

**ANTECEDENTS OF EMOTIONAL BRANDING AND ITS
IMPACT ON BRAND LOYALTY**

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RECOMMENDATION

CERTIFICATION

DECLARATION OF AUTHENTICITY

I, Sangita Kafle, declare that this GRP is my own original work and that it had fully and specifically acknowledged wherever adapted from other sources. I also understand that if at any time it is shown that I have significantly misinterpreted material presented to SOMTU, any credits awarded to me on the basis of that material may be revoked.

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TABLE OF CONTENTS

Contents	
<i>Title Page</i>	<i>i</i>
<i>Recommendation</i>	<i>ii</i>
<i>Certification</i>	<i>iii</i>
<i>Declaration of Authenticity</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Table of Contents</i>	<i>vi</i>
<i>List of Tables</i>	<i>viii</i>
<i>List of Figures</i>	<i>ix</i>
<i>Abbreviation</i>	<i>x</i>
<i>Executive Summary</i>	<i>xi</i>
CHAPTER I	1
INTRODUCTION	1
1.1 Background Information	1
1.2 Problem Statement	3
1.3 Objectives of the Study	5
1.4 Significance of the Study.....	5
1.5 Research Hypothesis	5
1.6 Limitation of the Study.....	6
1.7 Organization of the Study.....	6
CHAPTER II	8
RELATED LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK ...	8
2.1 Introduction.....	8
2.1.1 Theoretical Review	8
2.1.2 Review of Empirical Literature	12
2.1.3 Research Gap.....	21
2.2 Conceptual Framework	22
2.3 Operational Definition of Variables	22
CHAPTER III	27
RESEARCH METHODS	27
3.1 Research Design.....	27
3.2 Population and sample.....	27
3.3 Sources of Data & Data Collection Plan	28
3.4 Instrumentation	28

3.5 Reliability and Validity	29
3.6 Data Analysis Tools	30
3.7 Ethical Consideration	31
CHAPTER IV	32
DATA ANALYSIS AND RESULTS	32
4.1 Demographic Profile of Respondents	32
4.2 General Information of Consumers Regarding Brand	34
4.3 Descriptive Statistics	37
4.4 Inferential Statistics	42
4.4.1 Correlation Analysis	43
4.4.2 Regression Analysis	45
4.5 Hypothesis Testing Summary	48
4.6 Major Findings	48
CHAPTER V	51
DISCUSSION, CONCLUSION AND IMPLICATIONS	51
5.1 Discussion	51
5.2 Conclusion	52
5.3 Implication	54
5.3.1 Practical Implications	54
5.3.2 Research Implications	54
References	65
Appendix	75

LIST OF TABLES

Table 1 Literature Review Matrix.....	20
Table 2 Cronbach's Alpha.....	29-30
Table 3 Demographic profile of Respondents.....	32-33
Table 4 The Frequency of Purchasing Branded Products.....	34
Table 5 Branded Products are Better than Unbranded Products.....	35
Table 6 Duration of using Branded Products.....	35
Table 7 Looking for various Schemes for Branded Products.....	36
Table 8 Descriptive Statistics of Brand Personality Items	37
Table 9 Descriptive Statistics of Brand Passion Items.....	38
Table 10 Descriptive Statistics of Brand Trust Items.....	39
Table 11 Descriptive Statistics of Brand Relationship Items.....	40
Table 12 Descriptive Statistics of Brand Loyalty Items.....	41
Table 13 Correlation Matrix.....	43
Table 14 Model Summary of Regression Analysis.....	45
Table 15 ANOVA Table for Dependent and Independent Variables.....	46
Table 16 Coefficient Table of Dependent and Independent Variable.....	47
Table 17 Hypothesis Testing Summary.....	47

LIST OF FIGURES

Figure 1 Consumer Psychology Model of Brands.....	12
Figure 2 Theoretical Framework.....	21
Figure 3 Influencer for purchase of Brand.....	36

ABBREVIATIONS

AE – Attitudinal Equity

AHP - Analytical Hierarchy Process

AI – Artificial Intelligence

BMP – Brand Market Performance

BP – Brand Personality

BPA - Brand Passion

BT – Brand Trust

BR – Brand Relationship

BL – Brand Loyalty

CBBE – Consumer Based Brand Equity

CRM – Customer Relationship Management

FMCG – Fast Moving Consumer Goods

KE – Knowledge Equity

RE – Relationship Equity

Executive Summary

This graduate research project entitled ‘Antecedents of Emotional Branding and its Impact on Brand Loyalty’ is the survey-based research study. The main purpose of this study is to identify major antecedents of emotional branding and examine their impact on brand loyalty.

Based on the literature review, various antecedents of emotional branding variables were identified. These variables were Brand Personality, Brand Passion, Brand Trust and Brand Relationship. The study was done to find out whether or not the independent variables have significant impact on the dependent variable.

The researcher collected the primary data from 306 respondents with the help of self-administered questionnaire by distributing questionnaire through email and different social media and also in printed form. This research used convenience sampling method for the research. The research is quantitative in nature. The questionnaires were multiple choices, rating scale, Likert scale and other demographic information were used to collect primary data. All the variables were measured in five-point Likert scale. A research design was adopted which involved descriptive and explanatory research.

Data analysis tools adopted includes descriptive statistics, correlation and regression approaches which were analyzed through the use of Statistical Package for Social Science (SPSS) and MS Excel. Based on literature review, four independent variables were identified which are Brand Personality, Brand Passion, Brand Trust and Brand Relationship. The study was done to know whether or not the independent variables have significant effects on dependent variable i.e. Brand Loyalty.

The study was conducted among the consumers in Nepal. A total of 306 respondents participated in survey. The data were analyzed using SPSS software where the researcher analyzed respondent profile. Other than that, descriptive analysis, correlation and regression were also conducted with the help of the software in order to determine the survey results. The research study used descriptive statistical tools to analyze the collected data and to find the significance of relationship between variables correlation analysis is used.

A sample of 306 consumers of FMCG brands and findings revealed that there is a positive significant relationship between brand personality, brand passion, brand trust, brand relationship and brand loyalty. So, it concludes that brand personality, brand passion, brand trust, brand relationship are the major factors that lead to brand loyalty.

CHAPTER I

INTRODUCTION

1.1 Background Information

The rapid progress within the worldwide economy has integrated pressure on industrial enterprises to utilize more proactive commercial strategies and execute focused brand competitive situations to both producers and consumers continually evolving demands. The focal component in marketing, the brand strategy, is especially significant because brand represents a business's performance and its goods in clients thinking. Branding provides an easy, short and significant approach to clarify the 'Reason Why' of the good news about another new product highlight to the buyer. It's frequently, the purpose of separation, unique quality or news and not simply the brand- which the customer's recalls while viewing a rack stocked out products (Jha, 2021).

The practice of creating brands that speak directly to a consumer's emotional state, wants, and goals is referred to as "emotional branding" in marketing communication. The organizations acknowledge and emphasize the primary emotional demand of the target audience as the most crucial component of emotional branding. Through internal and external communications, they make it crucial for the business. Businesses push consumers to reach the necessary emotional bonding state, which is "I will only buy brand x." They begin the emotional branding process by taking into account the demands, requirements, and aspirations of the customer. The businesses develop consistent communications based on the emotional requirements of the customers.

According to Mittal (2021), One of the most generally utilized techniques for inspecting customers' psychological processing of promoting messages in evaluating their intellectual reactions, the idea that comes to their mind while perusing, seeing, and hearing a correspondence, is emotional branding. Its concentration has been deciding the sorts of reaction/s evoked by a commercial message and its connection to mentality towards the commercial, brand, and buy expectation. Beyond benefit-based satisfaction, emotional branding develops a strong, long-lasting, close emotional bond with the brand that fosters the growth of a whole emotional experience (Morrison and Crane,2007).

Each day, brands are all around consumers. Our lives now include brands. Some brands gain and lose our affection over time. For many reasons, such as poor quality, lack of usefulness, exorbitant price, or simply a bad experience with the brand, some consumers may use a product only once and never touch or consider using it again. However, some customers still have a soft spot for a certain brand and are prepared to stick with it no matter what. Customers that use a brand consistently over an extended period of time are ardent defenders of it. Consumers who purchase the same brand repeatedly over a long period of time are strong advocates of the brands (Cheong, 2013).

Gobe (2001) stated that consumer connect with brands and identify themselves with the brand identity. Brand can associate with consumer on personal level by bringing credibility and personality into the relationship. The world is operating from an industrially driven economy where every person is dependent upon machines, and the controlling power is in the hand of customers.

Therefore, it is crucial for marketers to understand the fundamental need for customers to be attached to a specific brand in order to devise a way to build, retain, and strengthen this attachment. Customers who have an emotional connection to a brand act as its unofficial ambassadors (Berman & sperling, 1994). These customers support the brand and spread the word about it favorably. Thus, by comprehending the antecedents, marketers may lay a solid basis for consumers to establish a favorable relationship with the brand from their first point of contact. Due to the impact it has on both the brand's own and rival brands' marketing initiatives, the effects of emotional brand attachment require thorough examination.

In this competitive era, it is very hard to be a successful brand for the long period of time. In order to build a loyal customer base, brands must go beyond their features, products, and processes. To do this, they must forge positive relationships with their customers, develop positive brand identities derived from engagement-enabling strategies, foster desire-based attachments such as commitment, and create positive brand evaluations such as satisfaction and quality experiences. The long-term viability of businesses depends increasingly on establishing and retaining customer loyalty. All firms' marketing efforts have been aimed at creating and sustaining brand loyalty over an extended period of time. As a result, successful marketing strategies depend upon

long-term customer relationships instead of improvements in tangible services like price and quality (Rather & Sharma, 2016).

The secret to success is being able to recognize people's emotional needs and desires. Emotional branding towards consumer behavior and consumer appeal helps firm and organizations enhance their marketing strategies and competitive advantage (Fermin & Castillo, 2018). Roberts (2004) states that emotional branding is consumer oriented, relational, story-driven strategy that creates strong emotional and long-term bonds between customers and brands.

Customers often switch between brands depending on how important a product is to achieving high satisfaction. Producers and marketers must therefore employ the tactic of emotional branding to pique their interest in the particular products. Emotional branding appeals to consumers' emotions and forges a solid connection between the brand and the customer's purchasing choice.

As a developing nation, Nepal has a vast population that is uninformed of the items, but in recent years, globalization has had a significant impact on the country's changing lifestyle and consumption of FMCG goods. Due to the low per capita consumption, there are a lot of opportunities for growth. Additionally, FMCG companies would have greater growth in the future if they could influence consumers' attitudes toward brands. With a population of about 30 million, it has a sizable FMCG (or fast-moving consumer goods) industry worth more than \$1 billion. This sector is reportedly expanding at a phenomenal rate. The FMCG industry in Nepal is expanding at a rate of 3% to 4% while the country's total GDP is growing at a high yearly rate over 20%.

This study aims to define the notion of emotional branding while noting that emerging concept might be best understood and applied through the examination of its antecedents and results.

1.2 Problem Statement

The population of Nepal is expanding, as is the amount of consumer income. This has resulted in an increase in the demand for various products. As a result of these factors, the Nepalese market offers a diverse range of items. People can now order and purchase a variety of things from the convenience of their own homes. Within the short span of time, television advertising, internet purchasing and branding have changed marketing

and sales pattern of Nepal (Shrestha, 2010). Nowadays consumer can buy the product they like from any corner of the world. Consumer can easily switch from one product to another if they feel unsatisfied by one product. This has created challenge for producer and marketers to retain the loyal consumers.

