

The Impact of Emotional Branding in Customer Buying Behavior in Soft Drink Beverage Industry of Pakistan

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Abstract

The increasing competition in Pakistan beverage industry specifically in fizzy drink category has made it difficult for marketers to attract and retain customer loyalty. They endeavor higher opportunity cost when planning and investing for promotional activities. Hence, breaking through traditional marketing gimmicks and promotional activities became imperative to influence consumer interest and buying behavior. For which emotional branding pivoted as a significant tool and component that helped revamp advertisement appeal inculcating higher return on investment for companies in industry. The intent behind this study was to determine the impact of emotional branding in customer buying behavior in soft drink beverage industry of Pakistan. The study is quantitative in nature, in which responses from 200 respondents were collected via a survey questionnaire in order to investigate relationship between the two. Various literature sources were studied and critically appraised alongside analyzing collected data through statistical tools like multiple regression analysis, annova and correlation tests in order to acutely gauge research findings that contribute in making distinctions and clear conclusions towards our research objectives. The research results showed the conclusion that there is a positive relationship between emotional branding and buying behavior and

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emotional branding plays a major role in designing buying behavior, attracting and retaining customers within soft drink industry of Pakistan. Therefore it is recommended that beverage industry should come up with unique practices and instill emotional dimension in its integrated marketing communication strategy in order to establish personalized relationship with customer and distinguish brand identity from number of competitors in industry. The outcome of this research also provides significant insight and valuable recommendations to the local brands who have ventured in the fizzy drink sector in Pakistan to tap lucrative profit margins.

Keywords: emotional branding, buying behavior, brands, customers, soft drinks, beverage industry

Introduction

In today's fast paced competitive and vigorous environment of business, marketing arena has gained considerable importance making marketing tactics substantial success factor. In this regard emotional benefits play a major role in marketing since they create emotional appeal and influence buying behavior. In modern marketing, emotional branding perceived as viable tool for customer motivation. Morrison & crane (2007) defines emotional branding as creating a strong emotional bond and special emotional association with the brands, which is beyond the benefit based satisfaction. It also develops a reliable relationship for the expansion of an emotional behavior.

According to Gobe, M. (2010) Emotional branding perceives as an integral element within marketing practices that helps brand to build strong emotional relationship with the customer and intended to capture strong brand resonation. At present times, marketer's wants to figure out the influence of emotional branding on customer engagement and final purchase decision and scholars such as Gobe, M. (2010) also evaluate the importance of emotional branding on buying behavior.

Kustini, N. I. (2011) suggested that in old ages, emotions were considered has no impact on buying and perceived as an adverse factor in purchase decision. Usually old branding concepts give more importance on building brand awareness, but now emotional bases

helps to build personalized relationship with brands, and consider as an integral ingredient of all marketing activities.

Moreover customer buying behavior is primarily based on customer emotions which create brand choices. At present marketers realizes the inconvincible importance of branding as it helps customers to differentiate their brands from thousands of competitors and enable to get intimate with brands. As per Lafferty, B. A. (2001) Emotional branding helps marketers to analyze how forming an emotional engagement with customer create a direct contribution in growing sales and building profitability. Good marketing efforts require building strong emotional association with customer. The intent behind this research is to analyze the effectiveness of emotional branding on customer buying behavior on Pakistan's soft drink beverage industry. Perception of the brand and purchasing practices varies from person to person. So it is necessary to find out the factors that can change a buyer's behavior.

Pakistan Beverage Industry

According to Raza (2013) the beverage industry of Pakistan is growing mature day by day. The industry manufactures soft drinks, juices, milk, tea, squashes and bottled water. Currently approximately 170 units are working across the Pakistan, including both upstream and downstream industries are saturated and flourishing.

The two major players of the soft drink industry are PepsiCo and Coca Cola Pakistan. These two market leaders have 75% market share in the industry.

PepsiCo Pakistan

PepsiCo is the world renowned company in international beverage market. PepsiCo is well known by their strong customer relationships which maintain the influence of brand and gives the company the power of positive word of mouth. PepsiCo

avail the benefit of emotional branding strategies, and encourage new ideas which influence human emotion and makes the PepsiCo the first priority of every customer.

PepsiCo is selling the following soft drink brands in Pakistan

Soft Drink Brand	Company
Pepsi	PepsiCo
Pepsi diet	PepsiCo
Pepsi max	PepsiCo
7up	PepsiCo
Mountain Dew	PepsiCo
Miranda	PepsiCo
Sting	PepsiCo

Coca Cola Pakistan

Coca cola is the most popular and one of leading soft drink brand in the world. Coca Cola recognized the importance and power of human sentiments. Coca cola efficiently gets advantage of emotional branding in its ideas and other elements in integrated marketing communication. Coca cola triggers customer buying responses by selling with emotions and by exchanging ownership of brand to customers and win the hearts of customers.

