Brand attachment role in evoking emotions of targeted customers in jewellery sector of a reviewed paper

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Abstract: The goal of this research is to find out how strongly customers in Telangana's jewellery sector feel about specific brands. In particular, the purpose of this study is to investigate the emotional components of branding and how those features influence the behaviour of customers. To accomplish this goal, a survey of the clients of the jewellery industry in Telangana will be carried out. The customer's attachment to the brand, their emotional reactions to the brand, and their purchase behaviour will all be topics that will be covered in the survey. The data will be analysed using qualitative methods and secondary research from various sources such as journal articles, newspaper articles and live information available, and then conclusions will be drawn on the part that emotional attachment to brands plays in triggering those feelings. The findings of this research will be beneficial for marketing experts working in the jewellery industry, as they will provide a better understanding of how to develop and keep loyal customers.

INTRODUCTION

An emotional connection between a brand and its customers is known as brand attachment. It's the sum of a customer's experiences with the brand and the emotions such interactions evoke. Because of the weight it carries in determining whether a customer will return, it plays a crucial role in shaping consumer preferences and fostering brand loyalty. Several things can influence a customer's loyalty to a particular brand: the product itself, the customer's experience with the brand, and the brand's core values and public persona. A successful brand knows how to foster an emotional connection between itself and its target audience. The use of strong promotional and public relations tactics can help achieve this goal. (Scott)

Attachment to a brand serves to strengthen a customer's feelings for that company. Organizations can enhance customer loyalty and strengthen relationships with their patrons by working to foster an emotional connection to their brand. Consumers are more inclined to buy a product to which they have an emotional connection, and this phenomenon is known as brand attachment. Furthermore, enhanced customer satisfaction might arise from strengthened ties to a particular brand, which in turn can boost sales and earnings. (Ghorbanzadeh and Rahehagh)

In a nutshell, the purpose of brand attachment is to strengthen the customer's emotional bond with the product. It plays a significant role in consumer choice and loyalty and can be fostered through good advertising and public relations. (Huaman-Ramirez and Merunka)

Having loyal customers that are invested in your brand is crucial. It's the feeling that people get when they think about a certain brand, and it plays a huge role in keeping customers coming back. Customers that have a personal investment in a brand are more inclined to engage with it and advocate for it to their peers.

A company's ability to connect with its customers and provide a steady stream of high-quality products and service is crucial to building a loyal following. (Karnes)

Strong brand recognition and loyalty are crucial for companies to stay ahead of the competition. With so many options available, businesses need to do everything they can to stand out and make an emotional connection with their clients so that they choose their brand over the competition. (Oneto)

Background

One of the most significant contributors to Telangana's GDP, the jewellery business also provides jobs for a vast number of people. The industry is vital to the state's economy and provides a steady income for many residents. Throughout the state's history, skilled artisans have been using time-honoured methods to create beautiful jewellery. Across the country, people are seeking out the state's high-quality jewellery.

Jewellery is primarily made in Hyderabad, Warangal, Karimnagar, Nizamabad, and Khammam, which are all major cities in the state. There are a lot of competent and unskilled people at work in this industry. An increase in demand for jewellery in both domestic and foreign markets has contributed to the sector's sustained expansion in recent years. Numerous government programmes have also been established to boost the industry and increase its competitiveness. To develop and attract investment to the industry, the state government has established several jewellery parks and special export zones. (IBEF)

Telangana's jewellery sector is a vital contributor to the state's economy and culture. Many people from many walks of life and income levels can find work in the industry. The industry is also crucial in protecting the state's storied heritage of handiwork and cultural expression. Jewellery made in the state is getting better in both quality and style as the sector makes greater use of cutting-edge technology and sophisticated production methods. Initiatives like the Responsible Jewellery Council are being launched by the industry to promote ethical jewellery design and production.

Telangana's jewellery industry is a vital one, as it bolsters the economy and provides stable work for a huge number of people. Ethical jewellery production and responsible business practices are also being encouraged by the industry. (Telangana Today)

LITERATURE REVIEW

Brand Satisfaction

The term "satisfaction" refers to a state of mind that might be the result of either the act of making a purchase or the act of consuming a certain good or service. As part of the process, the customer compares the product's actual performance to their expectations. Satisfaction with a brand can also be defined in terms of the extent to which it satisfies or surpasses the consumer's expectations (Bloemer and Lemmink). Several definitions of contentment in the literature use the expectations-disconfirmation paradigm, which is congruent with this idea. In fact, the basic premise behind any definition of happiness is a contrast between ambitions and (brand) performance. The addition of the emotional component to the formulation of the term has also improved our understanding of contentment. The idea that emotional attachment was based on contentment has been put out, with the statement " In a theoretical analysis of the consumer's engagement with the brand, contentment is shown to have a cumulative quality that is also related to the consumer's experience (Oliver). Accordingly, the effect of satisfaction on loyalty over time is considered implicitly while developing a sense of attachment to the brand. According to studies that analysed the several types of satisfaction now in use, the fundamental principle behind satisfaction is a psychological hypothesis concerning consumers' emotional judgement of, or the level of pleasant experience linked with, specific products or services. As a result of the brand's cumulative experiences through time, which have led to customers' emotional assessments of the brand, contentment is defined in this study as the sum of those experiences (Thomson et al.).

