Abstract

Purpose: The article tries to finding out those factors which promote emotional brandings in relation to textile outlets. One objective of this study is reached through proper methodology.

Design/Methodology/Approach: Sample size was 200 in all obtained through convenience sampling technique in Coimbatore city. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.82 and 0.89. Multiple group path analysis was used for data analysis.

Implication: It is concluded that this article has traced the possible relationships and the range of influences of the factors which promote emotional branding in textile outlets through the path analysis. With the theuristic diagram attempt was made to beacon the facts involved with emotional branding in textile outlets.

Keywords: Emotional branding; convenience sampling technique; multiple group path analysis and Coimbatore city.

Paper Type: Research Paper

1. Introduction

Branding is a progressive concept. Many researchers had launched contemporary concepts related to concept of branding. Emotion is more linked towards branding rather than other psychological mental processes. Establishment of a brand and impressing the customers and the consumers are proportional with the time. Well established brands gained success only with constant assurances of quality and quality which all the consumers anticipate. A specific brand is associated with the emotional sector of the customers. Several predictors are exposed which influence the emotional branding. Doyle, (1998) had stated that the branding are at the hearts of marketing business strategy. Unification of tangibles and the intangible attributes are involved in branding.

Expectations, trust, reputations, identification, guarantee, mark of integrity, etc. are linked and associated with as a whole in a brand; and the integrated processes is branding. Brands create unique relevance and difference. Most distinctive skill of professional marketers depends upon their ability to create, maintain, protect, reinforce and enhance brands (Kothler, et al. 1999). Target of competitors are well understood and identified only through brands. Actually ‘battle within brands’ becomes a perpetual unavoidable trend in business and its managements (Aaker, 1991). Companies adopt several strategies to see their own brands as a dominant one in the market. Giving an emotional appeal to a brand is to retain a peak brand position with almost no equally better brands.

Brands should fulfill the consumer's emotional expectations. Researchers are oriented towards the enhancement of brands so that it may fulfill the emotional expectations. Several deep dens are there in developing emotional brandings which are to be torched and well illuminated. Branding is a tool to combat intelligently within the global marketing. Brand values are nearly about one third of the World's wealth. Biggest companies are well protected by these attentions towards branding. Davis (2005), had revealed the brands are gaining the power. Changing societies make branding management very difficult.
characterization are promoted by the equalization of product quality, saturated markets, brand inflation and information overload (BBDO Consulting/Gm BH 2004).

"A brand is not a product. It is the products essence, its meaning and its direction and it defines its identity in time and space" Kapferer, (1992).

"Branding of service is different from branded products" Branding can help brand strategists by enriching their understanding of peoples' perception of and attitude towards the brand Aaker (1996).

Emotions are triggered by fantasies, imaginations, feelings and pleasure in consumption, forms a powerful and ongoing motivation for the consumers to want to experience the pleasurable feeling again and again, thus consumers tend be loyal to a specific brand. Emotion is a physical and mental condition and it constitutes several diversified components like subjective, neurological, cognition and communication components (Ulich, 1989). Emotion is a bodily patterned reaction of either destruction, reproduction, incorporation, orientation or a combination of reaction induced by a stimulus (Putchik, 1991). Emotion is an outward sprout of reaction in response to a stimulus; here the stimulus may be a particular brand of product. Emotions may become well integrated and it becomes stable (Langle, 1993).

When a brand is a stimulus, it provokes emotions which may be positive or negative; if it is positive consumption becomes frequent, if it is negative the consumer gets repelled out and stagnation of the product is witnessed. If emotions are responses, all the stimuli of all sense organs are the initiators.

