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Emotional Branding Online
Case study: Nike

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This thesis's topic is about showing how emotional branding is used by companies and how it affects the consumer's mind. The research is presenting a case study about the sport's brand Nike and pointing out how they successfully use emotional branding strategy in their advertising and social media.

By using primary and secondary research, the author will present the branding techniques used online and explain how brands could affect buyer's emotions and influence purchase decision.

With the help of literature review and research it was found out that there are various emotional motivators and tactics used by brands to create brand awareness, online community and to change consumers "wants" to "needs". The customer's behaviour is strongly related and has an emotional connection with brands and their marketing and branding activities.

Keywords	Branding, Emotional Branding, Consumer Behaviour, Nike

Contents

Appendices

Appendix 1. Survey Questions

List of Figures and Tables

1   Introduction

Digital branding has become extremely popular in the last decade and used by many companies around the world. Since the technology and business environment are undergoing a huge transformation nowadays, companies need to adapt quickly and choose their branding strategy accordingly. That said, digital branding has many different aspects as well, and one of them being used by many of the biggest brands around the world is the emotional approach to branding.

In this thesis the author will start off by generally explaining what branding is in its core and how it is useful to companies. Branding is strongly related and affects the consumer behaviour and their ability to choose what they want or need. The brand's job is mainly to give a direction to people to make their decision in their favour and a favour of the brand itself. If a company manages to inspire its customers and to connect with them on emotional level that will most likely turn those people into loyal clients.

Digital branding online is strongly necessary in today's world because the consumers themselves are online. Social media and mobile technologies have a big impact. Used by most people they are the easiest and fastest way to connect a brand with its customers. Precisely, that is the reason why brands choose to form their branding strategy around that. There are different channels, such as social media platforms, blogs, websites, and etc., that could be used according to the type of business and the type of customers it has. A problem that may occur while using online media channels is the possibility of not using them effectively and not really making a strong meaningful connection. Therefore, the base of this thesis research will be how to achieve that ultimate goal of "touching the consumers heart".

As a part of this thesis there is a case study introduced with Nike being the company of interest. They have had a very strong brand message that has been a big reason for where they are today. Nike is one of the top sports brands nowadays and they are a great example of delivering their message emotionally and in a way that can connect with consumers and create a bond with them. This company's products are for everyone and are inspiring everyone with their strong lifestyle message.

In order to gain a better knowledge, the author has used a primary research also in the form of an online questionnaire. The purpose of it is to ask different people what their reasons are when choosing to buy a certain product or service. The questions are related to emotional branding and whether a brand tactic focusing on feelings can influence their opinions and decisions or not.

2   Literature Review

2.1   Branding

The term "branding" has a long history which started to evolve around the 1800s, even though at that time the meaning of it wasn't as known today. It was defined then as a name, slogan, sign, symbol or design, or a combination of those, in order to identify company's products and services and distinguish them from others. The way Keller defines it today is basically "endowing products and services with the power of a brand" (Kotler & Keller, 2015). Branding is the process of creating a unique proposition for the customers, so they could differentiate the products from the company's competitors'. When a person thinks about a company's name, the second thought coming after is the perception they have about it, supported by the feeling they get when hearing it. That is the definition of the "brand", and usually it never stays the same but evolves throughout time. Big factors for that are the changing trends, consumer behaviour, competitors, product differentiation and others.

The core of branding is the brand itself, which consists of many different parts. All of these different little parts combined together identify the brand as unique and memorable. These are for example brand names, logos, characters, slogans, packages and others which form the brand's equity. The strategy behind them is to create a brand which is: memorable, meaningful, aesthetically appealing, adaptable and transferable between product categories over time (Hoeffler, Keller, 2002).

Brands are something that stays in the mind of consumers and reflects their perceptions (Keller, 2013). For a product or service to be branded well it is necessary to be given a name first, and explanation what is it and why should people care. The main idea is to make a label and give a meaning for the brand. After all, what matters

the most to a customer is the difference between products or brands in the same category. That's where the branding can be most useful, defining those differences, in the form of benefits or attributes and helping the customer to see those and make their decision.

2.2   Digital branding

With the rise of technology and the increase in the number of electronic devices everybody got their hands on, the way companies communicate their brand has significantly changed. Digital branding changes the way company reaches its customers, while making it easier to communicate with them and give them better idea what the brand itself stands for, which will then help them afterwards in their decision-making process.

In the paper by David C. Edelman (Edelman, 2010), it is said that even if the way branding is done has changed, consumers still want a clear brand promise and offerings that they value. The only thing that has changed is the way how companies interact with them. but that is due to the fact the the consumer's attention is in different, depending on where they started spending their time. There are still four main stages of consumer journey: consider; evaluate; buy; enjoy, advocate, bond.

Digital branding has changed the traditional media communication by turning it from one-way to two-way conversation. Meaning, that the company now doesn't only promote to their audience but more or less engages, challenges, and creates a real bond with them. "If brand is essentially the personality of something, digital media gives us the ability and opportunity to understand the true personality of something", says Rowles (Rowles, 2014).

Digital branding also changes the customer experience, saving them time, giving them a direct contact, giving them the opportunity to share their opinion freely and connect on a different level. By doing that the market itself can impact a brand's name and the perception of it. There are different touch points between consumers and companies and they are interpreted as an engagement or experience though a specific marketing channel a business is using. The channels could be very broad and diverse, ranging from the packaging of a product to telephone calls or emails. The touch points could be

mostly through social media and online reviews, or commenting on places like blogs and video channels, or even communicating through emails. It is not always certain that customers will communicate directly with the brand through all these channels, but maybe will influence other people's decisions or opinions by writing a product review online for example. Nowadays this has been proven to be one of the most used and important touch point (Rowles, 2014)

2.3   Consumer behaviour

There are many studies that have explored the different effects brands have on consumer behaviour (Keller, 2002)

- Product related effects – It is usual that brand names are positively associated with the product evaluations and quality perceptions that customers have. (conceptual foundations, p.152). When a brand has popularity consumers seem to have more trust in it and even if the brand's products are difficult-to-assessing "experience goods" (Wernerfelt, 1988) they are still willing to purchase them.

- Price related effects – The more well-known the brand is the more they can afford to have higher price differences and are less affected by price increases. In most cases that is because bigger companies are not competitive in terms of price to the small share brands. Many times also loyal clients would buy from these firms no matter if the price increases slightly or not because they trust the product.

- Communication related effects – When consumers already have a positive opinion about a brand their opinion of the brand's advertisements might be biased. If a product is already well-known by the people, they can afford to use humour in their ads. On the other hand, when brands use comparison or are in their ads or are quite repetitive it seems to bring more negative reactions. Brands that have already gained the customer's trust can rely on them arguing with negative comments related to them.

- <u>Channel related effects</u> – The higher a brand's level is in its industry the more likely it is to gain shelf-space in major supermarkets, making it more broadly available to the market. Therefore, high-end supermarkets usually accept only well-known products, so that they can achieve a high-quality image and create a strong brand (Keller, 2002).

Generally, the way a consumer reacts to a certain marketing or branding strategy is what shows whether these strategies are successful or not. Therefore, for businesses is very important to learn about their potential customers and design their efforts specifically for them in order to the desired outcome (Solomon, 2006).

Market conditions are always changing, and the role of brand management is highly important. It is necessary for companies to be flexible with their strategy so that they can fulfil the changing wishes of needs of their target market. Consumers are usually affected by their attitudes, age, personal or professional values or the surrounding environment, and brands could have a high impact on their preferences (Chovanova, Korshunov, 2015). According to David Court and his article in McKinsey Quarterly in 2009, there are 4 stages to decision-making process: consider; evaluate; buy; enjoy, advocate, bond (Edelman, 2010).

Brand has a very big impact on consumer buying behaviour and basically creates association in person's mind. The first and most important step is the brand awareness, and then what the value it provides is, and both of those should link to a positive feeling. If there was no psychological connection between the product and a consumer, brands simply wouldn't be distinguishable from one another. In Fig.1 below it is shown that more than 50% of the surveyed people have said that they buy their products or services based on the brand. The survey's participants also stated that the most important thing to them is the quality, which makes them choose a brand. That is not always the case, of course, because there are many other factors that can dictate a decision, such as social status, beliefs, community preferences and others (Solomon, 2006).
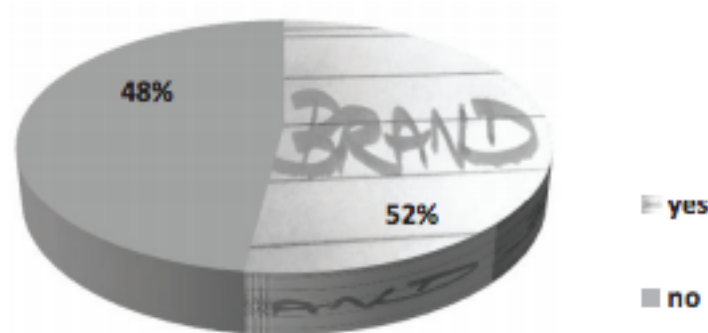
Figure 1. Brand as an important factor by purchasing a product

2.4 Emotional branding

In today's world the best brands are those who are able to build a strong emotional relationship with the consumers. When businesses connect specifically with the emotions of their customers the result may be huge. Considering this opportunity, they should pursue this connection as it was a science, strategy, or even friendship. Unfortunately, most of the times building that connection is based on guesses and not something that can be studied or had an exact formula (Magids, 2015).

