

**DOI 10.26886/2414-634X.2(38)2020.1****UDC 339.138:659.126:316.6]=111****THE INFLUENCE OF THE EMOTIONAL BRANDING AT THE  
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*The main idea of this work is to substantiate the influence of the emotional component of the brand on customers. The connection of the emotional perception at the brand with consumers is presented, the essence of the emotional component of the brand is revealed. The brand features formation, as well as the characteristic features of emotional branding, are considered. The emotional profile of the target audience is investigated, the benefits of the product that correspond to the emotional inquiry, values, and interests at the conscious or unconscious level are found.*

*Key words: brand, emotional branding, features, branding process, rationality and irrationality of the brand.*

**Introduction.** The dynamic nature of the modern geopolitical processes and the intensification of the competition forces companies to respond quickly to external challenges, generating unique competitive advantages. In the 21st century, competitive advantages are created by identifying key areas of the company's competence that determines its market uniqueness and create additional consumer value for goods and services. One of the carriers of the market uniqueness of the company's products and services, the attractiveness of the companies, individuals and individual territories, is the brand that shapes the modern market philosophy of the production and consumption; is an effective tool for business development, creates additional consumer benefits for goods and ambassadors, and therefore contributes to increased profitability and business efficiency. The necessity to deepen the philosophy of the companies branding, as well as the using the marketing tools to analyze the processes of its formation, in particular, the processes of emotional branding, determine the relevance and novelty of the chosen topic.

In marketing theory, there is still no single, agreed definition of "brand". Marketing classic F. Kotler defines a brand as "the name of a term, sign, symbol, image, or a combination thereof, intended to identify the goods or services of sellers and differentiate them from the goods or services of competitors" [1], which, in our view, is more in line with the category brand, because it doesn't take into account the peculiarities of the perception of the brand by consumers, which is much more complex and broader concept than the brand. The definition that more closely reflects the inner essence of the brand is the definition of the modern "father of the advertising" and "advertising industry patriarch David Ogilvy:" A brand is an elusive sum of the properties of the product: its name, packaging, and price, its history, reputation, and method of the advertising. Brand as well as the combination of the impression it produces on consumers and the result of their experience in using the brand. "Thus, D. Oligvi emphasizes the role of the brand in creating additional consumer benefits that shape the competitive advantage of the companies [4].

Marketing, as an integrated science and practice, is at the intersection of economics, sociology psychology and management. At present, the so-called "impression marketing" is distinguished as a separate line of the marketing, as a system of the marketing activities designed to solve two problems: first, to raise consumer awareness of the characteristics and goods benefits; secondly, and this is the main point, to show how these products or services make the lives of the consumers more interesting and diverse [5].

D. Travis defines the brand through a number of characteristics because the brand is the carrier of the inherent value product, an expression of the expectations the certain indicators; user agreements; certain predictability, unwritten guarantees; a symbol of confidence and risk reduction; reputation; a set of memories; which in general is much more than the mere sum of the brand components [10]. This leads to the idea that the formation and value of the brand is based on a psychological, emotional component that explains the extraordinary value of the certain goods in the eyes consumers, justifying the high price, high consumer confidence in the brand and the company as a whole. Such perception of the brand value, of course, affects the value of the company's assets and equity, its profitability, and other important financial indicators.

