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MILLENNIALS AND THE NEW EMOTIONAL BRANDING

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ABBREVIATIONS

AD- Advertisement

CER- Conditioned Emotional Response

COR- Consumer-Object Relation

GEN Y- Millennials

PPR- Person-to-Person Relation

WOM- Word Of Mouth

ABSTRACT

This research paper studies the effectiveness of using emotions in brands to reach brand love, to build a consumer-brand relationship targeting millennials. Brands need to shift from product-oriented to consumer-oriented. The theoretical work has been completed analyzing emotional branding and theories related to emotions. Focusing on this new generation, millennials who are known for their regular use of social media, desire to learn and the different groups that make up this generation. Studying the brand love prototype and the emotions it generates, as well as the consequences it has on the consumer post-purchase behaviour. Finally, analyzing some real-life examples of Apple brand love among millennials.

Key words: brand love, emotions, millennials, emotional branding, consumer-object relation, brand loyalty.

RESUMEN

Este trabajo de investigación estudia la eficacia de utilizar las emociones en las marcas para alcanzar el amor a la marca, para construir una relación consumidor-marca dirigida a los millennials. Las marcas deben cambiar su estrategia de marketing de estar orientadas al producto a dirigirse al consumidor. Se ha completado el trabajo teórico analizando el branding emocional y las teorías relacionadas con las emociones. Centrándonos en esta nueva generación, los millennials que se caracterizan por el uso habitual de las redes sociales, el deseo de aprender y por los diferentes grupos que componen esta generación. Además, estudiar el prototipo de amor a la marca y las emociones que genera, así como las consecuencias que tiene en el comportamiento post-compra del consumidor. Por último, analizar algunos ejemplos reales de brand love de Apple dirigidos a los millennials.

Palabras claves: amor por la marca, emociones, millennials, branding emocional, relación entre producto y consumidor, lealtad a la marca.

1. Introduction

1.1 Objectives

The aim of this academic research paper is to solve the gap in the understanding of the role of emotional relationships in the building of consumer loyalty and brand love. The goal is to determine whether emotional connection as love play a mediating role in the consumer happiness and loyalty. The study focuses on the millennial generation, which has become a dominant consumer in the market. Brand love is one of the most significant methods firms can use to reach the emotional relationship. The emotional bond serves as the foundation for a long-term customer-to-brand relationship, which can often result in corporate success.

1.2 Methodology

To reach the objective, a qualitative investigation was carried out to study how adding emotions results in brand love. Data was gathered and analyzed from various situations and theories, with many of the studies coming from Google Scholar. The information gathered spans the years 1900 through 2020. The data will be analyzed using a deductive approach, with the goal of uncovering theoretical underpinnings for the consumer-brand interaction.

1.3 Justification

The relevance of emotions on one's own self drove the choice of this subject. In this highly competitive market, brands must adjust their traditional strategies away from product-oriented and toward consumer-oriented tactics. One of the largest and most crucial opportunities for businesses is the capacity to detect and exploit emotions on consumers. It is a contemporary topic that needs to be explored and examined; the brands need to shift their marketing strategies and incorporate emotions into their campaigns to foster brand loyalty. Focusing on the millennial generation, who are less motivated by material possessions and desire to be emotionally connected. Brands that attain customer brand love will stand out from the competition, benefiting both the company's bottom line and the brand-customer connection.

1.4 Structure of TFG

The following is the outline for this research study. The first section delves into the theoretical aspects of emotional branding, focusing on emotion definition and the six primary emotions. Develop emotional branding through studying various theories and writers, as well as demonstrating the competitive advantage of employing emotional branding. Studying the target demographic in depth, particularly the main characteristics of this generation, millennials, and technology, as well as women and the LGTB communities. In the third section, examining how brands become love brands and develop a long consumer-object relationship. The eight types of consumer-object relationships, as well as the brand love prototype, will be the focus of the research. Then, a business case studying Apple Corporate, beginning with a company overview, followed by Apple targeting millennials, Apple and Brand Love focusing on millennials, and finally examining the "Think Different" campaign. Finally, examine the importance of emotional branding as a successful method for achieving brand love, as well as various consequences and recommendations for further research and discussion.

2. THEORETICAL FRAMEWORK

2.1 Conceptual Frame of Emotional Branding

2.1.1 What is Emotional Branding?

Emotional branding entails establishing a strong relationship between the brand and the customer, with the goal of creating a sense of attachment. By emotional, we mean how a brand engages customers on an emotional and sensory level. Placing emotions in brand campaigns would have a significant impact, since it would ensure that a brand would remain in the consumer's mind. An emotional campaign will get ingrained in a customer's emotional memory, resulting in a solid long-term relationship.

Emotion is defined by Bagozzi, Gopiath, and Nyer (1999) as:

"[A] mental state of readiness that arises from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes, is often expressed physically (e.g., in gesture, posture, facial features); and may result in specific actions to affirm or cope with the emotion, depending on its nature and meaning for the person and the emotion having it."

Emotions are sometimes confused with moods and attitudes, and the primary feature that distinguishes them is how they arise. These authors explain that emotions arise in response to judgments of something or one's well-being. Emotions are the result of the combination of bodily sensations with cognitive content. Different things or experiences evoke different reactions and emotions in people. When consumers consume a brand, they experience a variety of emotions. Emotions are essential to integrate brands into the audience's memory. Other definitions of emotion are "a sudden trouble, transient agitation caused by an acute experience of fear, surprise, joy, etc." (Larousse Dictionary, 1990), or particularly in the market field "the feelings that someone has about a product or a service that can influence their decision whether to buy it or not" (Cambridge Business English Dictionary, 2011).

According to research, there are two categories of emotions: hedonic emotions and self-conscious emotions. Guilt and pride are examples of self-conscious emotions that are more deliberate. Individual beliefs regarding how a person is judged are frequently the source of

these emotions. On the other hand, hedonic emotions are not produced deliberately; they are triggered by intrinsic activities, such as pleasure, excitement, or cheerfulness. Consumers usually have pleasant hedonic feelings during the consumption process; the marketer wants to transfer pleasant hedonic emotions to the consumer. (Ding and Tseng, 2015).

In the early 1900s, a Russian psychologist named Ivan Petrovich Pavlov created the idea of classical conditioning, which consists of a learning process that demonstrates the course of consumer behavior. The hypothesis is based on a branding-related learning process in which a person learns a new behavior through association. The brand is always the conditioned stimulus, while the unconditioned stimulus consists of items that the consumer responds to. Sex, desired attributes (e.g., health, beauty), music, and color are examples of unconditioned stimuli utilized in advertising.

Conditioned Stimulus \leftrightarrow Unconditioned Stimulus \leftrightarrow Response

Figure I: Elaboration ad-hoc, 2021. *Classical Conditioning diagram*

The consumer's response to an unconditioned stimulus is based on the concept of affect transfer. It is based on contiguity and repetition and consists of an instinctive response that occurs below awareness. When a consumer is exposed to a specific stimulus, the process of gaining a Conditioned Emotional Response (CER) occurs. A link is established between this stimulus and an unconditioned stimulus. Happiness, sadness, humiliation, anger, and so on are all possible emotional responses. A wide range of emotions might manifest. The CER is critical to comprehending how emotional branding works since it is the initial point of contact between the consumer and the brand.

2.1.2 The Six Basic Emotions

The six basic emotions were first established in 1972 by Paul Eckman and Wallace V. Friesen, two psychologists who researched the Fori tribe in Papua New Guinea. They discovered the presence of six primary emotions: disgust, anger, fear, happiness, sadness, and surprise, in their research. These emotions are described as innate; humans have them from the moment they are born. People are born with these emotions; they are not learned. In Papua New Guinea, the Fori tribe lived in isolation; they had never had contact or relations with the outside world, and they had never been taught how to react or feel. The tribe was able to recognize emotions, Eckman assumed that these emotions were universal across civilizations.

After observing the tribe, Eckman and V. Friesen concluded that people were born with these six emotions, which everyone can experience. These are the emotions to study and concentrate on. The goal of emotional branding is to tap into the emotions of the audience; the first step is to study these universal emotions. People's first impressions or reactions to advertisements will be based on the six fundamental emotions. The goal for brands is to determine the initial emotion that people should feel or associate with the brand. The brand should go forward after this first impression, establishing a loyal emotional connection.

