Exploring the influence of emotional marketing on consumer purchase decision and brand image: the case of laundry detergent

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ABSTRACT

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This research is aimed at studying the impact of emotional marketing on purchase decision and brand image for laundry detergent. Moreover, the overall goal is to determine if emotional marketing could be an alternative to the current price war which is taking place in the laundry detergent market. This research has been conducted among the French millennials. Thus, this research will also deepen our knowledge about millennials behaviour regarding to low-involvement purchase.

The study has been conducted according to qualitative research methods. The data collection consisted of semi-structured interviews with laundry detergent brand managers, semi-structured interviews with eight consumers chosen by the researcher as well as personal observation in two French stores, Leclerc and Carrefour. Moreover, secondary data were collected in order to have a deeper knowledge of the phenomenon. This research was conducted as an embedded single case study and triangulation was used to analyse the collected data and to ensure its validity.

The results indicate that even if price holds a significant place in consumer decision process, emotional marketing can have somehow influence consumer decision. Moreover, the impact of emotional marketing on brand image has been demonstrated through this study.
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1. INTRODUCTION

Emotional marketing peaked the author’s interest during her end-of-course internship at Unilever in which she discovered the difficulties the laundry detergent market was currently facing. Indeed, this market is characterized by a huge amount of promotion which leads to a price war and a loss of value. The aim of the thesis is then to find out if companies should develop the emotional potential of their brands in order to escape this vicious circle. In the author’s opinion, consumer perspective appeared to be the most relevant entry point to explore this complex topic. Nevertheless, she also thought it was essential to determine product’s managers level of knowledge about emotional marketing and to seek their views about the impact emotional marketing could have on laundry detergent consumption.

The first chapter of the thesis provides an overall introduction to the thesis. First, the background of the study will introduce the purpose of the research and give valuable insights about the laundry detergent market. Thereafter, a concise literature review and research questions arising from it will be presented. Moreover, the theoretical framework of the study will be proposed followed by the definitions of key concepts and the delimitations of the study. Finally, the methodology of the study will be explained.

1.1 Background of the research

1.1.1 A brief introduction to emotional marketing

During many years, western countries have built business around the Cartesian thinking which relies on the assumption that people are rational. Thus, companies seem to be familiar with rationality but totally neglect the emotional dimension as a key decision making driver. Indeed, emotions are seen as difficult to measure and impossible to quantify or manage (Hill 2010, 4).

But in our rapidly changing world, companies and consumers’ behaviours are profoundly evolving (Kotler et al. 2010, ix; 30) and becoming more complex (Gicquel 2006, 9). Countries are also facing new issues which have a direct impact on the economy and on firms’ strategies and imply a rethinking of business’ pillars like marketing (Kotler et al. 2010, ix; 30). Traditional marketing based on the idea that consumers are logical and rational has
always assumed that consumers are able to evaluate functional products’ characteristics and to make their choice according to their particular needs. But in a context of saturated market and hyper segmentation in which products tend to be identical, traditional marketing showed its limits and appeared inadequate.

The 1990s constituted a major shift in the vision of marketers whose new challenge was to enchant consumers and to offer them some moments of real emotions and pleasure (Giboreau, Body 2012, 2). Emotional marketing appeared to be an appropriate response to this issue because of its ability to influence decision making process by emotionally engaging consumers (Consoli 2010, 1). Since then emotional branding has continued to grow and is now considered as a valuable asset of advertising campaigns because of its power to build a positive brand attitude (Bellman & Rossiter 2012, 3). Gobé (2001, xv) goes further and describes emotional branding as a solution to establish a strong and profound emotional link between brands and consumers.

1.1.2 An overview of the laundry detergent market

In order to understand the aim of the thesis, it is essential to remind the readers about the current context and main characteristics of the laundry detergent market in France and to explain the issues it is facing.

Laundry care includes several products: regular laundry detergent, specialized laundry detergent (for black or coloured clothes), softener, stain remover and textile dyeing (Xerfi, 2018). We will limit our study to laundry detergent which can be found in different varieties: powder, liquid, concentrated, capsules and tablets. (Nielsen, 2018)

In France, the market is dominated by three main companies with strong and emblematic brands which generate the larger part of the sales revenue: Henkel (Le Chat, X-Tra, Super Croix, Mir), Procter & Gamble (Ariel, Dash, Ariel Simply) and Unilever (Skip, Omo, Persil). Besides these, we can also find private labels and green brands like Sodalis (L’arbre Vert), Swania (Maison Verte) or Werner & Mertz (Rainett) on the shelves (Xerfi, 2018). Figure 1 clearly illustrates the power of market leaders in term of market share with 86% of the total market share in MAT P12 2014.
The laundry detergent market is characterized by a huge amount of in-store promotions with 44% of the sales in volume made under promotion on average. For the leaders of the market, promotions can even reach more than 50% of the sales in volume. These numbers are indicative of the difficulties experienced by the suppliers which are totally overwhelmed by promotions (Belloir, 2017). Indeed, the laundry detergent market can be regarded as a commodity market. In this type of market, consumers tend to see products and brands as similar despite the difference in quality and buying decisions are based on price or promotions (McDonald & Meldrum 2013, 179).

Moreover, mass distribution which is the main distribution channel for laundry detergent products is going through a model crisis which impacts directly on laundry detergent suppliers. In France, trust toward brands is waning and 56% of French people mistrust mass distribution (Kantar France Insights 2018). In this context, brands need to find new ways to sell their products, using both product innovations and creative communication strategies.

In response to this phenomenon, several activation campaigns took place in the laundry detergent market. In 2017, Unilever started to build a new philosophy with its “Dirt is good” campaign for Skip (Fossé 2017) which contrasts with the traditional approach based on “Dirt is bad”. Procter & Gamble also bet on emotions with its “Share the Load” campaign first launched in India (Procter & Gamble 2016) and recently in France. These advertising...
campaigns both focus on people’s emotions and put the product performance to a secondary position.

1.2 Literature review

Studies about emotions are abundant in the literature but little emphasis has been put on determining the importance of emotions in marketing (Balgaradean 2015, 8). However emotional branding is increasingly used as a key component of marketing strategy and would deserve further research. The literature review is thus aimed to get a better understanding of emotional marketing but also on purchase decision making and brand image. Indeed, the purpose of the thesis is to investigate if emotional marketing has a potential influence on purchase decision and brand image.

To begin, the profound evolution of consumers has to be highlighted. Indeed, consumers are more than ever looking for sensations, emotions and pleasure while buying a product (Gicquel 2006, 10;12). Consumers have new aspirations and they are looking for their own personal fulfilment through their purchases which can be sometimes seen as recreational (Giboreau, Body 2012, 2). This is the reason why emotions have become essential in the understanding of consumer behaviour and should not be neglected anymore (Bagozzi et al. 1999, 184). According to Gobé (2001, xiv, xvi), the emotional content of goods or services will henceforth be the element that will impact consumer final decision and brand preference as well as the price they are willing to pay for the product. Thus, in order to succeed in a highly competitive market, companies should establish strong and trustful relationships and powerful emotional bonds with their consumers. Consumers should not be seen any more as a market opportunity but as real partners and corporations should work on building win-win partnerships. Consoli (2010, 1) also states that the ability of a brand to build a lasting relationship with its consumers and to convey emotions will determine its degree of success. Nevertheless, building emotional bonds between brands and consumers seems to be harder for marketers than developing positive attitude toward the brand (Rossiter & Bellman 2012, 2).

A relationship has been established between consumers emotions and their willingness to purchase a product (Achar et al. 2016, 166). Giboreau and Body (2012, 5) state that emotions exert an unconscious pressure during the purchasing process which can make consumers reject some alternatives especially if they convey negative emotions. Indeed, emotions aroused during purchase situations tend to be a powerful determinant of
consumer brand preference (Graillot 1998, 5-6). Nevertheless, buying behaviour is complex and relies on a multitude of factors interacting together. Several models have been elaborated but all of them have failed to provide an exhaustive model both considering all the elements affecting consumer behaviour and explaining the interactions between them (McDonald & Meldrum 2013, 117).

The literature about brand image and consumer brand perception also tends to demonstrate the impact of marketing on brand image. Indeed, advertising has a significant influence on brand personality (Plummer 2000, 81), which is a key component of brand image (Toldos-Romero & Orozco-Gómez 2015, 462). Moreover, brand personality and brand image go hand in hand with mental associations made by the consumer about the brand (Freling et al. 2011 393; Michel 2017, 88). Amongst these associations, emotional brand associations will greatly contribute to brand identity building and will strengthen the bonds between the brand and its consumers (Ghodeswar 2008,6).

1.3 Objectives and Research questions

1.3.1 Objectives

As an overall goal, this study will contribute to our understanding of the use of emotional marketing and its consequences on purchase decision making and brand image.

First, we will determine to what extent emotional marketing can influence the purchasing process, and which elements of emotional marketing have the biggest impact on it. Secondly, we will investigate the consequences of emotional marketing on consumers’ brand image. More broadly, because our empirical research will focus on the laundry detergent market, the aim will be to determine if emotional marketing can be a potential alternative to the current promotion war in this market or at least if brands should rely on emotions in order to reinforce their relationship with consumers and create points of differentiation with their competitors.

1.3.2 Research questions

The literature review clearly showed a lack of information concerning emotional marketing with only a few studies dealing with this complex subject (Akgün et al. 2013, 101). Indeed, even if interest toward emotions is undeniably growing in business, researchers should expand their knowledge in order to be able to integrate it in the marketing strategy
Moreover, there is little evidence in the literature demonstrating the influence of emotional marketing on low involvement purchases such as laundry detergent products.

To carry out this study, we will focus on the emotional marketing perspective of the laundry detergent market. In order to better understand the role of emotional marketing on this market, the study will be made from the consumer perspective. Therefore, in order to comply with the objectives exposed in the previous section, the main research question is:

*To what extent can emotional marketing affect brand image and purchase decision of laundry detergent products?*

In addition to the main research question, the three supportive sub-questions are:

SQ1: *What is the impact of emotional marketing on consumers’ brand image?*

SQ2: *What is the impact of emotional marketing on consumers’ purchase decisions?*

SQ3: *Which elements of emotional marketing influence consumers’ brand image and purchase decision for laundry detergents?*

**1.4 Theoretical framework**

The theoretical framework illustrated in figure 2 is aimed to establish a potential relationship between emotional marketing and both purchase decision and brand image. It results from a review of the existing literature and theories.

It highlights the impact of emotional marketing on brand image and purchase decision but also demonstrates a connection between purchase decision and brand image. Indeed, the existing literature tends to show that emotions turn out to be a determinant of consumer decision making process (Graillot 1998, 5-6). Moreover Toldos-Romero and Orozco-Gómez (2015, 463) point out the positive relationship between brand image and purchase intention. Emotional associations that form brand image also have a great influence on consumer’s choice because they determine brand preference (Ghodeswar 2008, 6).
1.5 Definitions and Key concepts

**Emotional marketing:**

Emotional marketing is a combination of marketing actions used by a brand in order to create an emotional bond with its consumers (Balgaradean 2015, 16). Emotional marketing is aimed to generate emotions in order to influence people’s consumption and purchase decision (Consoli 2010, 1).

**Emotional branding:**

Emotional branding is the capacity for a brand to connect personally and powerfully with its consumers and to establish a trusting and lasting relationship with them by using human emotions and senses. Human connections become a focal point in the business strategy and even a condition to the survival of the company (Gobé 2001, ix-x, xiv). From a consumer perspective, emotional branding represents the engagement of consumers in a long-lasting, sincere and trust-based relationship leading to a strong emotional connection that goes beyond the material satisfaction (Akgün et al. 2013, 504).

**Brand image:**

Brand image is the reflection of consumer’s opinion, perception, representations and feelings toward the brand (Heding et al. 2008, 12-13; Savignac 1977, 150). Brand image is the result of external influences such as advertising as well as consumers personal interpretations (Srivastava 2011, 342).
**Consumer behaviour:**

According to Blackwell et al. (2001, 6) consumer behaviour is defined as “activities people undertake when obtaining, consuming, and disposing of products and services”. The study of consumer behaviour means understanding why and how people make their purchases.

**Purchase decision:**

Purchase decision generally comes after an evaluation of alternatives and consists of making the decision to buy the product, to renounce it (Clauzel et al. 2016, 95) or to postpone the purchase (Brée 2017, 38).

1.6 Delimitations

This research will be made amongst French laundry detergent consumers, both men and women, within generation Y. Even if the shopping grocery is still mainly done by women (Ipsos 2018), we believe that the role of men will be growing in the future and we would like to analyse the gender differences that can exist regarding emotional branding in this market.

The generation Y commonly referred to as millennials includes all the people born between 1977 and 1994 (Gobé 2001, 20). It is also characterized by its proximity with the digital world (Kavounis 2008, 50). This generation is particularly interesting to study because they completely redefine the way of doing business and constitute a new type of consumer with new values and new expectations toward the brands (Kavounis 2008, 49). Indeed, they expect personalisation, exclusivity and uniqueness from the brands as well as social engagement (Gobé 2001, 21; 23). Moreover, they seek to have a deeper relationship with the brands, to build emotional bonds with them (Gobé 2001, 26) and to become business partners (Kavounis 2008, 50).

Our research will be limited to consumer’s purchase decisions made in retail stores. We will exclude online purchase in order to focus only on what is done and what could be implemented in physical stores. Despite e-commerce’s growth and the appeal of convenience stores, hypermarkets and supermarkets remain the first distribution channel in France with 72,1% of market share (Le journal de l’éco 2017). Thus they still constitute a real ‘playing field’ for brands and a place where consumers can interact with the products.
Moreover, a global view of consumer behaviour will be given but our study will cover only the purchasing step of consumer decision making. Indeed, buying laundry detergent constitutes a low involvement and a regular purchase. Therefore, pre-purchasing steps are secondary. For example, the number of considered alternatives will be much lower than for a high involvement purchase (Clauzel et al. 2016, 95). In addition, very little attention was dedicated to the study of purchase decision making in stores despite the importance of understanding what happens in the consumer's mind when buying a product (Schmidt 2016, 1-2).

Finally, concerning the laundry detergent market, we will exclude from our research softeners and specialist laundry detergents (colour protectors, delicate clothes) because we do not know the consumers’ degree of knowledge about these products and we would like to avoid biases due to this potential lack of knowledge. We will focus on “standard” laundry detergent that can be found in the form of powder, liquid, tablets and packets.

1.7 Research methodology

In this section, we will briefly introduce our data collection method and how the research was conducted. The fifth section of this thesis will be entirely dedicated to research methodology.

As a reminder, the purpose of this thesis is to find out the influence of emotional marketing on purchase decision and brand image. Because emotions seem to be difficult to quantify (Hill 2010, 4), a qualitative approach will be preferred. Indeed, qualitative research enables the researcher to collect valuable insights about feelings and emotions (Aaker et al. 2013, 148) and to study a phenomenon within its social-cultural context (Leacock et al. 2009, 60). In addition, an inductive and exploratory approach will be used as it tends to be associated to qualitative research. Indeed, inductive approach is based on observations and data gathering (Ang 2014, 7-8). Moreover, the research will be conducted as an embedded single case study.

Data collection will be based on triangulation’s method which is based on the use of several data collection methods in order to give more reliability to the study (Prevost & Roy 2015, 152-153). First, semi-structured interviews will be conducted with eight French people selecting from among generation Y. The aim of these interviews is to determine if emotional marketing has an influence on their purchase decision and brand image regarding laundry
detergent products. It is also intended to understand what is actually missing from laundry detergent shelves according to consumers.

In addition, in-store observations will also be made in order to observe consumers while making their laundry detergent purchases. The main advantage of this method is to observe consumer’s unconscious behaviours and automatisms that would probably not be mentioned during an interview (Hague et al. 2016, 94).

1.8 Structure of the thesis

The theoretical base of our study consists of three chapters which will be entitled as followed: emotional branding, consumer purchasing behaviour and brand image perception.

The first part about emotional branding is aimed to give a better theoretical knowledge about this concept that is the focal point of our study. We will demonstrate the importance of emotions in marketing and determine which levers can be used to implement a consistent emotional marketing strategy. Moreover, the literature about purchase decision will allow us to have a better understanding of consumer behaviour. We will see that there is a well-established relationship between emotions, perceptions and the way in which people act. Finally, brand image will be studied and we will focus on the concepts of brand identity and brand personality.

More broadly, the aim of the theoretical part is to acquire in-depth academic knowledge about these three concepts in order to have a strong base to conduct our empirical research.

Thereafter, the methodology of the research will be presented and the use of qualitative research method will be justified. Following our theoretical and empirical research, the results of the study will be highlighted and we will propose a summary of the contributions and outcome of the research. Finally, we will point out the limitations and determine the topics and concepts that should be further studied.

2. EMOTIONAL MARKETING

Kotler et al. (2010) define marketing as “the process by which companies create value for customers and build strong customer relationships, to capture value from them in
exchange”. This definition illustrates the necessity of building connection with consumers by focusing on their emotions and desires (Balgaradean 2015, 14).

The end of the 20th century represents the transition from an industrially driven economy to a people driven economy during which the place of consumers is drastically redefined: they become central and more powerful. This new vision resulted in the redefinition of the firm’s strategy and more specifically the rethinking of marketing as a key strategic business function with the integration of People as the fifth component of the traditional four Ps. Traditional marketing concepts proved to be insufficient and marketers progressively develop their interest toward the emotional aspect of consumer behaviour. More broadly, classic economic models were challenged and companies realized that being creative and coming up with distinctive brand concepts had become crucial (Gobé 2001, xiv; Simkin 2000, 154; Kotler et al. 2010, 26).

According to Hammond (2008, 9), the main issue faced by consumers is the abundance of available information which makes the decision making process much more complex. We also observe a standardization of products that tend to be identical (Evans et al. 2009, 7). In this context, for a brand to be successful, building strong emotional ties with its consumers appears to be a reliable solution (Akgün et al. 2013, 503).

All of the issues previously mentioned prove that it is necessary to take emotions into account in order to respond to current consumers’ aspirations. As a response, emotional marketing is aimed at considering emotions as a key component of marketing strategy and at developing an emotional brand message (Balgaradean 2015, 16). According to Akgün et al. (2013, 505), emotional branding is characterized by its capacity to create a lasting relationship with consumers and to succeed in getting consumers emotionally engaged with the brand.

The previous researches show that developing emotional attachment and establishing a relationship with consumers presents many advantages for the company. It leads to brand differentiation, competitive advantage (Akgün et al. 2013, 503), exclusive brand repurchase (Grisaffe & Nguyen 2011, 1052), brand equity (Hill 2010, 58), a higher quantity of purchase (Rossiter and Bellman 2012, 2) and an increase of the firm performance (Akgün et al. 2013, 503). These are some of the reasons why emotional branding tends to be generalized in advertising strategy (Rossiter and Bellman 2012, 3).

To begin with, this section will provide an understanding of the concept of emotional marketing.
2.1 The concept of Emotional Marketing

2.1.1 What is an emotion?

2.1.1.1 Definition

Understanding the impact of emotional marketing on consumers decision making requires firstly gaining knowledge about the nature of emotions. The hundreds of definitions proposed by the authors over the years show the complexity of fully understand this concept (Chétochine 2008, 1 ; Coppin & Sander 2016, 4). Giving an adequate definition of emotion remains an ongoing issue all the more so since emotional models are then not based on the same characterization of emotions (Coppin & Sander 2016, 5). In this section, we will try to provide the readers with an understandable definition and highlight the origin of emotions.

Theories regarding emotion mostly come from psychology (Huang 2001, 239) and philosophy (Coppin & Sander 2016, 3) and rely on the idea that physiological reaction, reason and emotion share a strong link (Chaudhuri 2006, 6). According to Achar et al. (2016, 166), emotions constitute ‘multidimensional feelings’ arising from the relationship between the individual and its environment. Chétochine (2008, 2) describes emotions as the result of the interaction of subjective and objective factors coming from our neurological system that generate experiences, provoke physiological reactions and impact our behaviours. Coppin and Sander (2016, 5-6) consider emotions as a short-lived and situation-specific process based on “emotion elicitation mechanisms” such as appraisal that result in feelings and physical responsiveness. From this point of view, elicitation is considered as a component of emotion and not as a condition to emotion’s arousal.

Bagozzi et al. (1999, 184) make a distinction between emotion, mood and attitude even if the line between them can sometimes be thin. According to them, emotions are the result of appraisals of events and lead to physical reactions, and sometimes to specific actions to manage them. Emotions are considered as short-lived and much more intense than attitudes and moods. Coppin and Sander (2016, 6) also oppose the stable state of attitudes and moods to the ephemeral nature of emotions.

Descartes opposes emotions to reason and defines emotions as ‘automatisms’ whereas Darwin insists on the utility of emotions considering them as the main communication method between individuals (Consoli 2010,1). The manifestation of emotions can be perceived observing the verbal and facial reactions of the individual but can also be a textual
manifestation (Consoli 2010,1), especially in a world where web and social media are part of people's daily lives.

2.1.1.2 The notion of appraisal

The notion of 'appraisals' which represent a given "profile of cognitive evaluation" is helpful to enlighten the consumer's emotional pattern. Indeed, each emotion derives from a particular appraisal of events (Achar et al. 2016, 166). In other word, an appraisal is the result of a personal evaluation and interpretation of a specific situation (Coppin and Sander 2016, 5) made consciously or unconsciously that leads to positive or negative emotions (Bagozzi et al. 1999, 184-185).

The Appraisal Tendency Framework supports the idea that a previous emotional state associated to a specific appraisal will then impact all future behaviours associated with the same appraisal (Achar et al. 2016, 166). Psychosocial theories see appraisals as the main explanation of emotions, arousal being essential but not sufficient to generate emotions whereas psychophysiological theories rely on the idea that emotions are only the consequence of a specific stimulation or arousal (Chaudhuri 2006, 6). Consoli (2010, 2) confirms the importance of appraisal by mentioning Osgood's theory that describes the different stages of the formation of emotions. The prerequisites of the creation of emotions is the presence of a stimulus and an appraisal, and the capacity of the individual to respond to this particular stimulus.

The notion of appraisal provides useful insights on the uniqueness of emotions. Indeed, two individuals facing the same situation can feel opposite emotions. This observation proves that emotions are not the direct consequence of the event but are instead linked with the singularity of psychological appraisal arising from the way the individual perceives and apprehends the situation. (Bagozzi et al. 1999, 185)

2.1.1.3 Classification and measurements of emotions

Achar et al. (2016, 166) distinguish "integral" and "incidental" emotions. Integral emotions are aroused when the marketers' aim is to influence consumers' decision making by using several emotional stimuli. Incidental emotions are unique to each individual and influence consumer decision without being directly related to a specific choice.
As mentioned earlier, emotions are seen as difficult to measure (Hill 2010, 4) and constitute a real challenge for companies. However, the effect of advertising campaigns on a consumer and its affinity with a brand or product could be evaluated by determining the degree of the consumer’s emotional involvement (Vlaseanu 2014, 753). Then, finding an accurate method to interpret people’s emotional reactions could be key to success.

Giboreau and Body (2012, 5) agree that measuring emotions constitutes a real issue and affirm that for now the current knowledge about emotions do not allow for putting forward a predictive model that could be used for the elaboration of an operational action plan. Nevertheless, according to Consoli (2010,1) that supports Darwin’s theory, the manifestation of emotions can be of a different nature but always leads to physiological reactions that can be used to draw emotions and to interpret the consumer’s emotional state. Indeed, Coppin and Sander (2016, 7) provide us with interesting models and tools dedicated to the measurement of emotions and based on facial and physical reactions.

The first one is the Facial Action Coding System (FACS) elaborated by Ekman and Friesen in the 1970s which is aimed to interpret facial movements and to determine which muscle is used during the arousal of a particular emotion. This coding system includes forty-four muscle movements each of them associated with a particular emotion. The main advantage is that this model is not based on a particular definition of emotion but it also suffers from being time-consuming. The study of facial muscles is also used for electromyography but this technique requires putting sensors on the individual’s face which makes it impossible to use for a business application. Moreover, the development of modern technology presents new alternatives to the measurement of emotions and the use of automated facial image constitutes a hope for the future (Coppin and Sander 2016, 9).

Specific marketing types such as neuromarketing have emerged in order to respond to the necessity to find accurate solutions to measure emotions and to understand the consumer decision making process. Traditional marketing ways of measuring like “focus group, interviews and direct observations” are replaced by more reliable scientific measurements based on physical reactions and brain activity. This new area of marketing seems to be promising and a source of more relevant information on consumer behaviour. The aim of neuromarketing is to study and understand emotional reactions coming from several marketing stimuli. (Vlaseanu 2014, 753-754).
2.1.2 From benefit-driven approach to emotion-driven approach

Kotler et al. (2010, xi, 3-4; 21) distinguish three consecutive stages to explain the evolution of marketing. Marketing 1.0 also called “product-centric” approach was used to support sales during the industrial era when products were standardized and intended for a mass market. Marketing 2.0 or “consumer-centric” approach began with development of information technology when consumers had access to a larger choice of products and more knowledge about the different alternatives. This is the generalization of the use of segmentation and targeting with marketers that try to touch both consumer’s emotions and reason but who continue to see consumers as passive. Finally marketing 3.0 is now growing among companies and can be defined as value-driven and human-driven. This vision of consumers is totally new because they are seen as complete individuals “with minds, hearts and spirits” who are looking for products and companies that match with their own values, desires and dreams. When buying a product, people go beyond their functional and emotional satisfaction and they are now also looking for human spirit satisfaction. It is essential to note that Marketing 1.0 and 2.0 will still be used and keep some relevance but Marketing 3.0 will become a major source of profit in the future. Gobé (2001, xiii) describes this new area as a move from a product-focused economy to a consumer-focused economy (see Figure 3). According to Akgün et al. (2013, 504), the “conventional benefit-driven branding approach” has been replaced by an emotional approach which focuses on consumers’ desires, aspirations and history.

