

## Conceptual Investigation of the Relationship between Emotional Marketing and Brand Love

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### *Abstract*

The current research aims to show the relationship between emotional marketing in its dimensions (the best purchase decision, the best type of marketing, factors affecting the purchase decision and emotional factors) in consumers' love of the brand. The researchers have reached a number of results, most notably the existence of a theoretical relationship of emotional marketing with its dimensions in consumer love towards the brand. Therefore, one of the most prominent conclusions of the research is that emotional marketing plays a major role in achieving consumer love towards the brand.

Keywords: Emotional marketing, the consumer's affection for the brand.

### **Introduction**

Organizations today work in an environment characterized by change, which constitutes one of the challenges that they face. The basis on which various organizations are able to survive, develop and achieve a long-term vision.

Currently, companies are looking for the use of all means, through which they can establish or develop the relationship between them and their customers. One of the most important of these avenues is digital marketing, which is the most powerful means through which customers can be interested by delivering products and services faster and closer to them, through multiple digital channels, which are expected to contribute to increasing their number. Therefore, digital marketing plays a crucial role in the growth and expansion of the work of these companies and obtaining new customers who are keen to request the products or services that you provide to them.

Therefore, companies are trying to resort to using emotional marketing activities, through which new sources of profits can be generated, as it is distinguished by the increase in the proximity of these companies to customers in general, but this feature does not mean their success in this sector because it requires companies to use emotional marketing activities With high efficiency, dealing with opportunities and threats

flexibly, as well as the ability to confront competitors who provide the same services, hence the idea of the study, which is based on the analysis of effective activities, which these companies must take into account in the emotional marketing process and its reflection on increasing consumers' love for the brand.

#### Emotional Marketing

Emotions are another form of language, which is universally spoken and understood. Feelings are a mental and physiological state associated with a wide range of internal (physical) or external (social) feelings, thoughts and behaviors. Emotion is a process that visualizes a set of stimuli and allows for cognitive appraisals by which people can name and identify a particular emotional state. The new concept of emotional marketing focuses on the importance of the emotional connection between the company and the consumer affected by the distinctive value system and the needs of modern consumers, which in turn constitute a new culture of symbol consumption (Deshwa, 2015).

Nowadays, emotional factors are as important as the classic functional aspects of consumer buying behaviour. Companies want to create with consumers an emotional channel of trust and mutual cooperation. Therefore, the most important aspect of selling the product is the relationship, which the consumer has with the brand, in this case the consumers are happy to buy the product even though it is very expensive. Emotion technology is an important component of artificial intelligence in which many types of physiological features are used to extract emotions, such as voice, facial changes, hand gestures, body movements, heartbeat, blood pressure, information ... etc. (Consoli, 2010).

In the context of the foregoing, emotional marketing can be defined as a new paradigm approach or a new marketing transformation in which management shifts from (creating, supporting and evaluating) to building the emotional relationship between the company and the consumer (or other players in the market) who have a major advantage to stimulate exchanges of activities commercial (Khuong & Trem, 2015), and in the same vein Robinette (2000) defines it as the organization's pursuit of a sustainable connection that makes consumers feel highly valued and cared for and develops into loyal feelings. That is, the organization feels that feelings have a strategic level while recognizing their importance in creating or enhance the brand identity.

#### Importance of Emotional Marketing:

Consumer research has shown that emotions play an important role in decision-making and marketers have long made attempts to target consumers' emotions. Advertising, which aims to elicit emotional reactions from the consumer, has become an integral part of our culture and consumer research literature has suggested that individuals may

engage in certain consumer behaviors to manage emotions. Engaging in tolerant (moderate) behavior such as eating chocolate, and some individuals regulate some negative emotional functions through their consumption of these products to divert attention away from unwanted feelings and allow refocusing on desired functions (Kemp et al., 2012).

Emotional marketing contributes to formulating strategies that are almost impossible to replicate while providing a strong competitive advantage, and advertising agencies have known for a long time how to take advantage of the audience's feelings, whether they are represented by love, fear, pride, jealousy or pleasure. Emotional marketing drives consumers to act on such feelings and gives them a reason to go beyond a single purchase for long-term loyalty, and this can mean increased profits as customers can boost profits by up to 95% and this is due to consumer loyalty (Robinette, 2000).

Research indicates that emotions play a role in shaping attitudes and judgments about advertising and can mediate the relationship between cognitive and behavioral reactions to advocate and stimuli. However, transparent advertising, especially those related to products, may also be effective in appealing to consumers' prior feelings and motives for regulating emotions, for example, the products of hedonic are self-characterized goods and services that elicit pleasant emotional responses from the consumer, and marketers of hedonic products (such as luxury canned food) may be able to. To use consumer sentiment regulation methods by integrating language strategically in their marketing communications, targeting emotional sensitivities so far. Therefore, emotions and their impact on consumption are examined in a number of contexts to develop a model that helps explain emotion regulation consumption decisions and to examine the effectiveness of advertising a product related to transparency used effect-loading language to stimulate such a process (Kemp et al., 2012).

