

THE ROLE OF EMOTIONAL BRANDING AMONG IPHONE USERS’PERSPECTIVE IN CHENNAI



T.Vetriprabhu¹, Dr. V. Velmurugan²

Article History: Received: 23.02.2023

Revised: 08.04.2023

Accepted: 07.06.2023

Abstract:

One of the most vital elements of brand loyalty is Emotional Branding. This study looks at emotional Branding (EB) facilitators and how they relate to Emotional Branding from the viewpoint of iPhone users in Chennai. Furthermore, this study aims to evaluate the variances in opinions among iPhone users about EB based on their demographic traits. A random cluster sample of 576 students from Chennai's University was chosen and examined in order to establish these goals. Emotional Branding is significantly correlated with brand image, brand experience, brand identity, and self-brand congruency (both collectively and individually), according to the research findings. According to the research, there are notable differences in iPhone users' attitudes toward EB depending on their gender and monthly family income. The findings highlight the value of EB and its factors in boosting Emotional Branding at iPhone companies.

Keywords: EB, Brand Experience, Brand Identification, Emotional Branding, Self-Brand Congruent.

¹Research Scholar, Department of Business Administration, Annamalai University

²Associate Professor, Department of Business Administration, Annamalai University

DOI: 10.31838/ecb/2023.12.s2.353

1. Introduction

The 2020 Brand Intimacy Study states, the top-ranking brand on the list of those that have the deepest emotional ties with consumers is Amazon, followed by Apple and Disney. It is not surprising given that large brands consistently seek to develop strong emotional bonds with their customers (Aboulnasr & Tran, 2019). Emotional brand connection has been explicitly investigated within the broader sense of marketing connections. It was conceptualized as a construct capturing brand passion, devotion, and affection (Hung and Lu, 2018). (Japutra et al., 2014).

Researchers in the marketing field have demonstrated that customers can form emotional attachments to goods, brands, celebrities, or even specific possessions. Attachment theory has primarily been studied in the context of interpersonal relationships (Fedorikhin et al., 2008; Kleine and Baker, 2004; Thomson, 2006). As a result, most businesses and marketers today aim to create strong emotional Branding (EB) with their clients. According to Thomson et al. (2005), emotional Branding is the link between a customer and a brand that is characterized by three primary emotional elements: intense emotions, affection, and passion. People engage with a wide range of products and brands daily, but they often only form emotional bonds with a small number of these items, and the strength of these bonds is largely dependent on the nature of the interactions between the human and the object. The results of earlier academic studies have shown that certain factors, including Brand Image (Vazquez-Carrasco and Foxall, 2006), Brand Experience (Iglesias et al. 2011, Khan, Rahman., 2017), Brand Identification (Bhattacharya and Sen, 2003), and Self-Brand Congruence (Malär, Lucia, et al. 2011, Bhattacharya and Sen, 2003; Kressman et al., 2006; Sirg)

One of the most vital elements of brand loyalty is Emotional Branding (BA). A pleased customer's positive attitude toward a brand shown through promoting it to others is known as Emotional Branding (Howard and Kerin, 2013). There aren't many studies that look at the connection between Emotional Branding and EB facilitators. Prior research (Fedorikhin, Alexander, C. Whan Park, and Matthew Thomson., 2008; Park, C. Whan, Andreas B. Eisingerich, and Jason Whan Park. 2013; Hung, HsiuYu, and HaoTe Lu., 2018; Schmalz, and Ulrich., 2012) dealt with one or two EB determinants. However, no study has examined the connection between Emotional Branding and each EB (individually and collectively).

As a result, this study aims to pinpoint the factors that influence emotional Branding before examining the connection between those factors and Emotional Branding and which one is more potent. In summary, this study's differences from earlier studies include the following: first, it examines whether opinions toward EB among iPhone users differ significantly based on demographic factors like gender and monthly family income. Second, some studies have shown a significant and positive relationship between brand experience and Emotional Branding as a component of loyalty (Mukerjee, 2018; Ardyan, Elia, et al, 2018; Köhler and Franz, 2018; Sahin, Azize et al., 2011; Huang et al., 2016; Ong and Rushami, 2015), while other studies have shown a non-significant relationship between the two concepts (Kwong and Ivan, 2014), and Therefore, the purpose of this study is to investigate the significance and character of this relationship in the Chennai region. Thirdly, the relative significance of EB (EB enablers) on Emotional Branding is calculated and examined from the perspective of iPhone users in Chennai. Finally, the majority of prior research focused on the relationship between brand

image, brand experience, brand identification, and self-brand congruence (each of them separately) and brand loyalty (Upamannyu et al., 2014; Vazquez-Carrasco and Foxall, 2006; Liao et al., 2009; Iglesias et al., 2011; Chinomona, 2013; Bhattacharya and Sen, 2003; Kim et al., 2001; The examination and study must provide explicit and precise responses to the problems this issue raises, as follows:

The importance of Emotional Branding has been the topic of numerous studies, but from the standpoint of the Chennai customer, this field is very young. Most importantly, this study adds to the body of literature by demonstrating and clarifying a connection between Emotional Branding principles and emotional Branding. Consequently, the study has three objectives: Identifying EB facilitators in the first place considering Chennai iPhone users' attitudes Second, it looks to identify the nature and significance of the link between Emotional Branding and EB enablers. Finally, it looks for variations in iPhone users' attitudes toward EB based on their demographics (gender/monthly family income).

Development of the theoretical framework and hypothesis Emotional attachment to a brand:

Researchers in the marketing field have demonstrated that customers can form emotional attachments to goods, brands, celebrities, or even specific possessions. Attachment theory has primarily been studied in the context of interpersonal relationships (Fedorikhin et al., 2008; Kleine and Baker, 2004; Thomson, 2006). A person's attachment to a particular object is characterized as a link that is motivated by sentiments and that can vary in strength based on the degree of connection, passion, or love, according to Bowlby (1980) and Aron and Westbay (1996). Humans are distinguished by their

emotional states, which influence most of their decisions (Berry, 2000). The presence of such relationships encourages client loyalty, which boosts the profitability of the businesses (Thomson et al., 2005). The degree to which a brand and its consumers are emotionally connected to one another is referred to as Emotional Branding (Park et al., 2010). As a result, most businesses and marketers today aim to create strong emotional Branding (EB) with their clients.

According to Thomson et al. (2005), emotional Branding is the link between a customer and a brand that is characterized by three primary emotional elements: intense emotions, affection, and passion. People engage with a wide range of products and brands daily, but they often only form emotional bonds with a small number of these items, and the strength of these bonds is largely dependent on the nature of the interactions between the human and the object. Clients become more loyal as the emotional connection grows stronger, and the business's profits and revenue from devoted customers are less susceptible to disturbance (Grisaffe and Nguyen, 2011). They asserted that people with emotional attachment exhibit a strong desire to maintain the stability, closeness, and safety they experience in connection with a brand and that they actively try to prevent separation anxiety. According to Park et al. (2010), Emotional Branding has specific implications for forecasting customer intentions and behavior that involve the use of substantial resources like reputation, time, and money. They discovered that the degree of the consumer's emotional connection to the brand has an impact on buying behavior, brand purchase share, and need share, all of which have an impact on the company's financial performance.

Emotional Branding factors:

Prior academic studies have shown that certain factors, including Brand Image

(Vazquez-Carrasco and Foxall, 2006), Brand Experience (Iglesias et al. 2011, Brand Identification (Bhattacharya and Sen, 2003), and Self-Brand Commitment (Bhattacharya and Sen, 2003; Kressman et al., 2006; Sirgy et al., 2008; Tukej et al., 2013), have an impact on These are thought to be the most beneficial EB facilitators.

Brand Experience

According to Phillips and Baumgartner (2002), service experience improves the long-term relationship between a brand and its clients, which leads to emotional attachment. Customers' emotional responses to their purchasing experiences include contentment (Mano and Oliver, 1993), and when they receive a product or service that exceeds their expectations and surprises them, they are more likely to be satisfied and loyal (Ndubisi and Wah, 2005). According to Schembri (2009), brand experience is how consumers define and learn about brands, and the data they receive while consuming a brand is what they will use to inform their future purchasing decisions (Brakus et al., 2009). The subjective and internal reactions of a customer to numerous brand-related stimuli, such as brand-related colours, shapes, logos, slogans, and brand characters, that are a part of the brand design, brand identity, marketing communications, packing, and environment are known as brand experience (Brakus et al., 2009).

According to Caru' and Cova (2003), these brand-related stimuli are aimed at senses to compel customers to make a certain purchase by appealing to their emotions, minds, social connections, and bodies. Consumers first evaluate a brand when they buy and use things, and this evaluation is seen as a pre-evaluation for subsequent purchases (Arnold et al., 2005).