Emotions are triggered by fantasies, imaginations, feelings and pleasure in consumption, forms a powerful and ongoing motivation for the consumers to want to experience the pleasurable feeling again and again, thus consumers tend be loyal to a specific brand. Emotion is a physical and mental condition and it constitutes several diversified components like subjective, neurological, cognition and communication components (Ulich, 1989). Emotion is a bodily patterned reaction of either destruction, reproduction, incorporation, orientation or a combination of these reactions induced by a stimulus (Putchik, 1991). Emotion is an outward sprout of reaction in response to a stimulus; here the stimulus may be an exposed product for sale. Emotions become well integrated and it becomes stable; before integration it is not stable (Langle, 1993). When a brand is a stimulus, it provokes emotion which may be positive or negative; if it is positive consumption becomes frequent, if it is not so the consumers get repelled out and stagnation of the product is witnessed. If emotions are responses, all the stimuli of all sense organs are the initiators. With these ideas about the concept of emotion, the article shifts to understand the applied concept of 'Emotional Branding'.

The processes of emotional branding has underlying concept based on four important factors namely i) relationship, ii) sensorial experiences, iii) imagination and iv) vision. A brand is a multi dimensional construct whereby managers augment products or services with values and facilitates the process by which consumers confidently recognize and appreciate those values (De Chernatony and Riley, 1998).

Emotional branding is a series of processes to position their products in the minds of the consumers. This is pre occupying process into the mindset of the consumers, by some processes and assurances through the product of the specific brand. The emotional brandings prevents or post pone the consumption of an alternate brand other than the emotional branded product. A branded product is actually linked with the emotion and faith of the consumer. Consumer and a specific brand are linked the emotion of a consumer. Just a few decades past, brand was aimed to create awareness about a product. Now several dimensions of emotions are conjugated with brands to achieve the marketing share. Only by gaining the confidence of the consumer a brand becomes an emotional brand. The communication between the consumer and the product should be mental rather than physical. Through emotional branding long lasting market share is confirmed which is actually a credit to the producer. Brand should be inspirational and lead to a proud feeling in consumers' minds. Brand instead of being an identity it should be made a constituent of a personality. When a brand creates better feelings and aspirations it becomes a strong brand to bring out inspirations, a specific brand becomes socially responsible. Emotional branding emerged in the late 1990s and it now had gained momentum to get recognized in the global market;
consumers consume them; after getting satisfied they give a position for that specific brand in their mind (Smith, 1999). "A brand bridges the products and the consumers (Travis, 2000).

2. Review of Literature
(Bartikowski, et al. 2010) suggested that quality perceptions lead to enlarged earnings due to best prices and in the long run, to effective business development, linking both market growth and shop. Therefore, we proposed that;
H1. Quality has a positive effect on shop in Coimbatore city.
A natural, which concerns a specific product and price of the product, is the key measure for a brand to be judged shops' infrastructure (Baek, 2010). Therefore, we proposed that;
H2. Product has a positive effect on shop in Coimbatore city.
H3. Price has a positive effect on shop in Coimbatore city.
Formation of customer emotional branding depends upon the shop infrastructure, brand, brand quality and brand connection (Grisaffe and Nguyen, 2011). Therefore, we proposed that;
H4. Shop has a positive effect on emotional branding in Coimbatore city.

A Framework of the Study

This study adopts only three common independent variables namely quality, product and price. It was planned to assure how these factors relate within themselves and influence the shop and the emotional branding through the path analysis.

B Research Gap
After a deep probe into the past journals and books it was noted that several studies were oriented toward the service industries. Having felt the vacuum in the emotional brandings of products, it was planned to orient towards the products. After a session of continuous study it was noted that the studies related to textile products were very few. Finally the area 'Textile outlets' was selected. Growing number of multi cultural races in the target markets and the impact of feminism in the current generation are profoundly affecting consumer brand expectations; hence it was felt that gender differences may lead to some useful information toward the consumption of the textiles. By using three common independent factors namely price, product and quality, the relationship and the influences over the male and female was about to be studied.
After frequent consultations with the eminent guides, phrasing, de phrasing and rephrasing the research title was framed. Based on the exploratory research suggested by the seniors and the guide an approach of Path Analysis was adopted.

