

A Study on Consumer Brand Emotional Attachment towards Grooming Product

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1. Introduction

Emotional branding is critical in marketing as customer emotional attachment towards a brand such as feelings of sympathy, sadness, pride, and anger results in distinct meaning of the individual's environment and therefore has unique motivational implications towards the choice and decision making. Marketers use tactics such as a young child or an animal to capture the hearts of the audience. This bond between the customer and the brand affects the behavior of the customer, which in turn can foster the firm's profitability and the customer's value to the firm. It is a basic human need to want to form an attachment. Customers can form emotional attachments to an array of objects such as collectibles, gifts and of course brands. Despite the fact that an emotional attachment to an object is unlikely to be similar in strength as an attachment between two humans, the fundamental properties and behavioral effects of emotional attachment are similar. Emotional attachment to a brand is underpinned by love, affection and connection towards the brand. These components of emotional attachment convey that a customer with a stronger emotional attachment is likely to be more committed and emotionally attached to a brand. Emotional attachment at a higher level is likely to increase a customer's emotional need for the brand. As the customer becomes more united with a brand, they are likely to stay relatively close with the brand as the presence of the brand offers feelings of enjoyment, delight, and security. This concludes that a customer with higher levels of attachment to a brand is more likely to commit to being in a long-term relationship with the brand. Marketers need to ensure they are reaching the right kind of emotions within the consumer, which correlate with the brand.

2. History

The practice of branding originated during the ancient times when it was used by craftsmen to imprint trademarks on their goods. Branding does not only help identify, but it also ensures the quality of goods and services the buyer and trader will purchase from the manufacturer. In history, cattle and sheep were branded with hot irons to indicate ownership. Humans were also marked to classify their social status. Slaves were marked to indicate ownership and criminals are labeled distinctly to show disgrace. Similarly, victims of the World War II Nazi persecution were branded with numbers as they entered the concentration camps. However, despite the history filled with negative connotation linked with branding, it has been replaced with a positive and more commercialized meaning, which relates to the use of categorizing brand goods and services. The

Industrial Revolution caused a massive shift in the future of branding as it transformed the importance and value of visual identification and trademarks. During this period, when railways and roadwork promoted a larger scope of product distribution in different areas, branding emerged as a way to differentiate various local and exported goods by simply using logos. This early form of branding created familiarity with different goods and it began to build trust among its loyal consumers. Companies were also focused on prioritizing the quality of product being distributed to ensure the return of loyal buyers and eventually, it will initiate growth of demand in the market. Apart from ensuring the quality of the goods, tradesmen were able to invent different forms of advertisements to reach their target market. New target markets were formed since the revolution did not just trigger a shift in the marketing industry, but it also instigated a powerful impact on social classes. Tradesmen began to promote their products to the rising middle class because of their buying power as a mass market. Sellers were aware that not many people were able to read newspapers as this new social class enters the market, hence they expanded their creative thinking and began experimenting new ways to reach out to potential customers. For example, via men wearing placards, banners streaming from hand held poles and umbrella signs. The rapid expansion of consumer goods during post World War II only increased existing goods in the market through amassed innovation, creating another major shifts in branding, which is more focused on superior features, unique ingredients and functional benefits. Businesses began to think innovatively to create brand identity using their products in attempt to associate lifestyle with brands. Pears soap brand became a highly demanded product because Thomas J. Barratt - known to be the "Father of Modern Advertising" – always looked for new ways to endorse the product. Barratt used different techniques of creative advertising that would help the soap product appeal to the mass. Barratt used a series of themed posters using imagery and catchphrases to associate the brand with quality and luxury. The series has a reoccurring theme and one of the posters used an iconic painting by John Everett Millais entitled "Bubbles". The painting was inspired by Millais' grandson and it was illustrated out of his delight for the child. The painting portrays pure innocence as Millais took the opportunity to paint his grandson because of how exquisite he looked while holding the pipe to make bubbles. Barratt then used the painting's meaning to be part of the Pears Soap message. The soap was added on the foreground pertaining that well-groomed middle-class children could enjoy domestic comforts and have aspirations of high society.

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Companies began to adapt Barratt's technique to help achieve success on their own products, marking the beginning of modern emotional branding through the manipulation of human emotion to sell goods. Many businesses began to catch on to the trend of brand identity to distinguish their products from others in a growing market. In 2001, Marc Gobé wrote *Emotional Branding: The New Paradigm for Connecting Brands to People* to delve into the idea of "emotional branding". Gobé created the concept as part of his observation that there is a possible connection in an emotional level in a consumer-brand relationship. Gobé wrote, "Brands must recognize that their emotional identity is not only a result of ads and products, but also corporate policy and stances. The message can be sent in subtle ways that a company is supportive of the gay community. The key components are inclusivity, sophistication, and subtlety.[4]" He explains that emotional branding is distinct from the literal sense of brand awareness because of its ability to connect with its users in an emotional level from advertising to the physical product where it is able to make the user feel certain emotions the company aims to convey. It also reflects the company's internal culture as the business must have a harmony and unified goal to be able to successfully reach their target market.

3. Literature Review

The literatures viewed were in the area of brand equity, brand loyalty, brand emotional connection. The papers viewed were from the year 2008 to 2015. The study conducted considered to integrate brand attachment as an antecedent of brand love and both, affective commitment and brand trust as mediators between brand love and loyalty. It is also the first time that differences between male and female consumers' perceptions on this topic have been compared in literature. These studies were conducted in US, Portugal, Iraq and Malaysia.