Brands must adapt their strategies to emotional ones, according to the report "The New Science of Customer Emotions" (2015). Companies that connect with their audience's emotions can have a significant positive impact. From product development through sales, the most sophisticated companies are incorporating emotional tactics throughout their value chain. Companies are focusing their efforts on the customer journey to increase client loyalty and value. Brands with a strong emotional connection are now considered more valuable. Companies are transitioning from product-focused branding to fully integrated brands.

Coca-Cola is an example of a branding strategy based on the six fundamental emotions. Coca-Cola's ad focuses on one of the six primary emotions, happiness, as its main strategy. The soft drink commercials "Share A Coke – Share a feeling" and "Hug me" from the Coca-Cola Company demonstrate how they focus on consumers' emotions. The brand created a true and individual connection that resulted in a strong bond between the client and the brand. In 2012, they launched the "Hug me" campaign, which included customized Coca-Cola machines that offered a free drink in return for a hug. It was well-liked by millennials, who shared it on social media. The "Hug me" campaign's major goal was to make people smile and share that emotional connection, with happiness as the emotion they wanted customers to feel. Coca-Cola commercials prioritized emotional branding, which has a huge influence on the customer, who develops a lasting attachment to the brand and a sense of connection with it. Coca-Cola is a successful brand because the company has been able to connect with the audience emotionally (Coca-Cola, 2006).

"Always," an American brand of hygiene products that leveraged the feeling of anger as their major branding approach, is another example of emotional branding. On the other hand, anger is employed in advertising efforts to get people to think about significant issues and reevaluate their viewpoints. Always ran the "Always Like a Girl" campaign, which encouraged

women to share their experiences and challenges in athletics. Using a negative emotion such as anger will rouse people up and push them to act. The advertising capitalizes on a well-known offense, "act like a female," to pique people's interest; it's a potent instrument that may elicit loyal and emotional replies.

Shaver et al. (2001) illustrate a variety of emotions that are unrelated to one another. First, there's the superordinate level, which includes two more groups: negative and positive affect. Then, at the primary level, we see four emotions under negative affect and four feelings under positive affect. The structure of how emotions are separated into different categories is seen in Figure II.

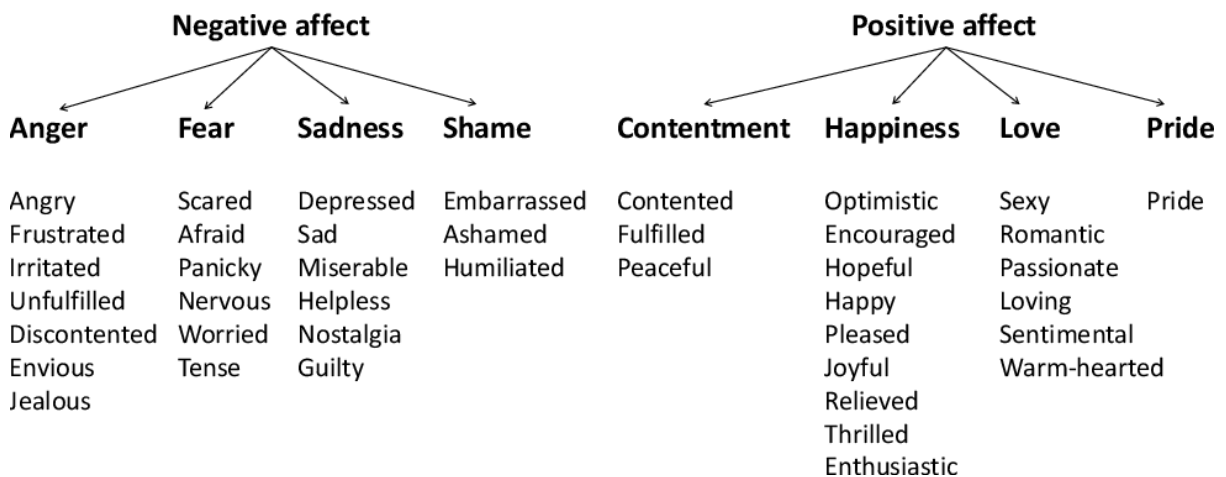


Figure II: Laros et al. (2005) *Hierarchy of consumer emotions*

Emotions may be measured in a variety of ways, but the most common strategy is to assess people's emotions using negative and positive affect. We can discern 42 different emotions on a secondary level. Consumer experiences can be better understood by knowing the fundamental emotions. Brands should use the emotions as a strategy to reach millennials in a systematic way. The most crucial decision that a brand must make is whether they want to have a good or negative impact on millennials. Following that, they should select one of the eight emotions they want the audience to experience. Finally, the brand will have reached the subordinate level after it has chosen one core feeling to convey to the audience. The brand is transitioning from a general to a niche market based on emotions.

Negative effect should be used with caution by brands since repeated exposure to harmful images may have negative consequences. Consumer behavior may be affected if the brand is associated with bad imagery. For example, in a Clorox commercial, a little child tells his mother that he just went pooping, but he pooped in the bathtub rather than the toilet. The message from Clorox is that they can clean anything. The consumer's first reaction after seeing the commercial is disgust. The use of unpleasant images repeatedly might be problematic since the customer may associate the feeling with the brand. Repeating this kind of commercial unintentionally has the potential to create unfavorable connotations in the minds of consumers.

2.1.3 The Ten Commandments of Emotional Branding by Marc Gobé

In the second half of the 1990s, Marc Gobé a marketing and branding expert introduced the concept of *Emotional Branding*. Emotional branding is defined as a strong attachment between the consumer and the brand, characterized by feeling intense emotions such as Bonding, Companionship and Love (Rossiter & Bellman, 2012). It consists of a strong relationship build among a product and a consumer; it is a trustful relationship. The major objective in forming this powerful relationship is to generate a feeling of attachment, consumer satisfaction, and brand dedication.

Marc Gobé is the author of *Emotional Branding*, a worldwide bestseller book, Gobé in his book presents the ten commandments of emotional branding. To achieve true emotional branding, firms must adhere these "rules", to establish a long-term relationship with the consumer. These commandments emphasized the distinction between traditional branding and the new emotional connection that firms must establish with their customers.

The first commandment, according to Gobé, consists of brands changing from consumers to people: "*Consumers buy, people live*" it clearly explains this personal relationship portraying people as having feelings. Consumers are depicted as things by marketers, yet when it comes to humans, emotions and perceptions are involved. It is vital to get away from the consumer idea, to comprehend the emotions of the people they are marketing to. Second, when people transition from product to experience, "*Products fulfill needs, experiences fulfill desires*", they no longer seek out products. The customer will value the experience, and it will stay in their emotional memory, forming a bond between brand and

customer. Thirdly, from honesty to trust, “*Honesty is expected. Trust is engaging and intimate*”. Although it is difficult to distinguish between these two words since they appear to be synonyms, there is a substantial difference. Trusting someone or anything is tough to establish; it takes time, and it is a never-ending path in which companies must demonstrate their efforts and loyalty.

Then Gobé suggests that firms should shift their focus from quality to preference, saying, “Quality for the price is a given today. Preference created the sale.” According to the author, consumers assume quality, thus what companies need to focus on these days is being preferred among rivals. The fifth commandment is from notoriety to aspiration “*Being known does not mean that you are also loved!*”. Being loved is more crucial; this is what draws people to companies. People these days are yearning for sentiments, attaining greater emotions such as love, and companies must attain this likeliness.

Additionally, Gobé says that brands need to move from identity to personality, “*Identity is recognition. Personality is about character and charisma!*”. Customers enjoy it when businesses use personality as a strategy; they prefer to be surprised, therefore they search for something unexpected, like innovation and originality. Virgin Airlines is an example of a company with a strong identity; they stand out and have developed a distinct personality with their inventive and amusing safety film, charming flight attendants, and even mood lighting aboard. An airline that understands how to stand out from the competitors, how to involve customers in the experience, and has established their own airline personality. The seventh commandment is moving from function to feel, “*The functionality of a product is about practical or superficial qualities only. Sensorial design is about experiences*”. Creating a sensory and subconscious encounter with the customer is critical; functionality alone is insufficient. Another commandment is the shift from ubiquity to presence, “*Ubiquity is seen. Emotional presence is left*”, a customer emotional connection is necessary if a brand wishes to make its impact on the customer's mind and remain in their emotional memory. For example, Patagonia an outdoor clothing and apparel brand that focusses on social activism to build an emotional connection with the consumer. Social causes are a way to approach the consumers feelings.

