



THE IMPACT OF EMOTIONAL BRANDING ON REPEAT PURCHASE BEHAVIOUR: EVIDENCE FROM NESCAFÉ SUNRISE CONSUMERS IN TIRUCHIRAPPALLI DISTRICT

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Abstract:

Emotional branding has become a key strategy in the fast-moving consumer goods (FMCG) sector, enabling brands to build meaningful relationships with consumers beyond functional product attributes. This study investigates how emotional branding influences the repeat purchase behavior of Nescafé Sunrise consumers in Tiruchirappalli District. It examines consumers' perceptions of emotional branding dimensions, including trust, nostalgia, brand personality, and advertising appeal, and evaluates their impact on repurchase intentions. Primary data were collected from 120 respondents using a structured questionnaire and analyzed using percentage analysis, correlation, chi-square, and regression. The findings indicate that emotional branding significantly encourages repeat purchase behavior, with trust and nostalgia emerging as the strongest drivers. While age shows a significant association with repurchase behavior, gender and income demonstrate comparatively limited effects. The study contributes to a better understanding of consumer behavior in the Indian FMCG coffee market and offers practical insights for developing emotionally driven marketing strategies.

Key Words: Emotional Branding, Repeat Purchase Behavior, Brand Loyalty, FMCG, Nescafé, Consumer Behavior

1. Introduction:

The Indian FMCG industry has become increasingly competitive, requiring brands to differentiate themselves through more than price, quality, or product features. Modern consumers seek brands that create meaningful emotional experiences and reflect their personal values and lifestyles. Emotional branding focuses on developing such connections by appealing to consumers' feelings, memories, and aspirations rather than relying solely on functional benefits.

Nescafé Sunrise has successfully positioned itself as a brand associated with warmth, family relationships, and everyday moments. These emotional associations strengthen consumer trust and enhance long-term brand loyalty. As emotional attachment grows, consumers become more inclined to repurchase the brand even when competing alternatives are available. Understanding this relationship is particularly important in regional markets such as Tiruchirappalli District, where both cultural values and purchasing behaviour shape consumer preferences.

This study therefore examines the effect of emotional branding on repeat purchase behaviour among Nescafé Sunrise consumers. The findings are expected to provide useful insights for marketers seeking to build stronger customer relationships and improve brand loyalty through emotional marketing strategies.

1.1 Objectives of the Study:

- To find out the profile of Nescafé Sunrise consumers in Tiruchirappalli.
- To understand how consumers feel about different aspects of emotional branding.
- To measure how often people buy Nescafé Sunrise.
- To check how emotional branding affects the likelihood of buying again.
- To identify which demographic factors play a role in this relationship.

2. Review of Literature:

Gobé (2001) explained emotional branding as a way for brands to connect with consumers on a deeper emotional level, beyond just the product's features. Thomson, MacInnis, and Park (2005) showed that strong emotional attachment to a brand is a big factor in customer loyalty, including how likely people are to pay more.

In India, Chaudhuri and Holbrook (2001) found that both the emotional connection and trust in a brand drive loyalty. In the FMCG and beverage sector, studies have shown that brands that use nostalgic or family-focused stories in their ads tend to have more repeat buyers. However, these studies mostly focus on larger cities, and less is known about how these dynamics operate in smaller, culturally distinct areas like Tiruchirappalli, where filter coffee remains very popular.

3. Research Methodology:

Research Gap:

While there's a lot of global research on emotional branding and loyalty, there's not much information on how this works in South Indian districts like Tiruchirappalli, where local drinking habits might affect the relationship between branding and loyalty. This study fills that gap.

Research Design:

This is a descriptive and analytical study.

Population and Sample:

The target population is people in Tiruchirappalli who buy Nescafé Sunrise. A sample of 120 people was chosen using convenience sampling.

Data Collection:

Primary data was gathered through a structured questionnaire with sections on demographics and questions measuring how people feel about emotional branding and repeat buying. Secondary data came from journal articles, company reports, and industry magazines.

Analysis Tools:

The data were analyzed using percentages, Pearson correlation, chi-square test, t-test, and linear regression with the help of SPSS.

Hypotheses:

- H1: There is no significant link between emotional branding and repeat purchase behavior.
- H2: There is no significant association between age and repeat purchase behaviour.
- H3: There is no significant association between income and repeat purchase behaviour.
- H4: There is no significant difference in emotional branding perception across genders.