3.1 Purpose of study

- The purpose of this study is to analyze how consumers are emotionally attached to the brands.
- To check whether brand emotional customers tend to say positive things about the brand

3.2 Importance of the study

Let us understand why brand emotional attachment is essential for company

- With involvement of emotions in decision making and strategy designing, an emotional and stronger bond is created between brand product and its customers.
- It differentiates your brand from your competitors which contributes towards high profitability.
- Emotional attachment has a great and long lasting influence on consumers mind.
- Linking the features of the product with emotions of a consumer helps a consumer in better decision making.

3.3 Aim of the Study

To identify how consumers are emotionally attached towards brand and to understand the factors contributing towards the concept.

3.4 Objectives

- To understand the influence of trust on brand emotional attachment.
- To understand the influence of Price/Service on brand emotional attachment.
- To understand the influence of satisfaction on brand emotional attachment.
- To understand the influence of quality on brand emotional attachment.
- To understand the influence of performance on brand emotional attachment.
- To understand the influence of brand emotional attachment on positive word of mouth.

3.5 Research Questions

- Which factors influence the increase of brand emotional attachment of consumers?
- How can the effectiveness of brand emotional attachment be measured to create a positive word of mouth?

3.6 Managerial implications

Build emotional connections to your brand. Consumers make purchasing decisions based in part on their emotional reaction to brands. The study shows, what are the factors which influences emotional attachment towards a brand. By this study a manager can tend to improve the factors which are more influential towards attachment of a brand product.

3.7 Limitations

- The area of study is restricted to only Mysore city.
- The accuracy of the study depends on the data provided by the respondent.
- The respondent views and opinions may vary in future.
- The number of respondents in the study is limited to 200.
- As many of the respondent furnished the data on recall basis.

3.8 Review of Literature

1) ThoD.Nguyen, 2010, "Brand Loyalty in emerging markets", Vol. 29 No. 3, 2011.

This paper seeks to compare some key antecedents of brand loyalty between two emerging markets: Thailand and Vietnam. The paper found that there are positive relationship between perceived quality and brand loyalty, between brand awareness and perceived quality, between advertising attitudes and brand awareness, and between distribution intensity and brand awareness in both markets, the relationship between brand awareness and brand loyalty was found only in the Vietnam market, and the relationship between advertising attitudes and perceived quality was only found in the Thai market. Finally, no relationship between

distribution intensity and perceived quality was found in either market. Using a sample of 603 female consumers of international shampoo brands, including 304 consumers in Bangkok, Thailand and 299 users in Hanoi, Vietnam, a model was tested that incorporates key determinants of brand loyalty – perceived quality, brand awareness, advertising attitudes, and distribution intensity – by means of structural equation modeling.

2) Sandra Maria Correia Loureiro, 2012, “brand emotional connection and loyalty”, Vol. 20, 1, 13–27

This study, for the first time, aims to integrate brand attachment as an antecedent of brand love and both, affective commitment and brand trust as mediators between brand love and loyalty. It is also the first time that differences between male and female consumers' perceptions on this topic have been compared in literature. On the basis of previous research, a model was developed and validated using consumers who bought one of three car brands: Toyota, Ford and Renault. Living in three regions of Portugal, the sample consisted of consumers who bought a new car 2 years before the research and had declared being satisfied with the purchase. The model is tested in the context of a non-hedonic product, differing from the common perspective that focuses on hedonic products. Hypotheses were tested by employing multi-group structural equation modeling. Findings suggest that brand attachment is positively related to brand love. Brand love reinforces the trust, interest in continuing a relationship and faith in the future of the brand. Women exhibited trust and placed more importance on dyadic relationships than did men. Men, however, desired to identify socially with the brand.

3) Sharifah Faridah Syed Alwi, 2015, “Explicating industrial brand equity”

The purpose of this paper is to explore brand equity from multiple perspectives (tangible and intangible) and their joint consequences, namely, on industrial buyers' brand loyalty and their long-term commitment. The aim is to provide a more comprehensive framework of the buyer's behavioral response in the business-to-business context by integrating both trust elements and industrial brand attributes (brand performance and industrial brand image). In addition, the study explores the mediation effects of trust and brand attributes on industrial buyers' responses such as loyalty and long-term commitment. Findings show that brand performance and industrial brand image directly affect brand trust but with different effects on buyers' commitment and loyalty. Interestingly, industrial brand image only mediates the responses via brand trust, while brand performance has a direct effect. Thus, both brand performance and industrial brand image build buyer trust. But in this context, it is brand performance rather than industrial brand image that influences long-term commitment and loyalty. The study concludes that in the HVAC industry, brand performance, industrial brand image, buyer trust, industrial loyalty and commitment build brand equity.

4) Nischay K. Upamannyu, Garimamathur, “Effect of brand trust, brand affect and brand image on customer brand loyalty and consumer brand extension attitude in fmcg sector”, 2012, Volume 3

In this research article we have examined the Effect of Brand Trust, Brand Affect and Brand image on Customer brand loyalty and also cause and effect relationship is established between customer brand loyalty and consumer brand extension attitude in context of FMCG sector. The data was collected from 300 customer of FMCG sector at Gwalior City of Central India. Results are analyzed through Multi-variate analysis (MANCOVA). Linear regression was also applied between independent variable and dependent variable. The study was intended to study the ‘Maggi’ brand. Maggi has been a favorite brand since long in Indian society. An impact of variables such as brand trust, image and affect and categorical variables such as age, gender, income and qualification on brand loyalty and brand extension attitude was studied. Since, most of the brands keep on launching their new products. In this research we have tried to find out whether the image, trust and affectivity towards brand also influence the customers to buy its extension. Moreover, if the customers are loyal, then also there would be a positive attitude towards the extension of brand. The results reveal that the variable brand trust is showing no relationship with brand extension attitude but other two variables brand image and brand affect were positively significantly associated with extension attitude. However, brand trust and brand affect showed a significant relationship with brand loyalty but brand image was not found to be correlated with brand loyalty. No demographic variables other than income were found to be correlated with brand extension attitude and brand loyalty. It can be concluded that if an organization work on building brand image and trust it will ultimately be going to help in building brand for the new products introduced in its horizontal extension.

