

AN ANALYSIS OF PURCHASE BEHAVIOUR, PURCHASE INTENTION, AND BUYING PERCEPTION ON EMOTIONAL BRANDING: A STUDY IN URBAN CONSUMER MARKETS

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ABSTRACT:

This research paper delves into the relationship between purchase behavior, purchase intention, buying perception, and emotional branding within urban consumer markets basically comprising the young generation and their inclination toward smartphones. By examining how these independent variables influence emotional branding, the study aims to offer insights into effective branding strategies. Analyzing data from 252 respondents using SPSS 26, the study assesses demographic characteristics and reliability measures. The findings highlight significant correlations between emotional branding and consumer decision-making processes. Despite acknowledging limitations in demographic scope and reliance on quantitative methods, the study suggests avenues for future research to address these constraints and employ innovative methodologies. This investigation contributes to a deeper understanding of emotional branding's impact on consumer behavior and provides valuable insights for developing tailored marketing strategies aimed at fostering emotional connections with brands in urban markets.

Article type: Research article

Keywords: consumer perceptions, buying process, shopping experience, emotional responses, brand attachment, perceived product quality, customer service, brand reputation, brand loyalty, experiential marketing.

1. INTRODUCTION

In recent years, emotional branding has become increasingly recognized as a crucial aspect of marketing strategies, particularly in the context of urban consumer markets. Emotional branding involves creating meaningful connections with consumers by evoking specific emotions, attitudes, and associations towards a brand (Azoulay & Kapferer, 2003). This approach aims to go beyond functional attributes and product features, tapping into the deeper emotional needs and desires of consumers (Batat, 2013). Urban consumer market characterized by diverse demographics, intense competition, and rapidly evolving consumer preferences, present unique challenges and opportunities for brands seeking to establish emotional connections with their target audience.

Understanding the factors that influence emotional branding is essential for marketers to develop effective brand communication and engagement strategies (Chaudhuri & Holbrook, 2001). While previous research has explored various aspects of emotional branding, there is still limited understanding of how specific consumer behaviours, intentions, and perceptions influence the formation and strength of emotional connections with brands in urban settings. This gap in the literature highlights the need for empirical research that examines the interplay between purchase behaviour, purchase intention, buying perception, and emotional branding in urban consumer markets.

Purchase behaviour, defined as the actions taken by consumers in acquiring products or services, plays a fundamental role in shaping their relationship with brands (Solomon et al., 2019). Consumers' past purchasing decisions and patterns can influence their emotional attachment to certain brands, reflecting the brand's ability to meet their needs and fulfil their desires (Schmitt, 1999). Purchase intention, representing consumers' predisposition to buy a particular brand or product, provides valuable insights into their emotional affinity and loyalty towards the brand (Ajzen, 1991). Understanding consumers' purchase intentions can help marketers tailor their messaging and offerings to resonate with their target audience's emotional motivations and preferences (Homburg et al., 2009).

Consumers' perceptions of the buying process and their overall shopping experience can significantly impact their emotional responses to brands (Hirschman & Holbrook, 1982). Factors such as the perceived quality of products, the level of customer service, and the brand's reputation can influence consumers' emotional associations and attachment to the brand (Keller, 1993). Examining how consumers perceive the act of buying and their interactions with brands can provide valuable insights into the drivers of emotional branding in urban consumer markets.

Against this backdrop, this research aims to investigate the influence of purchase behaviour, purchase intention, and buying perception on emotional branding in urban consumer markets. By exploring these interrelationships, this study seeks to advance our understanding of the mechanisms underlying emotional branding and provide actionable insights for marketers seeking to build strong emotional connections with consumers in urban settings.