Emotions are a confusing topic in business, as it is in everyday life. The main idea is to connect with the consumers by engaging and making memorable experiences for them. In a research by Amic. G. Ho, it is stated that scholars have investigated different theories of psychology and sociology, in order to explain how consumers' feelings can be influenced and connected with a brand. It turns out that for people to achieve emotional satisfaction it is important to have a two way, quick interaction. In the example, a successful design outcome is not enough only to be of good quality but also needs to meet the specific customers' emotional needs. The new trend of design for twenty-first century is to add a "feeling" into the design outcome which could be easily experienced. After that was recognized, the scholars noticed a change in consumer attitudes toward a brand. The design outcomes basically could shape the customers perception of it. The tools companies use to create a brand identity and deliver a message, such as logos and images, to create familiarity with a product. Brand concept is a bit different though, "it is the summary of consumer's emotional response for

design outcomes". The brand concept should be a reflection to consumer's emotions and behaviours, therefore, a company needs to know those emotional characteristics in order to get to them (Ho, 2017).

2.4.1   Emotional motivators

It is difficult, but highly possible to correctly measure and target specific feelings that drive consumers' behaviour, or the so called "emotional motivators". Their role is to measure what the future customer's value to a company is, including the brand awareness and satisfaction. They help a lot with the growth and profitability of a company.

A customer could be emotionally connected with a brand if it fits with their motivations and desires. A research done by Harvard Business School (Magids, 2015) has found out that there are more than 300 emotional motivators. Some of the important ones are to ""stand out from the crowd", "have confidence in the future", "enjoy a sense of well being"".

Most of the times the consumers themselves don't know what drives them to choose a brand and what are the emotional motivators that have let them to the purchase. That makes the company's job even more difficult to define those, because the emotional connections are not identical or constant. None the less, they are diverse considering the different markets and industries, brands, touch points and what is the customer's decision level (Magids, 2015).

2.4.2   Types of Emotional branding

According to the study conducted by Amie G. Ho "Explore the Categories on Different Emotional Branding Experience for Optimising the Brand Design Process" it was concluded that there are four different types of emotional branding

-    Personality-driven – in this emotional branding the focus is on the positioning of a brand. Here the brands' purpose is to provide meaningful interactions and

experiences while providing innovative products. Using those tactics, the brand can build up a connection between them and the consumers. In order to drive a deeper customer engagement, a company can use a specific brand building process. That process is to first find out what the social needs are, to choose a target market and develop a branding story. That is because if there is a storytelling as part of the branding strategy, that would help facilitate the relationship between a company and consumers.

- Appeal-driven – It is crucial for brands to create a brand identity that connects with the customers' hearts. The study for this type of emotional branding was based on the finding out how emotional design characteristics would affect the emotional responses. Customers' reactions are usually defined by repurchasing a product, attachment or passion for the brand. Some of the methods to increase the customer engagement could be: visualising, identity management, systematising, and execution (Ho, 2017).

- Sensory-driven – Very often the physical contact with a product or the way an environment for proving service makes a customer feels can affect their buying behaviour. Products and services should be attractive and creative enough to work on the consumer's emotions. This type of emotional branding is the one that relies solely on the sensors and emotional interaction when using products from a certain brand. The methods used for achieving results with this branding strategy are focused on: user experience, prototype tests, consumer feedback, design updates and material allocation.

- Navigation-driven – The companies using this branding type are mostly on social media, creating engagement between content and audience. Advertising and media campaigns play a big role as well, attracting customers with emotional feature tactics. In its core, this method seeks to create a one-to-one interaction by mails. Also it uses open communication through social media platforms and choosing certain online "cwordculturers" that could act as a trend leaders and affect the crowd's opinion, or be "brand ambassadors". The main features of this emotional branding type are: communication strategy

development, social media strategy, production and procurement strategy, message distribution and sustainability management.

2.4.3   Consumer decision making based on emotions

The more a brand connects with consumers, the more the emotional connection deepens between them. The customer value, as shown in the graphic "The New science of costumer emotions" below, depends on how connected they are to a brand. From that graphic can be seen that if they are connected they are 52% more valuable than the ones that are just satisfied with a brand's product or service (Magids, 2015).
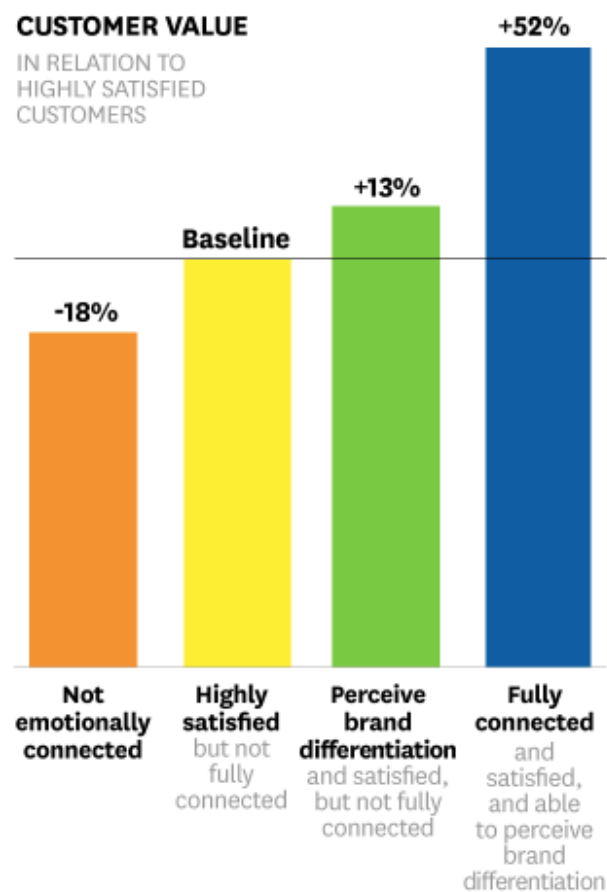

Figure 2. Customer Value in Relation to Highly Satisfied Customer

Most consumers believe that their buying decision are solely based on their logic, but in reality emotions play a huge role and can even conclude their decision. Emotions are

even argued to be an almost inevitable part of every decision process. The fact is, that when choosing what we buy, people often relate to their emotions from previous experiences, or the emotions of other customers after they have tried it and shared their opinion. All of these emotions, conclude in their mind a good or bad feeling towards a brand, which would result in either buying something or not based on those emotions. According to a study by Antonio Damasio, Descarts Error, people who have lost the connection between their rationality and emotional sides are able to only process the information about different products, but can only make a decision to buy one if they can get a feeling about them.

How do emotions influence consumer behaviour? It has been shown that consumers evaluate brands not just by their features and qualities but mostly by the feelings and experiences they associate with them. Also, when companies use ads to gain visibility they should try to reach a customer by attracting them on an emotional level. Usually if a brand's ads are considered successful, is because they have managed to gain "likeability" from the audience. And other studies show that in order to get higher level of loyalty and trust it is important the consumers to associate the brand with positive emotions first (Murray, 2013).

Emotions are a reasonable explanation why people are ready to pay more to get a certain product or service that has many alternative cheaper choices. The more expensive product could give them a feel of success, or accomplishment, or make them feel as If it will rise their status for example. "A brand is nothing more than a mental representation of a product in the consumer's mind" (Murray, 2013), therefore, the consumer loyalty could be earned easier if the focus of the brand is on their emotional content of representation.

2.4.4   Brand loyalty

Loyalty is a tricky subject defined as an obligation and commitment or a result of love and trust. Loyalty is a strong commitment which is identified by regularly purchasing product of service that is more popular than others, despite the impact of changing circumstances and brand activities, and those can promote behavioural changes (Garg, 2017). Brand loyalty is seen as a behaviour and series of actions that shape a

buying pattern. If a brand applies the right approach and tactics this pattern will continue in the future as well. And that is what every company desires, returning customers who will then positively influence their people circles, creating an overall increase of brand awareness and sales. Loyalty is measured by businesses based on past and future 3, 6 or 12-month purchases and purchase intent.