![Diagram: Old Economy vs New Economy](Gobé 2001, xiv)

In a saturated and highly segmented market, brands cannot rely solely on their product itself to recruit new consumers. The point of differentiation lays on the emotional connection the brand builds with its consumers and on its capacity to imagine new consumer’s approaches.
to support new ideas and innovations (Giboreau, Body 2012, 1 ; Gobé 2001, xiv). In this context, establishing strong emotional bonds with consumers can provide a competitive advantage to the brand and maximise its chance of success (Jones et al. 2010, 241).

Indeed, the literature states that emotions are a major determinant of consumer purchase decisions and have an impact on how much the consumers feel connected to the brands (Bălgărădean 2015, 15). According to Achar et al. (2016, 167), marketing can influence consumer-decision making by offering an intense emotional experience. But they also highlight that the emotional condition of consumers can have a great impact on consumer behaviour.

Brands have an important interest in including affective content in their products and points of sale in order to build or reinforce their relationship with their consumers. Indeed, this emotionally compelling content will be remembered by consumers and will be used by them to determine their attachment to the brand (Akgün et al. 2013, 504)

Nowadays, one of the objective of marketing strategies is to develop consumer loyalty and exclusive brand repurchase thanks to loyalty programs or by imposing switching costs. Nevertheless, building affectional bonds with consumers proved to be as effective, if not more effective than traditional consumer retention methods. Indeed, having an emotional connection with a consumer enables loyalty (Grisaffe & Nguyen 2011, 1052) which is the core of brand equity (Hill 2010, 58) and increased sales (Jones et al. 2010, 242).

From a consumer perspective, major changes have occurred as well. The role of consumption has profoundly evolved and consumption has become a quest of emotions and sensations and a way to escape the reality of the world which is seen as oppressing, bleak and more and more virtual (Gicquel 2006, 12). In addition, products do not play only a functional role in consumer's life and are instead reflective of our identity and status, making them mostly emotional (Gobé 2001, 198).

The relationship between brands and consumers must also be reconsidered. In a world where the importance of emotions and desires is increasing, Gobé (2001, xiv) states that considering consumers as partners will allow companies to build a strong and long-term relationship with them. Entering the era of marketing 3.0 supposes for companies to renew the vision of their own brand. Indeed, this form of marketing implies accepting to lose control over the brand and to share brand ownership with consumers. In some way, consumers own the brands. (Kotler et al. 2010, 51-52)
2.2 Instruments of emotional branding

According to Gains (2013, 5), a brand’s essence is composed of three components which are “experience, meaning and story”. In this section, we will study the different elements of emotional branding in order to determine how they should be used to create a consistent marketing strategy.

2.2.1 Storytelling

Storytelling has to be discussed in order to have a better knowledge of consumer behaviour (Woodside et al. 2008, 98). Indeed, western economy is nowadays mainly dominated by emotions which restore the place of storytelling in firms’ strategy (Fog et al. 2010, 19-20) and make it an efficient way of engaging consumers (Hill 2010, 58). According to Herskovitz and Crystal (2010, 21), storytelling heavily contributes to the development of brand identity. They consider branding as the result of companies’ actions, decisions and communication choices.

Stories are part of our daily lives and have been used since the very beginning of humanity to explain the world using myths, legends or beliefs (Gerber et al. 2013, 10). Woodside et al. (2008, 105) define myths as “simple stories with compelling characters and resonant plots”. These myths are essential in consumer’s lives because they contribute to a better understanding of the world by giving it more meaning. Moreover, stories constitute a way for people to manage the huge amount of information they constantly receive. Indeed, if an individual is not able to relate an event or situation in a narrative way, it is likely that he will never mention it and even perhaps forget about it (Sax 2006, 166).

Stories have also a social role because they are used to convey values among the tribe and then to build its identity. They are considered as an important driver of communication and are used almost all the time to explain a situation or report an event (Delgadillo & Edson Escala 2004, 186). They are also used by people to share their own knowledge with others (Benjamin 2006, 159).

A similar reasoning applies to storytelling in business. The stories shared about the company internally and externally help building a brand’s identity (Fog et al. 2010, 19,22) to which consumers can identify (Hill 2010, 58). Applied to business, storytelling could be defined as the process of putting communication messages into a narrative form in order to make people aware of a brand or a company project, to get them involved and to influence...
their behaviour. It is a personified and sensitive communication that invites consumers to use all their senses. (Gerber et al. 2013, 10-11).

According to Hill (2010, 72-73), a brand should build its own personality in order to differentiate from its competitors. Indeed, the company’s offering is not in itself sufficient and companies should use storytelling to create a “protective layer of value” around their products and/or services. At the beginning, the story should be based on the core attributes of the product and always be in line with the brand’s promise. Indeed, by building a narrative fiction around existing attributes, marketers will transform their brand into a myth. For this myth to become reality in the eyes of the consumers, an emotional dimension has to be added. Over time, thanks to this new emotional power, this “branded story” will become the company’s main value offering and the products and/or service a secondary source of value.

Using storytelling to communicate about new concepts or products but also about the brand itself is much more efficient than presenting arguments based on consumer’s reason and product’s features. Indeed, stories have the particularity of blending reason and emotion and thus engaging people on an emotional level (Kotler et al. 2010, 59 ; Gerber et al. 2013, 10 ). Storytelling also has the power to emotionally engage consumers and to build strong bonding with them (Herskovitz and Crystal 2010, 21). Woodside et al. (2008, 98) agree and find the interest of storytelling in the very nature of human beings. According to them, human beings’ way of thinking is actually more story-based than fact-based.

Nevertheless, Gerber et al. (2013,11) insist on the importance of having two dimensions in a story, emotion and reason which are complementary. The first keeps up consumers’ interest, allows them to identify themselves to a character or an idea and to project into the future and the second helps people to balance their emotions and not be overwhelmed by them.

Using storytelling can provide undeniable benefits to the company. Indeed, a story provides a better understanding of the messages, people tend to remember it and it can lead consumers to take the role of spokespersons for the brand. Research psychology proves that stories tend to more easily imprinted in memory (Delgadillo & Edson Escala 2004, 187). According to Hill (2010, 58), there are two main benefits to using storytelling. Firstly, it helps brands to build a distinctive personality that consumers can identify with. Secondly, thanks to storytelling consumers will consciously or unconsciously associate the brand to specific values. If a brand succeeds in combining these two advantages of storytelling, personality and associations, it is likely that consumers will be more attracted by this brand. Moreover,
various forms of storytelling are actually used among companies including songs and slogans (Benjamin 2006, 161).

Kotler et al. (2010, 60) rely on Holt’s theory to distinguish three core and mandatory elements of a compelling brand story which are “a character, a plot, and a metaphor”. Hill’s vision (2010, 73) is similar but not identical: according to him, a powerful brand story is obtain with a “character, an action and a setting”. He also specifies that the choice of these elements must be made in line with the target market in order to create a consistent story able to engage a specific group of consumers. Gains (2013, 85) insists on the importance of symbols while telling a story. Because symbols are used to give meaning to the world, it is essential to use them in a coherent way and to establish connexions between them. Indeed, the understanding of this relationship between symbols is key to building a powerful storytelling around a brand. Delgadillo and Edson Escala (2004, 188) rely on Bruner’s theory to determine what are the components of an appealing story. Bruner states that it has to be based on a “landscape of action” which corresponds to the objective elements of the story which are understood in the same way by all consumers and a “landscape of consciousness” which allows the consumer to build an emotional bond with the story’s character by understanding its feelings. Herskovitz and Crystal (2010, 21) state that a successful brand must build its storytelling on a memorable ‘persona’ which constitutes the permanent personality traits of the brand. Brand’s stories will then be built around this persona which remains constant and helps people’s understanding of the identity of the brand. This persona can be personified using characters or just be suggested using symbols.

Word of mouth (WOM) also constitutes an important type of storytelling that directly arises from consumers who share and communicate their experience with the brand. Indeed, consumers tend to share their opinion and feelings toward a brand using a narrative form. Then consumers rely on stories to relate their interaction with a product and/or brand in which they are the main actor. This has a great impact on consumer behaviour because consumers use this information as a reliable source of knowledge. Nevertheless, despite its importance, WOM is still a variable difficult to control and influence for marketers (Delgadillo & Edson Escala 2004, 186) especially in the new digital area which accelerates and facilitates the dissemination of stories (Sax 2006, 169).

In its most accomplished form, storytelling appeals to sensorial experience because of its evocative power (Sax 2006, 167). The next section will be dedicated to the use of sensorial marketing as a key component of emotional marketing.
2.2.2 The field of multi-sensoriality

Because senses are a source of emotions (Gicquel 2006, 15), we will consider sensorial marketing as a component of emotional marketing. Indeed, in order to find out whether emotional marketing plays a role in brand image construction and consumer purchase decision, a good understanding of sensoriality is necessary. In the following chapter, we will define the concept of sensorial marketing and detail to what extent each sense contributes to arousing emotions.

2.2.2.1 Definition of sensory marketing

The literature about sensory marketing is abundant and the application of sensory marketing theories in companies is more and more common. Indeed, brands are realizing the power of senses in the involvement of consumers and the construction of brand identity. However, only a few authors base their writings on how sensory marketing can help achieve these marketing goals (Gains 2013, 3).

Giboreau and Body (2012, VIII, 3) define sensorial marketing as the valorisation of sensorial stimuli conveyed by a product or service and the use of the five senses (sight, hearing, touch, smell, taste) to display a product. The process of sensorial marketing can be divided into three steps. Firstly, it essential to understand the demand and to determine the perceptual process by which physical sensations turn into perception and significances. Secondly, the content of the offer has to be defined by translating the expected positioning into multisensorial content. Finally, observable sensorial attributes must be associated to this offer.

Sensorial marketing tends to play an increasingly important role in the firms’ strategy because of its capacity to make consumers rediscover their senses and then to arouse emotions and new sensations (Gicquel 2006, 10). Indeed, because people’s five senses are the key that open the door to their surrounding (Evans et al 2009, 64; Gicquel 2006, 13), the multisensorial involvement of the consumer is generally a condition to the creation of emotions. Thanks to our brain, sensory perceptions are transformed into emotions, feelings and physical reactions (Hill 2010, 16). The atmosphere, the sensorial aspect of the product and the use of meanings and symbols are essential to arouse consumers’ emotions (Consoli 2010, 4).
The senses are used as receptors because they generate pleasant or unpleasant sensations and then play a role in the way consumers interpret brand messages (Evans et al. 2009, 64). Moreover, sensoriality can have a great impact on consumers’ brand preference and create a real point of differentiation in a world of standardized products (Gobé 2001, 69-73).

Sensoriality is also directly related to the product itself. Indeed, we need to distinguish concrete qualities that are the intrinsic characteristics of the products and symbolic qualities that arise from sensorial associations made by the consumer. Marketers need to determine how to communicate about expected product attributes through the senses (Gobé 2001, 69). More broadly, sensorial marketing is intended to propose an adequate combination of attributes that will have a particular meaning for the selected target and will help marketers define a unique positioning (Giboreau and Body 2012, VIII).

Moreover, involving senses in consumers’ shopping experience can leave a positive and memorable impression in people’s minds (Gobé 2001, 69) by generating emotions that will be associated to the brand (Giboreau and Body 2012, 6). This phenomenon creates the opportunity for marketers to build a lasting relationship with the consumers (Evans et al. 2009,64). Sensory elements can provide a fertile and imaginative shopping experience. The concept of “associative hierarchies” developed by Osgood suggests that even if product satisfaction is a major experiential aspect, consumers also make unconscious sensory associations during their purchases which influence widely their purchase behaviour (Gobé 2001, 69). To sum up, a multisensorial product and/or atmosphere will awaken consumers’ impulsions and emotions to the detriment of reason. Then, it is important for companies to determine the sensorial parameters that influence consumer behaviour (Giboreau and Body 2012, 6) and to work in a polysensorial way by combining as much as possible the five senses (Gicquel 2006, 11). According to Errajaa (2018, 100) , using sensorial elements in an integrated and consistent way can increase quality perception and help in building a unique and memorable experience with the brand. On the contrary, using senses in an inconsistent way will get consumers confused and lead to dissatisfaction. A proper combination of visual, auditory and olfactory elements in a store can contribute to give an hedonic value to the shopping experience (Borges et al. 2013, 500).

Most of the brands are still giving more importance to visual experiences whereas sound and smell seem to be the most appropriate senses to arouse emotions (Gains 2013, 3). For that reason, we will focus our research on the senses of smell, hearing, sight and touch and
thus exclude taste because it is not relevant to our study. Table 1 below helps us to realize the mass of information that reaches our brain through our senses.

<table>
<thead>
<tr>
<th>Sensory system</th>
<th>Total bandwidth (bits/second)</th>
<th>Conscious bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eyes</td>
<td>10,000,000</td>
<td>40</td>
</tr>
<tr>
<td>Ears</td>
<td>100,000</td>
<td>30</td>
</tr>
<tr>
<td>Skin</td>
<td>1,000,000</td>
<td>5</td>
</tr>
<tr>
<td>Smell</td>
<td>100,000</td>
<td>1</td>
</tr>
<tr>
<td>Taste</td>
<td>1,000</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Zimmerman 1989, 172 taking from Brain (2014, 9)

Table 1. Relationship between senses and brain and level of conscious perception

### 2.2.2.2 Smell

Smell seems to be the most powerful of human five senses and proved to have a great capacity to arouse people’s emotions (Gobé 2001, 97) which explains why scents have become integrated in marketing strategy (Errajaa et al 2018, 100). Marketing studies tend to show that this sense is one of the strongest senses that play a great role in purchasing decisions.

Scents have the particularity to stay in people’s minds for many years. They are also known for creating emotions that bring back old memories and sensations and can be associated with given moments of life like childhood (Consoli 2010, 5 ; Gibureau and Body 2012, 7). Nevertheless, scents can remind us of positive feelings and events as well as negative ones and must then be handled with great care. For that reason, most of the time brands choose to offer several fragrance options in order not to be associated with a unique fragrance that could be harmful for their image (Gicquel 2006, 27). Gobé (2001, 97) also addresses the question of consumer identity and states that the choice of a particular scent reflects people’s search of who they are. Indeed, consumers will first be attracted by scents that reflect the vision they have of themselves.

Besides these evocative powers, odours contribute to create a specific atmosphere (Gicquel 2006, 26), help companies to differentiate their offer and to communicate about the product’s attributes (Errajaa et al 2018, 101).
Smells have a multitude of advantages because they are related to the product itself and contribute to improve the perceived quality of goods (Errajaa et al 2018, 100) but they can also be used inside the stores. For example, in store-aroma systems are largely used in stores in order to influence the time of purchase or in the food and cosmetic industry for which aromas are seen as an innovation element (Consoli 2010, 5; Giboreau and Body 2012, 7). Indeed, it contributes to create an atmosphere that has an undeniable impact on consumer behaviour (Gobé 2001, 99). Moreover, the use of scent enables the brands to create a specific olfactive signature that match their desired positioning (Gicquel 2006, 26).

However, Giboreau and Body (2012, 7) insist on the fact that the sense of smell should be handled cautiously because of the very wide variety of perceptions of the same fragrance from one individual to another. Indeed, some scents may turn out to be annoying (Gicquel 2006, 26). Moreover, an olfactive marketing strategy is not enough by itself and must be integrated in a global sensorial experience (Giboreau and Body 2012, 7).

### 2.2.2.3 Hearing

Hearing is increasingly used in marketing and is taking into account at the earlier phase of product development. Indeed, sounds generate emotions and are interpreted by consumers in order to define the key attributes of the product (Gicquel 2006, 32). Several studies have also established a relationship between music and shopping time, speed and budget. Indeed, further research has to be conducted to determine which kind of music has the most impact (Gobé 2001, 75).

In marketing, sounds help the brands reinforce their positioning or support the brands promises, for example a crispy noise for a cereal brand (Giboreau, Body 2012, 7). They can also give a specific identity to the brand by associating a song to a brand, for instance. Indeed, music has a strong impact on emotions (Consoli 2010, 5) and has been used for many years in retail areas in order to reinforce their own identity, influence consumers’ perception of time (Giboreau, Body 2012, 7) and impact people’s purchasing behaviour (Gicquel 2006, 36).

According to Gobé (2001, 73), sounds constitute an element of ‘emotional background’ that directly affects consumer behaviour to the point that elements of sound environment can become a determinant of purchasing decision.
2.2.2.4 Sight

Sight is the sense that was first used in marketing with a reflexion about colours, logos, typographies or packaging and their impact on brand positioning. It is generally the sense most stimulated by the environment (Giboreau, Body 2012, 7) and the one that will be first used in the presence of a given product (Gicquel 2006, 17). It is also the sense with the major impact on the brain as Hill (2010, 20) mentions that “two third of the stimuli reaching our brain are visual”. To explain the importance of sight in the decision process, Giboreau and Body (2012, 7) refer to the research of aesthetic of the Maslow’s pyramid as an existential need that appears once primary needs are satisfied.

Today the sensorial work on sight goes beyond forms and colours and includes some nuances like brightness, transparency, highlight or texture (Giboreau and Body 2012, 7) which make consumers want to touch the product and make it their own (Gicquel 2006, 19).

The role of colours or absence of colours (Gobé 2001, 77) should not be neglected because of the great power they have on consumer behaviour (Gains 2013, 175). Colours are used as a distinctive product characteristic that allows the brand to differentiate itself from its competitors. The brand is then associated to a specific colour which becomes a component of the broader communication around the product and even the symbol of the brand. (Gicquel 2006, 19). Colours are then a key component of brand identity (Gobé 2001, 79).

Moreover, colour and shape of the product should be consistent with the positioning of the brand and/or suggest the attributes of the product (Gicquel 2006, 19). For example, the colour black is most of the time associated with quality and elegance whereas white is used to symbolize pureness and freshness (Gains 2013, 67). According to Gains (2013, 175), the choice of colours should be in adequation with brand message in order to build a consistent message that will be more easily understood by consumers. The choice of colour is so determinant that a wrong choice about colour can damage the brand image and confuse consumers (Gobé 2001, 78). Moreover, colours should be always used in their own cultural context, as each colour means something different from a local culture to another (Gains 2013, 74).

Interior design of retail stores is also linked with consumer’s sight and should not be neglected. Indeed, it can be used to convey a brand’s messages, reinforce brand identity and create a specific atmosphere by using appropriate decorative items like wall images or lighting (Gobé 2001, 84).
Gains (2013, 3) also claims that sight is always more efficient when combined with another sense.

**2.2.2.5 Touch**

Touch is not yet appropriately valued whereas it is the sense that could offer the greater number of business opportunities. Indeed, few brands are considering the importance of touch especially when designing product packaging (Gobé 2001, 92).

Touch covers a wide range of sensations and it can easily create familiarity between a consumer and a product (Giboreau, Body 2012, 8). Touch allows consumers to have physical contact with the product, which is a much stronger way of communication than that based only on verbal communication (Gains 2013, 42). Gobé (2001,92-93) agrees and considers that touching a product can generate an immediate emotional bond between a brand and its consumers. By making products accessible, brands help consumers to project themselves with the product, and thus with the brand.

Touch first refers to the texture of the product, including packaging and the product itself. For example, natural materials like wood are commonly used in the case of organic products (Gicquel 2006, 24). But it also allows people to better understand their environment and can be used to create a specific atmosphere around the product. Indeed, touch is not only about what we touch but also about sensations on our skin. Touch is, for example, the sense responsible of the perception of temperature (Gains 2013, 44). Then, touch is not limited to the products only and also includes a relationship with the whole retail environment including the floor of the shop (Gobé 2001, 94). Thus, the influence of touch toward the perception of space appears to be evident (Gains 2013, 49) and has to be taken into consideration while designing retail stores.

**2.2.2.6 Product and packaging**

Gobé (2001, 72) highlights that paradoxically, during the purchasing process, consumers are not particularly looking for information regarding the item they will buy. For that reason, being able to arouse consumer’s emotions will be a point of differentiation and will enable the brand to stand out from the crowd. The emotional aspect of a product is the capacity for a brand to build a relationship and to exist in the mind of its consumers by using its affect.
Nowadays taking into account this emotional aspect is essential because understanding how consumers feel and what they need constitutes a real solution to succeed (Gobé 2001, xiv) and can lead to sustainable profitability (Grisaffe & Nguyen 2011, 1052). Adding an emotional value to a product offer can help the brand stand out amongst its competitors. Indeed, while purchasing, consumers will choose the product to which they will attach the greatest emotional value (Hill 2010, 31-32).

Products go most of the time together with packaging which thus has a significant impact on consumers’ emotions. The primary function of packaging is to constitute the envelop of the product but limiting the role of packaging to its primary function would be a mistake. Indeed, packaging represents a powerful way to engage consumers on an emotional level with the brand (Gobé 2001, 197). Indeed, literature tends to show that packaging is a key component of marketing strategy and its importance in terms of business opportunities is growing (Rundh 2016, 2492-2493) because it constitutes an important way of emotional communication for brands.

It constitutes the consumer's first contact with the product and is a way to draw consumer attention among the abundant products on offer (Rundh 2016, 2492). Packaging can also be the focal point of a broader communication strategy because it influences consumer’s product perception (Rundh 2016, 2492) and helps consumers determine specific product attributes by association of ideas (Gobé 2001, 199).

Packaging design is not the only thing that matters, marketers should also take into consideration the material that composed the pack in order to provide a satisfactory sensory experience (Gains 2013, 176). The opening of the pack should also be considered because it constitutes the extension of the sensorial experience (Gobé 2001, 197). The question of packaging’s sustainability must also be mentioned since consumers are more and more sensitive to environmental issues especially in developed countries. As a consequence, the composition and recyclability of packaging have nowadays an influence on the purchasing process (Rundh 2016, 2493).

However, culture plays a key role in the perception of product design. For example, Gains (2013, 74) raises the issue of the linkage of colour interpretation and culture. Thus, colour meaning can widely vary from a local culture to another and must be well understood by marketers. The same reasoning applies to labelling or packaging text content which must be in line with consumers’ cultural aspirations (Rundh 2016, 2493).
2.2.3 Emotional advertising

During the last few years, the nature of advertising has considerably changed moving from a unilateral way to express commercial messages to an invitation to dialogue. This change is well illustrated by digital advertising that proves to be a way to engage consumers and to generate discussions around a brand or a product (Gobé 2001, 220). However, consumers are also evolving and so is their relationship to advertising. Giboreau and Body (2012, 1) highlight that consumers are becoming more resistant to advertising because they believe less and less in the value of brands. According to Gobé (2001, 220), this relative disinterest comes from the lack of renewal in the advertising field.

This perception of advertising has to be linked with the evolution of consumers’ expectations toward brands. Indeed, the capacity of a brand to be sincere and sensitive is carefully watched by consumers. The more authentic advertising is, the greater impact it will have on people (Gobé 2001, 222). Moreover, in order to be efficient, an advertising campaign should concentrate on the intangible characteristics of the item. Indeed, the elements used (form, images) must be chosen carefully because they will be integrated in a “process of significations” and generate meanings for the consumer. Indeed, the use of meanings and symbols is part of the multisensorial engagement of the consumer, which is a condition to arouse emotions (Consoli 2010, 4). For Bellman and Rossiter (2012), advertising can build a positive brand image and an attachment to the brand but a good brand usage experience is also a condition to creating a lasting relationship with a consumer. According to them, further researches should be conducted in order to observe the role of advertising in building people’s affectional bond with the brand.

Yoo and MacInnis (2005, 1397-1399) make a distinction between emotional and informational ads, each of them constituting a distinctive route of persuasion. Emotional ads are aimed at stimulating consumers’ emotions by using specific stimuli whereas informational ads focus on people’s reason and are designed to give details about the characteristics of a product. The main advantage of using emotional ads is that it increases the ad’s “credibility” and “meaningfulness”, which tend to have a positive impact on sales. Bagozzi et al. (1999, 194) also make the same distinction between “thinking ads” and “feelings ads”. They note that feeling ads firstly focus on the emotional experience consumers will get from using the goods or service. However, they recommend focusing more attention on understanding the mechanisms that influence consumer’s emotional reaction instead of placing emphasis on the stimuli itself.
Moreover, Giboreau and Body (2012, VIII) qualify the place of advertising and its influence on the product purchase. Indeed, even if advertising undoubtedly plays a role in the development of a positive or negative attitude toward the product, the product itself is still the major source of information for consumers.

