Measure Emotional Drivers in Brands

Hector René ALVAREZ*, Humberto ALVAREZ**

*Universidad Politécnica de Cataluña (UPC). Barcelona, Spain

hector.rene.alvarez@upc.edu.es

** Apsoluti, S.L. Barcelona, Spain

halvarez@apsoluti.com

Abstract: *This study has the purpose of presenting a methodology for the valuation of the existent emotional components in the consumption experience and its contribution to the global emotional brand image. The contribution of the emotional content of four existent fundamental elements of brands has been valued in the experience of consumption of a product and that we denominate emotional drivers. We have taken the snacks brand "Criollo" as an object of this study. For the methodological development of this study, the Osgood method was used to value the magnitude of the emotions (Kansei Words) in each one of the four emotional drivers and the analysis PLS Path (Partial Least Squares Approach) to measure and to obtain the contribution from the four emotional drivers to the global emotional image of the brand. PLS Path allowed us to prove the existence or not existence of relationships between the emotional elements of each emotional driver and the emotional perception of brand. For each path, the pattern returned a coefficient indicating that so strong it is the influence on the dependent variable. The non significant paths have not been kept in mind. The pattern indicates the importance of each emotional driver and not how many people consider that the brand studied has that property. The conclusions of this study initially we have used it as diagnostic and valuation of the current situation of the emotional content of the snacks brand and the effect of each one of their components. The following step that we have intended, is to use the conclusions as reference values to develop actions that modify the emotional drivers (design of the emotional drivers), according to a new emotional posture of the brand, formulated by the management team of the company using competitive analysis, tendencies and the core business.*

Key words: *Branding, Marketing, Kansei, Emotions in Brand*

1. Introduction

The differentiation of products has been considered as a source of competitive advantage for decades for the organizations (Humel & Levinsohn, 1993). The companies look for that their products escape from the commodity status through the differentiation. The road for the profitability and growth for most of companies is through the differentiation and these they look for to offer products with differential factors to those offered by its competitors beyond the price. However, the differentiation possibilities are infinite and they are only limited by the man´s imagination (HBS, 2006).

The differentiation traditionally has been focused toward the tangible factors of the product and it has depended on logical arguments in favor of the product. The differentiation has been focused in problems, solutions or benefits looked for by the customers. Recently, a growing interest exists for the emotional factors as necessary factors to build the differentiation of products and services (Gobé, 2005). The development of emotional experiences is leaving from the stores of fashion and luxury products and they are entering in a wide range of industries.

This study proposes a methodology for the valuation of the existent emotional components in the consumption experience and its contribution to the global emotional image of a brand. The study initially was used as diagnostic and valuation of the current situation of the emotional content of a snacks brand and the effect of each one of its components of the studied brand, to the global emotional image of the brand. The conclusions of the study are taken like reference to develop actions to redraw the emotional drivers, according to a new emotional posture formulated by the management team of the company. With the methodology proposed in this study, the different alternatives can be valued to modify the emotional drivers and to reorient the emotions created by the brand.

2. Methodology

The proposed methodology is developed in four steps: 1) identification and selection of emotional drivers (activities that integrate the experience of the client's consumption and that they can create emotions in the client). 2) Construction of a model of existent relationships between the different emotional drivers and the global emotional image of brand. 3) Realization of the empiric work. 4) Synthesis and conclusions of the study.

To carry out the study of empiric investigation the brand snack "Criollo" was used, with the purpose of valuing the contribution from the brand components to the global emotional image of the brand. This snack product was selected because the components of brand can decrease in number for our empirical purpose. However, products with more complexity in the structure of brand components like perfumes and other deluxe products; they can be treated in similar form with the proposed methodology.

