

Intuition over Logic? Emotional Branding and Consumer Persuasion in Competitive Markets

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Abstract:

In contemporary corporate environments characterized by intense competition, customers play a pivotal role in determining the success of any organization. Individuals often attribute logic and reason to their purchasing decisions, claiming that their choices are based solely on rational reasoning, free from emotional influence. It is essential to acknowledge that emotional factors persist in influencing behavior even after a consumer finalizes a transaction. Utilizing effective emotional differentiators may enhance the brand's distinctiveness by establishing a distinctive brand personality, so cultivating a stronger relationship with customers. Various appeals are employed to affect consumer behavior, encompassing logical, ethical, and emotional considerations. This compilation of potential outcomes illustrates that emotional appeals often elicit either positive or negative sentiments among consumers. Consumers frequently succumb to emotional influences, making them susceptible to persuasive tactics that provoke strong emotional responses. This article aims to examine and elucidate the primary causes of a certain phenomenon or issue. What methods may be employed to accomplish this? Marketers employ emotional appeals as a strategic approach to enhance their position in the consumer's perception.

Keywords: competition, ethical considerations, emotional appeals, brand identification, consumer behavior, and logical reasons.

Introduction

During a weekend celebration, an endearing child from a neighboring household unexpectedly visited our home. We were all taken aback by a presumption on an unclear matter. The sentiment of uncertainty transformed into amusement as he, exuding charisma and doing a cheerful demeanor, displayed his newly obtained watch and proclaimed, "I have now attained intelligence and attractiveness." This assertion prompts inquiries regarding the potential impact of a modest timepiece on an individual's character and physical allure. To what extent does a product's design mirror an individual's personality? Is the emotional dimension of brands perceived as more important than their functional attributes?

These inquiries, among others, stimulate curiosity in examining the many strategies utilized by firms to enhance their brand positioning via emotional appeals.

In the contemporary era of heightened competition, individuals from many origins assert their supremacy. The primary inquiry is to the strategies employed by companies to achieve a competitive edge. The expansion of media channels has mitigated concerns over consumer accessibility. The principal problem faced by several companies is effectively engaging and connecting with consumers.

A multitude of marketers are diligently endeavoring to investigate several inquiries, including:

- a. What strategies may be employed to generate interest in a person?
- b. What tactics might be utilized to effectively persuade an individual to make a purchase?
- c. How can one consistently verify that their purchase decision was unequivocally correct and advantageous, yielding the most favorable result?
- d. What strategies may be used to bolster client loyalty, therefore promoting regular product purchases and improving openness to cross-selling and value-added acquisitions?
- e. What strategies may be employed to establish a brand ritual that integrates the brand into consumers' daily routines?

f. What are the strategies for effectively cultivating a supportive audience?

Brittan (year) asserts that the acquisition of an object entails a psychological cost, which subsequently diminishes the enjoyment derived from the purchase. This result indicates that buyers are influenced by the emotional advantages associated with a certain brand.

Examining the Role of Emotional Appeal in Marketing Strategies

Current marketing theories argue that emotions may augment purchase interest, influence client preferences, excite buying intentions, and affect decision-making processes. Emotions intensify individuals' wants and aspirations, hence augmenting motivation.

A transition in advertising strategies has been seen, shifting from rational arguments to emotional appeals. This adjustment aims to enhance differentiation and mitigate marketing saturation, so positioning firms more effectively in consumers' minds.

Marc Gobe asserts that Emotional Branding emphasizes the intrinsic aspect of human nature, namely the need to beyond mere monetary gratification and attain emotional pleasure.

Emotions are vital to human experience; their absence would decrease the significance of other parts of existence. Organisms devoid of emotional capacity would be stripped of a fundamental motivation for their existence. Emotions are essential for establishing and maintaining interpersonal interactions. Emotions are crucial as they facilitate the comprehension of various human behaviors, which would otherwise lack coherence and clarity in their absence.

Aaker and Bruzzone (1981) asserted that emotional responses are essential in influencing customers' perceptions and reactions to advertisements.

Emotional appeals based on essential needs.

