



## IMPACT OF DEMOGRAPHIC VARIABLES ON EMOTIONAL BRANDING – A STUDY WITH REFERENCE TO PERSONAL CARE PRODUCTS

S. Sankari\*

Dr. S. Rathi\*\*

\*Research Scholar – Full time, SDNB Vaishnav College for Women, Chennai.

\*\*Associate Professor & Head Department of Commerce, SDNB Vaishnav College for women, Chennai.

### Introduction

In the recent Indian and international brand market, consumers interact with many products and brands usage in their daily routine; they develop a strong feel for a brand and an emotional attachment to these objects (e.g., Schouten & McAlexander, 1995). There are possibilities in which consumer develops a strong emotional attachment to brands (Bowlby, 1980; Hazan & Shaver, 1994). The belief of such emotional linkage among a brand and a consumer always reflect an emotional bondage - as suggested by research in consumer behaviour (Shimp & Madden, 1988). Slater (2000) highlighted that a variety of emotions (e.g., love, warm feelings) indicates consumer's emotional attachments to Coke and Hallmark. A commitment of consumers can be viewed to which an individual (consumer) relates with the particular brand for a long duration and always the relationship continues even when things changes along time – when there is change in brand image, brand colour, etc. (Van Lange, Rusbult, Drigotas, & Arriaga, 1997).

Advertisements play its vital role in the emotional convincing markets for the consumers. The consumers are able to view the brands image, colour, etc through the ads. The positive emotional ads are being made in order to create a positive brand - consumer relationship in the existing market (Albers- Miller & Stafford, 1999; Panda et al., 2013). The emotional aspects like love, humour and pride can cause positive emotions in consumers (Kotler & Armstrong, 2014).

Several authors indicate on how a consumers personality and their characters has an impact on the brand consumer relationship (Lin, 2010; Matzler, Bidmon & Grabner-Kräuter, 2006; Ozer & Benet-Martinez, 2006; Rauschnabel, Ahuvia, Ivens & Leischnig, 2013; Roberts, Kuncel, Shiner, Caspi & Goldberg, 2007) and some other authors argue that there is a unique feature in brand's personality which helps in contributing brand consumer relationship (Aaker, 1997; Aaker & Fournier, 1995; Fournier, 1998). The higher the involvement in brand by a consumer, it becomes a part in consumer himself reveals the relationship among them. The expression such as 'mine', 'part of me', 'expressing me' or 'emotionally relating to me' indicates the varied aspects of consumer's self-expansion (Park, MacInnis, & Priester, 2008).

The basic aim of the paper is to verify, through the use of a questionnaire, that the consumer's demographic variables have its impact on the emotional branding, what are the modern relationships with brands and its consumers, specifically personal care brands.

### Review of Literature

Jurate Banyte, EgleJoksaite and Regina Virvilaite (2007), reveals the interlink between a brand and consumers attitude specifically on pepsi brand. Consumer's emotional attachment for a brand acts as a source for the association among brand and the consumer attitude through which recommendations for the brand happens.

Authors Sharon Morrison and Frederick G. Crane (2007) reveal the provisions of service by brands to its consumers in the selection, purchasing and being loyal. Repurchase of a brand is made when the consumers are emotionally fulfilled with the brand. Frequent purchase of the brands products leads to brand loyalty.

Weng Marc LIM, Ding Hooi TING, Pei ThengKhoo and Wei Yi Wong (2012), in their article on understanding consumer values in luxury products narrates that the preferences of consumers have changed their views for decision making from functional values to emotional values when purchasing a brand.

Matthew Thomson, Jodie Whelan and Allison R. Johnson (2012), narrates the reactions of consumers after their relationship ends with the brand. Fearful consumers are those who have been much in expectation and disappointed by the brand products, they have invested and lost the most with the brand.

