualization and validation of scale for measuring Patriotism	Niharika Rajan Yadav	Manager-The British Journal of Administrative management (ABDC)- Industry qualifications, The Indian institute of administrative management, UK	ABDC	Published
4	Construction of scale for the measurement of emotional branding: A study of Indian hair oil Construction of scale for the measurement of	Niharika	The Indian Journal of Commerce	UGC-CARE	Published

	emotional branding: A study of Indian hair oil				
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Details of Patents:

S. No.	Title of the Patent	Name of the authors	Published/Accepted
1	Conceptualization and validation of scale for measuring Patriotism	Niharika Rajan Yadav	Accepted

Details of International conferences:

S. No.	Complete name of the conference	Organizers of the conference	Date	Venue of the conference
1	Empowering to create smart future through e-governance and digitization	Bharati Vidyapeeth	January, 2018	New Delhi
2	International conference on digital economy 2019	IIM Raipur	February, 2019	Raipur
3	International conference on Business and Management	DTU	March, 2019	New Delhi
4	NASMEI International Marketing-IS Conference	IIM Indore	July 2019	Indore

FDP Details:

Sunoo.	FDP Details	Organizers	Date	Venue
1	Structural equation model using AMOS	RDIAS, New Delhi	May 2018	RDIAS, New Delhi
2	Research Methods and Business Analytics Using SPSS & R - Studio	DIAS, New Delhi	June 2019	DIAS, New Delhi
3	Qualitative methods using NVivo software	IIT- Delhi	October,2019	IIT- Delhi
4	Qualitative design & research	IMI, New Delhi	January,2020.	IMI, New Delhi
5	Structural Equation Modelling and Artificial Neural Network	LBSIM, New Delhi	June 2022	LBSIM, New Delhi
6	Basic Statistical Analysis to Doctoral Research	Koach Scholar, New Delhi	September 2020	Online
7	Demystifying Literature Review Techniques	Koach Scholar, New Delhi	August, 2020	Online

List of Publications and their proof

Journal

5. Niharika and Rajan Yadav, A study on Conceptualization and validation of scale for measuring Patriotism, *The British Journal of Administrative management* (2022), 58, 1746-1278, 44-6.
6. Niharika and Rajan Yadav, Influence of Emotional Branding on Consumers' Purchase Intention: A Study on Scale Development and Mediating Role of Celebrity Endorsement, *FIIB Business Review* (2023), 2455-2658, 1-13.
7. Niharika and Rajan Yadav, Development and Validation of Emotional Branding Scale: A study on Indian Fast Moving Consumer Goods, *Journal of Management and Entrepreneurship* (2023), 17, 2229-5348, 4.
8. Niharika, Construction of scale for the measurement of emotional branding: A study of Indian hair oil, *The Indian Journal of Commerce* (2021), 74, 2454-6801,190.

Conferences

4. Niharika and Rajan Yadav, Emotional Branding using patriotism for Y generation, *IIM Indore-NASMEI International Marketing-IS Conference* (2019).
5. Niharika and Rajan Yadav, Branding through Social media, *IIM-Raipur: International Conference- ICD* (2018).
6. Niharika and Rajan Yadav, Customer Engagement through social media, *International Conference* (2018).

Patent

2. Niharika and Rajan Yadav, A study on Conceptualization and validation of scale for measuring Patriotism (2024).

Influence of Emotional Branding on Consumers' Purchase Intention: A Study on Scale Development and Mediating Role of Celebrity Endorsement

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Niharika¹  and Rajan Yadav¹

Abstract

Emotional branding is a powerful branding strategy that has a significant influence on consumers final purchasing decisions, and marketers have used it extensively. The purpose of this research is to create a multifactor instrument for measuring emotional branding, to show that it can predict consumer behaviour and to investigate the mediating role of celebrity endorsement (CE) in this relationship. The study is divided into three sections. A multistage scale development and validation process was the initial step. Exploratory factor analysis determines the emotional branding scale's (EBS's) components in the second stage. Third, confirmatory factor analysis (CFA) validated the scale. Study 1 shows scale development and zero- and first-order CFA. Study 2 shows how does CE mediate the relationship between emotional branding and purchase intention (PI). The findings indicate that each of the four structures contains 32 elements from the EBS. The study reveals that the EBS has four components (i.e., sensory appeal, brand attachment appeal, communication appeal and patriotism appeal). Emotional branding affects PI directly and statistically. CE partially mediates emotional branding and PI.

