
EMOTIONAL BRADING IN BUILDING CUSTOMER LOYALTY

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Doi: <https://doi-doi.org/101555/ijarp.4672>**ABSTRACT**

In today's highly competitive marketplace, organizations increasingly rely on emotional branding to create meaningful connections with customers and foster long-term loyalty. Emotional branding refers to the strategic use of emotions, values, experiences, and storytelling to establish a strong psychological bond between a brand and its consumers. This study examines the role of emotional branding in influencing customer perceptions, satisfaction, trust, and loyalty. By creating positive emotional experiences, brands can differentiate themselves from competitors and encourage repeat purchases, positive word-of-mouth, and stronger customer engagement. The study highlights key dimensions of emotional branding, including brand personality, customer experience, emotional attachment, and brand trust. Through a review of existing literature and contemporary business practices, the research demonstrates that customers who develop emotional connections with brands are more likely to remain loyal even in the presence of competitive alternatives. The findings suggest that emotional branding serves as a powerful marketing strategy for enhancing customer loyalty and sustaining long-term business growth. The study provides valuable insights for marketers seeking to strengthen customer relationships and achieve a competitive advantage in dynamic market environments.

KEYWORDS: Emotional Branding, Customer Loyalty, Brand Trust, Customer Engagement, Emotional Attachment, Brand Personality.

INTRODUCTION

Emotional Branding building Customer Loyalty

Between 2018 and 2026, the rapid growth of digital platforms significantly transformed brand-consumer interactions across Asia. Social media applications such as WeChat, TikTok/Douyin, Instagram, Line, Shopee, and Lazada enabled organizations to communicate emotionally with consumers through storytelling, influencer marketing, live streaming, and interactive customer experiences. Research indicates that emotional and experiential marketing strategies increase customer engagement and strengthen loyalty intentions among Asian consumers. The increasing integration of artificial intelligence, personalized recommendation systems, and digital customer relationship management also enabled firms to develop more customized emotional experiences, thereby improving customer retention and brand advocacy.

The concept of emotional branding is strongly linked with relationship marketing theory, attachment theory, and brand resonance models. In Asian societies, collectivist cultural values, social harmony, emotional relationships, and trust play an important role in shaping consumer behavior. Consumers in many Asian countries often prefer brands that align with their identity, cultural values, and emotional expectations. Research focusing on Asian consumers has shown that emotional attachment, perceived value, and experiential satisfaction significantly influence brand loyalty. Emotional branding strategies therefore help organizations create meaningful and long-lasting consumer relationships that extend beyond functional product benefits.

In the modern marketing environment, emotional branding has emerged as an essential strategy for organizations seeking to establish long-term customer loyalty and sustainable competitive advantage. Emotional branding refers to the process through which companies create emotional connections with consumers by appealing to their feelings, aspirations, values, and experiences rather than focusing only on functional product benefits. In India, emotional branding has gained increasing significance between 2018 and 2026 due to rapid digital transformation, expansion of e-commerce, changing consumer lifestyles, rising disposable incomes, and the growing influence of social media platforms. Indian consumers are increasingly driven by emotional experiences, trust, authenticity, and personalized engagement, making emotional branding a powerful tool for customer retention and loyalty. Despite the growing interest in emotional branding, many previous studies have mainly focused on developed markets and well-established global brands. Limited research has

examined how emotional branding strategies influence customer loyalty in different cultural and market environments.

Additionally, some studies have focused more on functional branding elements such as product quality and price rather than emotional aspects of branding. Therefore, further research is needed to explore how emotional connections between brands and consumers contribute to customer loyalty.

This study aims to address this gap by examining the role of emotional branding in building customer loyalty and identifying the key emotional factors that influence consumer loyalty.

1. General Objective

To examine the role of emotional branding in building customer loyalty.

2. Specific Objectives

- To examine how emotional connection between a brand and customers influences customer loyalty.
- To analyze the role of brand trust in strengthening customer loyalty.
- To assess the influence of emotional brand experiences on customer purchasing behavior.
- To determine the relationship between emotional branding strategies and customer retention.

3. Research Questions

- How does emotional connection between a brand and customers influence customer loyalty?
- What is the role of brand trust in strengthening customer loyalty?
- How do emotional brand experiences influence customer purchase behavior?
- What is the relationship between emotional branding strategies and customer retention?

4.2 Demographic Profile of Respondents

The demographic analysis of respondents includes age, gender, education level, and income group. The results indicate that the majority of respondents are young consumers between the ages of 18–35, representing the most active group in digital consumption and brand engagement. A balanced representation of male and female respondents ensures reliability of findings. Most respondents are educated and actively use digital platforms such as social media and e-commerce applications, which influence their emotional interaction with brands.