Furthermore, Gobé emphasizes the significance of the transition from communication to dialogue, “*Communication is telling. Dialogue is sharing*”. Emotional branding is about a

personal dialogue, to understand what is meaningful for the consumer. A brand must listen to its customers and understand how they feel to improve every day. Many firms are attempting to engage with customers via social media these days. Finally, a company that transitions from service to connection, “*Service is selling. Relationship is acknowledgment*”. Brands no longer need to focus on selling things; instead, the primary objective is to develop a connection with consumers and earn their trust so that they return to the brand.

Overall, Marc Gobé's 10 commandments illustrate how companies should evolve, and these 10 guidelines are vital for truly creating an emotional branding strategy. Brands must seek out the consumer, understand the customer, recognize the customer's sentiments, and listen to the customer to form a deep emotional bond and separate themselves from the competition.

2.1.4 The Attachment Theory & Emotional Branding

The attachment theory, often known as the mother-infant bond, was developed by Bowlby (1907-1990), a British psychotherapist. “Attachment is a deep and enduring emotional bond that connects one person to another across time and space” (Ainsworth, 1973; Bowlby, 1969). The attachment behavior of adults towards their children includes responding to the child’s needs, they must be aware to fulfill their demands. Without their mother, a youngster feels insecure and wants their mother's support. Bowlby looked at the long-term consequences of parental separation on children. Feelings of anxiety, fear, and vulnerability occur when a child begins to detach from his mother. To restore a sense of security and comfort, children feel impelled to return to their caregivers.

The attachment hypothesis primarily refers to the strong bond that develops between a mother and her kid; this bond is so strong that it is practically hard to break. This attachment hypothesis might be linked to the link that brands strive to form with their customers. The emotions a brand inspires in its target audience should be one aspect that sets it apart. Brands' main objective is to respond to consumers' demands in the same manner that an adult would respond to a kid, building a strong bond that makes consumers feel emotionally bonded. Brands must change, and the approach for establishing a long-term relationship is to integrate emotions. Reaching consumers' emotions is a significant task that not all brands will be able to achieve. Their objective is to form such a deep relationship with clients that returning to their

favorite brand is their first consideration. For children, there is only one mother, and for customers, there should only be one brand.

2.1.5 Emotional Intelligence by Daniel Goleman

According to Daniel Goleman, the expert in emotional intelligence who wrote the best-selling book *Emotional Intelligence* (1995). “Emotional Intelligence is someone’s ability to understand his feelings, to listen to others and feel them and to express his emotions in a productive manner “(Goleman D, 1998). Emotional intelligence is defined as a type of intelligence that is not logical but has a significant emotional component. An empathy relationship is formed between an item and a person, and it entails the comprehension of the other's feelings. When approaching consumers, marketers should use the notion of emotional intelligence to ensure that they have a deep understanding of the audience's emotions. Emotional intelligence is required to establish a brand based on emotions and is the first step in comprehending other emotions. It's the approach that businesses should take to reach out to people's emotions in a genuine and trustworthy way. What is Emotional Branding significance? As a result of emotional memory's existence.

Buchanan explains in *Retrieval of emotional memories* (2008), in a scientific way the existence of the emotional memory. Interactions between the amygdala and other brain regions such as the hippocampus and prefrontal cortex are believed to be responsible for emotional memory. The author explains how the amygdala is activated during emotional experiences, which is why emotions are remembered. Emotional memory is distinguished by the fact that it is a distinct type of memory. People preserve information in their memories based on their unconscious learning and preservation of knowledge from experiences in their life. Emotions are known for affecting what individuals remember, as well as having an impact on memory. According to the findings, emotional experiences are generally recalled more accurately and with more clarity than experiences that do not have an emotional link.

The collection of emotional memories will shape how people are and their perceptions of the world; it will influence their actions and thinking. Creating emotional campaigns will result in consumers storing and holding a particular image or idea of a brand in their memory. Emotion and memory have a close link; the more intense an experience is, the more likely they will recall it later. Emotional events increase people's interest. Emotions positively impact

memory; they boost the duration, vividness, and consistency of memories. Being able to channel pleasant memories in customers will cause them to reflect. There are several examples of businesses attempting to connect with their customers emotionally. Gucci is a luxury brand known for having one of the strongest emotional bonds with its customers. Gucci welcomes all customers, but its marketing and platforms are targeted towards high-net-worth individuals, with emotive ads centered on sensual elegance.

2.1.6 Emotional Branding as a Competitive Strategy

Marketing has changed dramatically in the twenty-first century; consumers' tastes and habits are shifting, and firms must respond to market developments adopting a proactive strategy. The UK-based Institute of Practitioners in Advertising (IPA) (2012) carried out an analysis of data which showed that advertising campaigns that focus mainly on emotional content performed approximately twice as well as those campaigns centered on rational content (31% vs. 16%). The new branding moves a hedge from a traditional view to a modern one; formerly, companies focus on a product or service; currently, they are customer-oriented. Companies focus on consumer needs; to reach their consumer target, companies no longer need to generate likeliness from the customer but should create an emotional relationship. In the market the desires are more important than needs; people's emotions are predominant. The choice to buy a product is characterized by functional and emotional demands; the customer must be happy with both the product and the psychological components, which include feelings. The traditional view centered on the functionality of a product is not adequate; these days, the product also needs to reach the emotions and senses. Times have changed, and brands are communicating to a new market that is more demanding and wants to experience more.

According to Morrison & Crane (2007), developing an emotive branding experience may help businesses differentiate themselves positively. Few customers nowadays are immersed in an emotional experience; marketers must capitalize on this by carefully appealing to emotions. The major issue is that many businesses believe their branding strategy should be based on market share when, in fact, it should be based on "emotion share". It is a chance for businesses to innovate and develop a customer-centric approach. In the long run, focusing their strategy on long-term emotions will result in a genuine emotional connection, which will lead to loyalty and commitment. The consumer is seeking for a memorable experience that will catch their attention; they are seeking for the unexpected. Brands that adopt this strategy will

stand out; these are the companies that customers will keep buying, brands that have stayed in their emotional memory. Companies get a competitive advantage because of emotional brand connections. Building a strong brand personality based on emotions will set a brand apart from the competition and give it a distinct and secure place in the consumer's mind.

2.2 The New Target: MILLENNIALS

2.2.1 Millennials Consumer

This study examines a certain generation, with the goal of creating a funnel to dive into people's emotions and perspectives. Tapscott (1997) was the first to suggest the term "millennial generation". The Millennial Generation is defined by Howe and Strauss in "*Millennials Rising: The Next Great Generation*," published in 2000. According to Howe and Strauss, millennials refer to the generation that was born between the early 80s to the end of the millennium. They are known by the name Generation Y or echo-boomers as they come after the Gen X and baby boomers, but these names have not succeed among millennials because of the connection with the other generations. It is crucial to understand the new way this generation behaves, analyzing their distinct ways of thinking, habits, and attitudes. They see the world from another perspective; brands need to adapt and learn to communicate with this new generation. There is a big difference to create a brand strategy addressing Gen X, Baby Boomers, or Gen Y; each generation is entirely different, and brands need to learn how to manage them differently. Each generation has a specific marketing strategy that brands should concentrate on. A new era, a new strategy.

The millennial prototype is depicted in the Millennial Impact Report (2018) as demanding, optimistic, knowledgeable, and individualistic. They have a fast-paced lifestyle; millennials are an active generation that are used to multitasking in their everyday lives; they may be online while talking on the phone and watching TV at the same time. They are also seen as changemakers; they want social recognition and are frequently interested in social endeavors. This group has a strong desire to do so, rather than merely observe or be served. They want to be a part of something; they want to feel like they can contribute. Consumers want personalized products and services because they don't want to be treated like a global. This generation has been shaped by non-traditional families and beliefs, and they think differently. thinking.

