

Chapter 16

Customer Engagement Through Emotional Branding

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ABSTRACT

Emotional branding is a marketing strategy that involves appealing to clients' emotions to increase brand loyalty. Consumer behavior has shifted away from a more analytical approach based on product features satisfaction and towards forming an emotional tie with the brand. Consumers are more interested in the brand that depicts their image and understands how the brand makes them feel, resulting in a link, rather than the commodity or goods that meet their needs. Emotions, according to Darwin, are adaptive and help in communication. It's a mental state that develops when a person is exposed to a specific event, thought, or activity, and it's often confused with feelings. Today, emotions are used to influence a customer's reaction to a product. Engagements, such as posting links, clicking through, and buying stuff from the brand, are driven by the emotional attachment that occurs between a customer and a brand. This chapter aims to better understand how emotions play a part in building strong brand ties between customers and brands.

INTRODUCTION

Companies in the twenty-first century are attempting to differentiate their brands from those of their competitors by devising an ultimate solution for building customer brand connections on a sensory and emotional level. In this conflict, a company's goal or objective is to make items that are real, long-lasting, and have a strong consumer brand attachment.

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The emotional level is the inherent nature of emotions that creates a strong connection between the consumer and the company, giving rise to the term “Emotional Strategy”. To use emotional strategy, businesses or marketers must first comprehend and recognize a customer’s core and emotions through relating to others’ sentiments by connecting with your own, treating others the way you prefer to be serviced, and so on. In today’s highly competitive market, it is critical to developing a strong brand image. The value of emotional content must be communicated to customers for them to have a personal experience with the brand to develop a strong brand relationship (Barrena R et al., 2009).

Figure 1 shows the different aspects of customer loyalty for this the company should create material that appeals to the consumer’s state, personality, desires, and objectives to acquire the audience’s or consumer’s trust through emotional branding (Dewanti R et al., 2010). Fig 1 shows the different aspects of customer loyalty.

EMOTIONAL BRANDING

Customers build a deep, long-term, close emotional connection with a brand that goes beyond benefit-based satisfaction and results in a specific trust-based relationship that allows for the construction of a holistic emotional experience, which is referred to as emotional branding (Morrison et al., 2007). Brand loyalty is described as a long-term commitment, brand trust, and customer perceived value to describe consumer-brand ties. Emotional branding establishes itself as a crucial factor in generating brand loyalty (Fournier, 1998).

Emotional branding is a marketing strategy that focuses on a customer’s emotions and feelings to acquire maximum benefit and trust. Emotional branding affects the users’ state of mind and sentiments. The organization seeks to establish a good effect and trust in the consumer through Emotional Branding, resulting in customer loyalty. It is an involvement commitment, trust, and willingness. Emotional Branding has an impact on the consumer’s mind and life, resulting in a long-term relationship with them (Akgün, A. et al., 2013).

When customers are satisfied with a brand or business, they enthusiastically recommend it to relatives and friends, resulting in Brand Engagement (Kim et al., 2019). When clients are content and happy, they are more likely to buy things in any situation. Emotional branding teaches a company how to establish a personality that will last in the minds of its customers. The favorable emotional response to a brand is triggered by the brand’s personality and growth. Emotional branding is crucial in the development of a brand’s identity. According to Franze (2017), brands prosper when their marketing strategies emphasize a communal attitude of “us” or “we,” rather than “you” or “me.”

Marketplace Trends

A marketplace, often known as a trading place or center, is a location where buyers and sellers can exchange items in person or online. Marketplaces are divided into three groups from the perspective of customers: B2B (business-to-business), B2C (business-to-customer), and P2P (peer-to-peer), also known as customer-to-customer (C2C).

The marketplace sells a wide range of things, from necessities to luxuries. Depending on the sort of marketplace, different types of users and sellers are attracted. The conventional storefront technique of trade helps customers during the purchasing process by answering their questions. Whereas on the other

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