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# THE EMERGENCE AND MODERN APPEARANCES OF EMOTIONAL MARKETING IN BRAND CREATION

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**Abstract:** This article examines the role of emotional marketing in the branding process, its historical development, and its manifestations in the modern economy. The study analyzes the evolution of marketing concepts from a product-oriented approach to a consumer-oriented model based on emotions. The author explores strategies for enhancing consumer loyalty through neuromarketing and storytelling techniques. Using global brands like “Adidas” and “Planters” as case studies, the article scientifically proves the effectiveness of emotional triggers in maintaining brand competitiveness.

**Keywords:** emotional marketing, branding, neuromarketing, consumer behavior, storytelling, Adidas, Planters, brand loyalty, emotional triggers.

**Резюме:** В статье исследуется роль эмоционального маркетинга в процессе создания бренда, этапы его исторического формирования и современные проявления в экономике. Анализируется эволюция маркетинговых концепций от продуктоориентированного подхода к модели, основанной на эмоциях потребителей. Автором раскрыты стратегии повышения лояльности потребителей с использованием инструментов нейромаркетинга и сторителлинга. На примере глобальных брендов “Adidas” и “Planters” научно обоснована эффективность эмоциональных триггеров в обеспечении конкурентоспособности бренда.

**Ключевые слова:** эмоциональный маркетинг, создание бренда, нейромаркетинг, поведение потребителей, сторителлинг, Adidas, Planters, лояльность к бренду, эмоциональные триггеры.

## Introduction

In the world economy of the 21st century, the concept of a brand has already taken shape as an integral part of the activities of companies. It has already become a complex socio-economic phenomenon that is fundamentally different from traditional marketing categories. Since the functional differences between products and services are increasingly decreasing in modern market conditions, the main role in consumer choice is played by the substantive, semantic and emotional components of the brand. In this regard, in the process of creating a brand, not only quality and price factors, but also the emotional experience, associations and value system formed in the consumer's mind are of decisive importance.

The consumer's decision-making process is mainly irrational (human behavior that is not based on logic, calculation or specific benefits) and is often formed under the influence of emotional factors. In particular, about 90% of consumer decisions are made unconsciously, based on emotional and intuitive mechanisms [1]. This led to the formation of a new concept in marketing, the emotional marketing approach. Emotional marketing is developing as a type of activity aimed

at establishing a deep psychological connection with the consumer, influencing his emotions and thereby forming loyalty to the brand.

A strong brand is a brand that has been able to form a positive knowledge system and emotional experience in the consumer's mind [2]. Kotler and Keller describe the modern stage of marketing as "human-centered marketing", noting that the emotions, values, and lifestyle of consumers occupy a central place in it. Therefore, taking into account the emotional component in the process of creating a brand not only increases marketing effectiveness, but also allows for long-term competitive advantage.

**Main part**

Emotional marketing is a marketing strategy aimed at purposefully arousing human emotions (joy, fear, pride, longing, etc.) in order to influence the consumer's purchase decision, increase brand recall, and loyalty [3]. With the development of a market economy and increased competition, marketing concepts have also undergone evolutionary changes. Initially, marketing was mainly focused on the product and its functional characteristics, but later consumer behavior, psychology, and emotional state began to be considered as important factors [4].

It was as a result of this process that the concept of emotional marketing was formed. Emotional marketing gradually developed as a result of changes in the values, needs and self-awareness of consumers [5]. In particular, in modern society, the increased desire of a person not only to fulfill functional needs, but also to express himself, identify and demonstrate his social status became the basis for the formation of emotional marketing.

Since the second half of the 20th century, an important turning point has occurred in the evolution of marketing concepts. In the process of transition from classical marketing to socio-ethical marketing, and from there to interactive and relationship marketing, relations with the consumer have deepened [6]. As a result, marketing activities have become focused not only on selling products, but also on shaping the emotional experience of the consumer. From this point of view, emotional marketing is considered as a tool that influences both the consumer's consciousness and subconscious. The vast majority of human decisions are based on emotional factors, not rational ones [7]. This has led to the widespread use of psychological and neuromarketing approaches in marketing strategies. In particular, researcher N. Consoli defines emotional marketing as: "The art of establishing an emotional connection between a brand and a customer by delivering personalized messages using methods that evoke specific emotions in consumers" [8]. In this process, the brand becomes not only a seller of goods, but also a provider of a certain emotional experience. The main task of emotional marketing is to activate the subconscious reactions of the consumer. Consumers rely more on emotional impulses than on logical conclusions in the purchasing process. In this context, emotional marketing is seen as "a strategic tool that simultaneously influences the psychological state of the consumer (by inducing joy, longing or trust) while encouraging him to make a purchase" [9].

Research in the field of neuromarketing has brought the effectiveness of emotional marketing to a higher level. The emotional attachment formed towards a brand reduces the customer's price sensitivity and ensures long-term loyalty to the brand. Researchers state that emotional marketing is "a strategy for selling not the product itself, but the positive image that the customer forms about himself through the consumption of this product" [10].