If a brand wants to achieve the kind of customer loyalty, it has to provide the tools of engagement to share and connect through diverse social experiences with other members, creating a community. A community online "can be used to create engagement between providers and customers to build a relationship that will eventually have an effect on loyalty" (Thompson & Sinha, 2008).

The factors that should be there for a participation in a virtual community are trust, commitment, satisfaction and sustainability. Trust is important for removing the uncertainty of a relationship, especially because online the interaction is not face-to-face. Commitment from customers is desired, because that will cut the company's costs on attracting new ones and active participation will lead to e-loyalty. Satisfaction is more related to the emotional aspects and is the result of multiple interactions, that will increase the consumers' knowledge of a brand and, therefore, determine their level of satisfaction. Sustainability can be hard for a virtual community, but can be guaranteed if a company constantly evaluates the evolving needs and interest of the members. (Garg, Chhikara, 2017)

2.4.5   Specific emotions influencing the buying behaviour

Emotions in their core are multidimensional feelings and they influence decision-making psychologically. The emotions are connected with the cognitive evaluations, also called "appraisals". The cognitive appraisals are considered in six dimensions, defined by Smith and Ellsworth (Smith & Ellsworth, 1985). The six dimensions are pleasantness, certainty, self-responsibility, anticipated effort, attention and situational control.

Different studies throughout the years have made researches about how specific emotions are expressed in a consumer. For example, negative emotions like anger or

anxiety, are connected to psychological and physiological symptoms such as increased heart rate and left-prefrontal activity in the brain. A state of low arousal on the other hand is included when feeling things like sadness or depression. Emotions can show what type of action is needed from a brand. Rucker and Petty, in their study, have said that emotions that activate a high arousal levels are an indication that customers would want to make an action. However, emotions that activate a low arousal levels are indicators that customers prefer to be passive (Rucker & Petty, 2004). Feelings of fear indicate low individual control over a certain unhappy event, and anger is associated with high individual control. If the consumers' feelings related to a brand are fear or anger, then that could lead to a different risk perception. Fear would lead to a perception of low control which is pessimistic, and anger would lead to perception of high control which is viewed as optimistic (Achar & So, 2016).

What the effectiveness on addressing certain emotions is measured by their compatibility with many factors, such as the consumers' culture, self-identity, and emotional states. Different cultures are differently affected by emotions. If the emotional appeals don't much the culture that might be more effective because of their novelty. Example of that would be when people from collective cultures are better persuaded by ego-focused emotional stimuli, unlike stimuli that would use emotions like empathy, and the opposite with cultures with individualistic characteristics (Achar & So, 2016).

Overall, emotions can affect the decision-making process if they manage to focus the consumer's thinking in the same direction as those feelings. Emotional appraisals, when matching the consumer characteristics, can increase the effectiveness of branding through different processes like identity-compatibility, novelty and reduced defensive processing (Coleman, 2013).

2.5   Emotional branding on social media

Social media is the basic tool businesses use to promote their brand globally. Even if a firm has its own webpage, that itself is not enough anymore. It has become highly expected that there are social platforms where customers could directly reach a brand, ask their question and express their feelings about a product or service. Therefore,

different strategies should be created for the different channels, so that customers can expect different information and possibilities everywhere (Rowley, 2004).

People usually go to a company's social media platforms, websites, and review blogs so they can get a better picture of the brand. All of these channels should be providing value, based on the target audience and their user journey. To drive engagement and interaction, companies should have good content on their online-media channels and use them smartly (Rowles 2014: 26). Of course, all different channels should have a clear connection with the business' objectives. If using Twitter and Facebook and posting 5 times a day on them, still all of the posts should contribute towards the company's goal. Usually the basic goal is to drive the audience to the website, where they can see the products or services offered directly, and hopefully make a purchase. Or if the Twitter posts get shared a lot, that also would create a bigger audience to reach. And the other goal of using social platforms, is to drive trust and better perception of a brand. (Rowles 2014: 37).

Another important point is that people can easily take the lead, go to their social media channels, check what other people say about a product, and then write their opinion as well. That of course could have positive or negative impact on the brand, depending on the type of review/comment that one customer has left. As Daniel Rowles says in his book about Digital Branding, if a customer has left a bad review,

"…That highly visible complaint then becomes part of other people's brand perception (fairly or not) and suddenly the years of building a brand can be tumbled very quickly."

Rowles (2014: 8-9)

With other words, the company might not have a lot of power once the branding becomes digital and people have the chance to express themselves freely.

"…But because the level and influence of advertising in the social-media space have yet to reach the levels common in offline channels, brand messages are less likely to influence decisions"

(McKinsey, 2015).

That is one of the first problems that occurs when talking about digital branding on social media and its effect on a brand's image.

Anyways, what makes online branding through social media desirable is the fact that companies can reach to their customers directly and communicate. And not just that, but customers can reach to many other customers, and that way the brand itself doesn't even get involved. Therefore, what consumers say has become more important than what the company says itself *(Rowles, 2014).* In that form of branding, the customers are affected by the emotions of other users and that itself can form their own feelings toward a brand and their buying behaviour.

Social media could be considered personal or impersonal. The most important quality it has though is the possibility to connect people from over the world that otherwise might have no way to know each other. How brands use that tool is when they try to personalize it through emotional branding The four concepts that companies should follow in order to achieve that goal are: to intrigue, to appeal to people's emotion, to be reliable, and to promote loyalty.

2.6   Emotional Advertising Online

Advertising is used in order to convey a brand directly to consumers using diverse media, be it radio, television, newspapers and magazines or online advertisements. Online advertising involves the internet for promotion purposes and delivering the brand message to the audience. Some popular ways of doing that is through online ads vie websites, e-mail, software that supports ads, text messages and even smartphones with internet access. Generally, the internet population in most cases is younger, better educated and easily adapting the new trends, which makes the online population become more mainstream and diverse (Kotler, 2000).

In order to reach the target customers online through advertising are needed very efficient strategies. Those should include personalization, integration with direct interactions and multimedia. Advertisers are usually monitoring consumer's online behaviour and use that information to focus specific ads to certain individuals. This is the so-called online behavioural advertising (OBA). OBA can be beneficial for

companies to increase their click-through rates and purchases, but the effects highly depend on factors that are controlled by the advertisers and factors related to the consumers (Boerman, 2017).

Advertising's main idea is to affect customers' brand preferences by presenting the benefits of the brand communicating the brand using positive symbols. Anyhow, there are researches that claim negative messages can also be effective, sometimes even more than positive ones. Aside from that, customers usually are more likely to associate themselves with advertisements that have emotional or rational values and messages. That is why advertisers try different appeals in ads which can bring out audience's emotions which then would lead to purchase intention. They are using various psychological tricks, barriers, celebrity figures, which can attract and directly impact the customer's mind. To achieve that, advertisers have to put some driving power into their message so that they can emotionally reach the consumers (Sadeghi, 2015).

2.6.1   Rational vs. Emotional Appeal

Advertising appeals' purpose is to influence customers on how they feel about themselves and how can products prove to be beneficial to them. The appeal has to represent an attraction, which wakes up consumer's desire. Kotler has defined two different type of appeals: rational and emotional (Kotler, 2003) The rational advertising appeal highlights the functions and benefits of a product or service, and the emotional advertising appeal wants to meet customer's psychological, social or symbolic requirements. More precisely, the emotional appeal stimulates the consumer's buying decision based on positive or negative emotion. The positive emotional appeals could arise feelings of love, happiness, sex, adventure, humour, fear and others. Fear in particular is something often used be advertisers because it can strongly influence people. It's most often used for a good effect in beauty or health campaigns. On the other hand, humour works best to catch the audience's attention and create instant recall followed by sales.

Research shows that emotional response to an advertisement is strongly and positively related to brand awareness, brand attitude, and purchase behaviour. If customers like

a certain advertisement, it is likely that they will like the brand also and would be willing to buy their product or service. If customers have positive opinion and feeling towards a brand would focus on messages related to that brand, unlike customers who have negative attitude would focus on operational elements of advertising (Sadeghi, Fakharyan, 2015).

3   Methodology

3.1   General research methods

There are two main categories of primary research methodologies which are exploratory and conclusive research.

3.1.1   Exploratory research

It is used when a certain topic hasn't been researched enough before or from a certain aspect. It develops the priorities and definitions and gives a better finalizing of the research design. Exploratory research purpose is to get to definite conclusions while being cautious. Some techniques used are secondary research, informal and formal qualitative approaches, and other internet related methods. This research design could be qualitative and quantitative in nature.

Exploratory research is relying mostly on secondary data and the two main categories are:

-   Quantitative research techniques are used when a researcher wants to find out how common types of behaviour are for different age groups. The results are not fully detailed on behaviour and motivation. The sample sizes are quite large and are representative of the population, which makes this research more objective. The main methods of this research are observation, experimentation and surveys.

