



Effects of Happiness as a Brand Building Strategy

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Abstract:

This research paper analyzes the effects that happiness holds as a brand building strategy. The growth of any organization highly depends on how a brand position itself in the mind of customer and happiness is most used component under emotional appeal. A survey was conducted to analyze the degree of likeness people have for dominant brands and market leader such as Coca Cola, Dove, McDonalds. This research paper also explains the changing media habits of respondents. A shift can be noticed from traditional media to new media. Digital media earned 63.4% of usage rate, newspaper, in contrast earned 11.3%. Prince and promotional factors influences people most while choosing a brand, with 64.85 and 62% respectively. 98.6% of respondents believe that happiness is a great strategy for positioning of a brand. Study proves that happiness appeal helps in sales growth, with 77.5%. 88.7% thinks it also create bonding with the brand. Study also shows, 93% thinks happiness as a brand strategy helps in enhancing trust.

Keywords: Advertising, Brand Building, Emotional appeal, Happiness, positioning strategy.

INTRODUCTION:

Brand building is an integral part for the development and growth of a business organization. It is a process through which value is created for the customers. Defining the brand is the first step towards brand building. This is achieved through brand image. Advertising and marketing aid in creating brand image, since it helps in differentiation and positioning of products. Also, there has been an increase in the usage of new media. E-commerce as dominated the market trends and shall continue to do so in near future. Social networking sites have replaced the conventional word-of-mouth (WOM) marketing by contemporizing it as E-word of mouth (E-WOM).

Advertising helps in marketing a product in such a way that it creates value for customers and capture value from customers in return. Therefore, becoming a tool in construction of brand image. Advertisers, today, have move ahead of the beneficial appeal of product positioning to emotional appeal. A huge focus is given to happiness, reasons being “brands that can help millennials achieve happiness stand the best chance of securing long-lasting and

profitable relationships with that consumer group” (Zenith Optimedia, The Pursuit of Happiness, 2014).

In marketing sense, happiness can be attained through ultimate customer delight. And well established organizations are personalizing their products to capture consumer delight. Coca Cola is the initiator of this strategy, through their globally applied advertising campaign of “Open Happiness”. Dove and McDonnell’s have also realized the power of happiness among people and are also promoting it globally through advertising campaign of “Real Women” and “I’m Loving it” respectively. This study has taken the brands mention above to understand the effect of happiness on a brand.

OBJECTIVES

- To examine the role of happiness as a positioning strategy for brand building.
- To understand the stage of product life cycle, best suited for the usage of happiness appeal.
- To understand the most preferred media platform

RESEARCH QUESTIONS



- What perception does people hold regarding the chosen brands?
- What are the factors that influences peoples buying decision?
- Who much effect does emotional appeal has on a brand?

- HELP MILLENNIALS TO GIVE THEIR BEST

Brands that promises personal development and high aspirations are really important to Millennials. Don't just be useful; be meaningful. Brands like Dove, which promotes real beauty, provided a platform growth of self-image.

- DELIVER MEANINGFUL BRAND EXPERIENCES

millennials gather experiences in the way that earlier generations amassed prized possessions. Brands can help them do that, be it through helping them express what they stand for or by providing those experiences.

- HELP MILLENNIALS TO MAKE WISE DECISIONS

Millennials have freedom, access and choice. This generation wants to be certain they've found the right answer. Brands need to find easy and convenient ways to help Millennials make decisions. A good example of this in Indian market could be Jobong. Which promotes the concept of 'Be You!'

- HELP MILLENNIALS TO WRITE THEIR PERSONAL STORIES

Millennials are happy when they have meaningful experiences in aspects of their lives that are important to them. This creates their personal narrative. As enablers of happiness, brands need to think about how they can help Millennials to have experiences that fuel their life stories. An example to this could be of Maggi, it started a campaign of 'Meri Maggi' which ask customers to share their favorite Maggi moments.

- ENABLE AND FACILITATE CONTROL

REVIEW OF LITERATURE

1. The Pursuit of Happiness

ZENITHOPTIMEDIA, the ROI agency, 16th December 2014.

The Pursuit of Happiness' study is an initiative to understand and discover the insight about Millennials. They define 'happiness' as being fulfilled and able to appreciate what life has to offer. The desire for happiness is universal, but how do people achieve it? They used multi method approach to attain information. They collected data both qualitatively and quantitatively. They did online panel interview, build a website 'Millennial Beat' and many more. Area covered in research were Dubai, New York, Barcelona London Paris Moscow Shanghai Mexico City.