Millennials respond to firms that have a philosophy, such as Arizona Jeans' "Just show me the jeans" ad, which is multigenerational. This advertising is both hilarious and clear in its approach to Gen Y. They connect with millennials in the same way that they connect with one another; the marketing campaign communicates with them swiftly and efficiently.

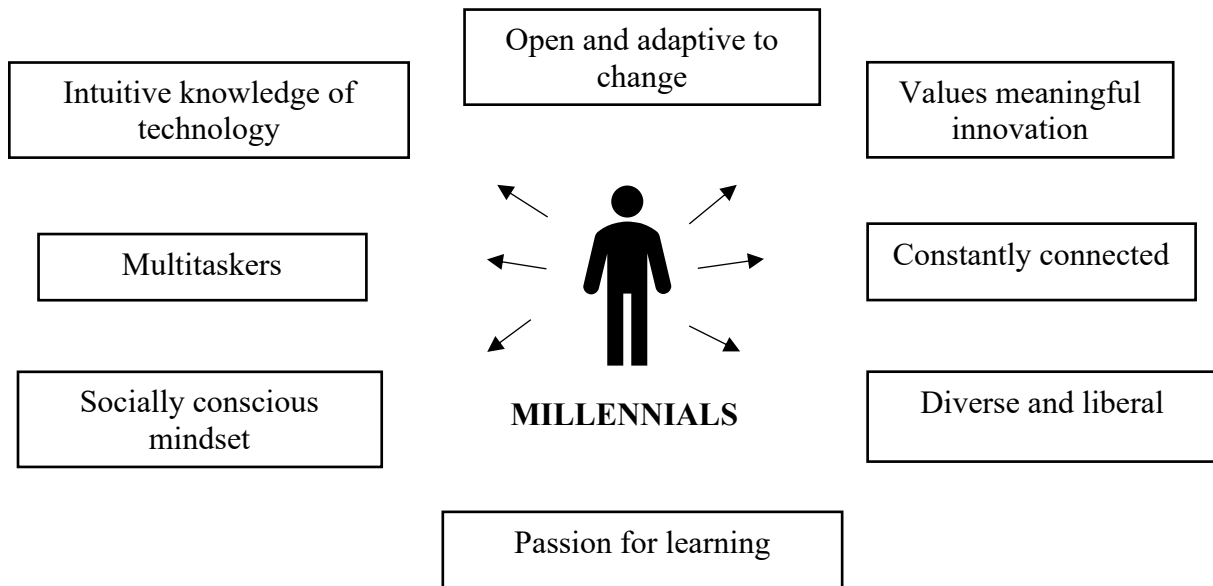


Figure III: Elaboration ad-hoc, 2021. *Millennials Prototype*

2.2.2 Millennials and Technology

Millennials are the first generation to be born in the internet age, and they've spent their lives connected to their cellphones and social media. This generation is driven by the desire to stay connected. The digital age has transformed the way marketing works; the advertisements strategies have changed entirely driven by the new consumers who have a deep understanding of technology (Howe and Strauss, 2003). Millennials are the first high-tech generation, and they are sometimes referred to as "digital natives." Because technology has affected their behavior, manner of thinking, and learning process, they vary from prior generations (Prensky, 2001)

The Pew Research Center (2010) studied technology usage; millennials were distinguishable from previous generations by their use of contemporary technology and were regarded as technology lovers. In terms of technology usage, millennials outweigh elder Americans; they are continuously linked to their phones and various forms of online sources.

The outcomes of previous generations are something that researchers are interested in learning more about.

<i>Millennial Outpace Older Americans in Technology Use</i>				
	Millennial (18-19)	Gen X (30-35)	Boomer (46-64)	Silent (65+)
Internet behaviors	%	%	%	%
Created social networking profile	75	50	30	6
Wireless internet away from home	62	48	35	11
Posted video of themselves online	20	6	2	1
Use Twitter	14	10	6	1
Cell phone and texting				
Use cell to text	88	77	51	9
Texted in past 24 hours	80	63	35	4
Texted while driving	64	46	21	1
Have a cell phone/ no landline	41	24	13	5
Media #texts in the past 24 hours	20	12	5	--

Table I: adopted from the Pew Research Report (2010)

Table I demonstrates how technological use has changed over the previous four generations. In comparison to past generations, we can see a substantial difference in the millennial generation, which clearly represents a bigger share of internet usage, cell phones, and texting. According to table I, whereas just 6% of the relevant age group has not formed a social media profile, 75% of the millennials have. (Peer Research Center, 2010)

The Millennial generation continues to be the most active on social media and has the highest smartphone usage. According to new research "90.4% of millennials are users of social media" (Emarketer, 2019), offering a dramatic percent, there has been an evolution in the way marketing and branding work. The prominence of social media in reaching the millennial consumer. The research shows that millennials engage in responding to brands that are on social media platforms. Social media is the initial mode of communication for millennials, and it defines what they consider communication to be. Through social media, brands and

millennials build symbolic connections. Social media is a fantastic tool for communicating with millennials and providing marketing strategies (Helal et al., 2018).

<i>Social Networking Users</i>					
% of adults who use social networking sites					
	Feb/Mar 2005	Aug 2006	Nov/Dec 2008	Jan 2010	05-10 Change
All	5	11	27	41	+36
Millennial	7	51	71	75	+68
Gen x	7	10	38	50	+43
Boomer	5	4	14	30	+25
Silent	2	*	2	6	+4

Table II: adopted from Pew Research Center (2010)

The percentage change of adults who use social networking sites is also seen in data from the Pew Research Center's (2010) poll. With the silent generation accounting for 4% and the millennial generation accounting for 68%, the percentage difference is enormous. The percentage shift reflects both the changing attitude of the population and the technological revolution.

Consumer interactions can be strengthened using social media. Traditional mass media theories-based techniques are no longer effective. Social networking helps to build a great interaction with customers (Frady, 2011). Peer influence is key to millennials. These days influencers have become a central driver for millennials' purchase decisions. Most millennials follow influencers on their social media, where they usually learn about new products, they are interested in. The Influencer Report (2019) engaging Gen z and Millennials states that "57% of all millennials and Gen Z trust influencers to give them recommendations about brands or products". Influencers have transformed social media; they have become role models for millennials and are trusted by their followers. Gen Y like knowing influencers' opinions and thoughts, and many of their shopping patterns and favorite products are like theirs. Given this, influencers present a significant opportunity for marketers to reach millennials.

Social media has had a significant influence on brand perceptions, and millennials use it as their primary source of information. Social media is the new way for companies to communicate with customers, as well as the new means for companies to build connections with their consumers. Social media is critical for companies to emotionally connect with their customers. Social media has successfully transitioned from one-way branding

communication to a two-way communication in which customers may express their feelings. As a result, companies must prioritize social media as a means of reaching out to the millennial generation.

2.2.3 Women & LGTB

Among the millennials, it is critical to place a specific emphasis on women. This gender has grown in importance over time, marketers should take them into account and target their advertisements to women. Female millennials are significant because they have higher levels of education and are joining the workforce in greater numbers than prior generations. The female millennial is also more self-assured than any previous generation of women, and she views prospects for advancement as the most appealing employer trait. (PWC, 2015)

Women purchase more products than males, not just because they have more purchasing power, but also because the goods they purchase have evolved. As a result, several car companies are altering their marketing strategies and launching campaigns targeted exclusively at female buyers. There has been an increase in car sales, as seen by the Toyota brand, which has begun to engage with the female industry. "What are automakers doing for women?" asks Carol Traeger (2005) in her study. Toyota's success in the United States is due to their understanding of the needs and concerns of women. According to the author, women buy 55 percent of all Toyota items and 60 percent of passenger cars sold in the United States. Toyota was taken aback by this figure since they had assumed that males were their major target market.

Another example of a brand that has recognized women's purchasing power is Gillette, which has adjusted their strategy and is now addressing their products with a focus on women's thinking. The men Gillette's shaving products come with a women's razor blade, recognizing that most women purchase at supermarkets. It's an effective marketing effort for attracting women's attention among various men's products. When it comes to purchasing a product, women prefer those that include features that they can use as well.