Research Gap:

Findings show that brand performance and industrial brand image directly affect brand trust but with different effects on buyers' commitment and loyalty. both brand performance and industrial brand image build buyer trust. But in this context, it is brand performance rather than industrial brand image that influences long-term commitment and loyalty. By analyzing these studies, I have considered to implement the study to a new target customers in Mysuru, Karnataka, India .this study is to explore the brand emotional attachment on grooming products by customer within age of 18-25 years.

Research Methodology

Objective

- To understand the influence of trust on brand emotional attachment.
- To understand the influence of Price on brand emotional attachment.
- To understand the influence of satisfaction on brand emotional attachment.
- To understand the influence of quality on brand emotional attachment.
- To understand the influence of performance on brand emotional attachment.
- To understand the influence of brand emotional attachment on positive word of mouth.

Hypothesis

Trust

H0:- There is no significance difference between trust and brand emotional attachment.

H1:- There is a significance difference between trust and brand emotional attachment .

Price

H0:- There is no significance difference between price and brand emotional attachment.

H1:- There is a significance difference between price and brand emotional attachment.

Satisfaction

H0:- There is no significance difference between satisfaction and brand emotional attachment.

H1:- There is a significance difference between satisfaction and brand emotional attachment.

Quality

H0:- There is no significance difference between quality and brand emotional attachment.

H1:- There is a significance difference between quality and brand emotional attachment.

Performance

H0:- There is no significance difference between performance and brand emotional attachment.

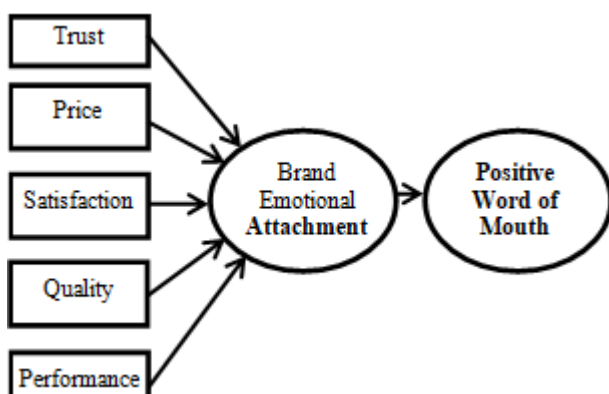
H1:- There is a significance difference between performance and brand emotional attachment.

Brand Emotional Attachment

H0:- There is no significance difference between brand emotional attachment and positive word of mouth.

H1:- There is a significance difference between brand emotional attachment and positive word of mouth.

Conceptual Model



Variable description

Trust

Trust is defined here as the attainment of a level of satisfaction and resulting loyalty at which customers are comfortable forgoing problem solving behavior. Rather, they repurchase a particular product or set of products in a routinized or habitual fashion. Amine (as cited in Sahin et al., 2011) stated that the trust in the purchased brand may be

viewed as leverage of its credibility, which in return may reinforce the consumers' repeat buying behavior (p. 1291). Brand trust is determined as the desire and eagerness of the average consumer to count on the capability of the brand to implement its stated function (Sahin, et al., 2011). Brand trust in costumers' view is a psychological variable which is established through a set of hypotheses or assumptions regarding reliability, trust, safety, honesty, and generosity to brand by costumers (Gurviez&Korchia, 2002; Zehir et al., 2011).Brand trust is derived from the experience of using previous products of the brand and is established through various variables such as company advertisement, word-to-mouth advertising, using the products of the brand, and satisfaction (Ashley & Leonard, 2009).

Price

Price is the value of a product offered by a marketer, and its often expressed in monetary terms. Price is an income-making factor while other marketing mix factors are costly. Price as a marketing tool is a key factor in selling product to customers. Following this, pricing can be effectively used to indicate the position of a product in proportion to other competitors and this can provide reliable information regarding the different sections of the market. Moreover, price is a quality index and products must be analyzed in terms of the advantages they offer (KhazaeiPool &Baloe Jam Khaneh, 2011). In consumable markets, price is an external indication of product quality and high-price brands are considered as high-quality brands (Kim & Hyun, 2011). On the other hand, since the quality of a product is a norm and can be easily proved, higher price may have negative effect on brand loyalty; because it may lack the indication of higher quality and it just highlights the more money that must be paid (Cretu & Brodie,2007).

Satisfaction

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction is necessary for long-term success in business and is one of the most important research issues in marketing (Nam, Ekinici, &Whayatt, 2011). The main motivation for increasing emphasis on customer satisfaction is that higher customer satisfaction may lead to stronger competitive position, higher market share and profitability, reduction in price elasticity, lower cost of business, prevention of cost breakdown, increase in customer lifetime value, and reduction in cost of new customer attraction (Bayraktar, Tatoglu, Turkyilmaz, Delen, &Zaim, 2012; Torres & Tribó, 2011). Generally, satisfaction is defined as the general evaluation based on shopping experience and using a particular product or service during the time (Lee, & Back, 2010). Customer satisfaction is the customer's attitude towards products or services which influence their behavior.