Based on the foregoing, advertisements can be useful in satisfying consumers' desires if they adopt the language of emotion in planning and designing marketing communications programmes. Consumers' emotional response to advertising a product influences attitudes toward advertisements and behavioral aspects toward the advertised product. Behavioral intentions toward purchasing (Kemp et al., 2012).

#### Dimensions of Emotional Marketing:

According to opinion Liangai (2017), the dimensions of emotional marketing can be set as follows:

##### 1. Best Buying Decision:

The process of making the best purchase decision is a dynamic process consisting of a group of. The steps and effects that the consumer goes through to make the best purchase decision. Most of the theories that

are concerned with studying and explaining the process of making purchasing decisions are based on considering buying a problem, as the difficulty of solving the problem varies according to the type of product, and therefore the primary focus of the marketing man should be in studying the behavior of The consumer is knowing the way in which the consumer makes the purchase decision, and this is useful in designing appropriate marketing strategies to influence the consumer.

2. Preferred Type of Marketing: Emotional marketing as part of the design process through understanding the responses and feelings of a customer when conducting initial tests as a model experience of the product in order to benefit from it in improving and developing the product before it is finally put on the market. An opportunity to sustain relationships with customers and to emphasize your skills and abilities.

### 3. Factors Affecting the Purchase Decision:

The developments that resulted from the external environment and the changes that occur in the behavior of individual consumers, led to the multiplicity and different factors affecting the purchase decision, which made it difficult for marketing men to study this behavior, which made the institution seek to adapt to these changes and factors by diversifying and distinguishing its products other than in terms of quality or prices. Or through advertising and diversification of distribution methods, and this is consistent with the capabilities of the institution in a way that suits the consumer.

### 4. Emotional Factors:

Organizations aim to use the mechanisms and tools of emotional marketing to identify the points and parts responsible for emotion in order to activate and amplify the positive reactions by consumers about seeing the organization's products.

#### Brand love

Concepts of love are of paramount importance to the organization of different cultures and societies because they implicitly define what is appropriate and desirable for interpersonal relationships. Although love has been a source for writings in many different fields (literature and philosophy), the definition of love goes beyond the realm of personal relationships in order to explain the way in which it relates to the measurement of commercial relationships and consumer dissatisfaction. Brand love may seem like an exaggeration, however, as the contemporary consumer society is more and more about material goods in order to express its attitudes and behaviors, companies have already seen that they put more emotional performance into their product selling strategy (Filho et al., 2010).

In the context of the foregoing, emphasized Kaufmann et al. (2016) that brand love is the degree of emotional ambition that represents

customer satisfaction with a particular brand name, and brand love is its ultimate goal. Consumers are able to emotionally connect with brands in a similar way to personal relationships. Emotions towards the brand play a major role, especially in the tendency to continue the relationship, and brand love is an integral part of the second aspect of consumer characteristics, and previous research indicates that the consumer's deep emotional attachment to the brand is the most reliable measure of brand value, and therefore must be a primary objective of brand management or consumer relations (Karjaluoto, 2016).

Based on the foregoing, Roy et al. (2013) confirms the brand love is an emerging concept in the field of consumer behavior and brand love is derived from the concept of interpersonal love in psychology. The Zarantonello et al. (2016) emphasizes that brand love includes emotional dimensions of truth and commitment and that subsequent contributions to the development of brand love focus closely on marketing and brand drive by adopting an interpretation approach in which consumers can develop an emotional relationship. Condensed with a variety of consumer items including brands, previous research has shown that brand love consists of two overall dimensions: Affection and affection, and expresses affection towards the brand according to the consumer's perspective as uniqueness, as he sees the brand as unique and thus feels close to it, which is reflected in the long-term relationship between the consumer and the brand, and expresses the affection towards the brand according to the perspective of Consumer as having fun.

#### Roles of Consumers in a Brand:

One of the most important roles of the consumer in creating love towards the brand, as he points out Kaufmann et al. (2016) can be represented by the following:

1. The First Stage: The consumer shows an initial attraction to a specific brand and participates in gathering information about it.
2. The Second Stage: The congruence between consumer and brand values is discovered and the latter develops into a means of self-identification, and the consumer becomes attracted to a brand that he feels shares the same values and ideas.
3. The Third Stage: This phase is described as resonance. The consumer becomes an active member of the community and feels an emotional commitment and commitment to the group and participate in the creation of the brand and its value at this point. Motivation or basic appeal of the brand.

## Conclusions

The scarcity of studies that dealt with the topic of the current research and its variables combined, according to the researchers' knowledge. Emotional marketing has a great impact on all levels of the organization as it works to create the human interaction necessary to achieve its goals. Emotional marketing enables organizations to meet the challenges of environmental change and competition by developing a dynamic strategy and defining a long-term vision based on emotion. The need to apply emotional marketing practices because it helps to create positive results that will advance the level of corporate sales. The need to work to enhance consumers' love for the brand through companies increasing emotional marketing activities. The need to pay attention to the adoption of marketing ideas with an emotional dimension. The need to work on enhancing consumers' love for the brand in order to achieve sustainable loyalty.

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