-   Qualitative research techniques are used when wanting to know why people would engage in certain behaviour. The results are more in-depth using open-ended questions and provide better detailing of behaviour and motivation. The

sample sizes are smaller than the ones from quantitative research and not representative of the population. The main methods of this research are in-depth interview, focus group, projective methods, and case study.

3.1.2   Conclusive research

It is used to provide useful information in reaching certain conclusions or making decisions. It relies strongly on secondary data, for example reanalysing already existing databases looking at it from a different perspective for a new problem in comparison to the original one. Conclusive research also uses primary research or data that is collected for that particular case. This research design could be quantitative in nature.

Conclusive research relies both on secondary and primary data and can be split into two main categories:

- Descriptive or statistical research techniques are used for data that studies the population or universe. It only helps defining the description of a situation, and not what caused it. The two main types of descriptive research are observation and surveys.

- Causal research techniques are used when finding out what variable is causing a certain problem or behaviour. The relationship between cause and effect is the base of causal research. This research is quite complex and the factors discovered might not be completely certain. The two main methods of causal research are experimentation and simulation.

3.2   Research Methodology

The approach of this thesis is supposed to be theoretical. All the findings are from a secondary data, already conducted research found in different published literature, both on paper and online. The benefit of this type of data is that it is easier and quicker to find and less expensive than primary data. The type of literature used to build this

thesis is mostly from online journals, books and articles and is presented in the literature review.

3.2.1   Case study: Nike

A case study's basic object is to have a "case". This case in its core should be investigated with multitude of methods, contemporary and functional. This type of research is described as versatile form of qualitative inquiry for investigation of a complex problem, in this thesis' case "emotional branding". Generally, case study research method could be used for many different topics or purposes. The case study is both exploratory and explanatory, and is helpful when wanting to gain an understanding of an issue in reality and doesn't often answer the questions "how" and "why" (Flyvbjerg, 2011; Merriam, 2009).

Conducting a case study research should include multiple methods of collecting and analysing data. That is essential for providing a more consistent and comprehensive view on the studied problem. The methods can be used in different ways, depending strongly on the purpose and design of the case study. In this thesis, the data used for completing the case study is secondary, based on already collected literature.

3.2.2   Nike

The main research method used in this thesis is a case about study based on findings about the world-known sports brand Nike. The case study covers the brand's core ideas of branding, and the biggest focus is on their emotional influence over their customers. Nike is famous for being great at selling their products based on their advertisements and social presence. This relates to the author's work because the brand's advertising and social media content is build based on consumer feelings and behavioural knowledge.

The case study follows an order, where the author first explains about the brand's history in branding and marketing and their advertising and public media experience. Then moves onto their current brand strategy and mentions what are the core beliefs Nike has when promotion their products to the audience, how to get their attention and

how to make the one-time consumer into a loyal customer. Because this is a leading brand on the market today the example of their brand strategy would be a great example for general branding strategy.

And the most necessary for this thesis part is the emotional branding strategy of Nike and how they have decided to connect with people. They have a very specific brand message that connects with the customer's emotions and leaves this message in their mind because of that certain feeling the message has left in them. Nike has chosen their message to bring a sense of self-worth, individual power, decisiveness and a will for a change. This has a strong impact on their revenue and brand awareness. Makes people believe that everyone, no matter how strong, big, or capable they are, they can use Nike's product and better-themselves because those products are basically "for everyone".

3.2.3   Survey

A smaller part of this thesis's research is a descriptive research, more specifically a survey with a comparatively small sample size. The idea behind it is to find out how consumer are affected by the emotional branding approach of companies and if they are moved by it. Basically in survey method research, a certain amount of participants would answer questions, through a ready-made questionnaire. The questions should be clear and easy enough to be understood by everyone and then the answers given are revised and described by the author. The questions in the questionnaire could be open-ended, closed-ended, partially open-ended or rating-scale questions. Generally, the data collected through this type of method cannot draw fundamental conclusions but strictly describes only a set of observations.

This method was chosen because of the possibility to get quite a big number of answers from participants, while not needing to spend too much time talking directly to each one of them. It is a better option when wanting to get the opinion of a larger amount of people and form a conclusion, considering different age groups and experiences.

In order to get the most honest answers from the participants in this survey, the questions were designed simple enough and the answer options were meant to be very distinct from one another so that any confusion could be avoided. Also there was given option for a free answer on a few of the questions, which gave a bigger diversity and the possibility to hear the own thought of the respondents.

4 Sport brand case: Nike

4.1 Nike's history and overview

Nike was first founded in 1964 under the name of Blue Ribbon Sports. Their first activity was to be a distributor for the Japanese shoemaker Onitsuka Tiger (Asics) and changed its name to Nike Inc. in 1971. The company was created by Bill Bowerman and Phil Knight with only $1,200 starting money. The name itself came from the Greek goddess of victory and the true way of pronunciation is "ny'-kee".

The idea for the brand's slogan "Just do it" came from the same words the serial killer Gary Gilmore said just before his execution in 1977. The first time "Just do it" campaign came into action was in 1988. It is quite interesting that the slogan was introduced to the public during a hard time for the company. The Nike's former Director of Marketing Insights & Planning, has shared information that the brand was facing difficulties just before the beginning of this slogan. In 1987 the company has just fired 20 percent of its employees, and has been in an incredible need to be saved from sinking. Nike has been smart enough to notice that only targeting the high-end athletes, in particular males, was cutting out a big part of its potential customers. They decided to focus their marketing and branding towards the whole fitness audience, be it professional or not. After they changed their strategy and "Just do it" was born, Nike overcame their issues and their sales got 1000 percent increase (Conlon, 2015).

Nike has a big amount of celebrities and famous sportsmen that promote the brand and have royalty contracts. One of the most known Nike ambassadors is Michael Jordan, who earns approximately $60 million every year in royalties, according to Forbes magazine (Badenhausen, 2013). Another example is the professional tennis player Ilie Nastase, who has an endorsement contract with Nike since 1972.

Nike are famous as one of the most socially-conscious companies in the world. Generally, consumers today expect a lot from the brands they purchase products from. Especially nowadays people want when they buy a product or service to have a positive impact on the environment and society. For brands who do so and provide that benefit, customers won't hesitate to reward them. Nike wants to use as much recycled materials as they can and reduce the water consumption and waste in production. The company is very committed to community building and promote positive social change worldwide.

The company constantly develops its products and introduces new technologies such as Nike Air cushioning and Dri-Fit fabrics. That is one of their biggest strengths and consumers usually consider innovation to be equal with expertise. If a company is innovative, consumers trust them more, because they believe the brand knows what is doing. Nike has been proving that is providing quality running shoes and apparel, which can be uses for every kind of sport by athletes and amateurs (Andruss, 2012).

4.2   Advertising and marketing overview

A big part of every brand's success is the way they advertise and market themselves to the world. From the beginning of Nike and their first simple "swoosh" logo they now have become one of the most recognizable brands out there. But that is not all of course, their products are what stands at the bottom of their success. Anyways, good products without a strong and great marketing strategy won't do much.

Nike has been changing their marketing and branding strategy quite a lot for the 40+ years they have been on the market. At first, their focus was just on quality and well-designed products, because the innovation of their products was so unique that it already differentiated them from the competitors. But after some changes, in 1990s the marketing strategy changed to a more customer focused approach (Willigan, 1992).

In an interview with the Nike's CEO Phil Knight for Harvard Business Review, he mentioned,
"We used to think that everything started in the lab. Now we realize that everything spins off the customer. And while technology is still important, the consumer has to

lead innovation. We have to innovate for a specific reason, and that reason comes from the market. Otherwise, we'll end up making museum pieces." (HBR, 2017).

As many other businesses from more than 10 years ago, Nike's advertising was entirely based on television and large print advertising. Their advertisements were a success never the less, be it the taglines "Just do it" or "Bo Knows", which became equal to the brand Nike itself. The brand has evolved together with the digital progress in the world today, and moved from traditional advertising to digital one, with a drop of 40% in their spending on traditional advertising from 2009 to 2012. With their budget increase of $2,4 billion now they are spending their money on digital advertising, using all the online techniques possible and also communicating with their customers online.

4.3   Brand strategy

Nike is a sport's brand with a long history. Nowadays they are one of the leaders in sports' footwear, apparel, equipment and accessories. They mostly sell their products through different retail channels, such as NIKE's owned retail, on-land and online stores, distributors, franchises and licenses all over the world. Their strategy is to "achieve long-term revenue growth by creating innovative, "must have" products" (Wikinvest, 2017).

Nike's brand strategy's core is to promote not just shoes or apparel, but a lifestyle for everyone. First, they always create a compelling moto or slogan. It connects with people on a level that makes everyone feel like they can "JustDoIt". That creates a strong relationship between the brand and consumers. Second, Nike empowers both

genders equally and targets them often times separately. Even though sports have
been considered mostly "for men", Nike makes it easy for women to get inspired and
do something that maybe have never crossed their mind they can do, something for
their mind and body. The company reminds people that women are powerful,
passionate and also competitive (Pride, 2017).