2.2.4 Emotional stores

While making a purchase, the general atmosphere considerably influences consumer's emotions and decisions (Consoli 2010, 4). According to Bagdare and Jain (2013, 792), stores aim to create a powerful relationship with consumers. For that reason, the emphasis has been placed on developing enjoyable stores where people can see, touch and experience the product in order to emotionally engage consumers (Jones et al. 2010, 242). The creation of “experience stores” shows the importance of consumer experience as a key driver of purchase decision, satisfaction and brand repurchase (Bagdare & Jain 2013, 791-792). Indeed, making stores more emotional could provide a suitable solution to counteract the decrease in attendance in physical stores and the growing competition from online stores (Sachdeva & Goel 2015, 290). The role of stores has been rethought and they are now aimed at providing a memorable purchase experience by appealing to consumers’ emotions (Sachdeva & Goel 2015, 290).

The former commercial orientation of stores gave way to more emotional and experiential functions. Indeed, consumers are looking for entertainment while buying and they expect to be emotionally and sensorially involved (Bagdare & Jain 2013, 790). Multi-sensory environments are thus known to have an important impact on creating a positive shopping experience (Bagdare & Jain 2013, 792).

Nowadays, the challenge is to put the consumer at the centre of the shopping experience by giving him the possibility of being an actor in this experience and not just a passive spectator. This new consumer involvement will reinforce the possibility of creating an emotional relationship with the brand and lead to brand repurchase. Physical stores should take advantage of having ‘real’ space to interact with consumers and create an emotional environment (Jones et al. 2010, 242).

Building a memorable purchase experience based on consumer’s emotions will lead to consumer involvement (Sachdeva & Goel 2015, 290). Indeed, memories play a key role in consumer experience as it allows consumers to associate the brand with positive or negative feelings (Sachdeva & Goel 2015, 291).
3. CONSUMER PURCHASING BEHAVIOUR

The drivers of the consumer's purchase decision are numerous and complex. Nevertheless, they must be understood by companies in order to adapt their strategy (Gurley et al. 2005, 30).

Purchasing behaviour is influenced by rational aspects but mostly by emotional ones. According to Gicquel (2006, 12), the behaviour of the postmodern individual is a mix of a reasonable conduct and an unreasonable one. The progress of science has demonstrated that the emotional and sensorial parts of our brain take the upper hand over the rational part (Hill 2010, 14). Indeed, emotions are considered as a key determinant of purchase decision making because they affect every step of the consumer behaviour journey (Consoli 2010, 1) making it "primarily quick, emotional and subconscious" (Hill 2010, 14). In other words, even if consumers are convinced of being rational while making a purchase, emotions have actually a great influence on their behaviour (Fog et al. 2010, 23).

Thanks to the contribution of cognitive psychology, we know that consumers compare rational but also affective information they receive to their previous knowledge and experience. In a conscious or unconscious way, they compare these information with their own personal values and act accordingly (choice, decision, loyalty). As price and product functionalities are taken for granted, it is the intangible and irrational elements of the offer that will influence people's behaviour (experiences, emotions, sensations) (Giboreau and Body 2012, 3). Then, while selling a product, a brands' expectation is to arouse consumer's emotions and to create a lasting, trustful and win-win relationship with them (Consoli 2010, 1).

First of all, we will provide an overview of the existing traditional models of consumer behaviour. Then, we will make a focus on the decision making process. Finally, we will study the role of emotions and symbols on consumer behaviour.

3.1 Traditional models of consumer behaviour

Understanding consumer buying behaviour seems to be a determining factor in order to adapt the strategy of the company (McDonald & Meldrum 2013, 113). Indeed, being aware of which of its components will have the greater impact on the consumers' final decision will
help the brands to make the appropriate strategic choices and an effective use of their resources (Gurley et al. 2005, 30).

Consumer behaviour is not homogenous from one individual to another. This difference must be understood by marketers in order to define the target market and the positioning of the brand (McDonald & Meldrum 2013, 113).

According to McDonald and Meldrum (2013, 114), consumer behaviour has three main components which are external factors, the ‘black box’ and the outcomes.

External factors are linked with the socio-economic context, the consumer’s political, social and cultural environment and the existing product offers on the market and competitor’s strategy (McDonald & Meldrum 2013, 113). Most of them are objective and measurable and are thus widely used by marketers to build consumer profiles and to define the adequate target and positioning (Clauzel 2016, 7).

As shown in figure 4, the black box and its numerous components is unique to each individual given that they are closely related to a consumer’s lifestyle, personal background and personality (McDonald & Meldrum 2013, 114). Clauzel et al. (2016, 13-15) define personality as the psychological characteristics of the individual which, while interacting with several external stimuli, generate an unique reaction. Personality is reflected in an individual’s behaviour consistency. Consumer lifestyle is the way a consumer express his/her values and personality. This notion takes into account the social environment of the consumers but also their hobbies, areas of interest and opinions.

The black box’s different settings will influence several steps of the decision making process and then have a great impact on it. The association of external factors and behaviours resulting from this ‘black box’ will determine “the outcomes of the purchase decision” including product and brand preference, time spent in the store to make the purchase or payment method (McDonald & Meldrum 2013, 114).
Chaudhuri (2006, 1) also states that consumer behaviour is influenced by three main factors but he considers that genetic characteristics also play a role. External factors include the consumer’s social, cultural and family background whereas internal factors refer to the “personality, perceptions, attitudes, needs and motivations” of the consumer but also his genetic inheritance.

The type of purchase also widely influences consumer behaviour. McDonald and Meldrum (2013, 115-116) differentiate between “high involvement and low involvement purchases”. This degree of involvement most of the time depends on “the frequency of the purchase plus the level of perceived risk they experience”. The level of risk is determined by four factors that may have more or less importance depending on the ‘black box’ of the consumer. These factors include the necessity or not to own the product, the relative price of the product, the capacity of the product to be in line with consumer’ self-image and the consumer’s emotional involvement while buying this product.

It is also important to note the influence of stimuli on consumer behaviour. Indeed, in the presence of a stimuli, consumers will respond in a different way depending on their own behavioural scheme. This stimuli will be interpreted differently depending on the individual’s background, personality and genetics which will lead to a particular decision (Chaudhuri 2006, 1)
3.2 Consumer decision making process

The literature tends to divide the consumer decision making process into 5 main steps and we will focus on this approach on this section. These different steps are clearly identified on Figure 5 (Simkin 2000, 155). Blackwell et al. (2001, 71;82) propose a seven-steps model, they distinguish purchase and consumption and add an ultimate step called divestment. Divestment is associated with the behaviour arising at the end of consumption: a consumer can choose to recycle or to sell his/ her product, for example.

We will also mention McKinsey’s theory which tends to consider the consumer decision journey as a circular model (see Figure 6) (McKinsey & Company 2009).
3.2.1 Need recognition

First of all, consumer decision making process cannot start within the **recognition of a need** (McDonald & Meldrum 2013, 116). This arises from a perceived state of tension resulting from a gap between a consumer’s current situation and a desired situation (Brée 2017, 37). If this need is powerful enough, it will be transformed into a desire by the consumer (Clauzel et al. 2016, 93). However, Blackwell et al. (2001, 72) state that desire is not a consequence of need. Desires and needs are different in nature and marketers should be aware that the price constraint can make the consumer set aside his desire if the product already satisfies his/ her need.

Some financial or temporal barriers can already exist at this step and will then stop the decision making process (Brée 2017, 37).

3.2.2 Information search
When a need is detected, consumers search for information using their own knowledge (previous experience, memory) and the immediately available information which constitute internal sources but also call on external sources. Indeed, consumers can ask their family and friends, use media, websites and Internet or go to several stores to compare offerings (McDonald & Meldrum 2013, 116; Brée 2017, 37; Blackwell et al. 2001, 73). Nowadays, Internet and advice from peers are considered as the main sources of information (McKinsey & Company 2009) and brands have a very limited control over them (Blackwell et al. 2001, 75).

The degree of search will depend on the nature and frequency of the purchase. A product frequently purchased will not require information search at all and vice versa (McDonald & Meldrum 2013, 116). It is important to note that information coming from friends and family appears to be more credible than commercial sources. Nevertheless, external sources tend to be more and more used due to the accessibility and practicality provided by digital information (blogs, websites,…) (Clauzel et al. 2016, 93-94).

It is also important to note that if the consumer is satisfied by the product or brand he/she has already bought, information search will be limited and the brand will probably gain consumer preference and being repurchased (Blackwell et al. 2001, 74).

3.2.3 Evaluation of alternatives

This information search will lead to the evaluation of the existing alternatives. At this step, a short list of brands obtained through a comparison between consumers’ criteria and available brand offerings will be made (Brée 2017, 38). Consumers tend to use their previous knowledge and experiences to decide the brands and products they are willing to buy (Blackwell et al. 2001, 76). The number of considered alternatives will be greater for a high involvement purchase than for a regular purchase (Clauzel et al. 2016, 95). It is considered as key in the consumer decision process because brand preference will most of the time arise at this stage (McDonald & Meldrum 2013, 116; Brée 2017, 38). Paradoxically, the huge amount of available products and the easy access to information have made people reduce the quantity of considered alternatives (McKinsey & Company 2009).

To make their choice, consumers use both subjective and objective aspects of the product. Objective aspects are linked with the function and functionalities of the product whereas subjective aspect arises from the consumer’s perception of the product and the interest of
the product to him/her. The existence of subjective aspects makes this step of the purchasing decision difficult to predict and influence (Clauzel et al. 2016, 94-95). McDonald and Meldrum (2013, 116) also insist on the affective aspect of this evaluation. Indeed, each product offer will provoke a distinct emotional reaction from the consumers depending on their particular background and will then influence their purchases.

Giboreau and Body (2012, VIII) demonstrate the importance of product attributes at this step of decision making process. Economic analysis of the buying decision process has always pursued the idea that to make a purchase decision consumers compare price and product usefulness. The vision of marketing theory is different and based on the existence of product attributes that must be carefully defined to be in line with demand and above all with the competitive environment. Indeed, to be successful a product must be perceived as superior compared to competitive products. In other word, the product needs to have a unique positioning. The quest of this uniqueness is more easily accessible using symbolic attributes than functional ones. Moreover, the attributes of the product induce cognitive and emotional reactions that will allow consumers to build a favourable or unfavourable reaction toward the product which will impact positively or negatively on the purchase decision.

Blackwell et al. (2001, 77) distinguish salient attributes which constitute the ‘must have’ characteristics of the product and determinant attributes that will determine consumer’s preference. Determinant attributes are more subjective and are linked to aspirations, desires and emotions. This is particularly true when salient attributes are similar from one brand to another.

3.2.4 Purchase

Purchase consists on making the decision to buy the product or on the contrary to renounce it (Clauzel et al. 2016, 95). Obviously, the final choice of product or service is made at the end of the evaluation of alternatives. Nevertheless, the purchase decision can sometimes be delayed or reevaluated for several reasons such as the obtention of new product knowledge, the ease of finding the product, or more emotional factors like the perceived behaviour of the seller or emotional pressure arising from peers (McDonald & Meldrum 2013, 117 ; Brée 2017, 38). These barriers are more likely to discourage consumers in the case of high involvement purchases (McDonald & Meldrum 2013, 117).

Clauzel et al. (2016, 96-97) distinguish ‘complex decisions’ and ‘simple decisions’ to explain consumer inconstancy while making a purchase. Complex decisions are those which
required a high level of implication, an important level of knowledge and a high perceived risk. On the contrary, simple decisions are those made frequently and which respond to a purchase routine. Complex decisions will ask for a longer period of reflection whereas simple decisions will be made instantaneously and be more influenced by commercial variables like promotions.

Moreover Schmidt (2016, 12; 14; 16-17) states that purchase behaviour is influenced by in-store factors as well as out-of-store factors. In-store factors are mainly linked to marketing efforts on the selling place and on products and include merchandising, pricing, the available offer or product attributes. Out-of-store factors concern all the knowledge acquired by the consumer about the offer before and after the purchase.

3.2.5 Post purchase evaluation

Purchase decision making does not stop after the purchase itself and post-purchase perceptions have to be taken into consideration. This step corresponds to the evaluation of the product after having been used by the consumer (Clauzel et al. 2016, 97). Consumption or product use will have a great impact on consumer’s evaluation. Indeed, an improper use of the product can lead to consumer dissatisfaction (Blackwell et al. 2001, 80). Companies must take action and educate consumers to avoid it.

Here, consumers will determine the adequation between the product they choose and its response to their original problem. Indeed, a cognitive dissonance (the feeling of not having made the best choice) can appear due to the apparition of a new satisfying offer or the discovery of the purchased product’s potential weaknesses. Consumers will then make further research in order to convince themselves they made the right choice. Post-purchase perception will be remembered by consumers and be used during the next decision making process. Thus, cognitive dissonance will strongly influence repurchase decisions, a negative experience potentially preventing a new purchase (McDonald & Meldrum 2013, 117; Brée 2017, 38). On the contrary, consumer satisfaction is likely to lead to consumer loyalty (Clauzel et al. 2016, 97). The impact of post purchase evaluation is illustrated by the notion of loyalty loop on McKinsey’s decision journey (Figure 6). This step does not only influence the next consumer purchase but will have a broader impact. Indeed, through word of mouth or internet reviews the consumer will become a source of information (McKinsey & Company 2009).
3.3 Emotions as a key purchase driver

The previous section demonstrates that there is very little interest in consumer’s emotional state in traditional consumer behaviour models. Nevertheless, to understand consumer behaviour, it is essential to consider the great influence of emotions. Figure 7 shows clearly that emotions are at least as important as reason to explain consumer behaviour (Chaudhuri 2006, 1-2).

The 1980s constituted a turning point in the study of consumer behaviour. Thus far, it was assumed that cognitive reactions mainly explained consumer’s reactions but the primacy of rationality shows its limits. Several authors demonstrated that emotions turned out to be a key factor in the consumer decision making process whereas other factors like consumer attitude cannot always explain consumer behaviour (Graillot 1998, 5-6).

Nowadays, purchasing process is not driven only by the fulfilment of needs and consumers give more and more importance to their deepest aspirations. Therefore intangible benefits such as emotional bonds, affection and trust are overriding tangible benefits (selling price or product performance) in the purchase decision process. Needs can be separated into two categories in order to understand better the purchasing process. Functional needs are related to product technical characteristics whereas emotional needs are linked with the psychological satisfaction of purchasing goods. For most of the products, these two types of needs must be satisfied but in a world where products are similar, emotions should become central in the strategy of the companies (Consoli 2010, 3). Offering a good price-quality ratio is not sufficient anymore because consumers expect to experience emotions while consuming and are looking for symbolic meanings that reflect their self-image and values (Fog et al. 2010, 21). Graillot (1998, 8) relies on the ‘experiential approach’ developed by Holbrook and Hirschman. This approach develops the idea that consumption constitutes an experience for consumers and can then arouse a wide range of emotions.

In the western economy, emotions constantly influence people’s behaviour. This tendency is illustrated by the inverted Maslow needs pyramid. Indeed, we consider that basic needs have been satisfied and that consumption is now aimed to fulfil consumer’s deeper aspirations and to reach self-achievement (Fog et al. 2010, 21). Graillot (1998, 8) opposes instrumental behaviour to congenial behaviour. Instrumental behaviour provides objective benefits (ex: buy a car to go to work) whereas congenial behaviour provides subjective and emotional benefits unique to each individual.
During purchasing, consumers are guided by a rational calculation while comparing the price of the product and its functional characteristics but above all by personal feelings that push them beyond an offer that emotionally corresponds to them. Indeed, emotions exert an unconscious pressure on the purchasing process and reject some alternatives especially those that convey negative emotions (Giboreau & Body 2012, 5). It would be a mistake to see a product’s value only as a sum of attributes. Indeed, consumers consider the emotional value provided by the product in making their choice. Thus, the emotional impact arising from a purchase needs to be taken into account to understand consumer decision making (Chaudhuri 2006, 2).

According to Hill (2010, 17), emotional condition takes precedence over reason while making a purchase which gives emotions a central place in the buying decision process. An important number of buyers’ decisions are not reasonable and can be considered as impulsive (Rundh 2016, 2493). The implication for business is huge because consumers are not as rational as theorists had first assumed. Indeed, Giboreau and Body (2012, 5) underline that most of the situations we face daily are so complex and full of uncertainty that the reason alone is not sufficient to make a decision. Moreover, they insist that the speed with which people make a purchase decision especially for common products and on the difficulty for consumers to evaluate complex products with their usual evaluation method that leads them to base their purchase decision on other attributes like design.

Emotions broadly influence the post-purchase phase of the consumer buying decision process. Indeed the emotional aspect arising from the consumption of the product will contribute to determine a consumer’s satisfaction or dissatisfaction (Blackwell et al. 2001, 81).

Figure 7. Factors influencing consumer behaviour (Chaudhuri 2006, 2).
3.4 The quest of symbols

In a world becoming everyday more complex, signs and symbols are used daily. Indeed, the use of shortcuts is essential to have a better understanding of the external environment. Obviously, these shortcuts have an impact on product and on brand perception, consumers making associations to build brand identity. For example, the colour blue is associated with pureness and nature (Gains 2013, 75).

When buying a product, consumers consider the tangible aspect of the product but are also influenced by symbolic values conveyed by the goods or service. Indeed, the research of symbol consumption is a component of motivation in the purchasing process (Evans et al. 2009, 6-7, 9). Therefore, the notion of symbols has become essential to understand the consumer’s purchasing behaviour. While buying a product, consumers are looking for a symbolic value and new sensations but also expect to build an emotional connexion with the brand (Consoli 2010, 3). These symbols or psychogenic drives (Evans et al. 2009,7) have become part of us and convey our personality, our values (Fog et al. 2010, 20), our image and our status in society (Evans et al. 2009,7). Consumption has become a way of expressing who we are, what we do and what we think (Fog et al. 2010, 20). Consumers’ consumption allows them to assert their own identity (Sachdeva & Goel 2015, 291).

Given the importance of symbols in the purchase decision, it is important to understand the relationship between marketing and symbols. According to Evans et al. (2009, 9-10) building a consistent marketing strategy around symbols provides an added value to the brand and gives meaning to its product. This is why motivation has to be understood and taken into account in the marketing strategy in order to convey symbols in line with the target. Hill (2010, 58) goes further and encourages brands to ensure that consumers can project themselves into the brands and that brands actually reflect consumers’ aspirations, values and self-image.

4. BRAND IMAGE PERCEPTION

The common definition states that a brand is “a name, term, sign, symbol, or design” – either associated or taken individually - aimed to simplify consumers’ product recognition and create differentiation from competing products (Heding et al. 2008, 9). A brand is also
characterized by its ability to provide added value to its consumers (McDonald & Meldrum 2013, 180). Nevertheless, as we already mentioned a brand’s function goes beyond its commercial function. Hammond (2008, 14) puts the focus on the experiential aspect of the brand and defines the brand as a complete sensory experience delivered by the branded product. Moreover, consumers tend to identify themselves to brands and use them to reveal their own identity (Sachdeva & Goel 2015, 291). In that sense, brands do not only appeal to reason and instead create a strong emotional connection with consumers (Hammond 2008, 8). Indeed, some authors tend to make a parallel between brands and ‘real individuals’ and state that a brand also has its own identity (Xara-Brasil et al. 2018, 142).

Brand is considered as an element of branding but the concept of branding is much broader (Meenaghan 1995, 26). Indeed, branding is the process by which a brand is built (Hery & Wahlen 2012, 2) and the ability of the brand to establish a relationship with its consumers (Meenaghan 1995, 23) and to provide them with an intangible added-value (Ghodeswar 2008, 6).

On the other hand, perception can be defined as “the reception and interpretation of an external stimuli” by a consumer. According to this definition, perception arises only if the consumer pays attention to the stimulus and is always preceded by a sensation (Evans et al. 2009, 87). This definition is interesting because it demonstrates the impact of emotions on perception. Indeed, sensations appeal to emotions more than reason. In this section, we will acquire a better understanding of the concepts of brand identity, brand personality and brand image.

4.1 Brand identity

In a world where products are more and more similar, building a strong and positive brand identity has become crucial (Srivastava 2011, 340-341).

According to Heding et al. (2008, 12-13), brand identity has to be distinguished from brand image. Brand identity is an ideal created by companies and built around a specific vision and specific values they assigned to the brand. The aim of the marketer is to build positive and lasting brand associations around their brand (Srivastava 2011, 340). Brand positioning will then arise from brand identity and from the added value provided by the product to the consumer (Srivastava 2011, 341).
Brand identity is essential because it enables the brand to be consistent in its strategy and in its actions (Michel 2017, 40). Brand identity is a combination of unique values and attributes that must be first diffused inside the company and then communicated to consumers through the brand’s actions (Michel 2017, 54). The brand identity uniqueness will give the opportunity to the brand to build a competitive advantage over its competitors by providing a singular experience and superior value to its consumers (Xara-Brasil et al. 2018, 144). According to McDonald and Meldrum (2013, 180), building an identity consumers can remember is even a condition to success. Srivastava (2011, 342) affirms that having a strong and powerful brand identity ensures brand’s longevity and makes it less vulnerable to market disturbance. Nevertheless, McDonald and Meldrum (2013, 180) also point out that an identity is not everlasting and must be constantly supported by the brand.

The identity of the brand will be progressively built thanks to the summation of companies actions both internally and externally (Michel 2017, 49). Indeed, identity building will finally be the result of brand’s actions and cannot only settle for being imagined inside the firm (Michel 2017, 59). Building compelling stories around the brand constitutes a way to communicate the brand identity. Indeed, it enables consumers to feel being part of the story and it can arouse positive feelings if the product meets consumer’s hopes towards the brand. If the consumer considers the brand and its story as authentic, positive emotions will be stronger (Xara-Brasil et al. 2018, 143). By using consistently the several components of the marketing mix, marketers should be able to build a strong brand identity (Srivastava 2011, 341).

There are six components of brand identity (Michel 2017, 41), also referred to as the “Brand Identity Prism” by Kapferer (Xara-Brasil et al. 2018, 143). This prism includes a brand’s physique, personality, culture, relationship, personality, reflection and self-image. The physique of the brand is linked with the tangible elements of the brand (colours, logo, symbol) whereas personality expresses the personality traits of the brands. Brand culture is the system of values associated to the brand and relationship defines the nature of relationship the brand wants to have with its consumers. Finally, reflection represents the image the brand has of its ideal consumer and mentalisation is the consumer’s feelings the brand expects to arouse during consumption (Michel 2017, 41).

Brand identity can also arise from a co-creation phenomenon. Indeed, while using a product, consumers will appropriate the brand and then contribute to give meaning to the brand. Thus, the identity of a brand will be the result of values and attributes defined inside
the company and of the influence of consumers who will experience the brand and shape its identity (Michel 2017, 49).

4.2 Brand personality approach

Understanding the importance of brand personality is essential because it influences all the steps of consumer decision making from pre-purchasing to post purchasing (Liao et al. 2017, 2). Toldos-Romero and Orozco-Gómez (2015, 462) state that a brand with a positive personality is more likely to be selected and purchased.

Brand personality refers to the personality traits associated to the brand (Michel 2017, 41). As well as being related to human being personality traits, brand personality is also associated to people’s sociodemographic background (Aaker 1997, 348). Making an analogy between the brand and human personality traits enables a better understanding of the brand and facilitates the creation of personal bonds between the brand and its consumers (Michel 2017, 54-55). Indeed, the personification of brand enables consumers to create a bridge between brand image and their self-image. If the brand is like a mirror for the consumer, he/she is more likely to develop loyalty toward the brand (Liao et al. 2017, 2; Aaker 1997, 348). Consumers tend to be attracted by charismatic brands to which they can identify and which represent an ideal to them (Gobé 2001, 143).

Therefore brands should try to develop a unique and inimitable brand personality in order to be distinguished from their competitors (Toldos-Romero & Orozco-Gómez 2015, 432). Toldos-Romero and Orozco-Gómez (2015, 464) state that consumers are much more concerned by the tangible characteristics of the product for high involvement purchases whereas brand personality is a key determinant of low involvement purchases.

According to Plummer (2000, 81), advertising has a great influence on brand personality perception and helps the consumer to determine if the brand personality is consistent with his/her self-image. Toldos-Romero and Orozco-Gómez (2015, 465) also insist on the impact of consumer experience with the brand on brand personality perception. Therefore, marketing actions should always be consistent with brand personality (Plummer 2000, 81).

According to McDonald and Meldrum (2013, 181-182), brand personality has three main components which are “sensual, rational and emotional” appeals. Sensual appeal concerns the sensorial aspect of the product, rational appeal is about technical characteristics and emotional appeal refers to the intangible attributes. These tacit attributes include the
psychological benefits like the symbolic meaning of the brand or the ability of the brand to convey consumer's image. Thus, personality is considered as a source of value for consumers (Xara-Brasil et al 2018, 142-144). Aaker (1997, 351-352) has built a much more sophisticated framework which associated five dimensions to brand personality. As shown in Figure 8, these dimensions are sincerity, excitement, competence, sophistication and ruggedness. In order to have a deeper analysis of brand personality each dimension has its own nuances. Among other things, the interest of this framework is to enable the brand to conceptualize its personality in order to be consistent with its target. Since its conception, this model has been adopted by the literature as a reliable way to determine brand personality (Toldos-Romero & Orozco-Gómez 2015, 463).