C Statement of the Problem
Based on the deep studies the research title "Finding out those factors which promote emotional brandings in relation to textile outlets: a path analysis approach" was framed. Main focus of this study is Emotional Branding which is the trend in the contemporary researches in marketing researches. Even though several factors affect the emotional branding and its executions, this study adopts only three common independent variables namely quality, product and price. It was planned to assure how these factors relate within themselves
and influence the shop and the emotional branding through the path analysis. Relationship and the influences of the independent factors over the male and the female are also going to be explored through the path analysis. Contemporary researches exposed the fact that the impact of women participation and the textile consumptions are in the ascending mode; hence there is a dire need of finding the gender difference in relation to the textile consumption through the textile outlets. Empowerment of the women had lead them to tackle varieties of job; as per the old saying 'dress to the occasion' women try to face several occupational challenges the resort to several types of dresses which in turn needs varieties of fabrics which can be accessed only from the popular textile outlets. It can be stated that this study is a timely study in relation to the textile outlets.

3. Research Methodology

A Research Design
To obtain better answer to the research question, a proper research design is to be framed (Cooper & Schindler 2001; Davis & Cosenza 1988). Based on the framed hypotheses of the research inferential statistics was adopted. Descriptive research design was adopted in this study.

B Objective of the study
Finding out those factors which Promote Emotional Brandings in Relation to Textile Outlets.

C Hypotheses of the study
There is no influence of product on shop with respect to gender of the customers.
There is no influence of price on shop with respect to gender of the customers.
There is no influence of quality on shop with respect to gender of the customers.
There is no influence of shop on emotional branding with respect to gender of the customers.

D Scope of the Study
Scope of the study is as follows
The study is centered at Coimbatore city.
Study is related only with emotional brandings in relation to textile outlets.

E Data Collection
Under this technique convenience sampling technique was opted. Sample size was 200. The sampling area was Coimbatore city.

F Reliability
For all the items in the self questionnaire design, the alpha values ranged from 0.82 and 0.89. This indicates high reliability of the items in the questionnaire. With these results, consistency, dependability and adoptability are confirmed.

G Period of the study
The study was carried from the Coimbatore city between the periods of Jun 2016 to Aug 2016.

H Tool for data analysis
Path analysis was adopted for primary data analysis. Influence of independent variables on dependent variable with respect to mediator variables.

4. Analysis and Discussion
After framing the hypothetical model, statistical analyses are performed to find out the model fit. When a hypothetical model is treated with correlation and regression, it leaves out some reliable values; if the values so obtained prove to be significant it is considered to be a fit model. Actually model fit is based on several fit indices; all the fit indices can be discussed in the ensuing lines.

<table>
<thead>
<tr>
<th>X²</th>
<th>P</th>
<th>GFI</th>
<th>AGFI</th>
<th>CFI</th>
<th>NFI</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.054</td>
<td>0.002</td>
<td>0.988</td>
<td>0.942</td>
<td>0.991</td>
<td>0.987</td>
<td>0.060</td>
</tr>
</tbody>
</table>

Table 1. Model fit Indication

Source: primary data
Table 1 shows the model summary. While evaluating the model, emphasis is to be given to the chi-square value and the p-value. The p-value of the corresponding chi-square should be greater than 0.05. Then only the model fits to the data collected for the analysis. It does not mean it is not totally fit. Secondly other indices are to be considered which are expected to be very near to ‘one’. In this path analysis GFI is .988; AGFI is .942; CFI is .991 and NFI is .987 all these values are very near to ‘one’; hence it can be interpreted that the model is fit with the theoretical model and the data collected and related to it. Thirdly RMSEA should be below .08; in this study it is .06 only; hence it proves that the model is fit. 

The technique of the path analysis is based on series of multiple regression analysis with the assumption of casual relationship between the independent and the dependent variables. In the path analysis ? coefficient indicates the direct effect of independent variables over the dependent variables. Path analysis adopts heuristic use of visual diagrams. Multiple group path analysis is adopted to find out the significant differences between the responses of two or more group using the same model fit.