In various situations, brand experience and its relationship to various variables have been studied. For instance, Iglesias et al. (2011) examined the relationship between brand experience and brand loyalty and discovered a statistically significant positive relationship between the two variables, with affective commitment serving as a mediator. These results are somewhat at odds with those of Brakus et al. (2009), who maintained that customer happiness is the most important factor mediating the link between experience and loyalty. Brand experience has been demonstrated to significantly positively influence brand trust, brand satisfaction, and Emotional Branding in a study comparable to Chinomona's (2013). Additionally, Shamim and Mohsin Butt (2013) suggested that brand equity, attitude, and credibility are immediate results of brand experience. Additionally, depending on the amount of experience between seasoned and inexperienced clients, the degree to which confidence and special treatment benefits that affect happiness, trust, and loyalty vary dramatically (Dagger and O'Brien, 2010).

Brand Trust

Brand trust is the "customer's psychological state of perceiving, feeling, or valuing his or her belongingness with a brand," according to Lam et al. (2010). Belongingness can be actual (for example, as an employee) or symbolic (for example, as a current or potential customer) membership with a social entity (e.g., brand). Customers who support companies that represent their traits are said to have developed cognitive connections and a sense of oneness with those brands, according to earlier studies like Ashforth and Mael (1989). The findings of Badri Narayanan and Laverie (2011), who found that brand identification boosts consumers' propensity to engage in actions that benefit the brand because they care about the company's triumphs and failures, are

consistent with this.

Additionally, consumers prefer psychological ties and connections with prominent and distinctive brands, especially if they fulfil needs for self-categorization, self-distinctiveness, and self-enhancement (Ashforth and Mael, 1989). To put it another way, when people use and acquire brands that have traits that are fundamental to their own identities, they absorb those traits into their self-definition and develop a psychological bond and devotion to the brand (Underwood et al., 2001).

As a result, this close connection encourages consumers to support the brand by making purchases and spreading the word about it through recommendations and word-of-mouth (Bhattacharya and Sen, 2003).

Empirical research has shown that brand identification has several effects on the interaction between customers and brands. For instance, Becerra and Badri Narayanan (2013) investigated how brand loyalty and brand trust affect brand identification. They define evangelism as the adoption and promotion of supportive behaviors, which are manifested in purchase intentions and both positive and negative brand recommendations. The study's key findings include that brand identity significantly influences both positive and negative brand referrals, whereas brand trust only has an impact on positive referrals and purchase intentions. Like this, Kim et al. (2001) claimed that brand recognition has an indirect impact on brand loyalty because it directly improves word-of-mouth. Since word-of-mouth is seen as a potent marketing communication strategy, marketing researchers have given it a lot of attention. The dissemination of product information alters the attitudes and behaviors of consumers toward the product (Brown et al., 2005). According to several academics, word-of-mouth advertising is a typical outcome of brand loyalty, whereas

devoted customers typically help the brand by endorsing its key selling points (Casaló et al., 2008; Dick and Basu, 1994). Furthermore, Tukej et al. (2013) provided evidence to back their claim by showing that customers who strongly identify with a brand exhibit a strong brand loyalty and are more likely to spread good word of mouth.

Self-Brand Commitment

The social identity theory, which contends that people define their self-concepts in terms of their links with social entities, is where the idea of self-brand congruence first appeared (Turner and Tajfel, 1986).

From a marketing standpoint, researchers specifically commitment on the relationships between consumers and brands that reflect their personal qualities and values and serve to define their identity (Arnett et al., 2003; Bhattacharya and Sen, 2003; Oyserman, 2009). Customers are drawn to companies that completely and truly reflect and express their own self-identities, claim Bhattacharya and Sen (2003). Customers form an emotional and cognitive bond with the brand when they define it as a component of themselves (Chaplin and John, 2005). Any brand related emotions and thoughts also become a part of the consumer identity (Park et al., 2010).

According to Hamilton and Xiaolan (2005), consumers' psychological comparisons of a product or brand to their own sense of self result in self-brand congruence, and this level of congruence is stronger when the brand closely resembles the consumers' sense of self. Additionally, it was discovered that companies that help their customers feel more consistent and confident in themselves benefit from high self-brand congruity (Bhattacharya and Sen, 2003; Kressman et al., 2006; Sirgy et al., 2008; Tukej et al., 2013). Customers choose brands that fit their ideal or actual selves and identities due to the need for consistency and the desire to boost self-

esteem.

As a result, they feel better and develop a strong sense of belonging to the brand (He et al., 2012; Lam et al., 2013). Customers that have a strong congruence with the brand are also observed to react to negative brand information or brand failure considerably in a similar way to how they react to their personal failure (Cheng et al., 2012). Selfbrand congruence is a crucial factor in determining emotional Branding, claim Malär et al. (2011). They made a distinction between the ideal and actual forms of self-congruence and looked at how they related to emotional Branding. They stated that the ideal self is "what a person believes he or she would like to be," whereas the actual self is "the perceived reality of oneself," or in other words, "who and what I think I am today." Their findings show that consumers purchase brands that are like both their actual selves and their ideal selves, but actual self-brand congruence has a stronger emotional Branding than ideal.

