

**Emotional Branding and Customer Perception of Soft Drink Products in Ogun State,
Nigeria**

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Certification

This is to certify that this thesis was carried out by **Anuoluwapo Felicia ABIALA** with Matriculation number **LCU/PG/001190**, on the topic: Emotional Branding on Consumer Perception of Soft drink products in Ogun State, in the Department of Management Accounting under my supervision in the Faculty of Management and Social Sciences, Lead City University, Ibadan, Nigeria, for the award of Master Degree (M.Sc) in Marketing and this work has not been previously submitted.

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Dedication

This thesis is dedicated to God Almighty

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Acknowledgement

I give profound gratitude to God Almighty for His infinite mercies, protection, and sustenance throughout the duration of this programme.

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Even though the above mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, find in the work.

Abstract

The soft drink beverage industry in Nigeria has considerable challenges in inspiring and sustaining customers life time value. Customers' increased understanding of the necessity of having a healthy lifestyle has put the soft drink company in a difficult position. Hence, it became imperative to examine the effect of emotional branding as a strategy to address customer perception of soft-drink companies in Ogun State, Nigeria. This study adopted a cross-sectional survey research design, and the population was infinite beverage consumers in Ogun State. A sample size of 460 consumers was computed using the formula recommended by Cochran (1963). The study adopted a multi-stage sampling technique to select participants in Ogun State. A validated questionnaire was used to collect data. The Cronbach's alpha reliability coefficients for the constructs ranged from 0.71 to 0.94. A response rate of 95.4% was achieved for the study. Data were analysed using descriptive and inferential statistics. Findings revealed that emotional branding has significant influence on customer perception ($R^2 = 0.628$, $F(1,318)= 656.295$, $p= 0.000$). Story telling has significant influence on customer perception ($R^2 = 0.181$, $F(1,318)= 54.943$, $p= 0.000$). Branding has significant effect on customer perception ($R^2= 0.611$, $F(1,318)= 609.348$, $p= 0.000$). Empowerment has significant influence on customer perception ($R^2 = 0.436$, $F(1,318)= 299.825$, $p= 0.000$). Sensory branding has significant effect perception of soft-drink consumers in Ogun State ($R^2= 0.408$, $F(1,318)= 267.635$, $p= 0.000$). This study concluded that emotional branding affected the perception of soft-drink consumers in Ogun State. The study recommended that management must continue to adopt the appropriate emotional branding strategies because they can boost the product perception of consumers and enhance increased patronage.

Keywords: Emotional branding, Customer perception, Soft-drink industry,

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Chapter One

Introduction

1.1 Background to the Study

In general, today's customers are more inclined to make purchase choices based on how they feel about products than what they believe. People feel first and think second, according to studies¹. In reality, the emotional portion of the decision-making process is functionally ingrained in human brains¹. Marketing may become tough and sophisticated at times. This is due of the complexity of the human brain and the way it operates. Customers are dynamic in mind, yet tend to converge when showing particular emotions and behavior. Therefore, a lot of these complex ideas and behavioural patterns that consumers demonstrate may be merged into a notion called customer perception². As a consequence, it is almost difficult for consumers to make purchase choices without incorporating emotions³. People's conduct and feelings are altered and modified as a consequence of emotion's prominence in their everyday lives³.

In today's hyper-competitive marketplace, company brands across all sectors, notably in the food and beverage industry, know that products or services, as well as their functions, are inadequate to attract new target audiences or even maintain current client relationships⁴. Companies should handle the emotional side of their goods in order to stand out and distinguish from the competition, and the distribution system and technique will be the key to connecting customers personally by telling a narrative about the items⁵. Business brands would engage their clients on the level of emotions and senses if they understood their

emotional requirements and desires, resulting in a deeper and longer-lasting connection and engagement with customers^{3, 6}. The importance of building strong brands as a critical strategy for success in highly competitive environments has been increasingly underlined in the brand management sector of marketing research^{1,7}. Strong psychological associations with brands, or emotional brand linkages, are strongly connected to greater levels of firm performance and competitive advantage⁸. Customers having a deep, long-term, intimate emotional connection with a brand that goes beyond benefit-based pleasure and resulting in a unique trust-based relationship that allows for the creation of a holistic emotional experience is referred to as emotional branding⁸. After utilizing a brand or product, a consumer may feel happy, thrilled, or confident. Amusement, disdain, or amazement may be evoked by a commercial. Emotions are intense, uncontrolled emotions that have an influence on our actions. Customer impression is greatly impacted by emotions. Emotion is a phrase that is regularly and extensively used to describe emotions¹.

Customers generally indulge in excessive purchase when overpowered by emotion or connection. Today's marketers seek to relate cognitive dissonance to emotional appeal via their goods. The power of emotions in branding has been brave enough to exploit cognitive dissonance to engage with consumers for a long time, notably in the food and beverage business⁹. Every economy in the world, including Nigeria's, is reliant on the food and beverage market. The importance and relevance of the participants in this business to the Nigerian economy has expanded in recent years, which has been a result of the adoption of emotional branding into the marketing strategy⁷. Nigeria has the potential to be the fastest growing important African economy, according to IMF and PwC predictions, with an

anticipated annual GDP growth rate of 4.2 percent from 2016 to 2050. As a consequence of this effort, the GDP has increased to the 14th biggest economy in the world by 2050. Nigeria will be the world's third biggest nation by that time, with a population bigger than the United States of America. In 2017, the Nigerian economy was projected to be valued about USD 44 billion, with an average yearly food spend per person in a household of roughly USD 220, with low-income customers dominating. Consumers re-prioritize their spending habits toward basics as a consequence of Covid-19-induced lockdowns, leading in a surge in food and beverage expenditure increase in 2020⁷.

In cognitive dissonance and emotional branding, the essential logic of the core principle of striking human feelings is always applied⁴. Dissonance is always accompanied by some regret, desire, or grief in the client's thinking; branding with emotions strikes a chord with attacking thoughts and, as a result, builds a strong bond with the items. As a consequence, marketers exploit emotional branding as a deliberate approach to eliminate cognitive dissonance and replace contradictor perceptions with perspectives that are compatible with preoccupied psychological states⁴. The marketer's offering should have an emotional component, but the marketer may choose to generate dissonance or merely appeal to the customer's emotions¹⁰.

People, wages, and lifestyles were differentiated by profession in contemporary Nigeria, as they were everywhere. Total household spending on food and non-food was N40,207 billion in 2019 (compared to N21,620 billion in 2009/10). Food and beverage accounted for 56.65 percent of total household spending in 2019, compared to 60.2 percent in 2009/10, with the remaining 43.35 percent (39.8 percent in 2009/10) spent on non-food items. In

2019, total household spending in urban areas was N19,113 billion (N8,412 billion in 2009/10), compared to N21,093 billion (N9,364 billion in 2009/10) in rural regions. Food spending in urban areas was N9, 847 billion in 2019 (up from N3, 654 billion in 2009/2010), whereas it was N12, 929 billion in rural regions (N9,364 billion) (N9,364 billion). Both groups spent the bulk of their money on food outside the house, with starchy goods, tubers, plantains, and rice accounting for around 37.96 percent of total food spending in rural regions and 42.59 percent in urban areas⁷.

In today's highly structured market, where goods and services are distinguished from one another based on technical, causal, and benefit-based differentiations, emotional branding is vital for companies to cut through the clutter by developing unique relationships^{5,11}. Businesses should concentrate on building deep and significant emotional ties with consumers that proactively improve their lives, become part of their memories, and become part of their social network, according to the emotional branding approach⁵.

Brand-consumer relationships based on emotional linkages are gaining popularity and importance for marketing researchers and practitioners, who recognize that by implementing a branding strategy that promotes experience-based relationships with their customers, brands can differentiate themselves from other brands on an exponential scale¹¹.

Businesses that can develop a deep emotional relationship with their customers are the most successful¹¹. The advantages of engaging with a customer's emotions on a deeper level may be enormous.

Unfortunately, the bulk of the time, creating that link is dependent on guesswork rather than anything that can be effectively calculated or analysed¹². Brands may realize that

giving an emotional experience to consumers is more vital than anything else. Regardless of the context or place, organizations must guarantee that their consumers get consistent brand experiences. From the contact center to the smells used in shops, customer service efforts must attempt to deliver a holistic brand experience that connects with consumers on an emotional level. Additionally, intelligent design could create similar sensations. When emotional branding induces an emotional reaction in the customer, such as an unexplained need for the marketed brand (or product), it is successful¹³. Firms should focus on the components of the experience that are continuous. As a consequence, the attention moves to people's emotional responses to these activities and experiences via their senses. The emotional response is what produces a consistent design purpose across contexts, contact points, and interactions¹⁰. Companies that design interactions with a certain mood in mind are more likely to deliver a consistent brand experience that fosters rapport with consumers. Individual opinions of particular encounters are useful, but they are much too variable to be exploited as a trustworthy data source. Emotional reactions must be examined and regulated at every contact points. Although phone conversations vary from in-person encounters, consistency is key in both¹³.

Emotionally-based engagement metrics are based on the idea that your brand or market share should not be built on constant low-low-low pricing strategies, on-going promotions, and the promise of innovation, and then expect your offering to be perceived as different or better than the competition – who is doing exactly the same thing¹⁴. There was a moment in the mid-nineteenth century when sales were driven more logically than emotionally by

brand connection. As companies are realizing - some to their advantage, but many to their loss - it just doesn't work that way any longer¹⁵.

According to today's most successful firms, client relationships are formed via engaging clients in a personal conversation that replies to their needs¹⁶. Marketers that have cut through the clutter have done it by engaging with consumers and building strong emotional relationships with their brands. Emotional branding takes time to build and needs a constant presence. Businesses and organizations may utilize emotional branding to better their marketing strategy and create a competitive edge in terms of client perception and appeal¹⁵. Marketers may utilize this method to position their brand in a more meaningful manner that stimulates their target audience's emotions¹⁶. For today's companies, brand identity is crucial as it offers the product or service its own personality and character. Emotional branding study will offer firms a unique identity, enabling individuals to identify the brand with their own image and description. Marketers have exposed us to a myriad of goods and services from all across the globe. Many of them began generating localized copies, if not editions, depending on their culture, taste, and preferences. Emotional branding, unlike consumer perception, is a new issue in the marketing sector¹⁷. In terms of customer connections with a firm and its image, emotional branding offers it a distinct personality.

By researching consumer emotions, marketers will be able to combine relevant data into marketing strategies and activities that will attract consumers and consumer¹⁴. Given the shifting business context in which organizations operate, knowing customer perception is vital. Perception is the act of organizing and processing sensory information in order to

achieve awareness or knowledge of the environment¹⁵. Perception, in the standpoint of includes nervous system signals¹⁶. These signals are usually created by physical stimulation of the sensory organs. The process through which a person chooses, arranges, and evaluates stimuli is known as perception¹⁵. Customers in Nigeria's highly competitive business climate are used to evaluating the values of various items before making a purchase choice. The business that wins is judged by clients to have delivered the highest value based on customer judgment¹⁷. Understanding clients' views of the organization and its product/service is crucial in establishing the business's direction¹⁸. Interactions between consumers and companies impact customers' opinions of a corporation and its image¹⁹.

A pleasant and reciprocal engagement between consumers and the company affects the firm's image and how its product is viewed by customers; that is, customers' views of the firm and its offering¹⁹. Product/service quality, pricing, and image all impact consumer perception²⁰. These three components impact the business's strategy and performance, as well as consumer views of the firm and its services, to a large degree. Customers' perceptions are used to forecast how likely they are to purchase a product or utilize a service. Consumer perception is more psychological in nature, consisting of cognitive, emotional, and behavioral components¹⁶. Perception is described as the process by which a person picks, organizes, and interprets sensations²⁰. The way a person understands the world around him is determined by his perceptual frame. True, two customers will never have the same view on a product, and this is often due to variances in their requirements, desires, and preferences. Customers have various opinions. Customers' impressions are

crucial for company owners since they dictate their degree of success, development, and long-term sustainability.

1.2 Statement of the Problem

In today's competitive and sophisticated food and beverage marketing environment, the soft drink beverage sector has considerable challenges in inspiring and sustaining customers^{21,22}. Customers' increased understanding of the necessity of having a healthy and clean lifestyle has put the soft drink company in a difficult position²³. Customers will frequently move to rivals in today's digital era if they are not acquainted with the brand and have a strong brand association making the choice more judgemental and challenging²². The food and beverage company in Nigeria has spent substantially in consumer engagement, attractiveness, and branding techniques, but it is nonetheless unaware of what ways to employ for long-term client participation with the brand²³. In this respect, a unique emotional branding strategy will play a crucial part in clearly separating the company from a plethora of rivals and aiding in the emotional appeal of customers²².

The bulk of research, however, have failed to identify the characteristics of emotional branding^{21,22,23,24,25,26}. The studies on the emotional domain of brands and branding strategies has tended to ignore its antecedents and consequences; however, this study aims to focus research efforts on the examination of the emotional branding concept and its scope, particularly its antecedents and consequences in the Nigeria food and beverage industry. According to, the idea of corporate brand is crucial because it establishes a synergy between organizational resources (people, fixed resources, tangibles, and intangibles) and strategic goals in order to achieve competitive success²⁴. In this view, after

a firm has gained success via emotional branding, it is vital to retain and manage the brand's image in order to stay the market leader²⁷. Most food and beverage firms in Nigeria have failed to produce services that actually match the expectations of their clients in order to stay successful. Also, they are presented with issue of grasping client impression in order to aid them in assessing the service being supplied¹⁹.

Customers nowadays are assaulted with different types of promotion, making the decision-making process highly vital and difficult²³. As a consequence, food and beverage firms must take major measures to retain their competitiveness in a competitive market by employing emotional appeal in their advertising²⁸. By influencing consumer perception, it might be a vital way to enhance product uniqueness and generate strong customer relationships²⁶. It is nonetheless such an issue in many food and beverage firms in Nigeria as their grasp of emotional branding is poor leading to their deteriorating sales and profitability²⁹. Many items, however, are also impacted by emotional appeal which the some of the food and beverage firms in Nigeria fail to pay attention to resulting in their marketing efforts not delivering the anticipated results²⁴. As a consequence, the food and beverage business must take considerable measures to engage its consumers and retain its competitiveness by employing emotional aspects in communication and offering what people demand above and beyond anything else. This research examined their effectiveness and identify which sort of emotional branding methods work best in the beverage sector, with a focus on soft drinks customers in Ogun State.

1.3 Aim and Objectives of the Study

The aim of the study is to determine the influence of emotional branding on consumer perception (consumer awareness, perceived quality and perceived value) of Soft drink consumers in Ogun State. The research objectives are to:

- i. determine the effect of storytelling on perception of soft-drink consumers in Ogun State, Nigeria;
- ii. examine the influence of cause branding on perception of soft-drink consumers in Ogun State, Nigeria;
- iii. ascertain the effect of empowerment on perception of soft-drink consumers in Ogun State, Nigeria;
- iv. evaluate the influence of sensory branding on perception of soft-drink consumers in Ogun State, Nigeria;
- v. assess the effect of emotional branding on consumer perception of soft-drink consumers in Ogun State, Nigeria.

1.4 Research Questions

The research questions in relating to the effect of emotional branding on consumer perception were:

- i. How does storytelling affect perception of soft-drink consumers in Ogun State, Nigeria?
- ii. To what extent does cause branding influence perception of soft-drink consumers in Ogun State, Nigeria?
- iii. To what extent does empowerment on perception of soft-drink consumers in Ogun State, Nigeria?

- iv. What influence does Sensory branding have on perception of soft-drink consumers in Ogun State, Nigeria?
- v. What is the effect of emotional branding on perception of soft-drink consumers in Ogun State, Nigeria?

1.5 Hypotheses

In analysing the effect of emotional branding on consumer perception, some tentative statements have to be tested; hence the following hypotheses were put forward for this study:

- H₀₁:** Storytelling does not have a significant effect on perception of soft-drink consumers in Ogun State, Nigeria.
- H₀₂:** There is no significant influence of cause branding on perception of soft-drink consumers in Ogun State, Nigeria.
- H₀₃:** Empowerment does not significantly affect perception of soft-drink consumers in Ogun State, Nigeria.
- H₀₄:** There is no significant influence of sensory branding on perception of soft-drink consumers in Ogun State, Nigeria.
- H₀₅:** Emotional branding's influence on perception of soft-drink consumers in Ogun State, Nigeria is not significant.