According to market research, women as buyers are focused on five Emotional Branding components, as presented by Marc Gobé in his book "Emotional Branding," as previously indicated. When it comes to picking a brand, women seek for the following

features: *Respect* they look for information about the product and its background before purchasing it. They do not want to be disappointed with the election they made when buying the product. Also, they look for *Individuality* wish to feel unique and special when purchasing a product, as if the product is addressed for them. They like to feel powerful and be talked to from a narrow perspective. Another significant element is *Stress relief*; as many studies have shown, many women suffered it. Brands should try to create an advertising campaign or develop a brand image that shows understanding and offer solutions. Women also want to feel a strong *connection* with the brand and feel an emotional attachment as many of their decisions are not done for rational thoughts, but decisions are made on how they think. Lastly, women want to build a relationship with the brand, trust, and build a dialogue. Emotions played a major role in women's lives, as previously stated; a successful brand strategy should focus on these five elements. Consumers are drawn to emotional branding, which differs from the traditional view, which focuses on more rational elements.

Another group to keep an eye on is homosexuals and lesbians, who make up a sizable portion of the market and have been on the rise in recent years. Many businesses are recognizing the value of the gay and lesbian community, as well as how powerful and influential they have become in recent years. According to Gallup survey Figure IV, the millennial generation has seen the biggest rise in the LGTB category, growing from 5.8% in 2012 to 8.2% in 2017. The graph illustrates that millennials saw the highest percentage increase in recent years, rising by 0.9 points from 2016 to 2017.

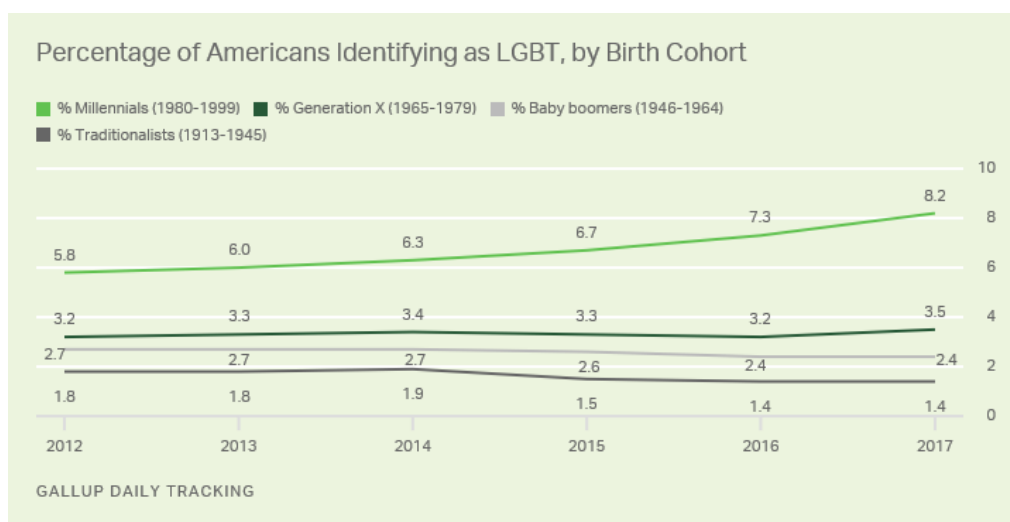


Figure IV: Gallup Daily Tracking (2018)

This audience will continue to expand in the coming years; therefore, businesses cannot afford to ignore them. This new cultural market is extremely essential, and businesses should communicate with it; failing to do so will demonstrate a company's ignorance of the today's society. It is a representative market that companies should not forget about or ignore. They are an important segment usually with a big amount of disposable income.

Gays and lesbians are paying attention to how companies treat them and communicate with them, they want to be treated with respect. Brands need to involve this segment in their marketing strategies. Just creating a global campaign trying to address all the market is no longer sufficient, companies should take a step ahead and try to address each consumer segment specifically. It is important brands make the consumers feel individually different, each one has specific needs that they will need to deeply focus on. Customers require unique attention and individualization to meet their cultural needs. Lesbians and gays are progressive intellectuals who represent a new paradigm. They aren't trapped in the past; instead, they are looking forward. They're noted for their evolution and development.

M&Ms is an example of a company that engages and communicates with the LGBT community; they released an image on social media honoring all the rainbow colors. The phrase "We are all the same" is used. Love what's on the inside." The advertising campaign included a picture of a bunch of M&Ms, each with a companion labeled Mr&Mr and Mrs&Mrs. Converse is another example of a company that caters to the LGBT community and tries to interact with and support them. They designed a Pride Collection in 2017 that included brightly colored and vividly decorated converse. Converse's slogan is "Yes to All," implying that no matter what your sexual orientation is, you should feel free to be yourself.

3. FIELD STUDY

3.1 Brand Love Strategies for Millennials

3.1.1 Emotional Branding and the Five Senses

The sound, the feeling, the taste, the smell, and the sight; the senses are really related with the consumers emotional experience. The five senses construct the consumer path for deeply attract their emotions, many times affecting subconsciously the way of perceiving a brand. The sensory experience creates permanent imprints in the emotional memories. The

five senses have a significant impact on customer behavior and seeing a product via the senses is the easiest method. To thrive, companies must adapt and adjust their strategies on a regular basis. Reaching out to millennials through their senses will improve their emotional connection to the company.

After reading Lindstrom's (2005) research paper "Broad sensory branding", which displays an in-depth investigation of the link between brands and the five senses. In the study, the author claims that only two senses; vision and sound, are used in 99% of marketing communication. When a significant emotional connection is formed, it engages all five senses. As a result, businesses that communicate in ways that approach the five senses have the best chance of building an emotional connection with their customers. The research shows that incorporating the more senses possible would have a positive effect on the brand image or perception from the customer view. Many brands have used sensory experiences to set themselves apart from the competition. They were able to reach the emotions of their customers by incorporating the five senses into their business plan. Lindstrom (2005) depicts some examples of how integrating the five senses leads to successful businesses in his research study:

Consider the Crayone line of color pens, which use sensory experience as a tactic to transport you back to your youth. In 2000, Crayone brand needed to differentiate themselves from other Asian competitors. It was a brilliant marketing tactic since protecting and distinguishing a color pen that writes generic colors is tough. What could make Crayone differentiate themselves from other brands? The brand developed a distinct and distinctive smell that is now associated with the brand by all children. Crayone produced the fragrance artificially and patented it after analyzing the original pen. The distinct smell of Crayone evokes a memory in children, a scent that is hard to duplicate and causes people to identify a smell with the brand. When a millennial smells a Crayone, they are reminded of their childhood recollections, which are typically associated with nostalgic and happy experiences. In the future, when this target group buys color pens to their children, they may buy Crayone as it is associate with their childhood. The brand has achieved to differentiate themselves and reach a unique smell that it is impossible to imitate. They have managed to shift the perceptions of various generations, which may have an impact on future demand for these products since they remind people of their youth, which is normally associated with positive memories.

Another example of a brand that distinguishes itself by its scent is Rolls Royce. In 1965, Rolls Royce spent hundreds of thousands of dollars developing this distinct smell. It was a minor detail that turned into a massive masterpiece. They investigated concerns that the new automobile models were not the same as the previous ones and discovered that the only difference was the smell. The interiors of vintage Rolls Royce smelled like wood and leather, but with current manufacture, the interiors now smell like plastic and other materials. Consumers were aware of a distinct odor unrelated to the brand; the soul of the brand had been gone, and the only option to reclaim it was to try to recreate it artificially. Rolls Royce conducted a deep experiment trying to imitate the smell, trying to discover this aroma that characterized the brand. Before each Rolls Royce leaves the factory, the seats are now infused with this distinct aroma to reproduce the traditional Rolls Royce scent. The brand has demonstrated the necessity of preserving perception, as well as how scent is a significant brand element.