After “Open Happiness”, coca cola comes up with new global campaign “Taste the feeling” (Maza Har Lamhe Ka) which also reflects human emotions and leverages emotional branding. The product mix for coca cola soft drink brands in Pakistan are the following.

Soft Drink Brand	Company
Coca cola	Coca cola
Sprite	Coca cola
Fanta	Coca cola
Diet Coke	Coca cola

Statement of the Problem

In current competitive and complex marketing situations in beverages industry, soft drink beverage industry is facing severe challenges for motivating and retaining its customers. Besides customers increasing awareness towards healthy and hygienic lifestyle also put soft drink industry in a serious dilemma. Hwang, J., & Kandampully, J. (2012) discuss in his study that in today's digital world, customers will often switch to competitors if they don't get familiar with the brand along with strong brand relationship which in turn makes the decision highly judgmental and difficult. Soft drink industry have heavily invested in engaging, attracting customer's and in branding strategies, still in the fix that what tactics should be used for long term customer engagement with the brand.

In this regard innovative emotional branding approach will play a significant role by clearly distinguish brand from number of competitors and help in alluring customers on the basis of emotions. Thus soft drink beverage industry has to take significant actions to engage its customers and maintain its competitiveness in beverage industry by practicing emotional dimensions in communication and by providing what customers want beyond of everything else.

Objectives Of the study

- Analyze the impact of emotional branding on customer buying behavior in soft drink beverage industry of Pakistan.
- Study the role of emotional branding in differentiating brand from competitors in soft drink beverage industry of Pakistan.
- To highlight the most effective factors of emotional branding which influence customer buying behavior.

Significance of the study

This research will spotlight the role of emotions in branding, helps to understand the impact of emotional branding on buying responses and the importance of different communication tactics of modern era. In this perspective researchers have concentrated on the role of efficient integrated marketing communication and a little focused is given on aspects such as emotional branding which play a significant role to stimulate customer purchase decision and makes an insight deep long term relationship with brands and definitely put a direct contribution in building high level of market share.

Marketers today want to possess the ability to emotionally connect with customers as it works more effectively than other marketing strategies in retaining customers for a long time. Thus, the intent behind this research paper is to bring into light influence of emotional branding in modern competitive beverage industry. Soft drink beverage industry as case study remains appropriately main focus that will help our analysis and findings related to soft drink beverages industry.

Literature Review

This research encompasses two main domains, includes emotional branding and buying behavior. The main focus of this literature review is estimation of the impact of emotional branding on buying behavior and what role emotional branding has played in customer decision making process. Emotional branding is the terminology which describes the love connection between brand and its users and depends on the consideration that human actions towards brand choices are often induced by emotions rather than rational factors. Gobe (2010) is well known for emphasizing the significance of emotional branding in marketing to create a link between customer and brand in an emotionally deep manner.

According to Gobe, M. (2010) brands and customer relationship is formed on emotional preferences and choices. People get affiliated with the brands they use, emulate their coherence and when a strong bond is build, it arouse emotional reaction in customers. Morrison & Crane (2007) also added that branding strategies is not only about creating branding awareness but it's also about positioning the brand in the hearts of customer, which the core concept of emotional is branding. Gobe (2001) emphasize the significance of emotional branding in building strong customer equity. According to Gobe (2001) marketers can capture customer emotional attention by using sensorial experiences and imaginary in branding activities.

Moreover a brand long term success (Vision) depends on customer emotional relationship and positive experiences with the brand. Devi & Sharma (2015) inferred in their study that emotional branding plays a significant role in reducing post purchase dissonance. Emotions emerge in the minds of customer is more considerable when it is compared with quality of brand. According to them, the main objective of emotional branding is to form strong brand positioning and develop affection among customers of acquiring it. Devi & Sharma (2015) depicts the importance of using sensory dimensions in emotional branding. Brands can cultivate emotional attachment in the minds of customers by targeting to their senses. Using appropriate sensorial stimulants helps to generate specific feelings, attachments, affiliation and assurance to create long term emotional connection with customers. Marketers are using sensory techniques such as textures, sound and aroma to develop emotional relationship with customers and create inclination for their brands by triggering the right sense for their brands.