4.4   Emotional branding strategy

Nike has a big emotional impact on their customers' decision by having powerful
adverts and online presence. On their website, Nike Inc. states that their mission is to
"bring inspiration and innovation to every athlete in the world," followed by, "If you have
a body, you are an athlete" (Nike Inc.). Consumers tend to follow their hearts. Even if
they think their logic is the correct path to follow, often their emotions are stronger and
take the lead. Brands who know and use that have an advantage and can reach their
potential customers than their competitors. Nike is a strong example of that because
they have found a way to provoke the thoughts of people and encourage them to trust
the brand.

What their strategy is is to connect with consumers on a deeper level, striking right at
their desire to be great for themselves and proud of themselves. Nike knows the
struggles and issues people have with their inner self, the way they stop themselves
from growing because of different problems. The moto behind their brand is "Just do it"
and also "Strive for Greatness". The story behind their branding strategy is the story
about the journey of a hero. This is an exact example of emotional appeal since the
brand uses the archetype of Heroism and tries to internalize the villain archetype and
promote the Nike shoes as they could help get rid of our inner "laziness". What Nike
changes to that story though is that the customer is both the hero and the villain in one.

The inner emotion the brand is targeting is the one that makes non-athletes to buy
professional sports attire. The main message they promote is that people can be great
no matter who they are and what issues they might have. Their success shows
because the brand sells to people from all professions, genders and ages. The fact that
they can touch the consumers' emotions is what make them gain brand loyalty and
create community of followers who can relate to the brand's story (Shaw, 2014).

One of the most important emotions any brand should arise in the mind of its customers is trust and security. If the brand promises are not kept, the connection between that brand and the customers would be broken. Companies must be consistent with their brand messages because if they don't, the customers will turn away very quickly and find another brand that will fulfil their needs and give them feeling of trust. According to an article by Elliott and Yannopoulou, trust is more important when there is a high-risk brand purchase, and less important in low-risk purchases. The desired value of trust can be achieved also by using creative brand messages and experiences (Elliot, Yannopoulou, 2007). Nike Inc.'s customers' purchases are very often affected by the trust they have in the brand, and the believe that their products are of high quality, better than competitors and good for the environment. That trust is the one that leads them to make a buying decision. What they trust in the most is the fact that Nike will deliver on its brand promise and deliver everything that is expected from it. The company is one of the top ten most trusted brands in the world (Andruss, 2012).

4.5   Emotional advertising

The company's advertising is one of the top examples of modern emotional branding in the world. That strategy is proven to work mostly because of the high consumer loyalty they have won. They have used not just flashy ads with sports celebrities in them, both on TV and online, but also social platforms to reach their target audience and connect on a more personal level with people (Willigan, 1992). What Nike's ads do well is to create emotion in the consumer through their emotional branding. All of their ads are carefully designed to target specific feelings and needs in the customers, so they can start believing that only Nike can satisfy them.

4.5.1   #JustDoIt Campaign Advertising

When the "Just Do It" campaign first launched in 1988, it featured professional and amateur athletes. Their role was to tell about what their accomplishments are and what do they feel while exercising. One of the most memorable ads they made was a video

about the 80-year-old marathoner Walt Stack and his story about running 17 miles every morning. This message has aroused big emotional outcome in viewers and made them think that if the athletes can do it they can do it too. People started even sending their personal stories to Nike about how they "just did it" which proves how emotionally powerful Nike's message is.

In the #JustDoIt ad, every athlete spoke with emotion, about their achievements, their emotional rewards and their purpose again with emotional words. It is all based and about stories. What Nike does best as an "emotional brand" is to focus on telling stories that inspire and are catching people's attention. By telling those stories, it proves that the brand has a genuine understanding of their customers' goals, ambitions, dreams and lifestyles. Stories are a great tool to create communication, through which the brand can enrich the audience's life. None-the-less, stories should be about the consumers, and not the brand or the products. The "JustDoIt" ad is a great example of celebration of the user. It is about the user's challenges, transformation, will, and the story finish should be interesting and emotional as well. It should clearly prove that the consumer is happy and has a better future thanks to that brand.

4.5.2   #BetterForIt Campaign Advertising

Another famous campaign Nike started in 2015 was targeting women, as the company sees them highly important for its customer base. The "BetterForIt" campaign has the idea to encourage women to challenge themselves and start their fitness journey, even if they have never trained or done fitness activities before. The company says that It's about empowering women to be better through services, product innovation and inspired by athletes, motivating each other to push to the next level (Nike Inc.). This is one of the company's biggest advertising push targeting women adding about $2 billion of additional sales by 2017. The #BetterForIt campaign's first ad was created by Wieden and Kennedy, during the MTV Movie Awards. The advertisement called "This Girl Can" has been watched over 7.8 million times on YouTube since its launch in January 2015.

4.6   Emotional social media strategy

Nike has a special approach to social media, in comparison to their competitors. The purpose for them is not just to show their new products, but more importantly to get the customers to interact with the brand using various campaigns and hashtags. When their users use those hashtags the Nike brand is being promoted and subconsciously encourages regular people to purchase their products and become a part of online discussions. Nike's audience becomes more and more active all the time in online discussions. The users of the company's different social media accounts and hashtags are so inspirational, which makes each one of them a promoter in their own way. This generates the "word of mouth" and makes people talking about the brand. Their engagement level is the highest in comparison to their competitors and they have the highest amount of followers and subscribers on all of their social platforms.
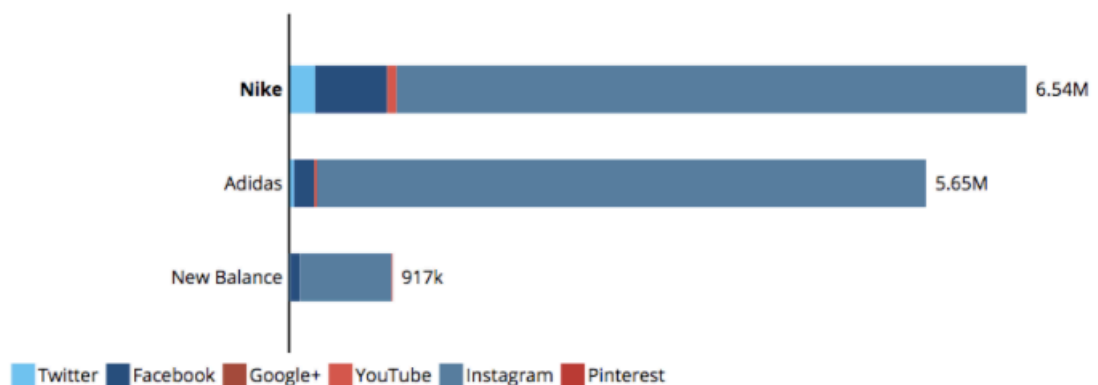
Figure 3. Nike's Social Engagement

The company's aesthetic on their social media accounts are also important to some users. It is not always about the physical appearance they care about, but about the attitude and shared message. The online branding they do promotes a sense of community and motivation, instead of anything negative. Their general message to the audience is "you can do this" and it is visible through their posts, images and videos online. The world of Nike is meant to be equal for everyone and encourages people to share their voice in sport. They even have a campaign called #Equality for that message of theirs. Overall, the positive attitude they have is to inspire people to be the

best they can. The pictures they share on social media feature people from various cultures, which also promotes equality and individuality. One of the products they made that met a big controversy, was the athletic hijab for Muslims. There were people for and against it, but that product once again supports their aesthetic of equality, motivation and community feel. Nike is so successful because it promotes its products for the regular people, making them feel not just like a "consumer" but like an important participant in the Nike Brand.

4.6.1   Social media channels and their use

Nike Inc. has started using the online places, not just because they have to, but because they knew their target audience is there. Nowadays especially, the fitness topic and doing things for one's body and life have been encouraged by the mass. Nike knows their target demographics and their needs. Knowing that, for example, they can find out that Instagram has a strong potential, as a place where users interested in their products would be. That is why it makes sense for them to have a strong presence there. The main point though is not just to be there, but firstly to provide value. That is the best way to attract and keep their followers and share their message with them. They provide their audience the things they want to know and see, solutions to their problems, and that's what keeps them coming back for more.

When it comes to Facebook, Nike has a few separate pages for their different products. Most of their pages are updated daily, the posts including videos or images. The company is very popular and many celebrities and famous athletes taking part of their projects, and many of the posts and contents contain those same famous people. What is surprising, though, is the fact that those are not the posts getting the most interactions, but the posts related to their products. Sometimes a picture of their new product can get up to 35,000 like and 1,000 comments. What Nike uses Facebook mostly about is to promote their larger marketing campaigns and initiatives (Moth, 2013).

