



The Power of Emotions on Brand Loyalty of consumers in Durable Industry

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Abstract: In the durable goods industry, where products are often with high-involvement and long-term investments, question arises about the power of emotions playing a pivotal role in shaping consumer brand loyalty. This study investigates how emotional engagement influences consumer decision-making and long-term attachment to brands in sectors such as automobiles, home appliances, and electronics. While functional attributes like quality and performance are critical, emotions like trust, pride, security, and satisfaction significantly enhance consumers' relationships with durable goods brands. Emotional connections fostered through personalized customer experiences, brand storytelling, and after-sales services contribute to sustained loyalty. The research examines consumer behaviour specific to durable goods, exploring how emotional triggers influence repeat purchases, brand advocacy, and customer retention.

Design/Methodology/Approach

This study adopts a quantitative phase, where a structured questionnaire is distributed to a large, convenient random sample of consumers. The survey will assess emotional responses and loyalty behaviours, such as repeat purchases and brand advocacy. Statistical analysis, includes regression to identify the relationships between emotional factors and brand loyalty.

Findings

Findings of this study were surprising where less impact of emotions on shaping brand loyalty within the durable goods industry. The results can be attributed to skewness of demographic factors especially age and occupation with 18-25 yrs falling under student community. Brands that cultivate trust through transparent communication and dependable service tend to foster stronger emotional bonds, leading to increased customer loyalty and repeat purchases. Additionally, Empathy marketing and emotional branding, where consumers take pride with products that align with their values or signify status. This emotional attachment enhances brand loyalty, with consumers more likely to recommend the brand and stay loyal over time. Satisfaction and security also surfaced as critical elements in building loyalty.

Originality

This study offers a unique contribution to the existing body of literature as it focuses on the durable goods industry, an area where the emotional impact on brand loyalty has been relatively underexplored compared to other sectors such as fast-moving consumer goods (FMCG) or luxury brands. While much of the existing research highlights the importance of emotional engagement in consumer behaviour, this study distinguishes itself by addressing the nuanced role of emotions in high-involvement, long-term purchase decisions where functional attributes, such as quality and reliability, are traditionally seen as the primary drivers.



Research Limitations

This study suffers with certain limitations that should be considered when interpreting its findings. The sample size and diversity may not fully represent the entire durable goods consumer population limiting the generalizability of the results. The study relies on self-reported data from surveys, which introduces the potential for response bias, as participants may overstate or understate their emotional attachment to brands. Furthermore, the research focuses on the durable goods industry, the findings may not be fully applicable to other sectors such as FMCG or luxury goods, where consumer behaviour could differ significantly.

Practical Implications

The findings highlight the critical role of emotional engagement in building brand loyalty, emphasizing that brands should go beyond focusing solely on functional attributes which is of importance for marketers and brand manager. Marketers can leverage emotions like trust, satisfaction to strengthen consumer relationships and increase retention. By offering personalized experiences, tailored customer service, and creating a sense of security around product longevity, brands can foster deeper emotional connections with consumers. Additionally, brands in the durable goods sector can benefit from incorporating emotional branding strategies, such as storytelling and creating brand narratives that resonate with consumers' personal values and aspirations.

Social Implications

The social implications of this study are important, as it underscores the influence of emotions on consumer behaviour in the durable goods industry, which can contribute to broader societal trends. Emotional branding strategies that foster trust, pride, and satisfaction can lead to stronger consumer-brand relationships, which in turn encourage more responsible and sustainable consumption patterns.

Key Words: *Storytelling, Empathy marketing, Emotional branding, building trust and Brand Loyalty*

1. INTRODUCTION:

The durable goods industry, characterized by high-value, long-lasting products, presents a unique challenge for brands seeking to build customer loyalty. In contrast to low-cost consumer products, durable goods are typically purchased with long-term goals in mind, such as reliability, functionality, and longevity. However, beyond these functional attributes, emotions play a pivotal role in shaping the purchasing decisions and long-term attachment that consumers develop toward a brand. Emotions like trust, pride, satisfaction, and security often influence a consumer's perception of a brand, leading to a stronger emotional connection that goes beyond rational evaluation of product features and benefits. Brand loyalty in the durable goods industry is therefore not merely a result of consistent product quality, but rather the outcome of a deeply rooted emotional bond between consumers and brands. According to Durianto, et al (2004), brand loyalty is a scale about the relation of consumer with a brand. This scale describes about the possibility a consumer moves into another brand product, especially if in that brand is known any changes, like price and the other attributes. This emotional connection, fostered through personalized experiences, brand storytelling, customer satisfaction, and consistent after-sales service, can lead to higher levels of customer retention, repeat purchases, and even advocacy, where loyal customers recommend the brand to others.