1.6 Scope of the Study

This study analyzed profound marking and its impact on buyer impression of drinks in Ogun State. Profound marking was analyzed utilizing factors, for example, narrating, cause

marking, strengthening, and tactile marking as well as Consumer Perception. The review analyzed the linkage between the close to home marking idea and buyer impression of drink purchasers in Ogun State. The number of inhabitants in this study contains occupants of Abeokuta and Ota which is the regulatory and business capital of Ogun State. The populace depended on 500 families in Abeokuta and Ota with 2 respondents each from every family. This outcomes in a populace of 2000 respondents. Multistage examining strategy was utilized in deciding the families. The review depended on essential information got from a cross-part of respondents utilizing surveys to get reaction from the respondents. The example size of 400 and 33 (433) was resolved utilizing Taro Yamane Formulae.

1.7 Significance of the Study

This study will zero in on the capacity of feelings in marking, as well as the effect of profound marking on purchaser discernment and the worth of cutting edge correspondence methodologies. In this specific circumstance, scientists play zeroed in with respect to compelling coordinated promoting correspondence, with an exceptional accentuation on viewpoints, for example, close to home marking, which assumes a huge part in animating client discernments, laying out a profound long haul relationship with brands, and guaranteeing an elevated degree of piece of the pie. Advertisers today need to have the option to genuinely associate with their clients since it performs better compared to other showcasing strategies as far as keeping up with clients for an extensive stretch. Subsequently, the objective of this study paper is to feature the effect of profound marking in the present cutthroat refreshment business. As a contextual investigation, the soda pop

refreshment industry is an ideal subject that will help our examination and results in the soda pop drink area. As a rule, it will be of huge use to government and business people as a source of perspective point, and it will likewise act as the establishment for extra examination.

1.8 Limitations of the Study

The major limitation of this study bothers on data collection. It was challenging at first given that the respondents are not defined by an institutional assembly. However, the research went to the tertiary institutions in Abeokuta and was able to surmount the initial data concern.

1.9 Operationalisation of Research Variables

The variables in this study are classified into two – dependent and independent variables. The dependent variable consumer perception (Y) is measured by consumer awareness, perceived quality, and perceived value. The independent variable emotional branding (X) is measured by; storytelling, cause branding, empowerment, and sensory branding.

1.10 Operational Definitions of Terms

Shopper Perception: alludes to how clients feel about an association brand including each immediate or aberrant experience they have had with the association

Shopper Awareness: a demonstration of getting the purchaser or buyer mindful of the data about items, merchandise, administrations, and customers privileges as it connects with FMCGs.

Perceived Quality: This has to do with the impression of fulfilment coming from a client experience about a specific item or brand

Perceived Value: it has to do with assessment of benefits from buyers of a specific item or administration and their view on how such item measure up to their assumption when contrasted and different items

Emotional Branding: is a brand system that invigorates customers' emotional state, interesting to their sentiments determined to increment purchaser dependability toward the brand.

Storytelling: is a showcasing procedure that utilizes stories to engage or rouse buyers.

Cause Branding: A business procedure that coordinates a social issue or cause into brand value and hierarchical character to acquire huge primary concern and local area influences.

Empowerment: This is furnishing purchasers with choices, instruments and assets to work with navigation, permitting shoppers to fit an item or brand insight to suit their own particular necessities and wants.

Sensory Branding: is a procedure that utilizes a brand's enticement for customers' faculty permits them to encounter the band all the more significantly and have a close to home association with it at a more profound level.

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Chapter Two

Literature Review

This chapter reviews the relevant literature to the study. This chapter is divided into smaller sections which include: conceptual, theoretical and empirical reviews.

2.1 Conceptual Review

This section will look at the concept of this study and explain the existing relationship between the various variables of the study which include emotional branding and Consumer Perception.

2.1.1 Emotional Branding

Emotions are another sort of universally spoken and understood language. An emotion is a mental and physiological situation defined by a broad variety of feelings, thoughts, and internal (physical) or outer social activities¹. It is a process in which the perception of a succession of stimuli allows for a cognitive evaluation, enabling individuals to name and identify a certain emotional state². In a ruthlessly competitive atmosphere where several firms provide identical high-quality goods and services, individuals will gravitate toward brands that appeal to their emotions³. Emotional branding addresses customers' need for pleasurable experiences, the expression of genuine self rather than idealized self, the development of a warm glow, and engagement in co-creation³. Sensory branding, story, cause branding, and empowerment have all demonstrated to be successful tactics for businesses that aim their strategies toward satisfying these customer wants⁴. As a consequence, it is vital for enterprises to employ emotional branding tactics to reach out to

their target clients with messages that appeal to their hearts⁵. The new idea of emotional branding highlights the significance of the emotional relationship between the firm and the customer influenced by the system of contemporary consumers' distinctive values and needs, which, in turn, develops a new symbol consuming culture⁶. Furthermore, emotional branding can be defined as a new paradigmatic approach or a new marketing shift in which the management (creation, support, and evaluation) of the emotional link between the company and the consumer (or other market participants) becomes the primary exchange-stimulating feature⁷. Emotional branding is "the planned deployment of persuasive messages that delve into human emotion to develop a strong connection with the audience toward reaching the desired result⁸. Fear, fury, pleasure, or any other human emotion strong enough to alter decision-making or force action. It was also observed that a considerable favorable connection between the two factors when researching the impacts of emotions on customer satisfaction⁹. While the influence of happy emotions on customer satisfaction is being explored, negative emotions could also have an impact on customer satisfaction and his behavioural reactions. Accordingly, unpleasant emotions may have a negative and inverse effect on perceived value and customer loyalty¹⁰. Emotional branding is vital in developing consumer brand reactions to the brand. Future purchase intentions grow when a customer gets more connected with the brand¹¹. Brand attachment refers to the degree to which a customer is emotionally connected to a person or a brand, reflecting their level of engagement in the connection and the amount of sacrifices made for the relationship¹¹. Stronger and more positive attachments are connected with stronger and longer-lasting experiences of connection, affection, love, and desire. Brand connection feelings are affected favorably by strong brand attachment.

The consumer-brand connection is crucial in brand management. Making loyal consumers is the major objective for any marketer, as it helps them obtain a better market position⁶. A pleasant brand experience will satisfy the consumer, which will help in creating long-term connections with the brand⁵. When a consumer's connection is strong enough, he or she is prepared to pay a premium for a brand independent of the company's promotional efforts. When a relationship develops deep, commitment may emerge, which can lead to love and loyalty to companies¹². The relationship and linkage between brands and customers help in the identification of strong and deeper ties¹³. Consumers operate as partners to their preferred firms, while brands serve as a social and cultural idea for them. Emotional branding is established as a consequence of a close engagement with a brand. Furthermore, earlier brand exposures had a considerable influence on customers' future purchases. When customers are happy with their prior experiences, they build strong ties with firms and are prepared to pay greater expenses for a cherished brand. Brand categorization, brand identities, and brand symbols all have an influence on consumer brand interactions¹⁴. All of the factors seem to be based on consumer psychology in terms of how one sees a brand and suitably portrays him/her¹⁵. The emotional traits have a good influence on the consumer-brand connection. One important finding: self-concept enhances attitudinal loyalty, which leads to emotional commitment to and appreciation for a firm. Deeper interactions are developed when a brand reflects a part of a person. Consumers will eventually be loyal to only those firms that express their identity, to which they are emotionally linked, and to which they have a strong affection¹⁶.

Brand associations are not simply restricted to emotional traits, but also encompass behavioral aspects¹⁷. Consumer emotions and conduct are two unique sensations for the

consumer¹⁸. Finally, emotional branding is described as consumers engaged in a deep, long-term, intimate emotional connection with the brand that goes beyond benefit-based pleasure and establishes a special trust-based relationship for the creation of a full emotional experience.

2.1.1.1 Storytelling

Storytelling is certainly a great tool in human communication, and organizations, especially iconic brands, have long utilized tales to express their worth and values¹⁸. Those tales, whether genuine or untrue, give brands meaning and express their underlying beliefs. People desire to believe in myths and tales, hence companies leverage their stories as a platform to perform a certain kind of narrative - a myth^{19,20}. Storytelling is an oral or written performance comprising two or more participants interpreting previous or expected experiences and a set of events in a specific order, with a beginning, middle, and finish²¹. If there is no narrative to tell customers, a brand is merely a symbol without any life²². Marketers have utilized storytelling to convey brand narratives to consumers for a long time. Brands are increasingly embracing storytelling in various structures such as recordings, social media postings, and news stories to boost brand awareness and engage with prospects and potential customers, particularly in this modern day, when social media and content marketing have expanded violently²³.

Furthermore, rather of concentrating on the utilization of just key branding components such as brand name, slogan, logo, visual identity, or positioning, the branding process has turned its attention to the art of utilizing narrative to create a totally new experience for the consumer²¹. Storytelling is one of the first means of communication and has long been a

key factor in human civilization²⁴. Storytelling is such a powerful tool for engaging customers, and packaging accounts for roughly one-third of consumer decision-making, incorporating storytelling elements into product packaging design is a great way for many businesses to influence customers' buying behaviours right after their first encounter with a product^{23,25}. Storytelling gives goods a feeling of quality, adds emotional worth, and makes them stand out from the competition²⁶. Brands may leverage narrative to generate positive feelings in their clients, and it is viewed as more trustworthy than plain facts^{27,28}.

Consumers' attention is stimulated by tales that appeal to their emotions and desires²⁹. When it comes to branding a product, analysts feel that establishing a narrative is vital^{30,31,32}. Storytelling is a way for expanding understanding across races, generations, and other barriers³³. Storytelling is a branding method that ties companies to value and emotion, giving goods a feeling of quality, and helps them stand out from competitors²⁶. People are captivated with narratives, and they find them to be an excellent technique of memorizing info. As a consequence, organizations leverage brand stories to enhance brand connections by offering a brand experience³⁴. One of the reasons why storytelling is such an interesting marketing tactic is because many researchers believe that customers remember tales better than facts^{29,35}. Consumers may connect with and depict the brand via narratives, enabling their brand perspectives and intents to shift^{30,36}. Since stories have a way of drawing customer attention, they have a tremendous influence on consumer attitudes and worries. Marketers who only embrace and confront people with facts and reasoning have a propensity to remove themselves from their customers, promoting a suspicious mentality³⁶.

There are four main characteristics that have been exploited by storytellers for millennia to establish a solid basis for developing memorable brand stories³⁷. The message is the most critical part in crafting an engaging brand narrative. Messages that present the company brand in a good manner are frequently delivered via tales in most businesses³⁷. The message acts as an ideology or moral statement throughout the tale. It must be conveyed in a clear and credible manner^{34,37}. Conflict is frequently claimed to be the driving force behind every tale; the reason for this is that it is human nature to attempt to restore equilibrium when it has been disrupted. Customers are less inclined to follow a tale if there is no conflict. Any tale must have a problem and a solution to resolve it^{34,37}. Attractive personalities are essential for a good conflict to play out³⁷. Consumers must be able to connect to the characters in the tale, while companies must constantly keep the target demographic in mind^{34,37}. When the three components described above are employed, plot is the context in which the story's progress must be evaluated. The story's flow is crucial for holding the audience's attention throughout, and events are portrayed to develop in chronological order and with a natural progression. A typical tale is believed to contain three parts: a beginning, a middle, and a conclusion^{34,37}.

2.1.1.2 Cause Branding

Another strategy to offset diminishing consumer attention and loyalty is to leverage cause branding to develop an emotional tie between a firm and its customers³⁸. Cause branding, often known as cause marketing, is a practice that enables customers to make cause-related purchases in order to create constructive changes in the world for reasons other than personal gain³⁹. When a corporation addresses key social problems, it may help consumers

build emotional bonds. Cause branding is related to customers' interests and desire to serve a greater cause, moral feelings play a significant role⁴⁰. Consumer behavior is impacted by the emotions that result from good brand perceptions and beliefs. Cause branding has been proved to be an effective marketing approach in boosting customer perceptions of a brand's long-term image resulting in a financial advantage for the company⁴¹. Brands should be careful, though, and select causes that connect with their target consumer⁴². Employees may also play a proactive role in cause branding, as proven by a research that indicated that over 70 percent of US customers are more inclined to support a cause if an employee promotes it⁴³. Cause branding also refers to the process of planning and executing marketing efforts that involve a firm's offer to contribute a certain amount to a designated cause when consumers participate in revenue-generating exchanges that fulfill organizational and individual goals⁴³. Every company's branding is vital, and being affiliated with good causes provides any brand a tremendous boost.

Cause branding encourages consumers to partake in different charity activities, and in addition to generating donations, companies will boost brand recognition with customers³⁶.

Cause branding is a marketing approach used by a corporation to promote a social or philanthropic cause, generally in connection with its goods and services as a package or tie-in. Cause branding is a means of expressing CSR to a broad audience by showcasing how an organization's social responsibility translates into particular societal advantages³³.

Concern branding is typically carried out as a promotional effort in partnership with a charity or non-profit organization committed to a specific social cause. Cause branding is

described by the business sector as a relationship between a commercial firm and a charity for mutual gain³⁵.

Initially, cause branding was understood to be a promise by a business to give a particular amount to a designated cause when consumers purchased a product or service from them⁴⁴. Cause branding, in a larger sense, encompass different types of monetary and in-kind aid, such as hiring ad campaigns to build awareness for a cause⁴⁵. Advertisements in different media channels, in-store displays, or placing a logo on a product packaging that visually demonstrate current or potential contributions, or other forms of support of a corporation to a given cause are examples of promotional activities of a cause-related marketing campaign. Cause branding is commonly used in combination with a commercial effort. A promotional campaign is a group of mass or personal communication messages that all have the same subject and concept and are broadcast across numerous media over a predetermined period of time⁴⁶.

Cause branding is not only less costly, but also more flexible to diverse client demographics⁴⁷. A cause campaign builds a direct relationship between the firm and the client, strengthening the customer's "cause-affinity." When a corporation supports a cause, it gets identified with that cause. This may assist to build a good image among the target audience⁴⁸.

2.1.1.3 Empowerment

Marketers have typically benefited from customers' uncertainties and fears by convincing them to purchase items or services that claim to assuage their concerns³. Consumers have

felt helpless to alter their lives on their own in this circumstance. Empowerment marketing, on the other hand, subverts normal marketing methods by recasting clients as heroes with the capacity to make their lives better⁴⁹. When a corporation applies empowerment as a marketing approach, it supports clients in raising their self-efficacy and self-esteem⁵⁰. While self-esteem refers to a person's confidence in his or her capacity to complete certain activities or achieve desired objectives, self-efficacy refers to a person's belief in his or her ability to do specified tasks or achieve desired outcomes⁵⁰. Furthermore, in the age of the Internet, customers may utilize their modest control over brand direction to express their opinions⁴⁹.

Consumers who join in co-creating virtual projects, for example, feel strong and have fun⁵¹. Customers may build goods themselves via co-creation, which gives them a feeling of accomplishment⁵². Web bloggers may also feel powerful by sharing their opinions on themes and issues that are important to them. Furthermore, by expressing their interests via an interactive platform, members of the virtual brand community may co-create value for themselves, other members, and the brand. This community builds emotional bonds among its members and produces a feeling of empowerment among its members as a venue of information exchange, emotional support, and collective value production⁵³.

Empowerment involves mechanisms for individuals to achieve control over topics that impact them, such as chances to learn and practice skills that will enable them to exert control over their decision-making⁴⁸. Empowerment is a subjective term. Individuals who feel empowered "should have a sense of control, grasp their socio-political context, and become engaged in attempts to establish control," according to the study⁵⁴. When it comes

to internal customers, empowering implies letting go and taking charge⁵⁵. This apparent paradox comprises the purposeful empowering of workers by the firms they work for, so that the company and its customers (internal and external) may be better serviced via responsiveness and personalisation.

Internal customer empowerment, which is tied to this paradox, requires controlled delegation, which includes explanation of the mission, anticipated performance, and enablement, as well as making accessible to workers whatever resources are necessary to achieve expected outcomes. While employee empowerment is regarded to be vital for customer service and has gotten a lot of attention in the literature, there is still a disconnect between what managers feel about employee empowerment and what employees understand about their own empowerment⁵⁶. It's also difficult to apply the notion of empowerment to external customers. Customer empowerment, it may be claimed, is about boosting consumer value by delivering greater access, information, education, and commerce to consumers wherever they are⁵⁷. It comprises aiding clients in picking what they want, when they want it, and on their own terms. These phrases obviously allude to consumer empowerment as regulated enablement, but they are vague regarding the extent of delegation.

Empowerment is described as a (co)creative force that organizes the imaginable field of free agent interaction and exchange⁵⁸. Firms may use empowerment as a strategy to offer their consumers a voice in and the opportunity to modify their overall goods⁵⁹. Consumer empowerment may be characterized as a process of transferring power to consumers via governmental policies, internet technology, or collaborative management approaches used

by local governments or businesses⁶⁰. Consumer empowerment is described as a subjective condition related with a personal impression of control over consumption as a consequence of increasing resources and mastery of knowledge. Empowerment tactics are used to generate better goods at reduced cost and risk of failure, to enhance customer happiness and to build a more favorable brand attitude with a brand viewed as more innovative^{61,62}. An improved awareness of the company's customer focus has resulted in the construction of a good image⁶². Furthermore, customers who actively participate in empowerment initiatives, such as offering innovative solutions to the company's difficulties and/or participating in the final product selection, demonstrate higher desire for the product and are prepared to engage in excellent word of mouth⁶³. These benefits, on the other hand, seem to be contingent on the nature of industry and setting. If they work for consumer goods⁶³.