Through a comprehensive literature review, theoretical framework development, and empirical analysis, this research aims to contribute to both theoretical knowledge and practical applications in the field of marketing. The findings of this study are expected to inform the development of more effective emotional branding strategies tailored to the unique dynamics of urban consumer markets, ultimately enhancing brand equity and competitiveness in today's increasingly saturated marketplace.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The factors influencing consumers' purchase intention in online shopping and the relationship between purchase intentions and purchasing behavior have been examined in previous studies (Jiang et al., 2023). Similarly, research on the dynamic evolution of consumers' purchase intention based on online reviews and opinion dynamics has been conducted, although it does not specifically analyze purchase behavior or purchase intention (Research on the Evolution of Consumers' Purchase Intention Based on Online Reviews and Opinion Dynamics, 2024). Furthermore, studies have explored behavioral intentions for purchasing hybrid cars using the sustainability theory of planned behavior integrated with UTAUT2, focusing on factors such as economic concerns, societal support, and environmental concerns (Antecedents of Behavioral Intentions for Purchasing Hybrid Cars Using Sustainability Theory of Planned Behavior Integrated with UTAUT2, 2024). In a different context, the analysis of consumers' purchase intention of sustainable masks to mitigate environmental pollution caused by disposable masks has been investigated, considering environmental concerns and beliefs, subjective norm, and health concerns as moderators (Lee et al., 2022).

Emotional branding has garnered significant attention in marketing literature due to its ability to create strong, enduring connections between consumers and brands (Azoulay & Kapferer, 2003). Scholars have emphasized the importance of understanding the factors that influence emotional branding, particularly in the context of urban consumer markets characterized by diverse demographics, intense competition, and rapidly evolving consumer preferences (Batat, 2013). This section reviews existing literature on emotional branding, purchase behaviour, purchase intention, and buying perception, highlighting their interrelationships and implications for brand management.

Emotional branding involves the strategic use of emotions to shape consumers' perceptions and behaviours towards brands (Chaudhuri & Holbrook, 2001). By eliciting specific emotions such as joy, nostalgia, or excitement, brands can create memorable experiences that foster loyalty and attachment among consumers (Schmitt, 1999). Research suggests that emotional branding can lead to increased brand equity, higher customer retention rates, and greater willingness to pay premium prices for branded products or services (Homburg et al., 2009).

2.1 Impact of Purchase behaviour on Emotional Branding

Purchase behaviour, defined as the actions taken by consumers in acquiring products or services, plays a crucial role in shaping their emotional connections with brands (Solomon et al., 2019). Studies have shown that consumers' past purchasing decisions and patterns can influence their brand preferences and perceptions, reflecting the brand's ability to meet their needs and fulfil their desires (Keller, 1993). Consumers' actual purchasing behaviour can be influenced by emotional factors such as brand image, perceived value, and emotional attachment (Hirschman & Holbrook, 1982).

H₀₁: Purchase behaviour of urban consumers is significantly influenced by emotional branding

2.2 Impact of Purchase intention on Emotional Branding

Purchase intention, representing consumers' predisposition to buy a particular brand or product, is another important determinant of emotional branding (Ajzen, 1991). Research has found that consumers with strong purchase intentions towards a brand are more likely to develop emotional attachments and loyalty towards that brand (Chaudhuri & Holbrook, 2001). Purchase intention can be influenced by emotional factors such as brand trust, perceived authenticity, and alignment with personal values (Batat, 2013).

H₀₂: Purchase intention of urban consumers is significantly influenced by emotional branding**2.3 Impact of Buying perception on Emotional Branding**

Consumers' perceptions of the buying process and their overall shopping experience also play a crucial role in shaping their emotional responses to brands (Homburg et al., 2009). Factors such as the perceived quality of products, the level of customer service, and the brand's reputation can influence consumers' emotional associations and attachment to the brand (Schmitt, 1999). Research suggests that positive buying experiences can lead to increased brand loyalty and advocacy among consumers (Hirschman & Holbrook, 1982).

H₀₃: Buying perception of urban consumers is significantly influenced by emotional branding

The literature suggests that emotional branding is influenced by a complex interplay of factors including purchase behaviour, purchase intention, and buying perception. By understanding these relationships, marketers can develop more effective branding strategies aimed at fostering strong emotional connections with consumers in urban consumer markets. However, there is still a need for empirical research that examines these interrelationships in the context of urban consumer markets, which this study seeks to address.

