Impact of Emotional Branding in Knowledge Based Marketing

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Abstract

Indian Business is changing as our customers are changing. Their buying decisions and shopping habits are changing. Customers often claim they purchase rationally but studies indicate that the factors influencing purchases are 80% emotional and 20% intellectual, even for business-to-business customers. Features and benefits may be used to justify decisions, but the initial motivation is almost always emotional. Emotion is required to maintain a relationship after purchase. They are thinking more with their hearts than with their heads.

Smart marketers have now identified the true value of measurable marketing by segmenting and managing their customer databases which in short would be called as Knowledge Marketing. The knowledge Base marketing starts its work by the following policy that is “By identifying their customers’ needs, wants and aspirations, they can create buying experiences, which create frequent buying patterns, buying relationships and loyalty. Loyalty is directly linked to sales and profitability. The well-known and yet rarely used RFM Model (Recency, Frequency and Monetary) comes into play and the profitability of customers increases.

This paper “Impact of Emotional Branding in Knowledge Marketing” explains how the marketing experience is directly linked to their customer’s emotions and creates an impact to their brands. Fundamental changes are taking place in their preferences and behavior. They expect and demand to be spoken to on a personalized and one-to-one basis. More than that, our customers expect an unprecedented level of emotional commitment and honesty from the brands they trust, support and buy. To be successful in this new and ‘now’ emotional Indian economy we need to create and build emotional loyalty through customer relationships.

INTRODUCTION

A marketing term that has to do with the way the consumer feels about the advertised product, rather than the product’s image, usage, or price. Emotional branding is the factor that companies play on when they advertise to market to certain demographics.

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Company advertisement has shifted from concentrating on the product to concentrating on the consumer. Advertisement is more about psychology now more than ever. Companies want an emotional connection between the product and the consumer. Instead of stressing the product's capabilities, focus is put on design and appearance. Shapes and colors are carefully chosen to invoke specific emotions that the company wants associated with the product.

For example, the Surf Excel has chosen specific ways and means of ideas which could inspire certain customers' emotions using the two small kids (a brother and a sister). These simple ideas inspire the strength and confidence, and a general warm comforting feel to the customer who notices the ads. The Tag line “Dhaag Acha hai” inspires a comforting motherly feel which indirectly say for doing something good you may become dirty. Their commercials also seem to promise a comforting and social experience. All of these factors create an emotional connection with the product. When the consumer sees the product in the store they not only see a washing powder, they feel a sense of happiness and comfort, hoping for the social interaction the commercials display.

**KNOWLEDGE BASED MARKETING**

In today’s age, every consumer wants to be served according to his or her unique and individual needs. Organizations have also geared up to provide customized solutions, tailoring their services/products based on actual customer preferences, rather than on generalized assumptions.

Hence all the businesses are exploiting the information systems and technology to accumulate huge amounts of customer data, as they understand that the knowledge in these huge databases is important to gain competitive advantage and support various organizational decisions. There is a great need of a well-defined, simple but integrated system to extract the knowledge of the customers from these huge databases and then to apply this knowledge for making various critical decisions, particularly marketing decisions which lead to the trend of Knowledge Based Marketing.

**DETERMINING THE KNOWLEDGE BASE TO PLAN FOR EMOTIONAL CONNECTION**

Our market is no different, where a great deal of information is available from the transaction databases (every point of service utilization) and from customer/corporate databases. This great wealth of database gets unutilized and thus wasted due to the lack of appropriate tools and techniques required for the analysis. This would indirectly lead the advertiser to fail in strategizing the target audience for his ad.

Take for example an Ad aired by a Domestic carrier Air Deccan where the postman delivers a letter to an old man. “It’s from your son in Delhi [Images],” he says. “It’s an air ticket.” As he pedals off, the old man slips back in time to when he carved a wooden plane for his son. He remembers how the excited child ran all over the village with his new toy.

Back in the present, the villagers gather round to see off the old man, clutching a borrowed bag to his chest. At the airport, palpably nervous, he refuses to let go of the bag. He finally releases it for the X-ray machine, and watches closely as the officer checks the screen. The
officer stares and then smiles on seeing a toy plane show up inside the bag. “For millions of Indians, flying is no longer a dream” intones the voice-over, as an Air Deccan aircraft is shown, followed by the airline’s logo and tagline: Simplify. That’s the short narration of a very long ad. At 150 seconds — a breathtaking two-and-a-half minutes — the Air Deccan campaign that was released two weeks ago is being touted as the “the longest TV commercial ever to be telecast in the history of Indian advertising.”

India flying was a mere dream to all Middle Class Indians and this knowledge base was researched by the advertisement researcher and strategies an emotional Ad which actually triggered lots of Indians inception to fly. This Ad was successful as it strategies its exact target audience through its knowledge base marketing. Say for example if India would have been greater in premium segment of population this ad would not have been effective compare to the actual because they are status conscious than money

**CONCLUSION**

Hence, Emotional Branding of products is characterized by marketing strategies linked to knowledge-based marketing which uses appropriate tools for searching and analyzing customer data in order to find implicit, but potentially useful information, thus revealing previously unknown patterns which would enable us to understand with the way the consumer feels about the advertised product, rather than the product’s image, usage, or price.

**References**

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