2.1.1.4 Sensory Branding

People today are highly attentive about brands that suit their lifestyle. In order to attract a big number of customers, it is necessary to build a favorable brand image in the eyes of consumers, which may lead to brand loyalty. The market is swamped with new brands, each with its own individual personality, and some of these brands are also tied to consumer emotions. As a consequence, building a brand in a unique style could assist to generate a good brand image in the eyes of customers. Companies are making all of the efforts required to comprehend customers' sentiments while keeping a competitive edge over rivals in the market. Due to public perception, branding has been very popular in recent years. Customers' opinions of a brand, whether favorable or poor, are referred to as branding⁶⁴. Sensory branding, according to, is an emerging business discipline that

combines analytical methodology with the use of sensory stimuli like as fragrance, sound, and feel to build powerful brands that are more remembered by consumers than typical visual branding tactics alone⁶⁵. He stated that when all five senses are engaged throughout the process of purchasing items or services, purchasers are more likely to establish, keep, and revisit their memories. Furthermore, the research emphasized sensory branding as a key benefit for businesses to acquire a competitive edge via the exploitation of accurate and suitable sensory data. Sensory branding, according to, is the formation of a strong relationship between the product and the customer⁶⁶. Customers are typically driven to a brand because of its sensory experience and sensory branding is applied to build subconscious triggers that impact customer perception and choices⁶⁷. The survey also observed that today's client does not have enough time to be lured to products via marketing, hence sensory branding is crucial to improve the brand experience.

It is vital to concentrate on sight and sound in order to convey a brand's identity⁶⁷. However, it is also vital to integrate the other senses to create an emotional ambience in order to present the consumer with a memorable brand experience. Consumers are impacted emotionally and intellectually by good and negative sensory experiences throughout the purchasing and consuming processes; consequently firms utilize a range of sensory branding tactics. Sensory branding is concerned with how a business leverages the five senses to establish brand identity and position the organization on an individual level, resulting in brand image⁶⁹. Through preferences, stimuli, perception, and symbols, he developed a sensory that incorporates societal culture, service environment, and brand to illustrate how branding efforts may alter customers' emotional, cognitive responses, and

purchase behavior⁶⁹. In order to answer to a multifaceted requirement from customers, they are focused on all of the human senses⁷⁰. Brands establish memorable memories in the minds of customers by appealing to the five senses. Consumers and brands build stronger bonds as a consequence. Establishing a fantastic brand, organizations must comprehend the inner workings of client purchase behaviour. The various senses of the body are related to the bulk of the inner processes in human behaviour: sight, smell, touch, sound, and taste. The purpose of sensory branding is to build an emotional connection between a consumer and a brand via the use of the five human senses of sight, hearing, smell, taste, and touch throughout the purchase process⁷⁰. In other words, sensory branding is the technique of advertising a product via the use of several senses (sight, sound, taste, smell and touch) (sight, sound, taste, smell and touch). To express a brand's identity, it's vital to focus on look and voice. However, combining the other senses to create an emotional ambience is also vital in order to present the consumer with a memorable brand experience. Sensations, feelings, perceptions, and behavioral reactions induced by senses are all part of the brand experience⁷¹. Sensory branding helps you to implant various memories in the brains of your clients. The more individuals connect with the feeling, the simpler it will be for them to remember the brand. It also has an influence on client satisfaction and loyalty. It enables the brand to demand a greater price for its goods and acquire a major competitive advantage.

The image 2.2 is a graphic illustration of sensory branding:

The first dimension is visual perception. The eye is the most critical element of the visual system. Each eye creates a two-dimensional picture of visible things, transforms it to a

visual image, and then the brain modifies it so that humans may sense three-dimensional views of objects; this experience is known as sight⁷². This is the sense that we utilize the most. In reality, we use it every second we're awake, all day, every day⁷³. For most individuals, sight is the most significant and relied upon sense, and it frequently decides early impressions. As a consequence, creative directors have long strived to develop attractive and intelligible visuals, messages, and summons to action^{74,75}. Vision is the most powerful sense among the others as the brain-eye connection is regarded to be superior to any mechanism ever devised⁷⁶. The brain-eye relationship is incredibly swift which makes visual item takes approximately 45 milliseconds for humans to notice. Sight seems to be the most crucial sense, since it communicates 80 percent of the information acquired by humans⁷⁷. Colors are essentially distributions of various wavelengths judged by our particular visual system, and vision is all about light⁷⁸.

Scent, which is the second dimension has a quick effect on the limbic cortex system (part of the brain that governs emotions and memory), smell is the most significant sense for consumers when making purchase choices and brand loyalty⁷⁹. The sense of smell is tightly related to our emotions, and fragrances have a big influence on our sentiments. In reality, sensing perfume is commonly related with emotional experiences, generating unforgettable memories in the minds of consumers and developing a brand image, whether short-term or long-term. This might happen as a consequence of short-term marketing operations that illustrate the relevance of scent in drawing attention to a product or brand, or long-term initiatives that make perfume a vital element in defining a company's identity⁸⁰. Probably the most critical environmental factors for marketers are fragrances⁸¹. Scents and

fragrances may bring back memories from decades ago⁷³. The sense of smell has the strongest emotional effect. Smell passes straight to the limbic system, which is the most ancient and rudimentary area of the brain and is responsible for emotions⁸². Smell processing is slower than seeing. Detecting an aroma takes 10 times longer than detecting a visual object⁸³. A fragrance, once detected and identified, is incredibly tenacious, long-lasting, and will stay recognizable even after a long time⁸⁴. Aside from that, smell signals generate considerably more emotional memories than the other senses. The length and experience of time may both be changed by ambient smell. An ambient smell is a perfume that is not necessarily related with a brand, but rather functions as an atmospheric tool to impact client mood⁸⁵.

The sense of taste is the sensation of tastes. Taste plays a key part in people's lives on a physical, social, and even emotional level. When people think about taste, the first picture that springs to mind is of a mouth. Taste buds are the sensory organs that detect and identify what we consume. The tongue contains a number of taste receptors (called taste buds) (called taste buds). These taste buds span the complete tongue surface and each contain 50 to 100 taste cells⁸⁶. Food's chemical qualities travel through those cells and are transmitted to the brain. Sweet, sour, bitter, and salty are the four tastes that humans can discern. A Japanese researcher apparently developed a fifth flavor termed "umami." This final taste speaks to savory or deliciousness⁸⁶.

The skin is the biggest organ of the human senses. Touch is both a strong tool and a warning system for nonverbally expressing human thoughts and sentiments. Touch has the unique capacity to communicate a huge quantity of sensory information at the same time,

as contrasted to vision or other senses. Coetaneous receptors are incredibly sensitive and give a multitude of fundamental information. The exploratory technique is the act of examining a substance by touching it to acquire haptic information⁸⁷. The smooth, fluffy, or silky texture of a product is commonly utilized to form a judgment. Humans may gather information and gain an idea of how the world appears by developing their haptic sense, which is described as active seeking and sensing by the hand⁸⁸.

Ears are physical organs that enable sounds to enter and generate a feeling of hearing. The human ear can distinguish between 16 to 28000 cycles per second⁷². The majority of organizations are well aware that sound is seen as a tool for strengthening a brand's identity and image. If sound is utilized correctly, a corporation has a variety of alternatives for making a sound that will help it stand out⁸⁹. Sound has an influence on our evaluations and remarks about things and services that we desire to acquire; in fact, sound has an impact on our buying behaviour and habits⁷⁰. Sound has the potential to generate memories and emotions in us⁷⁰. Sound develops unique modes and behaviours by harnessing emotions. It is conceivable for music to be both thrilling and restful⁹⁰. There is a lot of auditory information in life. Sound activates the emotional rather than the cognitive sections of the brain, making it an efficient tool for connecting with clients' latent needs. Sounds contribute to the production of mood by eliciting feelings and emotions. It has a "immediate and, to a great degree, cognitively unmediated influence on recollection and emotions⁹¹. Auxiliary noises related with a product or service may be employed by companies. Auxiliary sounds are classified into two categories: auxiliary sounds and ambient sounds. The phrase "ancillary noises" refers to sounds that are closely related to

the item. Sound is a component that explains a lot of a product's feature and performance⁹². People assume that an object's sound will reveal information about its attributes.

Humans have strong hearing skills, enabling them to anticipate and discern properties of sound sources such as shape, substance, and hollowness⁹³. Ambient noises, on the other hand, are not immediately related to a product or service, but rather to the retail environment. Ambient sounds are based on three musical dimensions: pace, type, and loudness.

2.1.2 Consumer Perception

One of the most crucial psychological aspects that impacts people's purchase choices is perception⁹⁴. It is characterized as the process of perceiving and understanding inputs from the environment utilizing the senses of the human body⁹⁵. Perception is a marketing term described by as a consumer's impression, awareness, or consciousness of a corporation or its offerings⁹⁶. The way stimuli interact and are digested by the client towards the items is referred to as perception. To put it another way, perception is the process by which a person picks and arranges his or her thoughts⁹⁷. Organizations establish recognition, reputation, and relevance in the marketplace so that consumers have a good perception of their products and services, resulting to purchases⁹⁸. The image and perceptions of a brand, as well as the things they sell to satisfy customer expectations, are markers of a company's success⁹⁹. Three unique phases make up the complete perception process. The exposure stage occurs first, followed by the attention stage, and ultimately the interpretation stage. The brain is the one that stimulates in the attention stage and interprets the stimuli in the interpretation stage depending on prior experience and what the person desires¹⁰⁰. Based

on the product's worth, the client builds a picture of it. Value is what consumers desire in a product; value is the quality customers receive for the money they spend; and value is what customers get for what they contribute¹⁰¹.

Customer Perception is a marketing term that informs us what consumers think about a brand, business or its offers. It might be good or negative thoughts, views, inhibitions, predispositions, expectations or experiences that a consumer has¹⁰². Customer impression is undoubtedly the most crucial aspect that determines the success of a brand, product or a business as a whole. For example, Apple is favourably viewed by majority of its consumers. In truth, there are die-hard supporters of Apple. This is because Apple has been continuously inventive with excellent performing goods that connect with the people. Most consumers of Mercedes Benz feel such deep connection with the brand and the premium carmaker boasts of recurrent purchasers or users of its cars¹⁰². Customers acquire a judgment on the worth of a product just before acquiring it, but their perception is formed at the first impression of the object¹⁰³. Furthermore, the customer's view is affected by past experience with a comparable product. As a consequence, believes that judging is a process similar to purchasing behavior in which consumers strive to study and evaluate a product until they get it properly or make a choice to purchase or not buy¹⁰⁴. Accordingly, owing to the great subjectivity inherent in each person's perception, each individual receives and interprets the ambient stimuli in distinct ways¹⁰⁴. Consumers will purchase from companies that deliver the highest consumer-perceived value for them, depending on their perceptions. In other words, those who can give their clientele with the greatest product and/or service experience. As a consequence, corporations strive to influence consumer opinions of their

services by, for example, boosting their image and developing long-term ties with customers¹⁰⁴.

Understanding customer perception is crucial to the efficacy of a company's marketing activities as well as the company's overall performance. This is because the attribute that a successful marketer is able to give or lend to a product through advertising, branding, manufacturing, country of origin, and other promotional techniques, which in turn determined product quality, will influence the consumer's decision to purchase a product to a large extent¹⁰⁴.

In general, client impression may be impacted by a variety of elements. Some of the important considerations include. Consistency of performance - How has the brand performed in the past and how it is doing today. Emotional connect - Superb businesses recognize that emotional connection with the client is important to brand growth. Marketing communications — How the brand interacts with the consumers utilizing the different media vehicles. Holistic marketing - A brand cannot be outstanding if it has strong sales team but awful support staff. A brand needs to be a good all-rounder and please consumers from all its contact points. Personal experience - Personal experience is one of the most critical influences that may easily have a direct effect on consumer impression.

Our own experiences matter most. Advertising - Promotional programs are a vital aspect of every firm. It requires crucial actions to design commercials that may influence your impression about a business easily¹⁰².

Influences - We all are surrounded by various influencers that have direct and indirect affects on your mentality. It may alter client impression at the drop of a hat. Suppose you watched a commercial promoting garments and were impressed by the brand. Social media platforms - This is the era of technology when most individuals are on one or the other social media portal exploring to their heart's content. When you read evaluations or remarks regarding certain items services of a business, your sub-conscious mind immediately makes a decision¹⁰².

The Importance of customer impression might be in the following forms; Brand loyalty: It is crucial that both brand and consumer perception tally. Sometimes what the brand is delivering may vary from what the client sees. It may create adverse responses from one or other parties. Make sure that the brand is in total harmony with the consumers to increase their perception about its goods and services. Once you win a customer's trust, it becomes easy to earn the loyalty gradually. This allows the brand to grow its consumer base and shows an advantage in terms of customer perception¹⁰².

Increase in Sales Numbers: The true purpose of a corporate organization is to enhance its sales figures. It undertakes many measures to draw in its clients. Remember, it is the customer impression that drives his or her behavior and eventually leads to purchase decision¹⁰³. An major benefit of favorable customer impression is that it leads to a rise in sales since the consumers respond warmly to the firm and its products⁹⁹.

Consumer Retention: Serious competition might compel a firm to consider and accomplish a price decrease because it wants to win over customer loyalty. When you have

a solid and loyal customer base because of excellent consumer impression, it becomes simpler for a company to retain customers. Improves the relationship: An significant benefit of high customer perception is that it strengthens the link between the brand and its consumers. A person is likely to repeat his or her involvement with a brand if earlier encounters have been favorable¹⁰².

How to have Excellent Customer Perception: Customer perception is about perceptions and emotions. Facts and data take a back seat if these two emotions are involved. The journey of a consumer from the first to the final point in your business is highly significant. It will take a buyer just a few seconds to judge and make up his/her opinion. Remember, the consumer is both the judge and jury, thus the brand must be diligent in its endeavor to deliver a great brand impression on each customer. Customers need to feel appreciated so they must be handled with warmth and real sentiments. If any difficulty happens, listen carefully so that they may share their say¹⁰². Communicate in a clear and accurate way and propose a realistic answer. It is crucial that a consumer thinks that you can connect to his/her concerns. Be sensitive and caring.

Last Line: A brand needs to be consistent, flamboyant, be able to speak and connect with its consumers, and it has to deliver an all-round good performance to amaze the customers¹⁰².

2.1.2.1 Consumer Awareness

Customer Awareness is an act of ensuring that a buyer or consumer is aware of the information about a product, item, services, and consumer's rights. This is really crucial so

that buyer may make the appropriate judgment and choice. Though, customers have the right to knowledge, freedom to choice, right to safety yet, they still need to be aware of every information required. Considering more about Consumer rights, duties and consumer awareness in details, customer awareness is the process of making the consumer of products and services aware of his rights. It has to deal with teaching a customer about the safety, information and the redressed alternatives accessible to them on such products¹⁰⁵.

With relation to the aforementioned remark, consumer awareness is one of the most persistent difficulties the government confronts when it comes to consumer protection. To overcome this issue, the government has come up with numerous approaches throughout the years¹⁰⁵. In the newest trend of Marketing, the customer is the essence of all its operation and functioning. The market grows perceptive, and in certain situations, the purchaser has to face its brunt. In this way, buyer assurance is a demonstration of giving consumers with comprehensive data about the services, their rights, and products. Consumer awareness is crucial as they devote their time and cash into promoting activities, and they retain a choice to plain facts. Misdirecting ads, harmful or unsafe merchandise, cheating and unweighing, and diverse acts of negligence are conducted by corrupt corporate enterprises. Consumer awareness is a display of safeguarding customers from such wrongdoings¹⁰⁵.

Consumer Awareness is a demonstration of assuring the purchaser or buyer understands about the facts and information regarding things, products, administrations, and buyers' entitlements. Consumer knowledge is vital with the goal that buyers may decide on the greatest option and settle on the ideal conclusion. Shoppers reserve the privilege to facts or

information, the opportunity to decide, right to wellbeing¹⁰². The shopper or the end customer is the primary component in business. No company can make do without buyers as their contentment is the basic cause for any commercial activity. Business isn't simply with regards to money-related benefits nevertheless furthermore upgrading society to a superior variation by retaining its wellbeing as an aim. The Constitution has given us the Consumer Protection act 1986 to safeguard the consumers from any encouraging misbehaviours¹⁰⁵.

