



Emotional Advertising and Consumer Brand Love: The Indomie Noodles Experience

Ajayi, Oluseyi¹ & Abina, Babatunde Musiliu²

Department of Marketing and Consumer Studies, Faculty of Economics and Management Sciences, University of Ibadan. Department of Marketing, Nottingham School of Business, Nottingham Trent University, United Kingdom.

Abstract

Consumers are beings with range of myriad emotions and even more complex backstories. In modern-day marketing activities, the importance of concepts like brand love has begun to blossom as marketers' shifts from facilitating unique sales propositions to building emotional relationships with their brand consumers. In an increasingly competitive market, with the winner being the brand that can hold consumer attention and therein their purchasing capabilities, advertising is now more focused on the brand and the image or personality the brand portrays to consumers. Using the stimulus–organism–response (S–O–R) theory as the theoretical basis, this study examines the influence of emotional advertising on consumer brand love by studying the consumers of the Indomie brand. Using SEM analysis to study the responses of 154 postgraduate students, this study examine the influence of emotional advertising on three components of brand love (brand intimacy, brand passion, brand commitment). The results show that emotional advertising positively affects the three components of brand love (brand passion, brand intimacy and brand commitment) examined in this study, and has the greatest positive impact on brand commitment. Therefore, this study recommends that Indomie continue their use of emotional advertising. This study calls for further research regarding the specific effects of emotional advertising by different brands on consumer brand love, and the specific effects of negative and positive emotional advertising on brand love.

Keywords: Brand love, Brand commitment, Brand passion, Brand intimacy, Emotional Advertising, Noodles

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Corresponding author:
Ajayi, O

E-mail address:

seyican.doit@gmail.com

oluseyi_ajayi@ui.edu.ng



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Introduction

Advertising is a popular marketing tool that is used to influence consumer attitudes and behavior (Belch & Belch, 2004). Advertising has undergone significant transformation over the past century. Initially, advertisements were straightforward, informing target audiences about products and their features. However, as the market and media evolved, advertising diversified. Today, with consumers' attention to advertisements being fleeting and a plethora of advertising options available, advertisers aim to create unique and emotionally compelling stories behind their products to capture their target audiences' attention. This has led to the development of different branding activities and impressions that shape a brand's identity through various experiences, interactions, and associations. Through these combined efforts, consumers define a brand by its values, qualities, and emotional impact. In essence, advertising has become a means of evoking particular feelings in consumers towards a particular product or brand.

Consumer brand relationships are often likened to interpersonal love due to the strong emotional connections that have been formed. This phenomenon is significantly influenced by the brand's image and personality. The emotional connections that consumers now have with brands are usually described as being as powerful as interpersonal love (Batra et al. 2012). It is all about connecting with their consumers by provoking certain feelings. Specifically, the emotional strategy is

to stir consumers' feelings and emotions by fulfilling their self-esteem, subconscious, and ego-related impulses (Kotler & Armstrong, 1994). Since emotions shape consumers' behavior and decision-making (Khuong & Tram, 2015), anecdotal shreds of evidence suggest that Emotional advertising (EA) has become a strategic tool to influence consumer behavior favorably in a diversified business world. Brands now support trends and certain issues, such as anti-suicide campaigns, all in an attempt to appear more "human" and provoke consumer responses.

Organizational objectives have changed from relationship advertising to customer engagement in all possible ways (Rosado-Pinto & Loureiro, 2020). Brands aim to establish connections with consumers beyond mere product usage. Advertisements are now designed to elicit specific emotions or responses, such as a sense of belonging, indignation, fear, happiness, and pride. Established brands often evoke feelings of nostalgia in loyal customers and attract new ones to their stable image. Similarly, charity causes use emotional appeals to connect with people. These methods help brands cultivate loyal customers.

Love is essential in consumer interactions with organizations and may be attained through individual, intimate, and personal encounters rather than a collection of incremental likings (Palusuk, et al., 2019; Langner et al., 2016). Love is pivotal in the customer-brand relationship, stemming from intimate, value-aligned experiences. This emotional

bond nurtures enduring, deep-seated loyalty, transcending superficial preferences. Brand love, in turn, feeds off this connection between brands and consumers. Brand love here refers to a process wherein brands look to adopt brand-loyal customers and turn them into advocates or influencers for your brand. (Hagen, 2022; Nikhashemi, Jebarajakirthy & Nusair, 2019; Keh, Pang & Peng 2007) define brand love as a reciprocal, dynamic, multiplex, and purposive relationship between satisfied consumers and their brands, and develop a tri-dimensional brand love model to characterize the affective, conative, and cognitive features of consumer-brand relationships.