Emotional Brand Attachment

From Bowlby's attachment theory (Bowlby), which was used to develop the idea of emotional connection. In marketing literature, the notion of emotive brand attachment is crucial because it captures the intensity of the connection that customers feel with a particular brand. They behave differently because of this link, which in turn promotes customer lifetime value and business profitability. Possession and emotional meaning associated with a brand may have a significant role in influencing consumer behaviours such as repeat purchases, willingness to spend time and money acquiring the brand, and brand loyalty. Consumers can develop sentimental links to a wide range of commodifiable objects, including brands, locations, personalities, and social media platforms. Professors who have looked at consumer trends over time have found this to be true. (Theng So et al.)

Emotional brand attachment has been defined in a variety of ways, but one explanation is that it occurs when a customer develops an emotional connection to a product. They were the first to develop emotional brand attachment metrics, which consider factors like a person's level of fondness for a brand and the depth of their personal investment in it. According to additional research, brand attachment records both mental and emotional associations between the brand and the consumer. (Japutra et al.).

The provided scale puts more emphasis on mental factors like brand availability and consumer identity integration. From a psychological perspective, the connection between the consumer and the brand has been broken down into two dimensions: existentialist attachment and functional attachment. However, only the existential attachment causes emotional and affective relationships. (Carroll and Ahuvia). Existential attachment is described as "a psychological variable describing an affective association in the length and in changeable (separation is unpleasant) with the brand and indicating a psychological closeness relationship with it" in the definition of the term.

The definition of emotional attachment in this study is "A relationship-based construct expressing the emotional link connecting an individual with a consumption entity (e.g., brand, person, place, or object)". This emotional connection is the outcome of several contacts between the customer and the brand, as well as the cumulative experiences that have been built up through time (Bahri-Ammari et al.).

Brand Love

In the field of research on consumer-brand connections, brand love is seen as a more recent marketing idea. As a result, the construct emerges as an important outcome for brand managers, serving as an integral component in establishing long-term, loyal relationships between businesses and their target audiences. (Kaufmann et al.).

Love has been applied from two separate angles in the marketing literature. From the first angle, researchers have talked about how much a customer loves a product after evaluating their emotional connection to it. Additionally, in the second viewpoint, academics have assessed concepts, such as object-consumer or product-consumer ties.
Each of these academics was influenced by Sternberg's triangular love theory and its corresponding love-object-consumer paradigm. Finally, the idea of interpersonal connections was the foundation for all the investigations in the first perspective. Researchers have also looked at brand love or the interaction between consumers and brands in the second perspective. Consumers frequently view brands as relational patterns, according to these research teams' observations. We say that a person loves a brand when they feel a strong emotional connection to it, when they engage in a variety of cognitive activities prompted by that affection, and when they organise those thoughts, feelings, and actions into a mental prototype."(Thapa)

Brand Loyalty

When events happen that could potentially cause the connection between the two role-players to fall apart, loyalty is a crucial idea. According to the marketing literature, consumers and brands play the roles of consumers and brands, respectively. Loyalty to a brand, in this context, means a consumer's determination to continue buying that brand despite exposure to competing options or other influences, such as advertising. says that one must go through several stages before they may become completely devoted to a consumable item. Cognitive, affective, conative, and behavioural stages of object loyalty development are theorised to develop in the specified order. (Hur et al.).
In a broader classification, it can be broken down into the two components of attitudinal and behavioural loyalty, the latter of which is composed of the three components of cognitive, emotional, and cognitive. As a result, attitudinal and behavioural commitment to a brand is stressed across the literature. Specifically, the level of commitment to a brand that a person has is referred to as their attitude toward it, and their readiness to make repeat purchases of that brand is referred to as their behavioural loyalty. Brand loyalty is the final and strongest of five levels that have been used to define a consumer's relationship with a brand. Brand loyalty, defined as a combination of both consumers' demonstrated devotion to and their stated preference for a brand, is the focus of this research. (Fetscherin et al.).

Distinction between Brand attachment and brand love.