4. Data Analysis and Results:

4.1 Demographic Profile of Respondents:

Demographic Variable	Category	Frequency (N=120)	Percentage (%)
Gender	Male	64	53.3
	Female	56	46.7
Age Group	18-25 years	28	23.3
	26-35 years	42	35.0
	36-45 years	26	21.7
	46-55 years	16	13.3
	Above 55 years	8	6.7
Monthly Income	Below ₹20,000	31	25.8
	₹20,001-₹40,000	47	39.2
	₹40,001-₹60,000	29	24.2
	Above ₹60,000	13	10.8

Table 1: Demographic Profile of Respondents (N=120)

Figure 1: Age-wise Distribution of Respondents (N=120)

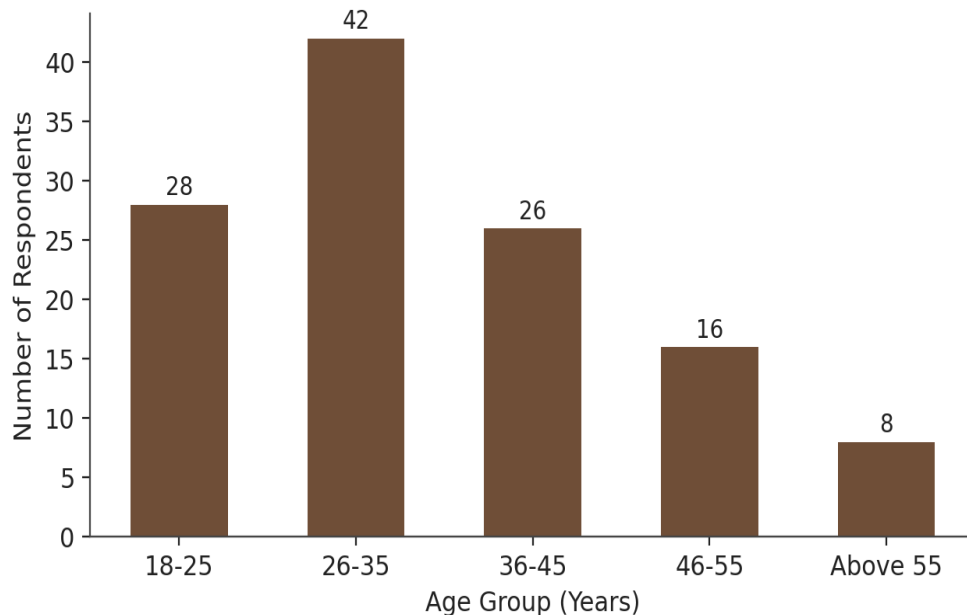


Figure 1: Age-wise Distribution of Respondents

The sample was fairly balanced by gender (53.3% male, 46.7% female), with the largest age concentration in the 26-35 years bracket (35.0%), suggesting the brand's core consumer base skews toward young working professionals in the district.

4.2 Perception of Emotional Branding Dimensions:

Figure 2: Mean Perception Scores of Emotional Branding Di

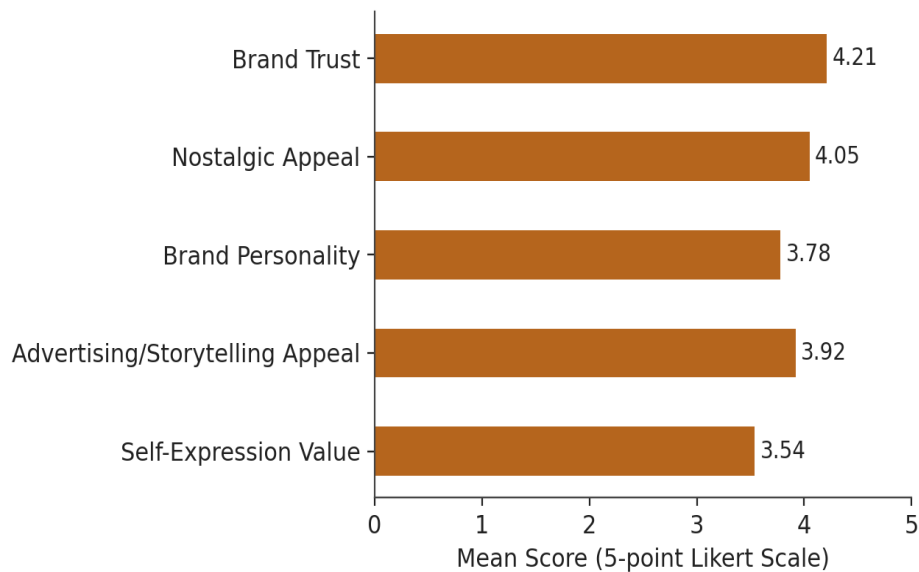


Figure 2: Mean Perception Scores of Emotional Branding Dimensions (5-point scale)

Brand trust (M=4.21) and nostalgic appeal (M=4.05) recorded the highest mean scores, indicating that consumers strongly associate Nescafé Sunrise with reliability and family memory-based advertising. Self-expression value scored comparatively lower (M=3.54), suggesting consumers view the brand less as an identity marker and more as a habitual, trusted choice.