Stayman and Aaker (1988), Edell and Burke (1987), and Burke and Edell (1989) assert that emotional responses can directly influence brand perceptions and purchasing intentions. The preferences and needs of customers are paramount in this context. A need is a subjective state of insufficiency in fundamental satisfactions, whereas wants are manifestations of human needs influenced by factors such as culture, society, and individual characteristics. Marketers have employed many emotional appeals to elicit client responses, highlighting the comprehension and prioritization of these fundamental pillars.

The significance of advertising in employing emotional appeals:

Advertising often employs emotional appeals rooted in the cultural and traditional backgrounds of consumers. Appeals rooted on shared cultural references are more likely to be comprehended and valued by the target audience than those reliant on novel cultural elements. This assertion is especially relevant in the Indian context.

A significant majority of the Indian population demonstrates deep regard and affection for their cultural heritage.

The elements of creative execution encompass components such as message appeals, message structure, execution styles, tone, and design. These factors collectively define the visual, auditory, and emotional aspects of communication upon its conclusion. These attributes jointly influence the relevancy, uniqueness, and effectiveness of an advertisement. Advertising appeals seek to influence consumers' self-perception and demonstrate the potential benefits of purchasing specific products. The persuasive techniques employed in advertising campaigns profoundly affect consumer behavior and subsequent purchasing decisions. A fundamental requirement for human survival encompasses the essential needs for sustenance, clothing, and habitation. Creating demand for these essential items cannot be achieved only through advertising. Nevertheless, several other commodities offer comfort to individuals, and marketing strategies seek to stimulate the demand for these things. Advertising employs several appeals to encourage consumers to purchase certain products.

Advertising appeals are carefully crafted to cultivate a favorable perception of customers of certain products, while simultaneously addressing relevant social concerns. Marketing entails fulfilling client interests, preferences, and requirements in a manner that generates profit while safeguarding the long-term welfare of society. Advertising employs

several persuasive techniques to effectively convey information and impact the purchasing and consumption behaviors of both current and prospective customers.

There exist several sorts of appeals, including logical arguments, emotional appeals, and moral appeals. In this context, the logical arguments primarily emphasize the audience's self-interest and are specifically crafted to influence the decision-making process. The objective is to demonstrate the advantages obtained from the product and service. The advertisements employing rational appeals emphasize attributes like as quality, durability, resale value, and user-friendliness. Rational appeals are often employed in business-to-business (B2B) contexts and occasionally aimed at end consumers for ultimate usage and consumption. Additionally, emotional appeals can be categorized into positive and negative types. Positive emotional appeals encompass feelings such as love, affection, pleasure, pride, and humor. In contrast, negative emotional appeals encompass sentiments such as fear, rage, remorse, and humiliation. Moral arguments concentrate on social marketing concerns, such as global warming, AIDS efforts, and pulse polio campaigns.

The responsibility for employing any of the aforementioned tactics to engage clients lies with the advertising. However, appeals that establish an emotional connection are fundamentally unique from other types of appeals, presumably eliciting a more favorable response from the target audience. Advertisers must possess a comprehensive understanding of emotional appeals and implement them strategically across many media platforms to effectively shape consumer perceptions.

The utilization of humor as a persuasive tool to engage and attract consumers....

Advertisers are employing intentional strategies to include humor into their campaigns, generating comedic scenarios that elicit favorable emotional responses from customers, therefore attracting their attention and improving brand engagement.

A notable instance of a comedian featured in a commercial is Charlie Chaplin endorsing Cherry Blossom shoe polish. Amul Butter has employed a strategy for several years, using hilarious advertisements centered on contemporary issues. The amalgamation of a robust creative concept is well complemented by understated humor. Utilizing humor is advantageous in alleviating information overload. Saint Gobin glass illustrates the sophisticated use of comedy. The restaurant advertisement, including the act of water being splashed, produced by the firm, possesses an enticing quality that engenders a feeling of revitalization, hence preventing spectator ennui. The selection of an appropriate humor appeal in advertising relies on a precise delineation of product objectives and positioning.

It is typically employed in products characterized by low investment and high impulsive purchasing behavior. The assessed goods include confectionery items, alcoholic drinks, and insect repellent substances. The Chloromint advertisement emphasizes the avoidance of superfluous inquiries, Fevikwik is promoted as an effective lure for fish, and Mountain Dew is associated with the food habits of cheetahs.