Studies done globally demonstrate that users who have high levels of affinity for a brand spend a significantly higher percentage of their category spending on that brand than do users with lower levels of affinity. It may be possible for brand custodians to spot possibilities to persuade other consumers to adopt the attitudes of a company's most profitable customer if they can understand what motivates such views (Shakya, 2021).

With the proper interactions at the right time and place, brands can convert new customers into loyalists faster. Previous research discovered that the majority of customers expect businesses to be aware of their purchase and service histories, and to be able to use that information to contextualize and customize encounters. Marketers need to connect the emotion of consumers with the attributes of the products. Therein; the brand consumer relationships based on emotional linkages constructed are increasingly gaining popularity and importance for marketing researchers and practitioners (Thompson, Rindfleisch and Arsel, 2006).

All these studies shows that consumer don't get connected with the brand without any emotional attachment with the product or brand. Brand needs to make sure that they fulfill the desire of the customers and they are the one consumer prefer over other products and services. Branding alone does not make the consumer connect their feelings with the products. There are certain antecedents that make producers to know what exactly consumer want from the brand.

The present study seeks to understand the extent to which antecedents of branding are prevalent in the context of emotional branding. In order to understand how organizations can outperform others by using emotional branding this study is carried out. To achieve the set objectives this study sought to answer the following questions:

- What are the major antecedents of emotional branding?
- Is there any influence of antecedents of emotional branding on the brand loyalty of consumers in Nepal?

- Which antecedents of emotional branding has most impact on brand loyalty of consumers?

1.3 Objectives of the Study

The primary objective of this study is to study the impact of emotional branding Antecedents, i.e. Brand personality, Brand trust, Brand Passion, Brand Relationship on brand loyalty. The specific objectives are;

- To analyze the extent of influence of Brand Personality on Brand Loyalty.
- To investigate the extent of influence of Brand Passion on Brand Loyalty.
- To examine the extent of influence of Brand Trust on Brand Loyalty.
- To examine the extent of influence of Brand Relationship on Brand Loyalty.

1.4 Significance of the Study

The study on the antecedents of emotional branding and its impact on brand loyalty is of significant value because:

- It is very useful for the industry to recognize how emotional branding tools are used to influence consumer behavior and gauge the success of their efforts to foster loyalty.
- It is also important for the policy makers and regulating bodies to make an understanding of the role of emotional branding in changing the behavior of the customer in this dynamic market.
- By addressing a gap in the literature and examining the relationship between emotional branding and brand loyalty, it may help academic scholars better understand the consumer behavior of the industry.

1.5 Research Hypothesis

In order to identify the uses of sales promotion tools on brand building, following hypothesis have been developed:

Hypothesis 1 (H1): Brand Personality has significant positive relationship with brand loyalty.

Hypothesis 2 (H2): There is significant positive relationship between Brand Passion and Brand Loyalty.

Hypothesis 3 (H3): There is significant positive relationship between Brand Trust and Brand Loyalty.

Hypothesis 4 (H4): There is significant relationship between Brand Relationship and Brand Loyalty.

1.6 Limitation of the Study

The study aimed in understanding the impact of emotional branding in building brand loyalty. Despite of the efforts made for arriving at meaningful conclusions from the study, some limitations are considered in order to obtain reliable interpretation of the results. The major limitations of the study are as follows:

- The study is completely based on the primary sources of data regarding dependent and independent variables. Therefore, the reliability of conclusions of the study depends upon the accuracy of information provided by the respondents.
- Sample size of this current research is relatively little. The research and findings can be improved by intensifying the sample size.
- This study only measures the influence of brand satisfaction, brand trust, brand preference on brand loyalty; thus, future researches should focus on other impact factors such as brand image, brand attitude, etc.
- This study is concentrated on FMCG brands so that this research can be practiced with other products.

1.7 Organization of the Study

The study comprises of three main sections: preliminary section, body of the report and supplementary section. The preliminary section consists of title page, acknowledgements, approval sheet, and certificate of authorship, table of contents, list of tables, list of figures, abbreviation used and executive summary. This body of the report is organized into five main parts and they are as follows:

Chapter I: Introduction

The first chapter deals with general background of the study. It describes what this study is all about and why this study is worth doing. It includes introduction of the topic, statement of problem, objectives of the study, research hypotheses, and limitations of the study and structure of the study.

Chapter II: Literature Review and Theoretical Framework

The second chapter deals with the review of earlier studies that are relevant to the problem explored in this study. It includes review of literature related to the international studies as well as review of studies in Nepalese context. It includes the summary of the major findings of previous studies and they are presented in separate headings. On the basis of these literature reviews, the conceptual framework for the study is constructed.

Chapter III: Research Methods

The third chapter describes the methodological aspects that were applied in this study. It includes the research design, population and sample size, sampling method, nature and sources of data, instrumentation, methods of data collection and data analysis.

Chapter IV: Results and Discussion

The fourth chapter contains systematic presentation and analysis of data. This chapter analyzes the collected data through the use of various statistical tools and techniques as mentioned in the chapter three. It tries to explain the relationship between factors and presents the result in the form of tables. The last part of this chapter presents the major findings from the analysis of data and discussions.

Chapter V: Summary and Conclusion

The fifth chapter includes the discussion, conclusion and implications of the study. It summarizes the research findings of the study and appropriate implications are presented on the basis of the conclusion of the study. The last part of this chapter presents the recommendation for future research. The final section of the report comprises of bibliography and appendix as questionnaire. Bibliography includes name of reference books, articles, reports, etc., its writer's name and its page; and appendix is attachment of questionnaire for the survey of the study.

CHAPTER II

RELATED LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 Introduction

This chapter reviews the conception and principles which are linked to the area of the study. The chapter begins by describing theories related to the branding and consumer brand loyalty followed by empirical review of relevant past literature.

2.1.1 Theoretical Review

Despite the fact that brand loyalty has gained popularity among academics, there is still no consensus definition for the term because it derives mostly from marketing practice. Early behavior theory and the development of later multidimensional notions are the two main focuses of brand loyalty research.

2.1.1.1 Behavior Theory

Consumer behavior theory examines how consumers decide what to buy and enables companies and marketers to profit from these behaviors by foreseeing how and when consumers will make a purchase. It is useful to pinpoint the factors influencing these choices and to emphasize proactive behavior-modification techniques. Observing consumer behavior enables businesses to learn: What people think about your brand and how loyal consumers are.

Brand loyalty has been the subject of research for at least 80 years, yet many academics and industry professionals are still divided on the subject. They examine it and define it from many perspectives. According to some academics, brand loyalty should be measured by the proportion of purchases, or, more specifically, by how customers rank all of the brands. Jacoby and Chestnut (1978) are more appropriate example. According to the theory of behavior, they will calculate the proportion of particular brands in the overall amount of purchases made over a given time period and the frequency with which particular brands are purchased within a given product category. Some people think continuity should be specified. According to this perspective, loyalty actions should be continuous. The above two views are based on the measurement of brand loyalty from behavior.

Brand loyalty refers to the fact that customers have a specific interest in a certain brand and continue to buy its items, ignoring all other brands in the process. Brands are an intangible asset that can last longer than the life cycle of a product. As a result, once a brand garners a sizable following of devoted consumers, its position as the market leader can endure even after its products are upgraded and replaced. An operational definition of brand loyalty was put forth by Sheth in 1968: “brand loyalty refers to the relative purchase frequency function of a brand under restrictive and non-restrictive conditions.” Fader and Schmittlein (1993) did a brand superiority study on the high market share of brand loyalty from the aspect of consumers' repeated purchase behavior.

Unlike manufacturing brands, hotel brands offer immaterial goods and services, which are intimately linked to the sentiments and feelings of employees (Wang yang & yang, 2019). In order to uphold their employer's brand image and give clients services that meet their brand expectations, hotel personnel must engage in extra-role behaviors in handling unforeseen circumstances (Balmer and Greyser, 2006).

2.1.1.2 Emotional Theory

We all want to think of ourselves as being logical people, but every purchase we make is motivated by emotion. Only 15 of the thousands of feelings that humans experience—including altruism, approval, attraction, authority, and belonging—can actually trigger the choice to purchase. You can cause someone to feel one way and then prompt a deeper emotion that makes them feel an immediate need (McLellan, 2021).

Being a manager and a professional artist at the same time is the new necessity in today's commercial reality since emotional marketing is increasingly on the offensive in today's commercial landscape. Through a variety of techniques, marketing professionals work to reshape the conventional rules of customer and company communication and put the emphasis on feelings as the true, observable evidence of the message's truthfulness. Advertising increasingly serves as a technique of manipulating consumers' emotions; experiencing a thing firsthand entails understanding its practical utility.

In his book “Experiential marketing: How to get customers to sense, feel, think, act and relate to your company and brands”, Professor Bernd H. Schmitt, of Columbia

University, describes the distinction between traditional and experiential marketing: the former, supported by a more analytical ideological basis, concentrates upon consumer spending power resulting from more or less satisfying product features and related benefits; the latter, on the other hand, considers customers as human beings who, in a wholly rational manner, are hungry for a plausible emotional involvement.

According to Schmitt, experiences must be holistic, so we shouldn't just focus on selling shampoo to wash our hair. Instead, we should broaden the concept by strategically considering all the ways the product can be used in daily life and how its packaging, advertisement, scent, and other features can make customers more comfortable, enhance their experience, and increase customer retention. Gaining customers' trust, keeping them, and consciously positioning yourself as a "product I would not swap for any other" are all necessary for strengthening relationships with customers.

Consumer Psychology model of brands

Schmitt developed the Consumer Psychology Model of Brands in 2012 to explain how customers engage with a brand, from awareness to brand advocacy. This is one of the few models that integrates brand ideas and paints a picture of what happens when a customer engages with a brand.

The model consists of five brand-related activities that allow customers to interact with a brand, along with three degrees of engagement (intended to represent the consumer's requirements and motivations) that are more significant as they advance through the levels. All aspects of a brand are covered by these processes, including affect (emotional response), experience with the brand, and brands as social constructs. People may jump from one to the next, and these processes might happen simultaneously. They also don't happen in any particular order or in a sequential way. Schmitt's (2012) model is represented by a circle with 2 inner rings, intercepted by 5 lines, as you can see here.