Quality

The ability of a product or service to meet the required specification of the customers and the organization such that it satisfies the customers and at the same time improves the profitability of the organization. The quality of product plays an important role in brand preferences of shops. The consumers often judge the product or brand by the perceived quality (Sheau-Fen, Sun-May, & Yu-Ghee, 2012). Perceived

brand quality can be identified as the consumer's general subjective judgment on the advantage or superiority of a product which is derived from the evaluation process of its different features (Beristain&Zorrilla, 2011). The chance of success for brands of higher perceived quality is more than brands of lower perceived quality (Sheena et al., 2012).

Performance

Performance is the ability to meet a specified target and expectation within a given time. De Chernatony (2002) explain that, "brand is a cluster of rational and emotional values that enable stakeholders to recognize a promise about a unique and welcome experience," and customers will generally assess an industrial brand in a hierarchical sequence: the rational values first, before proceeding to a higher level – the emotional values. This progression represents a hierarchical structure in a customer's brand knowledge (Da Silva and Syed Alwi, 2008). Additionally, Van Rielet al. (2005) and Bendixen et al. (2004) explain that, when choosing an industrial brand, the customers' initial concern is with the functional or rational values of the product or company and the brand image. Understanding how the rational attribute impacts on the overall brand image will be useful for a clear industrial brand positioning (Leek and Christodoulides, 2011).

Brand Emotional Attachment

Emotional branding is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer's emotional state, needs and aspirations. Emotional branding is successful when it triggers an emotional response in the consumer, that is, a desire for the advertised brand (or product) that cannot fully be rationalized. Brand emotional attachment is one of the authentic and famous concepts in marketing and it refers to maintaining customer's deep commitment to re-buy and select a product or service from a particular brand and repeats it continually in the future (Chandon, Leo, & Philippe, 1997).

Positive Word of Mouth

Oral or written recommendation by a satisfied customer to the prospective customers of a good or service. Considered to be the most effective form of promotion. WOM can be understood as any positive or negative statement made by potential, actual or former customers about a product or a company, which is made available through offline or online channels (Hennig-Thurau et al., 2004). Although the essence of WOM behavior is consistent whether based offline or online, differences exist. eWOM mostly comprises written communication (whereas offline WOM is mostly spoken) and may occur in one-to-one, one-to-many or many-to-many forms (offline WOM mostly occurs in one-to-one form). eWOM is more exposed to a ripple effect and may be more easily controlled by companies compared to offline WOM (Huang et al., 2011). In addition, Lastovicka and Sirianni (2011) suggest that consumers with beloved objects may be selective in their offline WOM behavior and engage in WOM only in a certain context or only with selected persons. Therefore, it is logical to distinguish between offline WOM and eWOM, although both are conceptualized as consequences of brand love (Carroll and Ahuvia, 2006; Batra et al., 2012).

Sampling Method

Random sampling was deemed fit and followed for data collection. The sample size is computed using a formula shown below. Substitution of value of p as 0.8, q as 0.2, e as 0.05, and z as 1.96 is made. P is the probability of occurrence and q is probability of non-occurrence. E is standard error and z is confidence level. The sample size 246 thought to be adequate one. As there would be errors, 240 samples were considered. For the calculation of sample size the following formula has been used.

$$n = z^2(pq)/e^2$$

Where, P is the probability of occurrence, q is probability of non-occurrence. E is standard error and z is confidence level.

Data Collection

Data were collected through survey using a structured questionnaire having 35 questions covering all the factors along with the demographics. Totally 240 samples were collected, out of which 40 were rejected. Respondents were between the age of 18- 25years. Sample for the study consisted of all the age group. Data were collected from targeted population of Mysore.

Primary data:

Questionnaires were handed over to them with a request for filling at the spot. The questionnaire had the following dimensions.

- Demographics such as age, gender, qualification, marital status, income level, occupation.
- Questions on each of the factor asking on what are the factors that influence brand emotional attachment.

Secondary data

Data was collected from journals, research papers, websites.

Questionnaire Design

The independent variables are trust, price, satisfaction, quality and performance. Trust (11-15) as factor has 5 items. Price(1-5) have 5 items, satisfaction(21-25) have 5 items, quality(6-10) have 5 items and performance(16-20) have 5 items. The dependent variable is brand emotional attachment (26-30), it has 5 items, and positive word of mouth (30-35) has 5 items. Demographics considered were age, gender, marital status. The other information collected from respondents was qualification, annual income, occupation. All the variables are measured with 5-point Likert scale (1=strongly disagree, 5=strongly agree).

Statistical Tool Used

Descriptive statistics

A descriptive statistic is a summary statistic that quantitatively describes or summarizes features of a collection of information, while descriptive statistics in the mass noun sense is the process of using and analyzing those statistics.

Factor analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of

a potentially lower number of unobserved variables called factors.

Regression

Regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables

Reliability

Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring. An aspect in which the researcher can use reliability analysis is when two observations under study that are equivalent to each

other in terms of the construct being measured also have the equivalent outcome.

4. Analysis and Interpretation

The collected Data were subject to statistical analysis such as descriptive statistical analysis including range, mean, standard deviation, standard error, variance, skewness and kurtosis along with frequency distribution. This was done to check the accuracy of N. Factor analysis is applied to extract the variables the most used tool for exploratory data analysis. Reliability was done with a view to identify inconsistencies in the data. To form the hypothesis and to compare the independent factors with dependent factors regression test was done.