Emotional Branding:

Any business that wants to expand and succeed must have an ambassador who will represent and promote the brand. As it is viewed as a less biased and more reliable source than information based on consuming and acquiring the brand, positive communication about a brand can be a very influential source of information (Keller, 1993; Kim et al., 2001). A pleased customer's positive attitude toward a brand shown through promoting it to others is known as Emotional Branding (Howard and Kerin, 2013). In order to lessen the amount of information that clients must comprehend during the purchasing process and to lower their anxiety level, word-of-mouth referral is an effective communication strategy (Hung and Li, 2007). Positive word-of-mouth advertising can hasten the acceptance and use of new items (Keller 1993). According to Stokburger-Sauer et al. (2012), advocacy

can come in two different shapes.

The first one is social advocacy, which entails endorsing the business or brand to others and standing up for it when it comes under assault. Second, the use of physical advocacy such as consuming the brand's products and collecting memorabilia or clothing that bears its emblem or image.

There aren't many studies that investigate the connection between EB enablers and Emotional Branding, to the researcher's understanding. The prior study focused on one or two EB determinants, but no one examined the connections between EB (both individually and collectively) and Emotional Branding. For instance, Kemp et al. (2012) shed light on the connection between Emotional Branding and self-brand connection.

They concluded that consumers who are emotionally connected to brands that reflect their sense of self are more inclined to support the brand and spread good word about it, especially if they are given a high-quality and distinctive brand. Additionally, they are more likely to support the brand and less likely to be drawn to rivals (Chakravarty et al., 2010; Grisaffe and Nguyen, 2011; Thompson et al., 2006). They are also less expensive to maintain. Other factors like customer service, brand trust, brand commitment, and brand salience and their relationships with Emotional Branding have been explored in another study by Hassan et al. (2016). Customer service, brand trust, and brand salience each have significant effects on Emotional Branding, according to findings, which are corroborated by those of Becerra and Badri Narayanan (2013).

From a different angle, the majority of the work now in circulation investigated the connection between EB enablers and brand loyalty (e.g. Kressmann et al., 2006; Levy and Hino, 2016; Theng et al., 2013; Yeh et al., 2016). They argued that factors including brand image, brand identification, and customer-brand

congruence are crucial for strengthening and forecasting customers' brand loyalty. As a result, Machado et al. (2014) looked at the relationship between brand loyalty and Emotional Branding and concluded that customers who have a higher level of loyalty have a stronger tendency to become brand advocates. In conclusion, it is clear from earlier research that studies that look at the connection between EB enablers and Emotional Branding are lacking.

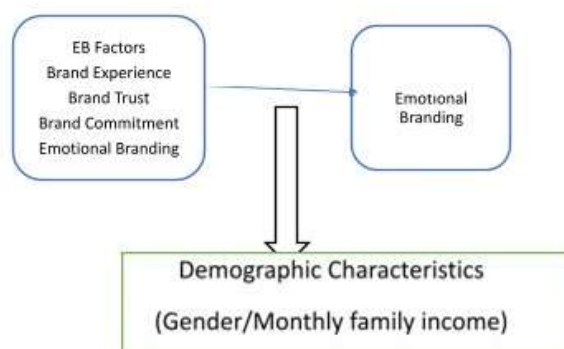
The effect of brand commitment on Emotional Branding, however, was shown to be minimal. In some ways, this runs counter to Tur riet al(2013) .'s argument

that brand-loyal and brand advocating customers have significant emotional brand commitment.

Therefore, this gap can be filled by examining the principal hypotheses listed below:

H1: When taken collectively or individually, Emotional Branding and EB enablers show no statistically significant correlation.

H2: Regarding their demographic traits (gender/monthly family income), iPhone users' attitudes toward EB do not differ significantly.



Conceptual illustration illustrating Emotional Branding from the Viewpoint of iPhone Users.

2. Methodology

Some prior studies are taken into consideration to develop the measurement of the relevant variables and number of items, as stated in the table (1). (For a list of sub items, see the appendix.) There are certain additions, deletions, and

modifications made in accordance with the Chennai region. All assessments are based on a 5-point Likert scale, and they measure brand experience, brand image, self-brand congruency, brand identification, EB, and Emotional Branding (from strongly disagree to strongly agree).