Twitter also has several accounts for the different company's subsidary brands. But unlike Facebook, this platform is more used for direct interaction with the audience, and more specifically responding to different "mentions". Also on Twitter they quite often post motivational messages, in order to hit exactly the emotional side of the customers.

The posts are short, motivational, and easy to read and share. The fact that they are so active on social platforms like Twitter is one of the reasons why they gain consumer's trust and loyalty, and non-the-least, turn them into brand advocates (Moth, 2013).

Youtube is another media platform they are using online. They have a big success there with the original YouTube series Margot vs. Lily, that have received over 80,000,000 views. Those videos then direct the viewers to a websites called BetterForIt, which provides more detailed content about improving their fitness life. Anyways, another emotional appealing factor is, that this show doesn't just promote another product, but has its own story that on its own it's interesting to watch. With the help of that Nike has also increased their sales of the Nike+ app and their standard products.

4.6.2 #JustDoIt Campaign on social media

This campaign's slogan has its own popular hashtag on social media. #JustDoIt is used on most social media platforms, and its purpose is to provide their customer with a way to directly communicate with the brand and other followers. As mentioned earlier in this thesis, the campaign is focused towards people who want to better themselves and change their lifestyle. This hashtag gives them the opportunity to show the world that they are eager to do that or just to show their new running shoes.

4.6.3 #BetterForIt Campaign on social media
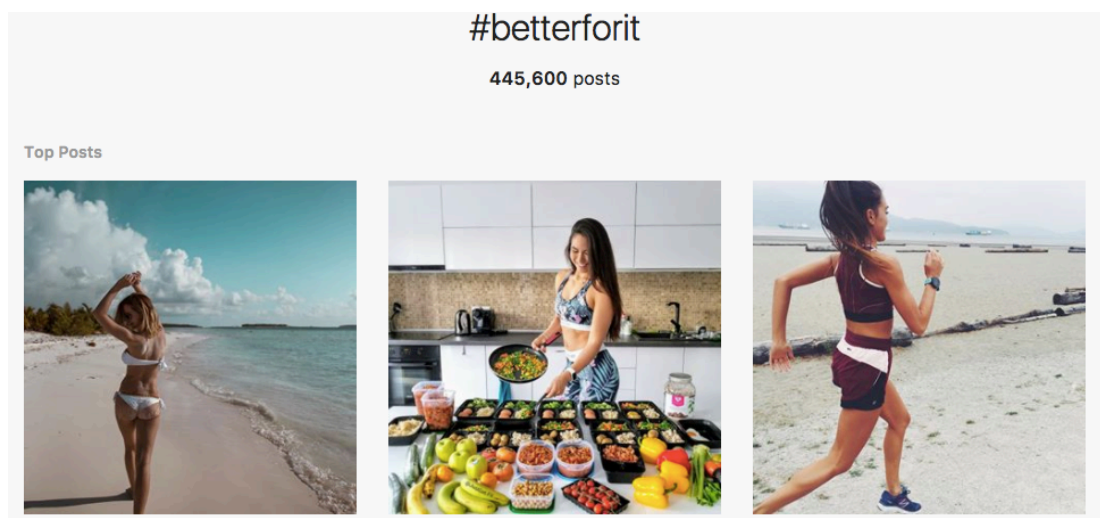
That campaign which focuses on women and inspires them to challenge themselves, even if they are not professional athletes, has not only advertisements but also big social media presence. Nike is encouraging women to share their fitness and health experiences on social media, providing them with the #BetterForIt hashtag, and has launched a "90-day better for it challenge". This type of challenges gives to people the feeling of competition, motivation, and a place where they can show off their achievements. It definitely works because those women using the hashtag also get inspired from one another, when they see the other one's progress and giving them the feeling "I can do it too!". The challenge itself combines workouts from the Nike+ Training Club app and the Nike+ Running app (O'Reilly, 2015).

5   Primary research: Survey

5.1   Questionnaire Overview

This survey was a quantitative research, conducted with the purpose of complimenting the theory base and study case of this thesis. The author wanted to find out whether emotional branding has an impact on the customers buying behaviour asking to the consumers themselves. The survey has 2 dimensions. The first part was focused on general information about brand relationship and emotional connection between consumers and brand's advertising and online media. The second part was more related specifically to sports brands and Nike in particular and the questions idea was to support the case study findings.

The author shared the questionnaire to their acquaintances on social media, who were people between the ages of about 16 to 47. That helped with getting diverse opinions from people with different goals, needs, experiences, cultures and social groups. Most of the questions had a multiple-choice answer character, and consumers could pick one of the possible answer options. The rest of the questions were left as open-ended, where the surveyed could give their own answer, and therefore, the survey could get a diversity of individual opinions. That provided a clearer and stronger final result on the topic (See appendix 1).

5.2 Survey Results

5.2.1 First part

The first part of the survey, which was about general respondents' information and brand relationship, was more based on multiple choice questions. The biggest respondent's age group was the ones from 19 to 29. The options the author gave was 0-18, 19-29, 30-39 and 40-49. The second biggest group was the one over 30 years olds.
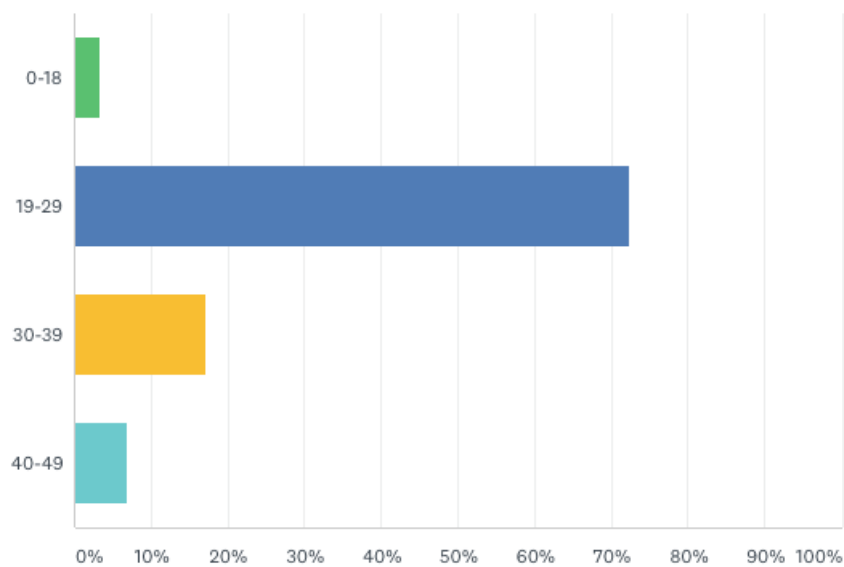

Figure 4. How old are you?

The answers to the next question were a bit surprising to the author, as it was shown that not so many people buy products online regularly. Since most of the respondents were European, that explained the online purchasing culture in Europe. Europeans still prefer to buy their products directly from the physical store, unlike Asians for example, which prefer online purchases a lot more.
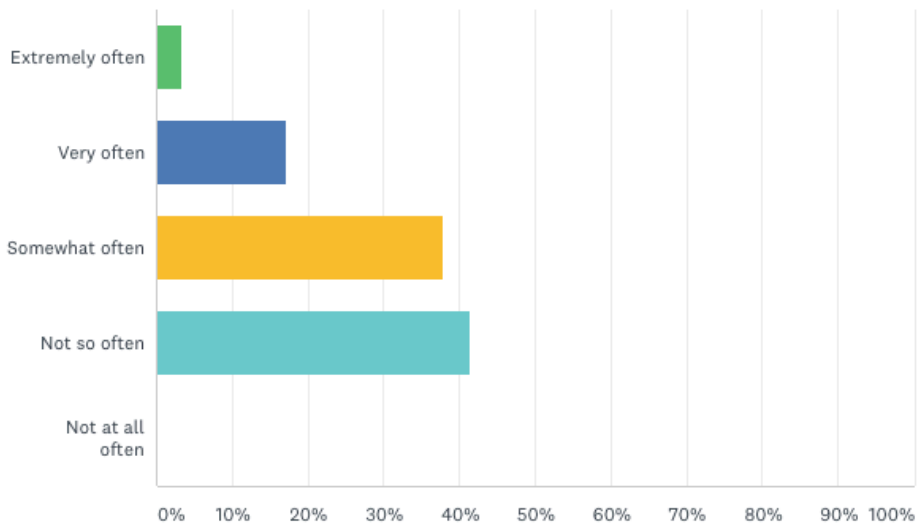
Figure 5. How often do you shop products online?