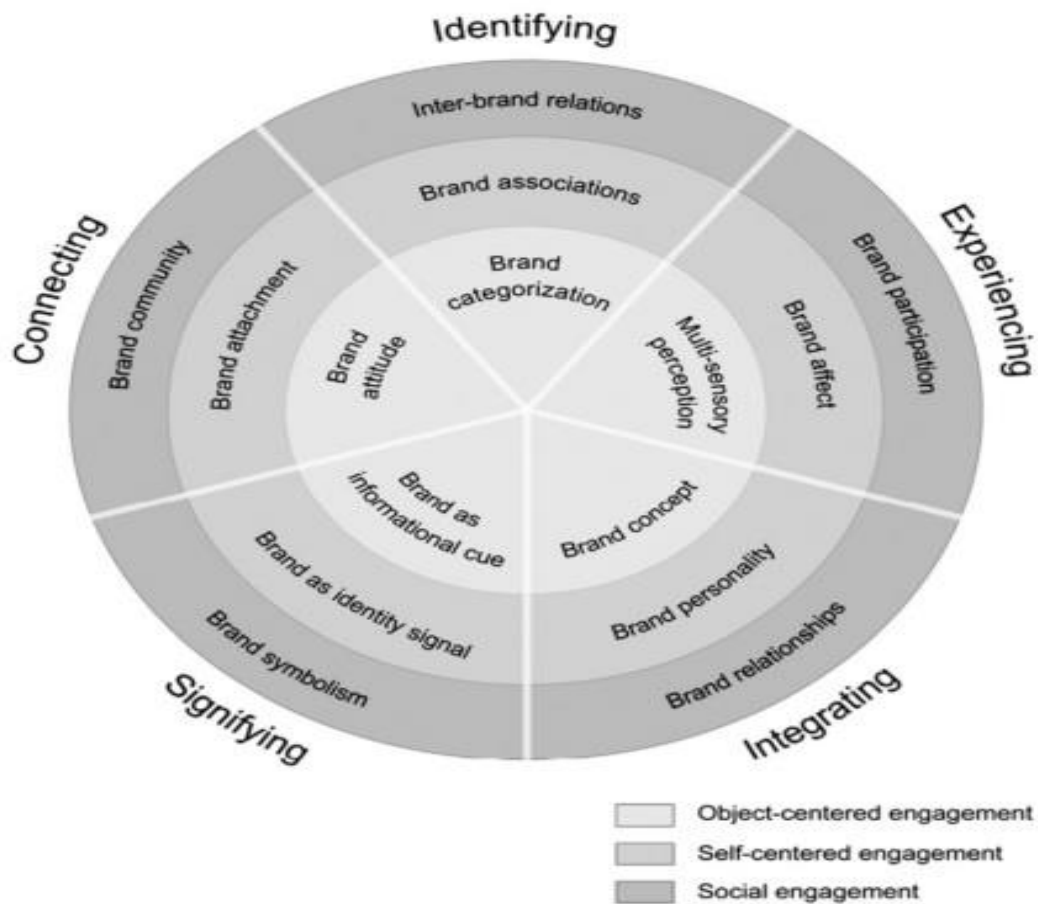


Figure 1 Consumer Psychology Model of Brands

Levels of engagement

According to Schmitt (2012), there are three types of brand interaction engagement: object-centered engagement, self-centered engagement, and social engagement. The relationship with the brand deepens at each level, reflecting the various requirements, objectives, and driving forces that drive customer interaction.

Object-centered – The initial level of interaction is functionally driven. The consumer aims to acquire information about the brand so that they can gain utilitarian (practical, useful) benefits.

Self-centered – This stage is reached when the brand has become personally relevant to the customer. The consumer has a strong concept of what the brand is and there is often an emotional attachment.

Social – As the name implies, the customer starts to consider their interaction with a brand from an interpersonal and socio-cultural standpoint. A sense of community is created through brand engagement. This stage is more outward-looking; the consumer takes an active role in creating the brand, connects with it as a cultural icon, and views themselves as a member of the brand community.

2.1.2 Review of Empirical Literature

In general, developing powerful and favorable brands leads to customer preference for a particular brand, which can lead to brand loyalty over time. Loyalty has become crucial construct over the past decade in the field of marketing. Particularly in the rapidly increasing field of consumer relationship management. Such loyalty might be brand, product and service outlet. Loyalty is likely to lead to positive attitudes and behavior that leads to repeat patron of purchase and positive recommendations to other potential customers (Dehghan and Shahin, 2011).

Setting the parameters of the constructs from which emotional branding is impacted involves a different approach. The theoretical underpinnings of the emotional memory construct would be stronger if they were founded on antecedents and consequences, but there aren't any studies in the literature that look at the causes and effects of emotional branding. However, a well-known collections of factors are addressed as the origins of emotional brands and branding. Emotional attachment, which encompasses i) affection, ii) connection, and iii) passion, is suggested by Jawahar and Maheswari (2009) as the precursor to emotional branding. The study measured emotional connection in the process of creating emotional brands, and the findings show that emotional attachment has a beneficial impact on emotional branding.

Now days marketers tend to associate cognitive dissonance with 'emotional appeal' through their offerings. For quite a time now, the strength of emotions in branding has stood up bold to employ cognitive dissonance to associate with the customers. Cognitive dissonance and emotional branding always depend on the basic rationale of the fundamental principles of striking human's feelings. Creation of dissonance is often among some regret, desire or sorrow in customer's mind. Branding with emotions touches a chord with attacking views and successively makes an ideal association with the products. Therefore, it is imperative for marketers to use emotional branding as a strategic tool to cut back the cognitive dissonance and convert the dissonance into

consonant with the preoccupied space in consumer's mind. So it is important that the marketers offering should have an emotional element (Devi, 2015).

In today's highly organized economy, where products and services are differentiated from one another by technological, informal, and benefit-based differences, emotional branding is essential for businesses to cut through the noise by establishing distinctive associations. According to the emotional branding theory, businesses should prioritize creating strong emotional connections with their customers so that they may actively improve their lives and become a part of their memories and social networks (Thompson, Rindfleisch and Arsel, 2006).

The concept of emotions needs to be carefully researched in order to tap into the emotional branding space. According to the general affect-and-cognition approach, people's overall emotional states influence how they process information, and this tendency is stimulated when emotions are included in the decision-making process. Since emotions are so important for cognition, conduct, and social interaction, they are defined as "a condition of physical and mental readiness that involves valence (directed force), evaluative appraisal, a target (or object or stimulus), and behavioral tendencies (Morrisson and crane, 2007). Consequently, Emotions, according to social scientists, leave a mental "blueprint" that makes it easier to recognize and anticipate future emotional cues and behaviors (Kay and Loverock, 2008). Emotions are thus an effective way to actively incorporate companies into people's lives and identity initiatives and to entice experience-driven customer attachment to brands (Thompson, Rindfleisch & Arsel., 2006). In contrast to these definitions and the context of emotions, emotional branding is envisioned as a distinctive, inimitable branding strategy that ties the hearts, minds, and emotions of consumers to a brand by integrating that brand into the core of the consumers' lives (Jawahar and Maheswari, 2009) and by enabling the consumer to identify with the brand.

Khan (2009)⁹⁰ talked on how satisfied and loyal customers aren't always the same thing. He went into detail on situational loyalty, trust and loyalty, behavioral intent, and behavioral loyalty. He discovered that customers may remain devoted for many reasons or they may not be happy with the products or services. According to the study's conclusion, true brand loyalty consisted of continuous long-term purchasing behavior

of a certain brand, rather than just a desire to acquire it, underpinned by a strong commitment to that brand.

Delarosa, Dharmesti, & Nugroho (2013) investigate the relationship between brand market performance and customer-based Brand Equity. Based on the findings of this study, an integrative brand equity models that links customer-based brand equity (CBBE) to brand market performance (BMP) has been proposed. To analyze market performance, the proposed model uses three measurements: Knowledge Equity (KE), Attitudinal Equity (AE), and Relationship Equity (RE). The findings suggested that brand choices are influenced by consumers' relationship equity constructs such as satisfaction and attitudinal loyalty. The two primary factors influencing brand preference, which affects the expectation to purchase among individuals who do not use the brands' products, are worth and image. The research also revealed that satisfaction and attitudinal loyalty are the primary forces behind brand preference and purchase motivation.

According to Gobe (2001), emotional branding has four pillars that are necessary for outlining branding. These pillars are Relationship, sensorial experience, imagination and vision. Through the strong relationship consumers try to attach with the brand deeply and emotionally. Sensorial experience helps to reach that height on one can make memorable brand by coming into contact with brand preference and loyalty. Imagination makes people's lives more fulfilling through beauty. And vision helps to get long term success.

Ghorbanzadeh, Saeednia and Rahehagh (2020), stated in their study about emotional advertising messages that impact consumer behavior to sustain emotional consumer brand relationship as brand managers try to create passionate brands. The study examined the antecedents; i.e. brand experience, brand esteem, brand recognition and brand trust, and these results in, positive informal exchange and eagerness to pay cost premium, energies to brands among youthful consumers. The results signify that emotional brand insight, brand recognition and brand trust has a positive effect on brand energies. Beside this, brand emotion is not affected by brand fame.

Leahy (2018) explores that brand loyalty has both cognitive and emotional reasons from the consumers' perspective. The study was conducted in the FMCG sector, where the brand association and brand personality predict the development of brand loyalty. The

study concluded that brand loyalty has stronger bonds with the customers, and that would be made for long lasting. This study found various reasons for customers to buy the particular product, such as performance of the product, price, convenience, availability, after-sales services, etc. and these reasons have positively affected consumers and made them to maintain the strong connection with the brand.

Kim and Sullivan (2019), in their study state that in this highly competitive era fashion retailer should employ emotional branding as a way to engage their consumers, communicating the growing shift of consumers' seeking emotional relationship with a brand. Besides other brand technicalities (for example, product attributes, features and facts) personal emotion and experiences better shape consumers' evaluation of brands.

Mittal (2021) conducted a research on antecedents of emotional branding and its impact on brand loyalty on Indian FMCG sector. for his study he has used structured questionnaire to collect data from 600 consumers which are chosen for the study. He has studied the impact of antecedents of emotional branding on brand loyalty. The antecedents of emotional branding are; brand personality, brand trust, brand passion and brand relationship. The study found that all these antecedents positively impact on brand loyalty.

Dehestani et al. (2014) conducted a study to find the effects of brand association, brand awareness, distribution intensity, and quality perception on brand loyalty. The data were collected from 200 Nokia mobile phone users. The results revealed that there is a positive relationship between perception of quality as well as brand awareness and brand loyalty. It was also found that there is a positive relationship between brand awareness and perception of quality. The study denotes that brand awareness and perception of quality are the most influencing factors of developing brand loyalty.

Pourazad and Pare (2014) examined emotional brand attachment construction between the consumer-brand relationship. Although, it has generally been unexplored with regards to luxury brands, with peculiar attributes of being high worth, high contribution, and high risk. The study has built up a conceptual system in the luxury products classification that captures the antecedents and outcome of emotional brand connection. This system will analyze the validity of the recommendation in building customer's emotional attachment towards luxury products that self-expressive relationship functions an important job. Results will give directors with regulations to create

applicable and efficient advertising procedures to improve understanding of brand-customer connection, which will encourage brand attachment.

In regard of brand loyalty, Punniyamoorthy & Raj conducted a research to measure brand loyalty to English newspapers empirically. Multiple regression analysis, factor analysis, and the analytical hierarchy process (AHP) model were all used to build the model. It details the outcomes of a poll with 180 respondents in three important Indian cities. The work concentrates on the elements that affect loyalty. Based on the elements discovered to influence loyalty, the model was developed. Additionally, the study looks at customer loyalty practices, particularly from an Indian perspective, and uses the created model to calculate the brand loyalty scores of three major English newspapers. It ends with recommendations for fostering strong customer loyalty. The largest issue in the industry is creating and maintaining brand loyalty in the competitive era. Brand loyalty has many different aspects. This study has built a model for assessing brand loyalty that includes multidimensional constructs such as attitudinal commitment and behavioral purchase loyalty after having a strong theoretical foundation. According to the model, loyalty is influenced by involvement, perceived value, trust, customer satisfaction, and commitment. The relative weighting of the aforementioned characteristics was given emphasis when calculating the loyalty score.