**Figure 8. Aaker’s brand personality framework (1997, 352)**

Xara-Brasil et al (2018, 142-143) consider archetype as a key component of brand personality because it allows marketers to put the profound meaning of the brand in line with consumer’s aspirations. Nevertheless, the consumer’s perception of brand personality does not necessarily correspond to the ideal personality shaped by marketers. Moreover, brand perception is also influenced by several variables like the chosen distribution channel, the price of the goods or service, the identity of competing brands or the profile of consumers that actually buy the brand (McDonald & Meldrum 2013, 182). The outer appearance of the product and its price can also impact the perceived personality (Toldos-Romero & Orozco-Gómez 2015, 465).
4.3 Brand image and brand associations

Brand image is the reflection of the consumer’s opinion, perception, representations and feelings toward the brand (Heding et al. 2008, 12-13 ; Savignac 1977, 150). Indeed, brand image derives from the interpretation of the tangible aspects of the product (physical aspect, functionalities, type of store where it is sold) but also from the consumer interpretation of brand personality (Plummer 2000,80-81). It is admitted that a favourable brand image will lead to positive brand equity (Toldos-Romero & Orozco-Gómez 2015, 464), which can be defined as the added benefits provided by a particular brand compared to the initial value of a product (Freling et al. 2011, 393).

Srivastava (2011, 341) insist on the importance of impressions in brand image construction. Moreover, consumers will constantly interpret the actions of the brand to build their own opinion regarding the brand (Srivastava 2011, 342). Indeed, companies should be aware of what their brand image really is in the eyes of consumers in order to take corrective action if necessary (Srivastava 2011, 342).

Consumers make a synthesis of the information they receive about the brand and interpret it to form a brand image (Savignac 1977, 151). This interpretation is a complex process which arises from a combination of external and internal influences such as the consumer’s own aspirations, previous experiences, perceptions and values (Plummer 2000,80). The formation of brand personality perception is the result of each of the touchpoints the consumer has with the brand (Aaker 1997, 348).

Brand image is a subjective and symbolic representation of who the brand is according to the consumer (Savignac 1977, 154-155). The construction of brand image is mostly the consequence of the brand’s communication strategy (Srivastava 2011, 341). For that reason, while communicating about the brand, marketers should always focus on symbolic meanings. Even if the content remains the same, the consumer will be more or less sensitive to these symbols. The symbolic and emotional nature of brand communication will then broadly impact brand image (Savignac 1977, 154-155).

According to Michel (2017, 88-91), brand perception mainly arises from a set of associations made by the consumer and which represent all the knowledge a consumer has about the brand. The sum of these associations will form consumer brand image. Michel also states that these associations can be functional, symbolic and/or experiential. Functional associations refers to tangible product characteristics, symbolic associations are linked with perception of brand personality or values and experiential associations come out when the
consumer has been in contact with the product, in a store or after buying it for example. Brands should pay particular attention to intangible associations which appeal to consumers’ emotions. Indeed, these associations will provide an added value to the consumers and may strengthen the bonds between the brand and its consumers. Emotional associations also have a great influence on consumer’s choice because they can determine brand preference (Ghodeswar 2008, 6). Indeed, while making a purchase consumers will call on their memory and bring out the already established associations made with the brands. Thus, mental associations have an impact on brand equity as well as on consumer decision making (Toldos-Romero & Orozco-Gómez 2015, 464). Then, marketers should ensure that consumers make positive associations toward their brands in order to enhance consumer brand perception (Freling et al. 2011, 394).

5. RESEARCH METHODOLOGY

The purpose of this research is to determine the influence of emotional marketing on laundry detergent purchase decisions and brand image. Before presenting the empirical section of the study and research findings, it is essential to outline which methodology has been chosen to conduct this study.

The objective of the following section is to describe more precisely the research methodology. This chapter will first focus on the research approach and design used to carry out this study. Secondly, data collection and data analysis methods will be explained and finally, we will discuss the reliability and validity of the study.

5.1 Research approach

In order to conduct a research several approaches can be chosen depending on the desired objective. Ang (2014, 7) distinguishes between inductive and deductive research methods (see Figure 9). In our study, an inductive approach will be used.

Deductive approach consists of first acquiring theoretical knowledge about an issue in order to set up a link between theoretical principles. Then, the existence of such links will be proven or unproven using empirical research. On the contrary, an inductive approach is aimed to complement the existing theories by proposing new models arising from particular
observations and data gathering (Ang 2014, 7-8). By giving meaning to the phenomenon being studied, the research is likely to propose a pattern that theorizes this phenomenon (Prevost & Roy 2015, 142).

According to Prevost and Roy (2015, 140-141), while using an inductive approach the data will be collected from several sources obtained through an intensive field investigation. This approach enables the researchers to describe and explain a phenomenon as well as proposing a new theory based on their investigations. Conducting a literature review as a preliminary step is not mandatory but can be useful. Indeed, it gives valuable insights about the main concepts of the research and provides a research direction.

*Inductive approach*

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Observations → Hypotheses → Theory
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*Figure 9. Inductive and deductive approach (Ang 2014, 8).*

This research will be based on an exploratory approach. Exploratory approach is useful to acquire more knowledge about a phenomenon that has been little investigated (Churchill & Iacobucci 2015, 77) which is the case of our research. Flexibility seems to be a critical element of exploratory approach. Indeed, the researcher should be prepared to adapt his/her research methods throughout the data collection process (Churchill & Iacobucci 2015, 77) and should not have preconceived ideas about the research’s conclusions (Aaker et al. 2013, 65). This approach also highlights new research areas that could merit further investigation (Ang 2014, 101). Moreover, using an exploratory approach will help the researcher to determine on which research questions the greater emphasize should be placed (Aaker et al. 2013, 66). Both inductive and exploratory approaches are aimed to acquire knowledge about a new phenomenon and will be thus used as complementary research approaches.
5.2 Research design

Research design is aimed to provide a methodological model to the empirical study (Churchill & Iacobucci 2015, 74)

The literature makes a distinction between quantitative and qualitative research. Quantitative design is aimed to measure and quantify a phenomenon whereas qualitative research’s purpose is to explain and understand this phenomenon (Hague et al. 2016, 10-11). Nevertheless, quantitative and qualitative research design can sometimes be associated. Indeed, qualitative research can constitute the prerequisite of a quantitative research especially when a phenomenon needs to be better understood before being measured (Hague et al. 2016, 47).

Inductive and exploratory approach tend to be associated to qualitative research because observations and data gathering constitute in either case the first step of the research (Ang 2014, 8 ; Churchill & Iacobucci 2015, 77 ). Then, in order to conduct this empirical part of this study, a qualitative research method will be adopted.

Moreover, a quantitative research would be inadequate to study consumer’s emotions as we know that emotions are difficult to measure and quantify and mostly arise from an unconscious cognitive process (Giboreau and Body 2012, 5). The advantage of qualitative research method is that it enables the researcher to understand a phenomenon rather than measuring it (Hague et al. 2016, 11) and it gives an answer to the questions “why” and “how” (Lipu et al. 2007, 8). Qualitative research’s insights mainly arise from observations and discussions with the respondents (Partington 2002, 109). This method is thus based on the interpretation of researcher’s observations and data gathering (Ang 2014, 8). Qualitative approach is particularly useful to acquire a deep insight into how people behave (Hague et al. 2016, 48) in a particular context (Leacock et al. 2009, 60). Indeed, qualitative research design represents a suitable solution to study a phenomenon within a given socio-cultural context and to determine the influence external factors have on it (Leacock et al. 2009, 60). In addition, as a critical prerequisite of qualitative study, flexibility can provide the researcher with unexpected and valuable consumer’s insights (Aaker et al. 2013, 149). Qualitative studies are usually conducted among a small sample size which make the generalization of the findings difficult (Hague 2016, 11).

Overall, qualitative research seems to be a suitable research method when the phenomenon cannot be easily quantified (Ang 2014, 102). Qualitative research is aimed to access consumers’ deepest thoughts and to understand their behaviours (Aaker et al. 2013,
According to Hague et al. (2016, 11), qualitative research method is useful to understand consumer’s vision toward a specific brand or a product. Michel (2017, 89) states that qualitative approach can provide a good understanding of brand association which is one of the fields that will be investigated in this research. Moreover, qualitative research method is the only research method designed to give valuable insights about feelings and emotions (Aaker et al. 2013, 148).

For this research an embedded single case study will be conducted. According to Leacock (2009, 60), an embedded single case study consists of defining sub-units within the case study. In this research, the study case will be materialized by a specific consumer group which is generation Y. Moreover, the sub-units will be the individuals belonging to generation Y. Indeed, as Generation Y does not constitute an homogeneous sample, it seems consistent to consider the participant as the sub-units of our study. The sample was selected according to purposive sampling method in order to have a representative sample. First, the research tried to have a representation of both genders. The participants were also selected according to their age in order to have consumers under and above thirty years old. Moreover, the researcher chose participants with different occupations. Finally, the researcher selected participants with and without children. This last criteria of the sample selection appeared during the interviews with brand managers.

As the focus is put on the consumer’s emotions in our research, case study seems to be an adequate research design. Nevertheless, according to Ang (2014, 101), an exploratory research is very often associated to a multiple case study because different types of behavioural models can then be studied. For that reason, we will use embedded units of analysis in order to give more depth to the research (Prevost & Roy 2015, 136). Indeed, using embedded units of analysis is particularly relevant when the research investigates very subjective concepts (Prevost & Roy 2015, 136). Moreover, embedded single case study enables the researcher to obtain a deeper knowledge about a phenomenon within a specific context and environment and does not require respondent’s manipulation. It is also commonly used to study consumer behavioural pattern. The main weakness of case study method is that it does not allow the generalization of findings and it reposes on the evaluator’s interpretation which can lead to misinterpretations (Green 2014, 9;12).
5.3 Data collection

As already mentioned, case studies require the use of several data collection methods to be reliable (Green 2014, 12). Indeed, if only one data collection was used the researcher’s biases as well as the data collection’s own limitations could lead to erroneous results. Triangulation will contribute to the reliability of the study and might provide a better understanding of the studied phenomenon (Prevost & Roy 2015, 152). Triangulation’s data collection methods include interviews, focus groups, surveys, observations and/or the access to several documents and archives (Prevost & Roy 2015, 153).

Our research will be based on primary and secondary data collection methods. Primary data will be obtained as a result of semi-structured interviews and in-store observations. Semi-structured interviews will be conducted with both laundry detergent brand managers and consumers. For each of them, a particular interview grid will be designed. Moreover, secondary data will come from the existing literature relevant to our topics including academic articles and books, media articles as well as digital sources. Once data collection is completed, triangulation method will be used to establish general findings.

5.3.1 Semi-structured interviews

The main particularity of case study is to use several data collection methods including interviews (Green 2014, 17). For this research, interviews will be individual and conducted as semi-structured face-to-face interviews.

A semi-structured interview takes the form of an informal and open discussion but is always guided by an interview grid. This interview grid is aimed to define important topics to be addressed during the interview. The questions asked are open-questions in order to enhance dialogue between the interviewer and the respondent. (Prevost & Roy 2015, 67-68). Questions must also always remain neutral in order not to influence consumer’s answers (Ang 2014, 147). Interviews are particularly useful to discuss sensitive and personal issues and have insights about the consumer’s preferences, behaviour and feelings (Ang 2014, 146).

Conducting face-to-face interviews offers many advantages. First of all, the researcher can adapt his/her interview grid if he/she realizes that it is not fully consistent to the research objectives. Secondly, they are particularly appropriate to catch people’s emotions because of the possibility to observe people’s body language and facial expressions (Ang 2014, 148).
The role of the interviewer is key because he/she must encourage the respondent to talk and can reopen discussion if needed (Prevost & Roy 2015, 68). It is recommended to record the interview in order to be sure that all the topics have been covered during the interview (Prevost & Roy 2015, 68) and to take handwritten notes (Ang 2014, 147).

In order to conduct our research, all the respondents have been guaranteed anonymity and gave their consent for being recorded. Indeed, anonymity can be a determinant factor to obtain valuable insights because it allows the respondent to be more open to discussion and to feel free to talk. Semi-structured interviews were used twice during the research process. First, laundry detergent brand managers were interviewed in order to determine their knowledge about emotional marketing and to understand the structure of the laundry detergent market. Moreover, these interviews gave valuable insights to build the consumer’s interview grid. In addition, given that this thesis is aimed to determine the influence of emotional marketing on purchase decision and brand image, consumers were interviewed.

5.3.1.1 Semi-structured interviews with brand managers

Semi-structured interviews are particularly recommended when respondents are very busy and already have a certain level of knowledge regarding the topic (Aaker et al. 2013, 152).

The face-to-face interviews were conducted in French as it was the native language of the interviewees and took place at the respondents’ workplace in October 2018. The interviews lasted between forty five minutes and one hour and a quarter depending on the respondent. All the interviewees were laundry detergent brand managers each of them working on a specific brand.

The semi-structured interview grid was structured around three main themes entitled as followed: overview of the laundry detergent market, overview of emotional marketing and application of emotional marketing on the laundry detergent market. There were three main objectives attached to these interviews. The first one was to have a clear idea of the laundry detergent’s market structure and current challenges. The second one was to appreciate the level of knowledge of the brand manager toward emotional marketing. Finally, the last objective was to find out how emotional marketing could be more integrated in laundry detergent brands’ strategies.
5.3.1.2 Semi-structured interviews with consumers

The one-to-one interviews were conducted in French as it was the native language of the interviewees. These interviews were a two-step process that firstly took place in the grocery store of their choice and then at the respondent’s home in October 2018. The sample interviewees consisted of eight French people, four men and four women from 24 to 37 years old in order to be representative of the millennials population. In qualitative research method, the sample tends to be small (Hague et al. 2016, 11) and interviews should be done until saturation is reached.

The first part of the interview consisted of a real-life situation in which the respondent’s behaviour in the laundry detergent department was observed. The participants were progressively given specific instructions while making their grocery shopping in order to collect their feelings and impressions toward the laundry detergent department and the products present on the shelves (see Appendix 2). The underlying purpose was also to observe toward which products consumers will be attracted and why. Moreover, these questions were aimed to determine how consumers make their choice regarding laundry detergent purchase and to familiarise them with laundry detergent products.

In the second part, semi-structured interviews were conducted at the respondent’s home as it enables the respondent to feel more secure during the interview (Aaker 2013, 196). The respondents were giving an introduction to the topics that will be addressed during the interview. The four main topics defined to conduct the interview were: the respondent’s profile, laundry detergent consumption, laundry detergent brand image and laundry detergent purchasing decision. Moreover, for the third part of the interview and in order to get insights on laundry brand image perception, four specific brands were selected: Skip, Ariel, Omo and Super Croix. Afterward, several advertisements were shown to the respondents in order to determine if an emotional advertisement could influence a consumer’s brand image.

5.3.2 In-store observations

Observations consist of observing visually a phenomenon during a given period of time and are complementary to interviews (Prevost & Roy 2015, 68). This data collection method presents plenty of advantages and is too often neglected (Aaker et al 2013, 168). Indeed, it enables the researcher to observe consumer’s unconscious behaviour and automatisms that would probably not be mentioned during an interview (Hague et al. 2016, 94).
Observations are particularly appropriate to understand “how people buy and use products” (Hague et al. 2016, 94).

In the case of disguised in-store observations, the researcher observes a phenomenon from an external point of view (Prevost & Roy 2015, 68-69). Indeed, the respondent does not know that he/she is being observed (Ang 2014, 152). This approach is aimed to study behaviours, interactions between different variables, non-verbal indicators as well as the environment and the atmosphere. (Prevost & Roy 2015, 68-69). It is important that respondents do not notice the presence of the observer (Aaker et al. 2013, 169) but all the observations including the observer’s impressions must be written down as soon as possible (Leacock 2009, 103). Disguised observations enable the observer to get to know consumer’s feelings as consumers will not try to control or hide them (Leacock 2009, 103).

Observations can be unstructured or based on an observation checklist prepared before the observation takes place (Aaker et al. 2013, 168). For this research, the observation checklist presented in Table 2 was used and two French stores were visited: Carrefour and Leclerc. The observation table starts from a general observation of the store and is then designed to make a focus on the laundry detergent department. The last section concerns the observation of consumers while buying laundry detergent products.

Table 2. Store observation checklist

<table>
<thead>
<tr>
<th>OBSERVATION CHECKLIST</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retail store</strong></td>
<td></td>
</tr>
<tr>
<td>Store location</td>
<td></td>
</tr>
<tr>
<td>Size of the store</td>
<td></td>
</tr>
<tr>
<td>Atmosphere</td>
<td></td>
</tr>
<tr>
<td>Personnel attitude</td>
<td></td>
</tr>
<tr>
<td><strong>Laundry detergent department</strong></td>
<td></td>
</tr>
<tr>
<td>Number of furniture units dedicated to laundry care</td>
<td></td>
</tr>
<tr>
<td>Atmosphere</td>
<td></td>
</tr>
<tr>
<td>Sensorial stimuli</td>
<td></td>
</tr>
<tr>
<td><strong>Consumer behaviour</strong></td>
<td></td>
</tr>
<tr>
<td>Consumer information collection</td>
<td></td>
</tr>
<tr>
<td>Product selection process</td>
<td></td>
</tr>
<tr>
<td>Time spent to select the product</td>
<td></td>
</tr>
</tbody>
</table>
5.3.3 Secondary data

The amount of secondary data available is huge and must be selected carefully in order to be relevant to the research (Aaker 2013, 85).

Secondary data was collected in order to support primary data collection and to acquire an in-depth knowledge on the main topics of the study. Secondary data collection should occur in the early stage of the study as it enables the researcher to give new perspective to the research and contribute to research questions definition (Aaker 2013, 86). For this research, sources used include theoretical articles, books, media articles and surveys.

5.4 Data Analysis

In order to analyse the collected data, triangulation method will be used. Triangulation consists of combining different sources of data in order to minimize the risk of error arising from qualitative data collection method. Qualitative method might have limitations due to the role played by the research’s interpretation and the great flexibility of this method. Nevertheless, collecting data from several sources is not sufficient. Indeed, data must always be combined and cross analysed (Prevost & Roy 2015, 152). For this research, data collected from semi-structured interviews and observations will be cross analysed.

While using case study methodology, the results and findings are based on the ability of the researcher to provide meaning to the collected data. To do so, coding can be used in order to identify key ideas arising from data collection. (Ang 2014, 214). Coding is based on the definition of key themes or issues that have been highlighted thanks to prior literature and that should be explored during the research. The purpose of coding is to be able to identify when respondents referred to these themes. Sometimes, new interesting themes can appear while analysing the data and should then be added to the coding grid. (Leacock 2009, 138-139). For that reason, the transcript should be read several times before beginning the coding process in order to have a global understanding of its substance (Gagnon 2009, 73). Coding enables the researcher to organize the large amount of collected data and to determine which elements are relevant to the study (Partington 2002, 111 ; Gagnon 2009, 72).

Coding is particularly appropriate for analysing semi-structured interviews. Indeed, the identified topics can have been discussed in different parts of the interview and in unexpected moments (Leacock 2009, 138-139). Even if coding method is time-consuming,
it offers the advantage to report interviewees' responses in a realistic way and to conserve responses' nuances (Churchill & Iacobucci 2005, 102). Coding process will be made according to the coding grid presented in Table 3.

Table 3. Coding grid

<table>
<thead>
<tr>
<th>EMOTIONAL MARKETING</th>
<th>EM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensory stimuli</td>
<td>EM.SENSO</td>
</tr>
<tr>
<td>Positive sensory experience</td>
<td>EM.SENSO.POS</td>
</tr>
<tr>
<td>Negative sensory experience</td>
<td>EM.SENSO.NEG</td>
</tr>
<tr>
<td>Storytelling</td>
<td>EM.STORY</td>
</tr>
<tr>
<td>Product</td>
<td>EM.PROD</td>
</tr>
<tr>
<td>Packaging</td>
<td>EM.PROD.PACK</td>
</tr>
<tr>
<td>Advertising</td>
<td>EM.PROD.ADV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PURCHASE DECISION</th>
<th>PC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product attributes</td>
<td>PC.ATTRI</td>
</tr>
<tr>
<td>Conveyed symbols</td>
<td>PC.SYMB</td>
</tr>
<tr>
<td>Relationship between emotions and purchase decision</td>
<td>REL.EMO-PC</td>
</tr>
<tr>
<td>Relationship between emotional marketing and purchase decision</td>
<td>REL.EM-PC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND IMAGE</th>
<th>BI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand personality</td>
<td>BI.PER</td>
</tr>
<tr>
<td>Brand perceived values</td>
<td>BI.VAL</td>
</tr>
<tr>
<td>Brand associations</td>
<td>BI.ASSO</td>
</tr>
<tr>
<td>Relationship between emotional marketing and brand image</td>
<td>REL.EM.BI</td>
</tr>
</tbody>
</table>

Moreover, in order to give meaning to the data collected through coding, qualitative content analysis will be used as a complementary method. For this thesis, the collected research content comes from semi-structured interviews and personal in-store observations. Content analysis enables the researcher to build knowledge about the studied topics and to go beyond the respondent's words (Gagnon 2009, 77). It consists of the interpretation of the collected data and enables the researcher to give a meaning to the content (Goodman 2011, 22).
5.5 Reliability and validity

It is essential for the researcher to determine the level of reliability and validity of his/her study. The validity of a research rests on the capacity of the researcher to base his/her conclusions on credible facts and data. Moreover, a study is considered as reliable if, on equal terms, the reproduction of the research would lead to the same results. (Leacock 2009, 65-66) According to Leacock (2009, 55), “reliability is a necessary condition for validity”. In order to determine the reliability and validity of the research we will discuss the external validity as well as the reliability of the study. Internal validity will be not be measured because qualitative nature of the study. Indeed, as we already mentioned, qualitative research is mainly based on the researcher’s interpretation.

According to Prevost and Roy (2015,154), having a sufficient amount and variety of empirical evidences can merely contribute of the study validity. In this research, several sources were used in order to ensure the research validity. Indeed, the researcher used primary data such as semi-structured interviews with brand managers, semi-structured interviews with consumers and personal observations as well as secondary data. Moreover, triangulation method was used in order to ensure the validity of the findings. Triangulation is also a solution to make sure that the data will have an equal contribution to the final findings. Indeed, according to Ang (2014, 221) using triangulation represents one the way to ensure the research validity. Moreover, another way to ensure the research validity is to provide a very deep description of the context and of the participants (Ang 2014, 222). The context of the research and of data collection process were precisely detailed and some tables aimed to describe the profiles of the participants are provided in Table 4 and 5.

Concerning the choice of our sample, purposive sampling method was chosen. Indeed, it was essential to have a sample that is representative of the generation Y. For that reason, the researcher chose both men and women and people with and without children. The composition of the sample was based on the literature findings and on the knowledge acquired through brand managers interviews. The size of the sample was determined according to the principle of saturation. According to Saunders et al. (2017), saturation is reached when making a further interview will lead to the same results as the previous ones.

Partington (2002, 112) states that one aspect of reliability is confirmability. Confirmability concerns transparency and can be reached by giving access to the collected data. In our research, all the interviews (with brand managers as well as consumers) were transcribed by the researcher. Observation notes have also been kept. The researcher would provide
access to these documents to each person that would be interested in consulting them except for brand managers interviews because of the confidentiality clauses. A sample of the brand managers semi-structured interviews is provided in the Appendix 6 and an example of consumer semi-structured interview can be found in the Appendix 7. Moreover, confirmability is also based on cross data analysing. To make our general conclusion, all the collected data will be used. Moreover, triangulation will contribute to the reliability of the study and might provide a better understanding of the studied phenomenon (Prevost & Roy 2015, 152). Nevertheless, the reliability of case study is still rising debates. Indeed, the research tends to be more concerned about the quality of the sample than the number of participants. Thus, in order to be generalized, the research should make sure that the study has been contextualized enough and fully explored.

6. EMPIRICAL RESULTS

The purpose of the following section is to present the empirical results and main findings of the study. This chapter will be divided into three main parts. First, we will present the data deriving from brand’s manager interviews in order to acquire an empirical knowledge about emotional marketing and the reality of the laundry detergent market. Secondly, we will focus on data collected through consumers’ semi-structured interviews during which three main topics have been discussed: laundry detergent consumption, brand image and purchase decision. Finally, we will describe the conclusions arising from personal in-store observations conducted in two French stores, Leclerc and Carrefour.

6.1 Brand manager’s interviews

For these interviews, all the respondents have been guaranteed anonymity and gave their consent to be recorded. Nevertheless, the researcher was asked not to mention sensitive information that could conflict with confidentiality clauses.

These interviews were conducted separately with three laundry detergent brand managers at their workplace. The respondents were women aged from 26 to 30 years old who had between one and three years' experience in the laundry detergent market.
In the first instance, these interviews were aimed to deepen our knowledge about the laundry detergent market. But the main objective was to have the vision of laundry detergent experts on the potential influence of emotional marketing on millennials' purchase decision and brand image. The questionnaire can be found in Appendix 1.