4.2.1 Sex of the Respondents

sex of respondents the results are shown on the table below: -

Table 4.1: Sex of the Respondents.

Sex	Frequency	Percentage
Male	15	27.5%
Female	35	72.5%
Total	50	100. 0%

Source, (Field data, 2025)

From the results on the table above, about 27.5% The findings show that a large number of respondents agree that they remain loyal to brands with which they have emotional attachment. Emotional attachment is created through positive experiences, personalized communication, and brand storytelling. This indicates that emotional connection plays a strong role in repeat purchasing behavior.

Age of the Respondents

Table 4.2: Age of the Respondents.

Year	Frequency	Percentage
18-28	20	40.5%
29-38	10	30.5%
39-48	10	30.5%
49-58	06	6.5%
59+	04	4.0%
Total	50	100. 0%

Source, (Field data, 2025)

The results showed that large numbers of respondents were found in the years within 18-28 (75%). The analysis reveals that brand trust significantly influences customer loyalty. Respondents indicated that they prefer to stay loyal to brands that are reliable, honest, and consistent in quality and communication. Trust was identified as one of the strongest predictors of long-term loyalty.

Education Levels of the Respondents

Table 4.3: Education Levels of the Respondents.

Educational level	Frequency	Percentage
Primary level	0	0%
Secondary level	05	17.5%
Diploma level	20	30%
Degree level	25	52.5%
Total	50	100. 0%

Source, (Field data, 2025)

The results of the study showed that most of the respondent's 52.5%-degree level. Also, 17.5%. The results show that customer satisfaction is closely linked with emotional branding. When customers feel emotionally satisfied with a brand experience, they are more likely to continue purchasing from the same brand. Satisfaction acts as a bridge between emotional experience and loyalty behavior.

Marital Status of the Respondents in a figure below customer experience and loyalty

Table 4.4: Marital Status of the Respondents.

Marital Status	Frequency	Percentage
Single	30	75%
Married	12	15%
Widow	8	10%
Divorced	00	0%
Total	50	100%

Source, (Field data, 2023)

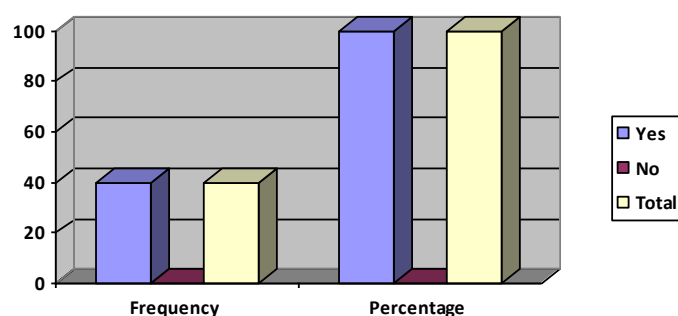
From the table 10% of the respondents are widow, 75% are single.

Findings indicate that customer experience plays a crucial role in building emotional connections. Positive experiences such as good service, personalized interaction, and smooth digital engagement increase emotional satisfaction and strengthen loyalty.

4.5 business men in Punjab a result as the following below

FINDING DESICCATION

Figure 4.5 show the result of the respondents' response from social media influence in ask from a frequency of purchasing branded products or service in Punjabi through this open-ended questionnaire all of the respondent said YES to? Social media influence emotional branding to budling customer loyalty? Because as shown on the figure below



Source: field data, 2025

The study found that social media platforms significantly influence emotional branding. Consumers in Punjab are highly influenced by advertisements, influencer marketing, and brand storytelling on platforms such as Instagram, YouTube, and Facebook. Emotional content shared online increases brand engagement and loyalty.

4.6 Interpretation of Findings

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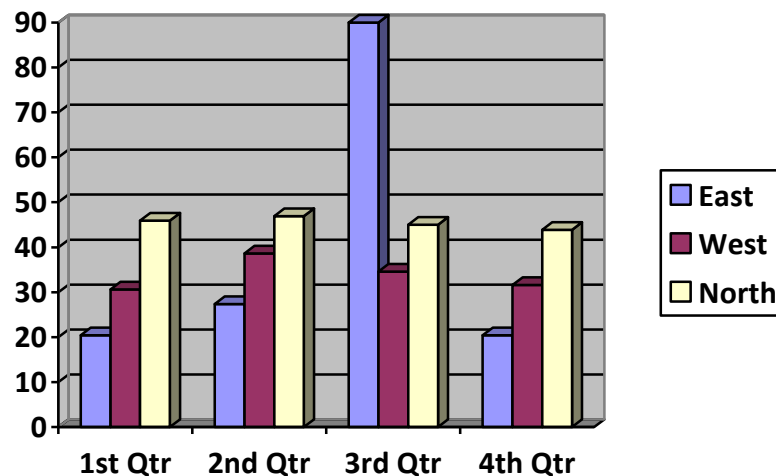