Consumer protection rights promote a strong aggressive market that sustains financial growth. It guards against destructive trading practices and deceptive businesses from damaging reasonable or fair commerce or exchange. Shoppers are a crucial aspect of a market framework. It is necessary to safeguard their privileges and rights to have a suitable or fair market structure. The Consumer Protection Act 1986 was sanctioned by the Parliament of India in 1986 to preserve the interests of consumers in India. According to our economics, the ideal measure of demand with continuous and trustworthy supply may promote the growth of the economy. Henceforth, to safeguard the consumers from any form of abuse or exploitation, this statute was presented¹⁰⁵.

The customer has an opportunity to receive data on the quality, volume, strength, standard, and pricing of the items or services. The buyer ought to legitimately inquire for receiving all the info concerning the product or service prior to settling on a selection or a choice. This will equip him to make very much informed and careful decisions, and moreover, avoid himself from falling to high-pressure marketing approaches. The right to info is employed to shield customers from problematic promotions, deluding markings and

bundling, high expenses, and so on. This right allows entrance to all the variety of items and services at competitive charges. In a monopolistic market, the items and services have to be of the optimum quality and pricing. The dealer need not to employ aggressive ways to view the things, and purchasers ought to reserve the right to all the variety of choices, substitutes, and alternatives. This right demands unrestricted competition in the market. The client needs to have a free choice in choosing a product from the market¹⁰⁵.

The other rights are worthless in the case that there may be no adequate authority to pay attention to customer concerns. Assuming a purchaser is unhappy with the service or a product, then, at that point, one has the alternative to record a grievance against it, and it must be catered to within a defined time frame. For example, presuming that a shopper obtains an electronic item and it starts breaking down, a consumer has all entitlements to make a proper move by returning or supplanting it. This privilege grants authority to the purchasers to resolve any lawsuits, complaints, and claims against dealers for their out-of-line trade activities and double-dealing or exploitation. The purchaser has the opportunity to evaluate in case the nature of the item is compromised. Buyers need to record an objection under the Consumer Protection Act¹⁰⁵.

A purchaser should know about his freedoms and duties offered by the government with relation to advertising and marketing tactics. This is a fundamental right as this lays forth the framework for appropriate exchange or trade practices as a client understands about his freedoms or rights. The consumer has all the positions and power to get knowledge about his privileges and rights as a purchaser. This is a basic right to be assured against the advertisement of such items and services, which are dangerous to life and property.

Utilisation or consumption of items and services which are not up to grade might effectively harm the shopper's welfare and security. To safeguard the shoppers' attention, they retain a choice to purchase top quality and trustworthy items. For example, domestic items like LPG cylinders, if not repaired as anticipated, may cause huge harm to life and property; stale food products can injure purchasers' wellness; low-quality beauty care products might bring comparable harms¹⁰⁵.

2.1.2.2 Perceived Quality

Perceived Quality is the impression of quality that a consumer perceives about a product, brand or company, obtained from sight, sound, touch, and fragrance. It is the customer's perception of a product's reliability and robustness, the impression of care and craftsmanship invested in its manufacture, the sense of richness and strength of the materials used the evident fine attention to detail, and the feeling of the depth of engineering behind the design¹⁰⁶.

This is completely apart from genuine dependability and robustness, features that are important for a product to be competitive, but not characteristics that would define it as extraordinary, or catapult it into the "premium" class. In a world where customers are increasingly being provided functional, dependable, feature filled items, clever firms are emphasizing on perceived quality to turn functionally competitive products into more desired, premium products for which higher costs can be requested. A customer's view of the quality of a product, brand or company is largely the outcome of subconscious cognition. Most individuals will have an inherent capacity to identify a product's quality

simply seeing, touching and hearing to it. Often, an opinion is established in a couple of minutes or even seconds¹⁰⁶.

For example, picture seeing a new automobile in a dealership for the first time. Within the first few seconds, you will be able to assess whether the product is of great quality or not. You will witness the cluster of the paint finish, the alignment of the panels, the glitter of the dazzling work, the refinement of the design treatments. You will experience the fluidity of the door handle action, the rigidity of the controls, the smoothness of the inside materials, the softness of the armrests. You will hear the accuracy of the door mechanisms, the thump on closing of the glove box door, the harmony of the audible tones. All of these sensory inputs will assist you to unconsciously judge whether you are examining a car of greater quality that is deserving of a price premium. Understanding perception and deconstructing each sensory input is the first step in building goods that will not only please but thrill all of the senses and give the buyer that first “wow”¹⁰⁶.

2.1.2.3 Perceived Value

In marketing parlance, perceived value is the consumers' appraisal of the qualities of a product or service, and its capacity to satisfy their requirements and expectations, particularly in comparison with its counterparts. Marketing experts aim to impact customers' perceived value of a product by highlighting the features that make it superior than the competition¹⁰⁷. Perceived value is a customer's own assessment of a product or service's worth or attractiveness to them, particularly in contrast to a competitor's offering. Perceived value is determined by the price the public is prepared to pay for an item or

service. The marketing of a product or service entails aiming to influence and improve its perceived worth, which might stress attributes such as its aesthetic design, accessibility, or convenience. Perceived value boils down to the amount the public is prepared to pay for an item or service. Even a fast selection made in a shop aisle entails a consideration of a product's potential to meet a demand and deliver satisfaction compared to other items under various brand names. The job of the marketing professional is to raise the perceived value of the brand they are selling. The price of things takes perceived worth into account. In certain circumstances, the price of a product or service may have more to do with its emotional appeal than with the real cost of production¹⁰⁷.

Marketers that wish to affect the perceived worth of a product characterize its qualities in terms of its utility, or the additional advantages and values that the consumer expects to obtain in utilizing it. The perceived usefulness of many goods and services may range substantially even across comparable or almost identical things. Customer perceived value is an essential marketing phrase that determines how marketing professionals promote and price their goods¹⁰⁶. Factors including ease, affordability and reputation may add to a customer's perceived value of a product. If you're a marketing professional or you want to become one, you may want to understand more about consumer perceived value and how it might effect profitability. In this post, we cover what customer perceived value is, why it's essential, the many kinds of perceived value and suggestions for raising your perceived value¹⁰⁶. Customer perceived value is a marketing phrase that relates to the way a consumer evaluates a product. This concept ties the success of a product or service to the perceived value people attach to it. Customer perceived value presupposes that each

customer examines their purchases to see whether they fit their desires or requirements, then they compare that appraisal to the price they're paying. Sometimes, price may also impact perceived worth.

Customer perceived value is essential because marketing experts may utilize the notion to forecast how a consumer may evaluate a product. When the perceived worth of an item grows, the business or firm may price it more or sell more units, both of which result in larger profits. This implies that marketing experts aim to raise the perceived worth of products and services by discovering what their clients value most. To achieve this, they do market research such as data collecting, trials and surveys. The following forms of perceived value impacts how a customer see a product

Form: The form of a product or service refers to its design or appearance. Improving the visual features of a product may boost perceived value for consumers who emphasize the look of an item or even a service. For example, certain customers may be more inclined to acquire an application or software with a simple interface and clean design than one that may be more useful but has an ugly look.

Task: Increasing the task value of a product or service implies boosting the item's capacity to save customers energy, time or money. This might include services that replace domestic responsibilities or errands. For example, a supermarket delivery service is an example of a product that gives high task value. House cleaners, subscription services and automated deliveries all lessen the time and effort a person needs put in to manage their everyday activities.

Availability: the availability value relates to how fast and readily a client may pick your goods. For example, a food shop that remains open all night may boost its availability value. Vending machines, overnight customer service and digital or online merchandise are other examples of things having high availability value.

Emotional Value: relates to how the product or service appeals to the user on an emotional level. To achieve this, marketing efforts might tie items to major holidays or events, or make them a frequent part of family rituals. Marketing experts may also contribute some of their income to charity or arrange fundraising events to exhibit ethical behavior and develop an emotional link for the consumer.

Pricing Value: this is another facet of a product or service that might impact a customer's perceived value. This applies to both luxury and cheap products, since the price of a product may indicate the quality to the buyer. For example, if a customer is looking for a purse to go with a luxury dress, they may be less likely to purchase a purse that doesn't match the dress in terms of pricing. If the handbag is on discount or doesn't match the dress in price, it may indicate inferior quality to the consumer. Conversely, some customers may be more inclined to acquire something if the price conveys that they're receiving more value than what they're spending. Discounts and discounts are fantastic techniques for developing budget pricing that appeals to consumers. A other shopper may see the identical handbag on discount and believe that they are getting a wonderful bargain for the price.

Reputation: the reputation of a firm or brand may also effect the consumer perceived value. All the various sorts of perceived value may effect a company's reputation, as well

as its policies, operation and how they treat their personnel. A store's image may depend on cleanliness and organization, while an online seller may boost their reputation by giving secure check-out and better connection speeds.

2.2 Theoretical Review

This portion of the review focuses on the ideas that pertain to the research on emotional branding and Consumer Perception. These theories include the assimilation-contrast theory, The Rational Choice Theory and Neo-Freudian theory. The goal of these ideas is that they give significant insight into distinct scenarios during which the customers are likely to be engaged in emotional branding as it pertains to Consumer Perception.

2.2.1 The Assimilation-Contrast Theory

The assimilation-contrast hypothesis was developed by as the theory describes the underlying psychological factors at play¹⁰⁷. The idea describes underlying psychological factors at play in emotions customers attach to brands they buy from. These psychological emotional systems impact a consumer's impression of a brand independent of the marketing methods utilized by the firm. The idea suggests that customers make some type of emotional cognitive comparison between expectations about the brands product and the perceived product performance, and this ultimately influences their view of an organizations brand. The idea examines the customer prior and post-usage assessment. The theory states that if the brands performance is within a customer's latitude (range) of acceptance, even though it may fall short of expectation, the discrepancy was disregarded, that is, assimilation will operate, and the performance was deemed as acceptable whereas if they fall within the consumer's latitude of neutrality, there was minimal change. On the

other hand, if performance falls within the latitude of rejection, the contrast will dominate, and the difference was magnified, and the goods is judged undesirable. The idea indicates that perception is a function of the extent of the emotional difference between anticipated and experienced performance. The idea claims that customers strive to prevent dissonance by modifying their impressions of a specific product to bring it more in line with expectations. Consumers also reduce the tension resulting from a discrepancy between expectations and product performance either by distorting expectations so that they coincide with perceived product performance or by raising the level of satisfaction by minimizing the relative importance of the disconfirmation experienced and this ultimately affects their acceptance and perception of a brand.

The assumption of the theory argues that a consumer's present belief acts as an internal reference point (IRP hereafter) to which the persuasion effort is compared. The idea further claims that when a consumer is supplied with an anchor – be it an amount, a price, or a quantity– that is believable and compatible enough with his own views, it is internalized and helps to change his emotions, which in turn impact his perspective. If the disagreement is too substantial to be absorbed, the anchor is rejected (contrasted) and fails to affect either. The assimilation-contrast theory was presented as another means of describing the interactions between variables inside the disconfirmation model¹⁰⁸. This paradigm suggests that emotional pleasure related to a brand is a function of the extent of the difference between anticipated and experienced performance. Generally speaking, the customers move inside acceptance or rejection sectors, following their views. As stated in the theory of assimilation, consumers tend to absorb or adjusting Festinger's theory of dissonance (1957) which provides the foundation for the idea of assimilation.

The notion of dissonance suggests that the customer does a type of cognitive comparison between the expectations surrounding the product and the product's observed performance. If there is a mismatch between expectations and the product's perceived performance, the dissonance will not fail to surface. This point of view on post-usage assessment was presented in the literature addressing satisfaction under the shape of the theory of assimilation¹⁰⁹. According to Anderson, the customers strive to prevent emotional dissonance by modifying their views of a given product, to bring it closer to their expectations. Similarly, the consumers can reduce the tension resulted from the discrepancy between expectations and the product, both by distorting the expectations so that they could agree with the product's perceived performance and by increasing the level of satisfaction through minimizing the relative importance of experimental disconfirmation¹⁰⁷.

The hypothesis implies the customers emotional appeal to a brand is motivated enough to modify both their expectations and their product performance assessments. If the customers modify their expectations or product performance views, unhappiness would not be a consequence of the post-usage process. Consumers can reduce the emotional tension resulting from a discrepancy between expectations and product/service performance either by distorting expectations so that they coincide with perceived product performance or by raising the level of satisfaction by minimizing the relative importance of the disconfirmation experienced¹¹⁰. Some researchers have observed that the regulation of the actual product performance might lead to a favorable association between expectations and satisfaction¹⁰⁸. Consequently, it is considered that discontent could

never develop unless the assessment process started with the consumers' negative expectations.

Assimilation Theory has major shortcomings¹⁰⁹. First, the method presupposes that there is a link between emotional expectations and satisfaction, but it does not describe how the expectation disconfirmation might lead to happiness or discontent. Second, the theory also claims that customers are motivated enough to modify either their expectations or their views regarding the performance of the product. Some researchers have discovered that adjusting for actual product performance might lead to a favorable link between anticipation and satisfaction. Therefore, it would seem that discontent could never develop unless the evaluation procedures were, to begin with, negative customer expectations.

Emotions branding enters the picture of assimilation theory when the customer is not ready to respond to traditional marketing efforts anymore and primarily employ their intuition and cognitive emotional in goods perception. In this scenario, the surprise effect is employed as a divergence of perception and expectations; the mismatch between expectations and the actual outcome may provoke astonishment which is emotional. This type of effect is commonly exploited by ambient and sensation branding. If the customers believe that marketers are not conveying a sufficient message (for example, they interpret a high-reputation brand adopting low-cost technique as being "cheap"), then emotional branding may even generate negative consequences on the consumers' product perception¹¹⁰.

2.2.2 The Rational Choice Theory

The rational choice theory, often known as choice theory or rational action theory, is a framework for analyzing and frequently simulating social behavior of individuals¹⁴³

Rational choice theory, sometimes termed rational action theory or choice theory is a school of thought based on the notion that customers pick a course of action that is best in accordance with their own preferences. Rational choice theory is used to model human decision making, as it helps to better understand the behavior of a society in terms of individual actions as explained through rationality, in which choices are consistent because they are made according to personal preference, emotional attachments to a brand regardless of the marketing mediums¹³⁷.

The rational choice theory was popularized by a 1992 Nobel Memorial Prize Laureate in Economics Science, Gary Becker, who was one of the first to use rational actor models more widely.” The core of rational choice theory was articulated by Elster when he highlighted that “when presented with numerous courses of action, individuals typically choose what they feel is likely to have the best overall outcome” This relates to this study that rationality which is closely linked to emotions and best choice influences a consumers product perception the most regardless of the marketing medium but when the emotions of the consumer is in tandem with the messages passed through the marketing mediums, the consumers product perception is tilted towards purchasing an organizations product and services. The ‘rationality’ described by the rational choice theory takes a more particular and tighter definition, which simply states that “an individual behaves as though

calculating costs against benefits to arrive at conduct that optimizes personal advantage¹³⁸.

There are a few assumptions made by rational choice theorists. Three assumptions established by rational choice theorists¹³⁹. These beliefs include: Individualism — It is individuals who ultimately take acts. Individuals, as actors in the society and everywhere, conduct and act constantly as rational creatures, self-calculating, self-interested and self-maximizing, these individual social acts are the ultimate cause of bigger social results. Optimality - Own chose their behaviors ideally, given their person preferences as well as the possibilities or limits with which the individual faces. Optimality as taking place when no alternative route of social activity would be preferred by the person above the line of action the individual has chosen¹⁴⁰. Self-Regarding Interest — This assumption asserts that the activities of the person are concerned completely with his or her own wellbeing. Rational choice theorist may claim that these feelings may be included into the rational choice model by recognizing that such sentiments may eventually be directed at achieving some type of self-interest. Rationality - This looks the most prevalent premise of the rational choice theory¹⁴¹. All persons, according to this assumption behave in ways that would benefit them more; every individual is most prone to adopt courses of activities that they regard to be the finest feasible alternative and one that would greatly be to their personal advantage¹⁴².

Several critics and experts as indicated by have recognized some inadequacies of the rational choice theory^{141,143}. Aside, some of the issues that have been linked with adopting the fundamental assumptions of the method, there are a number of additional

shortcomings that have been ascribed with the rational choice theory. Some of these shortcomings are: Problems related with poor information and uncertainty. This may make it difficult for people to make sensible judgments independent of the emotions associated to a brand. As a consequence, people may depend on different means of making judgments.