Conclusions from Hultén's (2011) study paper "Sensory marketing: the multi-sensory brand-experience concept" might be made to comprehend the link between emotionally branding and the five senses. The author presents the idea that a brand should use the five senses experience to reach the human mind. When a brand applies sensorial strategies, it engages the customer experience resulting in value creation. This value created on the human minds will mean a high level of loyalty in the long run. Brands should concentrate their strategies on providing this complete sensory experience resulting on higher customer satisfaction. The key contribution of Hultén's (2011) research is that creating this multi-sensory experience improves customer behavior, indicating a favorable attitude toward the brand. It's a shift from traditional marketing to a new marketing-based on senses.

To sum up, research has shown that integrating all five human senses has an influence on emotional attachment to a brand. Millennials are known for being active people who enjoy being loved and who like the unexpected. Their sensory experience will be the finest approach to accomplish so. Millennials seek a genuine experience from a company they can trust and that shares their values, knowing that their senses will never fail them. That is, they will always believe what they see, smell, feel, hear, and taste. Brands must differentiate themselves; a brand with five senses against a brand with only two senses will make a significant difference. Why just include their senses a 25% when brands can do it a 100%?

Millennials would concentrate more on a brand that offers them a greater sensory experience. Being able to have a multi-sensory experience, will give a particular identity to a brand.

3.2 “Brand Love” Strategy

The basic purpose of the brand is to attract the attention of consumers and establish a long-term, loyal connection. Brands have utilized the same techniques focusing on a product's features and beneficial impacts for many years. However, brands need to evolve and try to understand the consumers more deeply. Their new approach should be based on feelings, perceptions, and thoughts, moving forward to a more complex way to attract consumers, meaning emotional branding. How can brands make millennials feel strong emotions towards their product? It is based on the concept of "*Brand Love*."

Many research findings show that consumers experience a natural feeling of love towards some brands. Shimp and Madden (1988) established the consumer-object relations (CORs) by adapting Stenberg's (1986) triangular theory of love. Stenberg's (1986) theory is based on three main components of love: intimacy, passion, and commitment, applied to person-person love relations (PPRs). The consumer-object link emerged as a result of a mixture of psychological processes: motivation, emotion, and cognition, all of which interact in various ways to define consumer-object relationships. Products, brands, and stores are examples of objects; these relationships range from sentiments to love. The consumer-object process components were produced by combining Stenberg's components with the psychological process, as shown in Table III. Consumer-object love relationships also display intimacy (Stenberg component) in the form of liking, customers experience sentiments of affection and closeness with brands. The "liking" component mostly relates to the attachment that exists between the customer and the object. Further, passion is another component that is also applicable to CORs; in this case, yearning refers to a strong desire for the object. Lastly, the commitment component associated with CORs is the simple to draw relations with PPRs as decision and commitment are also suitable components to describe CORs.

Components of PPRs and CORs		
Psychological Process	Stenberg's Component	Consumer-object Process
Cognition	Decision / Commitment	Decision/ Commitment
Emotion	Intimacy	Liking
Motivation	Passion	Yearning

Table III: adopted from Shimp, T.A., & Madden, T.J. (1988).

Adapting the theory of Stenberg (1986) applying the PPRs eight concepts of brand love, these different kinds of love match with the consumer-object components. There are several forms of consumer-object relationships, each of which is associated with a certain attitude. Consumer-object relationships may be divided into eight categories. These relationships range from dislike to loyalty, with dislike indicating the lack of all three phases of the COR process and loyalty representing the three components:

1. Nonliking does not refer to dislike but when the consumer has no particular feelings for a brand.
2. Liking meaning feeling a degree of affinity with the brand.
3. Infatuation is the absence of a strong liking or wanting to consume the product for a length of time.
4. Functionalism is characterized by purchasing a brand when there are no emotional feelings, just the product function.
5. Inhibited desire when there is a constraint that not motivates the behavior of purchase.
6. Utilitarianism, the consumer creates an attachment with a particular product but does not have a passionate relationship.
7. Succumbed desire is a form of love with the presence of passion and commitment.
8. Loyalty is characterized by the consumer feeling an intimate relationship with the brand.

The plus sign (+) indicates the presence, and the minus (-) sign indicating absence.

Eight Kinds of Consumer-Object Relations			
Component			
Kind of relation	Liking	Yearning	Decision/Commitment
Nonliking	-	-	-
Liking	+	-	-
Infatuation	-	+	-
Functionalism	-	-	+
Inhibited desire	+	+	-
Utilitarianism	+	-	+
Succumbed desire	-	+	+
Loyalty	+	+	+

Table IV: adopted from Shimp, T.A., & Madden, T.J. (1988).

The consumer-object relations relate to Stenberg's (1986) theory of love. The CORs are formed by combining psychological processes such as emotion, motivation, and cognition with Stenberg's PPRs to produce eight concepts ranging from non-linking to loyalty. Capturing the personality of customers' interactions with goods, brands, and other commodities (Shimp and Madden, 1988).

Carroll and Ahuvia (2006) describe the concept of brand love as “the degree of passionate emotional attachment a satisfied consumer has for a particular trade name”. Both writers clarify that brand love and brand satisfaction are two distinct concepts. While satisfaction could be attached with a cognitive judgement, brand love has a stronger affective focus. The results of their study showed that brand love is a way to reach consumer satisfaction that results in positive post-consumption behavior. According to the authors' research, Brand Love is linked to greater levels of brand loyalty and word-of-mouth, implying positive post-purchase behavior. Brand Love proposes a new marketing approach that emphasizes the development of emotional bonds between consumers and brands.

The nature and implications of Brand Love were investigated by Batra, Ahuvia, and Bagozzi (2012). They conducted qualitative research to analyze the Brand Love consumer

prototype and its consumption consequences. The prototype concept of Brand Love is made up of seven aspects.

Prototype concept of Brand Love	
Passion- driven behavior	Reflecting strong desires to use it
Self-brand integration	Its ability to connect to life's deeper meanings and provide intrinsic rewards
Positive emotional connection	Including a sense of positive attachment and having an intuitive feeling of “rightness”
Anticipated Separation distress	If the brand were to go away
Long-term relationship	Includes predicting extensive future use and a long-term commitment to it
Positive attitude valence	Constant positive attitudes
Attitudes with high confidence	Strong belief on the brand

Table V: adapted fromBatra R, Ahuvia A, Bagozzi RP. (2012) Brand Love.

The writers' qualitative analyses and research shown how a loved brand may become a part of a consumer's identity and provide several benefits. Brand love has a number of beneficial outcomes, including brand loyalty, good word-of-mouth, resistance to bad information, and readiness to pay a higher price.

The study by Malik and Guptha (2013) demonstrates the several aspects that influence brand loyalty and love. It was required to instill in the minds of consumers the notion of "Brand Love," a strong emotional attachment that will result in a long-term connection with the brand. They depicted the following in their research:

“The highest level of emotional connection of any person with a brand is considered as brand love and every company needs to strive to create such an emotional bond with the customers as it creates many advocates for the brand and products associated with the brand”

These authors suggest that Brand Love is the most a brand can achieve “*the highest level of emotional connection*”. Brands should strive for brand love, the concept of a likeable product

that will win customers over. The highest level of connection a consumer may have with a brand is brand love, and every business wants their customers to have strong feelings for them. The establishment of a strong tie between the client and the brand will result in a strong relationship between them. A millennial's definition of loyalty is "Brand Love," so understanding how they feel is the first step in developing a brand strategy for them.

Overall, brand love is a strategy that companies may choose to pursue as their primary aim. Brand loyalty is vital to millennials, who attempt to empathize more emotionally than previous generations. To interact with a brand, millennials want to feel positive emotions. Amazon is an example of millennial brand love; the first millennials were born during the e-commerce boom. Millennials are known for being inventive and prefer to buy from creative firms, thus Amazon can provide them with a new experience. Millennials are represented by Amazon, and most of this group has become brand loyalists.

3.3 Maslow Hierarchy of Needs adapted to Millennials needs

Abraham Maslow (1943), a psychologist, developed a hypothesis based on a hierarchy of human needs, which he published in a paper titled "A Theory of Human Motivation". Maslow (1943) studied what made people happy, how individuals start at the bottom of the pyramid (basic needs) and work their way up to meet all their requirements to achieve their full happiness potential. The Maslow hierarchy of needs is often shown as a pyramid. Consumers must first attend to the requirements at the bottom of the pyramid before they can attend to the requirements at the top. Reaching self-actualization goals entails achieving one's full potential.