Moreover, companies such as Mentos have effectively employed comedic appeals in their advertisements, shown by their 'Dimag ki Batti jalade' campaigns. The advertising campaign for Dr. Morepen, titled 'Ab se Health Ke Liye Kuch Bhi Karega', aims to inspire

Numerous matrimonial advertisements emphasize the pursuit of a life partner. An advertisement produced by shaadi.com featured contented couples expressing gratitude for the site, depicting it as an embodiment of love and devotion. Airtel skillfully employs emotional appeal in its marketing strategies. During an Airtel promotion, a young woman requests her father, who is situated in a faraway area, to create a schematic. The parent depicts the constellation by connecting the stars using imaginary lines in the sky, utilizing an Airtel phone alongside his daughter. Airtel's recent rebranding initiative, marked by a modification of its logo and the tagline "dil jo chahe paas laye" (bringing hearts closer), is exemplified in an advertisement featuring a boy and a girl who sustain their connection through Airtel despite physical distance, thereby communicating a message of love supported by the company.

Advertisements for babies and children's products, along with home items, occasionally utilize this persuasive technique. Advertisements for chocolates and other items frequently incorporate appeals centered on love and affection.

An additional illustration is the recent commercial campaign of Cadbury Dairy Milk, which corresponds with the central theme of 'Kuch Meetha Ho Jaye'. The umbrella initiative, launched six years prior, has implemented many sub-campaigns, each conveying a distinct message. The first theme, which urged individuals to appreciate life's small pleasures ('Dil Ko Jab Khushi Chhoo Jaye, Kuch Meetha Ho Jaye'), gradually transitioned to commemorating more significant events. The

recent campaign is titled "Shubh Aarambh." A new television commercial (TVC) by Tanishq employs persuasive techniques to promote the development of beauty via expressions of love and commitment at wedding rituals.

The Impact of Enhanced Self-Esteem and Bravery on Consumer Emotions:

The emotional positioning strategy employed by marketers involves using the sentiment of courage associated with overcoming adversaries or navigating challenging circumstances. A plethora of advertisements pertaining to soft drinks, sports, insurance, bicycles, and the Lead and Teach India initiatives, among others, exhibited a similarity to this phenomenon.

HDFC Standard Life enhanced brand recognition in the target market by utilizing veer ras, exemplified in their ad including the slogan 'Na Sar Jhuka Ke Jio'. Moreover, Akshay Kumar's depiction of daring actions to acquire a bottle of carbonated beverage, along with the recent Thums Up advertisement using the slogan 'AaJ Kuch Toofani Karte Hain', effectively leverages this particular aspect.

Another excellent instance is to the advertisements for Mountain Dew. The image opens with a terrified individual engaging in self-soothing, uttering, "Do not be so afraid, my dear Joy." In juxtaposition, Sunny displays a serene demeanor. Sunny is seen sitting with closed eyes, engaged in prayer, beseeching the divine for protection on this day. I am not as physically imposing as Anshul." Anshul, a muscular man without a shirt, contemplates: "What benefits does your physique provide, Anshul? "You exhibit the greatest fear of all." Shift to a scene of capsized rafts. The voiceover states, "Boss, it is generally acknowledged that fear affects everyone, leading to a dry throat. As the individuals start to open bottles of Mountain Dew, the voiceover emphasizes the importance of confronting fear, as triumph lies beyond it." The subsequent scene depicts individuals engaging in a rafting adventure. The subsequent shot depicts the raft submerging beneath the water's surface. The cheerleaders express concern for the male contestants as the raft emerges from the sea as the race champion. The advertisement showcases a new and enhanced kind of Mountain Dew. The advertisement concludes with an image of the men savoring their victorious moment. The company's slogan is "Victory lies beyond fear."

The television commercial (TVC) begins with a depiction of two individuals engaged in conversation. One individual shows concern for another, as the latter is about to do a 300-foot skate descent from the dam. The little youngster consumes a small amount of Mountain Dew and claims that the drink helps mitigate or diminish feelings of fear. With unwavering confidence, he grasps his skateboard and starts his descent. A substantial quantity of water cascades forcefully from the adjacent dam. Anxiety is a common affliction among humans. The child swiftly plunges into the water just prior to its arrival. Upon emerging, a collective sensation of joy radiates from the spectators.

