



Consumer Brand Relationship: Psychological and Neuro Psychological Awareness and How Consumer Relay to Brand

Durgha Devi Loganathan

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Research Scholar

Vellore Institute of Technology, Chennai

ABSTRACT

The study provides a new awareness about branding with the help of psychological and neuro psychological channels of consumers, how they relate to their dearest brand. The author states that, the emotional connect over the brand decreases, on the other hand the involvement of the brand into self-increase over time. There are three experiments conducted in this study, the first experiment indicates a positive emotion for recently established brand, as well as a negative emotion and a positive involvement of dearest brand over time. Second experiments, measures the skin control responses and a positive emotion for recently established brand relationship, but they not established brand relation and the result is merged with the acknowledged data. Third experiment, a practical depth of magnetic study gives a link between established close relationship and insist the brain, which previously found to be crucial process in different, but connect the psychological situation such as addiction, loss aversion and interpersonal love.

KEYWORDS

Consumer psychology, Brand relationship, Brand awareness, psychology and neuro psychology.

INTRODUCTION

The consumer's brand relationship report consists a mass construction, which includes brand attachment, brand commitment, brand devotion, brand affection. These concept helps to understand the importance's of consumers behaviour on dearest consumer's brand relationship, such as brand loyalty and positive words.

Here the study has not fully stated the emotional connect towards the dearest brand relationship. What is the general emotional importance of such dearest brand relationship? This question connected with the persons heart of social psychological and self-expansion theory (Nelson, 1991). Which connect broadly with the human relationships, not yet connect with the brand relationship. Here the self-expansion theory suggests that the early stages, of close relationship are influenced by self-expansion, that is the acquisition of the resources and perception, which helps to identify the one's ability to accomplish the goals (Belk, 1988). on the other hand, the later stage, of close relationship are connected with involvement of others into self, that is people consider others as part of the mind.

Altogether, according to (Aron, 2009) the main characteristics of close personal relationship concern to motivate oneself, and the other main characteristics is overlap between two people. Then the result of overlap leads to falling in love. Recently, the point to address is the method of relationships might be relevant to consumers close relationship with brands and also, (Ahuvia, 2005) they form a similar type of relationship with objects and theses objects are helps to identify the brand as well as oneself. (Hameed, S. S., Madhavan, S., & Arumugam, T. 2020) Brands plays a main role and they create a special feeling among consumers, which they generate a nice experience and connect a bond with consumers. Brand can also give consumer ideal self, to aspire. For brand research, the special appeal which connect with the self-expansion theory is emotional and motivation.

Particularly, theory highlights the liberal character of close relationship and they give a way to emotions and motivations relationship. (Anuradha, T. A., Jan, N. A., & Subramani, A. K) At many points the self-expansion theory gives an understanding of brand relationship which connect with the brand lifecycle and the research drawn from several psychological and neuro psychological methods, which includes self-report, sink concentrate, and brain activation. And theses help to highlights the self-expansion theories context of consumer brand relationship.

Specifically, the skin conductance responses measure the consumer's emotion and they highlight the possibility of how consumers expand their self. (Figner & Murphy, 2010) This process is called tracing methodology and the recording of SCR, which helps to provide awareness of the other self. Additionally, functional magnetic resonance imaging (fMRI) helps to make a possible analysis of the neuropsychological process in the brain. fMRI is not a subject to understand emotion. (Neuhaus, 2011) Here the fMRI process identifies how consumers relate to a brand, and no need for participants to recall how they relate to a brand.

According to (Cheung, Chan, 2010) The prior research has used fMRI, to improve the understanding of the emotional process which is related to brands and they include the neural correlates of brands. (Yoon, Gutchess, Feinberg, 2006) This report provides by determining and testing of self-expansion theory in the context of brand relationship, whether self-expansion and involvement for recently formed close brand relationship compared with established close brand relationship, Whether self-expansion and involvement change over time, Whether frequently used brand influence the effect of time on self-expansion and involvement (Wong, Xue, & Bechara, 2011) By using multiple methods, the current research adds the psychological and neuro-psychological responses to brand and knowledge of the brain which is associated with close brand relationship. Finally, these data and fMRI provides an understanding of the psychological and neuro-psychological process of decision making.

Conceptual background

Experiment 1

Participants those who are recently make a close brand relationship, show serious emotional connect than participants with more close relationship. (Tucker, 1993) The involvement of participants indicates greater level to displayed brand relationship and also recently makes relationship and on the other hand, participants those who developed close brand relationship prior six month displayed a less emotional connect then previous session. Particularly, frequently used close brand had less impact on negativity connect. (Aron, 1991) This shows that negative effect time was sustained, but not more for frequently used brands. Hence, frequently used brands had more impact on the effect time on involvement. The one often uses brand, the more self-involvement displayed. To justify these conclusions, experiment 1 to perform proposed psychological effects.

