



IMPACT OF EMOTIONAL BRANDING AND CUSTOMER LOYALTY OF CONSUMERS TOWARDS NESTLE FOOD PRODUCTS IN INDIA: AN ANALYSIS

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ABSTRACT Nestle food products have been dominating the food industry and ruling the heart of Indians for long. This study is an attempt to understand the impact of emotional branding and customer loyalty of consumers towards such food products. In today's world, marketers have been extensively using emotional branding to create an impact and this study will help us to the situation better.

KEYWORDS : Nestle food products, emotional branding, customer loyalty, consumer behavior.

INTRODUCTION:

Nestle food products have been dominating the food market for decades in India as of now. It has created a lasting impact in the mind of most consumers. Be it noodles, ketchup or pasta, most of the people in today's world don't just consider it as a food but find a great emotional connection. They have captured the hearts and minds of people. Thus, it has become very important for marketers and business to connect on an emotional basis and create a brand with existing and new customers to go to in the long term. Most organizations in today's world put immense effort in their marketing strategy to create a long term impact- be it emotional branding or focus on customer loyalty. In today's world, marketers and organizations are making all efforts in such a direction. But, what is not clear is the extent of influence of such emotional branding on consumers of Nestle food products and their loyalty towards such food products. Thus, this research is an attempt to understand and analyze the situation prevailing in today's competitive world.

LITERATURE REVIEW:

Nuruni Ika & Kustini (2011) in their study focussed on the emotional branding that affects the brand trust and customer loyalty of motorcycle products of Honda. Data was analyzed using SEM (Structural Equation Model) - statistical method. It was found that marketers can gain immense benefits by deploying the right strategies to make gains of brand trust towards customer loyalty. Mula Nazar Khan, Sufyan Rasheed, Fahad Islam, Hafiz Ishtiaq Ahmed & Muhammad Rizwan (2016) in their study made an attempt to analyze the role of corporate branding, emotional attachment and the brand loyalty in terms of luxury fashion branding. Data was analyzed using a regression and correlation method. The study revealed that it is only through in terms of functional and symbolical benefits such emotional components can be valid towards consumers. Also, customers may be bombarded with excessive information of which marketers need to take care of emotions in case of consumers. Hadiqa Riaz, Hassaan Ahmed, Dr Saima Akhter & Mudassir Hussain (2017) in their study highlighted about emotional branding and buying behavior of consumers toward soft drinks industry and the factors that created an impact on the emotional branding of such customers. Data was collected using survey questionnaire on 5 Point likert scale. Regression analysis was used to analyze the data through SPSS. The study revealed that emotional branding created a positive impact on buying behavior of consumers. The level of emotional branding made customers make buying decisions. Further, emotional appeal in advertisement created the lasting impact and fusion of image, music etc created great response in the psychology. Tareq Nael Hashem, Dr. Nafez Nimer Ali, Dr. Mahmoud Allan (2020) in their study highlighted the influence of emotional marketing on brand loyalty for cosmetic products of females in terms of consumer satisfaction. Study revolved around the various emotional marketing strategies that involve pride, fear, nostalgia, greed. Data was collected and analyzed using 5 likert scales and processed using AMOS and SPSS. The study concluded that there independently exists a deep relationship of influence of emotional marketing and branding loyalty. This resulted in influencing purchase decisions towards the brands that consumers find attractive and organizations can deploy more resources on this to gain in the long term. Dr. Vijayakanthan.S & Dr Arasuraja G (2020) in their study focused von emotional branding and buying behavior. It discussed the profile linking of emotion that organization based in terms of emotional connection and psychological bonds. The study explored the tools of emotional branding in present and traditional manner. Data was collected using structured questionnaires and analyzed using Chi

Square and ANOVA. It concluded that organizations and marketers should not rely only on emotion based approaches as it may be linked to low EQ. As per the study, an optimal stress mast can be used to study the whole segment.