2.2.3 Neo-Freudian Theory

The Neo-Freudian theory argue that emotions regulates consumer behavior and perceptions¹⁴⁴. Neo-Freudian theory claims that social ties are crucial to the creation and development of personality and emotional attachment of the consumer¹⁴⁵. Alfred Adler considered human beings as wanting to acquire several reasonable objectives which he termed style of life¹⁴⁶. The author also put significant focus on the individual efforts to overcome emotions of inadequacy for example by aiming for supremacy. The term Neo-Freudian has both been used to designate people who left the psychoanalytic group and created their own schools of thought¹⁴⁶. This theory retains many of the same core assumptions of psychoanalysis, most particularly the concept of the unconscious as a key drive-in human emotion, cognitions, and behaviors¹⁴⁷.

The idea suggests that customers are emotionally stimulated by ambient variables and experiences. If a companies product is terrible, the customer gets furious (emotional) and have an unfavorable view of the organization's products¹⁴⁸. Also, when the organizations goods are excellent, the customer feels joyful (emotional) and have a favorable opinion of the organization's products. Whenever customers are emotionally stimulated, physiological changes also take place inside them. These may be quicker breathing,

perspiration, dilatation, or moistening of eyes. Increased heart and blood pressure, increased blood sugar levels, etc¹⁴⁶. Mental activation also takes place, and the customer remembers a lot of good or terrible instances and may also think logically so changing the consumer's view of a companies brand¹⁴⁹. The conduct of various persons changes from context to scenario, and emotions are largely related with behavior. Many marketers employ some of these Neo-Freudian beliefs instinctively. For example, marketers that portray their goods or services as giving a possibility to belong or to be recognized by others in a group or social environment would appear to be led by depiction of the detached individual¹⁴⁴.

2.3 Empirical Review

The empirical review is done systematically based on the study concepts/variables

2.3.1 Storytelling and Consumer Perception

Marketers who seek to impact the perceived worth of a product identify its attributes in terms of its usefulness, or the extra benefits and values that the buyer anticipates to gain in using it. The perceived usefulness of many commodities and services may vary greatly even among equivalent or virtually identical objects. Customer perceived value is a crucial marketing concept that impacts how marketing professionals advertise and price their goods¹⁰⁶. Factors like convenience, cost and reputation may contribute to a customer's perceived value of a product. If you're a marketing professional or you want to become one, you may want to learn more about customer perceived value and how it could impact profitability. In this piece, we examine what customer perceived value is, why it's vital, the numerous forms of perceived value and tips for boosting your perceived value¹⁰⁶. Customer

perceived value is a marketing word that pertains to the way a customer views a product. This notion relates the success of a product or service to the perceived value consumers attribute to it. Customer perceived value posits that each customer assesses their purchases to determine if they suit their wishes or needs, then they compare that evaluation to the price they're paying. Sometimes, price may also effect perceived value.

Customer perceived value is significant since marketing specialists may apply the idea to anticipate how a customer may rate a product. When the perceived value of an object rises, the company or corporation may price it more or sell more units, both of which result in bigger earnings. This suggests that marketing specialists try to improve the perceived worth of goods and services by identifying what their customers value most. To do this, they perform market research such as data collection, trials and surveys. The following types of perceived value influences how a client perceives a product.

Form: The form of a product or service refers to its design or appearance. Improving the aesthetic aspects of a product may enhance perceived value for customers who stress the appearance of an item or even a service. For example, some clients may be more motivated to adopt an application or program with a simple interface and clean design than one that may be more helpful but has an unattractive aesthetic.

Task: Increasing the task value of a product or service suggests improving the item's ability to save clients energy, time or money. This can include services that substitute home tasks or errands. For example, a grocery delivery service is an example of a product that delivers high task value. House cleaners, subscription services and automated deliveries all minimize the time and effort a person must put in to handle their routine tasks.

Availability: the availability value refers to how soon and easily a customer may choose your items. For example, a food store that stays open all night may improve its availability value. Vending machines, overnight customer service and digital or online products are further examples of items with high availability value.

Emotional Value: pertains to how the product or service appeals to the consumer on an emotional level. To do this, marketing efforts can attach things to big festivals or events, or make them a regular part of family traditions. Marketing professionals may also devote part of their money to charity or plan fundraising events to display ethical conduct and build an emotional bond for the customer.

Pricing Value: this is another component of a product or service that could effect a customer's perceived value. This applies to both luxury and inexpensive things, as the price of a product may suggest the quality to the consumer. For example, if a consumer is shopping for a handbag to go with a luxury dress, they may be less inclined to buy a purse that doesn't match the dress in terms of value. If the handbag is on sale or doesn't match the dress in price, it may signal poor quality to the customer. Conversely, some consumers may be more likely to get something if the pricing signals that they're obtaining more value than what they're paying. Discounts and discounts are wonderful approaches for generating affordable pricing that appeals to customers. A different customer may notice the similar handbag on sale and assume that they are getting a good deal for the price.

Reputation: the reputation of a corporation or brand may also impact the customer perceived value. All the many forms of perceived worth may impact a company's reputation, as well as its policies, operation and how they treat their people. A store's

image may rely on cleanliness and organization, while an online seller may increase their reputation by delivering secure check-out and faster connection speeds.

2.3.2 Emotional Branding and Consumer Perception

Various research has been undertaken on emotional branding and customer perception both at the local level as well as the international setting. Below are some of the review taken from some of the research in available literatures.

A research looked at studying the influence of emotional branding on customer purchasing behavior in soft drink beverage business of Pakistan, utilizing a qualitative technique in which answers from 200 respondents were collected using a survey questionnaire. Various literature sources were studied and critically appraised alongside analyzing collected data through statistical tools like multiple regression analysis, annova and correlation tests in order to acutely gauge research findings that contribute in making distinctions and clear conclusions towards our research objectives. The study findings indicated the conclusion that there is a favorable association between emotional branding and purchase behavior. This suggests the necessity for implementation of emotional branding techniques for client satisfaction¹³⁹.

A review on an examination into a research on customer perception of the brand personality of GLOBACOM in Nigeria, utilized Asker's scale assessment for brand personality and methodology established by Avis been the most stable in Literature. A mixed approach design was adopted for surveying 700 customers of the Nigeria Telecommunication Industry. Data was acquired using a structured questionnaire utilizing inferential statistics. The outcomes from this research demonstrated that the methods

utilized assisted the creation of brand personality measures. Furthermore, findings were compatible with vocabulary that might be utilized to characterize brands in the sector. The study provides further insight to the view of customers within the telecommunication business to the GLO Mobile Brand which is owned by GLOBACOM communications Nigeria Limited. With a framework built in the research, GLO Mobile brand was picked as it's the only brand out of the Big Four. The results further made it feasible to compare the Nigerian dimensions to those discovered in other contexts¹⁴⁰.

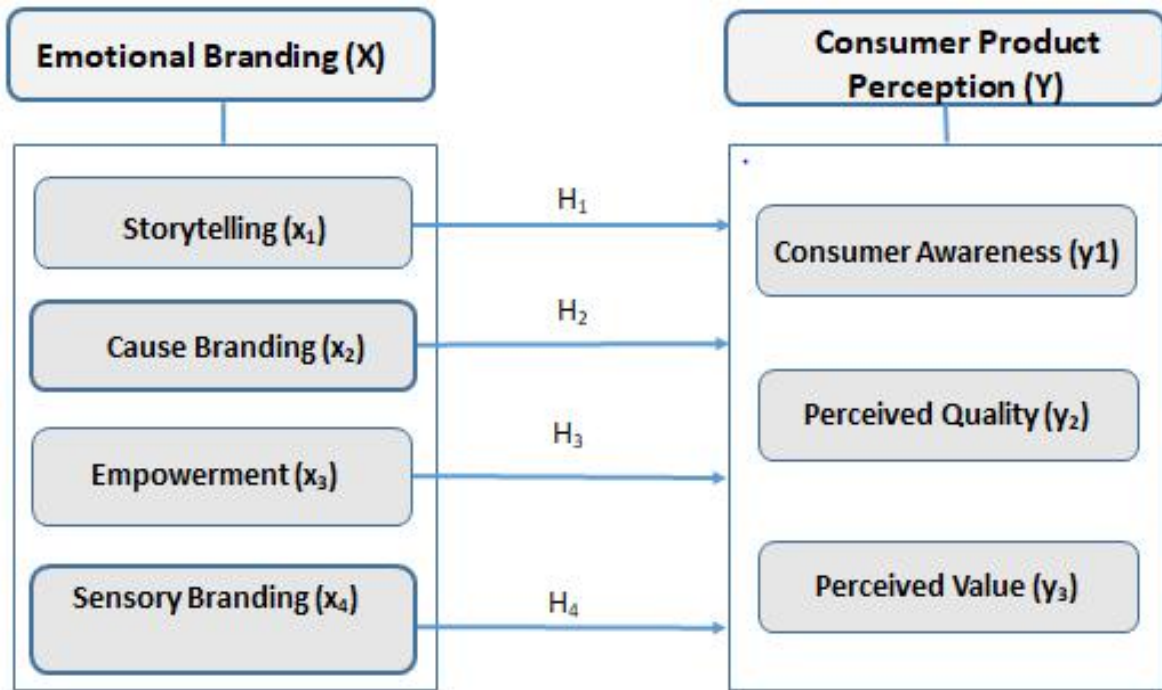
Further study on Emotional branding moderation on marketing mix selection of college in the covid-19 pandemic period focused on the aspect of service marketing mix of the decision to choose college in Purwokerto Indonesia using emotional branding moderation on aspects of the marketing mix on the selection decision to determine customer emotional involvement, pride, emotional relationships, and expectations of the selected educational service products. A main data utilizes a sample of new students from private institutions 'x' in Purwokerto, Indonesia, during the early stage of the registration procedure. The number of responses was 300 persons that filled out the questionnaire through. The findings revealed that emotional branding using the indicators as above did not substantially regulate new students' choice to enroll college x in Purwokerto. This study enhances the knowledge and contributes to the repertory of research on the emotional branding, brand equity, and emotional brand service goods. Emotional branding as a moderating component has not altered numerous factors for college selection choices. The findings of the study reflect Karnowati's research that emotional branding does not modify the marketing mix in purchase decision making¹⁴¹.

An examination on a research done on emotional branding talks to consumers' heart, on the case of fashion businesses provided a model for emotional branding strategies that focuses on sensory, empowerment, narrative and cause branding. It also analyzed emotional branding techniques based on market place trends with the four key methods outlined above. The research showed that emotional branding satisfies consumer's want to have pleasant experiences, express true self rather than idealized self and engage in co-creation. The research advised that it is vital for corporate brands to adopt emotional branding techniques in engaging their target consumers with messages that speak to their hearts¹⁴².

In a study on influence of consumer perceptions of private label brands on store loyalty – evidence from Indian retailing, a survey questionnaire was adopted using 5 likert type-scale with primary data collected from regular shoppers at different modern organized retail department stores using a non-probability convenience sampling technique to administer a customer survey of 503 valid questionnaires. Assessing the conceptual framework of the research, structural equation modelling technique was employed while the outcome suggested that there is a statistically significant beneficial effect of customer perception on shop loyalty¹⁴³.

Another study on how environmental sustainability labels affect food choices: assessing consumer preference in Southern Italy showed consumer preferences and willingness to pay for three different environmental sustainability labels and information cues about the origin displayed on a processed food product. The results showed that the introduction of environmental sustainability labels by food manufacturers should be accompanied with effective communication programs targeted at boosting consumer awareness¹⁴⁴.

2.4 Conceptual Model



Source: Researcher's Conceptual Model (2021)

The conceptual model shown in Fig 2.1 provides the Independent and the Dependent variables utilized in this investigation. The Independent variable which is emotional branding is represented by X. The sub-variables of X include advertising narrative, cause branding, empowerment, and sensory branding. The dependent variable Consumer Perception is represented by Y. Measure of Y include Perceived quality, customer awareness and perceived value. Hypothesis one shows the effect of storytelling on consumer perception as whole, hypothesis shows the effect that cause branding may have on consumer perception, the effect of empowerment on consumer perception is revealed in hypothesis three while the last hypothesis link the effect of sensory branding on consumer perception. The prior narration offers four

hypotheses with the last one which will be investigated on the influence of emotional branding on customer perception as whole.

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Chapter Three

Methodology

This chapter focuses on the method utilized in collecting data that is required in carrying out this study. This chapter contains research design, population of the study, sampling frame, sample and sample size determination, sampling design and procedure, method of data collection, research instruments, pilot study and method of data analysis.

3.1 Research Design

This study adopted the cross-sectional survey research design to examine the influence of emotional branding on consumer perception of beverages in Ogun State. This design is appropriate for this study because it extensively describes the relationships and effects between the study variables. The cross-sectional survey research design will be adopted in order to obtain information from the focus population concerning the current status of the phenomena through primary data collection.

3.2 Population of the Study

The population of this study comprises of customers who patronise the soft drinks in Abeokuta Ogun State. Abeokuta is selected because they are the administrative and commercial capital of Ogun State. This type of population is considered infinite.

3.3 Sample and Sample Technique

The sample size to be drawn from the infinite population is computed using the formula

recommended by Cochran (1963) for sample size determination for infinite/unknown population. The formula is stated as:

$$n_0 = \frac{z^2 \times p(1 - p)}{e^2}$$

Where,

- n_0 - Sample size, which was estimated
- z^2 - Selected critical value of desired level of confidence or risk
- p - Estimated proportion of an attribute that is present in the population or maximum variability of the population
- e - Desired level of precision or margin of error

The following values can be used for estimating the sample size-

- n_0 - ?
- z^2 - 95% confidence level (The value of $(1 - \alpha)$ in Standard Normal Distribution z-table, which is 1.96 for 95%)
- p - 50% variability of the population (which is maximum)
- e - 5% margin of error

Put the value in given formula- $n_0 = \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.05)^2} = 384.16$

Hence, the sample size for customers of soft drink products is 384. To enhance the response rate due to anticipated non-response, 20% of sample size amounting to 76 was added to the calculated sample. Scholars have employed this procedure to aid their response rate¹. Therefore, the accessible customers of soft drink products in Abeokuta were 460. Hence, 460 copies of the questionnaire will be administered to them accordingly. The purposive sampling was employed to select the customers of soft drink products in Abeokuta.

3.4 Description of Research Instrument

A structured questionnaire was adopted as this study's instrument. The use of questionnaire is relevant because it helps in collecting feedback based on the perception and opinion of the respondents, more so, it is suitable for collecting data from a pool of people within a short period on current issues, plus it enhances quantitative data analysis. The questionnaire has 3 sections. Section A deals with demographic characteristics in which the respondents were requested to give some basic background information of the respondents of chosen homes on beverage use. Section B focuses on the multi-dimensional factors of emotional branding such as narrative, cause branding, empowerment, and sensory branding which serve as the independent variables. Section C focuses on Consumer Perception. Six points modified Likert scale type was used to elicit answers from every item in the questionnaire and these covers; Strongly Agree (SA) – 6; Agree (A) – 5; Partially Agree (PA) - 4; Partially Disagree (PD) – 3; Disagree (D) – 2; Strongly Disagree (SD) – 1.

3.5 Validity of Research Instrument

Content validity was employed for this study, the instrument appropriately covered the scope of the study thus assure that all the questions asked in the questionnaire were completely exhausted with everything that are meant by the research questions and hypothesis. Content validity was utilized to assess the suitability of the language of the instrument and the aims of the research. Face validity was utilized to guarantee that research instruments measure what it is designed to assess. The authenticity of the research tools was also be done by the comprehensive vetting and approval of leading academics in the Department.

Construct validity was tested statistically using Exploratory Factor Analysis (EFA) (EFA). The key metrics used to verify the validity of an instrument in exploratory factor analysis are the Kaiser-Meyer-Oklin's (KMO) measure of sample adequacy and Bartlett's test of Sphericity. The study applied the KMO sampling adequacy and Bartlett's Sphericity test to examine if the statements that compose the research instruments of each variable genuinely measure what are meant to measure. If the result of the KMO is higher than 0.5, it suggests that the questions genuinely measure the variables in the research.

Table 3.3: KMO and Bartlett's Test of Sphericity

Variables	Number of Questions	KMO	Bartlett test of Sphericity
Emotional Branding	20	0.813	0.000
Storytelling	5	0.712	0.001
Cause Branding	5	0.762	0.000

Empowerment	5	0.713	0.002
Sensory Branding	5	0.720	0.000
Consumer Perception	9	0.742	0.000
Average	29	0.729	0.000

Source: Researcher's Computation (2021)

3.6 Reliability of Research Instrument

Reliability test ensures consistence of research instruments such as questionnaire was used. In order to ascertain reliability of the study, a test-retest techniques were conducted. Data collected was be subjected to reliability analysis to establish the reliability of the measures and ensure consistent measurement among the various measurement in the instruments. Analysis to the reliability of coefficient was be used. A major reliability test was carried out using test-retest method and also the researcher utilize Cronbach alpha test to investigate the internal consistency of the questionnaire collected from the respondents.

