



## Psychology and Marketing: Rating Structure of Brand Happiness with Their Issues and Effects

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# **PSYCHOLOGY AND MARKETING: RATING STRUCTURE OF BRAND HAPPINESS WITH THEIR ISSUES AND EFFECTS**

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## **ABSTRACT**

The concept brand happiness was introduced as encouraging new branding asset in recent intellectual discussion. The Scientific proof of brand happiness was found with strong worthiness and its features of emotional success. High superior power influences the brand behaviour to meet requirements of brand happiness which plays an important role as brand goal and it helps to identify from other emotional concepts such as, competition and word of mouth, emotional brand supplementary. In this study field, to give important new awareness the authors developed a theoretically rating structure of issues and effects of brand happiness and with pragmatic verify of four industry sectors. Features of brand relationship, Cross industry innovation, brand goal consistency, self-supporting of brand, Ideal brand balance are playing a major role of brand rating issues and brand happiness, fairness are confirmed as important phenomena in rating issues of brand happiness. In cross industry level, variabilities are viewed and they are influenced by some of brand rating issues on brand happiness and some rating issues on brand happiness beyond the four analysed industry. There are five manageable strategies which was forecasted by brand happiness and was assist by social power are brand instruction, brand absolution, problem related strategy, emotional related strategy and price premium.

## **KEYWORDS**

Brand behaviour, brand happiness, brand management

## INTRODUCTION

The ultimate goal of people to attain is happiness. Here to explore the guess has guide economists, psychologists, sociologists, help to define the theory and gives away to achieve it. The education, health, occupation, marital status they play as a key factor which enhance the happiness and this external social status was identified in the previous research. Thought, the research also found the internal social status which have a high potential power issue of happiness. The variables are positive, encouraging, and have a frequent link with others, the control of concrete goal which have been consistent helps to suggest motives and self-concept, experience and behaviour are consistent between people.

The significant and efficient way to get happiness is purchase and utilization of more and more goods. The recognised thing about marketing study is making consumers happy it is most valuable strategy as it is positively connected with reaction of different consumers, such as loyalty, quality, satisfaction and dedication (Gelbrich, 2011). Here have to identify the ways to bring out the positive influence of consumer happiness, that is attention to several strategy in marketing and rating. To influence consumers happiness the important key is product, Price and advertising.

Purchase, utilisation, promotion of products or services is related to theses issues and effects of happiness, since they related to consumer brand factors. The marketing and consumer study is essential from brand related investigations of happiness.

The main aim of this study is to understanding the determinants by creating a rating structure for brand happiness it is not only helps to influence the internal and external conditions of brand happiness, on the other hand it helps to uncover the coping of brand related behaviour which experience brand happiness. To develop a systemic structure, author conduct an understanding literature review which is actually observed and theory-based findings in marketing and psychology.

The paper is segmented in three parts, first making of theory-based contribution by providing new thinking which is related to brand evolution and this is general, the next is rating brand happiness process this is particular. By doing this it will helps to develop rating theory to brand emotions that is brand happiness. The second part is making an actual observed subsidy by testing and developing the rating structure of brand happiness and this was around German sample, concern of four different industry sectors with eight brands. The third part is providing a direction for structured brand happiness.

## **LITERTURE REVIEW**

### **Key to brand happiness**

The statement shows brand happiness as serious new branding assets, to be happy identified brands are able to fulfil the desire of an individual which makes the individuals to commit with the brand in order to experience or to maintain, this statement highlights the emotional connect with happiness. Here the chances of happiness were offer to consumer by brand. The first and foremost important thing to people, want to be happy and this is a basic desire. Its success makes people as such superior important to an individual which makes to consider anything less important. Strong tendency is one of the most important features of happiness to bring action ([Veenhoven, 2012](#)). Various activities like playing, working, cooking, people became furious to achieve state of happiness by engaging in activities. The aim of engaging in various activity one goal is to create more possibilities to attain the level of happiness. This happiness highlights the strong behavioural of individual and this also shows the individual extreme satisfaction towards happiness.

### **Connotation of brand happiness**

Some scholars were identified the increasing connection with brand happiness, so the marketing researchers dedicated an attention to this concept. In related area to develop a connotation of happiness first have to draw the existing connotation of happiness. “As feeling good than being good” this control literature today in concern with happiness. In affective happiness there are two different angles to explore it “the hedonistic and the emotional view” ([Kiran, K. U., & Arumugam, T, 2020](#)) the hedonistic angle states the balance between the positive change and

negative change and the emotional view states the learning of new positive connection towards happiness.