Path analysis diagram related to male

<table>
<thead>
<tr>
<th>DV</th>
<th>IV</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>B</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop &lt;--- Product</td>
<td>0.197</td>
<td>0.071</td>
<td>2.761</td>
<td>0.126</td>
<td>0.006</td>
<td></td>
</tr>
<tr>
<td>Shop &lt;--- Price</td>
<td>0.944</td>
<td>0.069</td>
<td>13.637</td>
<td>0.547</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>Shop &lt;--- Quality</td>
<td>0.177</td>
<td>0.073</td>
<td>2.427</td>
<td>0.106</td>
<td>0.015</td>
<td></td>
</tr>
<tr>
<td>Emotional Branding &lt;--- Shop</td>
<td>0.303</td>
<td>0.020</td>
<td>15.086</td>
<td>0.539</td>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>

Source: primary data

From the path analysis diagram related to male, one can note some readings about the relationships and the influences of them over the dependent variables. It is established that the relationship between quality and product is 0.70. The correlation value for product and price is 0.63 and that of price and quality seems to be 0.59. All these readings show the relationships among the independent variables; all these readings indicate the average relationships among these and are positively correlated. The influence of price over the shop remains as 0.55 and is the highest of all the influences; product influence is 0.13 and the quality influence over the shop is 0.11; hence it can be inferred that the price is the factor which contribute to the shop thereby it is well understood that the emotional branding is well understood that the emotional branding is promoted by

Figure 2:
Emotional Branding - Gender - Male

Table 2.
Regression Weights of Emotional Branding of Male Customers

<table>
<thead>
<tr>
<th>IV</th>
<th>IV</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>r</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price &lt;--- Quality</td>
<td>11.523</td>
<td>.967</td>
<td>11.919</td>
<td>.586</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>Price &lt;--- Product</td>
<td>13.313</td>
<td>1.056</td>
<td>12.604</td>
<td>0.633</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>Quality &lt;--- Product</td>
<td>15.153</td>
<td>1.122</td>
<td>13.507</td>
<td>0.699</td>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>

Source: primary data
the price and less influenced by the price and less influenced by product and quality. The influence of shop over emotional branding is 0.54 and is positive as far as male are concerned. R2 for the shop is 0.50 and that of emotional branding is 0.029; it can be stated that the consolidated influences of the product, price and quality over the shop specifically renders 50 per cent of influencing effect over the emotional branding. Baek, (2010), Grisaffe and Nguyen, (2011) and Bartikowski, et al. (2010) they also found that influence of the product, price, quality and shop on emotional branding.

The regression weights of the male responses are shown in the table 2. The table shows the effects of independent variables product, price and quality toward the emotional branding through the shop which is the mediating dependent variable. The independent variable product shows the estimate as 0.197; SE as 0.071; CR as 2.761 towards shop which is the mediating dependent variable. The B- value is 0.126 and its corresponding p-value is .006 which means that the independent variable product influence the emotional branding through the mediator dependent variable shop to 1.26 per cent. The product shows significant influence over the mediating dependent variable shop. Baek, (2010) also found that there is influence of product on shop.

The independent variable price shows the estimate as 0.944; SE as 0.069; CR as 13.637 towards shop which is the mediating dependent variable. The B- value is 0.547 and its corresponding p-value is 0.000 which means that the independent variable price influence the emotional branding through the mediator dependent variable shop to 5.47 per cent. The price shows significant influence over the mediating dependent variable shop. Baek, (2010) also found that there is influence of price on shop.

The independent variable quality shows the estimate as 0.177; SE as 0.073; CR as 2.427 towards shop which is the mediating dependent variable. The B- value is 0.106 and its corresponding p-value is 0.015 which means that the independent variable quality influence the emotional branding through the mediator dependent variable shop to 1.06 per cent. The quality shows significant influence over the mediating dependent variable shop. Bartikowski, et al. (2010) also found that there is influence of quality on shop.

The mediating dependent variable shop shows the estimate as 0.303; SE as 0.020; CR as 15.086 towards shop which is the mediating dependent variable. The B- value is 0.539 and its corresponding p-value is 0.000 which means that the mediator dependent variable shop, influence the emotional branding through the mediator dependent variable shop to 5.39 per cent. The shop shows significant influence over the main dependent variable emotional branding.