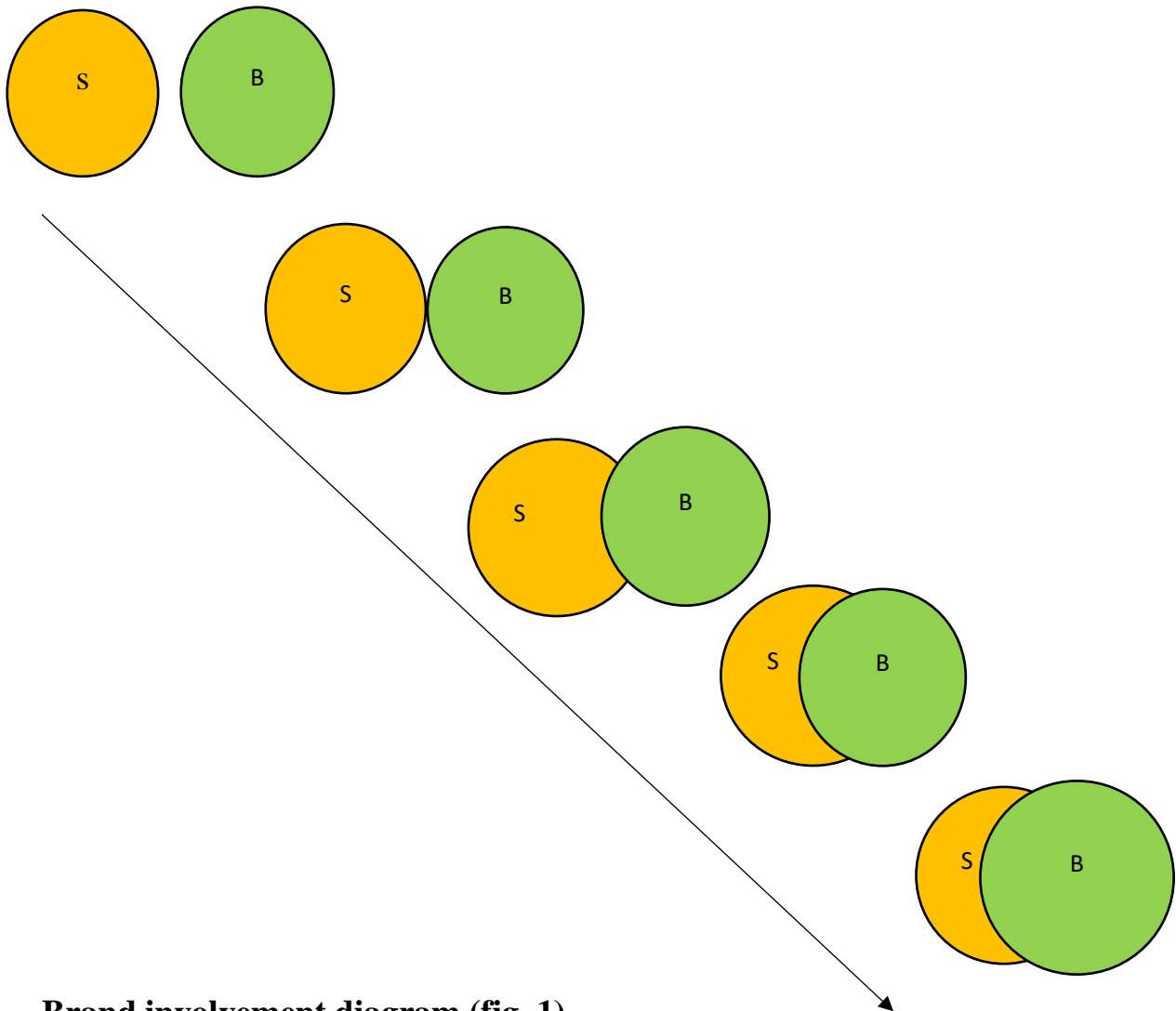
Experiment 2

Recently, make close relationship shows a positive emotional connect in response while compared to established one. from experiment 1, conclusion gives additional support to our findings, that recently established consumer brand relationship prompts a greater emotional connect. (Nunnally, 1978) As SCR result, directs the same justification of self-reported, which measures the connect and this was found in neuro psychology. The experiment 2 recreates the second process of close brand relationship, the greater self-involvement of brands shows the close relationship which compare the both recently formed close relationships. (Dawson, 2011) Here the finding was completely based on the paper and pencil, which measure the involvement and the neuro psychology process of involvement in brands are not yet understood. Finally, the experiment 3 focused on the comparison of established close brand relationships with normal brand relationship and they are design to highlights the process.