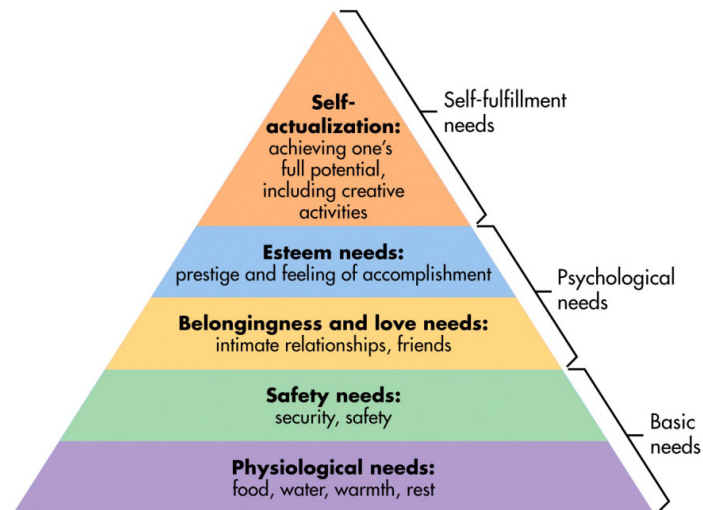


Figure V: adopted from Saul McLeod (December 2020) *Maslow's hierarchy of needs. Simply Psychology*

When creating a campaign or an image, brands should consider Maslow's hierarchy of needs. The five-stage pyramid depicts the physiological, safety, belongingness and love, esteem, and self-actualization requirements of humans. The aim of consumers is to meet their wants and go to the next level; as individuals go up the pyramid, their needs become increasingly social and psychological. The main goal of brands is to understand each level of the pyramid to be able to target a market and create a marketing communication strategy fulfilling those needs. Understanding customer behavior is critical; customers' tastes may vary over time, but their core psychological requirements will not; this is what businesses should rely on. When developing marketing strategies, marketers must comprehend Maslow's hierarchy of needs to persuade customers to go to the next level of the pyramid until their self-fulfillment standards are fulfilled. If a brand can meet the self-fulfillment demands of its customers, it has found what they are seeking for.

In this study, Maslow's pyramid of needs was adapted to millennials hierarchy of emotional needs'. The millennials pyramid, in contrast to Maslow's hierarchy of requirements, contains four levels that companies must fulfill to develop a solid relationship with clients. The pyramid is depicted in the diagram below:

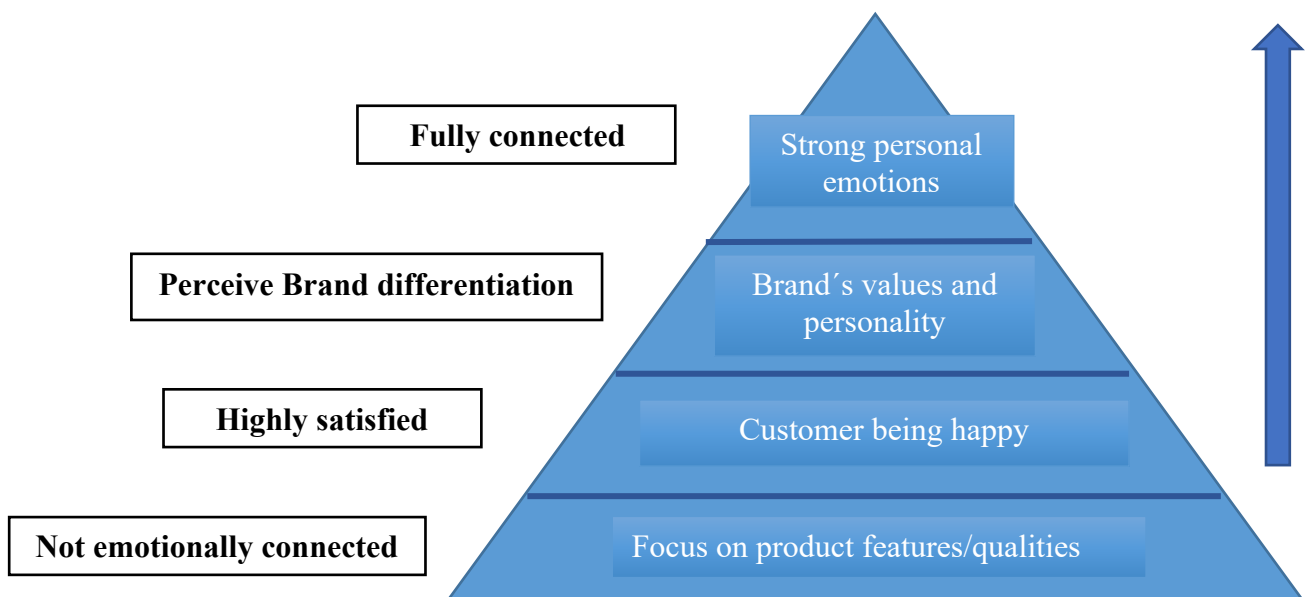


Figure VI: Elaboration ad-hoc, 2021.
Millennials emotional pyramid

For millennials, the emotional pyramid is a long pathway that brands must follow to achieve their full potential. The fundamental goal of the millennial pyramid is to increase brand value and establish a long-term relationship with customers. The pyramid is structured in four different levels, each level means a new challenge for a brand. Rising a level will mean a higher emotionally connection with the consumer. The pyramid transition goes from not being emotionally connected to be highly satisfied then perceiving brand differentiation and lastly the optimal level being fully connected. This means being connected on an emotionally way to the brand. Brands should make an effort to transition customers from being disconnected to being completely connected, since this will provide them with significant benefits. Emotional motivators are quite valuable. Each brand will begin at a different level and will require various techniques to reach the top. The pyramid is divided by levels, each of which is unique. The four stages are characterized by:

- 1) *Millennial not connected*: is the basic level, branding focuses on product-based not consumer-based. Companies will sell their brand using the product features and qualities, the characteristics that compose their product. At this level, businesses adopt a product-focused approach rather than a consumer-focused approach.
- 2) *Millennial highly satisfied*: the next level consists of problem-solving for customers. When a customer has a problem, the brand can solve it. In this level the brand is more

implicated, it provides more value for the millennial. Satisfying the customer is a minimum level of performance, it is not a good forecast to see if the consumer will make future purchases. The millennial will feel satisfy in the quality of the product.

- 3) *Millennial perceives differentiation*: in this stage brands create value and personality. Create a brand personality that is appealing to customers. Buyers will begin to repeat their purchases, resulting in brand loyalty.
- 4) *Millennial fully connected stage*: in this last stage, a strong powerful relationship has been built between the consumer and the brand. The customers feel many positive feelings towards a brand. Millennials will feel strong emotions as fulfillment, identity, enhancement, ritual, nostalgia and indulgence. All these emotions build strong connections, millennials want to perceive brand trustworthiness and identity.

After a brand has progressed through the four tiers, it has realized its full potential. The brand would have devised a plan to appeal to the consumer's emotions. It is a lengthy road with many problems and stages to complete, but once the last level is completed, the results will be extremely beneficial. The emotional branding experience, it a complex strategy that involves an integrated and complete effort. Following the pyramid will lead to brand differentiation among millennials, and consumer loyalty.

Overall, the imagery of the pyramid and emotional branding involve understanding the audience in a highly emotional way. Being able to get to them emotionally to sell the brand. Being able to have a dialogue with the consumer. Perceive, comprehend and listen to the consumers. Branding strategies that satisfied millennials needs are not enough anymore, the millennials want to feel emotionally attach. A real connection that not all brands will be available to attain.

4. Case Study of Apple Brand Love

“You always need to be a little different to buy an Apple computer” Steve Jobs (1998).