Table 1: Descriptive Statistics Mean and Standard Deviation

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Value	200	4.00	1.00	5.00	756.00	3.7800	.06307	.89195	.796
Cost	200	4.00	1.00	5.00	518.00	2.5900	.07772	1.09906	1.208
premium	200	4.00	1.00	5.00	674.00	3.3700	.07808	1.10417	1.219
Compensation	200	4.00	1.00	5.00	577.00	2.8850	.07641	1.08056	1.168
Payback	200	4.00	1.00	5.00	665.00	3.3250	.07227	1.02206	1.045
impression	200	4.00	1.00	5.00	819.00	4.0950	.06324	.89441	.800
fineness	200	4.00	1.00	5.00	788.00	3.9400	.06969	.98552	.971
consistency	200	4.00	1.00	5.00	779.00	3.8950	.06960	.98429	.969
incomparability	200	4.00	1.00	5.00	792.00	3.9600	.06491	.91794	.843
repurchase	200	4.00	1.00	5.00	799.00	3.9950	.07552	1.06803	1.141
reliability	200	4.00	1.00	5.00	638.00	3.1900	.08248	1.16649	1.361
sureness	200	4.00	1.00	5.00	724.00	3.6200	.06402	.90537	.820
Belief	200	4.00	1.00	5.00	776.00	3.8800	.06557	.92731	.860
Faith	200	4.00	1.00	5.00	765.00	3.8250	.06318	.89351	.798
confidence	200	4.00	1.00	5.00	707.00	3.5350	.06941	.98163	.964
fulfillment	200	4.00	1.00	5.00	766.00	3.8300	.06345	.89729	.805
attainment	200	4.00	1.00	5.00	743.00	3.7150	.07102	1.00440	1.009
consummation	200	4.00	1.00	5.00	781.00	3.9050	.06204	.87740	.770
awareness	200	4.00	1.00	5.00	789.00	3.9450	.06269	.88651	.786
achievement	200	4.00	1.00	5.00	780.00	3.9000	.05715	.80825	.653
gratification	200	4.00	1.00	5.00	766.00	3.8300	.05807	.82126	.674
pleasure	200	4.00	1.00	5.00	727.00	3.6350	.06843	.96771	.936
Bliss	200	4.00	1.00	5.00	680.00	3.4000	.06536	.92427	.854
joyfulness	200	4.00	1.00	5.00	712.00	3.5600	.06083	.86029	.740
comfort	200	4.00	1.00	5.00	775.00	3.8750	.06298	.89070	.793
price increase	200	4.00	1.00	5.00	626.00	3.1300	.07711	1.09043	1.189
inconvenience	200	4.00	1.00	5.00	673.00	3.3650	.07739	1.09442	1.198
alternative	200	4.00	1.00	5.00	572.00	2.8600	.08207	1.16066	1.347
positive	200	4.00	1.00	5.00	708.00	3.5400	.06214	.87878	.772
possessive	200	4.00	1.00	5.00	626.00	3.1300	.08397	1.18750	1.410
other people	200	4.00	1.00	5.00	745.00	3.7250	.06012	.85029	.723
recommend	200	4.00	1.00	5.00	766.00	3.8300	.06103	.86303	.745
relatives	200	4.00	1.00	5.00	775.00	3.8750	.05442	.76963	.592
good words	200	4.00	1.00	5.00	759.00	3.7950	.05858	.82850	.686
influence	200	4.00	1.00	5.00	718.00	3.5900	.07373	1.04275	1.087
Valid N (list wise)	200								

N= The responses collected were 200, The Likert was used to measure the response of the respondent. Descriptive statistics was done using SPSS software as shown in the table. Descriptive included Range, mean standard deviation, variance, kurtosis, skewness. Standard error=The deviation between the sample mean and population is measured using standard error. Stand error the test made to check the accuracy, it should be least in number. As the sample size increases the standard error decreases. standard

deviation=The statistical measure to measure the dispersion of the set of data values. Whereas the variance is square root of it.

Table 2: Descriptive Statistics Skewness and Kurtosis

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Value	-1.440	.172	2.390	.342
Cost	.503	.172	-.485	.342
Premium	-.481	.172	-.525	.342
Compensation	-.179	.172	-.888	.342
Payback	-.573	.172	-.256	.342
Impression	-1.635	.172	3.752	.342
Fineness	-1.024	.172	.904	.342
Consistency	-1.320	.172	1.887	.342
Incomparability	-.983	.172	1.057	.342
Repurchase	-1.165	.172	.844	.342
Reliability	-.146	.172	-.926	.342
Sureness	-.937	.172	.979	.342
Belief	-1.286	.172	1.928	.342
Faith	-.929	.172	1.019	.342
Confidence	-.469	.172	-.266	.342
Fulfillment	-.670	.172	.416	.342
Attainment	-1.026	.172	.763	.342
Consummation	-1.121	.172	1.621	.342
Awareness	-1.160	.172	1.676	.342
Achievement	-.854	.172	1.525	.342
Gratification	-.720	.172	.815	.342
Pleasure	-.556	.172	.141	.342
Bliss	-.532	.172	.262	.342
Joyfulness	-.929	.172	.985	.342
Comfort	-1.088	.172	1.385	.342
price increase	-.191	.172	-.711	.342
Inconvenience	-.510	.172	-.406	.342
Alternative	.140	.172	-.887	.342
Positive	-.751	.172	.698	.342
Possessive	-.182	.172	-.924	.342
other people	-.728	.172	.715	.342
Recommend	-.990	.172	1.387	.342
Relatives	-.851	.172	1.555	.342
good words	-.886	.172	1.492	.342
Influence	-.726	.172	.004	.342
Valid N (list wise)				

Skewness: Values of skewness should be near to 1. It measures the degree and direction of asymmetry. From the above table the factors are perception, purchase frequency, usage, brand name, benefit sought are negatively skewed. Hence the data is skewed to left. This means the mean is less than mode, median is less than mode.

Kurtosis: The closer the kurtosis value to zero, the more normal the distribution of scores. A distribution is more leptokurtic (peaked) when the kurtosis value is a large positive value as the item from the table has (3.752point of view) as the value of kurtosis, and a distribution is more platykurtic (flat) when the kurtosis value is a large negative value (interpret -.926).