'The Pursuit of Happiness' explain concept of happiness and its association with brands under eight different categories.

- HELP MILLENNIALS TO LIVE FULFILLED LIVES

Products that provides Happiness for Millennials by the most of their lives and having a purpose along with meaningful experiences. Brands that help them organize their busy lives so they have time to spend with family and friends will be more valued. Therefore, we can associate Coca Cola with this, since its promise happiness with friends and family.



The 'Pursuit of Happiness' study shows that Millennials want structures of control in place. Being in control of their life brings more happiness. The brand's role is to help Millennials take control in terms of decision making, how best to use of the products and services, and in getting the best deals

- RESPECT THE RELATIONSHIP

Millennials are savvy consumers who want brands that reflect their own values. Brands need to be authentic in what they stand for and to develop relationships with Millennials through shared values.

Millennials want to collect experiences. Brands that can help them do that are in a great position to benefit from the ways Millennials seek happiness. Along with this, another aspect that helps millennials seek happiness is when they share it on social networking sites.

2. Why brands should use the formula for happiness

Nils Leonard, 12th September 2014

Nils Leonard, Grey London's executive director, looks at why brands should be using the formula for happiness. He talks about the scientists from University College London developed a mathematical equation that can predict momentary delight – aka happiness. The scientists explain how happiness levels rise and fall when we win or lose a reward during a task or game and showed that happiness tends to be greater, not when things are gliding along nicely, but in the moment when they're going better than expected. Happiness is attained when expectations are exceeded.

Therefore, this formula can very well to applied by brands while positioning themselves. In advertising, it is not just rewards that influence happiness but people's expectations in the moment. Providing those little moments of happiness that exceed expectations is how one can build valuable

consumer relationships. Building strong customer relationship is extremely important for capturing customer loyalty. Since its easier to maintain old relations than make new ones.

RESEARCH METHODOLOGY

The study was conducted in New Delhi and NCR region (Nodia, uttar paradesh and Gurgon Haryana). The latitudinal and longitudinal location of Delhi are 23.38-degree north and 77.13degree east. The state stands at the northern part of India. Haryana and Uttar Pradesh are the other states, which share their borders with Delhi in the west and east respectively. An online survey was conducted on a sample size of 71 people including both male and female around the age bracket of 20- 40 years. Research tool adopted was close ended questionnaire. Random sampling was conducted. Questionnaire consisted of questions about the media platforms accessed most, to rate the Coca Cola, Dove and McDonalds, degree to which happiness influence and effect consumer behavior and respective brands.

RESULTS AND FINDINGS

Social media is the platform to promote a brand

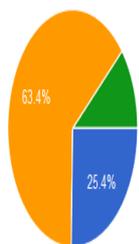
Findings of the study shows that there is a shift from traditional media to digital/new media as a medium for their entertainment and news sources. 63% of respondents follows digital media, second to this is television followed by newspaper, with 25.4% and 11.3% respectively and radio being given no preference at all. Along with this, the most viewed media vehicle being, Facebook and YouTube, with browsing rate of frequently used to be 78% and 70%. Although, traditional media as not lost the race completely, since newspaper earned the third highest place by having 42% of subjects as their readers. And television (general entertainment channels) and twitter have 31% of viewers and 29% of browsers. The age group that preferred



newspapers belong to 36-40 years. Whereas responders below that chooses digital media.

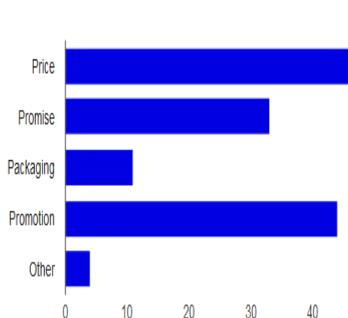
Therefore, we can see that all three chosen brands do maximum campaign on digital media. You can see shorts films of Coca Cola and Dove and advertisements of McDonalds on being carried out first on YouTube and later on television. Coca-Cola campaign, pilao MEHMANO KO KAREEB LAO' (Make your guests drink Coca-Cola and get them closer which stars Alia Bhatt, was placed as pre roll advertisements on YouTube. Dove #chossebeautiful campaign which was carried under real beauty campaign was promoted on YouTube, Facebook and twitter. McDonalds #KuchPalOffline campaign was done on digital media and on television. Price and promotions are the factors that influences most while liking a brand.