Finally, there are two form of happiness which states that high connection and low connection. The hight connection states when learning or excitement and the low connection states the favourable form. Additionally, this study declare that happiness can be emotion in nature and also happiness can be satisfaction and a growth for favourable and positive manner in life.

There is only one report which states the consumer happiness and this is based on the authors knowledge. Here the report suggests three features related to consumer happiness; ([Schuchery-Guler, Eisend, & Lutters, 2001](#)) first feature denotes the emotional that is short term in nature, second feature denotes the happiness as an experience which strengthen the personal quality, third feature denotes the happiness as experience in specific phenomenon. The consumers highest emotional connect is brand happiness, high and low moment based emotional connect with experience and also several brands connect. These are defined by author with represent of remarkable important attributes to happiness, intellect of happiness and emotion of happiness.

### **Separation of brand happiness from connected manufacture**

Only when the new marketing manufacture is trustworthy in order to brand happiness has to be independent. There are two different types of manufacture, a brand happiness wants to be theoretically different from connected that is emotional brand connect, brand relationship quality “affective- relational manufacture” and brand satisfaction, brand involvement, brand attitude “cognitive evaluative manufacture”. The attributes of brand happiness are satisfiable emotional connect that from high and low.

From brand happiness, emotional brand connect is different from its emotional attributes and this states the experience of person emotional connect ([Thomson, Maclnnis, & Park, 2005](#)). Brand relationship quality is partially connected with the brand happiness. Finally, the brand happiness is purely based on the “moment based” and “specific situation based” which includes the satisfaction, involvement, attitudes of brands. Most commonly brand happiness is brand experience, they are purely emotional based and behavioural aspects.

