



ABSTRACT

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Abstract

The purpose of this thesis is to describe how emotions are linked to consumer brand choice and branding. The thesis aims to increase the understanding of the role of memory and senses in brand building and how neuroscientific methods can be utilized in brand research and especially in relation to the importance of emotions in consumer brand choice. The thesis is divided into three research questions: 1) What is the connection between brand building, senses, emotions, memory and consumer brand choice 2) how can companies utilize senses and emotional connection with the consumers in their branding and brand communication 3) what is neuromarketing and what are the advantages and disadvantages of neuromarketing in emotional brand research. This study is a conceptual analysis relying on a wide range of academic research studies in the fields of marketing, psychology and neuropsychology.

Emotional branding is a holistic process. Every single touch point and experience with the brand and all types of brand communication are influencing the consumers' image of the brand. Brands cannot be built without the influence of the environment – other brands, people and places have their impact on the brand image as well. Human senses are working around the clock and are constantly receiving information from the surroundings. Received information is stored into brain and brand memories are touched everytime a reminder of a brand occurs. Each time a consumer learns something new about a brand, the new information is added to the old existing information and brain's record of the brand is modified. The better the sensory stimulus matches the existing information, the better the brand is remembered and the chances of being chosen in a purchase situation are higher. This is why it is important to have consistent brand communication that reflects the brand identity.

Consumer brand decisions are rarely rational and sometimes not even conscious.

Neuromarketing aims to understand consumer behaviour by utilizing methods traditionally used in neuroscience, such as neuroimaging techniques. Neuromarketing methods enable objective research in situations where it is challenging with traditional marketing research methods. When participants are asked to verbalise their thoughts and emotions, they have time to rationalize their responses and the results of emotional research can be jeopardized. Neuromarketing faces criticism as well; it has been criticised being an unethical way to try and find the buy button of consumers.

Key words	Branding, brand research, sensory marketing, emotion, neuromarketing,
Further information	