Table 3.4: Internal Consistency Reliability Result

Variables	Number of Questions	Cronbach's Alpha
Emotional Branding	20	0.940
Storytelling	5	0.712
Cause Branding	5	0.722
Empowerment	5	0.710

Sensory Branding	5	0.843
Consumer Perception	9	0.831
Average	29	0.721

Source: Researcher's Computation (2021)

3.7 Method of Data Collection

The goals of this study required primary data collection, which helps to limit the likelihood of collecting inaccurate data. According to the standards of previous research, primary data was gathered via a predetermined questionnaire. More importantly for a cross-sectional study, this instrument facilitates the collection of data regarding participants' point-in-time attitudes and beliefs on timely problems³. The questionnaire was administered to 460 consumers in tertiary institution in Abeokuta who consumes soft drinks. Given the numbers of respondents to be considered in this study, the copies of the questionnaire were distributed both in person and by trained research assistants, with specific instructions on the administration process, which involved administering copies of questionnaire to the respondents and retrieval of the copies of the questionnaire from the respondents.

3.8 Method of Data Analysis

Data analyses for this study were in two stages: the descriptive and inferential analysis. The first stage (the descriptive analysis) features descriptions of the properties of the data to show the variations in responses of the study's participants using such tools as frequencies

and percentage distribution tables, bar charts, means and standard deviations. It also provided the views and opinions of the respondents on emotional branding and Consumer Perception. The inferential statistics via the ordinary least square technique was used to test and substantiate the hypotheses formulated for this study. Hypotheses 1-5 were achieved through simple regression analysis because it addressed the effect on one independent variable on another one dependent variable. The result of the hypotheses was significant at the probability value of less than 0.05. This descriptive and inferential statistics were carried out through the use of Statistical Package for Service Solutions (SPSS) version 25.

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Endnotes

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2. N. Asika.*Research Methodology: A Process Approach*. Shomolu, Lagos: Mukugamu and Brothers Enterprises, 2004.
3. M. Saunders, P. Lewis, &A. Thornhill.*Research Methods for Business Students*. 7th Edition, Pearson, Harlow, 2016.
4. D.K. Ahadzie.*A Model for Predicting the Performance of Project Managers in Mass House Building Projects in Ghana*.PhD Thesis (Unpublished),University of Wolverhampton, UK, 2018.

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Chapter Four

Results and Discussion of Findings

This chapter deals with data presentation, analysis and the interpretation of the findings. The analysis is directed by the precise goals and the hypotheses that were generated throughout the investigation. The first part illustrates the presentation of the descriptive analysis utilizing tables displaying percentages and explanation underneath the tables. Section two offers inferential statistics and discussion of results follows towards the latter end of the chapter. The conclusions reported were based on the research questions and hypotheses, which the study set out to address and explore. Data was analyzed using SPSS version 24.

4.1 Data Presentation

A total of one hundred and ninety-six (196) copies of questionnaire were given, and one hundred and one hundred of ninety-two (192) copies were returned. After sorting the questionnaires only one hundred and eighty-seven (187) copies were validated as properly completed and judged usable. The usable questionnaire indicated 95.4 percent response rate. The high response rate was obtained as the researcher administered the instruments with the aid of research assistants who made deliberate efforts in reaching out to the secretaries to request them to participate in the study. The response findings are shown in Table 4.1.

Table 4.1: Response Rate

Response Rate:	Frequency	Per cent (%)
Returned and used	319	%
Not Returned/Returned but not used	9	4.6%
No of distributed Questionnaire	384	100%

Source: Field Survey Data (2022)

Table 4.2: Demographic Characteristic of Respondents

Variables	Category	Frequency	Percentage
Gender	Male	153	48.0%
	Female	166	52.0%
Educational Background	Senior Secondary School Diploma	42	13.2%
	University Degree	30	9.4%
	Postgraduate Degree	200	62.7%
		47	14.7%
Age	Below 18 years	67	21.0%
	18-25 years	201	63.0%
	26-35 years	41	12.9%
	36-45 years	8	2.5%
	46-55 years	2	0.6%
Purchase (on Brand name)	Yes	312	97.8%
	No	7	2.2%

Source: Field Survey Results (2022)

This part includes of background and respondents' information that provides basic characteristics such as gender of the respondents, educational background, age, and purchase based on the brand's name. To this aim, the findings are provided in Table 4.2.

Table 4.2 displays the demographic and personal characteristics of respondents utilized for this investigation. Demographic and personal characteristics of respondents as stated in table 4.2. Profile of gender stated that 153 respondents representing 48.0 percent were male while 166 respondents representing 52.0 percent were female, showing that majority of the respondents were female. 42 respondents representing 13.2 percent had Senior Secondary School Certificate, 30 respondents representing 9.4 percent had Diploma, 200 respondents representing 62.7 percent had University Degree, and 47 respondents representing 14.7 percent had Postgraduate Degree. Also, the Demographics and Personal profile of respondents indicated that 67 respondents representing 21.0 percent were below 18 years of age, 201 respondents representing 63.0 percent were between 18-25 years, 41 respondents representing 12.9 percent were between 26-35 years, 8 respondents representing 2.5 percent were between 36-45 years, and 2 respondents representing 0.6 percent were between 46-55 years, indicating that most of the respondents were between 18-25 years. In addition, 312 respondents representing 97.8 percent had made a purchase based on the brand's name, whereas, 7 respondents representing 2.2 percent didn't make a buy based on the companies name.

4.2 Response to the Research Question

Research Question One: What is the effect of job performance of secretaries in Federal Tertiary Institutions in Niger State, Nigeria?

Table 4.3: Descriptive Analysis of Responses on Perceived Value

Perceived Value	SA	A	PA	PD	D	SD	Mean
The brand has a good reputation in terms of product quality	253 (79.3%)	59 (18.5%)	4 (1.3%)	-	-	3 (0.6%)	5.74
The product price is fair compared to other alternatives	82 (25.7%)	205 (64.3%)	26 (8.2%)	4 (1.3%)	2 (0.6%)	-	5.13
The produce meets with my expectation	135 (42.3%)	93 (29.2%)	71 (22.3%)	18 (5.6%)	2 (0.6%)	-	5.07
Product price is my least concern	103 (32.3%)	124 (38.9%)	54 (16.9%)	27 (8.5%)	8 (2.5%)	3 (0.9%)	4.87
Weighted Mean							5.20

Source: Field Survey Results (2022)

According to data in Table 4.3, 79.3 percent of respondents strongly agree that the brand has a good reputation in terms of product quality, 18.5 percent agree, 1.3 percent slightly agree, and 0.6 percent strongly disagree. On average, the respondents stated that the brand has a good reputation in terms of product quality with a mean of 5.74. Results also revealed that 25.7 percent of respondents strongly believe that the product pricing is reasonable compared to other choices, 64.3 percent agree, 8.2 percent somewhat agree, 1.3 percent partially disagree, and 0.6 percent disagree. On average, the respondents responded that the product pricing is fair compared to other choices has a mean of 5.13. Results also suggested that 42.3 percent of the respondents strongly believe that the goods satisfies their

expectation, 29.2 percent agree, 22.3 percent somewhat agree, 5.6 percent partially disagree, and 0.6 percent disagree. On average, the respondents stated that the product complies with their anticipation has a mean of 5.07. Results also revealed that 32.3 percent of the respondents strongly agree that the product price is their least worry, 38.9 percent agree, 16.9 percent somewhat agree, 8.5 percent partially disagree, 2.5 percent disagree, and 0.9 percent strongly disagree. On average, the respondents reported that the product price is their least worry with a mean of 4.87.

Table 4.4: Descriptive Analysis of Responses on Perceived Quality

Perceived Quality	SA	A	PA	PD	D	SD	Mean
I am committed to this brand	152 (47.8%)	93 (29.2%)	44 (13.8%)	14 (4.4%)	9 (2.8%)	7 (2.2%)	5.08
The brand provides full and detailed information about its products	98 (30.7%)	137 (42.9%)	44 (13.8%)	21 (6.6%)	8 (2.5%)	11 (3.4%)	4.82
I am delighted about the quality of the brand	100 (31.3%)	111 (34.8%)	73 (22.9%)	15 (4.7%)	10 (3.1%)	10 (3.1%)	4.77
The product satisfies my expectation	93 (29.2%)	102 (32.0%)	71 (22.3%)	37 (11.6%)	14 (4.4%)	2 (0.6%)	4.68
Weighted Mean							4.84

Source: Field Survey Results (2022)

According to results in Table 4.4 above, 47.8% of respondents strongly agree that they are committed to that brand, 29.2% agree, 13.8% partially agree, 4.4% partially disagree, 2.8% disagree, and 2.2% strongly disagree. On average, the respondents indicated that they are committed to that brand has a mean of 5.08. Results also indicated that 30.7% of respondents strongly agree that the brand provides full and detailed information about its product, 42.9% agree, 13.8% partially agree, 6.6% partially disagree, 2.5% disagree, and 3.4% strongly disagree. On average, the respondents indicated that the brand provides full and detailed information about its product has a mean of 4.82. Results also indicated that 31.3% of the respondents strongly agree that they are delighted about the quality of the brand, 34.8% agree, 22.9% partially agree, 4.7% partially disagree, 3.1% disagree, and 3.1% strongly disagree. On average, the respondents indicated that they are delighted about the quality of the brand has a mean of 4.77. Results also indicated that 29.2% of the respondents strongly agree that the product satisfies their expectation, 32.0% agree, 22.3% partially agree, 11.6% partially disagree, 4.4% disagree, and 0.6% strongly disagree. On average, the respondents indicated that the product satisfies their expectation has a mean of 4.68.

Table 4.5: Descriptive Analysis of Responses on Customer Awareness

Customer Awareness	SA	A	PA	PD	D	SD	MEAN
I am knowledgeable about the products	146 (45.8%)	103 (32.3%)	50 (15.7%)	14 (4.4%)	5 (1.6%)	1 (0.3%)	5.15
The product gives me maximum satisfaction	75 (23.5%)	146 (45.8%)	67 (21.0%)	19 (6.0%)	12 (3.8%)		4.79
I find the product appealing	91 (28.5%)	103 (32.3%)	75 (23.5%)	24 (7.5%)	11 (3.4%)	14 (4.4%)	4.62
I get hands-on information on media platforms about the products relevance	66 (20.7%)	120 (37.6%)	84 (26.3%)	34 (10.7%)	10 (3.1%)	5 (1.6%)	4.57
Weighted Mean							4.78

Source: Field Survey Results (2022)

According to results in Table 4.5 above, 45.8% of respondents strongly agree that they are knowledgeable about the products, 32.3% agree, 15.7% partially agree, 4.4% partially disagree, 1.6% disagree, and 0.3% strongly disagree. On average, the respondents indicated that they are knowledgeable about products has a mean of 5.15. Results also indicated that 23.5% of respondents strongly agree that the products gives them maximum satisfaction, 45.8% agree, 21.0% partially agree, 6.0% partially disagree, and 3.8% disagree. On average, the respondents indicated that the product gives them maximum satisfaction has a

mean of 4.79. Results also indicated that 28.5% of the respondents find the product appealing, 32.3% agree, 23.5% partially agree, 7.5% partially disagree, 3.4% disagree, and 4.4% strongly disagree. On average, the respondents indicated that they find the product appealing has a mean of 4.62. Results also indicated that 20.7% of the respondents strongly agree that they get hands-on information on media platforms about the products relevance, 37.6% agree, 26.3% partially agree, 10.7% partially disagree, 3.1% disagree, and 1.6% strongly disagree. On average, the respondents indicated that they get hands-on information on media platforms about the products relevance has a mean of 4.57.

Table 4.6: Descriptive Analysis of Responses on Storytelling

Storytelling	SA	A	PA	PD	D	SD	MEAN
This brand has suitable outlined stories which bring happy feeling to me	227 (71.2%)	61 (19.1%)	16 (5.0%)	12 (3.8%)	-	3 (0.9%)	5.55
This brand triggers my thought with believable stories	87 (27.3%)	173 (54.2%)	43 (13.5%)	13 (4.1%)	3 (0.9%)	-	5.03
This brand attracts my attention with distinctive stories	120 (37.6%)	123 (38.6%)	56 (17.6%)	16 (5.0%)	4 (1.3%)	-	5.06
This brand catches my thought with skeptical stories that encourage your curiosity	94 (29.5%)	136 (42.6%)	59 (18.5%)	21 (6.6%)	6 (1.9%)	3 (0.9%)	4.88

This brand convinces me with stories in charismatic style	114 (35.7%)	91 (28.5%)	71 (22.3%)	34 (10.7%)	4 (1.3%)	5 (1.6%)	4.82
Weighted Mean							5.07

Source: Field Survey Results (2022)

According to results in Table 4.6. 71.2% of respondents strongly agree that the brand has suitable outlined stories which bring happy feeling to them, 19.1% agree, 5.0% partially agree, 3.8% partially disagree, and 0.9% strongly disagree. On average, the respondents indicated that the brand has suitable outlined stories which bring happy feeling to them has a mean of 5.55. Results also indicated that 27.3% of respondents strongly agree that the brand triggers their thought with believable stories, 54.2% agree, 13.5% partially agree, 4.1% partially disagree, and 0.9% disagree. On average, the respondents indicated that the brand triggers their thought with believable stories has a mean of 5.03. Results also indicated that 37.6% of the respondents strongly agree that the brand attract their attention with distinctive stories, 38.6% agree, 17.6% partially agree, 5.0% partially disagree, and 1.3% disagree. On average, the respondents indicated that the brand attracts their attention with distinctive stories has a mean of 5.06.

Results also indicated that 29.5% of the respondents strongly agree that the brand catches their thought with skeptical stories that encourage curiosity, 42.6% agree, 18.5% partially agree, 6.6% partially disagree, 1.9% disagree, and 0.9% strongly disagree. On average, the respondents indicated that the brand catches their thought with skeptical stories that encourage their curiosity has a mean of 4.88. Results also indicated that 35.7% of the respondents strongly agree that the brand convinces them with stories in charismatic style,

28.5% agree, 22.3% partially agree, 10.7% partially disagree, 1.3% disagree, and 1.6% strongly disagree. On average, the respondents indicated that the brand convinces them with stories in charismatic style has a mean of 4.82.

Table 4.7: Descriptive Analysis of Responses on Cause Branding

Cause Branding	SA	A	PA	PD	D	SD	MEAN
This brand has good reputation	144 (45.1%)	105 (32.9%)	44 (13.8%)	16 (5.0%)	6 (1.8%)	4 (1.3%)	5.11
This brand attends to environmental concerns of customers	87 (27.3%)	122 (38.2%)	72 (22.6%)	27 (8.5%)	9 (2.8%)	2 (0.6%)	4.77
This brand takes care of the communities in which they operate	114 (35.7%)	97 (30.4%)	71 (22.3%)	26 (8.2%)	6 (1.9%)	5 (1.6%)	4.85
I patronize this brand based on their goodwill overtime	105 (32.9%)	111 (34.8%)	65 (20.4%)	26 (8.2%)	9 (2.8%)	3 (0.9%)	4.84
I love this brand since it is associated to a good cause	110 (34.5%)	93 (29.2%)	58 (18.2%)	31 (9.7%)	20 (6.3%)	7 (2.2%)	4.69
Weighted Mean							4.85

Source: Field Survey Results (2022)

According to results in Table 4.7. 45.1% of respondents strongly agree that the brand has good reputation, 32.9% agree, 13.8% partially agree, 5.0% partially disagree, 1.8% disagree, and 1.3% strongly disagree. On average, the respondents indicated that the brand has good reputation has a mean of 5.11. Results also indicated that 27.3% of respondents strongly agree that the brand attends to environmental concerns of customers, 38.2% agree, 22.6% partially agree, 8.5% partially disagree, 2.8% disagree, and 0.6% strongly disagree.

On average, the respondents indicated that the brand attends to environmental concerns of customers has a mean of 4.77.

Results also indicated that 35.7% of the respondents strongly agree that the brand takes care of the communities in which they operate, 30.4% agree, 22.3% partially agree, 8.2% partially disagree, 1.9% disagree, and 1.6 strongly disagree. On average, the respondents indicated that the brand takes care of the communities in which they operate has a mean of 4.85. Results also indicated that 32.9% of the respondents strongly agree that they patronize the brand based on their goodwill overtime, 34.8% agree, 20.4% partially agree, 8.2% partially disagree, 2.8% disagree, and 0.9% strongly disagree. On average, the respondents indicated that they patronize the brand based on their goodwill overtime has a mean of 4.84. Results also indicated that 34.5% of the respondents strongly agree that they love the brand since it is associated to a good cause, 29.2% agree, 18.2% partially agree, 9.7% partially disagree, 6.3% disagree, and 2.2% strongly disagree. On average, the respondents indicated that they love the brand since it is associated to a good cause has a mean of 4.69.