Cuong (2020), conducted a study on 'The influence of brand satisfaction, brand trust, brand preference in brand loyalty to laptop brands'. The main objective of his study was to empirically investigate the relationship between brand pleasure, brand trust, brand preference, and brand loyalty in the context of the laptop brand. In Ho Chi Minh, Vietnam, 214 customers who bought the laptop goods were the subject of our inquiry. The measurement model and the structural model were tested using PLS, or Partial Least Squares. According to the study's findings, brand satisfaction had a favorable impact on brand loyalty, preference, and trust.

According to David Aaker (1996) and Plummer (1985), brand personality has a big impact on both competitive advantage and brand loyalty. Similar findings were made by Shavitt (1989), who discovered that personality traits had a significant impact on attitudes and intentions that shape consumer actions toward the product and the company. According to Lin (2010)'s investigation into the association between brand

personality and loyalty, brand perceptions of positive brand personalities had a significant impact on brand loyalty.

Brand passion, brand affection, and self-brand connection, according to Hemsley-Brown and Alnawas (2016), were all found to be positively correlated with brand loyalty. According to study findings, of the three factors, brand passion has the most impact on brand loyalty. In their study, Pourazad, Stocchi, & Pare (2019) found that brand passion positively influenced consumers' attitudes on sportswear brand loyalty. According to study findings, there is a considerable relationship between brand passion and attitudinal brand loyalty. According to Albert, Merunka, & Valette-Florence, (2013), brand commitment and brand passion were positively correlated, and their study's findings showed that brand loyalty had an impact on the attitudinal component of brand loyalty.

The idea that trust can lead to highly valued relational interactions explains the connection between brand trust and brand loyalty. According to research, brand loyalty among customers is influenced by brand trust even more than general satisfaction. Additionally, brand loyalty in terms of purchases and attitudes is directly related to brand trust.

Brand loyalty was significantly predicted by brand trust. Additionally, it was stated in the branding literature that repeat purchases were conceivable when customers' trust in the specific brand increased, demonstrating brand preference. Brand loyalty was positively impacted by brand trust, according to certain recent empirical studies (Cuong,2020).

Research from the past (Doney and Canon 1997) has suggested that brand trust is a calculative process based on the object's (the brand's) capacity to consistently uphold its commitments and on an evaluation of the costs against benefits of maintaining the relationship. Brand trust is thought to have a favorable impact on brand loyalty, according to earlier studies (Moorman, Zaltman, and Deshpande 1993; Morgan and Hunt 1994; Chaudhari and Holbrook 2001). This is because consumers who have a high level of confidence or trust in a brand see risk as being lower and are more likely to buy the brand frequently. As a result, brand-loyal customers will keep buying from the company.

According to Aaker (1997), the ultimate objective of branding should be the creation of a strong brand relationship between consumers and brands because this relationship fosters brand loyalty. Brand loyalty and consumer-brand interactions are directly related. Consumers certainly develop ties with products and brands, and these interactions affect their loyalty to those products and companies, according to Fournier (1998). According to recent studies, brand loyalty can be influenced by customers' emotional attachment to brands in a hierarchy of ways.

Table 1

Literature Review Matrix

Authors	Variables	Methodology	Findings
Mittal, p (2021)	Brand personality, brand trust, brand passion, brand relationship, brand loyalty	Multiple Regression model using SPSS	There is a significant impact of all the antecedents of emotional branding on all the dimensions of brand loyalty.
Bernarto,I., Berlianto, M.P., Meilani, Y., & Masman, R.R. (2020)	Brand awareness, brand image, brand trust and brand loyalty	Partial least square-structural equation modeling (PLS-SEM)	Brand awareness and brand trust had a positive effect on brand loyalty. However, the brand image did not have a positive effect on brand loyalty.
Fernandes, T. & Moreira, M. (2020)	Consumer brand engagement, consumer brand relationship, satisfaction and brand loyalty	Causal model using SEM	Consumer brand engagement has significant impact on brand loyalty. Also the effects of CBE on BL, directly

			or indirectly through Satisfaction, are stronger for emotional relationships, while Satisfaction is a stronger direct predictor of BL for functional brand relationships.
Rajini, G (2017)	Emotional branding, emotional intelligence, knowing our emotions, recognizing and understanding other peoples emotion.	Multiple Regression using SPSS	Satisfaction level of knowing our emotions highly depends on Recognizing and understanding other people's emotions.
Mittal, p & Bangur, p & Jha, S (2021)	Emotional brand attachment, brand commitment and loyalty intention.	Regression analysis using SPSS and AMOS.	Emotional brand attachment has no direct significant impact on brand loyalty. But there is significant impact of emotional brand attachment on brand commitment. There is mediation of brand commitment with brand attachment and loyalty.

Cuong, D. T. (2020)	Brand satisfaction, brand trust, brand preference and brand loyalty	Partial least square (PLS) model is used to test measurement model and structural model	The result shows that brand satisfaction has positive influence on brand trust, brand preference and brand loyalty. Findings also revealed that brand trust was an antecedent of brand preference and brand loyalty.
Riaz, H., Ahmed, H., Akhter, S. & Hussain, M. (2017)	Emotional relationship, emotional communication, emotional preference, sensorial experience and buying behavior	Multiple regression analysis using SPSS	Research result revealed that emotional branding has significant positive impact on consumer buying behavior and have significant impact in buying behavior and driving purchase decision. As well as customers also look forward an unexampled level of emotional commitment from the brands. Emotional branding also helps to sustain

Kumar, S. R., & Advani, J. Y. (2005)	Brand Loyalty, Factor analysis, Brand Trust, Brand correlation and Symbolism, Brand regression analysis Benefits, Genetic using SPSS Influence and Price Consciousness.	<p>a relationship after purchase.</p> <p>It is found that brand trust and brand benefits are relatively more significant in influencing brand loyalty than other predictor variables. Further, price consciousness is negatively related to brand loyalty. Results are supportive of the hypothesis which maintains that a high degree of consumer's price consciousness will have an adverse influence on brand loyalty.</p>
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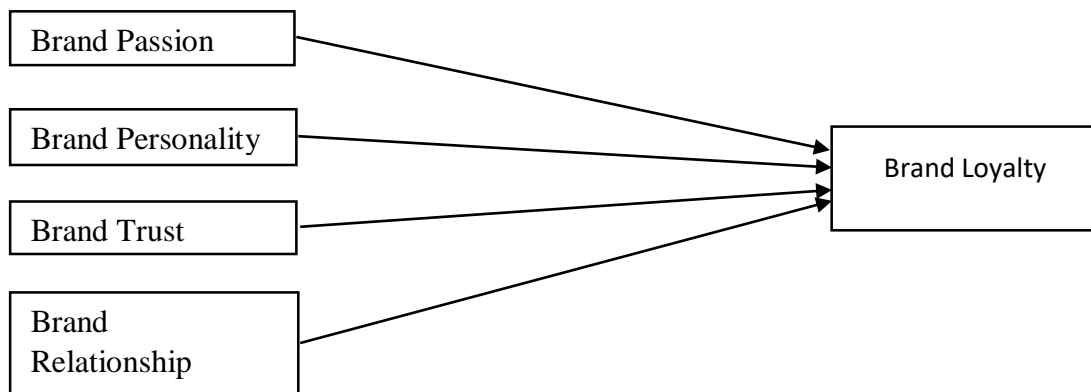
2.1.3 Research Gap

This study attempts to unveil the concept of emotional branding acknowledging the fact that, a newly arising concept can be best understood and expanded through the examination of its antecedents and outcomes. The previous research on emotional domain of brands and branding strategies rarely focus on its antecedents as well as consequences, yet this study aims at directing research efforts in the examination of emotional branding concept, and its scope; mainly antecedents, and consequences.

2.2 Conceptual Framework

Independent Variables

Dependent Variables



Source: Mittal, P. (2021)

Figure 2 Theoretical Framework

2.3 Operational Definition of Variables

Brand Loyalty (Dependent Variable)

Brand loyalty is a term that researchers and practitioners use to describe a number of phenomena in marketing. Brand loyalty research has a long history, and the construct is sometimes described as a complicated combination of attitudinal and behavioral components. In fact, brand loyalty may be seen as a particular kind of relationship marketing, where the consumer has a strong psychological bond with the consumed brand. According to Chaudhuri and Holbrook, researchers have begun to look into the relational factors that shape consumer-brand relationships and influence brand loyalty.

In many areas throughout the world, brand loyalty is a current managerial concern in the fast-moving consumer goods (FMCG) industry. In 2000, the top 16 European merchants collectively spent more than \$1 billion on loyalty programs (Werner and Kumar 2002). Customers in the FMCG categories also exhibit a noticeable level of price awareness. Highly loyal buyers in a product category have virtually disappeared from the brand franchise decreasing from 10 to 5 percent of category of heavy purchasers of the brand (Hallberg 1995). Delivering an exceptional customer experience wins' customers' loyalty. Additionally, brand loyalty may be influenced by branding's symbolic elements (kumar 2001).

Brand passion (Antecedent of emotional branding)

Passion, which is regarded as one of the triangle's corners, is said to involve three components, according to Sternberg's Theory of Triangular Love (1986). Intimacy and commitment are additional elements that make up this notion. Brand passion is described as "a strong emotional connection to a brand that people appreciate, find essential, desire to own or use, incorporate into their identity, and invest resources in overtime" by Swimberghe, Astakhova, & Wooldridge (2014: 2659). According to Bauer (2007), "brand passion can be characterized in a consumer context as a predominantly affective, strongly positive attitude toward a certain brand that leads to emotional attachment and influences key behavioral aspects".

Brand passion is that excitement, belief, and passion connected with a specific brand that leads you to brand loyalty. Shared passion and brand loyalty with a company and its products turns customers into advocates. Consumer–brand relationship constructs (brand identification and brand trust) may influence consumers' passion for a brand. Brand passion in turn may influence brand commitment, willingness to pay a higher price for the brand, and positive word of mouth (Albert, Merunka and Florence 2013).

Brand enthusiasm is brand showcasing that assists organizations to connect holes in either resources or aptitude. Brand passion generally helps advertisers in producing the right techniques to meet the clients' necessities or evolving tastes and inclinations. Brand passion is derived from the hypothesis of Stenberg's Triangulation of Love (1986), where the three dimensions of love are introduced wonderfully in the interwoven of closeness, commitment and decision. Passion is more than the aforementioned three areas of adoration as it has a serious inclination for the products. If consumers ended up isolating from the brand, it makes mental stress for the marketers (Sarkar,2014).

Brand personality (Antecedent of emotional branding)

A strategic instrument that shapes a brand's customer communication is its personality. In the minds of consumers, brands can reflect and represent themselves through their personality. In order to build stronger, more enduring interactions with customers or to stand out in their minds, the brand personality now becomes a crucial notion. Brand personality is the typical tone and demeanor that a company would employ when

communicating its message. In this regard, brand personality is a crucial component in creating an emotional connection (Akin 2017).

A set of human traits associated to a brand name is referred to as brand personality. An effective brand builds brand equity by exhibiting a consistent set of characteristics that appeal to a certain target demographic. In addition to its practical benefits, a brand's personality provides a qualitative value-add. As a result, the consumer can identify with a brand personality. In the digital age, where automation and artificial intelligence (AI) technology are on the rise, brand personalities are even more vital. As much as consumers like shopping online or having corporations forecast their preferences, studies show that when it comes to doing business with companies, individuals still prefer personal touch and direct customer care.