Variable	Number of items	Source
Brand experience	12	Ramaseshan, and Stein. (2014)
Brand Trust	5	Liao,etal. (2009)

self-brand commitment	4	Malär, Lucia, et al. (2011)
Brand Identification	6	Kim, et al. (2001)
EB	6	Malär, Lucia, et al. (2011)
Emotional Branding	3	Lourerio 2018 Hassan et al. (2016)

Table 1. The Measures are used in the Study

A random cluster sample of 576 students from Chennai was gathered and analyzed using the descriptive approach through social media faculty groups. There are three reasons for choosing the random cluster when using an E-questionnaire: first, although the number of Chennai group is known, the number of students who own an iPhone is unknown; second, a stratified and regular sample cannot be used because of the unknown holders of an iPhone; and third, because the number of students who own an iPhone is unknown. Thirdly, college students create groups on social media sites. since most users of social networking websites use smartphones, particularly iPhones. Additionally, consumers' perception of iPhone prestige is higher than their perception of the prestige of any other brand, which is the primary factor in choosing iPhone users.

Cronbach's alpha, one of the most important reliability analysis techniques for assessing the level of internal consistency between the contents of the measures, was employed to ensure that the measures utilized in the current study had a high degree of reliability. It is also used to assess how much the scale items accurately reflect the target variable and not another variable (Tavakoland Reg 2011). Table displays the Cronbach's alpha and the composite reliability coefficient. All study structures have Cronbach's Alpha coefficients that are higher than 0.81, indicating that they are reliable. All research structures' composite reliability coefficients are higher than 0.82, indicating that the combined dependability of the structures has also been established. Table provides the Cronbach alpha and CR coefficients (2).

Table2: Cronbach's alpha, CR and AVE coefficient displayed

Variable	Variable Numbers	Alpha Coefficient	CR	AVE
Brand experience	12	0.81	0.82	0.63
Brand trust	5	0.87	0.89	0.59
self-brand commitment	4	0.83	0.86	0.58
Brand Identification	6	0.82	0.84	0.61
EB	6	0.85	0.88	0.64
Emotional Branding	3	0.83	0.84	0.58

Two measures were followed to ensure the scale's validity: first, the questionnaire was sent to a group of marketing experts and

specialists, and their observations were taken into consideration. Validity evaluation is also the second

phase in the examination of predictive measures. A construct's convergent validity and distinguishing validity are considered while evaluating validity. When each element has outer loads above 0.70 and the Average Variance Derived (AVE) of each construct is 0.50 or higher, convergent validity is helped. The AVE is a measure of the communality of a construct and is the large mean value of a set of indicators' squared loadings (Hair et al., 2014). Simply said, an AVE of 0.50 means that the structure clarifies more than half the variance of its indicators.

In the light of the results of the previous table on the assessment of reliability and validity; 12 items for brand experience, 5 items for brand image, 4 items for self-brand congruent, 6 items for brand identification, 6 items for EB, and 3 items for Emotional Branding have been reliable and validated.

Findings and Analysis for the Structural Model:

This section discusses the findings of data analysis based on a questionnaire given to KFS University students in Chennai.

The sentiments of iPhone users toward

Table 3 shows the results of a one-sample test comparing attitudes of iPhone users toward EB by gender.

EBA	t-test for Equality of Means						
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
	8.718	575	.000	1.0993	.12610	.85081	1.34782

Table 4 shows the average and standard deviation of iPhone users' attitudes toward EB by gender.

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
EB	FEMALE	370	3.6130	1.57957	.11873
	MALE	206	2.5137	.98378	.04249

EB vary depending on their demographics (gender/monthly family income).

This section discusses the results of a statistical analysis that seeks to quantify the degree to which views regarding EB among iPhone users differ depending on their demographic factors (gender/monthly family income). Two statistical methods are used in this study: one-way ANOVA for monthly household income and descriptive statistics utilizing the mean, standard deviation, and t-test for independent samples for the demographic variable related to gender (male-female). These two methods produce the following results:

EB attitudes of iPhone users according to gender

The results are displayed in Tables (3) and Tables (4) using the descriptive statistics technique, including the mean, standard deviation, and t-test for two independent samples (4). The findings in Table 3 show that there is a gender-related difference in attitudes among iPhone users toward EB, where t is significant (P 0.001). The reported 8.718-difference between male and female EB dimensions.

According to gender inequalities in favor of the female class, Table (4) shows a considerable difference between iPhone users' sentiments regarding EB. The mean reported 2.5137 for men and 3.6130 for women. These variations might exist because women are more likely than men to be emotionally attached to the iPhone brand attitudes of iPhone users regarding

EB based on their monthly family income. The findings of comparing iPhone users' attitudes regarding EB according to their monthly family income are shown in Table (5). The findings show that iPhone users' attitudes toward EB fluctuate significantly depending on their monthly family income, with an F-value of considerable ($P = 0.01$) significance.