It is now known that to meet the needs of the consumers that go beyond simple consumption and meet basic needs and in the conditions of overproduction, it is not enough to produce a quality product: it is necessary to identify the deep psychological needs of the consumer and ensure their satisfaction. This has led to the emergence of the new marketing concept - impression marketing, or emotional marketing, the main tenet of which is that the basis of the brand perception is always based on the emotion. The emergence of the concept of emotional marketing is consistent with the theory of the hierarchy needs A. Maslow. Satisfying its many needs (physiological, security needs, social, self-esteem, and self-actualization), the consumer desires impressions that are now becoming a higher level of the hierarchy needs of the modern man. Thus, through emotional marketing, companies can succeed in the market by meeting the specific emotional needs of the consumers (in-depth or instant) by reflecting it in advertising and branding. Thus, emotional branding becomes a new paradigm that can solve one of the main tasks of marketing: to connect the company, product, and consumers, to establish a strong emotional connection between them. Building a brand, marketers exploit a variety of emotions: joy and nostalgia, inspiration and passion, pride and compassion - and to convey in their context a variety of messages, the purpose of which is usually one: to interest a potential buyer in the brand, to show him interest. The disadvantage of emotional branding is that often marketers can resort to manipulation, exploiting consumer emotions and encouraging them to make unnecessary purchases. Proponents of emotional branding, on the contrary, believe that in this way we can get more information about the client, his preferences and preferences and, as a consequence, improve the quality of the products and services offered.

In the psychological aspect, brands are images that are formed in the minds of the consumers and, in turn, are formed by a large number of associations and their repetitions. They can be divided into four categorical features, which are determined by tangible and insensitive characteristics, as well as rational and emotional benefits (Table 1).

It is considered that the brand has a certain relationship between the functional characteristics of any product on the market and the perception of the consumer of the product itself, the brand can systematize the consumer some ideas about the product, thereby creating a personal image of the product, its distinctive features, and its place among analogs. A brand

is a valuable intangible asset that can persuade a potential buyer to choose a particular product.

Table 1.

**Categorical signs of the branding [11]**

Notable characteristics	Physical, functional properties perceived by the sensory organs of the consumer	Insignificant characteristics	Brand identity characteristics: origin, reputation, and personality. In this case, the subtle characteristics of the brand are associated with the tangible.
Rational advantages	Functional characteristics of the product, customer organization and relations between the consumer and the brand owner are ensured. Rational benefits are often associated with tangible characteristics and brand.	Emotional benefits	A brand creates emotional benefits if it promotes consumer self-esteem, creates a sense of security, or demonstrates a high status. Emotional benefits are often perceived as an additional component of a brand, that is, the additional consumer value that arises from the combination of its tangible and intangible characteristics and - rational benefits

A brand consists of three components: rational (functional brand elements), physical (components of brand appearance) and emotional (emotional brand component, consumer feeling). Of these components of the brand emotional is the most interesting to us, because the formation of an emotional brand can overcome stereotypes and occur based on creating irrational relationships. Emotional brands provoke irrational enthusiasm, set irrational prices, sometimes ignore competitors. Emotional brands "emotionally bind" the consumer, creating an irrational consumer loyalty based on emotions, not rational preferences. The best way to gauge the power of the emotional connection is to create the same attitude for consumers to your brand as to their children. After all, relationships with children are completely irrational, they are emotional. Kids always seem better, smarter and prettier in the eyes of the parents.

Opportunities of the properly formed brand are so strong that in equal quality and price conditions a person is more likely to choose a brand familiar or close to him. But for now, approaches to branding are being

transformed, trying to meet all consumer demands: the brand must be lively, emotional, captivating, and engaging. Therefore, a successful brand is an aggregate of good associations and key values. It evokes the right emotions and is a powerful tool for increasing sales.

Emphasizing the value of emotional branding, one shouldn't disparage rational branding. First, not every emotional brand is irrational marketing. Second, it must be understood that often when shopping, consumers, as emotional and rational beings, prefer emotions. Sometimes strict logic and facts prevail, and sometimes emotions.

One brand is known for its affordable price (for example, "Royal Quality, and People's Price"). Does rationality include: "Hmm, decent quality at a good price, then why to pay more." Another brand builds what is called emotional branding (such as "Taste of Childhood" or "Soviet Provence") that "turns on" the emotions of childhood: it is a wonderful taste of the same glass jar mayonnaise that grandmother once brought from the store. And there is an idea that the so-called "people's price" is in second place, and the feeling prevails, when you want to go back to childhood, to remember the forgotten taste of your favorite mayonnaise. So, many still remember with nostalgia the products of the Soviet past, which they thought was much tastier. In this way, the company creates emotional connections with the target audience through emotional branding.