As the number of Internet users grows, more businesses are focusing on customer relationship management (CRM). The formation of a relationship between a brand and a consumer is influenced by the development of brand identification. In other words, brand identification occurs when a brand's personality appears appealing. If online consumers become more familiar with a brand, they will be less likely to leave the business's website. Brand personality would also help a website powerfully differentiate itself from competing sites, although they are necessarily similar to each other, physically and functionally (Kim, Han and Park, 2001).

Brand personality can be used to advertise a brand's practical benefits. As a result, brand personality is used to express and communicate product-related utility benefits and brand traits. When a brand's practical benefits are represented through its personality, they become considerably more persuasive.

Due to the similarity of brands in terms of price, quality, and distribution, differentiating a brand within its product category becomes a crucial marketing tactic (Schneider & Bodur, 2009). Emotional aspects should be highlighted in order to distinguish the brand. Companies now put greater emphasis on abstract and emotive features since they are more important for customers in positioning the product and the brand than tangible and logical ones are (Eisend & Langer, 2007; Aaker, 1997). According to Aksoy and Zsomer (2007), using personality traits in brand positioning is a key strategy for boosting customer preference, trust, and loyalty as well as the likelihood that they will make a purchase.

Additionally, a strong brand personality gives a brand an edge over its rivals by influencing the consumer's choice (Sung & Kim, 2010).

Brand Trust (Antecedent of emotional branding)

According to Chaudhuri and Holbrook (2001), brand trust is the ability of the brand to consistently perform its functions. In addition, (Ika et al., 2011) defined it as the brand's capacity for dependability or trustworthiness, which is derived from consumers' assurance that the product can deliver on its value promises. The ability to accept a quality linked with an object or person is referred to as trust. It has been viewed as a fundamental and significant element, or even as a crucial idea that oversees a connection. According to (Morgan and Hunt, 1994), building and maintaining long-term connections between businesses and customers depends on trust. According to (Reichheld andSchefter, 2000), building trust is the first step in gaining a customer's loyalty. These claims highlight how trust can be used to predict loyalty.

The definitions given above lead to the conclusion that trust is the primary factor in establishing a relationship between businesses and customers. It is anticipated that consumers would keep making repeat purchases as long as there is consumer trust. It has been established that brand trust is a prerequisite for brand loyalty. Brand trust has a favorable impact on brand loyalty (Chinomona, 2016).

Brand Relationship (Antecedent of emotional branding)

According to Blackston (1992), the relationship between customers and brands is made up of a variety of cognitive, emotional, and behavioral processes. Consumer-brand interactions can have both an informative and an emotional component, according to Veloutsou (2007). Customers can contribute feedback, and brands can respond to that feedback by communicating their offers to customers individually or in a mass fashion.

The metaphor of interpersonal relationships has been employed in literature to explain the connections between consumers and brands. This idea holds that people develop relationships with brands in a manner similar to how they develop and maintain relationships with other people (Fournier 1998; O'Malley and Tynan 2000). As a result, customers develop brand relationships by emotionally connecting with certain brands. Sometimes the bond is so strong that devoted customers who have chosen to support a

brand exhibit emotional attachments like sentiments of passion and love, closeness, and dedication.

CHAPTER III

RESEARCH METHODS

This chapter is designed to explain the research methods used to meet the stated objectives of the study. This chapter presents the research approach that was used to examine the impact of antecedents of emotional branding and its impact on brand loyalty. It explains the data collection procedure and methodology used by the researcher for analyzing the collected data. It consists of research design, description of sample, instrumentation, data collection procedure, validity and reliability and data analysis plan and ethical consideration.

3.1 Research Design

Research design provides framework for data collection and analysis (Bell & Bryman, 2007). Research design provides a blueprint for conducting a research and shapes what kind of knowledge is generate by the study (Cook & Cook, 2016). For this study, descriptive research design is used. A researcher can use qualitative, quantitative or mixed approach of research strategy. This study is based on quantitative research strategy. A descriptive as well as explanatory research design is used for the purpose of carrying out this research. Closed ended questionnaire were prepared with the assistance of google forms. They were distributed through online and printed forms for collecting the data.

3.2 Population and sample

This study is academic research carried out with the objective of identifying the impact of emotional branding antecedents on brand loyalty. The non-probability convenience sampling was applied to collect the required data. The larger population for this study consists of all the consumer of FMCG products in Nepal. Due to the large population size, the sample size is based on sample required to estimate a proportion with an approximate 95 percent confidence level that generates a sample size of 384 (Godden, 2004).

According to Godden (2004) = $[Z^2 p (1 - p)] / C^2$

Where, n = sample size for infinite population Z = Z value (e.g., 1.96 for 95% confidence level) p = Population proportion (expressed as decimal) (assumed to be 0.5)

c= confidence interval at 5% Hence, the sample size determined from this formula would be 384 which is the sample size of this research. However, only 306 responses were received that makes the response rate of 79.68% which is considered to be suitable for this research.

3.3 Sources of Data & Data Collection Plan

The research has adopted the primary method of data collection. The data was collected through structured questionnaire distributed through online medium and printed forms. Out of 70 printed questionnaire distributed 50 questionnaires were collected from different respondents in printed forms and out of 314 mail questionnaire 256 questionnaire were received through online questionnaire. Respondents were guided through the questionnaire to ensure high level of accuracy in the data collection procedure. Self-completion data collection method was chosen for collecting the quantitative data.

3.4 Instrumentation

The items of all the variables, i.e. brand personality, brand passion, brand trust, brand relationship and brand loyalty were responded to 5-points Likert-scale and have been filled by consumer of different FMCG product. Brand relationship: brand relationship was assessed with the 7 items of the questionnaire. Respondents indicated to what degree of feeling of brand relationship with FMCG brand using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).: Brand passion was assessed by using 5 items that evaluated the brand passion of respondents (e.g. Brands are appealing to me). All items are rated on a 5- point scale ranging from 1 (strongly disagree) to 5 (strongly agree). Brand Trust: Brand Trust was assessed with 6 items. All items are rated on a 5 points scale ranging from 1 (Strongly disagree) to 5 (Strongly agree). Likewise, brand relationship was assessed with 8 items using the questionnaire revised by Mittal (2021). And brand loyalty was assessed with 5 items using the questionnaire revised by Mittal (2021).

3.5 Reliability and Validity

Reliability is the extent to which we can rely on the source of the data and, therefore, the data itself. Reliable data is dependable, trustworthy, unfailing, authentic, genuine, and reputable. Consistency is the main measure of reliability. High quality reliability tests are important to evaluate the reliability of the data supplied in a research study (Dennick & Tavakol, 2011).

Whenever a test or other measuring device is used as part of the data collection process, the validity and reliability of that test is important. Validity refers to how well a measurement truly represents characteristics that exist in the phenomenon being investigated. In order to guarantee external validity, measures were taken to collect a sample that is as representative as possible. There are number of tools for conducting reliability test but the most commonly used tool is Cronbach's alpha. Calculating Cronbach's alpha has become common practice in research when multiple-item measures of a construct or concept are employed. In general, data with alpha value ranging from 0.70 to 0.95 are considered to be reliable. A lower value of alpha could be due to low number of questions, poor interrelatedness between items or heterogeneous constructs. This study also relies on Cronbach's alpha for testing the reliability of the data collected.

Table 2

Cronbach's Alpha

S. No	Variables	Cronbach's Alpha
1	Brand Personality	0.909
2	Brand Passion	0.856
3	Brand Trust	0.877
4	Brand Relationship	0.903
5	Brand Loyalty	0.901

Table 2 exhibits the Cronbach's Alpha coefficient of independent and dependent variables of the study. Here five different variables have been used in this research. The table shows that brand personality, brand passion, brand trust, brand relationship and brand loyalty with reliability statistics of 0.909, 0.856, 0.877, 0.903 and 0.901 respectively. Cronbach's alpha of all five variables are greater than 0.7. Therefore, the scales are considered to be reliable and consistent to measure the respective variables.

3.6 Data Analysis Tools

The collected data are processed and analyzed by using SPSS. Descriptive statistics was calculated to present the respondent's profile and the summary statistics of variables under study. After gathering all the questionnaires from the respondents, SPSS and MS-Excel were used for the analysis of the data. Correlation and regression analysis is done to see the relationship between the dependent and independent variable.

3.7 Ethical Consideration

Ethical issues are critical concerns in research. Ethics refers to doing right and avoiding wrong in research. Ethics and norms are maintained while conducting the survey as well as during the writing of the report. The questionnaire has a cover page, which provides sufficient information about this study to the respondents. In addition, questionnaires are sent to respondents by printed form, mail, and messenger. So, respondents decide whether to answer these questionnaires or not themselves. The anonymity issue is also fulfilled as the identities of all the respondents from the survey and their private information, are not revealed in this study. The researcher also assures that proper citation and references have been used and there will not be any chance of plagiarism. The sources have been defined clearly to respect the original writers of the ideas and thoughts that have been presented in this report.

Finally, as a requirement of the university, the reporting of the project and the entire procedure complied with the standards for graduate research projects. The researcher upheld the highest level of adherence to all the existing etiquettes, norms, procedures, and regulations that a research scholar must follow while conducting any university research because these are laws that he or she must obey as a student.

CHAPTER IV

DATA ANALYSIS AND RESULTS

This chapter is intended to analyze and interpret the data collected during the study and present the result of the questionnaire survey. The main objective of this research study is expected to accomplish with the outcomes derived from the analysis of the data in this chapter. The hypothesis would be tested to see whether the relationship stated in them are significant or not. The collected data will be analyzed according to the analysis plan to fulfill the stated objectives of this study. The result is mainly based on responses of questionnaire administered to consumers. This chapter presents the results based on the analysis of data with the help of IBM SPSS Statistics Software and MS-Excel which was used to generate various tables and figures to explain results. The results are analyzed using descriptive statistics, inferential statistics, hypothesis testing and discussion.

4.1 Demographic Profile of Respondents

Table 3

Demographic profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Age	18-24	98	32.0
	25-30	141	46.1
	31-36	47	15.4
	36 and Above	20	6.5
Gender	Male	141	46.1
	Female	165	53.9

	Others	0	0
Education	Up to 12	70	22.9
	Graduate (Bachelor)	141	46.1
	Post Graduate(Masters) and above	95	31.0
Profession	Student	164	53.6
	Service	81	26.5
	Self-employed	48	15.7
	Retired	0	0
	Household	13	4.2
	Monthly Income (Yours or Your immediate family)	Less than 40,000	123
	40,000-80,000	110	35.9
	80,000-1,20,000	36	11.8
	More than 1,20,000	37	12.1

There were a total of 306 respondents involved in this study. They were of 46.1% male and 53.9% of female. Where Regarding the age of consumers, it shows that 32% of consumers are 18 to 24 years, 46.1% of consumers are between 25 to 30 years, 15.4% consumers are between 31-36 years, and the remaining 6.5% of consumers are more

than 36 years. It is concluded that the majority of them are between 25-30 years; that is the young generation are fond of branded products.

Regarding the education profile of the consumers, this study shows that 22.9% of consumers are up to 12th standard qualified, 46.1% of consumers are graduates, and the rest 31% of consumers are PGs and above. Hence, in this study, most of them are well educated and use branded products and very beautifully differentiate the branded attributes.

Regarding the profession of consumers, it shows that 53.6% of consumers are students, 26.5% of consumers are in services, 15.7% of consumers are self-employed, and the rest 4.2% of consumers are households. The majority of them are student and in service, so it is evident that they have great likings for branded products.