2.1 Identification of the emotional drivers

Brands are composed of many different elements, both tangible intangible. It is necessary to identify their components to be able to select the emotional drivers of interest. Chernatony and Dall'Olmo Riley (1997) propose an architecture with seven groups of brand components, belonging one to them the one that contains the entirety of the emotional drivers. Duarte and Raposo (2005) starting from a revision of the literature about factors of brand preference, they propose 22 main factors and 54 relationships among them that can be significant in the construction of preference brand; five of these they are related with the emotional elements. Alvarez and Alvarez (2006) summarize the results obtained by Duarte and Raposo in a "Map of Experiences" composed by the stages of experiences of consumption of a product. The Map of Experiences (Fig. 1) allows identifying in simple form the emotional drivers of each one of the stages of the map.
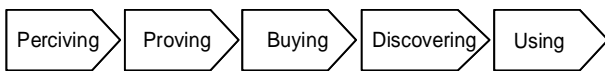

Figure 1. Map of product consumption experiences

Perceiving the product. In this case the publicity, product catalogs, design of the sale point and the global aesthetics of the product, they play an important paper in the creation of feelings, experiences and expectations in the client. These sensations should be known and measures, especially their contribution grade to the emotional image of brand.

Proving the product. In this stage the client receives samples of the product, proves the product and receives information on forms of use and the kindness of this. In this step, it is to identify the experiences that accompany the test process or of contact initial that has the client with the physical product. There is not perception without stimulus, but the stimulus doesn't determine the perception completely. The client completes the sight with the known thing and it is for this reason that in this stage the consultantship, the information and the knowledge given to the client by the professionals of sales, are fundamental, so that the client perceives the emotional factors that establish the difference.

Buying the product. This stage is affected so much by the previous factors of the test of the product, the information, empathy and attendance given by the commercial agent, the memory of brand image, the process of packing of the product, packaging, bag type in which is packed the product and other numerous details of the sale.

Discovering the product. This is a very emotional stage where the client rediscovers the product that is already his. To open the packing, the aesthetic packing and to discover the final product, it is a very important emotional event. In this step functional and emotional elements can be identified that they maintain or they increase the client's expectation.

Using the product. It is in this stage where the functional characteristics of the product make their work. The demands emotions initials have been satisfied and they should be renewed with the daily use of the product. For this reason, it is in this phase where a great quantity of information that can be obtained about the technical aspects and properties of the product exists.

From the proposed map of experiences, depending on the product type, the emotional drivers can be selected, since not all the products use the stages of consumption process. For the product "Criollo", the following emotional drivers was selected and considered in the chain of consumption experience:

- Emotional effect of the publicity and brand image that it communicates through diverse means (mass media, website, aesthetic of the cars used for the distribution of the product and the publicity in the sale point)
- Emotional effect of the experience taken place by the tangible elements of the design of the sale point. and location of the product in the point of the sale.
- Emotional effect taken place by the design of the packaging of the product.
- Emotional effect taken place during the consumption of the product "Criollo".

2.2 Identification of kansei words.

For the stages of the map of consumption experiences, the emotional drivers or activities are identified that can stimulate the emotions in the client. For each emotional driver it is associate a group of kansei words that behave as attributes that qualify each stage of the chain of experiences. These kansei words can be processed by the Affinity Diagram (Mizuno,1981) or statistical methods. The Fig. 2 present the emotional drivers selected for the product "Criollo" with their corresponding kansei words.