### 6.1.1 Overview of the laundry detergent market and millennials consumption

Concerning the structure of the market, three main brand positioning must be distinguished according to all the respondents. They identified Skip, Ariel and Le Chat as premium brands, Omo, Dash and Super Croix as sensorial brands and Persil, X-Tra and Ariel Simply as low priced brands. One of them also made a distinction between regular laundry detergent and laundry detergent for colour protection and delicate clothes which is a market mainly dominated by Mir. Green laundry detergent brands like Rainett, Maison verte and L'Arbre vert were also referred as a growing segment of the market by all the respondents. Two of the respondents also insisted on the importance of making a distinction between the different segments existing on the market which are semi-concentrated laundry detergent, capsules, concentrated laundry detergent, powder and tablets. Semi-concentrated laundry

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**Table 4. Brand managers profile**

<table>
<thead>
<tr>
<th>Participant 1</th>
<th>Age</th>
<th>Work experience</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27 years old</td>
<td>2 years in the laundry detergent market as category manager and brand manager</td>
<td>Brand manager for a sensorial laundry detergent brand</td>
</tr>
<tr>
<td>Participant 2</td>
<td>26 years old</td>
<td>1 year and a half in the laundry detergent market as brand manager</td>
<td>Brand manager for a premium laundry detergent brand</td>
</tr>
<tr>
<td>Participant 3</td>
<td>30 years old</td>
<td>Sector leader in the food industry for 2 years, 2 years as brand manager for a soup brand, one year and a half as laundry detergent brand manager</td>
<td>Brand manager for a sensorial laundry detergent brand</td>
</tr>
</tbody>
</table>
detergent continues to dominate the market but according to the respondents, capsules seem to have the greater growth contribution and represent a strategic issue for the future. Moreover, the largest players of the market are Procter & Gamble (Ariel, Dash, Ariel Simply), Unilever (Skip, Omo, Persil) and Henkel (Le Chat, Super Croix, X-TRA). They also cited private labels as the fourth player.

According to them, the laundry detergent market is characterized by a large amount of in-store promotions and significant discounts. Thus, price has become a decisive factor for laundry detergent purchasing and even the first determinant of purchasing. The respondents state that laundry detergent perfume is also a key determinant. Participant 1 mentioned efficiency as a third purchasing determinant whereas participant 3 affirmed that consumers do not question product efficiency (especially for well-known brands) and thus it cannot be considered as a determinant anymore. Moreover, an interviewee also stated that the environmental impact of laundry detergents could become a new determinant as people feel more and more concerned by ecological issues. Globally, the laundry detergent category is referred as low involvement purchasing by the respondents.

Concerning their vision of millennials, all the respondents consider generation Y as a great business opportunity, especially today. Indeed, the youngest part of the millennials are close to integrating the labour market which will have an impact on their consumption. The millennials are seen as more volatile and with a lesser involvement than other consumers. Indeed, according to the respondents, price constitutes a decisive factor for them when buying laundry detergent. On the other hand, respondent 2 states that millennials often make impulse purchases. Moreover, they are likely to be influenced by their parents’ laundry detergent consumption. Participant 3 mentioned an effect of mimicry concerning millennials’ laundry detergent purchases.

Moreover, they pointed out that this category of consumers is broad which leads to different consumption behaviours among them. Indeed, besides the wide age range, millennials also include consumers with different levels of income and lifestyle. Consequently, the respondents proposed to divide them into two sub-groups based on whether they have children or not. They point out that having a child constitutes a real change in millennials’ consumption. Indeed, when a first child enters the family people tend to rethink their laundry purchasing. The consequence can be a desire to buy “skin-friendly laundry detergents” or “laundry detergent with a better smell” but also “cheaper laundry detergents” because washing frequency tends to increase.
6.1.2 Overview of emotional marketing

6.1.2.1 Definition and components of emotional marketing

Participant 1 stated that emotional marketing constitutes a way to create consumer’s brand preference using emotional attributes and consumer’s feelings. Emotional marketing is not the sum of brand actions but instead it is the creation of a global strategy aimed to arouse consumer’s emotions. According to participant 1, emotional marketing has a double purpose because it can help the brand to recruit new consumers and reinforce the link with existing consumers. Emotional marketing is a «targeting tool» because “emotional brand strategy” must be adapted according to the target.

Participant 2 defined emotional marketing as the fact of using appropriate communication tools to make people personally involved with a brand. Emotional marketing strategy is aimed to enter into people’s lives and connect personally with them. Moreover, brand engagement is also a component of emotional marketing.

According to participant 3, emotional marketing includes all the ways at the disposal of a company to activate consumers’ senses and imagination using the marketing mix. It goes beyond the sensorial aspect of the product and consists of creating positive brand associations.

Concerning the components of emotional marketing, all the participants mentioned communication as the main emotional marketing tool. Communication includes communication made via mass media but also through the product itself. Indeed, product packaging and logo will convey a specific brand image and represent the brand signature. Among mass media, the participants particularly insisted on television commercials that enable the brand to express itself and which are then particularly suitable to arouse strong emotions. Participant 1 also mentioned the importance of digital communication in brand strategy and emotional marketing because it is becoming an important “place” where the brand can express itself. Indeed, nowadays consumers use the internet as a main source of information. Moreover, participants 2 and 3 insisted on the importance of sensoriality in emotional marketing because sensorial stimuli create an interaction between the consumers and the products and can then lead to feeling particular emotions. Moreover, sensorial stimuli can bring back memories and nostalgic feelings. In addition, participants 1 and 2 pointed out the importance of in-store marketing actions on emotional marketing strategy. Indeed, merchandising, POS and in-store animation can raise consumer’s attention and create a visual attraction as well as a consumer experience. Distribution of
samples also constitutes an emotional marketing tool because it allows consumers to use the product, to familiarize themselves with the product, to smell it on their clothes and to test its efficiency. Finally, participant 3 states that establishing partnerships that are consistent with brand image can give more credibility to the brand and impact consumers’ emotions. This is particularly true for a brand engaging with an environmental or social cause.

6.1.2.2 Emotional marketing, purchase decision and brand image

According to the interviewees, the impact of emotional marketing on purchase decision widely differs from one product category to another. Clothing, luxury goods, food, personal care products and cars are considered as mainly emotional and with a high level of personal involvement whereas emotional marketing seems to have a limited impact on the laundry detergent market. Participant 3 also mentioned the importance of symbols and the image that will be conveyed while consuming. Moreover, participant 2 added that building an emotional relationship with consumers can lead to brand repurchase and brand loyalty. Thus, emotional marketing is key to retaining consumers and recruiting new ones.

On the contrary, the influence of emotional marketing on brand image seems to be more obvious. According to the participants, brand image is mostly based on emotions and will be the result of a company’s engagement and marketing campaigns. Indeed, arousing positive emotions contributes to create positivity and attractiveness around the brand. Participant 1 discussed the notion of brand persona that arises from the necessity from consumers to personify brands using an animal or a person and to associate human attributes to the brand. Brand persona is necessary if a brand wants consumers to feel emotions about it. Nevertheless, participant 1 also stated that other criterions contribute to build brand image such as efficiency, product quality and even the price. Moreover, all the participants point out that having a positive brand image does not necessarily lead to brand purchase.

6.1.2.3 Emotional marketing and millennials

According to the participants, emotions play a key role in millennials’ consumption. Millennials are part of a generation who have been over-exposed to advertisement through several media and digital and television advertisements still have a great influence on their
consumption. Contrarily to what one might think, millennials are not against advertisements but they are more demanding regarding their content, they expect to watch “good” ads that make sense to them. Millennials expect to feel something while watching an advertisement. Participant 1 stated that many brands are using emotional marketing in their communication. Then, in order to differentiate themselves, brands must determine which kind of emotions they expect to arouse depending on their target market. Indeed, consumers should recognize themselves in the advertisement and the emotional content should be consistent with their own experience and values. In addition, millennials give a great importance to the image they convey and which is built through their consumption. In that sense, millennials are mostly guided by their emotions. Besides, participant 3 believed that millennials are influenced by the opinion of people around them as well as internet reviews. Finally, participant 3 stated that millennials’ consumption is also mainly driven by impulsions and thus by emotions.

6.1.3 Emotional marketing, purchase decision and brand image on laundry detergent market

6.1.3.1 Potential of emotional marketing on laundry detergent market

The participants stated that the potential of emotional marketing on the laundry detergent market seems to be limited. According to them, it is a lever that could be developed but emotions are far from being the first purchasing determinant on this market. Indeed, buying a laundry detergent is not engaging and remains a low-involvement purchase. For that reason, building an emotional bond with the consumer seems to be difficult.

Participant 3 pointed out that more qualitative studies should be conducted in order to build an adequate emotional strategy marketing and a consistent brand identity. Acquiring a better knowledge about laundry detergent consumers is key to developing an innovative communication plan that moves away from the traditional laundry detergent advertisements. Moreover, she/he stated that arousing people’s emotions is more powerful than communicating about a product’s attributes but also more risky. Finally she/he thought that laundry detergent brands should venture to play with packaging (colours, textures) and fragrances in order to appeal to consumers’ emotions. Nevertheless the implementation of such strategy could be costly and the result uncertain.
6.1.3.2 Impact of emotional marketing on purchase decision and brand image for laundry detergent products

According to the participants, to influence purchasing decision, companies should create a specific universe around the product. Moreover, brand identity should be built according to the target market in order to enable them to identify themselves to the brand. Indeed, consumers want to buy products that reflect who they expect to be. According to participant 3, price will still remain the first determinant of brand purchasing followed by product packaging. Indeed, the elements of the packaging such as colours, brand name and available information on pack should be chosen carefully in order to be consistent with the target market’s expectations. The smell can also influence purchasing, because it can bring consumers memories and is in that sense purely emotional.

The interviewees stated that emotional marketing can be a differentiation tool which will help laundry detergent brands to build a specific brand image. According to participant 3, the emotions conveyed for laundry detergent products should be related to joy and good humour while advertisements should focus on brand personality and not on product benefits.

Finally, emotions could be more integrated in a global strategy of the brand through brand commitment and the consideration of environmental and social issues. Thus, brand engagement can arouse people’s emotions, encourage brand purchasing and convey a positive image. Two of the participants illustrated this point using the example of green laundry detergent brands. Participant 1 particularly insisted on the necessity to build brand partnerships that give credibility to the brand.

6.1.3.3 Opinions about “The dirt is good” and “Share The Load” campaigns

According to the participants, the success of “The dirt is good” has been a partial success. This is mainly due to the fact that this campaign was aimed to target a specific target niche which is consumers with children at an early age. Moreover, according to participant 3, the message of this campaign is very powerful but she/he questioned the relevance of these advertisements. According to her/him, it does not really reflect a mother’s everyday life and she/he wondered if mothers really see stains as a reason for not letting their children playing outside.
“Share The Load” seemed to be more convincing according to the participants. The message is described as more universal and is aimed to change mentalities. Nevertheless, participant 1 pointed out that this campaign is a success in terms of brand awareness but it did not lead to brand image positivity for all consumers. Indeed, many men already do the laundry and then did not recognize themselves in this campaign.

Globally, the participants pointed out the difficulty in creating innovative advertisements for this market.

### 6.1.3.4 Impact of emotional marketing on millennials' purchase decision and brand image for laundry detergent products

According to participant 1, emotional marketing has a great impact on millennials' purchase decisions in general but a limited influence on purchase decisions for laundry detergent products. Millennials do not need the brand anymore to tell them what the functional benefits of the product are, they look for product benefits by themselves using internet. Nevertheless, a funny advertisement or a product conveying their own image is likely to influence their purchase. Thus, emotional marketing will rather impact brand preference. According to participant 3, emotional marketing plays a great role because millennials build their own image through their purchases. Finally, participant 3 stated that the environmental benefits of a laundry detergent could have enough emotional impact to influence millennials’ consumption. Indeed, generation Y is fully aware of environmental issues and is likely to make efforts to adapt its own consumption.

According to the participants, the link between emotional marketing and millennials’ laundry detergent brand image is not so obvious. Emotional marketing always constitutes « a plus » for people who already buy a specific brand but creating sensibility toward a laundry detergent brand seems difficult. Indeed, laundry detergents are not associated to a delightful moment by the consumers. Nevertheless, the participants believe that emotional marketing could in the future create opportunities to build a positive brand image, recruit new consumers and encourage brand loyalty. However, with the current implementation of emotional marketing strategy and given the structure of the market, emotional marketing has only a partial impact on brand image. Finally, the interviewees insisted once more on the fact that a positive brand image does not necessarily lead to brand purchase.
6.2 Consumer's semi-structured interviews

As already mentioned, semi-structured interviews were conducted with eight French participants, who have been selected amongst generation Y. The sample was composed of four women and four men and the participants were aged between 24 years old to 37 years old. The backgrounds of the participants were very different. A description of participant is provided in Table 5 including age, gender, number of children if any, occupation, self-description and values.

The size of the sample was determined according to the principle of saturation. According to Saunders et al. (2017), saturation is reached when making a further interview will lead to the same results as the previous ones.

Semi-structured interviews were divided in two part. Firstly, the participants were asked to make a situational exercise by visiting a store and to answer several questions (see Appendix 2). After visiting the store and answering the questionnaire, consumers were asked to send their responses back to the researcher by e-mail. The purpose of this situational exercise was first to determine which products most attracted the consumers in the store and to collect their impressions about the atmosphere of the shelf.

Secondly, semi-structured interviews were conducted with the participants at home. The questionnaire was divided in four main parts (see Appendix 3). As a first step, the participant was questioned about himself/herself and then about his/her laundry detergent consumption. Afterwards, four famous brands were selected (Ariel, Skip, Super Croix, Omo) in order to determine consumer's brand image. Finally, several questions were asked about purchase decision and laundry detergent shelf enhancement.

Table 5. Participants profile

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Children</th>
<th>Occupation</th>
<th>Self-description/ Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>woman</td>
<td>27</td>
<td>no</td>
<td>Sales executive in a rental car company</td>
</tr>
<tr>
<td>Participant 2</td>
<td>woman</td>
<td>25</td>
<td>no</td>
<td>Master Student in Humanitarian Action</td>
</tr>
<tr>
<td>Participant 3</td>
<td>woman</td>
<td>28</td>
<td>yes 3 and 1 years old</td>
<td>Sales executive in a bank</td>
</tr>
<tr>
<td>Participant</td>
<td>Gender</td>
<td>Age</td>
<td>Have Children</td>
<td>Occupation</td>
</tr>
<tr>
<td>-------------</td>
<td>--------</td>
<td>-----</td>
<td>---------------</td>
<td>------------</td>
</tr>
<tr>
<td>4</td>
<td>woman</td>
<td>31</td>
<td>Yes 1 years</td>
<td>Specialized child educator</td>
</tr>
<tr>
<td>5</td>
<td>man</td>
<td>24</td>
<td>No</td>
<td>Project manager in a telecommunication company</td>
</tr>
<tr>
<td>6</td>
<td>man</td>
<td>28</td>
<td>No</td>
<td>Project manager</td>
</tr>
<tr>
<td>7</td>
<td>man</td>
<td>25</td>
<td>No</td>
<td>Electrician</td>
</tr>
<tr>
<td>8</td>
<td>man</td>
<td>37</td>
<td>No</td>
<td>College professor</td>
</tr>
</tbody>
</table>

The following section will provide the empirical results arising from semi-structured interviews. These results will mainly concern the influence of emotional marketing on brand image and purchase decision. Other topics such as shelf’s atmosphere, brands associations, the link between perceived values of laundry detergent brand and participant’s own values or participants’ innovative idea concerning laundry detergent market will also be presented.

6.2.1 In-store qualitative questionnaire

6.2.1.1 Atmosphere of the shelf

When asked about the atmosphere of the laundry detergent shelf, two opposite opinions emerged. Some of the respondents describe the atmosphere as pleasant, calm, colourful and with a nice odour. One participant also described this shelf as playful and another participant stated that this shelf gives desire to try new fragrances. According to them, laundry detergent department evokes freshness, cleanliness:

*It smells good if I close my eyes, I could almost feel like I am in a flower field. It looks like this environment is clean, almost sanitized. This shelf is synonymous with cleanliness and tranquillity.* (Participant 6)

On the contrary, other respondents described the atmosphere as oppressing, stuffy and cold. The sensation of stuffiness comes from the mix of a multitude of fragrances.
This shelf causes me anguish, the way the products are presented is too orderly, it is too clean, too cold. There are too many detergent odours coming to my nose and I don’t like it. (Participant 2)

6.2.1.2 Participant's product selection

Participants were asked to pick up four products of their choice among laundry detergent shelf. The purpose was to determine by which product consumers were attracted and why. Thereafter, consumers were asked to select one product of each of the following brands: Ariel, Skip, Super Croix and Omo. Ariel and Skip were chosen because they are considered as premium brands in the market and because both brands developed emotional communication campaigns. Super Croix and Omo are sensorial brands and giving the place of sensoriality in emotional marketing they had to be considered. Table 6 and 7 show consumer’s product selection while the selection is freely made and under brand selection constraint.

Table 6. Participants free product selection

<table>
<thead>
<tr>
<th>Participant 1</th>
<th>Choice 1</th>
<th>Choice 2</th>
<th>Choice 3</th>
<th>Choice 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ARIEL Pods, 3in1 Original</td>
<td>LE CHAT capsules duo Sensitive</td>
<td>DASH capsules trio Coquelicot &amp; fleurs de cerisier</td>
<td>SKIP liquide Fraîcheur intense</td>
</tr>
<tr>
<td>Participant 2</td>
<td>ARIEL Pods 3in1 Fresh Sensations</td>
<td>ARIEL Pods 3in1 Alpine</td>
<td>ARIEL Pods, 3in1 Original</td>
<td>OMO Pods Festival de Fruits et Fleurs d’été</td>
</tr>
<tr>
<td>Participant 3</td>
<td>X-TRA total liquide nouvelle formule</td>
<td>LE CHAT liquide Sensitive</td>
<td>SKIP liquide Sensitive</td>
<td>RAINETT liquide Aloe Vera</td>
</tr>
<tr>
<td>Participant 4</td>
<td>SUPER CROIX liquide Bora Bora</td>
<td>OMO liquide Fleurs des Tropiques &amp; Magnolia</td>
<td>LE CHAT liquide L’Expert au Bicarbonate</td>
<td>X-TRA liquide Total Gliss +</td>
</tr>
<tr>
<td>Participant 5</td>
<td>ARIEL 3in1 Pods Original x27</td>
<td>SKIP ULTIMATE Power Capsules 3en1 x26</td>
<td>DASH 3en1 Pods Coquelicot et Fleurs de Cerisier x29</td>
<td>LE CHAT capsules L’Expert x28</td>
</tr>
<tr>
<td>Participant 6</td>
<td>LE CHAT liquide Sensitive Lait d’Amande Douce et Marseille</td>
<td>CASINO Lessive liquide au savon de Marseille</td>
<td>SUPER CROIX liquide Maroc Envoûtant</td>
<td>OMO Concentré Lila blanc et Ylang Ylang</td>
</tr>
</tbody>
</table>
Spontaneously, seven participants over eight were attracted by well-known laundry detergent brands. Premium brands (Le Chat, Ariel, Skip) were the most selected, followed by sensorial brands (Super Croix, Dash, Omo) and cheap brands (Persil, X-TRA Casino, Xeor, Epsil). Moreover, green laundry detergent brands (Rainett, Univert) were chosen by two participants.

The reason given by the respondents for choosing Ariel is that it is a very famous and reputed brand and a safe bet. They mentioned Ariel’s advertisements on television. They also claimed that Ariel is efficient and fresh. Concerning Skip, the participants who selected this brand consider Skip as a modern brand which is effective against stains. Participant 3 also mentioned that Skip Sensitive is respectful of baby skins. Participant 5 chose this brand because he liked the television advertisement with children. Finally, Le Chat was seen by the consumers as an experienced brand and almost all of the participants chose the Sensitive variant because of the presence of Savon de Marseille which they consider as an authentic, healthy and natural ingredient.

Moreover, participants chose Dash because of the colour of the packaging. They particularly appreciated the pastel shades. They also chose floral variants as it reminded them of summer. Nevertheless, one of the participants chose this product because it was on offer. Participants who chose Omo made this choice because of the evocative power of brand variant’s names and odours. Again, they associated these products with something sweet and with summer. One participant also mentioned the good pricing of this brand. In addition, Super Croix was selected because of the packaging and the variant names. They liked the fragrance and the exotic colour of the packaging. Again, they stated that the pricing of this brand was good.

It is also important to note that two out of three of the participants over three who described themselves as people with family value chose Ariel. The same observation can be done for Skip. Moreover, the two participants who chose Super Croix describe themselves as dynamic and consider solidarity as an important value.
The results of this first product selection shows that the reason why people select premium brands is different than why people select sensorial brands. Indeed, premium brands are chosen based on their reputation and efficiency whereas packaging, fragrance and evocative powers play a great role while purchasing sensorial brands. Moreover, a potential link can be established between consumer’s self-description and values and product selection.

Table 7. Participants’ product selection among imposed brands

<table>
<thead>
<tr>
<th>Participant</th>
<th>Choice 1 - ARIEL</th>
<th>Choice 2 - SKIP</th>
<th>Choice 3 - DASH</th>
<th>Choice 4 - OMO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>ARIEL liquide Original</td>
<td>SKIP liquide Fraîcheur intense</td>
<td>SUPER CROIX liquide Maroc Envoûtant</td>
<td>OMO Fleurs des tropiques &amp; Magnolia</td>
</tr>
<tr>
<td>Participant 2</td>
<td>ARIEL Pods 3in1 Fresh Sensations</td>
<td>SKIP Capsules, Sensitive x29</td>
<td>SUPER CROIX liquide Bali</td>
<td>OMO Pods Festival de Fruits et Fleurs d’été</td>
</tr>
<tr>
<td>Participant 3</td>
<td>ARIEL liquid Original</td>
<td>SKIP liquide Sensitive</td>
<td>SUPER CROIX liquide Bora Bora</td>
<td>OMO liquide Fleurs des tropiques et Magnolia</td>
</tr>
<tr>
<td>Participant 4</td>
<td>ARIEL Pods 3in1 Alpine</td>
<td>SKIP concentré Ultimate Active Clean</td>
<td>SUPER CROIX liquide Bali</td>
<td>OMO liquide Fleurs des Tropiques &amp; Magnolia</td>
</tr>
<tr>
<td>Participant 5</td>
<td>ARIEL 3in1 Pods Original x27</td>
<td>SKIP ULTIMATE 3in1 Power Capsules x26</td>
<td>SUPER CROIX capsules Maroc envoûtant</td>
<td>OMO, Capsules 2en1, Fleurs des Tropiques et Magnolia x24</td>
</tr>
<tr>
<td>Participant 6</td>
<td>ARIEL liquid Original</td>
<td>SKIP Liquide Ultimate Active clean</td>
<td>SUPER CROIX liquide Maroc Envoûtant</td>
<td>OMO Concentré Lila blanc et Ylang Ylang</td>
</tr>
<tr>
<td>Participant 7</td>
<td>ARIEL 3in1 Pods Original</td>
<td>Skip capsules ultimate 3en1</td>
<td>SUPER CROIX liquide Maroc Envoûtant</td>
<td>Omo- capsules 2in1 Douceur de fleur et jasmin</td>
</tr>
<tr>
<td>Participant 8</td>
<td>ARIEL liquide Alpine</td>
<td>SKIP Liquide Ultimate Active clean</td>
<td>SUPER CROIX liquide Maroc Envoûtant</td>
<td>OMO liquide Douceur de fleurs et jasmin</td>
</tr>
</tbody>
</table>

Table 7 summarizes participants’ product selection under brand constraint and shows which kind of products and variants were selected amongst each brand.
**ARIEL:**

Globally, participants saw this brand as reliable and efficient. Most of them chose Ariel Original because they associated it to the oldest product of Ariel with more expertise. Moreover the mention “3in1” on the packaging was seen by the participants as guarantee of effectiveness. Participants 4 and 8 associated the variant Alpine to freshness. For, participant 8 this variant reminded him of the odour of “pine trees in the mountains”. Finally, participant 2 was the only one to choose Fresh sensations. She made this choice because she liked the colour pink which is different from the usual colours of laundry detergent products.

*I associate Ariel with cleanliness, efficiency and the protection of washing machines. It is a famous brand with a lot of expertise and it is a safe bet.* (Participant 5)

*I chose this product because there are some flowers on the packaging and I like the shiny pink colour. It is different from the colours normally associated with laundry detergent products such as blue or white which are cold.* (Participant 2)

**SKIP:**

Broadly, the participants associate Skip with freshness. The participants who chose Skip Ultimate did it because according to them it seems to be very effective against stains. Two of the respondents mentioned the modernity and innovativeness of this brand due to its logo (Participant 5) and its packaging.

*I associate the brand with children and stains because of the commercials. But I choose this product in particular because the packaging and logo evoke future, modernity and efficiency.* (Participant 5)

Moreover, Skip Sensitive was chosen only by women. The colour pink of the packaging instilled in them a sensation of sweetness. Participant 3 who is a mother also mentioned the respect of the sensitive skin of the babies.