Factor Analysis of Independent Variable

KMO independent variable		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.892
Bartlett's Test of Sphericity	Approx. Chi-Square	1332.833
	df	190
	Sig.	.000

KMO test measures sampling adequacy for each variable calculated as 0.892 as the above table. The sampling size to

be adequate the KMO value should be greater than 0.5. Values ranging from 0.8 to 0.9 say that the adequacy is meritorious. Hence the sampling adequacy for items of Independent variable is meritorious stating it is acceptable.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.740	33.699	33.699	6.740	33.699	33.699
2	1.469	7.345	41.043	1.469	7.345	41.043
3	1.282	6.408	47.451	1.282	6.408	47.451
4	1.123	5.616	53.067	1.123	5.616	53.067
5	1.071	5.356	58.423	1.071	5.356	58.423
6	.933	4.666	63.089			
7	.828	4.138	67.227			
8	.724	3.619	70.846			
9	.699	3.497	74.343			
10	.664	3.319	77.661			
11	.619	3.095	80.757			
12	.568	2.838	83.595			
13	.523	2.614	86.209			
14	.496	2.482	88.691			
15	.489	2.444	91.135			
16	.412	2.058	93.193			
17	.378	1.888	95.081			
18	.356	1.781	96.862			
19	.351	1.754	98.616			
20	.277	1.384	100.000			

The first part of the above table shows the variance of all 20 items of the 5-independent variable forming the cumulating up to 100. Which depicts that the all 20 items play a significance role in their respective percentages? The later part of the table shows after the extraction of 5 fixed items under 5 iterations formed 5 factors where 33.699 % of 1st factor, 7.345% of 2nd factor, 6.408% of 3rd factor, 5.616% of 4th factor and 5.356% of 5th factor depicting that the 20 factors is replicating or signifying only by 58.423%. which also says that the left percentage is filled by the unnamed factors.

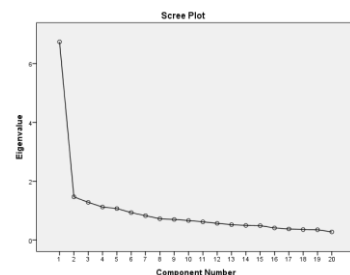


Figure 2: Screen plot independence variable

The line graph titled as screen plot used to measure the factors to be extracted. X' axis shows the component number which can also termed as factor. Y' axis shows the Eigen value. This can be interpreted as follows. By seeing the elbow cut point and extending the line to the X' axis. This will give the number of factors to be extracted from the above graph.

Rotated Component Matrix Independent Variable

Statements	Item	Component				
		1	2	3	4	5
The quality is maintained consistently by the brand	Consistency	.713				
The product quality of brand is good	Impression	.707				
The brand offers good quality of products in all variants.	Fineness	.620				
Quality is a main factor for my repurchase intention of brand products.	Repurchase	.609				
Product of this brand is of very good value for money	Value	.607				
The company takes care of quality during the make of the brand	Belief	.601				
Product of the brand lead to gain my trust on the brand	Incomparability	.513				
I would like to visit the store and repurchase again in the future	Consummation		.727			
I am aware of the brand	Awareness		.702			
The brand achieves consumer expectation	Achievement		.575			
The payback is more than expectation towards the brand	Payback		.568			
Compared with other brand , I would rate the product as one of the best	Attainment		.560			
I am satisfied with the service provided by brand stores	Gratification			.712		
Brand product is considered to be a good buy	Faith			.640		
The brand is a perfect fit for my personality	Fulfillment			.632		
The brand can be trusted blindly	Reliability				.738	
I have trust that brand will never mislead me	Confidence				.696	
The brand offers very reliable products	Sureness				.625	
I am satisfied with the support received from brand that resolved my recent problem	Bliss					.802
I like commitment of brand to meet my product expectation	Joyfulness					.667

The 25 items of 5 variables are taken into factor analysis using the screen plot. Resulting to a table above . Which shows the 25 items is condensed to 20 items grouped in 5 under 5 different variables suppressed by the value 100. The variables which have more significance are Quality , performance , trust , service and satisfaction.

So, Finally Rotated component Matrix show the factors for each variables and highlighted the factors that each variables loaded most strongly. Based on these loaded factors it represents

- First 7 subset component loaded strongly on factor one that is Quality
- Followed by next 5 components loaded on second factors that is Performance
- Followed by next 3 components are loaded on third factor Price
- Followed by next 3 components are loaded on fourth factor Trust
- The last 2 components are loaded in two factor which is Satisfaction

Factor Analysis of Dependent Variable (Brand Emotional Attachment)

KMO Dependent variable (Brand Emotional Attachment)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
Bartlett's Test of Sphericity	Approx. Chi-Square	128.554
	df	10
	Sig.	.000

KMO test measures sampling adequacy for each variable calculated as 0.700 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5. Values ranging from 0.7 to 0.79 say that the adequacy is meritorious. Hence the sampling adequacy for items of Independent variable is meritorious stating it is acceptable.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.110	42.196	42.196	2.110	42.196	42.196
2	.971	19.419	61.614			
3	.773	15.459	77.073			
4	.587	11.748	88.821			
5	.559	11.179	100.000			

The first part of the above table shows the variance of all 5 items of the 1-independent variable forming the cumulating up to 100. Which depicts that the all 5 items play a significance role in their respective percentages. The later part of the table shows after the extraction of 1 fixed items under 1 iterations formed 1 factors where 42.196 % of 1st factor depicting that the 1 factors is replicating or signifying only by 42.196%, which also says that the left percentage is filled by the unnamed factors.