The emotional component also plays a central role in the modern interpretation of the brand. According to research, a brand is not just a simple trademark, but a set of images, associations and emotional connections formed in the consumer's mind[11]. Therefore, in the process of creating a brand, not only the quality of the product, but also the emotional impression it evokes in the

consumer is of great importance. In the process of brand evolution, the chain "product - trademark - brand" is observed. At the highest stage of this process, the brand becomes part of the consumer's personal identity. This is considered the highest level of emotional marketing, because the consumer begins to express himself through the brand.

The formation of a long-term emotional connection with the consumer is manifested in the following areas:

a) creating an emotional experience through the brand;
b) strengthening communicative intimacy with the consumer;
c) building loyalty;
d) making the brand a part of the consumer's identity [12].

In addition, the development of digital technologies and social networks has taken emotional marketing to a new level. Now brands communicate with the consumer in real time, apply an individual approach and establish a strong emotional connection through personalization.

Today, companies that effectively use emotional marketing tools are achieving high results in the market. For example, the Adidas brand has been able to establish a strong emotional connection with consumers by promoting not only sports products in its marketing strategy, but also ideas of motivation, self-confidence and success. This brand was founded in Germany in 1949 by Adolf Dassler, and over the years of its existence, it has transformed from a mere shoe manufacturer into a symbol of innovation, high quality and individual achievements, and today it is recognized as the brightest example of the "inspirational brand" model of emotional marketing [13]. The Adidas brand builds communication with the consumer not only on product features, but also on deep psychological motivation and the need for "self-expression". The brand's global campaigns, such as "Impossible is Nothing," portray the brand as more than just a sportswear manufacturer, but also as a "companion" and "inspiration" in overcoming life's challenges [14]. From a neuromarketing perspective, this approach creates an emotional connection between the customer and the brand, creating loyalty that goes beyond the price and technical specifications of the product.

The effectiveness of emotional triggers in Adidas marketing is clearly demonstrated in its "Storytelling" technique. For example, by showing the pain and emotions of legendary athletes such as Lionel Messi or Muhammad Ali on the path to success, the brand evokes an emotional response in the average consumer that "I can do it too." Such emotional resonance leads the consumer to identify the brand with their own personality [15]. As a result, purchasing an Adidas product gives a subjective sense of achievement, which is a key intangible asset that ensures the brand's competitiveness in an unstable market environment.

One of America's oldest and most recognizable brands, Planters was founded in 1906 by Italian immigrant Amedeo Obichi and has been a leader in the snack food market for over a century [16]. The brand's identity is reflected in its iconic character, Mr. Peanut, created in 1916 [17]. The character is considered one of the most successful anthropomorphic brand symbols in marketing history, creating a sense of stability, trust, and authenticity in the minds of consumers. From an academic perspective, Planters connects with its audience by using the "humor and surprise" model of emotional marketing. While the Adidas brand relies on motivation and seriousness, Planters, on the contrary, has chosen a strategy of creating a "friendly conversation" with the consumer, arousing emotional excitement through unexpected creative twists (for example, the "death" and "rebirth" campaign of the Mr. Peanut character [18]). This approach serves to perceive the brand not only as a product, but also as a cultural phenomenon and dramatically increases brand recall in a competitive market. The "emotional surprise" effect it uses is the most effective means of

attracting attention in neuromarketing, creating a positive emotional disposition towards the brand in the consumer.

**Conclusion**

Emotional marketing has become an integral part of the brand creation process, and its formation is directly related to the evolution of marketing concepts, changes in consumer behavior and the development of modern technologies. The formation of not only functional, but also emotional value is a decisive factor in creating a competitive brand. In a digital environment with an overwhelming flow of information, only brands that can emotionally resonate with consumers can have a long-term strategic advantage.

Based on the analysis, the following conclusions were drawn regarding the importance of emotional marketing in brand creation:

1. In the modern market, the functional characteristics of the product (quality, price) are not enough to ensure competitiveness. In order for consumers to accept the brand as part of their identity, an emotional connection with it must be established.
2. As can be seen in the case of Adidas, stories about successes and difficulties (storytelling) evoke a sense of belonging to the brand in the consumer and elevate it to the level of a "source of inspiration".
3. The case of Planters shows that avoiding constant monotony and creative unexpected triggers (humor, character change) dramatically increase brand recall and ensure long-term loyalty.
4. Since a large part of purchasing decisions are formed subconsciously, emotional triggers (joy, pride, surprise) serve as the main factor controlling the consumer's brand selection mechanism.

**Recommendations**

1. Uzbek enterprises should abandon the mere description of the product in their marketing strategies and create emotional platforms based on national values, family ties or personal achievements.
2. Brands are recommended to communicate with the consumer not just in a “seller-buyer” relationship, but as “friendly companions”, and to strengthen emotional contact through interactive and unexpected content on social networks.
3. Large local manufacturers are invited to establish a system for testing the emotional reactions of consumers before launching advertising campaigns.
4. Using the capabilities of digital technologies, it is necessary to create an “emotional service” model that is adapted to the individual emotional needs of each customer.

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