

Enlargement of Positioning Qualities: The Emotional Attribute

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ABSTRACT

The term emotion is used to refer to a preparatory mind – set resulting from cognitive patterns learned from the events or thoughts, usually accompanied by a psychological process and manifested physically (gestures, postures, etc.). The emotional attachment to the product and brand could lead to more pleasure, happiness, trust, satisfaction, and a long lasting committing relationship. In marketing aspect, there is a need to motivate the consumers to have deep link and commitment toward the product or brand. This is possible through more emotional positioning for the product. The present article describes about the theoretical propositions and the features of four major theories of emotions, and relationship of these theories in marketing and the enrichment of the product. The emotional positioning triggers out the consumers' emotions towards the brand or product, which could in turn furnish a noteworthy impact of strong and long lasting attachment through the feeling of bonding, camaraderie and irresistible. The paper ends with the suitable examples of different brands in Indian concern, and a linked relationship with the emotional positioning dimensions of consumers and brands in the cutthroat market.

Keywords: *Emotion Theory, Emotions, Positioning, Products, Brands*

INTRODUCTION

Emotions are complex and are often intertwined with mood, temperament, personality, disposition, and motivation. According to theories, they are a state of feeling that result in physical and psychological changes that influence the behaviour. Emotions are discrete, measurable, and psychologically distinct. Research findings classify six emotions as basic such as anger, disgust, fear, happiness, sadness, and surprise. Later, Robert Plutchik developed the “wheel of emotions” which comprises eight emotions grouped as positive and negative basis joy verse sadness, anger verse fear; trust versus disgust, and surprise versus anticipation.

The term emotion plays a significant role in marketing; it is an ability to understand the mood, behavior, and impulses and how to control these to match up a particular situation. This helps the manufacture to understand the need and preference of consumers or targeted prospects in the right place, at the right time on a deeper level. The manufacture should build up a meaningful relationship by first understanding the emotional level of their customers, what kind of product they desire from the market, how they feel about the product, whether they have positive and

negative emotional bonding with the product. Emotional intelligence, according to Goleman (1995) explains about the ability, capability, and skill to identify, assess, manage and control the feeling of oneself, of others and of groups. These feeling mainly include joy, anger, mood, mental state, likes, dislikes, anguish, and sadness. Gardner (1983) and Tjosvold (1993) describe emotional intelligence as the ability and capacity to regulate one's emotion, using them effectively to make excellent and sound judgement.

Consumers are becoming emotionally more attached towards tangible and intangibles which mainly include brands (Ball & Tasaki, 1992; Lastovicka & Gardner, 1979). The main prominent influence for more emotional attachment for brands are affective experience, brand features, and personal attachment styles (Orth, Limon, & Rose, 2010; Robin, Caspi, & Moffitt, 2000) and which in turn provide brand loyalty and where consumers are willing to pay huge or premium price for the products (Thomson, MacInnis, & Park, 2005). The emotional attachment to the product and brand could lead to more satisfaction, trust and a long lasting committing relationship. In marketing aspect, there is a need to motivate the consumers to have deep link and commitment toward the product or brand. This is possible through more emotional positioning for the product.

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MAJOR THEORIES OF EMOTIONS DERIVED FROM PSYCHOLOGY

Many theoretical and research contributions are being made to establish emotional attachment and enhancement in the field of marketing. Extensive hard work and a lot of effort has been done to investigate the significant role of emotions in the marketing concept, through borrowing the theories of emotions from psychology (Havlena, Holbrook, & Lehmann, 1989). The four major emotions theories derived from psychology that created more amount of success in the marketing process for the product are discussed below.

Differential Emotion Theory

This theory was contributed by an American research psychologist, Carroll Ellis Izard. This theory is based on several assumptions, the fundamental emotions which contain 7 negative, 2 positive and 1 neutral which helps to constitute the human motivation system and the emotions are interest, joy, surprise, sadness, anger, disgust, contempt, self hostility, fear, shame, shyness, and guilt. This fundamental emotions function help for the survival of human beings. Moreover, these emotions interact with each other in different situations. These emotions create different functions, which causes facial expressions and which in turn provide a cue for the feeling of that particular emotion. For marketing success Oliver, Westbrook *et al.* mainly applied this theory (DET) which helped to examine the post purchase emotions of the consumers. It was found that, it was sufficient to understand the consumers' post purchase satisfaction (Westbrook, 1987; Westbrook & Oliver 1991; Oliver, 1992, 1993).