Emotions are significant as consumers increasingly form subjective connections with brands. In highly competitive markets, brand affection often becomes pivotal in consumer choices between similar offerings. Since emotions shape consumers' behavior and decision-making, anecdotal shreds of evidence suggest that emotional advertising (EA) has become a strategic tool to influence consumer behavior favorably in a diversified business world (Salman Majeed et al. 2017). For instance, certain brands use advertisements to link their products with joy and positivity, invoking nostalgic and pleasant recollections. Conversely, other brands employ fear-based advertising to raise awareness of pressing issues or detrimental habits. The emotional connections that consumers have with brands are usually described as being as powerful as interpersonal love (Batra et al. 2012; Fournier 1998). Consumers can

feel a strong emotional connection and loyalty towards certain brands, similar to close friendships or romantic love. This bond often influences their buying decisions. Consumers are beings with a range of myriad emotions and even more complex backstories, which means each consumer has a different set of reasons for choosing advertised products. Personified brands engender customer affinity, fostering heightened positive perceptions and engagement. (MacInnis & Folkes, 2017). Marketers employ emotional advertising strategies to evoke a spectrum of emotional responses, often featuring celebrities to reinforce brand identity. For instance, Peak Milk's 'generation to generation' advertisement featuring Nigerian footballer Kanu demonstrates a lifelong association with their product, invoking nostalgia and forging a connection with the footballer's fan base.

This study acknowledges the relevance and potential emotional marketing has on brand love. Previous studies in this section of advertising, focused on comparing the effects of different advertising strategy (emotional and rational advertising) on consumer behaviour. Other studies focused on blending emotional advertising with other variables such as celebrity recommendations. This study is important in today's turbulent business world where consumer purchasing power has significantly reduced, with many substitute products, therefore leading to organisations folding up and existing once 'fighting' for survival. This study focuses specifically on the effect of emotional advertising on brand

love. This study thus attempts to determine as accurately as possible the effect of emotional advertising on brand love wherein brand love was divided into the components of brand intimacy, brand passion and brand commitment. Cues of emotional advertising (including the types of emotional advertising) was tested against the listed components of brand love to ascertain the effects of these cues. This adds to the literature on this aspect of advertising as this research focuses on the examination of the effect of emotional advertising on consumers brand love.

The findings of this study would facilitate a better understanding of how emotional advertising can influence the brand commitment, brand intimacy, and brand passion aspects of consumer relationships with brands, which has important implications for firms in planning their advertising strategy.

Methods

A confidential survey was used to gather data, and analyzed using Structural Equation Modelling to test the effect of emotional advertising on brand love as stated in the hypotheses. The study was carried out on the 181 postgraduate students of the Faculty of Economics and Management Sciences, University of Ibadan (66 Accounting students, 35 Banking and Finance students, 60 Economics students and 20 Marketing students). Due to the criteria that the respondents must be a consumer of Indomie products, only 154 respondents were valid. The respondents answered questions regarding the three

components of brand love (brand passion, brand commitment and brand intimacy) towards the Indomie brand. This study adapted well-established scales: emotional advertising (Wisker, 2023) and brand love (Bagozzi et al., 2017). Items were measured using 7-point Likert scales (1 = strongly disagree, 7 = strongly agree). Thereafter, they viewed an emotionally charged advertisement from the brand, and only then answered questions regarding the brand emotional advertising. The collected data was then subjected to SEM analysis to accept or reject the study hypotheses.

Results

Table 1 results indicate that all loading items of the measurement model are greater than 0.70 and are found significant at a 0.05% level. The Composite reliability and Cronbach's alpha values are both more than 0.70, indicating acceptable reliability levels. Furthermore, the Average Variance Extracted (AVE) values of all items at the construct level are found to be more than 0.50.