2.3 Empirical research

For the empirical research a small questionnaire was conducted in a sample of 50 "criollo" customers, using the monopole scales of Osgood (Differential Semantics) study we select a sample of 30 clients. The data was analyzed, the results were interpreted with PLS Path Approach.
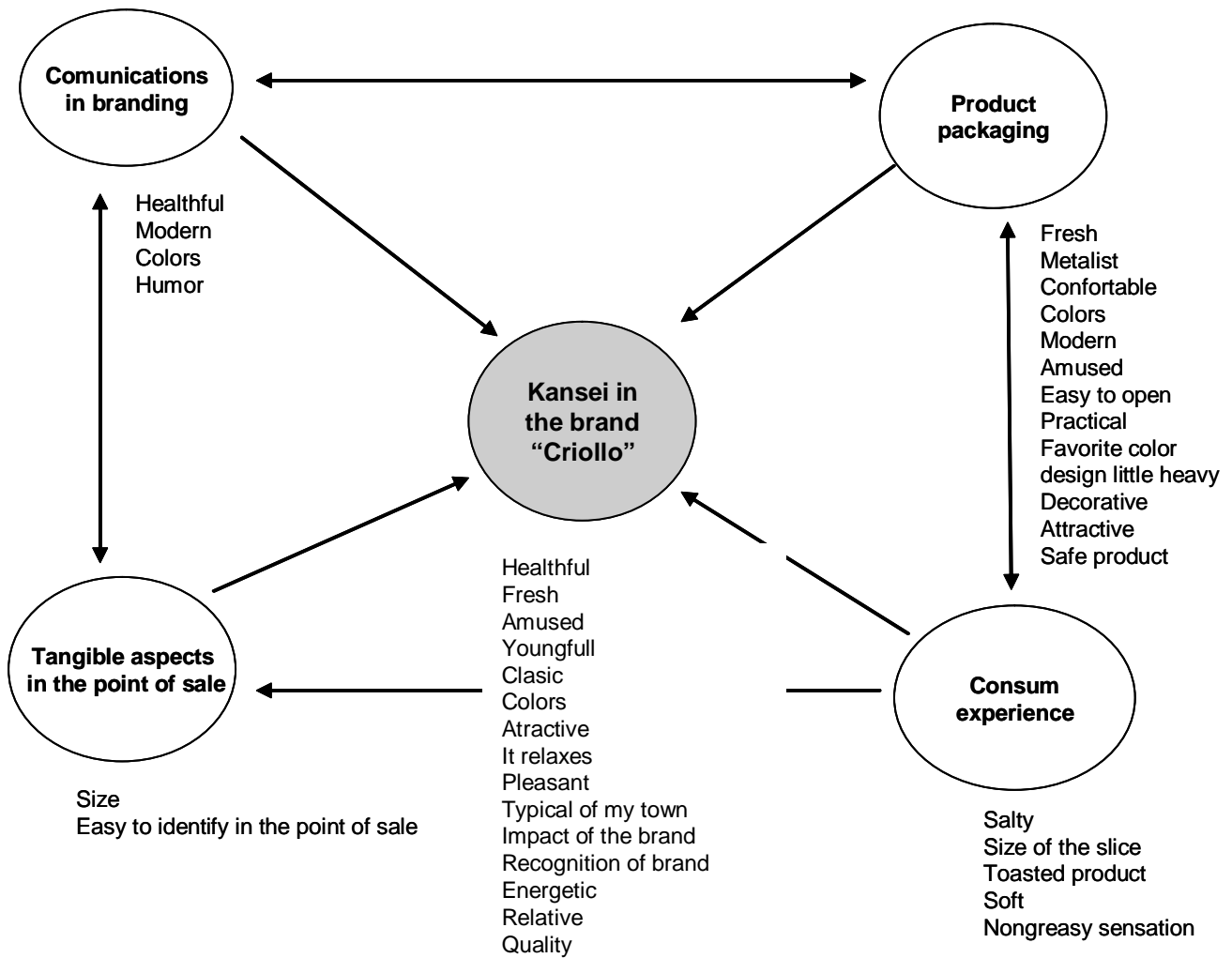
Figure 2. Emotional drivers an kansei words of "criollo

2.4 Analysis PLS Path

Analysis PLS Path (Partial Least Squares Approach) is used to measure and to obtain the contribution from the kansei words and emotional drivers, to the global emotional image of the brand. PLS Path the same as any regression technique, it allows us to identify the grade for the one which an exploratory variable, is related to a dependent variable that we have considered the global emotional valuation of the brand in our study.

The model Partial Least Squares (PLS) Path is a type of models that have been the evolution of the structured models of equations. The structured models of equations have the characteristic that allows relating blocks of variables. The model PLS Path was proposed by Hermann Wold and they are used to study data that are presented in form blocks of observed variables (Apparent Variables VM) to oneself individual. In the modeling PLS Path is assumed that each block of variables can be summarized by means of a variable simple call latent variable (VL) and that lineal relationships exist among the latent variables. Detailed presentations of the modeling PLS can be found in Wold H (1985).