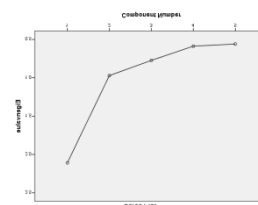


Figure 3: Screen plot of dependent variable (brand emotional attachment)

The line graph titled as screen plot used to measure the factors to be extracted. X' axis shows the component number which can also termed as factor. Y' axis shows the Eigen value. This can be interpreted as follows. By seeing the elbow cut point and extending the line to the X' axis. This will give the number of factors to be extracted from the above graph.

Component Matrix Dependent Variable

Statements	Component Matrix	
	Item	Component 1
I don't look at alternative brands	Alternative	.722
I would continue to buy the product if its prices increase	Price Increase	.684
I am a very possessive towards the brand	Possessive	.652
high amount of inconvenience I feel, when I switch to another brand	Inconvenience	.594
brand products reflect positive about me in eyes of other people	Positive	.584

The 5 items of 1 variable are taken into factor analysis using the scree plot. Resulting to a table above, which shows 5 items were grouped in 1 group under 1 variable suppressed by the value 100.

Factor Analysis of Dependent Variable (Positive Word of Mouth)

KMO Dependent Variable (Positive Word Of Mouth)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	254.252
	df	10
	Sig.	.000

KMO test measures sampling adequacy for each variable calculated as 0.770 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5. Values ranging from 0.7 to 0.79 say that the adequacy is meritorious. Hence the sampling adequacy for items of Independent variable is meritorious stating it is acceptable.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.629	52.573	52.573	2.629	52.573	52.573
2	.903	18.068	70.641			
3	.546	10.924	81.564			
4	.493	9.855	91.419			
5	.429	8.581	100.000			

The first part of the above table shows the variance of all 5 items of the 1-independent variable forming the cumulating up to 100. Which depicts that the all 5 items play a significance role in their respective percentages. The later

part of the table shows after the extraction of 1 fixed items under 1 iterations formed 1 factors where 52.573 % of 1st factor depicting that the 1 factors is replicating or signifying only by 52.573%, which also says that the left percentage is filled by the unnamed factors.

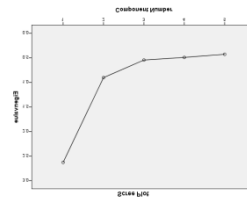


Figure 3: Screen plot of dependent variable (Positive word of mouth)

The line graph titled as screen plot used to measure the factors to be extracted. X' axis shows the component number which can also termed as factor. Y' axis shows the Eigen value. This can be interpreted as follows. By seeing the elbow cut point and extending the line to the X' axis. This will give the number of factors to be extracted from the above graph.

Component Matrix Dependent Variable

Statements	Component Matrix	
	Item	Component 1
I try to spread good words about this brand	Good Words	.776
I recommend my relatives and friends about the brand	Relatives	.769
I say positive things about brand to other people	Other People	.703
I try and influence people to buy this brand	Influence	.697
I would recommend brand to someone who seeks my advice	Recommend	.675

The 5 items of 1 variable are taken into factor analysis using the scree plot. Resulting to a table above, which shows 5 items were grouped in 1 group under 1 variable suppressed by the value 100.

Reliability

The result got in factor analysis is further used in reliability. To compute the significance of each group of factors. The tables below show the alpha value that should minimum of .5 and greater than it.

Reliability statistics				
	Scale label	Cronbach's Alpha	No of items	items
Independent variable	Quality	0.838	7	the quality is maintained consistently by the brand
				the product quality of brand is good
				the brand offers good quality of products in all variants.
				Quality is a main factor for my repurchase intention of brand products.
				product of this brand is of very good value for money
	Performance	0.76	5	the company takes care of quality during the make of the brand
				product of the brand lead to gain my trust on the brand
				I would like to visit the store and repurchase again in the future
				I am aware of the brand
				the brand achieves consumer expectation
				the payback is more than expectation towards the brand
				compared with other brand , I would rate the product as one of the best

	Price	0.608	3	I am satisfied with the service provided by brand stores	
				brand product is considered to be a good buy	
				the brand is a perfect fit for my personality	
	Trust	0.642	3	the brand can be trusted blindly	
				I have trust that brand will never mislead me	
				the brand offers very reliable products	
	Satisfaction	0.626	2	I am satisfied with the support received from brand that resolved my recent problem	
				I like commitment of brand to meet my product expectation	
	Dependent variables	Brand Emotional Attachment	0.655	5	I don't look at alternative brands
					I would continue to buy the product if its prices increase
I am a very possessive towards the brand					
high amount of inconvenience I feel, when I switch to another brand					
brand products reflect positive about me in eyes of other people					
Positive Word Of Mouth		0.766	5	I try to spread good words about this brand	
				I recommend my relatives and friends about the brand	
				I say positive things about brand to other people	
				I try and influence people to buy this brand	
				I would recommend brand to someone who seeks my advice	

Regression for the Dependent Variable: Brand Emotional Attachment ANOVA:

A method for assessing the contribution of an independent variable or controllable factor to the observed variation in an experimentally observed dependent variable to determine whether any of the differences between the means are statistically significant, compare the p-value to your significance level to assess the null hypothesis. The null hypothesis states that the population means are all equal. Usually, a significance level (denoted as α or alpha) of 0.05 works well.

Table 10: Model Summary: Brand Emotional Attachment

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.476 ^a	.226	.206	.89097313

Table 11: ANOVA: Brand Emotional Attachment

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	44.996	5	8.999	11.336	.000 ^b
	Residual	154.004	194	.794		
	Total	199.000	199			

Hypothesis

Trust

H0:- There is no significance difference between trust and brand emotional attachment.