Table 4.8: Descriptive Analysis of Responses on Empowerment

Empowerment	SA	A	PA	PD	D	SD	MEAN
This brand listens to my needs	140 (43.9%)	102 (32.0%)	55 (17.2%)	14 (4.4%)	4 (1.3%)	4 (1.3%)	5.09
I have strong bond with this brand	78 (24.5%)	137 (42.9%)	69 (21.6%)	20 (6.3%)	12 (3.8%)	3 (0.9%)	4.75
I associate with this brand based on other users'	106 (33.2%)	119 (37.3%)	58 (18.2%)	24 (7.5%)	6 (1.9%)	6 (1.9%)	4.87

reviews

I recommend this brand to others based on my experience	80 (25.1%)	129 (40.4%)	67 (21.0%)	20 (6.3%)	20 (6.3%)	3 (0.9%)	4.69
I have better buying experience from this brand than others	84 (26.3%)	118 (37.0%)	66 (20.7%)	29 (9.1%)	13 (4.1%)	9 (2.8%)	4.64
Weighted Mean							4.81

Source: Field Survey Results (2022)

According to findings in Table 4.8. 43.9 percent of respondents strongly believe that the brand responds to their requirements, 32.0 percent agree, 17.2 percent slightly agree, 4.4 percent partially disagree, 1.3 percent disagree, and 1.3 percent strongly disagree. On average, the respondents stated that the brand responds to their requirements has a mean of 5.09. Results also suggested that 24.5 percent of respondents strongly believe that they have strong relationship with the brand, 42.9 percent agree, 21.6 percent somewhat agree, 6.3 percent partially disagree, 3.8 percent disagree, and 0.9 percent strongly disagree. On average, the respondents stated that they have strong relationship with the brand has a mean of 4.75.

Results also revealed that 33.2 percent of the respondents strongly believe that they identified with the brand based on other users' ratings, 37.3 percent agree, 18.2 percent slightly agree, 7.5 percent partially disagree, 1.9 percent disagree, and 1.9 strongly disagree. On average, the respondents stated that they identify with the company based on other

users' ratings has a mean of 4.87. Results also revealed that 25.1 percent of the respondents strongly agree that they suggest the brand to others based on their experience, 40.4 percent agree, 21.0 percent slightly agree, 6.3 percent partially disagree, 6.3 percent disagree, and 0.9 percent strongly disagree. On average, the respondents stated that they recommend the brand to others based on their experience has a mean of 4.69. Results also suggested that 26.3 percent of the respondents highly believe that they had better purchasing experience from the brand than others, 37.0 percent agree, 20.7 percent somewhat agree, 9.1 percent partially disagree, 4.1 percent disagree, and 2.8 percent strongly disagree. On average, the respondents reported that they had better purchasing experience from the brand than others with a mean of 4.64.

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Table 4.9: Descriptive Analysis of Responses on Sensory Branding

Sensory Branding	SA	A	PA	PD	D	SD	Mean
I have built strong affinity for this brand based on the taste of the product	162 (50.8%)	82 (25.7%)	57 (17.9%)	8 (2.5%)	7 (2.2%)	3 (0.9%)	5.18
I love the physical features such as colour, logo of this brand	90 (28.2%)	125 (39.2%)	73 (22.9%)	23 (7.2%)	6 (1.9%)	2 (0.6%)	4.83
The smell of the product gives me satisfaction	124 (38.9%)	94 (29.5%)	60 (18.8%)	22 (6.9%)	12 (3.8%)	3 (0.9%)	4.94
I enjoy listening to the jingles of the brand product	82 (25.7%)	145 (45.5%)	53 (16.6%)	24 (7.5%)	4 (1.3%)	11 (3.4%)	4.76
A feel of the product creates stimuli	107 (33.5%)	98 (30.7%)	73 (22.9%)	25 (7.8%)	10 (3.1%)	6 (1.9%)	4.78
Weighted Mean							4.90

Source: Field Survey Results (2022)

According to data in Table 4.9, 50.8 percent of respondents strongly believe that they have formed strong affection for the brand based on the flavour of the product, 25.7 percent agree, 17.9 percent somewhat agree, 2.5 percent partially disagree, 2.2 percent disagree, and 0.9 percent strongly disagree. On average, the respondents reported that they had formed affinity for the brand based on the flavour of the product has a mean of 5.18. Results also suggested that 28.2 percent of respondents highly agree that they adore the physical aspects such as colour, logo of the company, 39.2 percent agree, 22.9 percent somewhat agree, 7.2 percent partially disagree, 1.9 percent disagree, and 0.6 percent strongly disagree. On average, the respondents responded that they enjoy the physical aspects such as colour, logo of the company has a mean of 4.83. Results also revealed that

38.9 percent of the respondents strongly believe that the fragrance of the product brings them pleasure, 29.5 percent agree, 18.8 percent slightly agree, 6.9 percent partially disagree, 3.8 percent disagree, and 0.9 percent strongly disagree. On average, the respondents reported that the fragrance of the goods offers them pleasure has a mean of 4.94. Results also revealed that 25.7 percent of the respondents strongly agree that they like listening to the jingles of the brand product, 45.5 percent agree, 16.6 percent somewhat agree, 7.5 percent partially disagree, 1.3 percent disagree, and 3.4 percent strongly disagree. On average, the respondents reported that they like listening to the jingles of the brand product has a mean of 4.76. Results also suggested that 33.5 percent of the respondents highly believe that a feel of the object provides stimulus, 30.7 percent agree, 22.9 percent somewhat agree, 7.8 percent partially disagree, 3.1 percent disagree, and 1.9 percent definitely disagree. On average, the respondents reported that a feel of the goods provides stimulus has a mean of 4.78.

4.2 Test of Hypotheses

The null hypothesis one, which claims that there would be no significant influence of storytelling on perception of soft-drink consumers in Ogun State, Nigeria was examined using basic linear regression analysis. In the study, the values of customer perception were regressed on the values of narrative. The data for storytelling (independent variable) was obtained by summing answers of all variable items correspondingly whereas that of customer perception (dependent) was generated by adding responses of all items used to assess the variable. The regression test results are reported in Tables 4.10a-c

Hypothesis One

Table 4.10a-c: Summary of Regression Analysis for the effect of Storytelling on perception of soft-drink consumers in Ogun State, Nigeria.

Model Summary					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.584 ^a	.340	.339		.53783
a. Predictors: (Constant), StoryTelling					
Source: Field Survey Results (2022)					

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.938	1	57.938	200.301	.000 ^b
	Residual	112.231	388	.289		
	Total	170.169	389			
a. Dependent Variable: Customer Perception						
b. Predictors: (Constant), StoryTelling						
Source: Field Survey Results (2022)						

Coefficients^a						
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta		
1	(Constant)	2.373	.189		12.567	.000
	Story Telling	.520	.037	.584	14.153	.000
a. Dependent Variable: Customer Perception						
Source: Field Survey Results (2022)						

Table 6a-c displays the findings of the regression analysis for the influence of storytelling

on perception of soft-drink consumers in Ogun State, Nigeria. Table 4.6a gives a model summary which indicates how the model equation fits into the data. The R² was utilized to establish the predictive strength of the study's model. From the findings, advertising has modest and significant link with customer patronage among telecom customers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.426, p < 0.05$).

The coefficient of determination (R²) of 0.181 demonstrates that advertising explained 18.1 percent of the variance in customer patronage whereas the remaining 81.9 percent variation in customer patronage is explained by other exogenous variable distinct from those investigated in this research. This data reveals that advertising affect 18.1 percent of consumer patronage among telecom customers in selected Local Government Areas of Ogun State, Nigeria. It is vital to underline that the impact projected by advertising is favorable yet modest.

Table 4.10b provides the findings of ANOVA (overall model significance) of regression test which demonstrated that the advertising had a substantial impact on customer patronage among telecom customers in selected Local Government Areas of Ogun State, Nigeria. This may be explained by the F-value (54.943) and $p = 0.000$ which is statistically significant at 95 percent confidence range. Furthermore, the results of regression coefficients in table 4.10c, revealed that at 95 percent confidence level, a unit change in advertising will lead to a 0.160 increase in customer patronage among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the foundation of this finding ($R^2 = 0.181, F(1,318) = 54.943, p = 0.000$), this research reject the null hypothesis one (H₀₁) which says that story telling has no

significant influence on customer patronage among telecom customers in selected Local Government Areas of Ogun State, Nigeria.

Hypothesis Two

The null hypothesis two which claims that there would be no significant impact of cause branding on perception of soft-drink consumers in Ogun State, Nigeria was evaluated using simple linear regression analysis. In the study, the values of customer perception were regressed on the values of cause branding. The data for cause branding (independent variable) was obtained by summing answers of all variable items correspondingly while that of customer perception (dependent) was generated by adding responses of all items used to assess the variable. The regression test results are provided in Tables 4.11a-c

Table 4.11a-c: Summary of Regression Analysis for the effect of cause branding on perception of soft-drink consumers in Ogun State, Nigeria.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.782 ^a	.611	.610		.41306

a. Predictors: (Constant), CauseBranding

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.968	1	103.968	609.348	.000 ^b
	Residual	66.201	318	.208		

Total 170.169 319

a. Dependent Variable: Customer Perception

b. Predictors: (Constant), Cause Branding

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	2.272	.113		20.085	.000
	Cause Branding	.556	.023	.782	24.685	.000

a. Dependent Variable: Customer Perception

Source: Field Survey Results (2022)

The null hypothesis one which states that there will be no significant influence of cause branding on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria was tested using simple linear regression analysis. In the analysis, the values of customer perception were regressed on the values of cause branding. The data for cause branding (independent variable) was generated by summing responses of all variable items respectively while that of customer perception (dependent) was generated by adding responses of all items used to measure the variable. The regression test results are presented in Tables 4.11a-c

Table 4.11a-c presents the results of the regression analysis for the effect of cause branding on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.11a presents a model summary which establishes how the

model equation fits into the data. The R^2 was used to establish the predictive power of the study's model. From the results, cause branding has strong and significant relationship with customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.782$, $p < 0.05$).

The coefficient of determination (R^2) of 0.611 shows that cause branding explained 61.1% of the variation in customer perception while the remaining 38.9% variation in customer perception is explained by other exogenous variable different from those considered in this study. This result suggests that cause branding influence 61.1% of customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.11b presents the results of ANOVA (overall model significance) of regression test which revealed that the Cause Branding has a significant influence on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. This can be explained by the F-value (609.348) and $p = 0.000$ which is statistically significant at 95% confidence interval. Furthermore, the results of regression coefficients in table 4.11c, revealed that at 95% confidence level, a unit change in cause branding will lead to a 0.556 increase in customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the strength of this result ($R^2 = 0.611$, $F(1,318) = 609.348$, $p = 0.000$), this study reject the null hypothesis one (H_02) which state that Cause Branding has no significant effect on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

Hypothesis Three

The null hypothesis three which states that there will be no significant influence of empowerment on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria was tested using simple linear regression analysis. In the analysis, the values of customer perception were regressed on the values of empowerment. The data for empowerment (independent variable) was generated by summing responses of all variable items respectively while that of customer perception (dependent) was generated by adding responses of all items used to measure the variable.

The regression test results are presented in Tables 4.12a-c

Table 4.12a-c: Summary of Regression Analysis for the effect of empowerment on perception of soft-drink consumers in Ogun State, Nigeria.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.660 ^a	.436	.434		.49740

a. Predictors: (Constant), Empowerment

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.177	1	74.177	299.825	.000 ^b
	Residual	95.992	318	.247		
	Total	170.169	319			

a. Dependent Variable: CustomerPerception

b. Predictors: (Constant), Empowerment

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.540	.145		17.483	.000
	Empowerment	.504	.029	.660	17.315	.000

a. Dependent Variable: Customer Perception

Source: Field Survey Results (2022)

The null hypothesis three which claims that there would be no significant impact of empowerment on perception of soft-drink consumers in Ogun State, Nigeria was evaluated using basic linear regression analysis. In the study, the values of customer perception were regressed on the values of empowerment. The data for empowerment (independent variable) was obtained by summing answers of all variable items correspondingly whereas that of customer perception (dependent) was generated by adding responses of all items used to assess the variable. The regression test results are shown in Tables 4.12a-c

Table 4.12a-c displays the findings of the regression analysis for the influence of empowerment on perception of soft-drink consumers in Ogun State, Nigeria. Table 4.12a gives a model summary which indicates how the model equation fits into the data. The R² was utilized to establish the predictive strength of the study's model. From the data,

empowerment has strong and substantial link with perception of soft-drink consumers in Ogun State, Nigeria ($R = 0.660, p < 0.05$).

The coefficient of determination (R^2) of 0.436 demonstrates that empowerment explained 43.6 percent of the variance in customer perception whereas the remaining 46.4 percent variation in customer perception is explained by external variables separate from those investigated in this research. This data reveals that empowerment affect 43.6 percent of customer perception among telecom users in selected Local Government Areas of Ogun State, Nigeria.

Table 4.12b displays the findings of ANOVA (overall model significance) of regression test which demonstrated that the empowerment has a significant impact on perception of soft-drink consumers in Ogun State, Nigeria. This may be explained by the F-value (299.825) and $p = 0.000$ which is statistically significant at 95 percent confidence range. Furthermore, the results of regression coefficients in table 4.12c, revealed that at 95 percent confidence level, a unit change in empowerment will lead to a 0.504 increase in customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the foundation of this finding ($R^2 = 0.436, F(1,318) = 299.825, p = 0.000$), this research reject the null hypothesis three (H_03) which indicates that empowerment has no significant influence on perception of soft-drink consumers in Ogun State, Nigeria.

Hypothesis Four

The null hypothesis four which claims that there would be no significant impact of sensory branding on perception of soft-drink consumers in Ogun State, Nigeria was evaluated using

basic linear regression analysis. In the study, the values of consumer perception were regressed on the values of sensory branding. The data for sensory branding (independent variable) was obtained by summing answers of all variable items correspondingly whereas that of customer perception (dependent) was generated by adding responses of all items used to assess the variable. The regression test results are shown in Tables 4.13a-c

Table 4.13a-c: Summary of Regression Analysis for the effect of sensory branding on perception of soft-drink consumers in Ogun State, Nigeria.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 ^a	.408	.407	.50946

a. Predictors: (Constant), Sensory Branding

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.464	1	69.464	267.635	.000 ^b
	Residual	100.705	318	.260		
	Total	170.169	319			

a. Dependent Variable: Customer Perception

b. Predictors: (Constant), Sensory Branding

Coefficients^a						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.618	.149		17.584	.000
	SensoryBranding	.486	.030	.639	16.360	.000

a. Dependent Variable: CustomerPerception

Source: Field Survey Results (2022)

Table 4.13a-c presents the results of the regression analysis for the effect of sensory branding on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. Table 4.13a presents a model summary which establishes how the model equation fits into the data. The R^2 was used to establish the predictive power of the study's model. From the results, sensory branding has strong and significant relationship with customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria ($R = 0.639$, $p < 0.05$).

The coefficient of determination (R^2) of 0.408 shows that sensory branding explained 40.8% of the variation in customer perception while the remaining 59.2% variation in customer perception is explained by factors not included in this study. This result suggests

that sensory branding influence 40.8% of customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

Table 4.13b presents the results of ANOVA (overall model significance) of regression test which revealed that the sensory branding has a significant influence on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria. This can be explained by the F-value (267.635) and $p=0.000$ which is statistically significant at 95% confidence interval. Furthermore, the results of regression coefficients in table 4.13c, revealed that at 95% confidence level, a unit change in sensory branding will lead to a 0.486 increase in customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the strength of this result ($R^2= 0.408$, $F(1,318)= 267.635$, $p= 0.000$), this study reject the null hypothesis four (H_04) which state that sensory branding has no significant effect on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria.

Hypothesis Five

The null hypothesis five which states that there will be no significant influence of emotional branding on customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria was tested using simple linear regression analysis. In the analysis, the values of customer perception were regressed on the values of emotional branding. The data for emotional branding (independent variable) was generated

by summing responses of all variable items respectively while that of customer perception (dependent) was generated by adding responses of all items used to measure the variable.