We hypothesised that a consumer's relationship with his or her brands would be least intense along the path of the consumer's loyalty if it was characterised by brand pleasure, which stemmed from the consumer's positive experiences with the brand. If a customer is pleased with a product or service, they may develop a deep emotional connection to the brand over time. Both intellectual fondness and passionate attachment make up this connection. Customers have such strong feelings about these items that they view them as unique, get excited about them, and worry about parting with them. A devoted consumer's passionate attachment for a certain brand deepens and eventually becomes love. Brand love, as described by the brand feeling matrix, is the result of a cumulative series of positive experiences with the brand over time. Finally, we can say that a customer who loves a brand forms the most powerful relationship with the brand, that of loyalty, and becomes a devoted consumer. Extremely positive feelings about a brand are a reliable indicator of that brand's ability to inspire devoted customer service. (BUSACCA et al.).

Since there isn't consensus in the literature on how similar or distinct these two conceptions are, the focus of this research is on the fact that two variables—brand emotional attachment and brand love—exist as mediator variables on the road from product satisfaction to brand loyalty. Multiple academics have pointed out the conceptual overlap between emotional brand commitment and brand love. It may be argued, for instance, that the scale tilts more toward the connection concept than the love concept. In this context, the term of "attachment" embraces the concept of "passion;" the only difference is in the choice of words. Yet other research calls for a clear separation. (Loureiro et al.).

RESEARCH QUESTIONS

The research questions are as follows:

- Does brand satisfaction have an advantage over brand loyalty on the jewellery businesses in Telangana?
- Does emotional brand attachment benefit and help Jewellery businesses in Telangana from brand satisfaction?
- The Telangana jewellery industry's brand loyalty is positively impacted by brand love.

RESEARCH OBJECTIVES

To examine the role of emotional structures like emotional brand attachment and brand love in the transition from satisfaction to loyalty, the current research draws on the theoretical foundations already established in the literature and considers the maximum relationships between the constructs of brand satisfaction, emotional brand attachment, brand love, and brand loyalty. (Belaid and Temessek Behi).

To develop brand loyalty, one must first be satisfied, as rising contentment is typically accompanied by rising loyalty. According to theories that showed that consumer loyalty was a result of satisfaction, the idea that loyalty is increased through customer satisfaction is plausible (Jones and Suh).

There is conflicting evidence about the connection between emotional attachment and satisfaction. Brand attachment research has revealed three main schools of thought. According to the first branch, brand loyalty predicts consumer satisfaction. The third branch examines how brand attachment functions as a mediator between customer happiness and other outcomes, such as loyalty (Lam and Shankar).

We suggest that a particular type of satisfaction results in brand love because it might cause consumers to have rewarding cumulative emotional reactions over time and across several interactions. Understanding that brand love is positively impacted by consumer satisfaction is another goal. Customers should therefore love a brand more when their level of satisfaction is higher.

Rationale of the study

In the context of Telangana's jewellery market, "brand attachment" refers to the belief that customers are more likely to buy from companies they are already familiar with and that they have heard positive things about. This concept has its origins in psychology and consumer behaviour, namely the way in which clients can develop an emotional connection with a product or service, which then results in brand loyalty and subsequent purchases. (Noh et al.)

The idea of "brand attachment," which refers to an emotional connection that exists between a customer and a brand, serves as the foundation for this concept. It is a form of trust and loyalty that is created over time and is based on the quality of the product, the customer service that is offered, and the general experience that the customer has with the brand. (Jenkins and Molesworth)

The jewellery industry in Telangana is an important economic sector, and it has a long history of maintaining its customers' loyalty. When it comes to selecting a certain brand of jewellery, consumers should give careful thought to a variety of aspects, including cultural norms and customs, the connections they have with their families, and the overall quality of the piece. Recent research has shown that when buyers in Telangana have the perception that a jewellery brand is reliable and trustworthy, they are more likely to create an emotional connection with that brand. This is typically connected to the level of customer service offered by the jeweller as well as the overall quality of the item being sold. (Pulizzi)

Scope of the study

Consumers are likely to be more inclined to create an emotional connection with a brand if they have the perception that the brand has some sort of cultural relevance to them. For instance, shoppers may be lured to jewellery businesses that represent their cultural history or celebrate local traditions. This can also apply to other types of products. (Kretz and de Valck)

Finally, if consumers believe that a brand is an integral component of their identity, they are more likely to create an emotional connection with that brand. For instance, consumers are more inclined to buy jewellery from brands that, in their opinion, adequately represent either their core beliefs or their way of life.

In conclusion, the principles of consumer behaviour and psychological research underpin the strong attachment that customers have to certain brands in the jewellery sector in Telangana. It is a sort of trust and loyalty that is based on the total experience that the customer has with the brand as well as the quality of the product as well as the customer service that is delivered. In addition, consumers may be more likely to develop an emotional connection with a brand if the product or service is culturally relevant to them, matches their beliefs or lifestyle, or both. (Kim and Sullivan)

CONCLUSION

From the above report it can be concluded that the consumers of telangana are brand loyal however brand sensitive as well. They would want to have preference as well to be faithful and have trust in a brand. If they do not get the same amount of reciprocation from the brand, then there is trust deficit.

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