H1:- There is a significance difference between trust and brand emotional attachment .

F value \leq alpha

0.00<0.05

Therefore, null hypothesis is accepted

There is no significance difference between trust and brand emotional attachment.

Price

H0:- There is no significance difference between price and brand emotional attachment.

H1:- There is a significance difference between price and brand emotional attachment.

F value \leq alpha

0.00<0.05

Therefore, null hypothesis is accepted

There is no significance difference between price and brand emotional attachment.

Satisfaction

H0:- There is no significance difference between satisfaction and brand emotional attachment.

H1:- There is a significance difference between satisfaction and brand emotional attachment.

F value \leq alpha

0.00<0.05

Therefore, null hypothesis is accepted

There is no significance difference between satisfaction and brand emotional attachment.

Quality

H0:- There is no significance difference between quality and brand emotional attachment.

H1:- There is a significance difference between quality and brand emotional attachment.

F value \leq alpha

0.489>0.05

Therefore, null hypothesis is rejected

There is a significance difference between quality and brand emotional attachment.

Performance

H0:- There is no significance difference between performance and brand emotional attachment.

H1:- There is a significance difference between performance and brand emotional attachment.

F value \leq alpha

0.07>0.05

Therefore, null hypothesis is rejected.

There is a significance difference between performance and brand emotional attachment.

Table 12: Coefficients: Brand Emotional Attachment

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-1.000E-013	.063		.000	1.000
	Quality	-.044	.063	-.044	-.693	.489
	Performance	.172	.063	.172	2.726	.007
	Price	.296	.063	.296	4.680	.000
	Trust	.229	.063	.229	3.623	.000
	Satisfaction	.234	.063	.234	3.707	.000

Regression for the Dependent Variable: Positive Word of Mouth

Table 13: Model Summary: Positive Word of Mouth

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449 ^a	.202	.198	.89562993

Table 14: ANOVA: Positive Word of Mouth

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	40.174	1	40.174	50.082	.000 ^b
	Residual	158.826	198	.802		
	Total	199.000	199			

Hypothesis

Brand Emotional Attachment

H0:- There is no significance difference between brand emotional attachment and positive word of mouth.

H1:- There is a significance difference between brand emotional attachment and positive word of mouth.

F value <= alpha

0.00<0.05

Therefore, null hypothesis is accepted

There is no significance difference between brand emotional attachment and positive word of mouth.

Table 12: Coefficients: Positive Word of Mouth

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.000E-013	.063		.000	1.000
	Brand emotional attachment	.449	.063	.449	7.077	.000

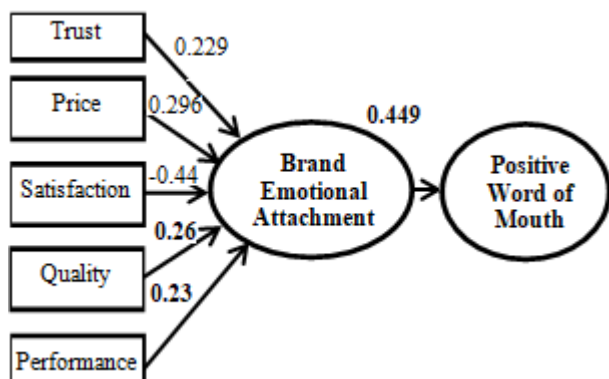


Figure 5: Final Conceptual Model

5. Findings

Exploratory factor analysis for variables i.e trust, price, satisfaction, quality and performance revealed 5 factor as conceptualized, with .892 Kaiser-Meyer-Olkin test statistics. Further, Bartlett's Test of Sphericity (.000) with chi-square of 1332.833 and 190 degrees of freedom. Examination of the factor loadings in the rotated matrix reveals that items of rapport, consultation quality and advice quality have both converged and segregated as conceptualized and operationalized and there by contributing towards both convergent and divergent validity.

Exploratory factor analysis for variables i.e brand emotional attachment revealed 1 factor as conceptualized, with .700 Kaiser-Meyer-Olkin test statistics. Further, Bartlett's Test of Sphericity (.000) with chi-square of 128.554 and 10 degrees of freedom. Examination of the factor loadings in the rotated matrix reveals that items of trust have both converged and segregated as conceptualized and operationalized and there by contributing towards both convergent and divergent validity.

Exploratory factor analysis for variables i.e positive word of mouth revealed 1 factor as conceptualized, with .770 Kaiser-Meyer-Olkin test statistics. Further, Bartlett's Test of Sphericity (.000) with chi-square of 254.252 and 10 degrees of freedom. Examination of the factor loadings in the rotated matrix reveals that items of trust have both converged and segregated as conceptualized and operationalized and there by contributing towards both convergent and divergent validity.

6. Suggestions

- Concentrate more on improving the quality of the product. Because nowadays people tend to give more importance to quality rather than other factors.
- As for the performance, the brand must focus more on meeting consumer needs. The better the performance the more it attracts consumers interest.

7. Conclusion

Building emotions is an essential component for a brand. This influences the consumer to buy product of the brand which they are emotionally attached to. This study shows that brand emotional attachment towards a grooming product is caused mainly due to the factors such as trust, price and satisfaction. Whereas quality and performance of a product does not affect the consumer attachment towards the product. From this study we can also see that an emotionally attached consumer tends to spread positive word about the brand products

8. Scope for Future Studies

- The area of this study is only limited to Mysore region only.
- Increase the number of respondents to get even more accurate results.
- Include new factors such as service, product attributes, product life which influence emotional attachment.
- Study the emotional attachment of people of different age groups.
- Compare the study between male and female, and find out who are more emotionally attached.

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