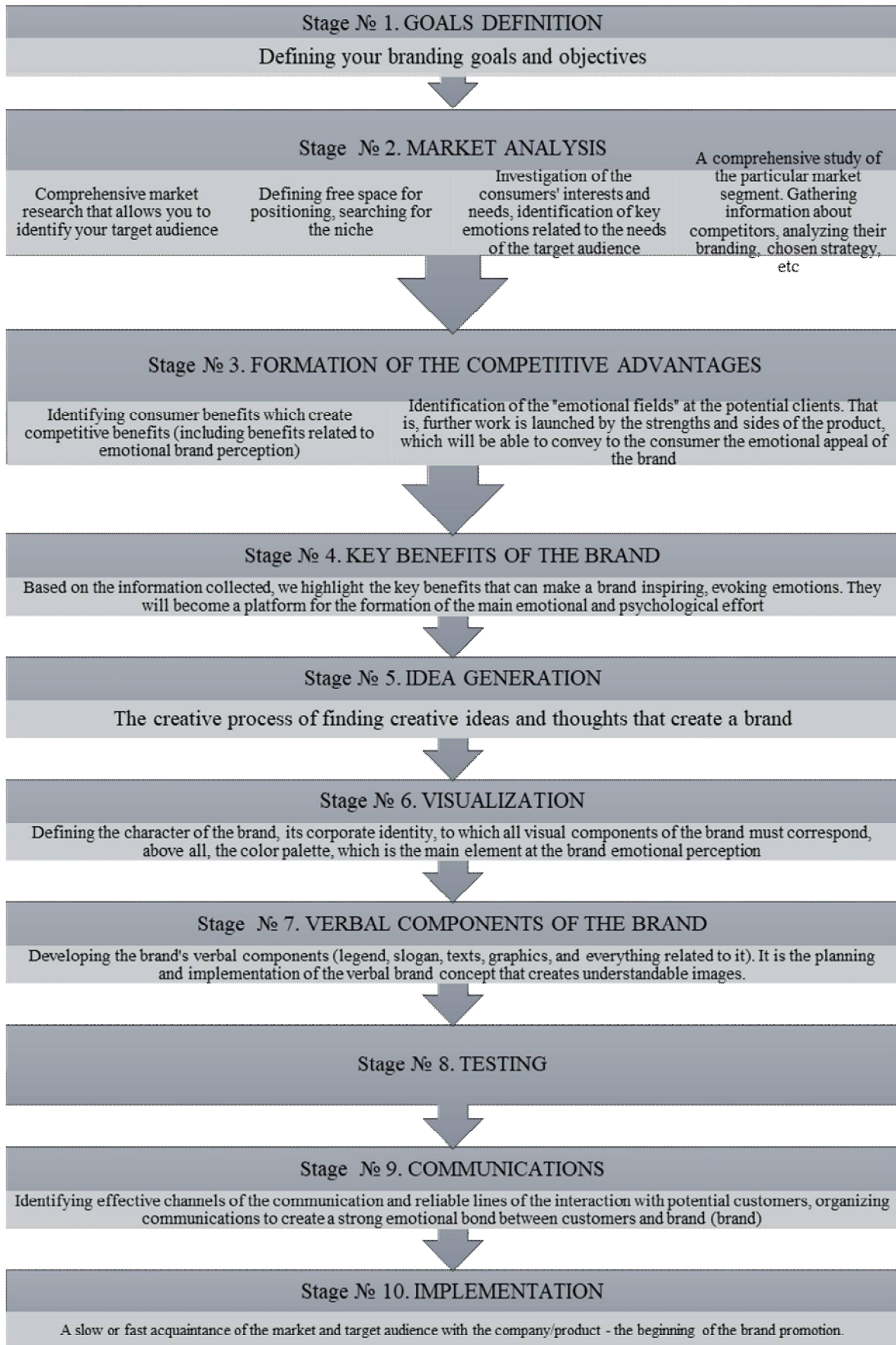
There are two approaches to determining the impact of a brand on consumer choice. The first of these is related to J. Sirdi's theory of "I-concept", which is a system of the ideas of the man about himself, which includes the physical image, values, attitudes of the man, his identity. According to J. Sirdji, a person will be loyal to the brand that best fits their self-concept. This attachment does not necessarily have a conscious character, it can also occur on an unconscious level ("self-concept") (Sirgy, 1986). The second approach is based on theories of social identity, according to which people tend to refer to the different social categories. A distinctive feature of this approach is the definition of its advantages and values as a consumer. Farner argues that brand-consumer relationships are more dependent on the perceived consistency of consumer and brand goals [3]. Both of these theories demonstrate the relationship between the psychological and emotional components of consumers and how they perceive their brand. Marketing is now at a new level where each consumer is seen as a person with his or her values and needs, which combines both

