

## The impact of emotional branding on brand loyalty in the skin care market



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*I actually started reading this article ebook. It is actually packed with knowledge and wisdom Its been printed in an remarkably simple way and it is only after i finished reading this pdf where in fact modified me, alter the way i believe.*

*(Prof. Uriel Witting)*

## THE IMPACT OF EMOTIONAL BRANDING ON BRAND LOYALTY IN THE SKIN CARE MARKET

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GRIN Verlag Sep 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Master's Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 67, South Bank University London (Business), course: International Business, language: English, abstract: Satisfying customers is no longer sufficient for being successful in today's business environment. A number of studies suggest that more and more marketers aim to create emotional bonds between their brands and their consumers in order to enhance brand loyalty and the organisation's profitability. Emotional brand attachment plays an important role in marketing, particularly, in the cosmetics industry. Thus, the overall aim of this research is to investigate how emotional brand attachment affects brand loyalty in the skin care market in the UK and in Germany with a special focus on Nivea and Dove. Furthermore, the study focuses on a number of other research objectives, such as to find out what communications and branding strategies Dove and Nivea use and compare them in order to find out which brand is more successful in establishing brand loyalty and why. Other objectives are to evaluate whether addressing the consumer's actual or ideal self is more effective, to investigate what other factors impact brand loyalty and to what extent they moderate the effects of emotional brand attachment and to see if the impact of emotional brand attachment on brand loyalty differs in the German and the UK market. In order to examine these research questions a number of hypotheses have been stated. The study is based both on primary and secondary research using qualitative research methods. The secondary research involves the analysis of written documents, and other sources of secondary data with the purpose to get an overview on the research topic and to investigate those research objectives that cannot...



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