The advertisements by Hunk and Pulsar illustrate the several persuasive techniques employed by marketers to establish a distinct brand identity in consumers' views. Fear appeals are often employed as a strategy to enhance awareness and capture consumer interest in a certain product or service.

Numerous advertisements for insurance, water purifiers, tires, and various products employ fear appeal as a persuasive strategy. The LIC advertisement, with a woman stating that "Asli Jimedari Toh Sharmaji Puri Kar Gaye" (Mr. Sharma has authentically fulfilled his responsibilities), perfectly displays the shant ras style. The advertisement for MediClaim insurance efficiently use fear as an emotional appeal to attract clients by emphasizing the necessity of sufficient financial resources for medical care. Additional examples are outlined below:

The advertisement for Max New York Life Insurance skillfully combines elements of worry and tranquility. The film opens with a female protagonist swiftly ascending the staircase to her residence. En route, she inquires of the security guard, "Has the gentleman arrived?" In response, he affirms by stating "yes, memsahib." Upon entering the residence, she promptly commences her domestic duties within the kitchen area and vocalizes the name of Sanju, her spouse. Upon receiving no response, she proceeds to contact him via his mobile device and commences a thorough search throughout the entirety of the residence in an attempt to locate him. In addition to her growing suspicion, the phone call remains unanswered, further compounded by the discovery of his phone negligently placed beneath a pillow. Ultimately, she successfully locates her spouse on the terrace; however, she is taken aback by his motionless presence in a rocking chair. With a combination of relief and fear, she cautiously moves him while displaying signs of nervousness, subsequently shouting to ascertain his well-being. Transition to a scene depicting Sanju, visibly filled with equal measures of fear and trepidation, tightly embracing his wife in a gesture of emotional support. The advertisement concludes with a statement that "Difficulties do

not come announced, hence the need for life insurance plans offered by Max New York Life." Always be prepared in life. In a recent advertisement, Jeevansathi.com employed a fear appeal strategy by cautioning individuals about the possible regret of choosing an inappropriate partner. Furthermore, an advertisement from HDFC Standard Life illustrates considerable potential by posing the question, "How much will your family need in your absence for a week, and what will they require for the remainder of their lives?" This advertisement has the words "Sar Utha Ke Jiyo," which elicits emotions of fear (bhay ras) and tranquility (shant ras).

Contemporary marketers employ fear-based strategies in their advertising to promote societal, environmental, and public welfare. Numerous commercials emphasize the perils of alcohol consumption and driving, alongside the necessity of avoidance.

The systematic implementation of mobile phone restrictions while driving, helmet mandates for cycling, anti-smoking initiatives, disease causation awareness related to unhealthy environments, opposition to deforestation, AIDS awareness campaigns, promotion of pulse polio programs, and various other efforts is conducted extensively by governmental bodies and corporations. Presently, cigarette and gutkha packaging displays graphic images depicting the detrimental effects of consumption, accompanied by legally mandated warning messages employing fear-based strategies.

Auxiliary emotional appeals employed to cultivate rapport with consumers:

The Sanskrit term "karunam" refers to emotions such as sadness and pity, including feelings of disappointment and sympathy. Conversely, Rudram denotes emotions like anger, irritation, and fury, while Vibhatsyam conveys sentiments of unpleasantness or ugliness. These emotions are effectively communicated to consumers, providing a compelling incentive to engage with the product.

A substantial number of advertisements featuring the Bajaj XCD 125 DTS-Si integrate aspects of rudram and karunam. In one promotional advertisement, two male cyclists encounter each other at a traffic intersection governed by a red light. One individual commences a dialogue by inquiring, "Is that a new vehicle?" The other individual affirms this information with a nod. Furthermore, the user asks, "What is the engine displacement in cubic centimeters?" The second individual replies with a somewhat tentative tone, stating "100 cc," therefore indicating their marginally greater knowledge or comprehension of the topic. In response, the individual states, "hmmm, mine is slightly more, 125 cc." He then compares the fuel economy of their motorcycles, further asserting his superiority by showing that his bike has a better mileage. Shift to a visual representation of the individual currently demonstrating a voluntary concession in the ongoing debate, accompanied by a sardonic comment aimed at the opposing party, suggesting that, at the very least, the monetary worth of his bicycle exceeds that of the latter's. The astute person advances at the illumination of the green signal, while the other one remains immobile, undergoing an abrupt incapacitation. "The Bajaj XCD 125 DTS-Si is now offered at a diminished interest rate of 5.25% with a down payment of 9,999 rupees." The astonished guy regains his calm as another encourages him to go. This advertising adeptly integrates the aspects of karun ras and rudra ras in a cohesive manner. An intriguing advertisement that integrates the aforementioned rasas, including Vibhatsyam or Vibhatsya rasa, is the Vaseline crack cream commercial. A woman is seen appreciating a pair of fancy shoes in one of its advertisements.