Table 5 shows how iPhone users feel about EB in relation to their monthly family income (ANOVA results).

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	29.379	3	9.793	5.4605	.000
Within Groups	1025.835	572	1.7934		
Total	1055.215	575			

According to Table (6), attitudes toward EB among iPhone users differ significantly depending on their monthly family income. Mean reported 3.7621, 3.4711, 3.3112, and 2.7033 for prospective ranges of 3,000 to 6,000,

6,000 to 10,000, and >10,000. These variations could be the result of this category's (3,000) lower financial capacity compared to other categories. This result is in line with (Imran, Zillur, 2017).

Table 6 shows how iPhone users feel about EB in relation to their monthly family income.

Income	N	Mean	Std. Deviation
<3,000	66	3.7621	1.284
3,000_6,000	110	3.4711	1.460
6,001_10,000	190	3.3112	1.16607
>10,000	210	2.7033	.276

The null hypothesis is rejected as follows in light of the findings from the previous analysis, the F-ratio, and the t-test results: There are significant differences between iPhone users' attitudes toward EB depending on their demographic characteristics (gender/monthly family income).

The relationship between Emotional Branding and each of the EB enablers, both collectively and individually:

Multiple regression analysis can be used to

clarify the kind, strength, and relative importance of the relationship between Emotional Branding and EB enablers (both collectively and individually). According to Table No.8, there is a very strong correlation (0.802, according to the correlation coefficient in the model R) between EB enablers and Emotional Branding. According to R², the overall EB enablers can be interpreted as accounting for 0.643 of changes in Emotional Branding.

Table 7 shows the relationship between Emotional Branding and

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802(a)	.643	.642	.503

EB. (Regression analysis multiple regression results)

Note: A Brand image, Brand experience, Brand identification, and Self-Brand Congruent are constant predictors.

The ratio of the two mean squares (F), according to Table (8)'s findings, was 124.323 (p 0.001). Since Four factors affect Emotional Branding for iPhones, with the observed significance level being less than 0.001. results of multiple regression analysis further reveal that all

variables representing the Chennai users' perspective crucial criteria for Emotional Branding from the standpoint of Chennai iPhone users. These elements are ordered. Given their significance and the fact that they show that most iPhone users have favorable sentiments toward the Self-Brand Congruent (0.232), Brand image, and the following emotional Branding boosters (see table 8) Brand experience (0.217), Brand identification (0.231), and (0.211).

Table 8 Relationship between EB enablers and Emotional Branding (regression study results from multiple regression)

The Most Influential EB enablers	Beta	R	R2	Sig.
Brand Trust	0.231	0.592	0.350	0.000
Brand experience	0.211	0.563	0.317	0.000
Brand identification	0.217	0.572	0.327	0.000
Self-Brand Commitment	0.232	0.622	0.387	0.000
F value	124.323			
Degree of freedom	4			
Sig.	0.000			

The second null hypothesis is disproved considering the data above on the relationship between Emotional Branding and EB enablers (both collectively and individually). More specifically, Emotional Branding and EB enablers (both collectively and individually, P-value = 0.01 according to Ftest) are significantly correlated. This result is in line with research from Upamannyu et al. (2014), Vazquez-Carrasco and Foxall (2006), Liao et al. (2009), Iglesias et al. (2011), Chinomona (2013), Bhattacharya

and Sen (2003), Kim et al. (2002), Kressman et al. (2006), Sirgy et al. (2008), Tukej et al. (2013), Kemp as a result, the alternative hypothesis—that there is a significant connection between Emotional Branding and EB facilitators (both collectively and individually)—is supported and the null hypothesis is rejected.

3. Discussion and Recommendations

Emotional Branding is one of the most vital unpaid promotion methods. Therefore, the major goal of any business is to encourage consumers to recommend the brand. The study's results also revealed a considerable difference in iPhone users' sentiments toward EB depending on their gender and monthly family income. The results also showed a substantial and favorable link between Emotional Branding and EB enablers, both collectively and individually (P-value = 0.01 according to F-test). As a result, some advice should be followed from both an academic and practical standpoint. First, from a practical standpoint, Apple Company should strengthen its brand identity, experience, and recognition, as well as its self-brand consistency, not only to encourage emotional Branding but also to increase Emotional Branding. Second, these factors are listed after self-brand congruence, brand image, brand identity, and brand experience in terms of how important they are to Emotional Branding. Thirdly, Apple Company needs to explain why there are considerable variances in iPhone consumers' feelings for the brand—affection, connection, and passion—depending on their gender and monthly family income. Fourthly, this research demonstrates empirically the need for marketers to consider the emotional needs of their target market. Finally, market segmentation based on gender and monthly family income should be considered during the design and price decision phases.