Coming to the emotional branding, many of the respondents stated that they could be influenced emotionally from brand's advertising and social media posts, and nobody gave "Never" as an answer to the question whether they could be emotionally influenced or not. Also over 62% of the surveyed recalled that their opinion about a product could change, due to a brand's emotional appeal to their audience. That proved a big part of the research in this thesis, and showed that consumers also are aware of that type of branding strategy and that feelings could be strongly related to their purchases.
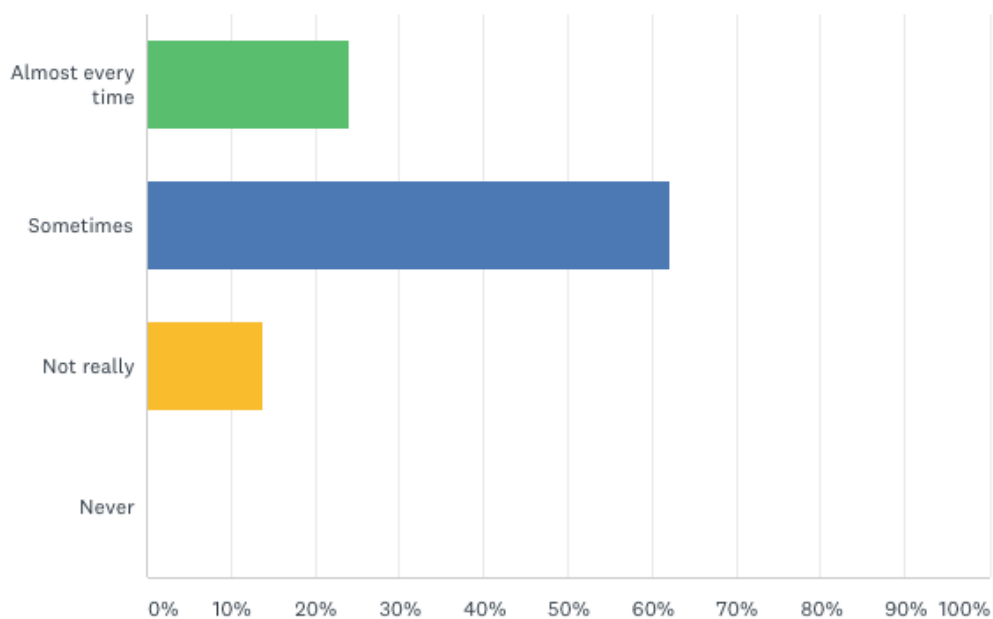
Figure 6. Do you believe a brand can affect you emotionally through their social media or advertising?

On the question about purchases based on the brand's name, most respondents have answered that they sometimes or very often buy products like that. Which also relates to the next question, where it becomes clear that even if people like products because of the established name of a company, more important for them is still the good quality and design. Both of those could be connected with the brand name itself, because people often believe that if a brand has a respected name, that must be a follow-up for the good quality of products they make. Anyhow, it becomes clear that feelings provoked from advertising and social media presence are not the ultimate and only reason for a positive buying decision. Still there has to be, first, trust in the brand, which is the most important reason customers buy and stay loyal. That, however, is also the more popular answer to the next question about brand loyalty. If a brand has proven itself, gotten the trust of consumers, there is no reason why people wouldn't continue buying their products or service and become loyal customers.
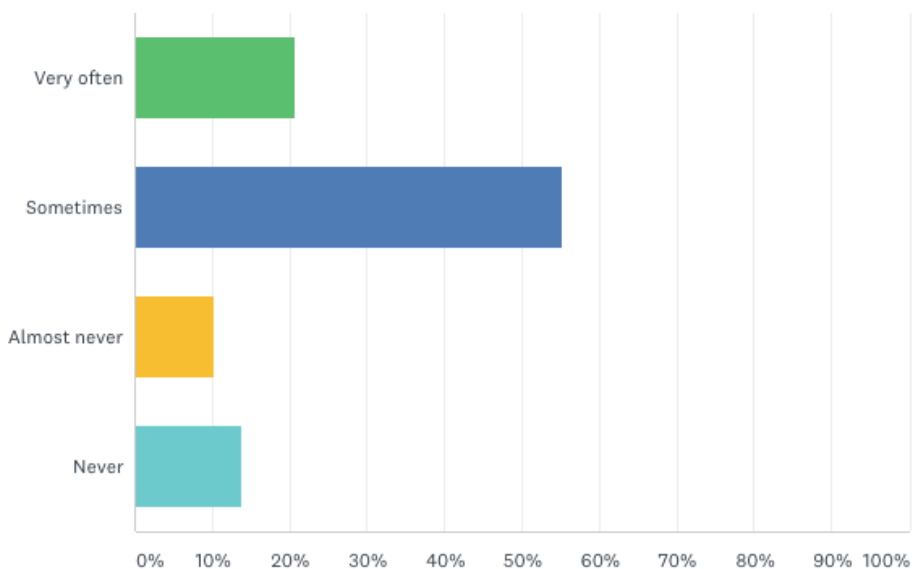

Figure 7. Have you ever made a purchase based on the brand's name?

ANSWER CHOICES ▼	RESPONSES
▼ Quality	75.86%
▼ Design	58.62%
▼ Established brand name	20.69%
▼ Brand's media presense	3.45%
▼ Brand's beliefes and goals	6.90%
▼ Advertising	3.45%

Table 1. What do you care the most when buying a product (for example: sneakers)?

The author also wanted to know what would a customer want the product they buy to implicate about them as people. Here the responses were diverse and various opinions were shown, based on the four answer options provided. A big part of the people still picked the answer, stating that quality is most important, but others suggested that being up-to-date or the lifestyle a brand represents could also be meaningful to them when making a purchase. That also relates to the feeling a product gives them, and that is indirectly connected to a company's marketing and branding strategy. If a brand uses good tactics, they can inject a certain emotion or idea in consumer's mind and, therefore, create the brand association they want.

ANSWER CHOICES ▼	RESPONS
▼ I am fashionable and up-to-date	31.03%
▼ I live the lifestyle that this brand represents	27.59%
▼ I simply care about quality and not looks	48.28%
▼ I care about what the other people would think if they see me with a product from this brand	17.24%

Table 2. When choosing a product what do you want this brand to say about you as a customer?

5.2.2   Second part

The last part of the questionnaire was strongly related to sports brands and the Nike study case in this thesis. The first question was open-ended, and it asked the users to share what is their sport's brand of choice that they buy most often from. Here the answers were diverse, but that could be due to various factors, like social status,

interests, income and peer pressure. People mentioned most often brands such as Nike and Adidas, but also Vans, Slazenger and others.

The author wanted to find out what is the first sport's brand name that comes in the mind of consumers, so on the question relating to that 100% of the respondents answered "Nike". That simply proves that Nike's branding strategy is working and they have gotten the deep in the minds of people all around the world. Their strong message, about challenging oneself and equality has reached to the customer's emotions and have created a huge brand awareness and evoked the belief that Nike is the best and can be trusted. That was also 100% proven by the respondents in question 14, who said that they like Nike products, and nobody said the contrary.

The surveyed were also asked if they follow their favourite sports brand online and the bigger part of them responded with "yes", these were over 57% of the answers. But the other part is also quite big and says that many people don't follow brands on social media, which means they are not interested enough and it might be hard for brands to reach and influence all of their customers equally.
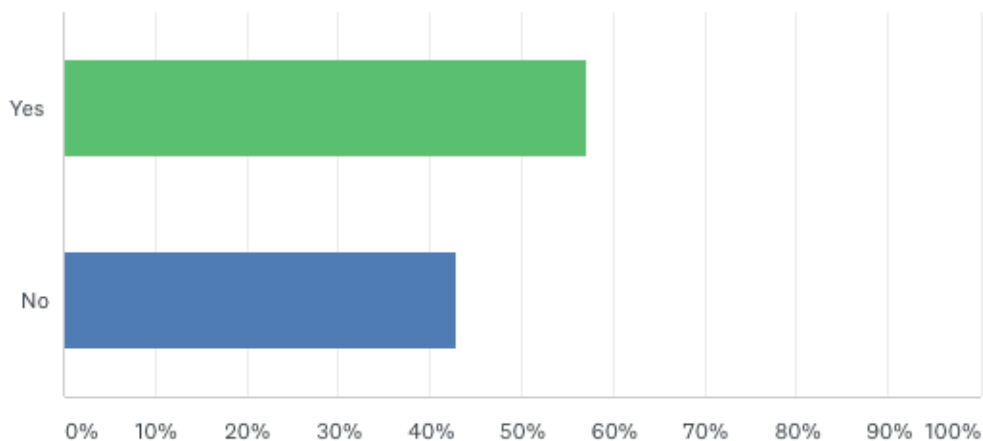

Figure 8. Do you follow your favourite sports brand online?