The regression test results are presented in Tables 4.14a-c

Table 4.14a-c: Summary of Regression Analysis for the effect of emotional branding on perception of soft-drink consumers in Ogun State, Nigeria

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.628	.627	.40367

a. Predictors: (Constant), Emotional Branding

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.944	1	106.944	656.295	.000
	Residual	63.225	318	.163		
	Total	170.169	319			

a. Dependent Variable: Customer Perception

b. Predictors: (Constant), Emotional Branding

Coefficients^a					
Model		Unstandardized		Standardized	Sig
		Coefficients		Coefficients	
		B	Std. Error	Beta	
1	(Constant)	1.405	.142		.000
	Emotional Branding	.727	.028	.793	.000

a. Dependent Variable: Customer Perception

Source: Field Survey Results (2022)

Table 4.14a-c displays the findings of the regression analysis for the influence of emotional branding on perception of soft-drink consumers in Ogun State, Nigeria. Table 4.14a gives a model summary which indicates how the model equation fits into the data. The R² was utilized to establish the predictive strength of the study's model. From the findings, emotional branding has strong and substantial link with perception of soft-drink consumers in Ogun State, Nigeria (R = 0.793, p<0.05).

The coefficient of determination (R^2) of 0.628 demonstrates that emotional branding explains 62.8 percent of the variations in customer perception whereas the remaining 37.2 percent variation in customer perception is explained by external variables not included in this research. This data reveals that emotional branding affect 62.8 percent of consumer perception among telecom users in selected Local Government Areas of Ogun State, Nigeria.

Table 4.14b provides the findings of ANOVA (overall model significance) of regression test which demonstrated that the emotional branding had a substantial effect on perception of soft-drink consumers in Ogun State, Nigeria. This may be explained by the F-value (656.295) and $p=0.000$ which is statistically significant at 95 percent confidence range. Furthermore, the results of regression coefficients in table 4.14c, revealed that at 95 percent confidence level, a unit change in emotional branding will lead to a 0.727 increase in customer perception among telecom subscribers in selected Local Government Areas of Ogun State, Nigeria, given that all other factors are held constant. On the foundation of this finding ($R^2 = 0.628$, $F(1,318) = 656.295$, $p = 0.000$), this research reject the null hypothesis five (H_05) which indicates that emotional branding has no significant influence on perception of soft-drink consumers in Ogun State, Nigeria.

4.3 Discussion of Findings

The outcomes of simple regression study for the effect of emotional branding on soft drinks consumer perception in Ogun State reveals that emotional branding in its whole has major influence on consumer perception. Emotional branding being a crucial strategy or component for the retail or commercial organization for competitive advantage and

survival given its power to engage consumers, appealing to their wants, and goals, as well as dreams, and ego¹. The findings offer weight to the relevance of emotional branding in creating customer loyalty and subsequently consumer retention. This is conceivable because emotional branding establishes itself as a major aspect in creating brand loyalty, which has been described as a long-term, committed, and affect-laden relationship created to characterize consumer-brand ties. Increased loyalty produced by emotional branding, in turn, leads to better sales. For example, an emotionally attached customers are 52 percent more valuable to a company than those who are merely content. Presumably, emotionally linked customers are a brand's extremely valuable market niche. Therefore, emotional branding is likely a critical strategy to directly connect to company customers.

The findings of this study have empirical backing in current literature. The hypothesis one assessed the impact of storytelling on customer perception among telecom subscribers in chosen local government area of ogun state, Nigeria. The result demonstrated that there is a considerable effect of narrative on the individual factors of customer perception which include consumer awareness, perceived quality and value. This shows that storytelling of a specific telecom brand influence on customer perception notably among telecom customers in the chosen local government regions of ogun state². This result is in tandem with the findings of other study explored the resonance of advertising benefits of storytelling in marketing different sport brands from the perspective of consumers' purchase intention using college students in Taiwan as the object of study to watch different advertisement stories of different sporting brands, and compared the differences in the influence of storytelling on college students' purchasing inclination to reflect the advertising investment profits³. The research found that there is a beneficial impact of narrative on customer

purchase intention. In fact, it demonstrates that the longer length of the advertising tale, the more favorable the consumer's view of the brand image and brand identity, and the more probable it is to boost consumers' buy intention for the brand. The research analysis shows that telling brand stories of a company's origin biography, life experience, and stories generated over time, can have a positive response to consumers since the purpose of the story told is to deliberately affect and touch the hearts of the consumers through applying certain emotions and feelings. The tale develops distinct emotions and atmospheres to activate or mold the consumer's ideas and opinions. Because individuals often incorporate themselves into tales to explain the significance of their experiences. Even individuals put their own personal sensations, such as longing or envy, onto the brand tale, which activate their distinctive brand choices. Furthermore, this researcher highlighted that a brand is simply a symbol without any life if there is no narrative to inform customers; in this instance, storytelling helps to integrate consumers and provoke very pleasant feelings among them.

Similarly, the results of the regression study on the effect of cause branding on customer perception among telecom subscribers in chosen local government area of ogun state, Nigeria indicated that cause branding had a major influence on consumer perception. Conceptually, the application of cause branding, includes such activities as; commissioning ad campaigns to promote awareness for a cause, advertisements in various media channels, in-store displays, or putting a logo on a product package that graphically illustrate current or prospective donations, or other forms of support of a firm to a certain cause. This concept aligns with this study's conclusions concerning cause branding⁴. This research evaluated cause branding from the rational choice theory which emphasized that individual

actions can be explained through rationality, in which choices are consistent because they are made according to personal preference, emotional attachments to a brand regardless of the marketing mediums.

The findings of this inquiry have support in empirical literature. For instance, a confirmed the positive and considerable association between cause connected ads and brand image exist. The outcome of data analysis validated all expectations and indicate that Cause-related marketing (CRM) has a direct and beneficial influence on brand image. A Firm's application of Cause- linked branding, which is under the scrutiny of customers, is successful on the consumer's mental picture of the brand. In addition, buyers make judgment on the product quality based on mental usefulness of the quality. In a comparable study, many researchers' data results verify this large effect of cause branding on customer Reactions to Products, The findings shows that having a good 'match', in terms of the positioning and aims of both product and charity, is particularly critical to the success of CRM activities. Another study¹²¹ demonstrated a minor impact of cause branding on customer choice. The study observed that the degree of 'fit' between goods and causes does have a substantial influence on customers' assessments of items that carry a cause 'brand identity' as part of a CRM campaign. The findings also imply that cause cues in low involvement purchase circumstances make their influence through upsetting existing choice heuristics, rather than by the establishment of new heuristics of evaluation.

The results in hypothesis three supplied the study the empirical basis to show that empowerment has a major effect on customer perception among telecom customers in selected local government areas in ogun state, Nigeria. This study has awakened the

concept of the crucial function emotional structures play in the interaction between consumers and brand loyalty. A researcher study focuses on examining the perceived utility as a mediator between emotional contact (familiarity and closeness) and purchase intention^{1,2,3}. The researcher demonstrated that familiarity and intimacy positively affected the users' purchase intention in social commerce; perceived usefulness mediated the relationship between emotional interaction and purchase intention while product type moderated the following relationships: between familiarity and purchase intention, between intimacy and purchase intention, and between perceived usefulness and purchase intention. The outcome underscored the necessity for development of emotional contact and perceived utility in order to raise customers' purchase intention.

Consequently, another study studied the correlation between emotional elements of self-concept connection, emotional attachment and brand love in younger consumer's brand relationship^{1,2,4}. Online survey data was acquired of a representative sample of younger customers. The study revealed that the three emotional elements (self-concept connection, emotional attachment, and brand love) boost younger consumers' brand loyalty, although the extent of the influence varies. Emotional attachment has the largest influence on brand loyalty, followed by self-concept connection and brand love. Self-concept connection boosts brand love as well as emotional attachment. Moreover, the outcome of perceptual mapping in their research demonstrated differing views of the premium brands in younger consumers' thoughts.

Furthermore, the outcomes of this research as indicated in the analysis of hypothesis four demonstrates the considerable effect of sensory branding on customer perception among

telecom customers in chosen local government area of Ogun state Nigeria. The study demonstrated that there was a considerable effect of sensory branding on customer perception among telecom customers in the chosen local government regions of Ogun state, Nigeria. Conceptually, sensory branding is a framework founded on sensory inputs, sensory perceptions and sensory symbols of a person. Therefore, this research believes that sensory branding is one of the successful marketing actions for establishing brand image which also helps to spread awareness of brand in consumer's mind. On this premise, the findings of this inquiry have support in empirical literature. A research verified the influence of sensory marketing on customer purchase behavior^{1,3,1}. The research of indicated that the five senses concurrently impact the customer purchasing behaviour. The researcher also noted that sensory marketing might be utilized to establish subconscious triggers that define customer perception of abstract conceptions of the product (e.g., its sophistication, quality, elegance, innovativeness, modernity, interactivity) and the brand's personality. The results also suggested that strategic stimulation of the senses of the consumer in marketing process might be one of the practical approaches for firms and merchants to attract consumers and enhance their loyalty.

Another similar research evaluate the influence of sensory branding on customer choice of coffee shops in Colombo, Sri Lanka^{1,3,2}. Their investigation was done as a survey with a sample of 300 coffee shop visitors using a hypothetic deductive method evaluating the hypothesis produced based on sensory branding. The findings of their research demonstrated that sensory branding is an effective marketing tactic in pushing customers to prefer coffee shops among other choices for reasons such as eating, relaxing, learning and meetings. The research further established that the sensory cues had a good influence on

consumer choice, but combination of diverse signals together might construct a harsher impact which could lead to harm in the assessments of the items or the surroundings.

The research also suggests a high effect of emotional branding on customer perception among telecom customers in chosen local government area in Ogun state, Nigeria. Conceptually, emotional branding highlights the significance of the emotional relationship between the firm and the customer influenced by the system of contemporary consumers' unique values and needs, which, in turn, develops a new symbol consuming culture. Emotional branding is vital in developing consumer brand reactions to the brand. Future purchase intentions increase when a customer gets more connected with the brand. This conclusion have support in empirical literature. A research focused at analyzing the influence of emotional branding on customer purchase behavior in soft drink beverage business of Pakistan. The results aided in creating distinctions and unambiguous conclusions towards our study aims. The study findings demonstrated that there is a favorable association between emotional branding and purchase behavior. This implies the necessity for implementation of emotional branding techniques for client satisfaction. An examination to evaluate customer perception of the brand personality of Globacom in Nigeria was carried out. The study provides further insight to the view of customers within the telecommunication business to the GLO Mobile Brand which is owned by Globacom communications Nigeria Limited. The outcomes from this research demonstrated that the methods utilized assisted the creation of brand personality measures. The results further make it feasible to compare the Nigerian features to those discovered in other situations.

Endnotes

1. M., Acharya. *The Emotional Branding Process*. In G. Ruchi, R. Chhikara, K. P. Tapan Kumar, & A. Kataria (Eds.), *Driving Customer Appeal through the Use of Emotional Branding*, 2018, (pp. 195–208).
2. *Storytelling has a Significant Influence on Consumer Perception (Consumer Awareness, Perceived Quality and Value) among Telecom Subscribers in Selected Local Government Areas of Ogun State, Nigeria*
3. T., Meng-Chuan. *Storytelling Advertising Investment Profits in Marketing: From the Perspective of Consumers' Purchase Intention*. *Mathematics*, pp. 1 – 12., 2020. www.mdpi.com/journal/mathematics
4. *Cause Branding has a Significant Influence on Customer Perception among Telecom Subscribers in selected Local Government Areas of Ogun State, Nigeria.*
5. *Empowerment has a Significant Influence on Customer Perception among Telecom Subscribers in selected Local Government Areas of Ogun State, Nigeria*
6. *Sensory Branding has a Significant Influence on Customer Perception among Telecom Subscribers in selected Local Government Areas of Ogun State, Nigeria*
7. *Emotional Branding has a Significant Influence on Customer Perception among Telecom Subscribers in selected Local Government Areas of Ogun State, Nigeria.*

Chapter Five

Conclusion

This chapter presents and discusses the summary of findings, conclusions and provides useful recommendations, contributions to knowledge and suggestions for further studies.

5.1 Summary of Findings

The main objective of this study is to examine the influence of emotional branding (storytelling, cause, empowerment and sensory branding) on consumer perception (consumer impression, consumer awareness, perceived quality and perceived value) of soft drink consumers in Ogun State. The study has five chapters so as to achieve its main objective. The first chapter outlined the background to the study which affirms that today's consumers are more likely to make purchase based on how they feel about items than what they think. Though many studies exist in the area of emotional branding and consumer perception in other industries around the world to establish the influence of emotional branding on consumer perception in different concepts and using different methods. However, research gaps point out the need for further studies on emotional branding and consumer perception of soft drinks in Ogun State. This is traceable to the fact that markets generally experience a drastic change after the economic recession and in the Post COVID-19 Era. Review of concepts as it relates to each variable in the study was expressly reviewed in the second chapter objectively. Using a cross-sectional survey research design

through a purposive sampling, a well-structured survey questionnaire was used to gather data from respondents.

From the interpretation of analyses of data collected and findings of the study, the following can be summarized as the main empirical findings of this study:

1. Storytelling has a significant influence on perception of soft-drink consumers in Ogun State, Nigeria
2. Cause Branding has a significant influence on perception of soft-drink consumers in Ogun State, Nigeria
3. Empowerment has a significant influence on perception of soft-drink consumers in Ogun State, Nigeria
4. Sensory branding has a significant influence on perception of soft-drink consumers in Ogun State, Nigeria
5. Emotional branding has a significant influence on perception of soft-drink consumers in Ogun State, Nigeria.

5.2 Conclusion

Three different theories that apply to the study on emotional branding and consumer perception were reviewed. These theories are relevant to the study as they revealed that consumers are emotionally changed by environmental factors and events. Perhaps the deployment of emotional branding capability by the soft drink manufacturers will influence the perception of consumers on the different products as the behaviour of individuals vary from situation to situation. Based on the empirical findings, this study concluded that there is a statistically significant influence of emotional branding on consumer perception of soft

drinks in Ogun State. This can be traced to the fact that the measures of emotional branding (Consumer Awareness, Perceived Quality and Value) indicated a strong influence in influencing consumer perception of soft drinks in Ogun State.

5.3 Recommendations

Based on the findings in this study, the following recommendations were made:

1. The management of soft drink products in Abeokuta should focus more on storytelling in their companies since it offered higher margins.
2. Soft drink product manufacturers in Ogun State, should ensure it adopts the appropriate cause branding strategy to fill the gap for improvement in terms of consumer needs and in meeting the expected needs of the consumers which will retain and attracts new customers to them.
3. The management of soft drink products in Abeokuta should re-energize their commitment to empowerment branding as this will go a long way to boost consumer perception on products being offered by the investigated companies.
4. The researcher recommends that management of the investigated FMCGs to consider sensory branding in determining the emotions of their consumers for competitive edge in the industry.
5. Management must continue to adopt the appropriate emotional branding strategy that will in turn boost the perception of consumers towards their products.

5.4 Contribution to knowledge

This study offers significant contribution to literature conceptually, theoretically, and empirical.

Conceptually, the study focused on identifying gaps in literature pertaining emotional branding and consumer perception. The conceptual framework of this study offers conceptual contribution as it was constructed by the researcher aligning it with gaps identified in literature. This illustrate the first Model to combine dependent (Consumer Awareness, Perceived Quality and Value), and independent (storytelling, cause, empowerment, and sensory branding) variables. The model has been constructed in such a way that it can be adapted to fit into further studies in the area of emotional branding and consumer perception.

From the theoretical stand, theories that apply to the study on emotional branding and Consumer Perception were reviewed. These theories include the assimilation-contrast theory, The Rational Choice Theory and Neo-Freudian theory. The purpose of these theories is that they offer valuable insight into different circumstances under which the consumers are likely to be involved in emotional branding as it relates to Consumer Perception. This study's results are in line with the theories reviewed.

Empirically, this study added to existing literature on the interaction among emotional branding and consumer perception. Though various study has been carried out with regards to the variables reviewed in the work from developed economy context, nevertheless much has not been investigated in developing countries like Nigeria. This means that much is not known in this regard. Hence, by the findings of the five hypotheses examined, the study becomes a basis for reference for future study on emotional branding and consumer perception. Moreover, the study provides findings that can serve as reference point to buttress the empirical submissions in further studies.

In conclusion, points raised above lay more emphasis by pointing out the significant contributions offered by this study to knowledge with its practical implication for the management of the selected FMCGs in Ogun State.

5.5 Area of Further Research

This study focused on influence of innovation capability on organizational performance using knowledge retention as a moderating variable of the deposit money banks in Ibadan, Oyo State, Nigeria. Nevertheless, to further broaden the frontiers of knowledge, the following areas of studies are suggested for further research.

1. The present study was carried out in 500 households in Abeokuta and Ota in Ogun State, further studies in the area of emotional branding and consumer perception can as well be carried out in other parts of the state so as to be able to extend the knowledge gained from this work to all other States.
2. This study investigated emotional branding and perception of soft-drink consumers in Ogun State, Nigeria, a comparative study with other African countries such as Ghana may be considered in the nearest future.
3. A cross-sectional survey design was used in the course of the study, and this means evidence of causality cannot be established hence, future study may consider the longitudinal survey design to explain causality on a long period of time.