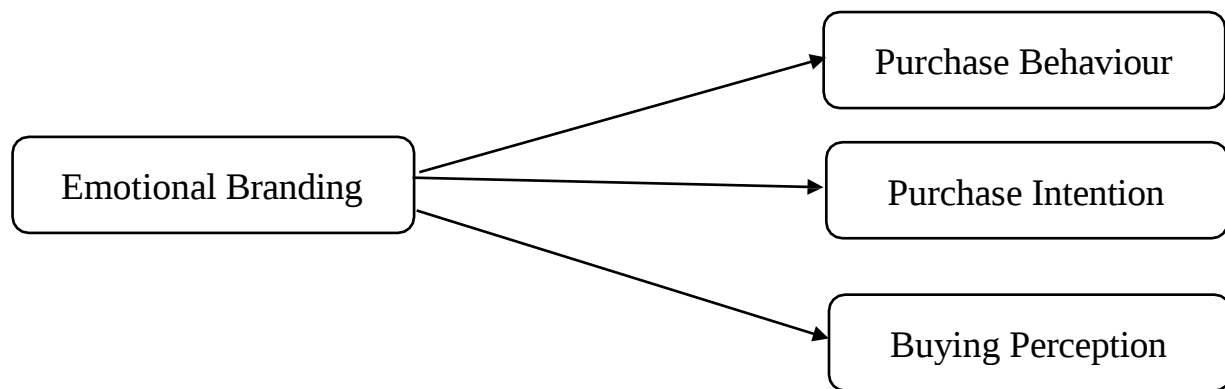


Figure1. Conceptual Framework

Source: Own elaboration.

3. RESEARCH METHEDODOLOGY**3.1 Item Generation**

A comprehensive literature review survey was conducted to gather the relevant information of factors such as emotional branding and its impact on purchase behaviour, purchase intention and buying perception of buyers for collection of quantitative data necessary for the study. The information related to the constructs used in the study were collected from previous studies.

3.2 Sampling and collection of Data

For this study, a sample size of 252 respondents was collected through a structured online questionnaire administered in urban consumer markets especially among the younger generation. The sampling process involved selecting participants who met the criteria of being consumers residing in urban areas. Convenient sampling technique was employed while selecting the participants,

The inclusion criteria for participants were individuals aged 15 and above who were actively engaged in purchasing smart phones in urban settings. Efforts were made to ensure diversity in the sample to capture a wide range of perspectives and experiences. Additionally, ethical considerations were taken into account, and informed consent was obtained from all participants prior to their participation in the study.

3.3 Data Analysis

The data collected through the questionnaire were analyzed using SPSS 24, a statistical software widely used for data management and analysis. The analysis involved several steps to examine the relationships between purchase behaviour, purchase intention, buying perception, and emotional branding in urban consumer markets. Descriptive statistics were used to summarize the characteristics of the sample, including demographic variables such as age, gender, education, and income. Frequency distributions, measures of central tendency, and measures of variability were computed to provide a comprehensive overview of the sample profile. To investigate the relationships between the independent

variables (purchase behaviour, purchase intention, buying perception) and the dependent variable (emotional branding), inferential statistical techniques were employed. Specifically, multiple regression analysis was conducted to examine the impact of purchase behaviour, purchase intention, and buying perception on emotional branding, controlling for demographic variables.

This approach allowed for a more nuanced understanding of how factors such as gender or income level might influence the relationships under study. Effect sizes were calculated to quantify the practical significance of the findings. The results were interpreted in light of relevant theoretical frameworks and previous research findings. Implications for theory and practice were discussed, and recommendations for marketers aiming to enhance emotional branding strategies in urban consumer markets were provided based on the empirical evidence generated from the data analysis.

4. Result and Discussion

4.1 Demographic characteristics

Demographic characteristics serve as pivotal factors in understanding the intricate dynamics of populations under study. These characteristics encompass a diverse array of attributes, each offering unique insights into the composition, behaviour, and trends within specific groups. Age stands as a fundamental demographic, revealing pattern across different life stages, while gender demographics elucidate disparities and preferences based on identity. Ethnicity and race shed light on cultural differences and social dynamics, while education level and income provide critical markers of socioeconomic status and opportunity access. Occupation demographics offer insights into workforce composition and industry preferences, while geographic location delineates regional variations in behaviour and preferences. Marital status, household size, and religious affiliations further enrich our understanding of familial structures, social support systems, and cultural practices. As a research analyst, synthesizing and analyzing these demographic characteristics forms the bedrock of informed decision-making and strategy formulation across a myriad of fields, ranging from marketing to public policy and beyond.