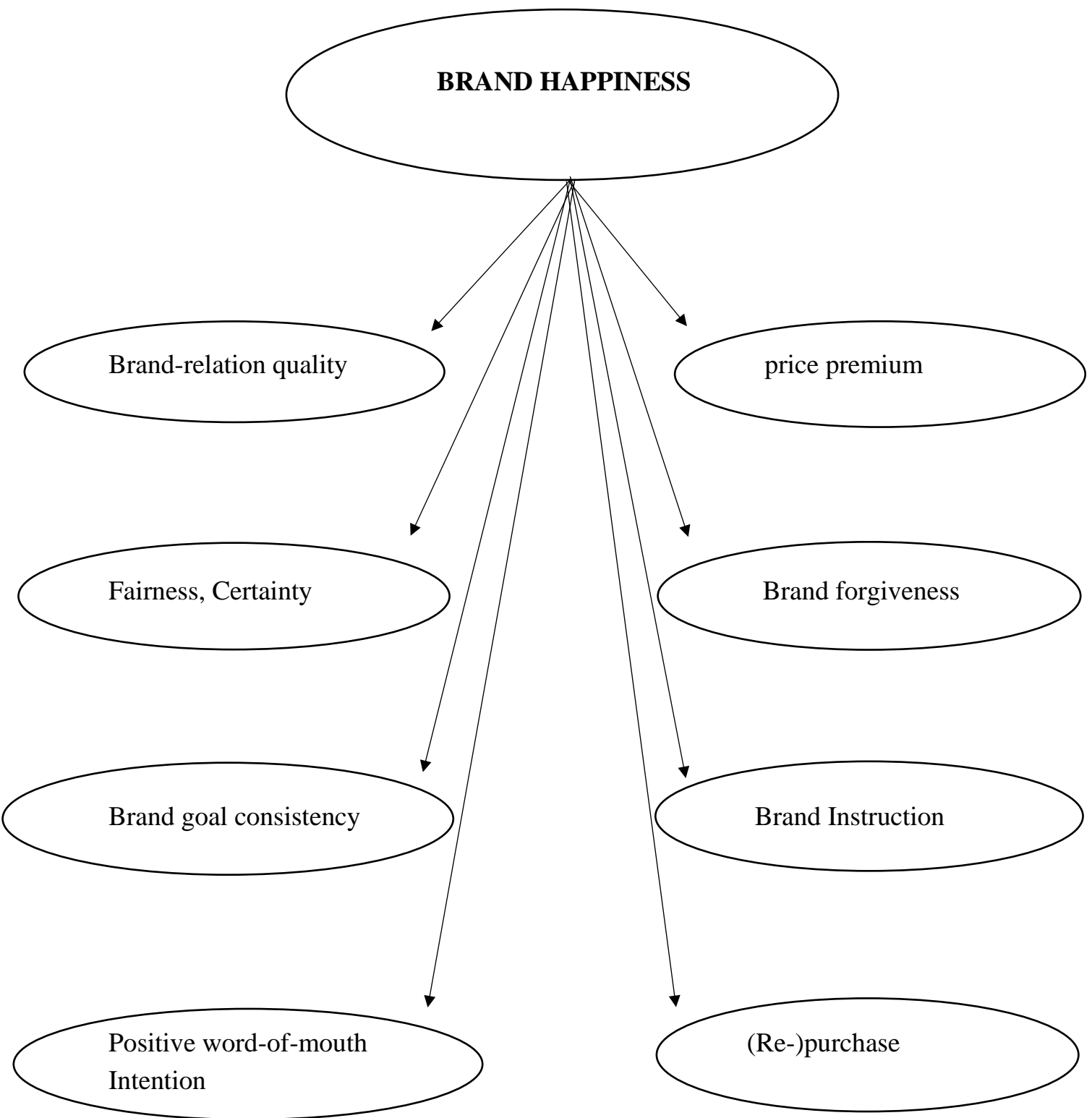
## CONCEPTUAL FRAMEWORK

### Rating address to the issues of brand happiness

“Appraisal theories provide perhaps the fullest account of happiness” (Soscia, 2007). This statement is completely based on the reality, not only the objective conditions which is matters for the happiness experience, but according by people estimate their condition. Rating theory, such cognitive assessment is conscious or unconscious and this is related to individuals concern such as, need or goal. According to the assessment theory, there are two assessments namely, primary assessment and secondary assessment. Primary assessment refers to self-oriented this states the individual’s relation and also it includes individuals’ growth, to be note primary assessments are personal goal oriented. Secondary assessment refers to individuals’ personal sources (Roseman, 2013; Roseman, Spindel, & Jose, 1990; Smith & Ellsworth, 1985).

Finally, there are two brand emotion level related aspects the one is situation related and the other is brand related this refers to rating process of brand emotion. The two-brand emotional level helps to deal with suitable basic framework to analysis the issues of bran happiness. The brand related level refers to overall brand image of brand emotion. There is relationship between individuals concern and emotional encouragement. For the brand rating process of brand emotion, brand is the important reference. Particularly, the consumers rate the brand relation to themselves, related to the goal oriented, happiness which is connected with the brand rating issues of brand happiness.

The theoretical awareness suggests rating structure for brand happiness, this refers to the brand rating level. The practically findings in the psychology or marketing tell the personal factors such as, goal consistent, quality relationship which are most important to the brand happiness (Demir & Davidson, 2013; Hofer et al., 2010; Nyer, 1997; Pavot et al., 1997; Soscia, 2007). These findings state brand happiness connected with the self-concepts.



**Rating Structure of Brand Happiness**



## **Rating address to the effects of brand happiness**

The particular emotion put people into action preparation, this is predicted by rating theories. In order to manage with the emotion consumers will adopt particular type of behaviour, here the experience of consumer on brand emotion which has been generated by certain set of rating in particular brand, such as primary and secondary rating. The rating theory maintain the consumers experience of happiness; it includes people to accept certain “problem-focused” managing behaviour. Specifically, this is on the behalf of “emotion of happiness”. Peoples are encouraged to engage towards “emotional-focused managing behaviour” such as distancing themselves from the problem, looking for the people who can help for the problem, sharing one’s experiences on emotion with others, seeking for positive in negative situation (Chao, 2011; Folkman& Lazarus, 1988; Lazarua, 1991; Roseman, 2013). Experience of happiness have broadly confirmed that individuals to be more prepared to give.

Finally, the author concludes between two managing behaviour are “problem-focused coping behaviour” that is repurchase intention and “emotion-focused coping behaviour” that is brand forgiveness, brand instructions. The rating structure of brand happiness is situated and follows in general rating process that is “stimuli → appraisal process → emotional reaction → coping responses”. There are two types of rating in then emotion of brand happiness that is defined as primary and secondary rating, the primary rating is connected with the “brand-related, internal” and secondary rating connected with the “situational-related, external” and these are the particular brand relating managing responses.

## **CONCLUSION**

The brand happiness’s new marketing agreement is “Promising area of research”, because it influence and it represent the central rating grade. The ultimate aim of the brand is strategy with a successful capacity to recognise the brand in future. Additionally, behavioural connections like, word-of-mouth, price premium, repurchase intention are individualistic of industry. Making od consumers happy is feasible interest to marketers. To influence brand happiness, marketers need to need to form a level that are necessary and this develops the strong bond between

the consumers, design of brand which is connect with consumers, ideal self-consistent and creation of fair.

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