One of the questions which the author was mostly curious about was what emotion do people associate with when they hear Nike's slogan "Just Do It". In the study case it was explained what the Nike idea behind this slogan is, and what kind of feeling they want to ignite in their audience. But from the answers to this question the author could find out how successful their idea was and whether or not people truly relay to the

emotions of strong will power, self growth and motivation. The answers were open-ended which provided the freedom to people to answer what really comes first to their mind. Some of the answer were "Get excited", "Makes me feel strong", "Power", "Motivated", "Familiarity", or even "Smile". From that it seems like Nike's message has managed to achieve its purpose and connect with consumers as desired.

One of Nike's values is to keep the environment clean. As mentioned before, they have different strategies and activities in order to achieve that. And the next question wanted to find out if consumers actually care about that and if they want the brand's they purchase products and services from are environmentally friendly. Here the biggest part of respondents declared that they do care, but there was also a smaller part of 28% who didn't mind if a company isn't environmentally friendly.
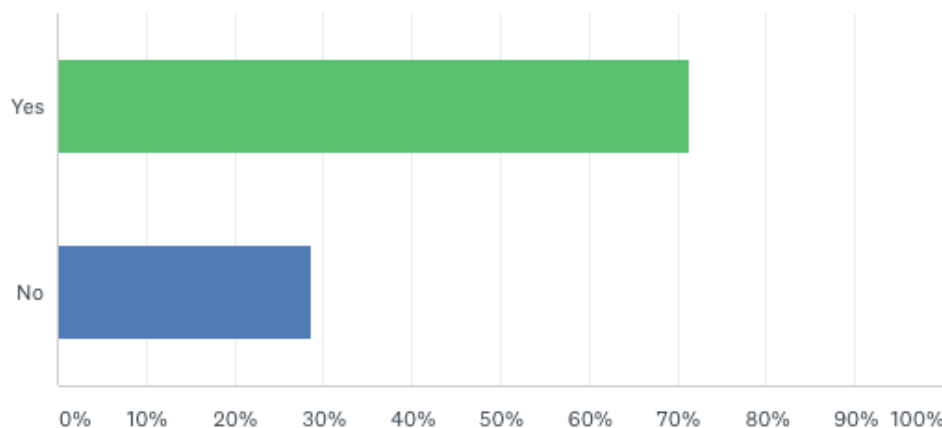

Figure 9. Do you care if a brand is environmentally friendly?

Another big part of Nike's successful online strategy is to create community and involve its customers in it on their social media platforms. They have multiple channels with hundreds of thousands followers who share and are involved daily. Therefore, on the next question 71% of the questionnaire respondents answered that they do like feeling as a part of community, and the other part just chose "I don't care" which is not a no. This means that Nike has done a good research on their target market and found out the customer's needs and wants. They have successfully injected that in their social media strategy and have a good communication with users online.
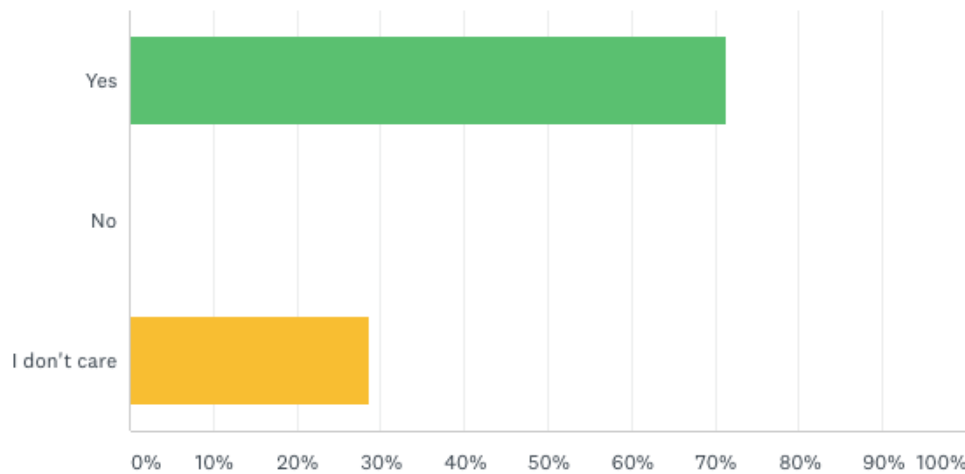
Figure 10. Do you like feeling involved and as part of a community?

The last question in this survey was again of an open-ended character, and wanted to find out what is the general mass opinion about the brand Nike. As expected most people answered positively and shared that in their opinion "Nike is the best sport brand", "Products are comfortable and durable with reasonable price", "Very popular" and so on. But some people also had a bit of a negative view on the brand, mentioning that it is a "huge sports brand but nothing special about it" or they just have no opinion at all.

5.3   Survey criticism

The questionnaire wasn't that long, because it wasn't meant to be the main part of this research. Also too many questions often create the unwillingness to answer from the respondents, which would have decreased the overall response rate of the survey. However, one of the problems were that there weren't enough respondents (only 63) to strongly conclude an opinion about each question and form a general idea what the mass thinks. Due to that fact there was not enough variation of opinions and the author could have tried to reach more people, but the time frame didn't really allow for that. Another miss in the questions was the nationality of the surveyed. But that could be easily guesses, since the author has shared that with acquaintances and familiar people.

Another point is that maybe some questions were a bit too predictable, or maybe respondents wouldn't be completely honest with their answers. That is almost impossible to be avoided in any survey, but is also due to the uncertainty of the author how to successfully create a good survey that would give the most "close to the truth" answers.

In the survey part about sports brands and Nike, even though Nike is a very familiar company to most people, that didn't mean that people care about too much or are too emotionally involved with it. That of course makes sense, because not everybody would follow their social media, or be part of their community. Anyhow, it was showed that people could like certain brands but not communicate with them online. In that part there were quite a few open-ended questions which provided diversity of answer, which the author probably wouldn't have thought of it it was to be suggesting multiple-choice answer. Aside from that, most of the answers were still what was expected with just a few exceptions. There could have been more questions and deeper dive in the subject, but that would require a lot more questions, and as mentioned earlier, that was not the general purpose of that survey.

6   Conclusion

The purpose of this thesis was to explain how brands use emotional branding as part of their branding strategy in order to increase their sales and brand awareness. From the research conducted and collected it was given an understanding of the topic and proved that there is an emotional influence over consumers through companies' advertisements and social media. The author has used different sources of information, such as books, articles, and blogs. The idea behind the diverse literature was to give a different sides and opinions on the problem and compare.

The focus of the theoretical research was on two main tools used online: advertising and social platforms. It was explained that there are different emotional factors and motivators that ignite various emotional outcomes in the audience. It was also discussed how consumer behaviour is affected from those various feelings delivered by the brand's messages, both in their ads and social media posts. The main focus of the

research was on Nike and the author has done a throughout research on their emotional branding strategy, since they are proven to be one of the best in that.

The primary research, which was in the form of a survey, was conducted in order to support the findings from the primary research and literature review. This research showed the respondents opinion on how important it is to them to have an emotional connection with brands. It also had relation to the study case and gave an understanding how the consumers see the brand and how effective Nike's branding strategy is in reality.

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8   Appendices

Survey Questions

Part one:

Q1: How old are you?
- 0-18

- 19-29

- 30-39

- 40-49

Q2: How often do you shop products online?
- Extremely often

- Very often

- Somewhat often

- Not so often

- Not at all

Q3: Do you believe a brand can affect you emotionally through their social media or advertising?
- Almost every time

- Sometimes

- Not really

- Never

Q4: Has your opinion about a product ever changed because of a brand's social media or advertising?
- Very often

- Sometimes

- Rarely

- Never

Q5: Have you ever been made feeling that you "need" instead of "want" a product?
- Yes

- No

Q6: Have you ever made a purchase based on the brand's name?
- Very often

- Sometimes

- Almost never

- Never

Q7: What do you care the most when buying a product (for example: sneakers)?
- Quality

- Design

- Established brand name

- Brand's media presence

- Brand's beliefs and goals

- Advertising

Q8: If you like a brand would you become a "loyal customer"?
- Yes

- No

Q9: When choosing a product what do you want this brand to say about you as a customer?
- I am fashionable and up-to-date

- I live the lifestyle this brand represents

- I simply care about quality and not looks

- I can about what the other people would think if they see me with a product

  from this brand

Q10: Do you believe brands can somehow affect you emotionally into buying their products?
- Yes

- No

Part two:

Q11: What sports brands do you buy products from most often?

Q12: Which sport brand comes to your mind first? Why?

Q13: Do you follow your favourite sports brand online?
- Yes

- No

Q14: Do you like Nike's products?
- Yes

- No

Q15: What emotion do you associate with when you hear Nike's message "Just do it"?

Q16: Do you care if a brand is environmentally friendly?
- Yes

- No

Q17: Can you get inspired by posts on social media?
- Yes

- No

Q18: Do you like feeling involved and as part of a community?
- Yes

- No

- I don't care

Q19: What is your opinion about Nike?