Table 1: Demographic profile of respondents

		Frequency	Percentage
Gender	Male	155	61.5
	Female	97	38.5
Age	15-18	78	30.9
	18-21	67	26.5
	21-24	52	20.6
	24-27	55	22.0
Area of residence	Rural	86	34.12
	Urban	166	65.88
Education	Intermediate	58	23.01
	Under Graduate	93	36.90
	Post Graduate	67	26.58
	Ph.D	34	13.51
Total no. of respondents		252	

Source: Primary Data

The table provides a snapshot of the demographic characteristics of the respondents who participated in the study, totaling 252 individuals.

The majority of the respondents were male, comprising 61.5% of the sample, while females accounted for 38.5%. This suggests a slightly higher representation of males in the study population.

Respondents were distributed across various age groups, with the highest proportion falling in the 15-18 age range (30.9%), followed by the 18-21 age group (26.5%). Subsequent age categories, 21-24 and 24-27, constituted 20.6% and 22.0% of the sample, respectively. This distribution indicates a relatively balanced representation of different age cohorts, with a slight skew towards younger respondents.

The majority of respondents resided in urban areas, comprising 65.88% of the sample, while 34.12% lived in rural areas. This reflects the focus of the study on urban consumer markets, with a significant proportion of respondents drawn from urban settings.

Respondents exhibited varying levels of educational attainment, with the highest proportion holding undergraduate degrees (36.90%), followed by postgraduate degrees (26.58%). Intermediate education constituted 23.01% of the sample, while individuals with Ph.D. qualifications comprised 13.51%. This distribution suggests a diverse educational background among the respondents, ranging from secondary to advanced academic qualifications.

The demographic profile of the respondents indicates a diverse sample with representation from different gender, age, residential, and educational backgrounds. Understanding these demographic characteristics is essential for interpreting the findings of the study and assessing the generalizability of the results across different population segments.

4.2 Descriptive Statistics and Scale reliability

Table 2: Descriptive Statistics

Items	PB	PI	BP	EB
Reliability (Alpha value)	.763	.804	.816	.867
Mean	3.8902	3.9147	3.8598	3.9107
Standard Deviation	.54932	.58373	.59189	.52401
Purchase behaviour (PB)	1	.955**	.609**	.857**
Purchase intention (PI)	.955**	1	.570**	.868**
Buying perception (BP)	.609**	.570**	1	.868**
Emotional Branding (EB)	.857**	.868**	.868**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The table 2 presents the correlation coefficients among the variables: Purchase Behaviour (PB), Purchase Intention (PI), Buying Perception (BP), and Emotional Branding (EB). Reliability coefficients (alpha values), means, and standard deviations are provided for each variable.

The reliability coefficients (alpha values) indicate the internal consistency or reliability of the measurement scales used for each variable. A higher alpha value suggests greater reliability. In this case, all variables exhibit acceptable levels of reliability, with alpha values ranging from .763 to .867.

The mean represents the average score for each variable across the sample, while the standard deviation indicates the extent of variation or dispersion around the mean within the sample. The means for all variables are close to 4, indicating moderate to high levels of agreement or endorsement by respondents. Similarly, the standard deviations are relatively small, suggesting limited variability in responses for each variable.

The correlation coefficients measure the strength and direction of the relationships between pairs of variables. A correlation value closer to 1 indicates a strong positive relationship, while a value closer to -1 suggests a strong negative relationship. Correlation values near 0 indicate weak or no relationship.

Purchase Behaviour (PB) shows significant positive correlations with Purchase Intention (PI) ($r = .955^{**}$), Buying Perception (BP) ($r = .609^{**}$), and Emotional Branding (EB) ($r = .857^{**}$). This suggests that individuals who exhibit higher levels of purchase behaviour are likely to have stronger purchase intentions, more positive buying perceptions, and stronger emotional connections with brands.

