Study on Impact of Marketing Strategy on Consumer of Amul Products

DR. PRAGYANRANI BEHRA. Assistant Professor, Amity University Raipur (C.G.) SHARON VARGHESE, Enrollment no- - A80304622027, BCOM VI Sem,

Amity University Raipur (C.G.)

1. Abstract

In today's dynamic and highly competitive marketplace, emotional branding has emerged as a vital strategy for building meaningful consumer relationships. Unlike traditional marketing, which focuses primarily on functional benefits and features, emotional branding centers on evoking emotional responses, thereby fostering deeper brand loyalty and trust. This research investigates how **brand storytelling**, a powerful tool within emotional branding, influences consumer purchase decisions across different demographics and industries.

The study adopts a mixed-methods approach, incorporating surveys, interviews, and content analysis of emotionally charged advertisements from brands like **Nike, Dove, Apple, Tata, and Amul**. Data is analyzed to understand consumer reactions to these brand stories, identifying emotional triggers and their direct or indirect influence on brand preference and buying behavior.

The findings highlight that emotional storytelling enhances **brand recall**, strengthens **consumer-brand relationships**, and significantly **affects purchasing behavior**, especially when the stories are authentic, culturally resonant, and value-driven. Emotional attributes like **trust, nostalgia, aspiration, empathy, and pride** were key in influencing consumer actions. The study concludes that storytelling not only differentiates brands in a cluttered market but also transforms them into emotionally meaningful experiences.

2. Introduction (Approx. 3,000–4,000 words)

2.1 Background

- Rise of emotional marketing in the 21st century
- Evolution of branding from transactional to relational
- Case examples: Apple's innovation stories, Amul's social commentary, Nike's athlete narratives

2.2 Definition of Emotional Branding

- Coined by Marc Gobé: creating connections that go beyond need and desire
- Emotional vs. Rational branding
- Importance in competitive sectors: FMCG, electronics, fashion, auto

2.3 The Power of Storytelling

- Story as a mnemonic and emotional device
- Psychological basis: mirror neurons, empathy, identity projection
- Brand stories vs. ads: long-term narrative arcs

2.4 Relevance of the Study

- Shifts in consumer expectations post-COVID-19
- Demand for authenticity, social values, and personalization
- Influence of digital media and content marketing on storytelling

2.5 Problem Statement

Despite growing interest in emotional branding, little empirical research has been conducted on how brand stories concretely affect consumer purchase decisions.

1.1 Background of the Study

In today's hyper-competitive and rapidly evolving marketplace, where product parity is common and consumer attention spans are shrinking, companies are increasingly recognizing that rational appeals such as pricing, features, and quality are no longer sufficient to build long-term consumer relationships. The traditional functional approach to branding is giving way to a more human-centric approach—**emotional branding**, where brands seek to forge deep emotional connections with consumers by telling compelling stories. These stories are not mere marketing tactics but powerful tools that reflect the values, purpose, and personality of a brand.

Emotional branding focuses on the **feelings, aspirations, and identity** of consumers. It transcends logic, speaking to the heart rather than just the mind. One of the most powerful vehicles for emotional branding is **brand storytelling**, which allows brands to engage

audiences by creating relatable, authentic, and inspiring narratives. This storytelling helps position the brand not merely as a product or service provider but as a meaningful participant in the consumer's life journey.

Brands like **Apple, Nike, Dove, Amul, Tata, and Coca-Cola** have mastered this art.
Whether it's Nike's narrative of overcoming personal limits, Dove's commitment to real
beauty, or Tata's focus on national integrity and trust, emotional stories play a pivotal role in shaping how consumers perceive brands and make purchase decisions.

This study investigates how such emotional brand stories influence **consumer purchase behavior**, brand preference, loyalty, and perception. It also examines the key psychological, cultural, and demographic variables that mediate this influence, offering a contemporary framework for understanding branding in an emotion-driven economy.

1.2 Concept of Emotional Branding

Emotional branding can be defined as a strategy that builds brands by appealing to consumers' emotions, creating long-term relationships, and influencing subconscious
decision-making. Marc Gobé, who popularized the term, argues that emotional branding creates an enduring bond between the brand and the consumer by connecting at a personal, often psychological level.

Unlike transactional marketing—which is rational, short-term, and product-oriented— emotional branding is relational, long-term, and human-centric. It is built on **trust, authenticity, empathy, and consistency**. This approach acknowledges that most purchase decisions are **emotionally driven**, even when consumers believe they are acting rationally.