The modeling PLS Path has a mathematical structure, based on the relationships that exist between the apparent variables and the latent variables, and among latent variables (among blocks of variables) to show the structure of the pattern we consider that the data consist of J blocks of variable $Xj=\{xj1,..., xjk\}$ observed in n subjects or samples. The variable x_{jh} is the manifest variables (MV) and they are supposed that they are centered (that has subtracted them to him the stocking of the variable). Each block of variable X_j allows to estimate a latent variable ξ_j that has half zero and standard deviation one. It exists two forms of connecting the manifest variable x_{jh} in the block j to their latent variable ξ_j: the formative and reflexive form, they are much described in Tananhaus als (2005). In the reflexive form, the latent variable ξ_j allows to express to each manifest variable x_{jh}:

$$X_{jh}= \lambda_{jh}\, \xi_j + \varepsilon_j \qquad\qquad (1)$$

Where ε_{jh} is a random term with mean zero and not correlated with the latent variable ξ_j. In the formative form, the manifest variable x_{jh} allows to estimate the latent variable ξ_j.

$$\xi_j = \sum_h \lambda_{jh} x_{jh} + \varepsilon_j \qquad (2)$$

Where ε_{jh} is a random term with half zero and not correlated with the variables apparent ε_j. The variables apparent xjh produce the latent not observed variable ε_j.

The structural relationships suppose that a lineal relationship exists among the latent variables of different blocks, in the following way:

$$\xi_j = \sum_{i \neq j} \beta_{ji} \xi_i + \zeta_j \qquad (3)$$

Where ζ_j is an random term with mean zero and they are not correlated with the latent variables ξ_j that appear in the equation (3). Some coefficients β_{ji} are structurally null and the corresponding variable ξ_j doesn't appear the model (3).

For the estimations we used the program XSTAT-PLSPM and we obtained the following synthetic model (Fig. 3) with its corresponding correlations:

3. Results

The quality of the theoretical pattern is expressed by intensity of the relation of the trajectory represented by the Path coefficient or the combined predictiveness (R2) of its exogenous contructs (Chin, 1998). For the pattern I specify, it is observed that the emotional drivers with more contribution to the global emotional image of brand are the following ones: Comunication Branding (CP=0.895), Product Packaging (CP=0.786) and Consum Experience (CP=0.832). The emotional driver of tangible aspects in the sale point has a low contribution (CP=0.173). Therefore, in the case of the product "Criollo" the form that this exhibited in the sale point has a low contribution or the words selected kansei are not the most appropriate.

For the emotional global valuation of the brand, the kansei words selected explain 90.7% of the contribution. The kansei words selected that more contributes to de global image are: Youngfull (0.909), pleasant (0.941), brand recognition (0.918), family (0.956) and fresh (0.866).

4. Conclusions

These conclusions are of great utility for the directive of the company, since they will be able to modify the emotional drivers, with the purpose of to communicate and to create new emotions, modifying the packaging to present it with a more juvenile image and of fresh product.
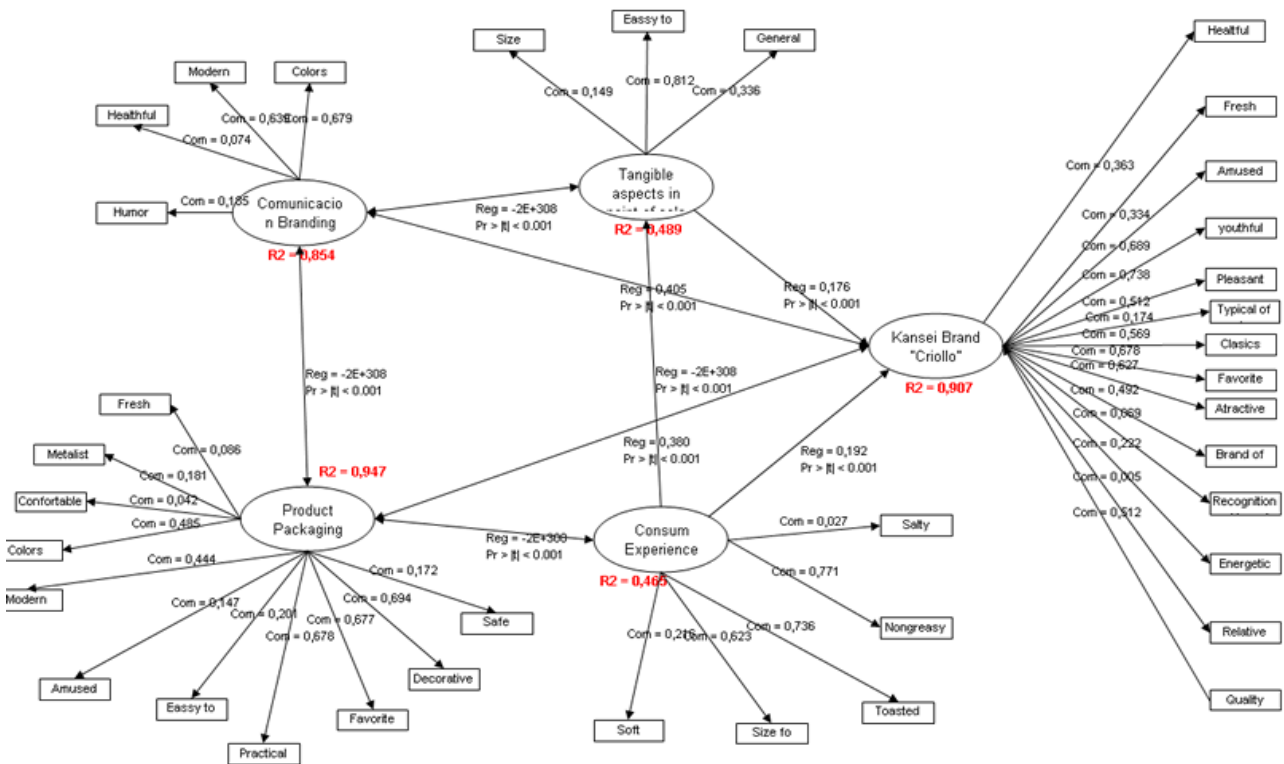