4.3 Repeat Purchase Behaviour:

Figure 3: Repeat Purchase Frequency of Nescafé Sunrise

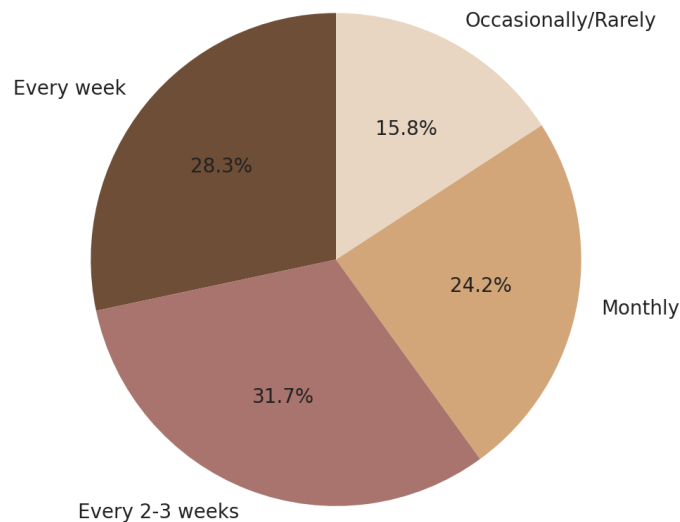


Figure 3: Repeat Purchase Frequency of Nescafé Sunrise among Respondents

A majority of respondents (72%) reported purchasing Nescafé Sunrise at least once every 2-3 weeks or more frequently, indicating a reasonably strong habitual repurchase pattern within the sample.

4.4 Hypothesis Testing:

Hypothesis	Statistical Test	Value	p-value	Result
H1: Emotional branding has no significant relationship with repeat purchase behaviour	Pearson Correlation (r)	0.612	0.000	Rejected
H2: No significant association between age and repeat purchase behaviour	Chi-square (χ^2)	9.847	0.043	Rejected
H3: No significant association between income and repeat purchase behaviour	Chi-square (χ^2)	6.203	0.102	Accepted
H4: No significant difference in emotional branding perception across gender	Independent t-test	1.184	0.239	Accepted

Table 2: Summary of Hypothesis Testing Results

The results indicate a statistically significant positive correlation between emotional branding and repeat purchase behaviour ($r = 0.612$, $p < 0.01$), leading to rejection of H1. Age was found to significantly associate with repeat purchase behaviour ($\chi^2 = 9.847$, $p = 0.043$), rejecting H2. However, income ($p = 0.102$) and gender differences in emotional branding perception ($p = 0.239$) were not statistically significant, and H3 and H4 were accepted.

4.5 Regression Analysis:

Model Summary	Value
R	0.612
R Square	0.375
Adjusted R Square	0.369
F-value	70.42
Significance (p)	0.000
Unstandardized Coefficient (B) - Emotional Branding	0.548
t-value	8.39

Table 3: Regression Model Summary (Emotional Branding predicting Repeat Purchase Behaviour)

The regression model indicates that emotional branding explains 37.5% of the variance in repeat purchase behaviour ($R^2 = 0.375$, $F = 70.42$, $p < 0.001$), confirming it as a statistically significant predictor.

5. Discussion:

The findings align with prior research (Chaudhuri & Holbrook, 2001; Thomson et al., 2005), confirming that emotional dimensions - particularly trust and nostalgia - are stronger drivers of repurchase behaviour than purely functional attributes. The prominence of nostalgic appeal is notable in the Tiruchirappalli context, where Nescafé Sunrise's long-running advertising narratives around family and togetherness appear to resonate despite the region's strong filter-coffee heritage. The non-significant effect of income suggests the brand's repeat purchase base is relatively price-insensitive within this sample, which has favourable implications for pricing strategy. The age-based association suggests marketing efforts may benefit from age-segmented messaging, particularly targeting the dominant 26-35 age cohort.

6. Conclusion:

This study confirms that emotional branding significantly and positively influences repeat purchase behaviour among Nescafé Sunrise consumers in Tiruchirappalli district, with brand trust and nostalgic appeal as the strongest contributing dimensions. These findings suggest that continued investment in emotionally resonant, trust-building advertising - rather than price-based promotions alone - may be a more effective long-term strategy for sustaining repeat purchase in this market.

7. Limitations and Scope for Future Research:

The study is limited to Tiruchirappalli district and a convenience sample of 120 respondents, which may limit generalisability. Future research could extend this study across multiple districts, include comparative analysis with competing brands, and employ probability sampling for greater representativeness.

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