Purchase Intention (PI) exhibits significant positive correlations with Buying Perception (BP) ($r = .570^{**}$) and Emotional Branding (EB) ($r = .868^{**}$), indicating that individuals with stronger purchase intentions tend to have more positive perceptions of the buying process and stronger emotional attachments to brands.

Buying Perception (BP) demonstrates a significant positive correlation with Emotional Branding (EB) ($r = .868^{**}$), suggesting that individuals with more positive perceptions of the buying process also tend to have stronger emotional connections with brands.

The correlation analysis provides insights into the interrelationships among purchase behaviour, purchase intention, buying perception, and emotional branding. These findings offer valuable implications for marketers seeking to understand and leverage the drivers of consumer behaviour and emotional branding in urban consumer markets.

Table 3: Result Verification

	Relationship	β	S.E	R^2	T	p-value	Result
H₀₁	EB → PB	.818	.031	.734	26.295	.000	Not Rejected
H₀₂	EB → PI	.780	.028	.754	27.698	.000	Not Rejected
H₀₃	EB → BP	.768	.028	.753	27.582	.000	Not Rejected

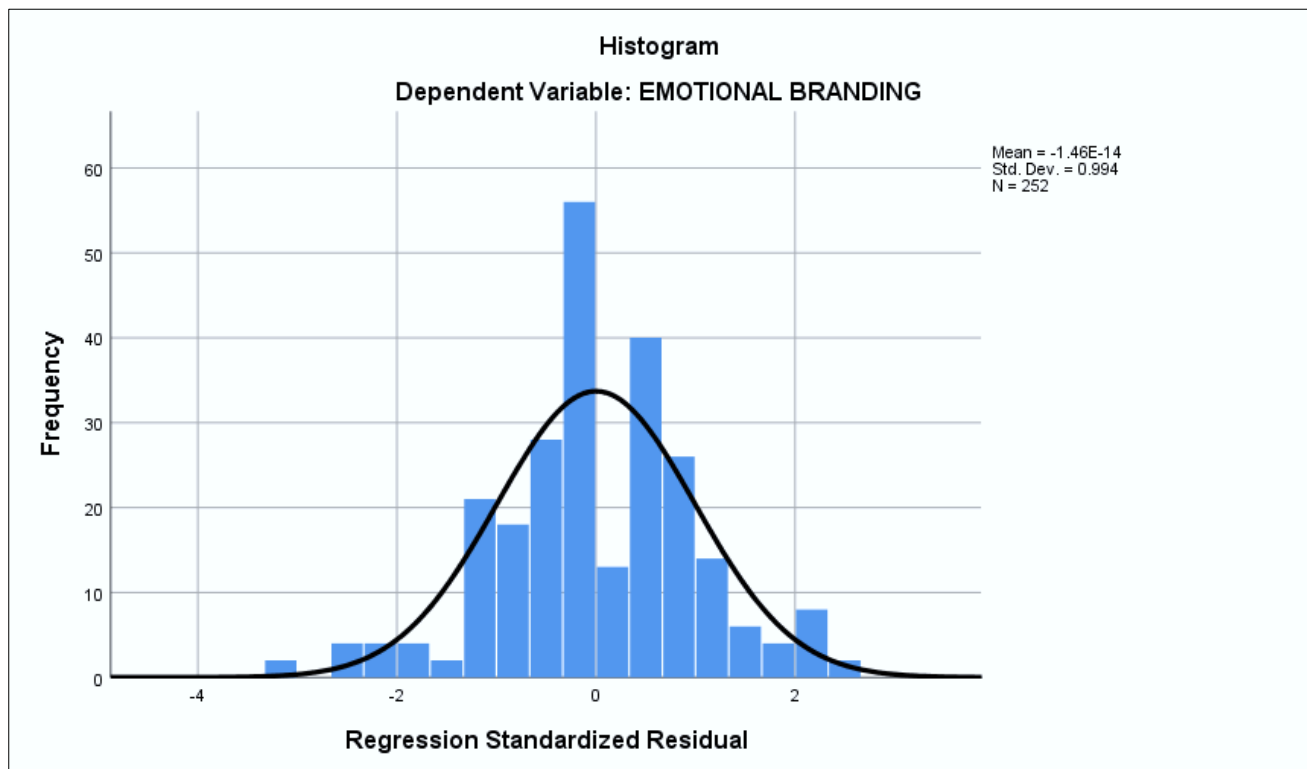


Figure 1: Source own study

Result and Interpretation of Hypotheses:

Hypothesis 1 (H₀₁): Emotional Branding (EB) → Purchase Behaviour (PB)

- β (Beta): .818
- S.E (Standard Error): .031
- R^2 (Coefficient of Determination): .734
- T: 26.295
- p-value: .000 (significant at $p < .001$)

The regression analysis reveals a significant positive relationship between Emotional Branding (EB) and Purchase Behaviour (PB) ($\beta = .818$, $p < .001$). The findings support Hypothesis 1, indicating that emotional branding significantly influences purchase behaviour among respondents in the study sample. Specifically, individuals who exhibit stronger emotional connections with brands are more likely to engage in purchasing behaviour. This suggests that effective emotional branding strategies play a pivotal role in driving consumer actions and behaviours, leading to increased sales and brand loyalty.

Hypothesis 2 (H02): Emotional Branding (EB) → Purchase Intention (PI)

- β (Beta): .780
- S.E (Standard Error): .028
- R^2 (Coefficient of Determination): .754
- T: 27.698
- p-value: .000 (significant at $p < .001$)

The regression analysis indicates a significant positive relationship between Emotional Branding (EB) and Purchase Intention (PI) ($\beta = .780$, $p < .001$). Hypothesis 2 is supported by the findings, suggesting that emotional branding exerts a significant influence on purchase intention among respondents. Individuals who form strong emotional connections with brands are more likely to develop positive purchase intentions, indicating a predisposition towards purchasing products or services associated with those brands. This underscores the importance of emotional branding in shaping consumers' attitudes and intentions towards brands.

Hypothesis 3 (H03): Emotional Branding (EB) → Buying Perception (BP)

- β (Beta): .768
- S.E (Standard Error): .028
- R^2 (Coefficient of Determination): .753
- T: 27.582
- p-value: .000 (significant at $p < .001$)

The regression analysis demonstrates a significant positive relationship between Emotional Branding (EB) and Buying Perception (BP) ($\beta = .768$, $p < .001$). The findings support Hypothesis 3, indicating that emotional branding significantly influences respondents' perceptions of the buying process. Consumers who have stronger emotional connections with brands tend to perceive the buying experience more positively. This suggests that emotional branding efforts not only impact purchase behaviour and intention but also shape consumers' overall perceptions of the shopping experience, thereby enhancing brand engagement and satisfaction.

5. Limitation and future studies

The examination of emotional branding's influence on purchase behavior, purchase intention, and buying perception in urban consumer markets reveals certain constraints and suggests avenues for further investigation. While the study provides valuable insights, its concentration on urban areas and predominantly youthful demographics may limit the applicability of its findings. Solely relying on quantitative methods might overlook the intricacies of consumer experiences. Future research should explore comparative analyses across diverse demographic groups, longitudinal studies to monitor changes over time, qualitative approaches to uncover deeper motivations, and cross-cultural examinations to account for global variations. Addressing these limitations and pursuing innovative research methodologies, we can advance our understanding of emotional branding's effects on consumer behavior and develop more targeted marketing strategies.

6. Conclusion

While the analysis of emotional branding's impact on purchase behavior, purchase intention, and buying perception in urban consumer markets offers valuable insights, it also highlights certain limitations and areas for future exploration. The study's focus on urban areas and predominantly youthful demographics may constrain the generalizability of its findings, and reliance solely on quantitative methods might overlook nuanced consumer experiences. Future research should incorporate comparative analyses across diverse demographic groups, longitudinal studies to track changes over time, qualitative approaches to uncover deeper motivations, and cross-cultural examinations to account for global variations. By addressing these limitations and adopting innovative research methodologies, we can advance our understanding of emotional branding's effects on consumer behavior and devise more targeted marketing strategies to enhance brand engagement and loyalty.

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