*I have never tried Skip so it was difficult to make a choice. Nevertheless, this packaging attracted me. The colour pink reassures me, it contrasts with the habitual coldness of laundry detergent packaging. Moreover, the words “sensitive” and “kind to the skin” confirm that it would be more pleasant to make the laundry with Skip than with another laundry.* (Participant 2)
SUPER CROIX:

When participants were asked to select a product from Super Croix, the majority chose the variant Maroc envoûtant. According to them, the colours of the packaging were nice and they really appreciated the exotic fragrance. It reminded them about warmth and summer. Moreover, the price was also a selection determinant.

*I choose Super Croix Maroc envoûtant because of its amazing fragrance and nice exotic colour that reminds of soap and earth (brown). Moreover it has a good overall price.* (Participant 6)

The three other participants chose different variants but still mention the smell as a key selection determinant.

*Bora bora is the laundry detergent I always buy. I like its colour, its fragrance and its large format. It has a good overall price.* (Participant 4)

OMO:

When participants were asked to select a product from Omo, all of them chose different variants but it was always the floral fragrance that inspired them. Fleurs des tropiques & Magnolia and Festival de fruits et Fleurs d’été reminded the participant about summer, holidays and pleasant memories.

*Concerning Omo, I choose the fragrance Festival de Fruits et Fleurs d’été because fruits and summer evoke nice childhood memories. I see me on a beach eating some fresh fruits. This laundry detergent allows me to escape from the boring side of laundry.* (Participant 2)

Overall, the second part of the questionnaire enabled the researcher to determine which products were the most attractive in the eyes of the consumers amongst a particular brand. The evocative powers of the brands have been highlighted as well as its capacity to evoke memory. Moreover, it is clear that packaging plays a key role in product selection. The fragrance is also a key selection determinant especially for sensorial brands. Surprisingly, price has rarely been mentioned when the participants were asking about their product selection process.

This questionnaire was also designed to create a first in-store interaction between the consumers and the products (especially for Ariel, Skip, Super Croix and Omo) before
making the semi-structured interviews. Semi-structured interviews were conducted one week after the participants made the in-store questionnaire.

6.2.2 Semi-structured interviews

The semi-structured interview questionnaire was divided in four main topics. The two first topics were aimed to determine participant's profiles and their laundry detergent consumption. Participants were asked about their personality and values in order to determine if a correlation existed between their own self-perception and their consumption of laundry detergent. The third part of the questionnaire concerned brand image and consisted of collecting participants’ perception before and after watching brands television advertisement. This part also included a question about the persona of Omo represented by Bubble man. Finally, the last part referred to purchase decision. The participants were asked about the emotional variables impacting their in-store purchase decision. Afterwards, the two last open-questions were aimed to determine what kind of innovation the participants expected to see in the laundry detergent market and in the laundry detergent department.

6.2.2.1 Participant's laundry consumption

6.2.2.1.1 Participants’ brand selection

The participants were first asked to cite their favourite laundry brand detergent and to explain why they particularly like these brands.

Table 8. Participants’ favourite laundry detergent brand(s)

<table>
<thead>
<tr>
<th>Participant</th>
<th>Favourite brand 1</th>
<th>Favourite brand 2</th>
<th>Favourite brand 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>ARIEL</td>
<td>LE CHAT</td>
<td></td>
</tr>
<tr>
<td>Participant 2</td>
<td>ARIEL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant 3</td>
<td>XTRA</td>
<td>RAINETT</td>
<td>LE CHAT</td>
</tr>
<tr>
<td>Participant 4</td>
<td>SUPER CROIX</td>
<td>OMO</td>
<td></td>
</tr>
<tr>
<td>Participant 5</td>
<td>SKIP</td>
<td>ARIEL</td>
<td></td>
</tr>
<tr>
<td>Participant 6</td>
<td>OMO</td>
<td>LE CHAT</td>
<td>XTRA</td>
</tr>
<tr>
<td>Participant 7</td>
<td>LE CHAT</td>
<td></td>
<td>XTRA</td>
</tr>
<tr>
<td>Participant 8</td>
<td>“I don’t have any favourite brand, I take the less expensive”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
When asked about their favourite brands, the majority of the participants cited Le Chat and Ariel as their preferred brands. For Ariel, the reason given was that the participants are used to buy this brand, it protects the clothing and it is efficient.

*I only have one favourite brand which is Ariel. I do not have bad surprises with this brand, I know it cleans well and it is effective.*  (Participant 2)

Concerning Le Chat, the participants appreciated the fact that it is a traditional and well-established brand which uses Savon de Marseille as its main component. They associate Savon de Marseille with French cultural heritage.

*I really like Le Chat because it contains Savon de Marseille which reminds me of local products and French cultural heritage. I really love this smell.*  (Participant 1)

The only participant who cited Skip as his favourite brand explained that he likes Skip television advertisements with children.

Moreover, three participants considered X-TRA as one of their favourite brands. The main reason why participants like this brand is because of its cheap price. Nevertheless, these participants also mentioned the fact that X-TRA was their mother’s laundry detergent and thus they like the fragrance because it reminds them of their childhood.

*I think that my favourite brand is X-TRA because I like the price which is cheap but also the odour. My mother used this laundry detergent brands so I am used to it, I really like this odour.*  (Participant 3)

Finally, two participants chose Omo as one of their favourite brand which they consider to be a playful, colourful and funny brand. They like the packaging and the original fragrances. One of the respondent also mentioned the advertisement campaign of Omo in the 1990s where we could see the life of a monkey family.

*I like OMO because when I see this brand I see some little monkeys. Do you remember the tv ads with the monkeys? It was so funny ! This brand is fun and the fragrances are really nice.*  (Participant 4)

Participant 8 did not choose any brands because he usually makes his choice according to the price.

*I don't have any favourite brand, I take the cheapest one.*  (Participant 8)

Afterwards, the participants were asked about the detergent brands they actually buy (see Table 9).
Table 9. Participants’ purchased laundry detergent brand(s)

<table>
<thead>
<tr>
<th>Participant</th>
<th>Purchased brand 1</th>
<th>Purchased brand 2</th>
<th>Purchased brand 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>ARIEL</td>
<td>XTRA</td>
<td></td>
</tr>
<tr>
<td>Participant 2</td>
<td>ARIEL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant 3</td>
<td>XTRA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant 4</td>
<td>SUPER CROIX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant 5</td>
<td>ARIEL</td>
<td>SKIP</td>
<td></td>
</tr>
<tr>
<td>Participant 6</td>
<td>OMO</td>
<td>LE CHAT</td>
<td>XTRA</td>
</tr>
<tr>
<td>Participant 7</td>
<td>XTRA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant 8</td>
<td>FORMIL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Globally, a link can be established between participants’ favourite brands and purchased brands. Nevertheless, Table 9 contains more cheap brands than Table 8 which means that while making the purchase price becomes an important variable.

The price was cited as the first argument for purchasing X-TRA. The participants consider this brand to have a good value for money. They also like the fragrance. Concerning Ariel, the participants stated that it is an effective laundry detergent which never disappoints them but they also mentioned the numerous in-store promotions available for this brand.

People who mentioned several brands as purchased brands stated that they base their final decision on the price and in-store promotions. On the contrary, people who purchase a unique brand did not mention the price as a key purchase driver and instead insisted on the quality (Participant 2) and the fragrance (Participant 4) of the product.

6.2.2.1.2 Participants’ purchasing criteria

In order to deepen our knowledge regarding laundry detergent, the participants were asked to determine which criteria they took into consideration when buying laundry detergent and to rank them from the most important to the less important. The results can be founded in Table 10.

Table 10. Purchasing criteria for laundry detergent product

<table>
<thead>
<tr>
<th>Participant</th>
<th>Criteria 1</th>
<th>Criteria 2</th>
<th>Criteria 3</th>
<th>Criteria 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>Price/promotions</td>
<td>Fragrance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant 2</td>
<td>Efficiency</td>
<td>Fragrance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant 3</td>
<td>Price</td>
<td>Format</td>
<td>Fragrance</td>
<td></td>
</tr>
<tr>
<td>Participant 4</td>
<td>Colour</td>
<td>Fragrance</td>
<td>Format</td>
<td></td>
</tr>
<tr>
<td>Participant 5</td>
<td>Price</td>
<td>Promotions</td>
<td>Fragrance</td>
<td></td>
</tr>
<tr>
<td>Participant 6</td>
<td>Colour</td>
<td>Fragrance</td>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>Participant 7</td>
<td>Efficiency</td>
<td>Fragrance</td>
<td>Price</td>
<td></td>
</tr>
</tbody>
</table>
Six over eight participants considered the price as an important purchasing criteria and half of the participants considered the price as the main purchasing criteria.

As a consumer, I avoid buying things that I consider superfluous. I would rather keep my money to buy something that I like, food for example. For that reason, price is the first criteria for me. (Participant 8)

When I choose my laundry detergent I look at the price first. I always look for deals and I like to have a stock at home when I come across a good offer. (Participant 1)

Moreover, two participants considered the price as a criteria they take into account only when they have made a product selection. The participants make a selection of products based on the colour, the fragrance and the efficiency of the product and then look at the price.

The first thing I do is looking at the colour of the laundry detergent because I want something which looks natural with white and pastel colours. After, I smell them and again I want something that seems to be natural with a good smell of Savon de Marseille or plants. Then I look at the price to make my final choice. (Participant 6)

Finally, two participants did not mention the price as a key determinant. In both case, these participants were loyal to one specific brand (Ariel for Participant 2 and Super Croix for Participant 4).

According to all the participants, fragrance is also considered as very important while purchasing laundry detergent even if it is never the first choice criteria. Nevertheless, some participants stated that a bad fragrance can make them postpone their purchase or stop buying a specific brand. The participants look for a laundry detergent with a scent that can be directly associated with cleanliness or a sweet perfume.

First I look at the price, I take the products on offer. But before taking the bottle, I always smell it. If I like it I buy it but if I am not satisfied with the fragrance I postpone my purchase. I look for freshness, a scent that is directly associated with cleanliness, something sweet. (Participant 1)

My first criteria is the price, after comes the format and product colour. However, if I don’t like how my clothes smell after being washed I will buy another laundry detergent. (Participant 8)
The colour of the packaging and of the product itself are also considered as an important criteria. Some participants tend to associate pastel colours with naturalness.

*I look at the colour of the packaging but I also want to see the colour of the product inside the bottle. I choose laundry detergent that seems to be natural with white and pastel colours.* (Participant 6)

Finally, the efficiency was cited only twice so we can consider that the participants believe that laundry detergent brands available on the market are efficient. Some participants also mentioned the importance of the format and they associated large format with cheap prices.

**6.2.2.1.3 Perception of laundry detergent purchase and laundry detergent advertisement**

The participants were asked to explain what does laundry detergent purchase mean to them.

All of them considered laundry detergent as a chore, an obligation and a costly purchase. Nevertheless, once purchase has passed, the participants seemed to be happy to wear clothes with a nice odour. In that sense, they considered this purchase as something important because it gives a smell to their clothes. Moreover some of them stated that there is something playful while buying laundry detergent because you can smell the products.

*It is a chore for me but amongst all my chores it is one of the most pleasant. I like to smell the products because it will be the smell of my clothes and I want something I appreciate.* (Participant 6).

Afterwards, the participants were asked to cite an advertisement which they have especially taken a notice of and to explain why.

Only half of the participants were able to cite an advertisement. Most of the time it was old advertisements they remembered from their childhood. These advertisements were Omo and the monkeys and Mir. Only one participant cited a recent advertisement campaign with “The dirt is good” ads. He really appreciated the presence of children because it reminded him about his own childhood.
6.2.2.2 Brand image

The purpose of this section is to determine the brand image of the participants before and after watching an emotional television advertisement. To do so, three brands (Ariel, Skip and Super Croix) were selected. The commercials were selected according to their emotional intensity. “Share the load” and “Dirt is good” were chosen for Ariel and Skip. For Super Croix, one of their famous television advertisement campaign which is centred on travels and exoticism was selected. The links of the commercial are available on Appendix 3. Table 11, 12 and 13 provide an overview of the brand associations made by the participants before and after watching the advertisement.

Table 11. Brand associations before and after watching a television advertisement - ARIEL

<table>
<thead>
<tr>
<th>ARIEL</th>
<th>Brand associations before watching the ad</th>
<th>Brand associations after watching the ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>Freshness, sweetness, family values</td>
<td>Family values, sharing</td>
</tr>
<tr>
<td>Participant 2</td>
<td>Efficiency, brand that can be trusted</td>
<td>Professionalism, serious, honest, efficient</td>
</tr>
<tr>
<td>Participant 3</td>
<td>Safeness, family values</td>
<td>Family values, a brand that brings a real message</td>
</tr>
<tr>
<td>Participant 4</td>
<td>Green packaging, Ariel the little mermaid, safeness, sweetness, respect</td>
<td>Sweetness, respect, engagement</td>
</tr>
<tr>
<td>Participant 5</td>
<td>Security, seriousness, brand that can be trusted</td>
<td>Security, seriousness, brand that can be trusted, simplicity</td>
</tr>
<tr>
<td>Participant 6</td>
<td>Ariel the little mermaid, efficiency, simplicity</td>
<td>Simplicity, family values, gender equity</td>
</tr>
<tr>
<td>Participant 7</td>
<td>Large manufacturer, artificial</td>
<td>They use the gender equity controversy</td>
</tr>
<tr>
<td>Participant 8</td>
<td>Leader brand, efficiency, domination, family values</td>
<td>A brand that uses the gender equity controversy</td>
</tr>
</tbody>
</table>

Globally, Ariel “Share the load” advertisement improved the participants’ brand image. Indeed, brand associations remained almost the same or new positive brand associations were added. Most of the participants associated family value, engagement and sharing to brand after watching the advertisement.

I always see Ariel the same way, as a sweet and respectful brand but I also perceive its engagement for gender equality and loads sharing. I like this advertisement, it is touching. (Participant 4)
It is an engaged brand, it confirms the values of respect and integrity. It is a modern brand which takes into consideration the current issues of the society. This advertisement talks to men as well as women. (Participant 2)

Nevertheless, for two participants it degrades the brand image of Ariel because they think that the brand is taking advantage of an important society-based issue which is gender equity.

I think they are clever with their caps because they say to men that everybody can use a washing machine. Nevertheless I think they use the controversy about gender equity to sell more and I don’t like that. (Participant 7)

Afterwards, the participants were asked if this commercial could make them buy this laundry detergent brand. Despite the positive image of the commercial on brand image, only three participants claimed that this commercial could make them buy Ariel. Indeed, most of the participants considered this brand to be naive and not touching.

Table 12. Brand associations before and after watching a television advertisement - SKIP

<table>
<thead>
<tr>
<th>Participant</th>
<th>Brand associations before watching the ad</th>
<th>Brand associations after watching the ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>Speed, efficiency</td>
<td>Speed, efficiency, family values</td>
</tr>
<tr>
<td>Participant 2</td>
<td>Funny, playful, positivism</td>
<td>Playful, dreamer</td>
</tr>
<tr>
<td>Participant 3</td>
<td>Efficiency</td>
<td>Efficiency</td>
</tr>
<tr>
<td>Participant 4</td>
<td>Speed, efficiency</td>
<td>A brand which is cliché</td>
</tr>
<tr>
<td>Participant 5</td>
<td>Modern, efficient</td>
<td>Modern, efficient</td>
</tr>
<tr>
<td>Participant 6</td>
<td>Efficient, artificial</td>
<td>Efficient, playful, modern</td>
</tr>
<tr>
<td>Participant 7</td>
<td>Efficient</td>
<td>Efficiency, family values</td>
</tr>
<tr>
<td>Participant 8</td>
<td>Efficient, energetic</td>
<td>Modern, funny</td>
</tr>
</tbody>
</table>

Globally, “Dirt is good” campaign had a marginal impact on the participants’ brand image. Nevertheless, some new positive associations have appeared. After the advertisement, Skip was seen as a playful brand and as a brand with family values.

I see the notion of efficiency in this ad, I really like it. According to me it is a modern brand and I appreciate this approach. They try to make people have a good time, it's funny. They don’t directly mention efficiency but it is implied. (Participant 6)
We can see there is a way to save time and mothers always try to save time. Skip is a way to spend less time doing laundry and more time with the children. In that sense now I associate family values to this brand because it enables people to spend more time with family. (Participant 1)

Only one participant had a poorer brand image after washing the video that she considered as “cliché”.

It is the cliché of the happy family whose children can get stained and it is funny. And I really think it is cliché, almost annoying. (Participant 4)

Again, only three of the participants claimed that this commercial could make them buy this brand. Participant 2, 6 and 7 stated that they could buy this brand because it made them laugh. The other participant said that they do not recognize themselves in it.

Table 13. Brand associations before and after watching a television advertisement – SUPER CROIX

<table>
<thead>
<tr>
<th>SUPER CROIX</th>
<th>Brand associations before watching the ad</th>
<th>Brand associations after watching the ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>Healthiness, protection</td>
<td>Healthiness, exotic</td>
</tr>
<tr>
<td>Participant 2</td>
<td>Not serious, fake</td>
<td>Not serious, fake</td>
</tr>
<tr>
<td>Participant 3</td>
<td>Family values, ageing brand</td>
<td>Well-being, nice fragrances</td>
</tr>
<tr>
<td>Participant 4</td>
<td>Travels, lightness, good smell,</td>
<td>Travels, lightness, good smell</td>
</tr>
<tr>
<td></td>
<td>humanism, tolerance</td>
<td></td>
</tr>
<tr>
<td>Participant 5</td>
<td>Not trustable</td>
<td>Fake</td>
</tr>
<tr>
<td>Participant 6</td>
<td>Ageing brand, a travel in time and space, authenticity</td>
<td>Travel, transportation</td>
</tr>
<tr>
<td>Participant 7</td>
<td>Travels, fragrances</td>
<td>Exotic fragrance, travels</td>
</tr>
<tr>
<td>Participant 8</td>
<td>Simple, efficient</td>
<td>Escape, exoticism, nice fragrances</td>
</tr>
</tbody>
</table>

Super Croix was the brand for which the major brand image change occurred. The participants who perceived the brand as an ageing brand changed their mind after watching the advertisement and associated Super Croix with travels and exoticism.

I say “Banco”, when I see this ad I just want to travel. My perception now is a modern brand that can transport me everywhere when I do my laundry and which makes me travel. (Participant 6)

I have a very positive perception now. The ad highlights an important thing for me which is the smell of clothing. This ad is pleasant and makes me think about evasion and exoticism. (Participant 8)
Nevertheless, the two participants who already have a negative image of Super Croix kept this negative image.

*It is too colourful, it seemed to be a fake postcard. It seems fake so I don’t want to buy it. Moreover, I don’t see the efficiency in this advertisement, it reminds me of touristic advertisements.* (Participant 2)

After watching the advertisement, five participants claimed this commercial could make them buy this brand. Indeed, they felt transported and it evoked travels, exoticism, good fragrances. On the contrary, three participants did not trust this brand after watching it.

Afterwards, the participants were asked to determine which of the advertisements caught the most their attention and why. Half of the participants cited Skip because the advertisement demonstrated its efficiency and because it was a funny advertisement. Ariel was chosen by three participants because it was an engaging commercial with a powerful message. Finally, three participants cited Super Croix because it was a real olfactive travel.

*I choose Ariel because I think it is less commercial than the other, the other are cliché. Ariel tries to innovate even if I don’t really know if they really believe in gender equity. But I want to believe that in the future gender equity will be not an issue anymore. It is like if you buy Ariel, you can change the world.* (Participant 4)

*I prefer Skip’s ad because it made me laugh and there is also a message. You can become who you want, it gives a message of hope and it is efficient.* (Participant 2)

*I would choose Super Croix because of the smells and general atmosphere. It evokes islands and holidays and I like it.* (Participant 3)

Finally, a picture was shown to the participants (cf Appendix 2). This picture represented Bubble man, a character who was used in Omo communication campaigns. The purpose of this question was to see the notoriety of Bubble man and the impact of storytelling that have been made by Omo. The result was that none of the participants recognized Bubble man.
6.2.2.3 Purchase decision

In order to determine the impact of emotional marketing on purchase decision, the participants were asked to determine the importance they attach to brand history, brand values and product fragrance while purchasing laundry detergent.

Concerning brand history, most of the participants placed importance on the reputation of the brand. Indeed, the fact that a brand has existed for a long time reassures them.

_I would never buy a brand that I don't know. It reassures me to buy a well-known brand and if I know this brand it means that it has a history._ (Participant 4)

_Yes it has some kind of importance. Ariel has existed for a long time and it reassures me when I have heard of the brand. I think it is unconscious but it must have some kind of importance._ (Participant 2)

On the contrary, the participants did not attach so much importance on brand values. They did not consider it as a determinant of purchase. Nevertheless, some participants considered that having great values is always a plus.

_I don't attach any importance to brand values because laundry detergent is not something for which the values are very important. I don't really make searches about ethical values for these products._ (Participant 6)

_It is important but not decisive at all. How brand position themselves, their engagement can be a plus because then I don’t feel ashamed to buy this brand, I tell to myself that the brand values are in line with my own values._ (Participant 2)

Moreover, laundry detergent fragrance was considered as a key purchase determinant by all the participants. All of them expected their clothes to smell good. Two participants stated that the smell of their clothing will be part of their own smell like a perfume and thus they choose their laundry detergent perfume carefully.

_It is something very important for me, one of the most important criteria. When I take my clothes from the washing machine, I want it to smell good. I will wear these clothes all day and it will be like my perfume so I need them to smell good._ (Participant 6)
6.2.2.4 Participant’s expectations toward laundry detergent

The last questions of the interview were aimed to make the participants imagine what could be laundry detergent in the future. They were asked to imagine future laundry detergent product and future laundry detergent department.

Concerning laundry detergent department, the participants had some ideas to improve the laundry detergent department arrangement, atmosphere and consumer experience.

*I think that the stores shelves are too straight. We could play on asymmetry and display the product differently, on tables, shelves and even suspend some products. Now only the price and the colours can make a difference and it is a pity. I also imagine a giant laundry room as the new laundry detergent department* (Participant 8)

*I would like to have more space because it is always overloaded. And I would like to have a department dedicated to laundry care because most of the time there are other products which have nothing to do with laundry detergent. I think they could use material such as glass or wood and not steel like today. They should put something warmer.* (Participant 4)

*I would like this department to be more modern with, for example, some animators so that the section can be more lively. We could even imagine having some robots available to provide some information about the products. Personalized help.* (Participant 3)

*Maybe they could put some washing machines to show how laundry detergent actually works. We don’t really know that and it would be great to understand washing process.* (Participant 5)

Moreover, the participants provided innovative solution concerning laundry detergent smelling.

*I would put some clothing samples cleaned with all the laundry detergent. Then, it will not be necessary anymore to open the bottles and you could more easily project yourself with the laundry detergent.* (Participant 1)

*In order to avoid being overwhelmed by too many fragrances, they should be confined inside the bottle. I imagine a small box that will be place in front of each product and which could contain the product fragrance.* (Participant 2)

Concerning the product itself, the participants imagined a smart laundry detergent.
I imagine a laundry detergent that would be included in the washing machine. Then, no need any more to dose the laundry detergent. It will be done automatically. (Participant 3).

These answers are enlightening that consumers still have expectations concerning laundry detergent market and they are asking for new experience.

6.3 Observations

Observation was conducted in October 2018 in two hypermarkets, Leclerc and Carrefour, located in Toulouse. These two shops were selected because they have different positioning. Indeed, Leclerc's strategy is based on proposing low prices to its consumers (Leclerc, 2015) whereas Carrefour wants to focus on consumer experience and product quality. Twenty consumers belonging to generation Y were observed in the laundry detergent department of the stores. The main purpose of observation is to ensure the validity of data obtained through semi-structured interviews. Moreover, the results will be used as part of triangulation method. The observation was divided into three main parts that concern retail store, laundry detergent department and consumer behaviour in the laundry detergent department. Some notes were discreetly taken during the observation and finalized at home in order to give a relevant description of what had been observed.

6.3.1 Retail store

In both cases, the stores were two big hypermarkets, Carrefour Labège and Leclerc Saint Orens, located in shopping centres on the outskirts of town. The stores were situated in front of several clothing shops. In Leclerc, the shopping arcade was the most pleasant because it gave the impression of walking around a big street full of shops. On the contrary, Carrefour was the central point of the shopping arcade in Labège which constantly reminded you of grocery shopping. Inside the stores, the atmosphere was quite calm because the observation was made at the end of the day. In both places, the coldness of stores caught my attention, with white as dominant colour. Carrefour seemed to be more modern with the possibility of scanning your products yourself and also more lively with a lot of POS and food stands. Moreover, many products with promotions were proposed.
In both stores, the personnel seemed to be busy but the personnel were more friendly and happy to help at Leclerc. Nevertheless, there was no member of staff in the laundry detergent section.