The following table jot out the covariance of the responses of the male. The covariance of male among the independent variables of the study shows the following details. The independent variables namely product, price and quality have their own interrelationships. The manifestations of their interrelationships are exposed in the table as follows. The relationship of price and quality shows the estimate as 11.523 with the SE of 0.967, the critical ratio is 11.919 and the coefficient of correlation is 0.586 and is positive. Since the p-value is 0.000 it is significant; it can be interpreted that the price and quality are significantly related with each other.

The relationship of price and product shows the estimate as 13.313 with the SE of 1.056, the critical ratio is 12.604 and the coefficient of correlation is 0.633 and is positive. Since the p-value is 0.000 it is significant; it can be interpreted that the price and product are significantly related with each other.

The relationship of quality and product shows the estimate as 15.153 with the SE of 1.122, the critical ratio is 13.507 and the coefficient of correlation is 0.699 and is positive. Since the p-value is 0.000 it is significant; it can be interpreted that the price and quality are significantly related with each other.

With the readings it can be understood that all the three dependent variables namely price, product and quality are correlated positively and significantly.

Path analysis diagram related to female
As far as the responses of the female are concerned, the model exposes the relationship between the independent variables and the influence over the mediator dependent variable shop and through that to the main dependent variable emotional branding. From the path analysis diagram related to female, one can note some readings about the relationships and the influences of them over the dependent variables. It is established that the relationship between quality and product is 0.76. The correlation value for product and price is 0.65 and that of price and quality seems to be 0.69. All these readings show the relationships among the independent variables; all these readings indicate the average relationships among these and are positively correlated.

The influence of price over the shop remains as 0.52 and is the highest of all the influences; product influence is 0.42 and the quality influence over the shop is -0.16; hence it can be inferred that the price is the factor which contribute to the shop thereby it is well understood that the emotional branding is well understood that the emotional branding is promoted by the price and less influenced by the price and less influenced by product and quality. The influence of shop over emotional branding is 0.53 and that of emotional branding is 0.26; it can be stated that the consolidated influences of the product, price and quality over the shop specifically renders 51 per cent of influencing effect over the emotional branding.

The regression weights of the female responses are shown in the table 4. The table shows the effects of independent variables product, price and quality toward the emotional branding through the shop which is the mediating dependent variable.

The independent variable product shows the estimate as 0.642; SE as 0.141; CR as 4.556 towards shop which is the mediating dependent variable. The B- value is 0.418 and its corresponding p- value is 0.000 which means that the independent variable product influence the emotional branding through the mediator dependent variable shop to 4.18 per cent. The product shows significant influence over the mediating dependent variable shop.
(2010) also found that there is influence of product on shop. The independent variable price shows the estimate as 0.776; SE as 0.124; CR as 6.260 towards shop which is the mediating dependent variable. The B-value is 0.517 and its corresponding p-value is 0.000 which means that the independent variable price influence the emotional branding through the mediator dependent variable shop to 5.17 per cent. The price shows significant influence over the mediating dependent variable. Baek, (2010) also found that there is influence of price on shop.

The independent variable price shows the estimate as -0.270; SE as 0.158; CR as -1.709 towards shop which is the mediating dependent variable. The B-value is -0.164 and its corresponding p-value is 0.087 which means that the independent variable quality negatively influence the emotional branding through the mediator dependent variable shop to -1.06 per cent. The influence by quality over the mediating dependent variable shop is not significant. But Bartikowski, et al. (2010) found that there is influence of quality on shop.

The mediating dependent variable product shows the estimate as 0.265; SE as 0.037; CR as 7.100 towards shop which is the mediating dependent variable. The B-value is 0.539 and its corresponding p-value is 0.000 which means that the mediator dependent variable shop, influence the emotional branding through the mediator dependent variable shop to 5.39 per cent. The shop shows significant influence over the main dependent variable emotional branding.

The following table jot out the covariance of the responses of the female. The covariance of male among the independent variables of the study shows the following details. The independent variables namely product, price and quality have their own interrelationships. The manifestations of their interrelationships are exposed in the table as follows.