The last rows of table exhibit the income of consumers. It shows that 40.2% of consumers have less than 40,000 as a monthly income, 35.9% of consumers have 40,000 to 80,000 as a monthly income, 11.8% of consumers have 80,000 to 1,20,000 as a monthly income, and rest 12.1% consumers have more than 1,20,000 as a monthly income. It is evident that irrespective of income, consumers are more prone towards branded products.

4.2 General Information of Consumers Regarding Brand

In this section general information are presented like the frequency of purchasing branded products by the consumer, perception regarding branded products, influencer of purchasing certain brand and like that.

Table 4

The frequency of purchasing branded products

	Frequency	Percent
Always	82	26.8
Often	74	24.2
Sometimes	132	43.1
Not Sure	18	5.9
Total	306	100.0

The table frequency of purchasing branded products reveals that 26.8% of consumers always purchase the branded products, 24.2% of consumers often purchase, 43.1% consumers sometimes purchase especially on occasions, and the rest 5.9% consumers are not sure about their purchases as it is evident that most of them often purchase when they come to know the discounts or offers.

Table 5

Branded Products are better than Unbranded products

	Frequency	Percent
Yes	256	83.7
No	50	16.3
Total	306	100.0

The consumers are asked branded products are better than unbranded products, among them, 83.7% of consumers have agreed with this statement, and 16.3% of consumers disagreed on the same.

Table 6

Duration of Using branded products

	Frequency	Percent
Less than a year	52	17.0
1-3 years	114	37.3
4-6 years	56	18.3
More than 6 years	84	27.5
Total	306	100.0

Regarding how long consumers have been using brands, it shows that 17% of consumers have been using less than one year, 37.3% consumers have been using for 1 to 3 years, 18.3% consumers have been using brands for 4 to 6 years, and 27.5%

consumers have been using for more than 6 years. The data reveals that the majority of consumers have been using brands for more than 1 to 3 years.

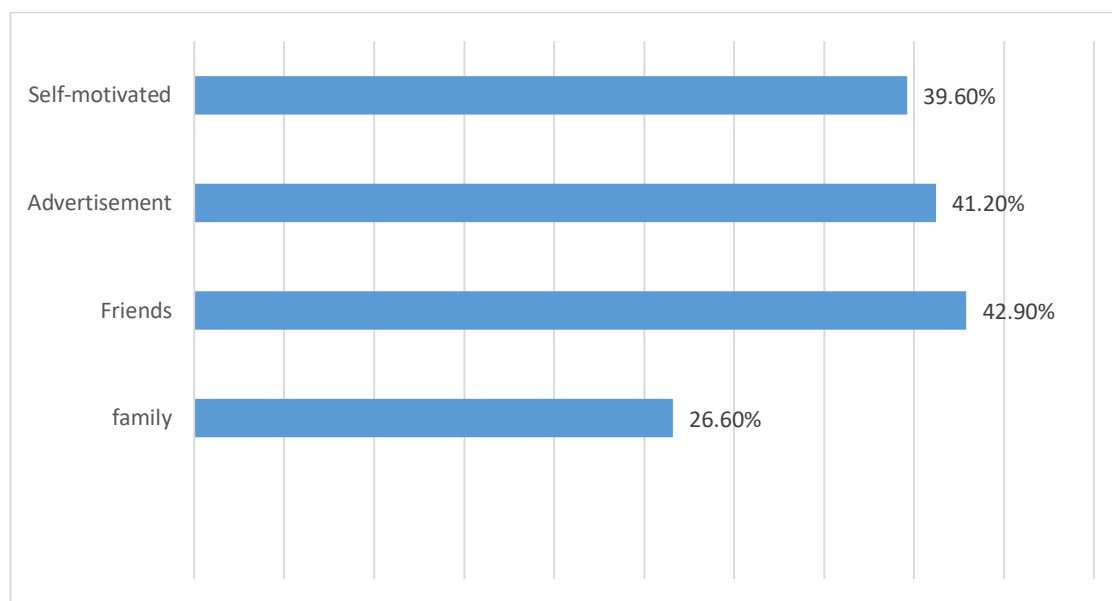


Figure 3 Influencer for purchase of brand

The figure 3 exhibits the influencer for making purchase of various FMCG brand. It shows that 26.60 percent respondents influenced by family, 42.90 percent by friends, 41.20 percent influenced by advertisement and rest 39.6% are self-motivated. From this it can be concluded that friends and advertisement play vital role in influencing the purchase of consumer.

Table 7

Looking for various schemes for branded products

	Frequency	Percent
Yes	196	64.1
No	110	35.9
Total	306	100.0

The table 7 shows the frequency of looking for various schemes for branded products. It shows that 64.1% of consumers responded yes, and the rest, 35.9% of consumers responded no. The majority of them look for many offers, and when they get discounts, their frequency of purchasing is high during that period. Consumers who does not look

for various schemes from the brand is also relatively high. Consumers who likes the product buy them without looking for any schemes because they want genuine product rather than any schemes.

4.3 Descriptive Statistics

Descriptive analysis is a summary statistic that quantifies and summarizes the characteristics of the data gathered. Its aim is to summarize the sample rather than to learn about the population represented by the sample data. The computation of statistical measures such as mean and standard deviation, as well as minimum and maximum values, is part of descriptive analysis. This section of the report deals with descriptive analysis of data collected through the questionnaire during the study period.

Table 8

Descriptive Statistics of brand personality's items

Code	Aspects of Brand personality	N	Min	Max	Mean	S. D
BP1	I can identify my brand	306	1	5	3.90	.951
BP2	I think my brand helps me to reflect the way that I want to present myself to others	306	1	5	3.63	1.060
BP3	I would choose brands for the prestige as this would add value to my personal life	306	1	5	3.45	1.119
BP4	My brand suits me well	306	1	5	3.86	.937
BP5	Self-actualization is an important motivator in purchasing the brands	306	1	5	3.84	.971
BP6	I maintain relationship with FMCG brands in keeping with my personality	306	1	5	3.40	1.085
BP7	I have passionate and emotional relationship with the FMCG brands.	306	1	5	3.49	1.134

Table 8 shows the descriptive statistics of brand personality items, which include minimum, maximum, mean, and standard deviation. The minimum response and maximum response values of all items are 1 and 5 respectively. Similarly, the mean of

all the items of Brand personality lies between 3.4 and 3.9 with the standard deviation between 0.937 and 1.13. This indicates that on average respondents responded neutral to agree for the items of brand personality but generally spread to disagree and agree.

The table shows BP1 has highest mean of 3.9 and BP6 has lowest mean of 3.4. the highest mean value of BP1 indicates that maximum respondents can easily identify the brand they use. While the lowest value of mean i.e. 3.4 indicates that respondents feel neutral about maintaining the long term relationship with the brand.

In addition to this, table shows that BP7 highest standard deviation of 1.13 whereas BP1 has the lowest standard deviation of 0.937. This means respondents have less deviation with the statement ‘I can identify my brand’. The mean value of the items of brand personality are inclined toward the agreement so it shows this variable has high impact on dependent variable.

Table 9

Descriptive Statistics of brand passion’s items

Code	Aspects of brand passion	N	Min	Max	Mean	S. D
BPA1	Brands are appealing to me	306	1	5	3.58	1.057
BPA2	I find the brand I use very attractive	306	1	5	3.82	.949
BPA3	This brand captivates me	306	1	5	3.60	.981
BPA4	I want to emulate(follow) high-class status	306	1	5	3.20	1.218
BPA5	The brand I use makes a strong impression on my visual senses and other senses	306	1	5	3.54	1.095

Table 9 exhibits the descriptive value of all the item of brand passion. The minimum and maximum value for the response of all item are 1 and 5. The average value of all the items lies between 3.20 and 3.82 with the standard deviation between 0.949 and 1.218. This shows that on average all the responses were neutral to agree. But it could be spread from disagree to strongly agree.

The table 9 shows BPA2 has highest mean of 3.82 and BPA4 has lowest mean of 3.20. the highest mean value of BPA2 indicates that maximum respondents find the brand they use very attractive. While the lowest value of mean i.e. 3.2 indicates that respondents feel neutral about they want to emulate high class status by using branded product.

In addition to this, table shows that BPA2 highest standard deviation of 1.21 whereas BPA41 has the lowest standard deviation of 0.949. This means respondents have less deviation with the statement ‘I want to emulate high-class status’. The mean value of the items of brand personality are inclined toward the agreement so it shows this variable has high impact on dependent variable.

Table 10

Descriptive Statistics of brand trust's items

Code	Aspects of brand trust	N	Min	Max	Mean	S. D
BT1	Brand offers me a product with constant quality.	306	1	5	3.82	.966
BT2	Brand helps me to solve any problem that I could have with the products.	306	1	5	3.40	1.076
BT3	Brand is interested in my satisfaction.	306	1	5	3.64	1.047
BT4	Brand values me as a consumer of its products.	306	1	5	3.48	1.056
BT5	Credibility of brand is a significant factor influencing my purchasing attitude.	306	1	5	3.72	1.009
BT6	I feel more confident after purchasing branded products.	306	1	5	3.81	1.093

Table 10 shows the respondents’ level of agreement regarding various constructs of brand trust. There are 6 statements in the table with mean value ranging from minimum of 3.40 to maximum of 3.82; it shows that responses are inclined towards agreement. The standard deviation statistics indicated the average of deviation between the respondents Furthermore, the table shows that has the highest standard deviation of 1.09 and lowest standard deviation of 0.96.

The table shows BT1 has highest mean of 3.82 and BT2 has lowest mean of 3.40. The highest mean value of BT1 indicates that maximum respondents agree that the brand they use provide products with constant quality. While the lowest value of mean i.e. 3.4 indicates that respondents feel neutral about the brand help me to solve the any problem arise with their product.

In addition to this, table shows that BT6 highest standard deviation of 1.09 whereas BT1 has the lowest standard deviation of 0.96. This means respondents have less deviation with the statement ‘Brand offers me a product with constant quality’. The mean value of the items of brand personality are inclined toward the agreement so it shows this variable has high impact on dependent variable.

Table 11

Descriptive statistics of Brand Relationship item

Code	Aspects of brand relationship	N	Min	Max	Mean	S. D
BR1	Image of brand x is fit for my test	306	1	5	3.66	.980
BR2	I know the differences of product attributes (such as functions, appearance, capability) between brand x and other brand.	306	1	5	3.68	.921
BR3	I can associate its advertising or logo with brand x name.	306	1	5	3.69	.953
BR4	If brand x is out of stock, I will go to another store to look for it instead of buying other brands.	306	1	5	3.49	1.160
BR5	Although the price of brand x is little bit higher than other brands, I would like to choose it.	306	1	5	3.55	1.101

BR6	This brand offers me personalized customer service.	306	1	5	3.28	1.182
BR7	This brands tries to know my preference, questions and suggestions.	306	1	5	3.34	1.160
BR8	I recommend this brand to others.	306	1	5	3.88	.958

Table 11 shows the descriptive statistics of items of brand relationship. The minimum and maximum responses of all the items of subjective norms are 1 and 5 respectively. The mean value lies between 3.28 and 3.88, which means on average people's responses lie between neutral to agree. The standard Deviation value lies from 0.92 to 1.18 which indicates responses spread from disagree to strongly agree.