Circular Model of Emotion

This theory provides a structural model which describes the interrelationship among the emotions. Plutchik (1980) describes about 8 primary feelings (emotions) which comprise 4 negative, 2 positive, and 2 neutral emotions. All these primary emotions play a significant role in the survival of human beings. The work done by Holbrook and Batra (1987) is purely based on the affective feeling responses to products and consumption. These theories provides various sub types of advertising emotions in marketing (Holbrook & Westbrook, 1989) and moreover also provide accountability for consumption emotions is inconclusive (Havlene & Holbrook, 1986) it is a difficult structure of emotions to correlate with the satisfaction & dissatisfaction parameters for post purchase reactions.

PAD Emotional State Model

This is a psychological model developed by Albert Mehrabian and James. A. Russell (1974) to describe and measure the emotional states of human beings. The PAD mainly stands for three numerical dimensions such as pleasure, arousal, and dominance to represent the emotions. The further categorisations are pleasure/displeasure, arousal/non-arousal, and dominance/submissiveness feeling dimensions are also found in attitude theory. This theory is useful for examining the emotions during consumption in retail environment (Donovan & Rossiter, 1982; Mano & Oliver, 1993; Sherman, Mathur & Smith, 1997) and additionally to attain emotional component of the consumption experience. However, it is not clear whether it is applicable in advertising emotions. This model is mainly nonverbal communication, which mainly includes body language in psychology. This theory is mainly applied to consumers marketing i.e. consumer behaviour in stores, it determines the effect of pleasure & arousal issues such as the time spend in the store and un-planning spending.

PANAS

PANAS stands for positive and negative affect schedule. This approach relies particularly on the work done by Watson, Clark, and Tellegen (1988). This mainly considers two aspects that are positive and negative effects of emotions or feelings. Secondly, this theory is designed to present a mood scale and likewise the positive & negative affect are mutually independent. In marketing concern this theory has a more significant association. The positive and negative effects are measured by PANAS, which help to demonstrate with relate to product and service dissatisfaction (Mano & Oliver, 1993; Dube & Morgan, 1998), the purchase behaviour Mooradian & Oliver, (1997), and negative effect in advertising (Huang, 1997).

ANALYSIS OF EMOTIONS

The term emotion is used to refer to a preparatory mind – set resulting from cognitive patterns learned from the events or thoughts, usually accompanied by a psychological process and manifested physically (gestures, postures, etc.). This may give rise to specific actions to express the emotions depending on its nature and situation and the exact meaning it have for the particular individual (Lazarus, 1991; Oatley, 1992; Bagozzi, Gopinath, & Nyer, 1999). Over the last few decades, many researchers and

marketing experts have taken lots of effort to investigate the emotions evoked in the marketing process, regarding product effectiveness and brand stimuli. Out of the many studies covered under the roof emotional attachment towards marketing concept, some focus on the consumer response to advertising (Derbaix, 1995; Edell & Burke, 1987; Holbrook & Batra, 1987). The momentous role of emotion in consumer satisfaction (Edell & Burke, 1987; Philips & Baungartner, 2002), and perceived perception of product features and attributes (Dube, Cervellon, & Jingyuan, 2003; Waston *et al.*, 1988). The other researcher explored in various areas of emotions such as satisfaction, surprise, sympathy and empathy, shame and anger, etc. A primary distinction in product evoked emotions arises by two aspects, it could be triggered by the appearance of the product or by the product itself. So it could be said that product appearance as well product consumption can trigger the emotions of the individuals (Richins, 1997). The other important and significant features of emotions is that, they are personal, temporal and mixed. In regard with person it means the same product can evoke different emotions or feelings in different individuals at different situation. In case of temporal, an individual could experience different sort of emotions towards a product at different times. Moreover, the mixed features of emotions could make a subject to feel or experience more than one emotion at a same time (Maheswaru & Shavitt, 2000; Scarabis, florack & Gosejohann, 2006).