Experiment 3

The current neuro psychology experiment supports the concepts that insula plays a main role in expectation of choice of close brand relationship. (Knutson, 2007) The previous research found that insula is active in the body and this insist and emotional and motivational functions. The other work as shown that activation of insula is highly corelated with individuals' advice. The choice of brand which established close relationship that exits responses, which prompts emotional and motivational from advice and craving for special brand. So, the result is for all aspects of psychological condition of physical body. (Clarke, 1990) There is other two brain areas, such as prefrontal and cortex they play a role in the self-control and decision making, these areas are mainly connected only when the choice is battle. (Fellow, 2004) When insula activation is increased, we can find increased activation in caudate and decreased activation in frontal lobe and the previous research shows that normal system as impulsive system and they show that as becomes hyperactive in consumers.

The below diagram shows the involvement of brand, ■ SELF ■ BRAND



Brand involvement diagram (fig. 1)

Review of Literature

Expansion of close brand relationship

The self-expansion theory highlights the main human motive is to desire one self, to attain resources, perspective, and specification from others to expand one's capability to reach the goals (Aron, Norman, & Aron, 1998). Many times, the participants are tested over a ten week. At every test, participants are asked to answer number of questions, which includes the items to indicate whether they fallen in love. Previously the last testing and open-ended questions are self-description. As self-expansion theory states that, participants are self-contented in their self-description between the before and after falling in love. This was

doing when the participants started in love or when the participants did not fall in love.

Involvement of brands into self

The close brand relationship become stronger over the reach of relationship resource's, perspectives from experienced as oneself. (Aron, & Smollan, 1992). Here the resources include oneself, knowledge which is related to assets. Assets help to achieve one's goal by allowing and the other resources which include both positive and negative resources. The perspectives are included into one self that refer to experience, consciously and no consciously.

There are various cognitive biases related and they also applicable to the person (Aron, 1991). The self-contain features are differentiate from people and objects. In terms of features and memories they locate the person in social and physical space (Aron, 1991). The involvement process can help by explaining why the consumers have long lasting relationship in brand. The early consumers research and have perception that brands become identity (Levy, 1959). Additionally, researchers are identified that consumers are main contributors, and they found that human traits that is consistently describe the individuals and those traits, brand is the greater self-preference (Malhotra ,1988). The recent work has states that brand relationship can be expression of consumer identities (Escalas & Bettman ,2005).

Neuro psychological process with brand

The self-report states an analysis of self-expansion and elf involvement, this study deals with neuro psychological methodology, skin concentrated reason, which highlights the close brand relationship. Particularly the skin concentrated responses give a brief note in electrical conductivity of the skin (Dawson, Schell, & Courtney, 2011). SCR is valid method in this study which helps for consumer's decision making. Prior study shown that individuals are presented with feasible consequence, SCR are expected to anticipate the outcome from emotional process, which guides the future decision making (Dawson ,2011). Here we expected the recently formed close consumer brand relationship with SCR, which measures the level of emotional connect.

Frequency and involvement into self

The brand relationship report suggest that frequently used brands are playing a main role in consumer brand relationship. Particularly, self-expansion theory in human relationship shows the more regular interactions (Fournier, 1998). The relationship reach, increases the interaction frequently in partners, which will desire to self-expansion themselves (Aron, 1996). The more consumer frequently uses the brand, they become much stronger the negative effect on self-expansion. Here the consumer brand relationship is a subject to such effect (Wensink, 2001). Several close brand relationships have similar principles have a strong suitable consumer's self-image with the brand. Therefore, the frequency prompts the positive effect on involvements of brand into one self.

Conclusion

The study shown the emotional connect of close brand relationship, (Subramani, A. K., Jan, N. A., Chebolu, R. M., Azhagan, C. T., & Arumugam, T. 2019) then the involvement of brand into self over the time and here the study displayed the relationship effect and their closeness on emotionally connected and involved brands. Besides the study has demonstrated the emotional connect and involvement into self, which are identified with specific neuropsychological process of positive skin concentrated responses and with insula activation and with the help of several psychological and neuro psychological concepts, this research highlights the specific features of close consumer brand relationship by identifying how consumers relay to brands over time(Fournier, 1998).

According to the (Reimann et al., 2010) the instruments may measure the both cross sectional and longitudinal of brand relationship. The research provides a theoretical chapter to the brand relationship report by introducing the self-expansion theory, to the consumer study and helping it for development and to maintenances of brand relationship. Multimethod approaches were found in this study first, the brand relationship of consumers is based on the two psychological process that is, self-expansion involvement into self. Second the rapid self-involvement for recently formed close brand relationship on both displayed relationships, which is shown in positive SCR and the third is compared with the normal relationship, and formed close brand relationships, associated with the insula activation. (Talairach and Tournoux, 1998) Altogether, these results show the knowledge of consumer how they relay to brand over the time, with the suggestion of close brand relationship and to explain the general self-expansion

and involvement process, the role differs and it depends on whether the relationship is persistent or new. (Poldrack, 2006) Further, the current research has focused on the contribution of brand relationship and particularly, this study provides the basic effect instrument to assess the involvement level in brands. Below the conceptual background we have shown the brand involvement, how the brands are closely connected to the consumers.

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