Craig J. (2006) analyzed that brand loyalty and brand preferences are results of emotional branding which includes emotional communication, brand engagement, repeat

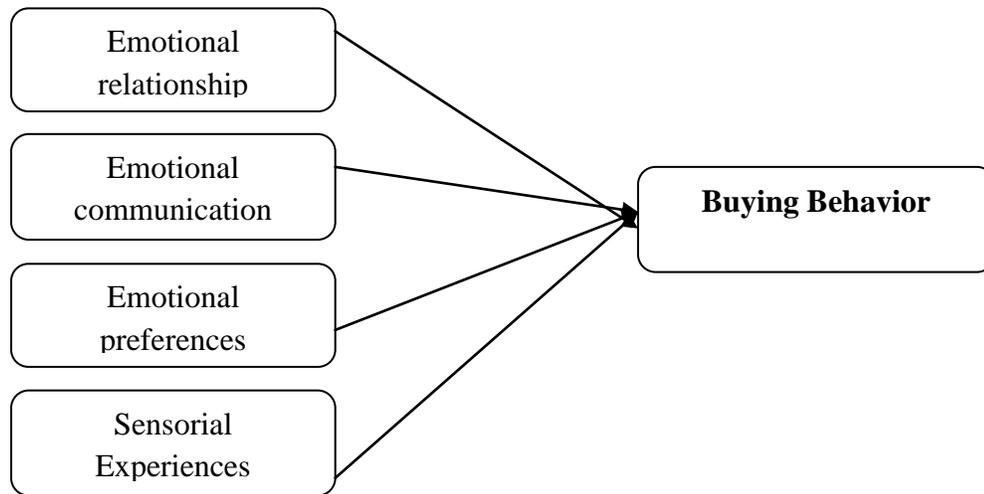
purchase, positive emotions in reaction to the brand, positive appraisal for the brand and acknowledgment of love for the brand. For positive brand emotions, emotional branding needs to communicate emotionally and develop symbolic, experimental and functional values which represent customer's emotions. Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011) study showed that customers buying behavior mostly based on their sensations and emotions about a specific brand. Strong brand persistence can be attained though customers trust reliability and emotional association with the brand. Customer establish emotional link to a brand because of their emotional communication to acquire this emotional contact through tangible and intangible features as emotional advertisement, attractive packaging, price, design, responsiveness to customer and appealing through visual, verbal and customer involvement.

Akber,A.& Kochoglu,I.(2013) Stated that emotional branding is about building meaningful relationship between customers and brands by customer's affection and key interest. According to them the purpose of emotional branding is to get customer interested to brand, encourage them to make a purchase, constantly persuade that the purchase decision was totally appropriate, and create a brand habit so that brand become an essential constituent of their life. Akber, A. & Kochoglu,I, I. (2013) found in their study that emotional branding is one of the most effective ways of increasing organization's strength in the market and building brand loyalty by targeting customer's emotions

Conceptual Framework

The conceptual framework provides a foundation for research study. The framework consists of four Emotional Branding predictors which are Emotional relationship, Emotional communication, Emotional Preferences, and sensorial

experiences and one response variable which is buying behavior. The Conceptual framework which provides groundwork for the research, proposed is as under



On the basis of literature review and previous studies conceptual framework is developed, which shows the relationship between emotional branding and buying behavior.

Methodology

This part of the research discussed about the methods adapted to measure the research variable, related research design which helps to provide appropriate understanding for conceptual framework, complete information about data collection and sampling techniques, measurement tools used to assess validation of data, about reliability of data and the approaches used for data collection and measurement. In this research, the impact of emotional branding on consumer buying behavior in soft drink beverage industry will be tested through deductive research approach, on the other side inductive approach will be used for defining empirical findings of the study.

Research Design

This research is based on both primary and secondary data. Secondary data were gathered from different journals, articles, books and from different websites. This research is quantitative in nature, primary data for research collected through well developed and well structured (five point likert scale) survey questionnaire. Other aspects of research design are discussed below:

Research Question

The research question in line with keeping in view the objectives of this study which is as follow, Q-What is the impact of emotional branding in influencing customer buying behavior in soft beverage industry of Pakistan?

Data and Sampling

The primary data was collected from 200 respondents through convenience sampling. The respondents were requested to fill the research instrument on voluntary basis. A sample size of 200 respondents was taken under consideration to test the hypothesis, regression analysis and internal consistency of information

Research Instrument

Survey questionnaire consist of five point likert scale questions (ranging from 1 to strongly disagree to 5 strongly agree) adapted in this research. To measure the impact of emotional branding on customer buying behavior, a self-designed questionnaire has been developed for data collection, and was distributed through email and social media. Scholarly and practitioners measures the validity of questionnaire. The questionnaire has been classified into three parts, part one related to demographic profiling of respondents. Second part consist of eight items related to measure the effectiveness of emotional branding on customer buying behavior by using soft drink industry of Pakistan. Besides

Third part explains buying behavior of customers with the help of emotional branding in soft drink industry.