Roopa T.N & Vijaykumar Dhannur (2015) in their study highlighted how emotional branding would create impact in relation to its life insurance consumers. Likert scale questionnaire was used for data collection and Cronbach's Alpha was used for analysis. Their study revealed that there exist deep relationship between emotional branding and brand loyalty. Marketers and organizations should accordingly prepare strategies to tackle competition and engage with consumers to retain in the long term.

OBJECTIVES:

1. To identify the emotions formed by the impact of emotional branding on consumers of Nestle food products.
2. To study the loyalty of constomers towards Nestle food products in India.

HYPOTHESIS:

H₂: There is no significant statistical difference between males and females in customer loyalty towards Nestle food products in India.

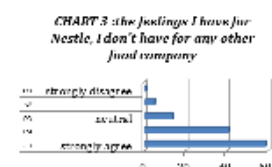
METHODOLOGY: For the study, data was collected through online questionnaires with the help of snowballing technique. Respondents in the age group of above eleven (11) years were taken. 120 participants were in the sample. People in the age group of above 11 years were selected for the study as most of the consumers belong to this age group. The area of study is India. Further, analysis of data was made possible with the help of SPSS software. Chi-square test was conducted accordingly for the study.

RESEARCH GAP: After the literature study was done, it was found by the researcher that previously no attempt was made to study the emotional branding and customer loyalty of consumers towards Nestle food products in India. Previous studies have shown that emotional branding has attained an important role but no further highlights about the impact of emotional branding and customer loyalty towards consumers of Nestle food products in India have been made.

ANALYSIS AND INTERPRETATION:

Dealing with the first objective:

The results of the test for objective one is depicted here.



After a thorough analysis, it was found that most consumers associate major emotions associated with Nestle food products. 37% felt it to be reliable, 34% were satisfied, 13% felt happy, 10% felt confident and 6% felt appreciated. On asked if something would be missing in the life of consumers if Nestle food products didn't exist, 43.3% of the respondents strongly agree, 44.2% agree, 8.3% were neutral, the rest disagree and strongly disagree. On enquiring that the feelings they have for Nestle food products, the same they don't have for another company- 49.2% strongly agree, 34.2 agree, 11.7% remain neutral, the rest disagree and strongly disagree.

Dealing with second objective:
The result of the test for objective two is depicted here:

TABLE 1

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * customer loyalty	120	100.0%	0	0.0%	120	100.0%

TABLE 2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.828a	2	.401
Likelihood Ratio	1.885	2	.390
N of Valid Cases	120		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.00.

In this case, it is clearly indicated that chi square statistic = 1.828, p-value = 0.401. Here, p-value is greater than the standard alpha, so we reject the null hypothesis. Thus, the results are statistically significant i.e. indicating the relationship between customer loyalty and Nestle food products in females and males.

CONCLUSION:

The study conducted highlights the various major ways in which emotion branding has created an impact on buying decision and customer loyalty of consumers towards Nestle food products. It was found that in the age group of 11 years and above, major buyers were in the group of 21-30 years (59.2%) and 31-40 years (24.2%) . 91.7% of the respondents believe that Nestle food products met the product expectation. On a scale of 1-5, 64.2% rated 4 and 30.8% rated 5 on reliability of Nestle food products. 78.3 % of the respondents agree to continue purchasing the product even if prices are increasing. This confirms the emotional branding they have for the product and proves their loyalty towards the brand. On a scale of 1-5, 50% rate 2 and 29.2% rate 1 on their frequency of switching to a competitor like Britannia, Heinz or Unilever. On a scale of 1-5, 49.2% rated 4 and 43.3% rated 5 on recommending Nestle to others. On a scale of 1-5, 57.5% rate 4 and 33.3% rate 5 on their trust towards Nestle food products. Thus, from the study it can concluded that to a greater extent, both males and females are influenced by emotion branding when making a purchase decision and it affects the customer loyalty too. Interestingly, many organizations are focusing on the above aspects to not just create loyal customers but making brand awareness a priority too. Various strategies by deployment of the right resources have helped to retain customers even when prices were increasing. Hence, companies and leading organization need to make better effort in this direction to capture the market and serve the customer better.

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