The table shows BR8 has highest mean of 3.88 and BR6 has lowest mean of 3.28. The highest mean value of BR8 indicates that maximum respondents agree that they recommend the brand they use to others. While the lowest value of mean i.e. 3.28 indicates that respondents feel neutral about the brand offers them personalized customer service.

In addition to this, table shows that BR6 highest standard deviation of 1.18 whereas BR2 has the lowest standard deviation of 0.92. This means respondents have less deviation with the statement 'I know the difference of product attributes between brand X and other brand' and highest deviation with the statement 'This brand offers me personalized customer service. The mean value of the items of brand personality are inclined toward the agreement so it shows this variable has high impact on dependent variable.

Table 12

Descriptive statistics of Brand loyalty's items

Code	Aspects of brand loyalty	N	Min	Max	Mean	S.D
BL1	I would recommend the brand I use to someone who seeks my advice	306	1	5	3.91	.966
BL2	I would say positive things about the brands to others	306	1	5	3.84	.935

BL3	I stay loyal to the brands I use	306	1	5	3.66	.980
BL4	I am willing to maintain my relationship with my brand.	306	1	5	3.68	.966
BL5	I would encourage my friends and family to do business with the brand.	306	1	5	3.84	1.012

Table 12 shows the descriptive statistics of items of brand loyalty. There are 5 statements and the minimum and maximum responses of all the items of brand loyalty are 1 and 5 respectively. The mean value lies between 3.66 and 3.91, which means on average people's responses lie between neutral to agree. The standard Deviation value lies between 0.93 to 1.01 which indicates responses spread from neutral to strongly agree.

The table 12 shows BL1 has highest mean of 3.91 and BL3 has lowest mean of 3.66. The highest mean value of BL1 indicates that maximum respondents agree that they recommend the brand they use to others who seeks their advice on choosing the brands. And applies to the lowest value of mean i.e. 3.28 indicates that respondents somehow agree about the statement 'I stay loyal to the brands I use'.

In addition to this, table shows that BL5 highest standard deviation of 1.012 whereas BL2 has the lowest standard deviation of 0.935. This means respondents have less deviation with the statement 'I would say positive things to others about the brand I use' and highest deviation with the statement 'I would encourage my family and friends to do business with this brand'. The mean value of the items of brand

4.4 Inferential Statistics

Inferential statistics analysis deals with the analysis of possible relationships between the prior formulated variables. It uses the data analysis to deduce properties of the underlying probability distribution. A simple correlation analysis among the dependent and independent variables were conducted to test the hypothesis. Regression analysis 33 was done in order to estimate the relationship among variables. The hypothesis listed in the first chapter was tested considering the sample size of 306.

4.4.1 Correlation Analysis

Correlation is a bivariate analysis that measures the strength of association between two variables and the direction of the relationship. Higher correlation value indicates stronger relationship between both sets of data. When the correlation is 1 or -1, a perfectly linear positive or negative relationship exists; when the correlation is 0, there is no relationship between the two variables; when the correlation is greater than 0, there exists positive relationship between the two variables; when the correlation is less than 0, there exists negative relationship between the two variables. The Correlation between Independent Variables and dependent variables are explained in this section. Also, the level of significance 0.01 is used hence if P value is less than α i.e. 0.01, the correlation coefficient is significant and if not, the correlation coefficient is insignificant.

Table 13

Correlation Matrix

Variables		Brand				
		Brand loyalty	Personality	Brand passion	Brand Trust	Brand Relationship
Brand loyalty	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	306				
Brand Personality	Pearson Correlation	.709**	1			
	Sig. (2-tailed)	.000				
	N	306	306			
Brand Passion	Pearson Correlation	.723**	.770**	1		
	Sig. (2-tailed)	.000	.000			
	N	306	306	306		
Brand Trust	Pearson Correlation	.727**	.762**	.774**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	306	306	306	306	

Brand	Pearson					
Relationship	Correlation	.710**	.712**	.792**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	306	306	306	306	306

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the correlation matrix relationship between different independent and dependent variable is explained.

Relationship between Brand personality and Brand loyalty

Pearson correlation of ($r = .709$, $p < 0.01$) indicates that there is strong positive relationship between brand personality and brand loyalty. The significance value is less than the level of significance that provides the strong evidence that these two variable are strongly correlated with each other. Thus, strong connection between the personality of brand that match with personality of consumer leads to brand loyalty.

Relationship between Brand Passion and Brand Loyalty

Pearson correlation of ($r = .723$, $p < 0.01$) indicates that there is strong positive relationship between brand passion and brand loyalty. The significance value is less than the level of significance that provides the strong evidence that these two variable are strongly correlated with each other. Thus, it can be said that brand passion has strong impact on brand loyalty.

Relationship Between Brand Trust and Brand Loyalty

Pearson correlation of ($r = .727$, $p < 0.01$) indicates that there is strong positive relationship between brand trust and brand loyalty. The significance value is less than the level of significance that provides the strong evidence that these two variable are strongly correlated with each other. Thus, strong brand trust has impact on brand loyalty.

Relationship Between Brand Relationship and Brand Loyalty

Pearson correlation of ($r = .710$, $p < 0.01$) indicates that there is strong positive relationship between brand relationship and brand loyalty. The significance value is less than the level of significance that provides the strong evidence that these two variable are strongly correlated with each other. Thus, strong relationship with brand leads to brand loyalty.

4.4.2 Regression Analysis

Regression analysis is a set of statistical process for estimating the relationships between a dependent variable and one or more independent variables. It includes many techniques for modeling and analyzing several variables. A correlation analysis can only tell whether or not a strong relationship exists between two variables. But even if a correlation coefficient indicates that a strong relationship exists between two variables, the exact shape of the relationship between the two variables cannot be determined. In this case, regression analysis provides more information about the scope of the relationship. It is used to describe the nature of a relationship and to make predictions.

In this study, the regression analysis was used to test the hypothesis. This section determines which independent variable explains variability in the outcome, how much variability in dependent variable is explained by independent variables, and which variables are significant (over other variables) in explaining the variability of the dependent variable. Linear regression analysis was conducted to identify relationship between the dependent variable (Brand Loyalty) and independent variables (Brand Personality, Brand Passion, Brand Trust and Brand Relationship). Linear regression is more suitable because of its simplicity, interpretability, scientific acceptance and widespread availability.

4.4.2.1 Multiple Regression Model

Multiple linear regression is used to know how strong the relationship is between two or more independent variables and one dependent variable. In this study there is four independent variables and one dependent variable.

The model for multiple regression is,

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e_i$$

Where,

Y = Brand Loyalty

X1 = Brand Personality

X2 = Brand Passion

X3 = Brand Trust

X4 = Brand Relationship

a = Constant

ei = Error term

Tables below show the findings of regression analysis between independent and dependent variables.

Table 14

Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.790 ^a	.624	.619	.50790

Table 14 shows the model summary of correlation coefficient (R) between dependent and independent variable as well as coefficient of determination (R²). The correlation coefficient between dependent variable and all independent variable is 0.790. This value indicates that, there exist positive correlation between dependent and independent variable as a whole. R² is also called coefficient of determination. It is the statistical measure of how close the data are fitted to the regression line. It is defined as the percentage of response variable variation that is explained by a linear regression model. R-square is always between 0% to 100% and higher the percentage better the model fits the data

Table 14 summarizes the results of multiple regression analysis, for the study hypothesis developed earlier. Here, the R square of 0.624 tells that 62.4 percent of variation in the dependent variable is explained by the independent variable.

Table 15

ANOVA table for dependent and independent Variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.022	4	32.256	125.042	.000 ^b
	Residual	77.645	301	.258		

Total	206.668	305
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Dependent Variable :Brand Loyalty

Table 15 shows the significant value of 0.000 which is less than the level of significance 0.05, thus the model is significant at $F=125.042$, $p=0.000$. A large value of F indicates the most of the variation in dependent variable is explained by the regression equation and the model is useful and vice versa. The ANOVA table indicates that there is much evidence to infer that the model is useful and thus significant at $F =125.042$, $p=0.000$ as the significance value of 0.000 is less than the level of significance of 0.05. Thus, there is a significant linear relationship between the dependent and independent variable.

Table 16

Coefficient Table of Dependent and Independent Variable

Model	Unstandardized		Standardized		
	B	Std. Error	Beta	t	Sig.
(Constant)	.671	.143		4.689	.000
Brand Personality	.223	.060	.226	3.710	.000
Brand Passion	.199	.066	.205	3.016	.003
Brand Trust	.242	.066	.241	3.661	.000
Brand Relationship	.200	.065	.198	3.057	.002

Looking at coefficient value and the significant value (p value) and p value is lower than the level of significance of 0.05, and the slope is positive. This means that there is significant effect of independent variables on dependent variable. It can be seen the p-value of all independent variable i.e Brand Personality, Brand Passion, Brand Trust and Brand Relationship is less than 0.05 which means that there is a significant impact of Brand Personality, Brand Passion, Brand Trust and Brand Relationship on Brand loyalty. Furthermore, Brand Trust is the most dominant factor followed by Brand Personality, Brand Passion and Brand Relationship in the study with the value of Beta 0.241, 0.226, 0.205 and 0.198 respectively.

4.5 Hypothesis Testing Summary

Based on the results and analysis the following summary of the pre-developed hypothesis is made.

Table 17

Hypothesis Testing Summary

Hypothesis	P-value	Result
Brand Personality has significant positive impact on brand loyalty	0.000	Accepted
Brand Passion has significant positive impact on brand loyalty	0.003	Accepted
Brand Trust has significant positive impact on brand loyalty	0.000	Accepted
Brand Relationship has significant positive impact on brand loyalty	0.002	Accepted

4.6 Major Findings

Some of the major findings of this research are as follows:

- Out of 306 respondents, 53.9% were female and remaining 46.1% were male.
- Most of the respondent belongs to 25-30 years' age group which is 46.1% and 37 and above years' age group consists of only 6.5%.
- The majority of respondents has completed their bachelors (46.1 %) while up to plus 2, masters and above respondent were 22.9%, and 31.0% respectively.
- Occupation wise distribution of respondents shows 53.6% of respondents were students, 26.5% were professional (Service), 15.7% were self-employed and 4.2% were household.
- Monthly income wise distribution of respondents shows 40.2% have their or their immediate family' monthly income below Rs 40,000. Similarly, 35.9%, 11.8%, and 12.1%, have monthly income of Rs. 40 to Rs. 80,000, Rs. 80,000 to Rs. 1,20,000, and more than Rs. 1,20,000 respectively.
- Frequency of purchasing branded products wise distribution of respondents shows 26.8% of consumers purchase always. Similarly, 24.2%, 43.1%, and of

consumer purchase branded FMCG products often and sometimes respectively and 5.9% were not sure about their purchase of branded products.