EMOTIONAL POSITIONING

This term is used within marketing communication, this helps to build the product or brand which could directly or indirectly appeals to consumer's emotional state, needs and aspiration. The emotional positioning triggers out the consumers' emotions towards the brand or product, which could in turn furnish a noteworthy impact of strong and long lasting attachment through the feeling of bonding, companionship or love, for instance nostalgic attachment to Kodak brand of film, bonding with the Jim Beam Bourbon brand, and love for the McDonald's brand. An emotional bonding and attachment between the consumers and brands is necessary for the success in a cutthroat market. Emotions play a dominating role on the influence of brand experience and brand loyalty. Marketing practitioners need to pay more attention to customers' emotions that to consumers brand cognitions (Ding & Tseng, 2015). The main intention of emotional positioning is to build up a relationship with consumers by satisfying their needs on emotional bases. It could be attained on four aspects relationship, sensorial experience, imagination and vision. The relationship aspect of

emotional positioning, explain about the mutual respect in connection with consumer and the experience of using the brand which connects them emotionally. In case of sensorial experience, triggers the emotion of consumers and how it could be manipulated by the companies on the product to win maximum consumers. Imagination is most creative approach of emotional positioning that create a new way of appealing to the hearts of consumers. Imagination makes the whole world real and this could be easily communicated through innovative packaging, attractive advertising and higher production, etc. A substantial growth and innovative ideas keep the business going on and keep the interest of consumers at a higher rate.

Enhancement of positioning on the aspect of emotion, it leads to more opportunities for the firm to get closely connected with their target consumers. Through positioning on emotional attributes to make the brand to achieve better quality of the product to preference, i.e. brand becomes a consumer's preference. The best positioning qualities make them emotionally connected toward the brand. Then it leads to aspiration, where the brand creates more familiarity among the consumers and which inspire the user for a longer period of time. Additionally, positioning invokes the personality of the brand which creates a lasting impact on consumers. The personality of the brand leads to form a charismatic attitude in the eyes of consumers, which in turn trigger positive emotion towards the brand by the consumers. Further to this, emotional attachment enables the consumers to have a deeper emotional experience while using the product or brand. At last emotional positioning gives the less focus on the quality, convenience and value of the goods, but to be able to maintain a strong bond in a long lasting basis, it mainly emphasis on the importance of building a strong bond with the consumers.

IN INDIAN MARKET THE APPROACH OF EMOTIONAL POSITIONING



Fig. 1: Approach of Emotional Positioning in Indian Market

According to Robert Plutchik's psychoevolutionary theory of emotion human being are capable for eight emotions: rage, fear, grief, disgust, surprise, anticipation, trust, and happiness. Plutchik wheel of emotions presents an insight of emotional layer, where eight emotions act

as the foundation of more complex emotions. From marketer's point of view, they trap and focus on human emotion to make well-built bonding and elongated lasting relationship. From a consumer's point of view emotions play a vital role in the consumer's decision making process. Some well-known marketers were using the techniques of emotional positioning to attract more consumers towards their brands. *Titan* watches connected emotionally, with the memories that could be cherished lifelong. This brand put more emphasis on emotional values and established itself more than a watch, while *Naukri.com* linked itself with customers with an ad of Hari Sadu – H for Hitler, A for Arrogant, R for Rascal, and I for Idiot. This advertisement stressed on to get rid of a boss like Hari Sadu and get a new opportunity in your career. *ICICI Prudential Life Insurance* positioned itself on emotional parameters of care, protect, and love for the family. The ads focused on different situations such as to have fun in life, moving forward in your life, and know the truth of life. The idea of these brands is to connect an emotional bridge through positioning. Emotions

speak louder than words. The best examples are *Google India's* cross border friendship and *Tanishq's* commercial advertisement. These brand positioning concepts touched the hearts and minds of consumers. About Rs 36,200 crore (\$ 6 billion) is earned by Indian advertising industry by using emotional aspects to connect consumers. Unlimited ads are launched and released on various channels and other social media, mainly on YouTube. These all advertisements strongly pinpoint the emotional values of positioning. These ads are watched by millions of people across the world. For instance, since from introduction to its success, the story of *Nescafe* has changed over the period of times. The brand has high emotional appeal, and the brand is highly connected with the ultimate consumers. One of the advertisements of *Nescafe* which introduced the concept of "Stammer Rishi" helped the product to grow more in the market. On the other hand *Bournvita* ad is showcasing the emotional relationship of mother and son. The intense emotional positioning of motivational factors and a significant theme makes more attraction for the consumers.