6.3.2 Laundry detergent department

Laundry detergent products were displayed on 18 steel shelving in Leclerc and 15 shelving units in Carrefour and well-stocked in both cases (except for Ariel capsules). In Leclerc as well as in Carrefour, all the national brands were present on the shelf and several variants were available. In Leclerc, the laundry department was only dedicated to laundry care. On the contrary, in Carrefour, the laundry detergent department also contained products such as household cleaners.

In both stores, products were positioned on the shelf according to their segment and capsules were at the beginning of the department followed by semi-concentrated laundry detergent. Then, for each segment, products were classified by brands (see Picture 1 and 2). The only exception concerned green laundry detergents which had dedicated shelving units where all laundry detergent segments were together.

In Leclerc, the laundry department was spacious, well-lit and there was a pleasant smell of laundry detergent. In Carrefour, the department seemed more oppressive because it was narrower and it seemed darker than in Leclerc but the smell was also nice. In both cases, the shelves were colourful and seemed overloaded. The distinctive element between the products was the colour. Indeed, each segment of laundry detergent has a particular shape of packaging but there is no shape distinction amongst the products of the same segment.

The number of promotions was greater in Carrefour with the eight following products under promotion:

- Semi-concentrated laundry detergent CARREFOUR - Buy two, get one free
- Semi-concentrated laundry detergent Super Croix - Buy two, get one free
- Power Capsules SKIP Ultimate - 30% immediate reduction
- Capsules Ariel Pods 3in1 - Buy two, get one free
- Capsules Dash 3in1 - Buy two, get one free
- Concentrated laundry detergent OMO - Buy two, get one free
6.3.3 Consumer behaviour in the laundry detergent department

First, some general comments can be made. Consumers in Carrefour were mostly women or couples, most of them being under 30 years old. In Leclerc, there was an equal proportion of men and women with a majority of consumers over 30 years old. All the consumers were making their purchasing alone, without children.

The following tables will provide a clearer view of the observations made insight the laundry detergent shelf:

**Table 14. In-store observation at Carrefour**

<table>
<thead>
<tr>
<th>CARREFOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td><strong>Couple</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Couple</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Woman 36-39 yo 45sec</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>Woman 32-36 yo 40sec</td>
</tr>
<tr>
<td>Couple 25-27 yo 4min</td>
</tr>
<tr>
<td>Woman 25-27 yo 5min</td>
</tr>
<tr>
<td>Woman 28-30 yo 45sec</td>
</tr>
<tr>
<td>Couple 26-29 yo 40sec</td>
</tr>
</tbody>
</table>

Table 15. In-store observation at Leclerc

**LECLERC:**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Time spent in the shelf</th>
<th>Does consumer take a product directly?</th>
<th>Does consumer touch several products?</th>
<th>Does consumer smell the product?</th>
<th>Does consumer compare prices?</th>
<th>Final decision</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woman 27-29 30sec</td>
<td>yes</td>
<td>Ariel alpine</td>
<td>no</td>
<td>no</td>
<td>Ariel alpine</td>
<td>She was looking for Ariel Alpine, it seemed to be the product she usually buys</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woman 28-30 30sec</td>
<td>yes</td>
<td>Persil au savon de Marseille &amp; Bouquet de Provence</td>
<td>no</td>
<td>no</td>
<td>Persil au savon de Marseille &amp; Bouquet de Provence</td>
<td>She was looking for Persil, it seemed to be the product she usually buys</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woman 30-34 1min</td>
<td>no</td>
<td>Ariel : -Fresh sensation -Alpine</td>
<td>no</td>
<td>yes</td>
<td>Ariel alpine</td>
<td>She was looking for Ariel and she just hesitated about the variant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man 34-37 2min</td>
<td>no</td>
<td>Epsil Perfect -Douceur d'orient (27w) -Instant printanier (40w)</td>
<td>no</td>
<td>yes</td>
<td>Epsil Instant printanier</td>
<td>She looked at the number of washes and price</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Gender</td>
<td>Age Group</td>
<td>Time Spent</td>
<td>Purchased Product</td>
<td>Comparison</td>
<td>Know Which Brand</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
<td>-----------</td>
<td>------------</td>
<td>-------------------</td>
<td>------------</td>
<td>-----------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>Woman</td>
<td></td>
<td>29-31</td>
<td>4 min</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woman</td>
<td></td>
<td>32-34</td>
<td>30 sec</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>Le Chat Expert</td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td></td>
<td>29-32</td>
<td>30 sec</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>X-TRA Total</td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td></td>
<td>33-36</td>
<td>3 min</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>Epsil Perfect</td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td></td>
<td>31-33</td>
<td>1 min</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>Capsules Ariel 3en1</td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td></td>
<td>31-33</td>
<td>2 min</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>Le Chat sensitive</td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td></td>
<td>34-36</td>
<td>3 min</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>Dash</td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td></td>
<td>29-32</td>
<td>2 min</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>Caps Ultimate power capsules</td>
<td></td>
</tr>
</tbody>
</table>

She checked out the information on the packaging and kept the product in her hands for 20 sec.

The time spent at the laundry detergent shelf varied from 20 seconds to 4 minutes depending on the consumers. Consumers who did not know which brand to take spent at least two minutes in the department. Half of the consumers seemed to already know which laundry detergent to take when arriving at the shelf and thus spent less than one minute choosing their product. This was particularly true for women, and in this case they did not look at the price.

Surprisingly, only two consumers over twenty benefited from the in-store promotions. Nevertheless, consumers seemed to be attracted by the promotions billboard and approached them. Sometimes they took a product which was supposed to be on offer but they did not take a sufficient number of products to benefit from the promotion. Men in Leclerc and young couples in Carrefour seemed to be the most price sensitive because they compared prices among their selection of products.

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Moreover, among this sample only two consumers smelt the product among their selection of products in order to determine which one they were going to take. Globally, the consumers who were undecided while entering this section used the price to choose amongst their selected products.

Globally, people did not give importance to the information on the packaging and the selection of products was made very quickly. While entering the section, people went to the desired laundry detergent segment and chose from it.

7. CONCLUSION AND DISCUSSION

The following section will present the main findings of the study and research question and sub-questions will be answered. Thereafter, the theoretical and managerial implications will be presented. Finally, we will determine the limitations of the research as well as the suggestions for further research.

7.1 Main findings

The overall purpose of this research was to determine the impact of emotional marketing on brand image and purchase decision for laundry detergent products. The research question of this study was formulated as followed :

*To what extent can emotional marketing affect brand image and purchase decision of laundry detergent products?*

In order to answer the main question, we will answer the three sub-questions.

*What is the impact of emotional marketing on consumers’ brand image?*

Brand image has been mostly investigated during the semi-structured interviews with consumers. Indeed, one part of the questionnaire was dedicated to brand image and took the form of a practical case. Participants were asked to give their perception of the brand before and after watching a short television commercial.

Firstly we can say that consumer’s brand image does not always correspond to brand identity. As already mentioned, brand identity has to be distinguished from brand image. Brand identity is an ideal created by companies and built around a specific vision and specific values they assigned to the brand (Heding et al. 2008, 12-13). For example for Skip
which is a brand that mostly targets families, none of the participants associated it with family values. Super Croix was also seen as an ageing brand by some of the respondents whereas the brand identity is built around exoticism and hedonism. Nevertheless, after watching the emotional advertisements, brand image tended to evolve most of the time positively. In the case of Super Croix, after watching the commercial most of the participants associated the brand to travel and exoticism. Thus, we can say that emotional marketing has an impact on brand image. However, emotional marketing can also damage brand image. Indeed, for some of the respondents the brand was perceived more negatively after watching the advertisement. Indeed, the participants considered that the brands seem to lack authenticity. It showed that if consumer does not consider the brand story as authentic, negatives emotions can arise. Thus, the difficulty of emotional marketing is that it cannot please everybody. This study enabled the researcher to discover that a same advertisement can be perceived a different way depending on the consumer. Then there is no “good” or “bad” emotional advertisement, each consumer will perceive it according to the emotional linkage they can make with the brand and to its own background and personality. Unfortunately, the researcher could not establish any link between consumer values and the perception of emotional advertisement. For that reason, this topic would deserve to be further studied. The researcher also discovered than having a positive brand image does not necessarily lead to brand purchase. Indeed, even when the advertisement enhanced brand image it did not imply consumers’ willingness to buy the product.

In addition, practical cases in stores demonstrated that the packaging seems to have an importance on brand image. When the participants were asked to visit a store and to pick up some products, the name of the variant as well as the colour of the packaging were heavily used to make their choice. For example, they associated light and pastel colours to naturalness and sweet scents. Moreover packaging stimulates brand associations. For example, flowers were associated to holidays and summer. Thus, millennials tend to build brand image based on the symbolic qualities that arise from sensorial associations they unconsciously made. These “associative hierarchies” have proven to have a great impact on millennials’ brand image. Laundry detergent smell and packaging also have some evocative power which reminds consumer of pleasant moment. It was particularly the case with sensorial brands such as Omo and Super Croix. This evocative power tends to impact positively brand image but is closely related to the consumer’s personal history and background.
Finally, brand managers stated that emotions play a key role in brand image building. Nevertheless, one brand manager claimed that other criterions contribute to build brand image such as efficiency, product quality and even the price.

Moreover, brand managers pointed out that having a positive brand image does not necessarily lead to brand purchase.

What is the impact of emotional marketing on consumers’ purchase decisions?

Several components of emotional marketing have an impact on purchase decision. During the interviews with the consumers, the fragrance and the colour of the laundry detergent were considered as important purchasing criteria. The importance of fragrance on purchasing is so significant that an unsatisfying fragrance can push the consumer to postpone his purchase or to buy another brand. Moreover, consumers stated that the fragrance is a key determinant of their purchase. Indeed, most of them considered that the fragrance will be part of them because they will wear clothes that smell this particular fragrance. In that sense, we could say that laundry detergent is a sort of perfume and as mentioned earlier by brand managers, perfume is an emotional product. Nevertheless, the in-store observations demonstrated that most of the consumers do not smell the product while buying their laundry detergent. This observation should be qualified by saying that a large part of consumers bought capsules which cannot be opened and smelt. Moreover, consumers also seemed to use packaging especially the colour and the name of the variant to choose the desired fragrance. Indeed, consumers tend to make their own idea of what could be the fragrance only by looking at the packaging. On the contrary, little importance is given to the “legal information” available on the pack and people tend to look at the global aspect of the laundry detergents.

In addition, this study demonstrated that there is a correspondence between consumer’s self-image and preferred brand. However, this link was not confirmed when consumers were asked to list the brands they actually purchase.

Moreover, the researcher discovered during consumer semi-structured interviews that consumer brand reputation and brand history have an impact during purchasing process. They favour the brands they trust. But rather, brand values are not a key purchasing determinant. Indeed, consumers consider brand values as “a plus” but will not choose a brand based on this criterion.
Nevertheless, the impact of emotional marketing on consumer purchase decision is limited. Indeed, price remains an important product attribute if not the most important while making a purchase for the majority of the consumers. However, the price is not always cited as the first determinant of purchase. Consumers with more inspirational values or who described themselves as sensible, dreamers or simple persons tend to give less importance to price. Moreover, according to semi-structured interviews and observations, price seems to be more important for men than women. Indeed, during the interviews men and couple tended to look at the prices whereas single women did not.

Moreover, semi-structured interviews as well as observations tended to show that promotions are rarely a purchase determinant for consumers. During observations, only a tiny number of people bought the products under promotion despite the great number of promotions in Carrefour. Nevertheless, promotions play a role of eyes-catcher and can then impact consumer purchase.

*Which elements of emotional marketing influence consumers’ brand image and purchase decision for laundry detergents?*

As mentioned above, the fragrance is the element that seems to have the greatest role on both brand image and purchase decision. Amongst the five senses, smell and view seem to be the only ones that have an importance according to the consumer. Indeed, observations showed that most of the time consumers do not grab the products except to smell them. The packaging is also important because consumers tend to look at its colour and at the name of the variant. The name of the variant as well as the fragrance tend to lead consumers to make emotional brand associations. They can evoke childhood, holidays or pleasant moments in the eyes of the consumers.

Storytelling should also be discussed. Most of the consumers claimed that they do not know the stories of the brands. Moreover, Bubble man which was the persona of Omo for years was unknown to the consumers. On the other hand, only a few number of participants were able to remember laundry detergent advertisements, which means that storytelling has a very limited impact on consumers. However, it is obvious that watching emotional advertisement had an influence on brand image. The impact of emotional advertisement on brand purchase mostly relies on the own personality of the consumer and its perception of the given advertisement. Indeed, it may have an impact only if it fully appeals to consumers’ emotions but it is not always the case. In that sense, emotional advertisement is hard to manage.
In addition, the store environment has also an impact on brand purchase and brand image. Indeed, during the observation, the researcher noted that even if some consumers appreciate the smell of the shelf, most of them think that this department should be improved. Indeed, they would like to enjoy a warmer and spacious place, with new material and arrangement. According to one participant, nowadays with the actual shelf arrangement only the price and the colour of the bottles can differentiate the products. Thus, rethink this space could have a real impact on brand image and purchase decision and brands could compete on other criteria than prices. Globally, consumers expect more from this department.

Finally, consumers ask for more experience while purchasing laundry detergent. During the observation, the researcher realized that consumer experience in this shelf is very limited. Millennials would like a lively department with animators or robots to give them some advices. It is clear that generation Y is more demanding than what it was first suggested by brands managers.

7.2 Theoretical contributions

This study has attempted to enrich the knowledge in the field of emotional marketing. Indeed, according to Akgün et al. (2013, 101) so far only a small number of studies have been conducted regarding to emotional marketing. Moreover, the literature review revealed that emotional marketing can influence brand image as well as purchase decision. Consoli (2010, 3) stated that the relationships built with a consumer thanks to emotional marketing overrides tangible benefits such as price. This study demonstrated that this statement has to be qualified. Indeed, this study focused on low involvement purchases for which price seems to prevail over emotions. Thus, this research contributed to the understanding of emotional marketing for low involvement purchases such as laundry detergent products. It also gave a clear view of which elements of emotional marketing had the greater impact on purchase decision.

In addition, this research was able to deepen the current knowledge about brand image building and the influence of emotional marketing on brand image. Indeed, the influence of emotional marketing on consumers’ brand image was one of the main finding of this research. Although Bellman and Rossiter (2012) stated that advertising is proven to build a positive brand image, the results of this research tended to show that advertising must be managed carefully. Indeed, emotional advertising can also have a negative impact on brand image especially in the case of emotional advertising. Moreover, this research enriched the
current knowledge regarding to brand associations. Indeed, it confirmed the idea that brand image partly derives from consumer’s interpretation of the tangible aspects of the product (Plummer 2000, 80-81). It also demonstrated the great impact played by symbolic meanings on brand image. For example, most of the interviewed consumers associated pastel colours with naturalness.

Finally, this research was aimed to contribute to the literature regarding to the Millennial generation. It has attempted to understand the way Millennials buy and what is important for them while purchasing. It tended to demonstrate that Millennials are an emotional generation in the sense that they expect more from the companies, they are looking to live unique and new experiences. As Gobé (2001, 21) claims, the Millennials are expecting more personalisation, exclusivity and uniqueness from the companies. The results of this study indicated that the Millennials are demanding consumers who want to see a profound transformation of the stores.

### 7.3 Managerial implications

Even if the price seems to have a great impact on consumer purchase decision for laundry detergent products, our research demonstrated that emotions still have an influence on purchase decision. Despite our findings, the interviews that were made tended to show that brand managers seem to be perplexed concerning the influence that emotional marketing could have on this market. Thus, we expect this study to give new perspective of laundry detergent’s brand managers.

This research was conducted in order to determine if emotional marketing could be a reliable solution to escape the vicious circle that currently forces the companies to compete almost only on pricing. Then, the main implication of this study is to show that some aspects of emotional marketing could be more integrated in the overall marketing strategy. Indeed, this research provides the managers with a better understanding of which elements of emotional marketing have the greater impact on brand image and purchase decision. Then, this research could be used as a basis for a better integration of emotions in the marketing strategy. Thanks to this study, laundry detergent brand managers will be able to acquire a deeper knowledge about emotional marketing in order to put more emphasis on it.

Moreover, this research provided some key insights concerning in-store atmosphere improvement. Indeed, consumers are expecting to live new experiences when running
errands. Then, this study proposed some concrete actions imagined by the consumers themselves which could be implemented in the laundry detergent department and market.

Finally, this study was able to gain knowledge about the way generation Y purchases. This generation is particularly interesting to study at this point in time because the youngest members of the generation are on the verge of entering the labour market and will then become valuable consumers for laundry detergent companies.

### 7.4 Research limitations

First of all, it is essential to understand that the researcher must be aware of the limitations of his/her research. Indeed, it enables the researcher to determine the impact of those limitations on the researcher’s conclusions (Goodman 2011, 26).

The limitations of this research mainly arose from the primary data collection and the chosen analysis method.

In-depth interviews were used to conduct this research and content analysis was used as the main analysis method. After collecting the data, the role of the research is to interpret the data in order to give it meaning (Goodman 2011, 22). While analysing, the researcher is asked to go beyond the respondent’s words (Gagnon 2009, 77). Thus, the researcher’s interpretation plays a great role on the final findings of the research. Interpretation can be seen as subjective because it is based on the capacity of the research to give the true meaning to participant’s interviews. Moreover, researcher’ personal beliefs can also influence his/her judgement and interpretation. Nevertheless, the researcher tried not to be influenced by its own biases and used coding in order to interpret the interviews methodically. In addition, the personality and level of competence of the researcher have a great influence on how interviews are conducted and can thus impact the answers of the respondents. However, the researcher had already used this data collection method in the past and was thus familiar with it.

Moreover, the observations were carried out by the researcher alone whereas having several observers tend to increase the reliability of observations (Gagnon 2009, 61). Nevertheless, notes were taken discretely during the observations and written down one hour after the observation as recommended by Leacock (Leacock 2009, 103) in order to ensure that the observed phenomenon was transcribed with accuracy. In addition, the research carried out these observations with all due seriousness. The same logic can be
applied to coding. Indeed, according to Churchill and Iacobucci (2005, 102), coding is more consistent when multiple coders have participate to the elaboration of coding grid.

In addition, another limitation came from the size of the sample. Indeed, the generation Y is not totally homogeneous because of the large age range of its members. Moreover, the interviews with brand manager also highlighted the fact that having children can create a disparity among this generation and lead to different consumer behaviour. In our research, only two participants over eight had children. For that reason, some issue could arise to generalize the results. Nevertheless, according to Goodman (2011, 11), qualitative researches are not aimed to generalize to the entire population. In addition, the researcher considered that saturation was reached.

Finally, time and resources constraints constituted a main limitation of the research. First, the study was limited to French people whereas it could have been interesting to study the difference amongst several nationalities. Indeed, emotions tend to be linked to the consumer’s culture. Moreover, only two shops were visited. We believe that having a bigger store sample could have been beneficial. Nevertheless, the researcher chose stores with opposite positioning in order to have a more representative store sample.

7.5 Suggestions for further research

This thesis enabled the researcher to identify some topics and issues that could be further investigated in order to deepen our knowledge concerning emotional marketing.

First of all, a similar study should be conducted among a larger sample of the population and should not be limited to generation Y. Indeed, the results could be different from a generation to another and it could help companies to adapt their strategies according to their target. In addition, as generation Y does not constitute an homogeneous consumer category, it will be interesting to conduct a complementary quantitative research with a greater sample in order to determine the impact of variables such as income, age or occupation on laundry detergent consumption as well as on consumer emotional engagement while purchasing. Moreover, as brand managers mentioned that having a child has a great impact on millennials’ purchases, this point should be further investigated.

This study also raised the question of the impact of emotional marketing on low-involvement purchase. Further research should thus be conducted on other low-involvement product
categories and amongst several industries in order to determine if our results could be generalized.

Moreover, during the semi-structured interviews, brand managers insisted on the growing importance of digital communication in firms’ strategy. Indeed, it would be interesting to determine to what extent emotional marketing could be more integrated in digital marketing strategy. Thus, the impact of digital emotions on consumer’s purchase decision and brand image should be further investigated.

The influence of emotional marketing on the entire consumer buying decision process should also be considered. Indeed, the evaluation of alternatives and the post-purchase evaluation seem to play a great role on consumer’s final decision and on brand image.

Finally, a special attention should be given to the link between consumer cultural background and emotional marketing stimuli’s impact. Indeed, we believe that culture plays a great role in the way consumer will perceive an emotional stimuli.
REFERENCES


APPENDIX 1

Semi structured-interview questions for brand managers

1. Overview of the laundry detergent market:
   - Can you tell me about your experience in the laundry detergent market?
   - How is the laundry detergent market organized?
   - What are the main actors and the brands’ positioning?
   - What are the main buying criteria in the laundry detergent market?
   - How would you define millennials’ consumption behavior and their relationship with laundry detergent brands?

2. Overview of emotional marketing:
   - Can you tell me what “emotional marketing” means to you?
   - What are the concrete marketing actions that can be implemented using emotional marketing?
   - Do you have any practical examples of campaigns in which emotional marketing was/is used?
   - How does emotional marketing impact purchase decision?
   - How does emotional marketing impact brand image?
   - How is emotional marketing used in the laundry detergent market?
   - To what extent does emotional marketing influence the laundry detergent market?
   - What role do emotions and emotional marketing play in millennials’ consumption behavior?

3. Application of emotional marketing on the laundry detergent market:
• How could you further integrate emotional marketing into your overall marketing strategy?
• What element(s) of emotional marketing could you use to influence consumers’ purchase decision when they buy laundry detergent?
• How could emotional marketing help you build a better brand image?
• Could you tell me more about Unilever “The dirt is good” or Procter & Gamble “Share The Load” campaigns?
• Do you think emotional marketing can have an impact on millennials’ purchase decision for laundry detergent products?

APPENDIX 2

In-store questionnaire for consumers

Go to the laundry section of your shopping mall.

1. Describe the global atmosphere in this shelf, what are your impressions? What does it inspire in you? How do you feel in this place?

2. Walk around the section and pick 4 different laundries:
   - Laundry 1?
   - Laundry 2?
   - Laundry 3?
   - Laundry 4?

   For each different product write down the brand name, the product name and the fragrance or take a picture.

3. Explain the reasons why you have chosen those products specifically over others in the section.

4. Please choose one product among each brand below:
   - Brand 1 : ARIEL
   - Brand 2 : SKIP
   - Brand 3 : SUPER CROIX
   - Brand 4 : OMO

   The products chosen can be the same as the ones that you picked in question 2.

   For each different product write down the brand name, the product name and the fragrance or take a picture.

5. For each product I would like to have your feelings about them. What do they inspire in you, which emotions do they trigger?
APPENDIX 3
Semi-structured interview questions for consumers

Participant’s profile

- How old are you?
- What is your occupation?
- Do you have children?
- Did you laundry detergent consumption change since you have children?
- How do you describe yourself? Which are your values?

Laundry detergent consumption:

- What are your favourite laundry detergent brand(s)? Why?
- How do you choose your laundry detergent?
- To which element(s) do you attach importance while purchasing laundry detergent?
- What brand(s) of laundry detergent do you buy? Why?
- Which segment of laundry detergent do you buy? (powder, liquid, caps…)
- What does laundry detergent purchase mean to you?
- Has there been laundry detergent advertising which you have especially taken a notice, and if so, which and why?

Laundry detergent brand image – case of Ariel, Skip, Super Croix and Omo

ARIEL

- What does come to your mind when you think of ARIEL?
- Which values do you attach to this brand?
- Now, we are going to watch this video: https://www.youtube.com/watch?v=wM7JwyBPK_A
- After watching this video, what is your perception of ARIEL?
- Could this commercial make you buy ARIEL laundry detergent?

SKIP

- What does come to your mind when you think of SKIP?
- Which values do you attach to this brand?
- Now, we are going to watch this video: https://www.youtube.com/watch?v=rZRt80IOqww
- After watching this video, what is your perception of SKIP?
- Could this commercial make you buy SKIP laundry detergent?

SUPER CROIX

- What does come to your mind when you think of SUPER CROIX?
- Which values do you attach to this brand?
• Now, we are going to watch this video: https://www.youtube.com/watch?v=NciR9IfnxwI
• After watching this video, what is your perception of SUPER CROIX?
• Could this commercial make you buy SUPER CROIX laundry detergent?

• Which of these commercials cash the most your attention? Why?

OMO

• What does come to your mind when you think of OMO?
• Do you recognize this character?

Emotional marketing and purchase decision:

• During your purchase, what kind of importance do you place on brand history?
• During your purchase, what kind of importance do you place on brand values?
• During your purchase, what kind of importance you place on laundry detergent perfume?
• Which element(s) could make you buy a specific laundry detergent rather than another?
• According to you, what are you lacking on laundry detergent shelf? What would you like to see appeared on the shelves?
• Imagine what could be the laundry detergent of tomorrow/ the laundry shelf of tomorrow.
APPENDIX 4
Laundry detergent department in Carrefour

APPENDIX 5
Laundry detergent department in Leclerc
APPENDIX 6

Sample Of Brand Manager Interview Transcript

• Peux-tu me dire quel est l'impact du marketing émotionnel sur la décision d'achat ?