According to Gobe & Travis (2001), emotional branding is a tool to create personal communication with consumer. Gobe in his book with title Emotional Branding (2001) give a concept of process emotional branding with based on four important aspects with give a strategic structure. The aspects are: (1) relationship (2) sensorial experiences (3) imagination and (4) vision. Understanding the role of emotions in driving brand loyalty is vital for marketers in the durable goods sector. By strategically integrating emotional touchpoints into brand experiences, marketers can create a sense of security and pride that resonates with consumers, encouraging them to choose the same brand repeatedly and recommend it within their social networks. According to Ballester (2003), brand trust is a safety feeling that own by consumer consequence from the interaction with a brand, with based on the perception that brand can be rely on and responsible upon the safety of consumer and consumer need. This study, therefore, seeks to examine the power of emotions in building brand loyalty within the durable goods industry, providing insights into how emotional connections can be leveraged to foster deeper customer relationships and sustained business success.



2. LITERATURE REVIEW:

Brewing Narratives by Sara cerqueria Pascoal and Rosa Mesquita (2024), delves into the intricate relationship between storytelling, branding, and community impact, using the renowned Portuguese brand Delta Cafés as a focal point. Delta Cafés has become deeply ingrained in the socio-economic and cultural fabric of Campo Maior in southern Portugal. This chapter explores how personal stories intersect with brand identity, resonating authentically with consumers. Delta Cafés strategic use of storytelling in branding, particularly in commemorating Rui Nabeiro's 90th birthday, illustrate how narrative builds emotional connections, fosters brand loyalty, and enhances consumer engagement. Overall, this study provides a comprehensive exploration of storytelling's role in branding and its impact on communities, using Delta Cafés as a prime example.

H₁: The Story telling in marketing positively impacts the consumer's brand loyalty in durable goods industry.

Kamlesh Maharaj and Mollika Ghosh (2022), in their article discussed how empathy can create a customer persona, which can help in effectively targeting their consumers. In terms of marketing, however, it means asking what customers truly value rather than what we sell. Moreover, by creating content that evokes empathy, consumers are more likely to take action – sharing, responding, and even prompting change within their communities. The brands were suddenly realizing the power of empathy, is because consumers today are not only interested in passively consuming content. Instead, they actively seek out content that prompts a change in themselves and the world around them. This need of the hour made the brand realize the power of effective communication and hence the rise of empathy as a useful marketing tool. The research used a qualitative approach to understand the effectiveness of Empathy marketing during the pandemic hit time. Focus Group Discussions were conducted to understand the importance and relevance of empathy-based communication. The findings established that this type of communication is useful and helps the consumer create a positive brand image and a recall, but this may not directly impact or lead to a purchase decision.

H₂: The Empathy Marketing positively impacts the consumer's brand loyalty in durable goods industry.

Siska Andriani et al. (2024) in their research aimed to analyse the influence of emotional branding strategies in increasing customer loyalty to the Umama Brand in Bima City. Emotional branding is an approach that creates an emotional bond between consumers and brands through the use of elements such as stories, symbols and values that are relevant to local culture. This research uses a qualitative method with a case study approach. Data was collected through in-depth interviews, observation and documentation analysis. The research results show that the emotional branding strategy implemented by Umama brand has succeeded in creating strong emotional relationships with customers, which has a positive impact on the level of customer loyalty. These findings show the importance of emotional branding as an effective strategy in maintaining and increasing customer loyalty in a competitive market.

H₃: The concept of Emotional Branding positively impacts the consumer's brand loyalty

R. Rejitha and G. Jayalakshmi (2024) in their article discussed on an increasingly important factor of brand building in the modern marketplace is trust. To this end, the study tested different trust-building strategies and examined their influence on customer retention and advocacy. The sample consisted of 500 customers across industries surveyed to measure outcomes affecting brand trust and resultant loyalty behaviours through a broad mixed-method design. The statistical techniques used to analyse the quantitative data helped segregate significant trust factors most relevant for loyalty. In contrast, qualitative findings provided a deep perspective of customer experiences and expectations. Results show a positive and strong association between brand trust and market loyalty, which underlines that efforts to build or reinforce this relationship foster customer retention and advocacy among individuals in the Brazilian context. The analysis further identifies sector-specific differences that emphasise that the trust-loyalty relationship is moderated by the environment from which it operates.