Hypotheses

H₀=Emotional branding including Emotional relationship, emotional communication, Emotional preferences, Sensorial Experiences has no impact on customer buying behavior in soft drink beverage industry of Pakistan.

H₁: Emotional relationship is positively associated with customer buying behavior.

H₂: Emotional communication is positively associated with customer buying behavior.

H₃: Emotional preferences are positively associated with customer buying behavior.

Hypothesis 4: Sensorial Experiences are positively associated with customer buying behavior in soft drink beverage industry of Pakistan.

Data Analysis and Discussion

SPSS V.16 is used for different statistical analysis, including multiple regression analysis, descriptive analysis, and reliability test.

Statistical Analysis and Interpretation

Table 1: Reliability analysis (N=200)

Cronbach's Alpha	No of items
0.786	14

The results of reliability test with all items of independent variable (Emotional Branding) and dependent variable (customer buying behavior) provide significant results. In this research, the value of cronbach alpha 0.768 values shows high reliability levels. The instrument about the effectiveness of emotional branding, which was used in this study was highly reliable. The content validity of the instrument was highly reliable because each and every item of the instrument measured the effectiveness of different

aspects of emotional branding with respect to particular soft drink brand as emotional communication, emotional relationship, emotional preferences, and Sensorial Experiences which might trigger consumer buying practices. According to Baldinger, A., & Joel R. (2010) emotional branding practices triggers customer buying decisions, increase sales volume and reinforce customer loyalty.

The significant reliability showed that the research instrument had content validity because if the reliability was not satisfactory, the instrument would not be content valid.

Regression Analysis and Discussion

Multiple regression analysis applied over the dependent and independent variable to investigate the correlation between research variables and to test the research hypothesis.

The research results showed positive relationship between emotional branding (independent variable) and buying behavior (buying behavior).

Following are the results for regression model.

Table 2: Model summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin Watson
1	.750^a	.563	.554	.40535	1.785

Predictors : (Constant) emotional relationship, emotional communication, emotional preferences, and Sensorial Experiences
Dependent variable: customer buying behavior.

The overall results of regression model presented in the table establish the positive relationship between dependent and independent variable. The calculated value of R is 0.563 which identify strengthen positive relationship between emotional branding and buying behavior. Besides the resultant value of **R square** is 0.563, which falls between the standard range and in case of consumer buying behavior .563 is also quite good. Furthermore it explains that variation of 56.3% in consumer buying behavior is arising by the variation in different aspects of emotional branding in soft drink brands.

The resultant value of Durbin Watson is 1.785 which indicates the absence of autocorrelation in the data. The significant value of emotional branding is 0.000 which is less than the 0.05 depicts substantial impact of emotional branding on buying behavior and proved that hypothesis failed to be rejected. It means that buying behavior of a customer influenced by various aspects of emotional branding such as emotional communication in advertisement, brand logo, brand aesthetics, emotional relationship, and continues customer interaction on social media sites which helps in building emotional relationship with customer. .

The regression results undoubtedly prove the effectiveness of emotional branding in building strong customer base, high brand resonance and strong customer loyalty. Thus the marketers of soft drink industry must pay close attention to those activities that related to different aspects of emotional branding so that more customers can be influenced by the marketers towards the purchase of soft drink brands.

Table 3: ANOVA

Model	Sum of squares	Df	Mean Square	F	Sig
Regression	27.822	6	4.637	35.014	.000 ^a
Residual	25.560	193	.132		
Total	53.381	199			

Predictors : (Constant) emotional relationship, emotional communication, emotional preferences, and Sensorial Experiences
Dependent Variable: customer buying behavior

Analysis of variance level in regression model is presented in ANOVA table.

The research hypothesis states that when different beverage brands invest in emotional branding activities, i.e., customer willingness for soft drink brands increase. The ANOVA results conclude that there is an influence of emotional branding in buying

behavior of consumer. Emotional Branding is considered as an important marketing tactic that can strongly influence consumer buying decision. The ANOVA result confirms the dominance of emotional branding on customer purchase. It also confirms that emotional branding can increase customer purchase, brand affiliation, brand engagement and build strong relationship with soft drink brands.