Emotional branding employs various storytelling elements: characters (relatable or aspirational), conflict and resolution, values, emotion-laden visuals, music, and consistent messaging. These stories help consumers see themselves as **part of a brand narrative**, turning buyers into believers and users into advocates.

1.3 Importance of Brand Stories

A **brand story** is not merely a tagline or a campaign; it is the total narrative that surrounds a brand's origin, mission, values, and consumer journey. Storytelling is one of the oldest and most effective methods of communication. In branding, it provides **structure, continuity, emotion, and meaning**.

Key reasons why brand stories matter:

- **Emotional Engagement**: Stories activate parts of the brain responsible for empathy and emotion.

- **Memory and Recall**: Consumers are more likely to remember stories than facts or data.

- **Identity Projection**: Consumers use brands to express who they are or who they aspire to be.

- **Trust and Authenticity**: Stories make brands more human, fostering emotional closeness and trust.

For example:

- **Nike's** stories center around perseverance and human achievement.

- **Apple's** narratives celebrate innovation, rebellion, and creativity.

- **Dove's** campaigns challenge societal beauty norms, promoting body positivity.

- **Tata's** messaging revolves around responsibility, trust, and national pride.

- **Amul's** advertisements tell topical stories with humor, social awareness, and Indian ethos.

1.4 Emotional Branding in the Indian Context

India, with its diverse demographics, cultural complexity, and emotional richness, presents a fertile ground for emotional branding. Indian consumers are **value-sensitive** but also emotionally attuned to brand narratives that echo **family values, national pride, resilience, tradition, and aspiration**.

For example:

- **Amul**, through its Amul Girl campaign, blends humor with topical commentary that resonates with everyday Indians.

- **Tata**, one of the most respected brands in India, leverages its legacy of ethical business and service to the nation.

- **Fevicol**, through humorous and emotional ads, has become a household name beyond its utility.

Such brand stories are often **multi-generational**, passed from parents to children, creating a sense of continuity, nostalgia, and trust.

1.5 Problem Statement

While emotional branding has gained popularity and has been successfully applied by global and Indian brands alike, **empirical evidence** on its **actual impact on consumer behavior**, particularly through storytelling, remains limited. How do consumers process these stories? Do they truly influence purchase decisions, or do they merely shape perception? Are there variations across age groups, income levels, and product categories?

This study seeks to fill this gap by analyzing how brand stories drive emotional responses and whether these responses translate into brand preference, loyalty, and purchase behavior.

1.6 Scope of the Study

The scope of this research includes:

- Exploring the psychological and emotional triggers activated by brand storytelling.
- Evaluating the impact of emotional branding across product categories (FMCG, electronics, luxury, etc.).
- Understanding demographic factors such as **age, gender, and income** that mediate brand story influence.
- Analyzing both traditional and **digital storytelling platforms** (TV ads, social media, YouTube, etc.).
- Conducting a comparative analysis of **emotional branding effectiveness** across selected Indian and global brands.

1.7 Research Questions

1. What are the key emotional components embedded in successful brand stories?
2. How do emotional brand stories influence consumer purchase decisions?
3. Are emotionally branded campaigns more effective than rational, feature-focused campaigns?
4. What are the demographic differences in response to emotional branding?
5. How does the medium of storytelling (e.g., social media vs. traditional ads) affect its impact?

1.8 Objectives of the Study

- To define and analyze the concept of emotional branding and its theoretical foundation.
- To study how emotional stories are crafted and delivered by leading brands.
- To examine the impact of brand stories on consumer behavior and decision-making.
- To identify key emotional triggers and values that resonate with different consumer segments.
- To recommend strategies for enhancing emotional branding through storytelling.

1.9 Significance of the Study

This research holds both **academic** and **practical** value:

Academic Relevance:

- Contributes to literature on emotional branding and storytelling in the Indian and global context.
- Offers a theoretical framework linking emotion, narrative, and consumer behavior.

Practical Relevance:

- Helps brand managers and marketers design more effective, emotionally resonant brand campaigns.
- Assists businesses in leveraging emotional narratives for market differentiation and customer retention.
- Informs content strategy for digital marketing campaigns aimed at building emotional equity.

1.10 Structure of the Report

This research paper is structured as follows:

- **Abstract**: Overview of the study, methodology, and findings.
- **Introduction**: Background, concept, objectives, and significance.
- **Literature Review**: Academic theories, case studies, and research gaps.
- **Research Methodology**: Design, sampling, data collection, and tools used.
- **Analysis and Interpretation**: Survey and interview results, case analysis.
- **Findings**: Key insights derived from the study.
- **Suggestions**: Recommendations for brands and marketers.
- **References**: Academic and industry sources used.