Sandra loureiro, Demetrisvrontis and Hans Ruedigerkaufman (2012), summarises the significance of brand attachment on brand love which results in brand trust through consumers faith in the brand. Consumer's loyalty towards the brand is minimally influenced by loyalty than by commitment and feel for the brand.

T. Kalakumari and M. Sekar (2013) in their article summarises the consumer preference for health drinks. This point of research is narrated with the purpose of knowing the number of persons is consuming the drink in a family and the duration



of their purchase is highlighted. Based on these facts the loyalty of the consumers for that particular health drink brand is known.

Sarita Devi and Rohitsharma (2015) narrates the role of emotional branding in consumers and the importance of emotions in consumers after purchase of a brand. The authors also describe about the impact of emotional branding in organisations.

Neyati Ahuja (2015) in the article has summarised the importance of brand in a consumer's thoughts through products attractiveness, improved quality, its price, with regard to consumer's age, income, etc. The importance of brand and the facts affecting, in the minds of consumers at the time of purchase with regard to fashion industry has been focussed by the author. Abdurrahman ISIK and Mehmet Fatih YASIR (2015), in their findings narrate the effects of brands on consumer preferences with six demographic variables (age, gender, marital status, income, education and occupation). The relationship of brands and the preference of consumers are known based on the consumers awareness through the brand names and brand image, which makes them to purchase the brand.

ChethanaAchar, Jane so, Nidhi Agrawal and Adam Duhachek (2016), narrates the impact of consumers emotions in shaping the decision making process, made by the companies and unknown sources. Consumer's positive and negative emotions always have its impact at the time of purchase.

### **Gaps in the Literature**

After reviewing the national and international literatures pertaining to emotional branding, the researcher identified a unique predominant lacuna regarding the measurement of various elements of emotional branding. The present study attempts to exactly measure the various elements of emotional branding and its impact on demographic variables with regard to personal care products in Chennai city.

### **Objectives of the Study**

- a. To study the demographic profile of consumers of personal care products.
- b. To find the influence of demographic variables on the factors of emotional branding.

### **Hypothesis**

There is no significant influence of demographic variables on emotional branding of consumers of personal care products.

### **Research Methodology**

The study is based on both the primary and secondary data. Primary data is collected through a well-structured questionnaire which consist of 12 components of emotional branding, each component consist of several variables in LIKERTS 5 point scale which ranges from Strongly agree to Strongly disagree.

### **Data Collection**

The researcher applied convenience sampling method to obtain the responses from the consumers of personal care products. The researcher circulated 10 questionnaire each in 20 areas of Chennai city and able to get 200 responses.

### **Data Analysis**

The researcher used linear multiple regression analysis and Karl Pearson's coefficient of correlation to relate the components of emotional branding.

### **Analysis and Discussion**

The application of factor analysis by principle component method on the variables of emotional branding brought 12 predominant factors with cumulative variance of 43.389%.

The 12 factors of emotional branding are listed below:

- E1 – Brand loyalty
- E2 - Product experience
- E3 - Product attributes
- E4 - Brand attitude
- E5 - Brand preference
- E6 - Brand reputation
- E7 - Brand personality
- E8 - Product utility
- E9 - Brand attachment



- E10 - Brand information
- E11 - Customer relationship management
- E12 - Brand relationship management.

After deriving the 12 factors of emotional branding, the researcher applied linear multiple regression analysis for independent demographic variables viz, age, occupation, gender, income, educational qualification, marital status, type of family, number of family members and number of dependents and derived the following tables. The following table indicates the 12 factors and their individual variances:

**Table: 1**

Component		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	18.135	19.089	19.089	6.068	6.387	6.387
	2	4.152	4.370	23.460	5.803	6.109	12.496
	3	2.676	2.816	26.276	5.035	5.300	17.796
	4	2.338	2.461	28.737	4.566	4.806	22.602
	5	2.104	2.215	30.952	3.815	4.015	26.618
	6	1.981	2.085	33.037	3.198	3.366	29.984
	7	1.830	1.927	34.964	2.648	2.788	32.771
	8	1.781	1.875	36.839	2.609	2.746	35.518
	9	1.648	1.734	38.573	2.251	2.369	37.887
	10	1.635	1.721	40.294	1.868	1.966	39.853
	11	1.499	1.578	41.872	1.800	1.895	41.748
	12	1.440	1.516	43.389	1.559	1.641	43.389

From the above table it can be concluded that 64 variables are reduced to 12 predominant factors namely brand loyalty, product attributes, product experience, brand attitude, brand preference, brand reputation, brand personality, product utility, brand attachment, brand information, customer relationship management and brand relationship management.

**Table: 2**

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1	.199 <sup>a</sup>	.040	.026	1.15742

a. Predictors (constant), Annual income, Dependents in the family, Occupation, gender, Marital status, Educational qualification and Age.

From the above table it is found that  $r^2 = 0.040$ . This implies the independent variables viz, gender, age, educational qualification, marital status, dependents in family, occupation and annual income are found to influence the dependent factor consumer attitude towards emotional branding by 40%. This leads to the regression fit as shown in the following ANOVA table:

**Table 3**

ANOVA <sup>b</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.607	7	3.944	2.944	.005 <sup>a</sup>
	Residual	668.468	499	1.340		
	Total	696.075	506			

a. Predictors (constant), Annual income, Dependents in the family, Occupation, gender, Marital status, Educational qualification and Age.

b. Dependent variable P. Sat 18

From the above table it is found that  $F = 2.944$ ;  $p = 0.005$  are statistically significant at 5% level. This implies there is a deep relationship between demographic variables and emotional branding of consumers. The individual influences of demographic variables are estimated through the following coefficient table:



**Table 4**

<b>Coefficients<sup>a</sup> Table</b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	4.499	.368		12.224	.000
	Gender	-.078	.107	-.033	-.727	.467
	Age	-.053	.056	-.048	-.943	.346
	Educational	-.024	.051	-.023	-.475	.635
	Marital status	-.080	.115	-.034	-.696	.487
	Dependents in the family	-.049	.067	-.033	-.735	.463
	Occupation	-.133	.036	-.175	-3.709	.000
	Annual Income	.114	.053	.102	2.133	.033

a. Dependent variable P. Sat 18.

From the above table it is found that among the demographic variables occupation plays a vital role.

Therefore, from the above tables, it is found clearly that age, gender, education, occupation and income of the consumers have tremendous impact over the specific factors viz, brand loyalty, product attributes, brand attitude, brand preference, brand reputation, brand personality, brand attachment and brand management. It shows that the demographic variables are crucial for consumers to decide their brand and continuation of brand in the marketing arena.

### Findings and Conclusion

It is found that emotional branding is not a unique phenomenon whereas it depends on the 12 predominant factors viz, brand loyalty, product attributes, product experience, brand attitude, brand preference, brand reputation, brand personality, product utility, brand attachment, brand information, customer relationship management and brand relationship management.

These factors are not independent and depend upon the demographic variables of consumers. Age of consumers directly influence brand loyalty and brand attitude of the consumers. The lesser age group of consumers i.e. less than 20 years and 21-30 years of age are not loyal to any of the brands. It is identified that emotional attachment of brand is found lesser among the young consumers of personal care products. They have very high brand switching and fragile behaviour and have the intention to purchase the updated and innovative personal care products.

Similarly, the income level is another important factor for emotional branding; it is found that consumer of personal care products less than 2 lakhs always search for different brands of personal care products with less cost and more quality. The consumers in income group 4-6 lakhs have more emotional attachment to brands rather than other income group.

It is concluded that there is no significant difference between male and female consumers of personal care products in the emotional attachment. On the whole, it can be concluded that emotions are vital for all the marketers to market their products and to have more accessibility and reachability.

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