H₄: The Exercise of Building Trust in marketing positively impacts the consumer's brand loyalty

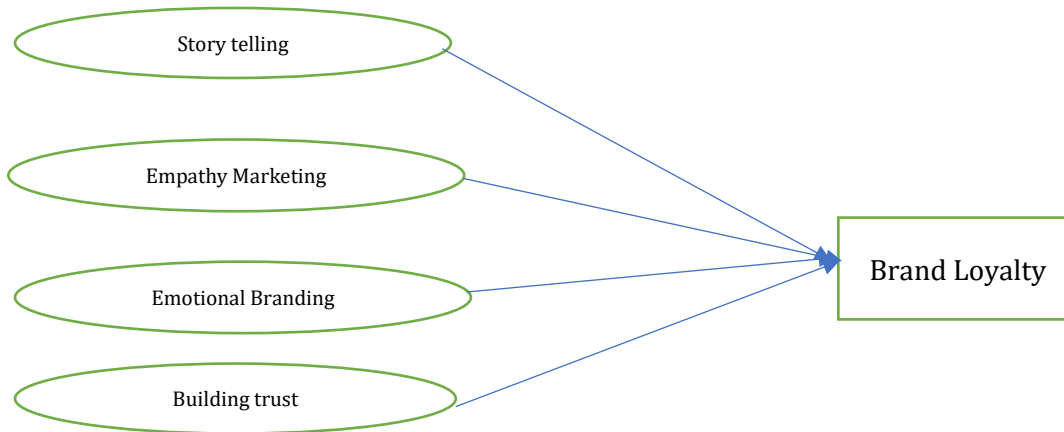
3. OBJECTIVES:

- 1.Examine the role of storytelling in enhancing consumer brand loyalty.
- 2.Analyse the impact of Empathy Marketing on consumer engagement that influences loyalty.



3. Assess the effectiveness of Emotional branding in shaping consumer brand loyalty.
4. Explore the influence of trust-building in sustaining long-term consumer relationships

Conceptual Framework



4. RESULT:

The data to understand the power of emotions in brand loyalty within the durable goods industry is collected through a structured questionnaire which is distributed to a large sample of consumers who purchase durable goods (such as appliances, electronics, and vehicles) to gather insights on their emotional connections to specific brands. These surveys focused on factors such as storytelling, Empathy marketing, Emotional branding and building trust that specifies personal attachment to brands. A sample of 200 respondents was taken from different locations as the questionnaire is floated through online.

The collected data was tested for its reliability through Cronbach's alpha using SPSS, and Regression was applied to understand the relation between independent variables and dependent variable of Brand loyalty.

Table-1 Reliability Analysis

Variables	Numbers of Items	Composite Reliability
Story Telling	5	0.731
Empathy Marketing	5	0.771
Emotional Branding	5	0.776
Building Trust	5	0.746
Brand loyalty	5	0.777

All five variables composite reliability values are above the acceptable threshold of 0.70, indicating that the measurement items used for each construct are internally consistent and reliable. Storytelling, reflects a moderate level of consistency among its five items, with a composite reliability of 0.731, suggesting that the respondents interpreted and responded to the items in a stable manner. Empathy Marketing and Emotional Branding have slightly higher reliability scores of 0.771 and 0.776 respectively, suggesting that the items under these constructs effectively capture the underlying emotional and empathetic dimensions of marketing strategies and indicate a stronger level of internal consistency. Building Trust, which recorded a composite reliability of 0.746, also demonstrates a dependable measurement scale, meaning that the items consistently assess the concept of trust in branding. Brand Loyalty, with the highest reliability score of 0.777, shows excellent consistency, implying that the five items are highly coherent and strongly measure loyalty-related behaviour and attitudes. These results reinforce the overall reliability of the measurement model and the consistency in measurement ensures that the study findings will be credible and replicable.

**Table -2 Hypothesis Testing Using Regression**

Hypothesis	Variables	Beta Coefficient	R ²	P-Value	Result
H1	Story Telling	.433a	.188	.000	Significant
H2	Empathy Marketing	.630a	.397	.000	Significant
H3	Emotional Branding	.595a	.354	.000	Significant
H4	Building Trust	.620a	.385	.000	Significant

Table 2 presents the results of hypothesis testing using regression analysis. All four hypotheses (H1 to H4) show statistically significant relationships, as indicated by p-values of 0.000, which are well below the standard threshold of 0.05. This means that each independent variable has a significant impact on the dependent variable.