3. Literature Review (Approx. 3,000–4,000 words)

3.1 Theoretical Framework

- AIDA Model (Attention, Interest, Desire, Action)
- Maslow's Hierarchy and brand storytelling
- Consumer-Based Brand Equity (CBBE) model

3.2 Emotional Branding

- Concepts from Gobé (2001), Lindstrom (2005), Kotler & Keller (2016)
- Emotional vs. rational persuasion
- Emotional contagion and brand empathy

3.3 Brand Storytelling

- Narrative transportation theory
- Archetypes in storytelling (Hero, Outlaw, Caregiver)
- Digital storytelling and transmedia branding

3.4 Review of Case Studies

- **Nike** – "Just Do It": overcoming challenges
- **Dove** – Real Beauty campaign: body positivity
- **Apple** – innovation and rebellion
- **Tata Group** – integrity and nationalism
- **Amul** – topical storytelling and Indian identity

3.5 Research Gaps

- Limited data on Indian consumer emotional response
- Lack of comparative analysis across age and gender
- Scarcity of academic models on emotional storytelling outcomes

4. Objectives of the Study

1. To define and explore the concept of emotional branding through storytelling.
2. To analyze how emotional stories influence consumer perceptions of a brand.
3. To examine the impact of emotional branding on purchase decisions.
4. To compare emotional responses across demographics (age, gender, income).
5. To suggest marketing strategies for brands using emotional storytelling.

5. Research Methodology (Approx. 2,000–3,000 words)

5.1 Research Design

- Exploratory and descriptive research
- Mixed-method approach: Quantitative + Qualitative

5.2 Sample Design

- Sample Size: 500 consumers
- Stratified by age (18–60), gender, and region (urban/rural)
- Selection: Random sampling in metro cities + Tier-2 towns

5.3 Data Collection

- **Primary**: Structured questionnaires, in-depth interviews
- **Secondary**: Brand advertisements, campaign reviews, social media narratives

5.4 Analytical Tools

- SPSS for statistical testing
- Sentiment analysis (qualitative data)
- Regression, correlation, factor analysis

5.5 Limitations

- Self-reported bias
- Subjectivity in emotional interpretation
- Focused on selected brands and stories only

6. **Analysis and Interpretation (Approx. 4,000–5,000 words)**

6.1 Demographics of Respondents

- Age, gender, occupation, education
- Buying frequency and brand usage patterns

6.2 Emotional Engagement and Recall

- High recall rates for storytelling brands
- Emotional alignment vs. rational value perception

6.3 Correlation Between Story Impact and Purchase

- Strong positive correlation for brands like Dove and Tata
- Emotional resonance leading to brand switching

6.4 Factors Influencing Emotional Response

- Authenticity, relatability, cultural relevance, narrator voice
- Emotional triggers: pride, empathy, nostalgia, hope

6.5 Story Type vs. Product Category

- Inspirational stories effective in sports/lifestyle (e.g., Nike)
- Family/nationalist stories in autos and FMCG (e.g., Tata, Amul)

7. Findings (Approx. 2,000 words)

1. Emotional branding increases trust and loyalty, especially among younger consumers.
2. Stories that mirror consumer identity (e.g., empowerment, struggle) are more effective.
3. Consistency in brand voice across platforms enhances emotional memory.
4. Rational and emotional appeals are not mutually exclusive but work best when combined.
5. Emotional storytelling is more influential in lifestyle and high-involvement products.

8. Suggestions (Approx. 1,000–1,500 words)

- Use archetypes and authentic protagonists in brand narratives
- Customize emotional stories for digital platforms
- Integrate UGC (User-Generated Content) for social proof
- Apply data analytics to personalize emotional messaging
- Build storytelling continuity over product lifecycle
- Invest in training marketers in emotional content creation

References (APA Format)

1. Gobé, M. (2001). *Emotional Branding: The New Paradigm for Connecting Brands to People*.
2. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
3. Lindstrom, M. (2005). *Brand Sense: How to Build Powerful Brands through Touch, Taste, Smell, Sight & Sound*.
4. Escalas, J. E., & Bettman, J. R. (2005). Self-construal, reference groups, and brand meaning. *Journal of Consumer Research*.
5. Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research. *Psychology & Marketing*.

6. Singh, A., & Sharma, R. (2021). Emotional Advertising and Indian Consumers. *Indian Journal of Marketing*.

7. YouTube, Instagram Campaigns – Nike, Amul, Dove (Accessed 2024–2025)

8. Nielsen & Kantar Brand Sentiment Reports, 2023–2024