Falk and Miller (1992) recommended that R^2 values be above equal or greater than 0.10 (10% level), therefore the coefficients of determination (R^2) values for endogenous variables are found adequate in this study. R^2 values for brand commitment (0.443), brand intimacy (0.389) and brand passion (0.356) are moderate and considered appropriate for the study. This means emotional advertising can explain a 44.3% change in brand commitment, a 38.9% change in brand intimacy and a

35.6% change in brand passion. This analysis provides valid support for the rejection of the hypothesis H_{0c}. In other words, emotional advertising has the greatest impact on brand commitment. This provides grounds for the acceptance of H_{0a} and H_{0b}.

Beta (path coefficients) in Table 3 and p values in Table 4 results show that the direct relationship of emotional advertising with brand commitment ($\beta = 0.666$ (6.838), $p = 0.000$), brand intimacy ($\beta = 0.624$ (7.912), $p = 0.000$), and brand passion ($\beta = 0.597$ (6.566), $p = 0.000$). These results provide valid support for the rejection of the proposed hypothesis H₀. This means emotional advertising has a positive influence on all the components of brand love examined in this study.

Discussion

Theoretical Implications

The study findings has theoretical implications for emotional advertising literature. This study contributes to the study understanding of the relationship between emotional advertising and consumers' brand love, thereby expanding the understanding of the concepts. Secondly, this study provide empirical evidence to support the assertion that emotional advertising has significant impact on consumer brand love as it affects its three components (brand passion, brand intimacy and brand commitment).

Furthermore, the findings revealed that emotional advertising doesn't drive the three components of brand love equally. The study discovered that emotional advertising has the

greatest impact on brand commitment (Borawska, Oleksy & Maison 2020). This means the brand's greatest benefit of its use of emotional advertising will result in the brand maintaining and gaining consumers willing to have a long term relationship with Indomie (brand commitment) (Hongxia Zhang Jin et al., 2014). But, this doesn't downplay the impact of emotional advertising on brand passion and intimacy, as the results revealed the complementary nature of emotional advertising on the three components of brand love examined in this study (Gu`evremont, 2021; MacInnis & Folkes, 2017; Majeed et al. 2017)

Managerial Implications

The business world is characterized with fierce competition and organisations are doing everything possible to position there products so that consumers can give it preference whenever they need it. The use of emotional advertisement by organisations over the years has created emotional attachment and establish consumer-brand relationship and brand love (Makarand Mody & Lydia Hanks, 2019). Emotional advertising appeal to the emotions of consumers and spur them to buy. The advert can take the form of humor, fear, compassion or excitement, depending on the audience and the situation at hand. This is why it is important for organisations to know her audience, keep the content authentic and ensure to incorporate creative design in order to achieve the objectives of the advert. Furthermore, it is recommended that the brand experiment with the wide range of

emotions present in emotional advertising to increase the impact emotional advertising has on brand intimacy and brand passion.

The paper therefore, proposes that organisations should employ emotional advertising, whether negative or positive, so as to connect with the emotions of consumer and develop yawning consumer-brand relationship and brand love for the product (Madadi, Torres, Fazil-Salehi & Zuniga, 2021).

Conclusion

The findings from the statistical analysis provided empirical evidence to support the hypothesis on the effect of emotional advertising on the component of brand love. The SEM analysis shows that emotional advertising has a positive influence on all the components of brand love examined. Specifically, the analysis revealed that emotional advertising has the greatest impact on brand commitment, out of the three

components examined in this study.

Author Contributions

Oluseyi Ajayi: Conceptualization, Writing –original draft, Methodology, Analysis. **Musiliu Babatunde Abina:** Conceptualization, Writing-review and editing, Validation, Formal analysis.

Competing Interests (If any)

We declared that there are no known competing financial interests or personal relationships that could have appeared to influence the work reported in this study.