concepts. The basic idea behind these concepts is to equate the commitment of the consumers the particular brand to their personal, individual values and priorities. The consumer chooses the brand by which he or she becomes one step closer to his or her personal goal, the brand that helps him/her in his / her personal development.

The characteristic features of the emotional brand are:

- treat customers as people who feel, think, emotion, and make emotional purchases to satisfy their desires;
- to create strong partnerships with target audiences that build on "two-way communication" and moving to interactive marketing and active customer engagement in the buying process;
- creating an emotional brand story that evokes feelings and emotions;
- evasion of material benefits and the pursuit of the emotional well-being, which should conform to the ideology of the brand;
- sustainable growth of the company requires "building" an emotional connection with consumers at different levels;
- providing information in the most relevant and adaptable form for the consumer, which excites emotions and desires;
- no needs to change the packaging design, design concept or the product itself, it is enough to establish emotional connections with the consumer in different situations of the using the product;
- if the emotional and exciting concept of the brand does not work, it means that the emotions are not taken as the basis, which leads to low sales;
- if the emotional and exciting concept of the brand does not work, it means that the emotions are not taken as the basis, which leads to low sales; so you should not be afraid to use different emotions in the foundation of emotional brand: nostalgia, sadness, sadness, drive.

However, just knowing what emotions - good or bad - causes a brand in the consumer is not enough. In the process of emotional branding, the company must use the concepts of "rational qualities" and "emotional benefits", it means consumer benefits, which are based on emotional effort, and which the consumer will receive in the sales process. So emotions are a common perception of a brand, and emotional benefits are the benefits a consumer gets when buying and using a product (for example, Harley Davidson motorcycle consumers choose them not for speed and reliability, but for the sense of freedom, a way to be free.



**Fig. 1. Stages of creating the emotional brand**

And reliability and speed are the rational qualities of Harley). Consumers rarely choose the product based on rational considerations. They are more often driven by emotions. Therefore, in the branding process, it is necessary to determine what the consumer is guided by and when he or she will feel better - and give it preference. Also important is the fact that a person needs to strive to be like others, to be adequate to the circumstances. It is here that one of the key aspects of the impact of brands on consumer choice - as well as the level of demand and sales.

The brand creation process covers defining goals, branding goals, its target audience, its target interests and needs, market segmentation, identification of the benefits and key benefits of the product, valuable for consumers, verbal concept and visualization of the brand, creation, and implementation of communication policy, brand promotion. The stages of creating an emotional brand are shown in Fig. 1.

**Conclusions.** Therefore, the brand is a powerful tool for customer engagement. Especially if it touches the living. And to what extent the concept of emotional branding meets the emotional demands of the consumer depends on customer loyalty, which will give great potential for brand development and is the main task of branding. It is no coincidence that more and more companies are exploring the emotional profile of the target audience, finding out the benefits of the product that meet the emotional query, values, and interests at a conscious or unconscious level.

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