Keywords

Emotional branding, scale development, purchase intention, celebrity endorsement, mediation

Introduction

The concept of emotional branding has been gaining ground across the world and the marketers have been using it aggressively for influencing the customers. Consumers relate to and respond to emotional advertisements more than textual advertisements. As humans, we can process and retain a limited amount of textual information from the advertising that bombards us on a daily basis. Human emotions are the most powerful feelings that anyone may feel. As a result, when this textual information is presented in advertising, stories, songs and documentaries and mingled with human emotions, the content becomes more engaging, relatable and remembered. Brands can connect with and pique the interest of their target audience by using fresh content and scripts to simulate an experience that the target audience will want to relive. Emotional branding is a branding approach that uses basic human emotions such as happiness, fear and wrath to elicit a stronger response

from customers. Creative and heartfelt ads have the ability to elicit emotions such as happiness, rage, guilt, pride, sobbing, sadness, fear and so on. They can also persuade people to buy products and so impact their purchasing decisions. The most astonishing truth, according to Conejo (2014), author of 'Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing', is that we don't even reason our way to logical solutions. We rationalize our emotions. Emotions act as the substrate, or the basic layer of neural circuitry that underpins logical decision-making. They serve as the foundation upon which decisions are made. According to Khanna (2019), emotional responses to commercials have a higher influence on a person's propensity to buy than the substance of the advertisement. Bou Saada et al. (2022) demonstrated that a positive outlook on emotional marketing leads to positive brand actions, which in turn are mediated by positive brand emotions (even in times of crisis). Marketers are beginning to recognize the value of strong emotional content and its ability to sway purchasers. The

¹Delhi School of Management, Delhi Technological University, Delhi, India

Corresponding author:

Niharika, Delhi School of Management, Delhi Technological University, New Delhi, Delhi 110042, India.
E-mail: kishor.niharika@gmail.com

A STUDY ON CONCEPTUALIZATION AND VALIDATION OF SCALE FOR MEASURING PATRIOTISM

Niharika

Research Scholar,
Delhi School of Management,
Delhi Technological University, Delhi, India.

Rajan Yadav

Professor,
Delhi School of Management,
Delhi Technological University, Delhi, India.

Abstract

The study aims to conceptualize, develop and validate a multidimensional scale for measuring patriotism which is becoming a popular branding strategy across the globe. A survey was undertaken on 405 respondents to identify patriotism-related variables. The scale was developed and validated using exploratory and confirmatory factor analysis using SPSS and AMOS. The present study validated that country love, pride, and prosperity are statistically significant indicators of patriotism in branding. This may help devise patriotism-oriented marketing strategies to attract the customers' favourable responses. The present study may aid in the development of patriotism-focused marketing tactics to elicit favorable responses and provide new insights to the marketers for developing strategies considering patriotism as a significant variable. The professionals, researchers, and academicians may get further insight from this work. The study is from the Indian perspective. However, the scale must be revalidated for countries having less variety. The present work is an original study that adds value to the existing literature by identifying patriotism-related variables.

Keywords: *Pride, Country Love, Patriotism, Ethnocentrism, Country of origin.*

1. INTRODUCTION

A serious debate has been taking place worldwide regarding the issues of ethnocentrism, country of origin (COO), economic patriotism, and nationalism. The recent pandemic inflicted the world and further intensified the debate. These debates have initiated the desire to understand the comprehensive phenomenon of patriotism-oriented behavior of people. The attribute of patriotism-oriented feelings may be framed in the product to attract the people's attention. The product should possess impressive characteristics to catch the attention. These attributes may induce positive feelings in the people toward the product. The attribute of consumption of homeland produced goods as well as socio-economic dimensions may drive the intention of people to buy such products. People's feeling toward the product has been a complex phenomenon which requires in-depth understanding. Moreover, creating a strong feeling to buy indigenous products is the most challenging job for marketers. Marketers have been attempting to link their products with consumers by highlighting patriotic feelings for homeland produced goods. The local production and consumption phenomenon have been emerging all over the world. Moreover, 'retaining customers means creating a long-term relationship with them, and doing so better, marketers must humanize connections and understand emotive drivers. How should brands create better long-term



Alok Gupta & Associates

Ashirwad, 626-Jawahar Colony, New Mandi, Muzaffarnagar-251001 (UP)
Contact: +91-9319279551, Email: ashirwad626@gmail.com

To
Ms. Niharika
Flat No-141, Azad Hind Cghs Sector-9,
Plot No-15, Dwarka,
New Delhi-110075

Dear Ma'am,

I trust this message finds you well. My name is Dr. (Er.) Alok Gupta, a dedicated Patent Agent renowned for meticulous drafting, thorough prior art searches, detailed drawings, and comprehensive claims at rates that set a new industry standard.

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Best Regards,

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LLB, PhD (Mechanical Engineering)

Proprietor, Alok Gupta & Associates, Muzaffarnagar (UP)

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Patent Agent (IN/PA 4384) & Trade Mark Attorney (40444)

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