Please tell us, what is your preferred medium for news and entertainment



Television	18	25.4%
Radio	0	0%
Digital/social media	45	63.4%
Newspaper	8	11.3%

What influences your choice for a brand?



Price	46	64.8%
Promise	33	46.5%
Packaging	11	15.5%
Promotion	44	62%
Other	4	5.6%

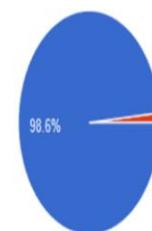
Happiness is the most effective appeal for positioning of product.

Study shows that 98.6% respondents believe that happiness helps brand to grow. 77.5% respondents say happiness helps in sales growth. 88.7% says, happiness increases brand bonding and 93% say, it enhances trust. Study proves, that happiness and humor as an emotion has huge effect on audience with 90.1% and 52.1% respectively. Rational and Serious appeal earns third and fourth place with 43.75 and 19.7% respectively. Sadness appeal holds least effect on audience, with only 4.2%.

Therefore, we see all three brands chose in this study, project themselves around the theme of happiness and humor. This has been going for years. From the start, McDonalds tag line has been 'I'm Loving it', which has been promoting their range of happy meals, which usually holds a toy from any motion picture. They try to explore pester power* through this.

When asked respondents to rate the brands, Coca Cola was favorite of 26.8%, Dove earned the highest with 29.6% and McDonalds earned 25.4%. Although all three didn't had many to dislike them.

Do you think happiness positioning helps the brand to grow?



Yes	70	98.6%
No	1	1.4%

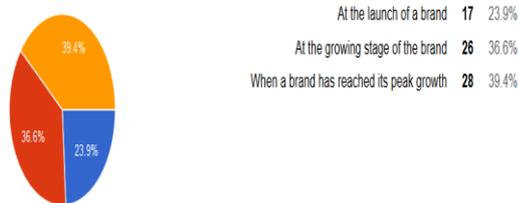


The best time to use happiness for branding is when it reaches its peak, according to 39% of respondents. Therefore, it will work as a brand reminder.

*Pester power is the ability of children to pressurize their parents into buying their products, especially items advertised in the media.

Study also shows that 77.5% of respondents think happiness

What do you think is the best time for using happiness as a brand building strategy?



helps in growth of sales, 88.7% think it helps with building brand bonding and 93% think it also enhances trust.

Increase in sales [If Yes to above question, how do you think it influences the brand?]



Increase in brand bonding [If Yes to above question, how do you think it influences the brand?]



Enhance trust [If Yes to above question, how do you think it influences the brand?]



CONCLUSION

The study was successful in understanding the effect of happiness as a brand building strategy. The study proves that emotional appeal is the most influential appeal and happiness as an emotion has a lot of weightage. Happiness as a positioning strategy works wonders for a brand and the best time to adopt it is when the brand is at its peak. Happiness has a role to play in sales growth, brand bonding and it helps enhance trust. Coca Cola, Dove and McDonalds, all three brands use the happiness theme to promote their brand. Study shows that happiness is the best appeal to excel consumer satisfaction to consumer delight. Results also indicate that new media, due to its social connect, is providing new engagement opportunities with consumers. It is also enabling to do a targeted and personalized communication with preferred audiences. Therefore, digital media has proven its significance as distinctive media, having relevant applications both in above the line (ATL) and below the line (BTL) communications. 63% of respondents have shifted to digital media. This could be because digital media gives the option of filtering information. Although, the maximum number of respondents, who chose new media, were young adults. Whereas, respondents in their middle age chose newspaper/traditional media for their daily source of information. This shows that youngsters are more open to change and explorative in nature than older ones. Therefore, brands should adopt a holistic approach while promoting their brands. Brands should not be rigid about their media choices.

Happiness as a positioning strategy has proven to be effective, 98.6% of respondents think so. But projection of it needs variations and innovation in it. For example, Dove has been harping the theme of real woman, which perhaps needs new presentation now. Therefore, further research could be conducted on different types or innovations that can be



bear under one theme. Varies ways to project it for building a brand image.

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