Fig. 2: Ads with Emotional Appeal

The idea of *Amazon (Aur Dikhao)* also projected the brand on emotional values and strong strategies are laid down to face aggressive market. The storyline of *Fortune Oil (Ghar Ka Khaana)* shows the emotional attachment with a story of a grandmother for her grandson. The concept developed high recall value for the brand. In connection with the recalling level of the brand, the latest advertisement of *Google* is an example of touching human sentiments. *Google Reunion*, narrate a tale of two friends (India and Pakistan) come close again by the efforts of their grandchildren through *Google*. The brand justified the product benefit supporting by an emotional storyline. The new reforms also came in the healthcare aspect through emotional values *Lifebuoy* positioned itself on the emotional aspect of "help a child reach". This brand positioned itself in the market to reach consumers through health care motive. The commercial ads they focused on the cause of diseases like diarrhea and pneumonia, how to use *Lifebuoy* and moreover the importance of good hand

washing habit around the world. *Dabur Vatika* has shown a different approach to attain a significant consumer for the product. They started a campaign, which we could not imagine for a hair shampoo and oil brands. The ad shows a bald woman who just recovered from cancer. The campaign salutes the brave and beautiful female cancer survivors. The emotional attachment is well projected by the marketers which gave a hope to live and no tears of sadness. The attractive action taken by *Cadbury's "Shubh Arambh"* directly connects the people towards Indian culture and values. The new approach taken by *Mountain Dew's* new tagline projected that "Darr ke Aage Jeet hai"; it inspired the youngsters to be more courageous in all their actions. Whereas *Parachute's "Tum to ho gorgeous humesha"* mainly focused on women, one who feels good and confident in all situations. The thumb rule for every marketer is to win the hearts of people. This could only be achieved through emotional positioning the products. In today's competitive market, the positioning through

emotional parameters can win the hearts and create more innovated ideas for solutions of different problems. Emotional aspect of many products has become a winning zone for the marketers, for instance, *Tata Tea “Jaago Re”*, a social awakening group which pointed out humour and cultural sentiments among average Indian’s life. *Airtel’s “Har Ek Friend Zaroori Hota Hai”* emotional dimensions were focused on to break the barriers and people started talking with each others. These all brands launched with a strong and good story line and marketers communicated this story through suitable advertisement campaign. And these campaigns fill the atmosphere with emotions where consumers decide their purchasing patterns according to the emotional attributes of the product and want to buy. It proves that the products they buy might be they feel and have an intimate connection with the brand on an emotional level.

CONCLUSION

Today’s aggressive market place, product should be connected in a creative way with a strong storyline; the way to connect the consumers is to arise the feeling and emotions for the product/brand. Consumers when strongly connect with a brand/product, create a strong bonding relationship with the brand and recall the name of the brands at every situation. These feelings are called “emotional motivating dimension”. The manufacture’s entire aim is to build crucial connections with their prospects and grow their business, this be attained by strong emotional positioning and by improving and innovating the marketing strategy. Consumers today look for more experience with which they can suitably correlate themselves emotionally. Emotions are the internal feelings that are shaped by social interactions and long term experience. Emotional attributes plays a predominant character market in India. The emotional positioning dimensions are very few in developed countries. Indians are more emotional, and their buying behaviour and purchase decisions are based on their emotional values more and feeling for the brands. Emotional attributes are very much attached, irrespective of gender in India; both the genders are influenced by emotions at every activity while making any purchase decision for the brands. Indian people give more importance to family, values, cultural, religion, and other dimensions. The trend which could be seen by the Indian consumers is more emotionally connected and creates more significance to consumers. The emotional positioning of values and attributes is one of the most successful tools for all international brands for making a strong bonding with Indian consumers. Thus, the marketers should map and analyse the preference, expectation, and emotional level of consumers; and

should not manipulate the emotions of consumers by giving them wrong information about the brand through misleading advertising campaigns. The main objective of the marketers should be to build a strong bonding by providing suitable product advertisement that could lead to consumer to get associated with the brands and could build a series of steps towards satisfaction.

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