Figure 3. Synthetic model of Kansei correlations

The key points of the success of the project are in the quality in the obtaining the Kansei words and the simultaneous measurement of the emotional drivers and the emotional global image of brand.

Acknowledgment

References

1. HBS Branding: Differentiation That Customers Valued. Harvard Business School Press: Boston, 2006, 3-15

2. Alexandre Duarte P.A.O, Fox M.L.B. PLS Model to Study Preferable Brand: An application to Product Class. Proceedings of the PLS'05 International Symposium. Barcelona. Spain.

3. Alvarez HR, Alvarez H. Engineering Kansei & Marketing. Apsoluti: Barcelona, 2006, 35-40

4. Alvarez H.R, Alvarez H. Kansei Engineering: Methodology for the development of products with high emotional content. Apsoluti: Barcelona, 2005

5. Chernatony Leslie of, Dall'Olmo Riley F. Modelling the components of the brand. European Journal of Marketing, 1998; 32(11/12): 1074-1090

6. Gobé M. Emotional Branding. Divine Egg Publications: Barcelona, 2005

7. Hummels D, Levinsohn. Product differentiation as a source of comparative advantage? The American Economic Review. May 1993 445-450

8. Kotz S, Johnson NL (eds). Wiley: New York, NY, 1985; 581-591.

9. Lohmöller J-B. Variable Latent Path Modeling with Partial Least Squares. Physica-Verlag: Heidelberg, 1989

10. Mizuno S. Management For Quality Improvement. Productivity Press: Cambridge, 1988, 115-142

11. Tenenhaus M. and Husband Vinci V. (2005) "PLS regression, PLS path modeling and generalized procrustean analysis: to combined approach for multiblock analysis" Journal of Chemometrics. Vol 19. pp: 145-153.

12. Tenenhaus M, Hanafi M. Uses of PLS path modeling for the analysis of multi-block it dates. PLS'05, 4th Int. Symp. on PLS and Related Methods, Barcelona, 2005; 57 - 66.

13. Tenenhaus M, Husband Vinzi V, Chatelin AND-M, Laurel C. PLS path modeling. Comput. Statist. It dates Anal. 2005; 48: pp: 159-205.

14. Tenenhaus, L'Approche PLS, Revue of Statistique Appliquée XLVII (2) (1999) pp: 5-40.

15. Tenenhaus M, Husband Vinzi V, Chatelin AND-M, Laurel C. PLS path modeling. Comput. Statist. It dates Anal. 2005; 48: pp: 159-205.

16. Tenenhaus, L'Approche PLS, Revue of Statistique Appliquée XLVII (2) (1999) pp: 5-40.