The findings of this investigation should be understood within its conceptual framework. The inability to generalize the findings is one of the main restrictions. This issue arises from both geographical and industry restrictions: because the analysis was conducted in Chennai, its results can only be extrapolated to comparable nations, such as Middle Eastern third-world nations.

From an academic standpoint, there are a few topics that should be researched in the future. First, this study should be applied to other luxury brands, such as Gucci, Dior, Yves Saint, and Rolex. Secondly, investigating the disparities in views toward EB among iPhone users based on their age and level of education.

4. References

1. Aboulnasr, K., & Tran, G. A. (2019). Is love really blind? the effect of emotional Emotional Branding on the perceived risk of really new products. *The Journal of Product and Brand Management*, 29(1), 81-96. doi:<http://dx.doi.org/10.1108/JPBM-09-2018-2005>
2. Arnold, M.J., Reynolds, K.E., Ponder, N. and Lueg, J.E., 2005. Customer delight in a retail context: investigating delightful and terrible shopping experiences. *Journal of Business Research*, 58(8), pp.1132-1145.
3. Arnett, D.B., German, S.D. and Hunt, S.D., 2003. The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of marketing*, 67(2), pp.89-105.
4. Aron, A. and Westbay, L., 1996. Dimensions of the prototype of love. *Journal of Personality and Social Psychology*, 70(3), p.535.
5. Ardyan, Elia, Berta Bekti Retnawati, and Naili Farida. "E-WOM attractiveness, e-brand community trust, e-brand community experience and brand loyalty: a study on XIAOMI electronic brand community in Indonesia." *Journal of Business and Retail Management Research* 12.3 (2018).
6. Ashforth, B.E. and Mael, F., 1989. Social identity theory and the organization. *Academy of management review*, 14(1), pp.20-

- 39.
7. Badrinarayanan, V. and Laverie, D.A., 2011. Emotional Branding and sales effort by retail salespeople: antecedents and influence of identification with manufacturers' brands. *Journal of Personal Selling & Sales Management*, 31(2), pp.123-140.
 8. P. Becerra, E. and Badrinarayanan, V., 2013. The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, 22(5/6), pp.371-383.
 9. Berry, L.L., 2000. Cultivating service brand equity. *Journal of the Academy of marketing Science*, 28(1), pp.128-137.
 10. Bhattacharya, C.B. and Sen, S., 2003. Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of marketing*, 67(2), pp.76-88.
 11. Bowlby, J., 1980. *Loss: Sadness and depression*. New York: Basic Books. Vol. 3: Attachment and loss.
 12. Brakus, J.J., Schmitt, B.H. and Zarantonello, L., 2009. Brand experience: what is it? How is it measured? Does it affect loyalty?. *Journal of marketing*, 73(3), pp.52-68.
 13. Brown, T.J., Barry, T.E., Dacin, P.A. and Gunst, R.F., 2005. Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the academy of marketing science*, 33(2), pp.123-138.
 14. Carù, A. and Cova, B., 2003. Revisiting consumption experience: a humbler but complete view of the concept. *Marketing theory*, 3(2), pp.267-286.
 15. Casaló, L.V., Flavián, C. and Guinalú, M., 2008. The role of satisfaction and website usability in developing customer loyalty and positive word-of-mouth in the e-banking services. *International journal of bank marketing*, 26(6), pp.399-417.
 16. Chakravarty, A., Liu, Y. and Mazumdar, T., 2010. The differential effects of online word-of-mouth and critics' reviews on pre-release movie evaluation. *Journal of Interactive Marketing*, 24(3), pp.185-197.
 17. Chaplin, L.N. and Roedder John, D., 2005. The development of self-brand connections in children and adolescents. *Journal of consumer research*, 32(1), pp.119-129.
 18. Cheng, S.Y., White, T.B. and Chaplin, L.N., 2012. The effects of self-brand connections on responses to brand failure: A new look at the consumer-brand relationship. *Journal of Consumer Psychology*, 22(2), pp.280-288.
 19. Chinomona, R., 2013. The influence of brand experience on brand satisfaction, trust and attachment in South Africa. *International Business & Economics Research Journal (IBER)*, 12(10), pp.1303-1316.
 20. Dagger, T.S. and O'Brien, T.K., 2010. Does experience matter? Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users. *European Journal of Marketing*, 44(9/10), pp.1528-1552.
 21. Dick, A.S. and Basu, K., 1994. Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2), pp.99-113.
 22. Fedorikhin, A., Park, C.W. and Thomson, M., 2008. Beyond fit and attitude: The effect of emotional attachment on consumer responses to brand extensions. *Journal of Consumer Psychology*, 18(4),