The relationship of price and quality shows the estimate as 12.315 with the SE of 1.816, the critical ratio is 6.783 and the coefficient of correlation is .690 and is positive. Since the p-value is 0.000 it is significant; it can be interpreted that the price and quality are significantly related with each other.

The relationship of price and product shows the estimate as 12.504 with the SE of 1.915, the critical ratio is 6.53 and the coefficient of correlation is 0.653 and is positive. Since the p-value is 0.000 it is significant; it can be interpreted that the price and product are significantly related with each other.

The relationship of quality and product shows the estimate as 13.247 with the SE of 1.835, the critical ratio is 7.221 and the coefficient of correlation is 0.759 and is positive. Since the p-value is 0.000 it is significant; it can be interpreted that the price and quality are significantly related with each other.

With the readings it can be understood that all the three dependent variables namely price, product and quality are correlated positively and significantly as with the male.

A Discussion

Based on the multiple group path analysis it can be noted that the relationships between quality and product seems to be higher with the responses of male and female; even though it is so the influence they show towards the shop is low. Among the three independent variables price exerts higher influence towards the shop in both male and female; if so it can be taken for granted that both the gender impart more importance to the price rather than the quality and the product. The idea that price is the variable is influencing the emotional branding through the shop as a mediating dependent variable, will lead the producers to produce products which are more economical and reachable to the two gender consumers. Actually shop is only a mediator since this variable merely conducts the influence over the emotional branding; since the influence received by the shop and the influence it shows towards the emotional branding are nearly equal in both male and female. Baek, (2010), Grisaffe and Nguyen, (2011) and Bartikowski, et al. (2010) they also found that influence of the product, price, quality and shop on emotional branding.

Quality is the only dependent variable which shows the negative influence towards the shop; it can be understood that the total influences received by the shop is actually pulled down by the Quality beyond from the average relationships with the other two independent variables. As far as the regression weights of female responses are concerned the same
variable quality proves that there is no significant negative influence is rendered by the quality as an independent variable over the shop. Since the negative influence is not significant, it need not be given much importance.

Summated influence received by the emotional branding is only 26 per cent with female and 29 per cent for male, it can be stated that the etiological contributions of those variables are within 26-29 per cent the remaining per cent of about 74-71 per cent may be related to exogenous variables; if more variables are considered, the influences received by the emotional branding may get a hike.

Findings
- There are differences in the relationships between the independent variables as perceived by male and female.
- Female responses show that the influence by quality towards shop is negative while it is positive in case of male responses.
- Shop is much influenced by the independent variables; this is felt by the female respondents to show gender differences.
- Similarly the summated influence received by the emotional branding is greater with male than with female.
- Through the path analysis it can be noted that the concept of emotional branding differs with male and female in total.

A Suggestion
- Since the influence is positive with male and negative with the female importance to be given to the quality of the product which are sold out at the textile outlets.
- Emotional branding is 26 per cent for female and it is 29 per cent for male hence more attention can be given importance to the products and quality to gain emotional branding effect from female.
- Since the emotional branding difference between male and female is 26-29 per cent, some other variables can also be added to gain more emotional branding effect.

B Managerial implications
To some extent this study has disclosed the differences between male and female responses towards the emotional branding. The managers of these outlets are requested to observe objectively the response behavior of male and female while they come for the purchase in their outlets; through these objective observations they can enhance the effect of emotional branding related to their organizations.

C Scope for further studies
Using this model, a specific shop with specific brand can be studied with a larger sample size. Advancement in research can be performed by adopting emotional branding and Brand positioning.

D Limitations
Textile is the totality of innumerable attributes. In this study only product, price and quality alone are considered.
This study can't be generalized since the study is localized only in Coimbatore city with only the sample strength of 200 customers.

E Conclusion
This article has traced the possible relationships and the range of influences of the factors which promote emotional branding in textile outlets through the path analysis. With the heuristic diagram attempt was made to beacon the facts involved with emotional branding in textile outlets.

References