J'ai pas de pourcentage en tête, honnêtement. Je pense que ça dépend beaucoup des catégories. Je pense qu'il y a des catégories qui sont hyper impliquantes, typiquement tes vêtements. On est dans une société où les vêtements ça reflète aussi ce que tu as envie d'exprimer comme personnalité, donc je pense que les gens ont beaucoup plus d'émotionnel lié à ça. Le luxe aussi. Le luxe c'est une grosse part d'émotionnel. Et à l'inverse j'imagine que des catégories comme l'automobile... Quoi que Volvo jouait vachement sur le côté émotionnel du père de famille qui prend soin de sa famille, mais de l'automobile ou de la téléphonie, de l'high tech, tu vas être vachement axé sur le fonctionnel. Donc, je sais pas, la part de décision d'achat sur ce genre de produit c'est peut-être... enfin,
pardon, la part d’émotionnel elle est peut-être finalement que de 5-10 %, versus des vêtements ou même du food, de l’alimentaire, c'est hyper impliquant. Les gens peuvent être un peu plus poussés sur l’émotionnel.

- Et est-ce que tu penses que ressentir une émotion c’est suffisant pour faire acheter un consommateur?

Ça dépend de la catégorie. Non, globalement non. C’est une raison d’acheter mais je pense pas que ça pousse la personne en magasin. Je pense que c’est plus un critère de décision entre deux objets, mais tu n’auras pas un élan émotionnel, un achat d’impulsion absolu. Enfin, ça existe mais disons que c’est peut-être, je sais pas, 5% - 10% des achats des consommateurs aujourd’hui. Surtout dans un contexte où les gens rationnalisent vachement leurs achats.

Même question, mais cette fois l’impact du marketing émotionnel sur l’image de marque ? La perception que tu as d’une marque.

En fait, je comprends pas trop ta question. Est-ce que tu peux la reformuler ?

En gros, si tu ressens une émotion envers une marque, est-ce que tu la vois plus positivement, négativement… Le lien entre les émotions que tu ressens et la façon dont tu perçois la marque.

Est-ce que c’est les émotions que la marque, volontairement, te fait ressentir ? Ça en fait partie. Après, une image de marque c’est un total. Tu as quand même des attributs fonctionnels, tu as quand même des prix, enfin tu as beaucoup de choses qui rentrent dans la structure d’une marque. Aujourd’hui tu as même des consommateurs qui font des achats citoyens, donc ils peuvent avoir une image très positive d’une marque mais ne pas la consommer pour des raisons environnementales, pour des prises de position ou tout simplement parce qu’ils trouvent ça inutile. Typiquement, le meilleur exemple que je puisse utiliser c’est Cajoline. C’est une marque, émotionnellement tu as beaucoup de consommateurs français qui sont hyper attachés à l’ourson. La mascotte, l’ourson, fait partie des mascottes préférées des français Et pourtant tout le monde ne consomme pas des adoucissants. Justement, parce qu’ils ont beau te dire « je suis hyper attaché à l’ourson », tu as déjà 1 foyer 2 qui consomme, soit que c’est un achat inutile, soit que c’est un achat en trop, un truc trop cher, une dépense qui leur convient pas. Donc voilà, l’émotionnel ne suffit pas.

Est-ce que tu pourrait me dire comment le marketing émotionnel est utilisé sur le marché des lessives ?

Il est utilisé pour créer de la différence. Comme je te l’ai dit, les attentes de nos consommateurs finalement elles sont assez limitées. C’est « je veux un parfum frais », « je veux quelque chose qui lave mes vêtements ». Alors, après, tu peux bien entendu leur proposer des bénéfices supplémentaires : « je vais prendre soin de ton noir », « je vais prendre soin de ta peau », « je vais sentir un parfum que tu n’as jamais connu ». Mais disons que ces bénéfices ils sont limités. On n’est pas dans l’hi tech où tu vas proposer un appareil photo toujours plus performant. Le « lave plus blanc que blanc » il y a longtemps que les plus grands fabricants l’ont un peu laissé tomber. Donc je pense que l’émotionnel là il rentre en ligne de compte pour créer ta préférence de marque, mais aussi pour créer de la différence entre les produits, et pour engager ton consommateur. Typiquement, un Ariel va prendre la parole sur le partage des tâches, va créer de l’émotionnel en s’imposant un peu comme la lessive des « gens modernes ». Les lessives sensitives c’est les lessives
des gens un peu extravagants qui ont besoin de rendre cette corvée un peu moins pénible et qui ont envie d’avoir des parfums sympas sur leurs vêtements, tu vois. Ton marketing émotionnel pour moi c’est un support pour aller chercher une cible consommateur et leur dire « je sais que tu as envie de refléter ça dans ta vie », « je sais que ta grande aspiration dans la vie c’est d’être un bon parent », « je sais que ta grande aspiration dans la vie c’est de convaincre ton copain de faire la lessive à ta place », et en fait c’est un moyen d’aller chercher cette cible-là de consommateurs, de leur dire « bah regarde, je suis la marque qui reflète exactement ce que tu veux être dans la vie ».

Maintenant, d’après toi, quels sont les attributs du marketing émotionnel ? Qu’est-ce que ça englobe ?

Bah ça englobe déjà d’avoir une stratégie de marque. Pour moi, le marketing émotionnel c’est quelque chose qui s’inscrit dans la longueur, donc c’est pour ça que je te parle de stratégie. C’est pas seulement une campagne, c’est plusieurs campagnes qui échent toujours à peu près la même idée. C’est une vision et ce qu’on appelle ici, finalement, une « image de marque ». Tu peux même, pour certaines marques, parler de personne. C’est, littéralement, si ta marque était un humain, qui est-ce qu’elle serait ? Dès l’instant en fait où le marketing émotionnel comprend des émotions, on est un peu bête, nous les consommateurs, mais en fait on a besoin de personnaliser, via un animal ou via une personne. On a besoin de personnaliser un peu une marque, de lui prêter des attributs d’être humain pour ressentir des émotions à son encontre, j’imagine.

Ok et concrètement, comment ça se matérialise ? Si demain tu fais une réunion marketing et tu te dis bon on va activer ce levier-là pour générer des émotions, lesquels tu actives concrètement ?

Bah ça passe par ta communication. Donc la communication c’est l’image que tu reflêtes physiquement, donc tes packs, ton logo, tout ce qui entoure ta signature de marque. Donc aujourd’hui c’est de plus en plus large. Effectivement tu as ton produit physique, et tu as aussi tous les endroits où ton produit peut s’exprimer, c’est-à-dire la pub télé, les sites web… Aujourd’hui, même le commerce électronique est un moyen d’expression pour ta marque, est une « place » où ta marque s’exprime, puisqu’il y a du descriptif de ta marque, il y a du contenu de ta marque, il y a des images de ta marque. Donc tu peux… Enfin, on dit aujourd’hui qu’Amazon est le deuxième moteur de recherche. Quand des gens cherchent à prendre une décision sur un produit, au lieu, je sais pas, de donner l’avis de leurs amis, ils vont taper le nom du produit sur internet, ils vont regarder les avis, ils vont regarder les descriptifs. Clairement, le commerce devient aujourd’hui un lieu d’expression de ta marque. Donc si tu as envie de découvrir une stratégie de marketing émotionnel de ta marque, ça passe effectivement aussi par le e-commerce. Après tu as tout ce qui est pub télé, tu as tout ce qui est pub digitale, et là je ne comprends pas le e-commerce, je parle des réseaux sociaux, de la catch-up TV, je sais pas si tu vois ce que c’est. Catch-up TV, en fait, tu as de plus en plus de personnes qui ont des écrans dans leur maison et qui re-regardent un programme de télévision qu’ils ont ratés, ou qu’ils ont regardé qu’en partie, sur leur téléphone, sur leur écran d’ordinateur ou souvent sur une tablette. Et ça c’est un moyen publicitaire qui ressemble à la télé mais qui est différent. C’est un format différent. Voilà, après tu as ces plateformes comme YouTube, comme Spotify, comme Deezer aussi où tu déploies des stratégies média. Mais tu as pas que le média, tu as aussi les magasins, et sur notre catégorie tu déroules un peu ta stratégie de marque et les attributs de ta marque aussi dans ton rayon, au sein de ton magasin… Bah il y a des activations que tu connais bien, type les merchandising, ça peut être une réclame, un claim, sur un stop rayon, ça peut
être un podium qui interpelle, ça peut être, voilà... J’essaie de réfléchir à d’autres moyens de dérouler une stratégie de marque. Ça me paraît déjà pas mal, non ?

**Alors, quel est le potentiel, d’après toi, du marketing émotionnel sur le marché des lessives cette fois ?**

Ben je pense que c'est assez mitigé pour être tout à fait honnête. Disons que c'est un levier, mais qui a ses limites.

**C'est-à-dire ?**

Faire ta lessive ou faire ton ménage, c'est pas quelque chose pour lequel les gens ont un attachement émotionnel incroyable. Il y a pas d’implication du consommateur, voilà c'est le mot que je cherchais. Mis à part, je sais pas, peut-être 10% de la population qui adore faire la lessive ou qui adore repasser, tu as pas une implication de malade. Et ça, tu le vois très bien parce que, tu feras jamais parler une personne pendant une heure de la façon dont elle fait sa lessive, ou pendant une heure de la façon dont elle fait son ménage, et quels produits elle aime bien utiliser, et comment elle aime bien les utiliser. Pourquoi ? Parce que, soyons honnêtes, le temps que cette personne consacre par jour, si tu divises ça par jour, ok, tu peux te faire une session ménage de trois heures chez toi, mais si tu divises, ré-divises ça par jour, l'implication que la personne y apporte, bah c'est très peu. Une lessive c'est quoi ? Enfin, honnêtement, ton cerveau il est mobilisé pendant combien de temps ? Très peu de temps. Ben c'est l'importance que le consommateur accorde à ton produit. Donc, oui, tu peux créer de la préférence, oui tu peux créer un lien émotionnel fort avec ton consommateur parce que c'est la lessive du moment, parce que tu es une lessive citoyenne, tu fais du bien à la planète, mais soyons honnête sur le fait que ce sera jamais aussi important que d'autres catégories où il y aura un lien émotionnel beaucoup plus fort parce que c'est un truc que je mets dans ma bouche, parce que c'est quelque chose que tout le monde me voit porter, parce que c'est un parfum qui est ma signature. Ça reste un produit du quotidien et un produit du quotidien non impliquant.

**Alors, pour revenir sur les millennials, quel rôle jouent les émotions dans leur consommation ? Est-ce que c'est quelque chose qui est important ou pas ?**

Je pense, oui. Parce que le millenial, c'est quelqu'un qui a été, tu excuseras mon expression un peu vulgaire, piquoussé. Donc je vais dire ça de façon un peu plus correcte : qui a été surexposé à la publicité via différents médias. Je pense que ça le désintéresse pas, contrairement à ce qu'on peut penser, mais il aime une bonne pub. Je pense que le critère d’exigence du millenial sur la pub il est très différent de celui d’un senior et il sera très différent de la génération Z. Mais je pense que le millenial est pas réfractaire à la pub, mais il aime une bonne pub. Et c'est quelque chose qui est relativement rare pour lui.

**De trouver une bonne pub, tu veux dire ?**

Ouais, d'avoir une pub qui l'interpelle et qui lui fait ressentir des émotions. Ton consommateur et ton millenial qui a été élevé avec ça, en fait, il est surexposé aux émotions. Donc pour qu’une pub, vraiment, tire son épine de du jeu, faut que ce soit une émotion forte à laquelle il se rattrache lui. Il y a des choses, ça peut être super émotionnel, si c’est pas du tout quelque chose que tu as vécu, ben tu ne t'y rattacheras pas. L’exemple que j'ai donné sur le papa indien qui fait sa lessive, quand je dis que les générations suivantes elles vont vivre différemment, peut-être que dans les générations à venir ça touchera plus personne de voir un mec dire à sa fille « je suis désolée de mal t'avoir élevée et de t'avoir laissé croire que la lessive de ton foyer et le ménage de ton foyer c'était à toi
de le faire » parce qu’on arrivera peut-être à des générations où le partage des tâches sera tellement parfait, on ne sait pas, peut-être que la charge elle sera déchargée, ça nous touchera pas pareil.

Donc maintenant on va passer à l’application du marketing émotionnel sur le marché des lessives. Alors, d’après toi, comment est-ce qu’on pourrait intégrer davantage le marketing émotionnel sur le marché des lessives ?

On le fait déjà beaucoup honnêtement. On le fait déjà beaucoup, et je trouve qu’à l’échelle du potentiel que ça représente, on le fait assez. Après, plus l’intégrer c’est une question de moyen aussi. Je pense qu’il y a des choses encore à faire en magasin. Mais très honnêtement en fait moi je trouve que c’est déjà assez fait par rapport au potentiel de la catégorie sur ce business.


Je réfléchis… Ben je dirais que la pub reste un bon moyen, parce que pour moi le digital en fait sur les catégories home care c’est pas assez impliquant. On sera jamais assez… Enfin, pour cette typologie de produit, le digital ne sera jamais sur-pertinent. Le digital appelle à un niveau d’implication qui est trop grand. Ça marche sur des marques de fringue, sur des marques de parfums, sur du make-up. Sur un produit type lessive… peut-être, au-delà du digital, plus jouer sur le e-commerce. Bah tu vois, une pub de lessive, comment tu fais passer le même message qu’une pub de lessive sur ton brandstore Amazon ou sur l’outil drive d’un Carrefour ou d’un Leclerc. Comment tu émerges dans tant que marque et pas seulement en tant que variante numéro un à côté de ton concurrent. Un peu, faire un peu plus de merchandising, mais digital.

Est-ce que tu penses, par exemple, sur la sensorialité, est-ce qu’on pourrait jouer sur autre chose que sur l’odeur ?

Alors ça a existé. Tu as des lessives spéciales qui avaient pour projet de mettre un bout de tissu un peu délaîvé, noir, et de mettre à côté tu vois, et dire « si tu le laves avec telle lessive, voilà à quoi ressemblera ton tissu dans deux mois ». Après, soyons assez réaliste, en fait c’est des choses qui coûtent très cher à mettre en place, donc on a zéro preuve de leur réussite parce que personne n’a osé le faire dans autre chose que deux, trois magasins test. Après, c’est vrai que c’est des produits où l’expérimental il y a des choses à faire. Tu peux aussi faire de la PLV, mais ça a déjà été fait, c’est pareil. Tu peux aussi faire de la PLV où les gens peuvent sentir tes produits, mais après je pense qu’il y a un côté hyper ludique, et les consos le font déjà, je peux te l’assurer, d’ouvrir ton produit et de le sniffer. Ils aiment bien ça. Parce qu’ils se voient dans leur salle de bain ou dans leur buanderie en train de faire exactement la même chose. Ils ouvrent leur lessive, ils la sentent. Ils ouvrent leur adoucissant, ils le sentent, et ensuite ils le mettent dans le bac approprié.

Comment le marketing émotionnel peut t’aider à améliorer l’image de marque ?

Sur des catégories qui sont pas hyper impliquantes après ça peut te permettre de te différencier. C’est un outil de différenciation. Ça peut être aussi une opportunité de répondre, pas à des attaques, mais sur des à priori sur ta marque ou ta catégorie. Typiquement, tu as du marketing aujourd’hui qui va être fait, chez nos concurrents comme nous, sur de la pub télé, sur des lessives un peu plus vertes qui prennent plus soin de l’environnement, tu as carrément des marques qui ont ancré leur stratégie de marque là-
dessus. Attends, est-ce que tu me peux répéter la question, que je sois sûre que je vais bien y répondre ? Pour essayer de nous aider.

Maintenant, comment le marketing émotionnel pourrait-il vous aider à améliorer votre image de marque ?

En fait le marketing émotionnel c'est vraiment un outil de ciblage. Donc si tu as un bon marketing émotionnel, normalement c'est un marketing qui parle exactement à la cible qui a envie de consommer ton produit. Enfin c'est un peu bi-face. C'est-à-dire que, d'un côté si tu as un bon marketing émotionnel, c'est-à-dire que tu as été targeter la bonne personne qui a envie de consommer ton produit, mais si tu as un bon marketing émotionnel tu peux aussi aller chercher des gens qui auraient jamais consommer ton produit.

APPENDIX 7

Interview Transcript – Participant 8

• Quel âge avez-vous ?
  J'ai trente-sept ans.
• Que faites-vous dans la vie ?
  Je suis enseignant de lettres classiques (français, latin et grec) en collège.
• Avez-vous des enfants ?
  Non.
• Comment vous décririez-vous ? Quelles sont vos valeurs ?
  En tant que consommateur, j'évite ce qui m'apparaît superflu dans les dépenses. Ainsi, en grande surface, je préfère consacrer une dépense supplémentaire à un aliment qui me ferait plaisir qu’à un produit d’hygiène ou d’entretien de marque. Je cherche d’abord à voir si je ne peux pas le faire moi-même avant d’acheter quelque chose de tout préparé, que ce soit alimentaire ou autre. Je prise donc l’économie, l’adaptabilité et l’épicurisme.

Laundry detergent consumption :

• Quelle(s) sont vos marque(s) de lessive préférées ? Pourquoi ?
  Je n’en ai pas de préférée. En général, je choisis la moins chère au litre. Parce que comme je l’ai déjà dit je n’attache pas beaucoup d’importance à ce genre de choses. Je préfère mettre mon argent ailleurs, ça me paraît superflu.
• Comment choisissez-vous votre lessive ?
  Le prix est le premier critère. Viennent ensuite la taille du bidon que je dois pouvoir ranger facilement et la couleur qui ne doit pas être trop vive. Après, si l’odeur du linge ne me plaît vraiment pas après lavage, je considère d’en changer.
• A quel(s) élément(s) accordez-vous de l’importance lorsque vous achetez une lessive ?

Au prix, à la taille du bidon, à l’odeur et à la couleur du contenu.

- Quelle(s) marque(s) de lessive achetez-vous ? Pourquoi ?

J’achète le plus souvent la marque FORMIL Actif formule ultra concentrée (linge blanc) car c’est un excellent rapport qualité-prix. Même si l’odeur du linge ne me plaît pas beaucoup, elle reste peu présente et celui-ci conserve son toucher et sa qualité.

- Quel segment de lessive achetez-vous ? (poudre, lessive liquide, capsules…)

Je prends toujours de la lessive liquide. Je peux la doser à ma convenance et je n’en mets pas partout. J’ai le sentiment qu’avec la lessive liquide, le lavage est plus homogène.

- Que représente l’achat de lessive pour vous ?

Un achat nécessaire et coûteux.

- Pouvez-vous me citer une publicité de lessive qui vous a marquée ? Pourquoi vous a-t-elle marquée ?

Honnêtement il n’y a rien qui me vient. Je visualise des personnes en train de laver du linge sale et un linge qui ressort plus blanc que blanc mais je ne me rappelle pas d’une pub en particulier ou d’une marque. Désolé.

**Laundry detergent brand image – case of Ariel, Skip, Super Croix and Omo**

**ARIEL**

- A quoi associez-vous la marque ARIEL ? Qu’est-ce que cette marque vous évoque-t-elle ?

C’est la marque leader, à ma connaissance. Elle représente l’efficacité à coup sûr.

- Selon vous, quelles sont les valeurs rattachées à cette marque ?

L’allié de la famille qui peut continuer à vivre une vie active sans craindre les conséquences. Je dirais donc : famille et liberté, mais aussi domination vu que la marque se présente comme la meilleure.

- Maintenant, regarder cette vidéo :
  https://www.youtube.com/watch?v=wM7JwyBPK_A

- Après avoir vu cette vidéo, quelle est votre perception de la marque ARIEL ?

Je la perçois comme la marque qui se donne bonne conscience après avoir véhiculé des clichés sexistes pendant des années (tout en en ravivant d’autres : le mâle a attendu qu’on invente la capsule hydrosoluble pour savoir faire tourner une machine).

- Cette publicité vous a-t-elle donné envie d’acheter de la lessive de la marque ARIEL ?
Non, je la trouve trop mièvre malgré le retournement de situation et je n'aime pas quand on
use de valeurs humanistes au service d'intérêts commerciaux. Je préfère qu'on mette en
avant les qualités intrinsèques du produit.

**SKIP**

- A quoi associez-vous la marque SKIP ? Qu'est-ce que la marque SKIP vous
evoque-t-elle ?

Une des premières du marché. Je l'associe à l'idée d'énergie.

- Quelles sont les valeurs rattachées à cette marque ?

L'efficacité sans aucun doute.

- Maintenant, regarder cette vidéo :
  https://www.youtube.com/watch?v=rZRt80IQgww

- Après avoir vu cette vidéo, quelle est votre perception de la marque SKIP ?

Il y a certes un second degré assez marqué. Néanmoins, on retrouve la jolie maman qui
devra s'occuper de la lessive pendant que le papa, lui, travaille. On sent aussi une intention
de déculpabiliser les parents d'enfants qui salissent leurs vêtements : ne pas manger
proprement ne les empêchera nullement d'être des génies. Et SKIP™ pourvoira à la fatalité
de se salir chez ce bon petit diable pour qui le potentiel de bêtise est le corollaire de la
vitalité. Malgré le parti pris ouvertement caricatural de la publicité, on ne propose comme
horizon aux enfants que l'excellence sinon rien ou plutôt « tu n'es rien ». Et les parents qui
rêvent du meilleur à propos de leurs enfants n'auraient pas avantage à juguler leur
fantastique dynamisme porteur de tant de promesses et aux malheureuses conséquences
duquel, encore une fois, SKIP™ pourvoira. Pour résumer, la marque fait du neuf avec du
vieux.

- Cette publicité vous a-t-elle donné envie d'acheter de la lessive de la marque SKIP?

Pas vraiment, du coup.

**SUPER CROIX**

- A quoi associez-vous la marque SUPER CROIX? Qu’est-ce que la marque SUPER
CROIX vous évoque-t-elle?

Le produit et son efficacité avant tout.

- Quelles sont les valeurs rattachées à cette marque ?

La simplicité et l'efficacité.

- Maintenant, regarder cette vidéo :
  https://www.youtube.com/watch?v=NciR9Ifnxwl
Après avoir vu cette vidéo, quelle est votre perception de la marque SUPER CROIX?

J'ai une perception positive. La publicité met en avant un aspect important pour moi qui est l'odeur du linge. Ici, il y a des connotations plaisantes d'évasion et de régénération symbolisées par l'île exotique et l'enfant.

Cette publicité vous a-t-elle donné envie d'acheter de la lessive de la marque SUPER CROIX?

Oui, elle met en avant les qualités du produit sans se sentir le besoin d'ergoter sur des valeurs tendance.

Laquelle de ces 4 publicités a le plus retenu votre attention ? Pourquoi ?

J'ai préféré la publicité de SUPER CROIX car sans être d'une grande originalité, elle n'est pas intrusive, en ce sens qu'elle ne présente pas l'achat d'un produit comme la marque d'adhésion à une valeur. En dehors de mes goûts personnels, la publicité qui m'a marqué l'esprit est celle d'Ariel parce qu'elle opère un renversement de perception.

OMO

A quoi associez-vous la marque OMO ? Qu'est-ce que la marque OMO vous évoque-t-elle ?

J'aimais bien les publicités avec les singes. J'avais des réserves sur l'emploi d'animaux sur lesquels on projette une vision anthropomorphique, mais je trouvais les dialogues tordants. J'associe donc plutôt l'humour à la marque.

Reconnaissiez-vous ce personnage ?

Je l'ai déjà vu, mais je ne saurai pas dire de manière certaine à quelle marque il correspond.

Emotional marketing and purchase decision:

Lors de votre achat, quelle importance accordez-vous à l'histoire de la marque ?

Cela joue un peu ; les publicités ont une influence certaine. Cependant, je pense aux employés derrière chaque entreprise ainsi qu'à mon intérêt en tant que consommateur.

Lors de votre achat, quelle importance accordez-vous aux valeurs de la marque ?

Je suis réticent vis-à-vis du côté « donneur de leçons » donc je porte mon choix en fonction des besoins auxquels la marque répond au lieu de ses valeurs.

Lors de votre achat, quelle importance accordez-vous au parfum de la lessive ?

Pour l'enquête, je me suis permis d'ouvrir les bouchons de plusieurs produits, mais ordinairement, je ne le fais pas. Par contre, la couleur violette associée au parfum lavande va m'attirer.

Quel(s) élément(s) pourraient vous faire acheter une lessive plutôt qu'une autre ?
Le prix du produit, le format du contenant, la couleur et l’odeur du contenu.

- Qu’est-ce qui vous manque aujourd’hui dans les rayons lessive ? Qu’aimeriez-vous voir dans les rayons lessive ?

D’une manière générale, je pense qu’on pourrait faire mieux que ces rayons rectilignes. On pourrait jouer sur la dissymétrie et varier les modes de présentation (sur tables, sur étagères, en suspension…) pour inciter à découvrir différents produits. Dans un rayon classique de grande surface, seuls les prix et les couleurs font la différence.

- Imaginez la lessive de demain/ le rayon lessive de demain

Une buanderie géante faisant l’équilibre entre nostalgie réconfortante et modernité séduisante.