- pp.281-291.
23. Ghadi, Ibrahim, et al. "Construct Validity Examination of Critical Thinking Dispositions for Undergraduate Students in University Putra Malaysia." *Higher Education Studies* 2.2 (2012): 138-145.
 24. Grisaffe, D.B. and Nguyen, H.P., 2011. Antecedents of emotional attachment to brands. *Journal of Business Research*, 64(10), pp.1052-1059.
 25. Hair, F.J., Sarstedt, M., Hopkins, L., & Kuppelwieser, G.V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106-121.
 26. Hamilton, M. and Sun, X.H., 2005. Actual self and ideal brand image: an application of self-congruity to brand image positioning. In *International Communication Association Annual Meeting*, New York, NY.
 27. Hassan, M., Rafi, A. and Kazmi, S.S., 2016. Impact of differentiated customer service, brand trust, brand commitment, and brand salience on Emotional Branding. *International Review of Management and Marketing*, 6(4S), pp.232-238.
 28. He, H., Li, Y. and Harris, L., 2012. Social identity perspective on brand loyalty. *Journal of business research*, 65(5), pp.648-657.
 29. Howard, D. and Kerin, R., 2013. A surname brand effect explanation for consumer brand preference and advocacy. *Journal of Product & Brand Management*, 22(5/6), pp.362-370.
 30. Hung, K.H. and Li, S.Y., 2007. The influence of eWOM on virtual consumer communities: Social capital, consumer learning, and behavioral outcomes. *Journal of advertising research*, 47(4), pp.485-495.
 31. Hung, Hsiu-Yu, and Hao-Te Lu. "The rosy side and the blue side of emotional Emotional Branding." *Journal of Consumer Behaviour* 17.3 (2018): 302-312.
 32. Huong, Pham Thi Lan, Ngo Thi Hong, and Tran Trieu Khai. "Effects of brand experience on brand loyalty in fashion retail business." *Journal of Economic Development JED*, Vol. 23 (3) (2016): 73-88. [33]. Japutra, A., Ekinci, Y. and Simkin, L. (2014), "Exploring Emotional Branding, its determinants and outcomes", *Journal of Strategic Marketing*, Vol. 22 No. 7, pp. 616-630
 33. Iglesias, O., Singh, J.J. and Batista-Foguet, J.M., 2011. The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), pp.570-582.
 34. Khan, Imran, and Zillur Rahman. "Brand experience and emotional attachment in services: The moderating role of gender." *Service Science* 9.1 (2017): 50-61.
 35. Keller, K.L., 1993. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), pp.1-22.
 36. Kemp, E., Childers, C.Y. and Williams, K.H., 2012. Place branding: creating self-brand connections and Emotional Branding. *Journal of Product & Brand Management*, 21(7), pp.508-515.
 37. Kim, C.K., Han, D. and Park, S.B., 2001. The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese psychological research*, 43(4), pp.195-206.
 38. Kleine, S.S. and Baker, S.M., 2004. An integrative review of material possession attachment. *Academy of marketing science review*, 1(1), pp.1-

- 39.
39. Köhler, Isabelle, and Franz-Rudolf Esch. "Increasing Brand Experiences and Word of Mouth in Experiential Retailing-A Cross-Cultural Perspective." *Advances in Advertising Research IX*. Springer Gabler, Wiesbaden, 2018. 259-272.
 40. Kotler, P., 2003. *Marketing Insights from A to Z*. John Wiley and Sons Inc. Hoboken.
 41. Kressmann, F., Sirgy, M.J., Herrmann, A., Huber, F., Huber, S. and Lee, D.J., 2006. Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business research*, 59(9), pp.955-964.
 42. Kwong, Margie Zerlina, and Ivan Candinegara. "Relationship between brand experience, brand personality, consumer satisfaction, and consumer loyalty of DSSMF brand." *iBuss Management* 2.2 (2014).
 43. Lam, S.K., Ahearne, M., Hu, Y. and Schillewaert, N., 2010. Resistance to brand switching when a radically new brand is introduced: A social identity theory perspective. *Journal of marketing*, 74(6), pp.128-146.
 44. Lam, S.K., Ahearne, M., Mullins, R., Hayati, B. and Schillewaert, N., 2013. Exploring the dynamics of antecedents to consumer-brand identification with a new brand. *Journal of the Academy of Marketing Science*, 41(2), pp.234-252.