The Rexona deodorant advertising adeptly conveys discomfort by depicting an appealing young woman at a bus stop, anticipating the arrival of a bus. A sight handicapped person casually traverses the street while consuming a banana. While consuming the fruit, he advances towards the young woman. To discard the peel, he surveys the vicinity for a container and thereafter tosses the peel in her direction. The young woman suddenly awakens from her troubling dream, carefully sniffing the fragrance of her garments, displaying symptoms of discomfort while contemplating the efficacy of Rexona deodorant. The "ItchGuard" adverts employ anguish appeal to depict the suffering caused by sweat-induced itching, resulting in irritation and discomfort. Numerous advertising in the domains of cosmetics, public service, deodorants, clothes, fashion, and lifestyle are associated with these feelings. Moreover, marketers skillfully integrate many emotions in commercials to successfully access the market and captivate the target audience. Moreover, some advertising for Eno, Disprin, Zandu Balm, and Iodex have utilized persuasive techniques that elicit discomfort linked to the lack of their products. These advertising thereafter emphasize the advantageous qualities of their items in several circumstances, offering pertinent answers.

Attaining a Suitable Balance between Rational and Emotional Appeals:

The employment of emotional appeals by marketers is contingent upon the product's attributes and the positioning strategies employed. Many companies employ a blend of intellectual and emotional arguments to engage client attention.

The Havells advertising featuring the 'Shock Lagaa' campaign have skillfully employed humor in a novel way, maintaining the fundamental principle and premise while emphasizing the shock-resistant attribute. The firm is now reinforcing its market presence by emphasizing its commitment to reducing power use. An exemplary case pertains to CEAT, esteemed for its motorcycle tires. The advertising campaigns focus on the premise that "Roads are inhabited by individuals devoid of intelligence" and emphasize the need of safety with Ceat Tyres. The adverts primarily highlight the superior road grip offered by Ceat bike tyres.

Conclusion:

To attain a sustained competitive edge, it is imperative to tailor products and services to align with client preferences. Moreover, implementing a distinctive communication approach is essential. Emotional marketing has proven beneficial for marketers by enhancing their comprehension of product characteristics to incorporate and the efficient communication of these aspects to prospective consumers. Consumer purchase decisions are shaped by both rational advantages and the fulfillment of emotional demands. Establishing an emotional connection with a product involves securing a place in the hearts of consumers.

Therefore, it is imperative for firms in intense competition to utilize emotional marketing methods to engage consumers and expand their market reach. Through the skillful application of emotional marketing strategies and the integration of reason with emotion, firms may enhance their brand equity over time and perhaps transition from market challengers or followers to market leaders.

In contemporary corporate environments characterized by intense rivalry, clients play a pivotal role in determining an organization's success. Individuals frequently ascribe logic and justification to their purchase decisions, attempting to substantiate that their choices are wholly based on reason, free from emotional impact. It is crucial to acknowledge that emotional aspects continue to significantly influence consumer purchasing. The utilization of effective emotional differentiators may enhance the brand's distinctiveness by establishing a distinctive brand personality, hence cultivating a deeper connection with consumers. A variety of appeals is employed to affect customer behavior, encompassing intellectual, ethical, and emotional arguments. Emotional appeals are recognized for their ability to elicit good or negative emotions in customers. Individuals, as consumers, are frequently influenced by their emotions and feelings, making them susceptible to persuasive tactics that provoke strong emotional responses. This article aims to examine and highlight the essential causes underlying a certain event or topic. What methods may be employed to accomplish this? Marketers are employing emotional appeals as a strategic approach to enhance their influence on the customer mindset.

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