Table 4: Relation between customer buying behavior and Predictors Variables (N=200)

Model	Unstandardized Coefficient	Standardized Coefficient	P value		Remarks
R2= .563	B	Beta	T	Sig	Hypothesis
(Constant)	.796		5.898	.000	
Emotional relationship	.212	.291	5.525	.000	Accepted
Emotional Communication	.156	.232	4.555	.000	Accepted
Emotional preferences	.108	.171	2.921	.004	Accepted
Sensorial experiences	.237	.340	6.049	.000	Accepted

The coefficient analysis is used to investigate the significant impact of emotional branding predictors and buying behavior. β value shows the positive or negative impact of the variable. Furthermore the p- value (significant) as well as t-value gives valuable information to find out the significant of independent variable. The standard value for t-test should be < 2 , in this research all t values are greater than 2. Emotional relationship with soft drink brands strongly influence customer buying behavior with (Beta= .291, t= 5.525, p=0.000) thus H1 is accepted. Emotional communication in advertisement, and brand elements also influence customer choices for soft drink brands with (Beta=.232, t=4.555, p=0.000) so H2 is supported. Customer buying behavior is also affected by emotional preferences (Beta=.171, t=2.921, p=0.004) so the results also supported

H3. sensorial experiences play a significant role in emotional branding and triggers customer buying with (Beta=.340, t=6.049, p=0.000) thus H4 is also accepted. The emotional branding coefficient was found to be significant as well as positive and indicating that emotional branding in soft drink brands has high impact on buying behavior it also confirms that when emotional branding is high customers are more willing to purchase soft drink brands. High levels of emotional branding forms and create strong association with the brand and customers are more willing to pay and try to engage themselves with the brands.

The model generated after analyzing the regression results presented as follow.

$$\text{Buying Behavior} = 0.796 + 0.212(\text{Emotional relationship}) + 0.156(\text{emotional communication}) + 0.108(\text{emotional preferences}) + 0.273(\text{sensorial experiences}).$$

Conclusion

The aim of this research was to investigate the influence of emotional branding in consumer buying behavior, in a case of soft drink beverage industry of Pakistan. The main objectives determined for the research was to identify the factors influencing emotional branding of customers and examine the role of emotional branding in differentiating brands from competitors in soft drink industry. The research outcomes showed that emotional branding have a positive impact on consumer buying behavior and have significant impact in designing buying responses and driving purchase decision. Customers want loyalty from the soft drink brands they trust, recognize and purchase. As well as customers also look forward an unexampled level of emotional commitment from the brands. Customers often claim that brand quality and benefits influence their purchase decision, but research results proved that initial motivation for soft drink brands in most cases based on emotions. Emotional branding also helps to sustain a relationship after purchase. And consequently it's proved that, to be successful in this competitive

marketplace, soft industry needs to grab customer attention and cultivate personalized long term relationship through emotional branding.

Recommendations

- The increasing competition in Pakistan beverage industry specifically in fizzy drink category has made it difficult for marketers to attract and retain customer loyalty. Major players in soft drink industry like PepsiCo and coca cola are investing large amount on brand awareness and promotional activities but it's essential for them to classify effective emotional methods for their marketing campaigns that bring them capture customer's attention and better rate of return.
- For long term customer engagement and frequent customer interaction, social media sites and other digital forums perceives as an integral part of any modern communication channels. Soft drink companies should design ads, customer preferences surveys and gather customer feedback from different social media sites such as face book, twitter, YouTube. Moreover the collected data from social media can determine customer likes and dislikes and will be useful in designing effective marketing strategies.
- Emotional appeal in advertisement also helps to put long lasting impact and develop personal dialogue with your customer on different matters and occasions which are important to them.
- The research results showed the extreme competition between the brands like Pepsi and coca cola that offer nearly identical quality in their brands needs to come up with ways to differentiate themselves from competitors in this regard focusing on understanding customer psychology , preferences, helps to build distinguish identity for their soft drink brands.

- Marketers of soft drink industry must employ the fusion of music, images, aesthetics, and texts in communication to urge a psychological response in people.
- Emotional appeal in various marketing aspects such as packaging, brand slogans, commercial songs and in different sales promotional activities is a golden opportunity for soft drink industry to create brand identity and brand preferences.

Limitations and Recommendations

This study is directed to determine the impact of emotional branding in consumer buying behavior in soft drink industry of Pakistan. The specified time facilitate only a small sample size for the research, which may deflect research results to some extent. Besides only a soft drink industry was singled out to observe the influence of emotional branding upon buying behavior from a vast beverage industry, which may also limit research in terms of outcomes. Apart from that, the suggestions for future study was established by analyzing the impact of emotional branding with a large scope and a large scale of primary data (large sample size) should be collected for more accurate research outcomes. Additionally including some other variable such as environmental factors, social factors, financial factors and their impact make this study more feasible for researchers plus useful implication of research findings.

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