- Likewise, 83.7% thinks that branded products are better than unbranded products. While 16.3% respondents don't think branded products are better.
- Time of starting of using branded products wise distribution of respondents shows 17.0% of the consumers were using brand for less than one year. Similarly, respondents using brand for 1-3 years, 4-6 years and more than 6 years are 37.3%, 18.3 and 27.5% respectively.
- 42.90% of respondents influenced by friends to purchase. While 26.60% influenced by their family members, 39.60% were self-motivated, these consumers purchase the brand only when they like the product. And other 41.20% respondents were influenced by the advertisement. This shows that brand needs to focus on advertisement to influence the consumer.
- 64.1% consumer seek for various scheme from the brand they use and 35.9% don't want any scheme. Most of the respondents who seek the schemes look for price off. So large segment of Nepalese consumer are still price sensitive.
- The overall average mean value of Brand Personality is 3.65 which shows that respondents agree that Brand Personality is important factor that affect Brand Loyalty.
- The overall average mean value of Brand Passion is 3.548 which shows that respondents inclined toward agreement that Brand Passion is important factor that impact Brand Loyalty of consumer.
- The overall average mean value of Brand Trust is 3.645 which shows that respondents agree that Brand Trust is important factor that affect Brand Loyalty.
- The overall average mean value of Brand Relationship is 3.571 which shows that respondents agree that Relationship with brand is important factor that helps in building Brand Loyalty.
- The overall average mean value of Brand Loyalty is 3.786 which indicates inclination towards agreement.
- Among four independent variables, Brand personality has highest mean of 3.65 and Brand Passion has lowest mean of 3.548. All the variables inclined towards agreement.

- Brand Personality, Brand Passion, Brand Trust and Brand Relationship influences brand loyalty at 95% confidence interval with a sig. level of 0.000, 0.003, 0.000 and 0.002.
- There is positive correlation or strongly positive correlation between all the independent variables (brand personality, brand passion, brand trust and brand relationship) to dependent variable i.e. brand loyalty.
- The results of test of hypothesis indicated that there exists positive relationship between all the independent variable and dependent variable.

CHAPTER V

DISCUSSION, CONCLUSION AND IMPLICATIONS

This chapter deals with the discussion, conclusion and recommendations of the study. Whole study has been here summarized in brief and draws the major conclusion of this research. In addition, major conclusions are discussed in separate section of this chapter which is followed by the recommendations based upon the study findings regarding use of sales promotion tools in brand building. This chapter is divided into four sections that deal with the discussions, conclusions of the whole study, recommendations based on the results and suggestions for the further studies.

5.1 Discussion

This study is conducted to find the impact of antecedents of emotional branding on brand loyalty. The research is entirely focused on impact of antecedents of emotional branding on brand loyalty. This study helps to determine the major antecedents of emotional branding that leads to brand loyalty. As such the researcher studied various antecedents like brand personality, brand passion, brand trust and brand relationship that affect the Brand loyalty. The result of this research provides important information about the impact emotional branding antecedents which are most for building brand loyalty and leads us towards the most effective antecedents that can be used for Brand Loyalty of consumer. The sample for the research was taken from customers inside Nepal. The study was done to measure the relationship between these mentioned dependent and independent variables. The dependent and independent variables were derived from the literature review and conceptualization was done in second chapter of this study. The framework for the study is done based on the variables abstracted from the literature reviews. Some findings of the research match with the findings of previous studies while some were not.

The main objective of this study is to examine the impact of antecedents of emotional branding on brand loyalty. This study shows that brand personality has significant positive relationship with brand loyalty at 5% level of significance. The result of this study support the findings of previous research conducted on different context and different sector which presented that brand personality has significant positive relationship with brand loyalty (Akin, 2017). The formation of personalities can help a brand differentiate successfully. By providing emotional benefits to customers, brand

personality helps them see the brand as a friend. Strong emotional attachments can be developed on a well-established brand personality, which improves brand choice and use and fosters the development of brand trust and confidence.

Similarly, this study established the direct and positive relationship between brand passion and brand loyalty and also between brand relationship and brand loyalty. This finding support the findings of other research by (Mittal, 2021). The result also revealed that antecedents of emotional branding; brand personality, brand trust, brand relationship, and brand passion positively impact satisfaction, a dimension of brand loyalty. Consumers are more satisfied with the brands as they feel that the brand is a symbol of social prestige and taboo, so the brand is complete personality.

Likewise, this study established the direct and positive relationship between brand trust and brand loyalty. This finding is consistent with the finding of previous studies by cuong (2020). His findings also revealed that brand trust was a forerunner of brand preference and brand loyalty. The results also showed that the vital position of brand trust in brand preference and brand loyalty. Consequently, in the view of managers should perform what promises to customers (e.g., the quality of the product, product warranty period, customer support services, etc.), and these will create brand preference and brand loyalty. And findings of this research did not support the findings of other research which concludes that loyalty intentions are less influenced by brand trust than by commitment or brand love feeling (Loureiro, Vrontis & Kaulmann ,2012).

Brand passion, brand affection, and self-brand connection, according to Hemsley-Brown and Alnawas (2016), were all found to be positively correlated with brand loyalty. According to study findings, of the three factors, brand passion has the most impact on brand loyalty. and which match with the finding of this study.

5.2 Conclusion

A total of 306 FMCG product customers participated in the study, which discovered that emotional branding has a favorable impact on brand loyalty. Brand Relationship, Brand Trust, Brand Passion and Brand Personality are the antecedents of emotional branding. The study discovered that each of these preconditions plays a significant role in emotional branding because when customers feel a connection to a brand, they buy more and are happier after doing so. Consumers who exhibit this loyalty to brands do

so because they recognize the brand's distinctive qualities and core principles. In maintaining the long-term relationship with the brands, consumers have trust on the brands.

This study identified the antecedents of emotional branding and examine the relationship of these antecedents with the brand loyalty. The results of the study revealed that there is significant positive impact of all the antecedents of emotional branding on brand loyalty at 5% level of significance. The result shows that all independent variables that is Brand Personality, Brand Passion, Brand Trust and Brand Relationship has a significant impact on Brand Loyalty. Since the P values of all variables are less than alpha, all of the variables have significantly positive correlation as per the correlation analysis.

Indicating a genuine affection for companies, it is discovered that these variables have a favorable connection. When customers encounter good quality products at reasonable prices, they develop close bonds with that particular brand. They believe that their brand represents who they are as people. They feel internally satisfied while using branded things since they have a positive social image. Consumers continue to use the brands long after they buy them, and occasionally new ones enter the market. Retailers who have successfully marketed their brands to consumers have an emotional impact on their behavior.

It can be argued that consumers create the brand's values and uphold a relationship with the brand. This can be done in a variety of ways, such as through the use of the brand name, appealing packaging, retail locations, etc. Because of these values, people become passionate about related products and become familiar with the brands. These are the perfect circumstances for customers to form opinions on brands they have used or have been using. It is also made clear that brand loyalty is boosted by consumer trust, which plays a big role in consumer influence. If a brand is reliable, consumers will demand it in every way conceivable because they are passionate about it. When a particular brand is popular and of great quality, people are more likely to trust it.

5.3 Implication

5.3.1 Practical Implications

This study supported the impact of antecedents of emotional branding on brand loyalty. Similarly, in this theoretical framework, very little research has been done, and in the context of Nepal, no literature is available on this theoretical framework. So, this research built the knowledge base by examining the impact of antecedents of emotional branding on brand loyalty in the context of Nepal.

Brand companies can consider how to interact with these consumers who have an intrinsic orientation while still fostering positive relationships with extrinsic-oriented consumers who choose certain products for their conspicuous consumption. This research helps companies to work on the emotional branding as a core component of brand loyalty.

5.3.2 Research Implications

This study established the impact of emotional branding antecedents on brand loyalty. The significant result was found through the correlation and regression. This study included only four antecedents (Brand Personality, Brand Passion, Brand Trust and Brand Relationship) but Further research could be done including other antecedents (such as brand commitment, customer satisfaction) too to know which variable has highest impact on brand loyalty in the context of Nepal.

While conducting that research, this research could serve as base literature. Likewise, this study was conducted using convenience sampling that's why most of the respondents are student, a similar study could be done using more broad sample.

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Appendix

Questionnaire

Dear Respondents,

This Research entitled "Antecedents of Emotional Branding and Its Impact on Brand Loyalty: with special Reference to Nepalese FMCG (Fast Moving Consumer Goods) Sector" is a graduate research project as a partial fulfillment of the requirement for the Masters in Business Administration(MBA) at School of Management, Tribhuvan University. The major objective of this research is to study the impact of emotional branding antecedents on brand loyalty.

I would like to request you to contribute 5-7 minutes of your valuable time on responding to the questions attached in the subsequent sections. I assure you that the information provided will be treated in highly confidential manner and will be used for academic purpose only

Sincerely,

Sangita Kafle

MBA Research Scholar

School of Management, Tribhuvan University

Email: kaflesangita53@gmail.com

Part 1. Demographic information

1. Age group

18-24 Years

25 – 30 Years

31 – 36 Years

37 and above Years

2. Gender.

Male

Female

3. Education

Up to 12

Graduate (Bachelor)

Post Graduate(Masters) and Above

4. Profession

Student

Service (professional)

Self-employed

Retired

Household

5. Monthly Income (yours or your immediate family)

Less than 40,000

40,000-80,000

80,000-1,20,000

More than 1,20,000

Part-2 General Questions

6. The frequency of purchasing branded products is

Always

Often

Sometimes

Not sure

7. Do you think branded products are better than unbranded products

Yes

No

8. How long have you been using brands?

Less than a year

1-3 years

4-6 years

More than 6 years

9. Who influences your preference for brands?

Family

Friends

Advertisement

Self-motivated

10. Do you look for various schemes for branded products?

Yes

No

11. If yes, which scheme?

Coupons

Price off

Lucky draws

Scratch cards

Part- 3 Questions regarding antecedents of emotional branding and brand loyalty.

Brand Personality

To what extent do you agree or disagree with the statements given below concerning Brand Personality: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5

I can identify my brand.					
I think my brand helps me to reflect the way I want to present myself to others.					
I would choose the brand for the prestige as this would add value to my personal life.					
My brand suits me well.					
Self-actualization is an important motivator in purchasing the brands.					
I maintain relationship with FMCG brands in keeping with my personality.					
I have passionate and emotional relationship with the FMCG brands.					

Brand Passion

To what extent do you agree or disagree with the statements given below concerning Brand Passion: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
Brand are appealing to me.					
I find the brand I use very attractive.					
This brand captivates me.					
I want to emulate (follow) high-class status.					
The brand I use makes a strong impression on my visual and other senses.					

Brand Trust

To what extent do you agree or disagree with the statements given below concerning Brand Trust: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
Brand offers me a product with a constant quality level.					
Brand helps me to solve any problem that I could have with the products.					
Brand is interested in my satisfaction.					
Brand values me as a consumer of its products.					
Credibility of brand is a significant factor influencing my purchasing attitude.					
I feel more confident after purchasing branded products.					

Brand Relationship

To what extent do you agree or disagree with the statements given below concerning Brand Relationship: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
Image of brand X is fit for my taste.					
I know the differences of product attributes (such as function, appearance, capability) between brand X and other brands.					

I can associate its advertising or logo with brand X's name.						
If brand X is out of stock, I will go to another store to look for it instead of buying other brands.						
Although the price of brand X is a little bit higher than other brands, I would like to choose it.						
This brand offers me personalized customer service.						
This brand tries to get to know my preferences, questions & suggestions.						
I recommend this brand to others.						

Brand Loyalty

To what extent do you agree or disagree with the statements given below concerning Brand Loyalty: Tick appropriately. Strongly agree=5, agree=4, Neutral=3, disagree=2 and strongly disagree=1.

Statements	1	2	3	4	5
I would recommend the brand I use to someone who seeks my advice					
I would say positive things about the brand I use.					
I stay loyal to the brands I use.					
I am willing to maintain my relationship with my brand.					
I would encourage my friends and relatives to do business with the brands I use.					