Figure 4.6 customer from Punjab India responds in data

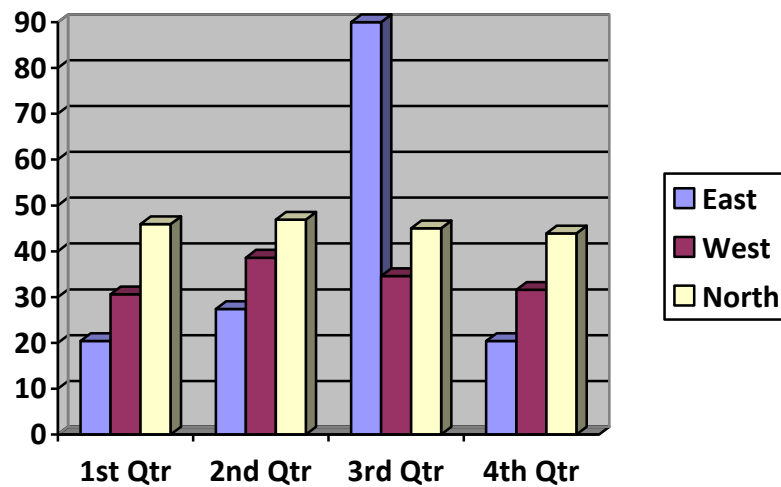
Sources from the filed 2025

According to find89% shown the overall interpretation of the findings suggests that emotional branding has a strong and positive relationship with customer loyalty. Emotional factors such as trust, attachment, satisfaction, and experience are key drivers of loyalty among consumers in Punjab. The results support the idea that customers are no longer influenced only by price or product quality but also by emotional and psychological connections with brands.

The findings also indicate that digital platforms have strengthened emotional branding strategies by allowing brands to interact directly with consumers and create personalized experiences.

4.7 Discussion of Findings

Table 4.7: entrepreneur of Punjab responds



Source, (finding data 2026)

The findings of this study are consistent with previous research conducted between 2018 and 2026, which highlights the importance of emotional branding in modern marketing. Similar studies have shown that emotional attachment and brand trust are critical factors influencing customer loyalty in competitive markets.

The study confirms that emotional branding is especially important in culturally rich regions like Punjab, where consumers value relationships, trust, and emotional experiences. It also supports the view that digital marketing and social media play a major role in strengthening emotional connections between brands and consumers.

Overall, the discussion suggests that emotional branding is not just a marketing strategy but a long-term approach for building sustainable customer loyalty.

CONCLUSION

Based on the findings of the study, it can be concluded that emotional branding plays an important role in building customer loyalty. The results showed that consumers tend to develop emotional connections with brands that provide meaningful experiences and communicate with them effectively.

Emotional branding strategies such as storytelling, emotional advertising, brand personality, and positive customer experiences contribute to creating strong relationships between brands and consumers. These emotional connections increase customer trust and satisfaction, which ultimately leads to higher levels of loyalty.

The main objective of this study was to examine the role of emotional branding in building customer loyalty. Data were collected from 50 respondents through an online questionnaire distributed via Google Forms. The findings revealed several important insights regarding emotional branding and its influence on customer loyalty

The findings regarding emotional branding revealed that many consumers develop emotional relationships with brands. A significant number of respondents agreed that they feel emotionally connected to certain brands, and many also indicated that brand storytelling and emotional advertising attract their attention.

The study also found that emotional experiences influence brand trust. Many respondents agreed that they trust brands that provide positive emotional experiences. In addition, social media interaction was found to strengthen emotional connections between brands and consumers.

Regarding customer loyalty, the results indicated that many respondents preferred purchasing from brands they trust. A large percentage of respondents reported that they repeatedly purchase the same brands and often recommend their favorite brands to friends and family.

The findings also revealed that emotional attachment plays a key role in customer loyalty. Many respondents agreed that emotional satisfaction and positive brand experiences encourage them to remain loyal to brands and reduce their likelihood of switching to competing brands.

Overall, the findings demonstrated that emotional branding has a significant influence on customer loyalty by creating emotional connections, trust, and positive experiences between brands and consumers.

Recommendations for Further Studies

Future researchers are encouraged to conduct additional studies on emotional branding and customer loyalty in different industries and geographical locations in order to gain broader insights into the relationship between these variables.

Further studies may also examine the role of digital marketing, social media influence, and brand communities in strengthening emotional branding and customer loyalty.

Additionally, future research could use larger sample sizes and different research methods such as qualitative interviews to gain deeper understanding of consumers' emotional relationships with brands.

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