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Figures and Tables

Figure 1 Conceptual framework as developed by the researcher is presented below:

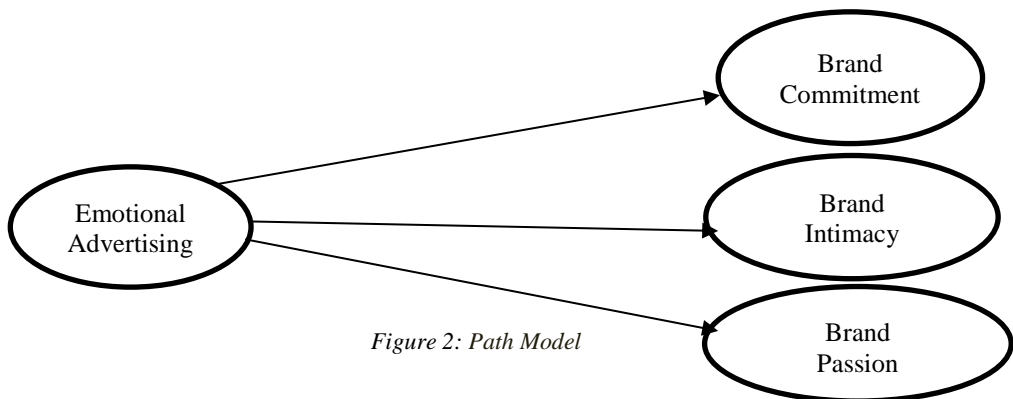


Figure 2: Path Model

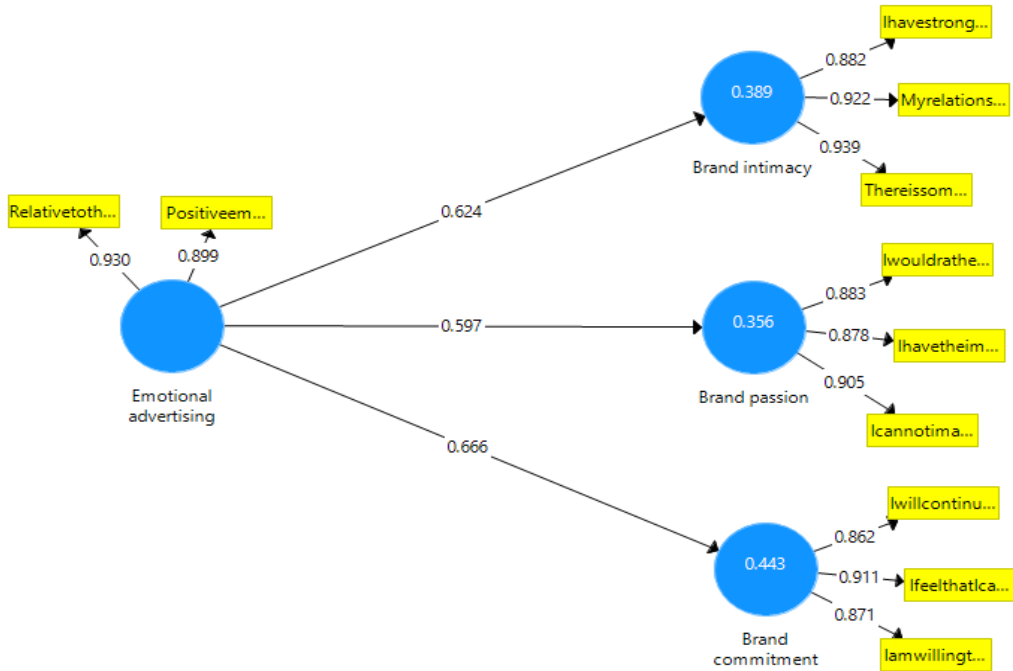


Table 1 Construct Reliability and Validity

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Brand commit...	0.856	0.861	0.913	0.777
Brand intimacy	0.902	0.910	0.939	0.837
Brand passion	0.868	0.874	0.919	0.790
Emotional adv...	0.805	0.823	0.911	0.836

Source: PLS version 3 output

Table 2 R-Square

	R Square	R Square Adjus...
Brand commit...	0.443	0.436
Brand intimacy	0.389	0.382
Brand passion	0.356	0.349

Table 3 Path Coefficients

	Brand commit...	Brand intimacy	Brand passion	Emotional adv...
Brand commit...				
Brand intimacy				
Brand passion				
Emotional adv...	0.666	0.624	0.597	

Table 4 Mean, STDEV, t-value and P-value

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Emotional adv...	0.666	0.661	0.097	6.838	0.000
Emotional adv...	0.624	0.628	0.079	7.912	0.000
Emotional adv...	0.597	0.597	0.091	6.566	0.000

Source; PLS version 3 output

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