For H1, the variable Storytelling has a beta coefficient of 0.433 and an R² value of 0.188, suggesting that storytelling explains 18.8% of the variance in the dependent variable. The positive beta coefficient indicates that as storytelling efforts increase, the dependent variable also increases significantly.

H2 shows that Empathy Marketing has a beta of 0.630 and an R² of 0.397, meaning it explains 39.7% of the variation in the outcome. This strong positive effect suggests that empathy-based marketing strategies have a significant and substantial influence on the target behaviour or perception.

In H3, Emotional Branding reports a beta of 0.595 and R² of 0.354, demonstrating that it accounts for 35.4% of the variance in the dependent variable. This finding implies that when brands connect emotionally with consumers, the impact on outcomes like trust or loyalty is both strong and significant.

H4 indicates that Building Trust has a beta of 0.620 and an R² value of 0.385, showing that trust alone explains 38.5% of the variance. The high beta value confirms that increasing consumer trust positively influences the dependent variable to a large extent.

Overall, these findings support all proposed hypotheses. Among the four variables, Empathy Marketing has the highest impact based on its beta and R² values, followed closely by Building Trust. All predictors are not only statistically significant but also meaningful in practical terms. These results highlight the critical role of emotional and relationship-driven strategies in shaping consumer behaviour.

5. ANALYSIS & DISCUSSION :

The R² value of Storytelling 0.188, While the lowest among the four predictors, shows that storytelling accounts for 18.8% of the variance. Empathy Marketing demonstrates the strongest effect among all predictors, with a high beta value of 0.630 and an R² of 0.397. With a beta of 0.595 and R² of 0.354, Emotional Branding also shows a significant and substantial impact. Trust emerges as another major predictor with a beta of 0.620 and R² of 0.385.

This result suggests that storytelling through narratives, brand history, or customer testimonials can effectively enhance consumer response. The ability of stories to humanize brands and make them relatable to individuals likely underpins this impact. The findings emphasize that understanding and addressing consumer emotions and needs especially through personalized messaging and socially responsible campaigns and substantially influence consumer perceptions and behaviours. When brands create emotional bonds through imagery, tone, and values, they are more likely to foster trust, attachment, and loyalty.

The Storytelling, Empathy Marketing, Emotional Branding, and Building Trust show statistically significant effects, the comparatively lower R² values of all independent variables could be partially attributed to demographic characteristics, such as the age group of respondents. If a significant portion of respondents belong to age groups that are less receptive to emotional or narrative-driven marketing, this could dampen the impact of storytelling and emotional branding strategies. Respondents who are less emotionally connected to brands or who consume content passively without deep engagement may not respond as strongly to these strategies, hence lowering their overall explanatory power in the regression model. Future studies may benefit from a segmented analysis to explore how different age groups or psychographic profiles respond differently to emotional and relationship-based marketing tactics.

6. CONCLUSION:

In conclusion, emotions play a pivotal role in shaping brand loyalty within the durable goods industry. The regression analysis confirms that all four proposed hypotheses have a statistically significant and positive impact on the dependent variable, underscoring the importance of emotional and relationship-driven marketing strategies. Among these, Empathy Marketing emerged as the most influential factor, followed closely by Building Trust, indicating that consumers respond more favourably to brands that understand and care about their emotional needs. Storytelling and Emotional Branding



also demonstrated meaningful contributions, their comparatively lower explanatory power may be influenced by respondent demographics, such as age, which can affect emotional engagement levels. These findings highlight the need for marketers to tailor strategies not only to emotional cues but also to the specific preferences of target consumer segments.

7. LIMITATIONS:

The study of the power of emotions on brand loyalty in the durable goods industry, suffers with accurately interpreting nuances in human emotions, such as sarcasm, irony, or mixed emotions, leading to potential misclassification of customer sentiments. Additionally, using a Likert scale to measure these emotions captured through text-based feedback, which could affect the accuracy of insights in diverse consumer segments or markets. Another limitation is that not all emotions are easily; for instance, non-verbal cues, in-store experiences, and personal interactions with brands cannot be fully assessed through online reviews or social media posts. Even more, the study's reliance on existing data may overlook newer or emerging trends in consumer emotions, which could evolve over time, especially in response to changing economic conditions or societal shifts. The durability of products means that customers may not frequently interact with the brand, making it challenging to capture sufficient data on brand loyalty and emotional attachment.

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