4.1.1. Company Overview

Apple Inc, creates, manufactures, and sells smartphones, tablets, wearables, and accessories, as well as several connected services. The company was founded in 1977 in the state of California by Steve Jobs. The Americas, Europe, Greater China, Japan, and the Rest of Asia Pacific are the company's segments. Apple's customers are mostly in the enterprise, education, government, and market sectors. The Company is in a highly competitive market that distinguishes itself via aggressive price competition and continuous product improvement. The Company competes with businesses with strong technical, marketing, distribution, and other resources, as well as established hardware, software, and service offerings with big client bases, compete fiercely in these marketplaces. Through research and development (R&D), the Company continues to develop new technologies to improve existing goods and services and to broaden the range of its offerings (Apple Inc, 2020).

Apple Vision

Apple's corporate vision is “to make the best products on earth, and to leave the world better than we found it.” Apple's vision statement has an impact on strategic management decisions made by the company's managers to achieve a future of leadership in the different industries in which the company works

Apple Mission

Apple's corporate mission is “to bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons and consumers in over 140 countries around the world.” Apple's worldwide success is due to the fact that its mission statement is reflected in every aspect of the company's operations.

Apple's Marketing Mix examines the brand and explains the Apple marketing strategy, which includes the 4Ps (Product, Price, Place and Promotion). Analyzing the marketing mix strategy will provide a better framework for the company (MBA Skool Team, 2020)

Product- the Company is known for its technological advancements, consistently producing new products that captivated the entire world. Apple's product strategy is explained by some of its most popular goods in its marketing mix. Its products: Mac one of the first, these days the current models at the market are Macbook, Mac Pro, Mac Air, iMac, Macbook Pro. The iPhone, it was the first company to introduce multi-touch smartphones. Other products as the iPod, Apple watch, Apple Tv, Airpods and others.

Price- Apple products are high-end items that do not appeal to all segments of society. Pricing is also influenced by competition. Many of its products, like Apple the Macbook, iPhone and iPad, fall into the premium goods category. Apple is known for its innovation, yet with innovation comes a price. Apple items are expensive, yet they are also seen as status symbols.

Place- when it comes to reaching out to premium customers, Apple takes a bold approach. Apple Company uses several different ways to reach out its customers. Apple has its own stores to sell products and introduced the idea of trade partners. To sustain the distribution chain, they engage with such partners. Apple products are available on most e-commerce sites, and its one the company's most important point of sale.

Promotion- Apple targets different segment of people. As a result, its focus during promotional activities is on its products and the distinctive qualities that set it apart from the competition. Apple's, promotional strategy, as part of its mix strategy, focusses on aggressive advertising through numerous channels such as television, commercials, print media and so on. If we look at Apple's advertisement closely, we can see that it has always strived to emphasize how distinct it is from competition.

An internal and external analysis was undertaken to identify strengths, weaknesses, opportunities, and threats to gain a better understanding of the company's competitive position. (Analysis of SWOT)

Strengths	Weaknesses
<ul style="list-style-type: none"> • Brand Identity • Innovative products • Loyal customer base • Brand value reputation • Marketing advertising • Distribution chain • Customer focus 	<ul style="list-style-type: none"> • Incompatibility • Matching customer expectations • Dependency on other few products • Limited distribution network • Premium pricing • Lack of competition • Lack of marketing and promotions
Opportunities	Treats
<ul style="list-style-type: none"> • Steady customer growth • Qualified professionals • Lack of green technology • Smart wearable technology • Use of artificially intelligence • Expand distribution networks • Apple electric cars 	<ul style="list-style-type: none"> • Counterfeit products • Laptop Competition • Lawsuits • Rising labor costs in other countries • Market penetration

Table VI: SWOT analysis of Apple Company (2020)

4.1.2. Apple Targeting Millennials

Apple Company has demonstrated its ability to connect with Gen Y. They have recognized and addressed their attitudes, values, and issues that this group faces. Furthermore, they have created customized campaigns to match the specific demands of each of these groups. Apple is portrayed just as another brand that gains points with millennials for its amazing in-store experiences that keep them coming back in large numbers.

“The sense of wonder and discovery that I get every time I walk into an Apple store is amazing. I am always learning or seeking something new and have an enjoyable brand experience when I interact with them” said by one Millennial in response of the survey carried by Fromm and Garton (2013).

Millennials grew up with Apple, watching the brand's evolution in their lives, such as receiving Apple products as a high school or graduation gift. Apple grew up with this generation, helping the brand understand how millennials behave and feel. Knowing what others value most and being able to meet their needs (Fromm and Garton, 2013).

Mazor (2018) conducted a survey that revealed the importance of symbols to the millennial generation. Millennials prefer pictographic features because they are more efficient, simple, and easy to understand. Mazor carried a research to investigate the relationship between symbolism and brand names for millennial identity. Apple uses the image of a bitten apple. To set it apart from other fruits and give it a positive connotation rather than the negative connotation that society generally gives it. Practically, the goal of the design was to create something that evoked a sense of friendliness, and hence a product that could be used by everybody. (Mazor, 2018)

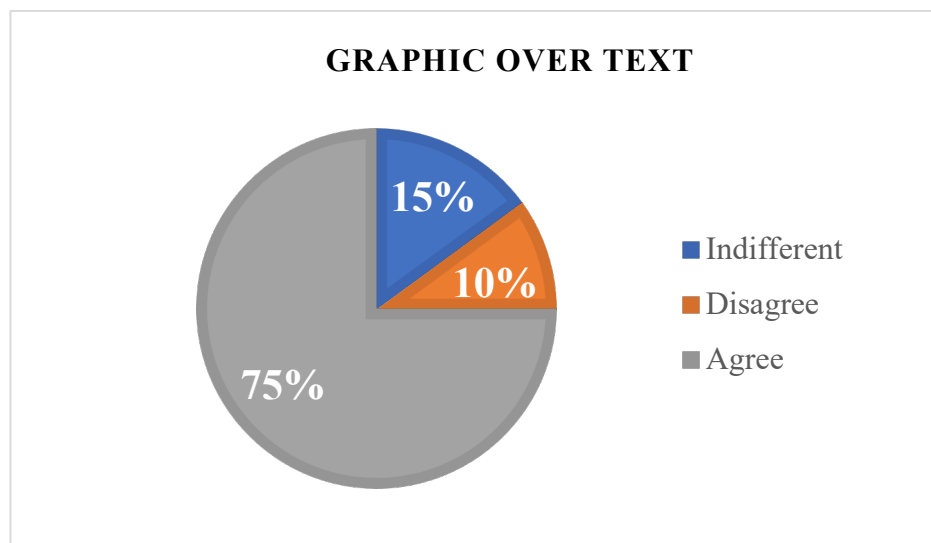


Figure VII: adapted from Mazor E. (2018) "*Symbolism as the Language of Millennials*"

Figure VII shows the percentages of students who agreed, disagreed, or were undecided on the first survey question, "Do you prefer graphics over text in general?" Seventy-five percent of students agree, ten percent disagree, and fifteen percent are undecided. The percentage of millennials that prefer a graphical logo to words to identify a brand is seen in the graph. According to the graph, 75% of millennials agree on a graphical symbol to identify a brand, implying that millennials preferred symbols.

4.1.3 Apple and Brand Love across millennials

As previously said, brand love is a customer's sentiment toward a brand that has a high emotional positive content. Brand love is the highest level of emotional connection a person has with a brand, and every corporation should seek to build such an emotional tie with

customers. The study conducted by Malik and Guptha (2013) focuses on the maximum level of consumer attachment to a brand and analyzes the intrinsic dynamics of customer relationship management. All the respondents stated their favorite companies with which they had a strong emotional bond. There were 150 participants, all of whom were between the ages of 18 and 25, and all of them belonged to the millennial generation. The respondents were able to choose among 72 different brands.

	Frequency	Percent	Cumulative Percent
<i>Apple</i>	14	9.4	9.4
Nike	9	6	15.4
Samsumg	8	5.4	20.8
Sony	7	4.7	25.5
Nokia	6	4	29.5
Adidas	5	3.4	32.9
HUL	5	3.4	36.2
HP	4	2.7	38.9
Tata	4	2.7	41.6
Coca Cola	3	2	43.6
Puma	3	2	45.6
Reebok	3	2	47.7
Royal Enfield	3	2	49.9
UCB	3	2	51.7

Table VII: adapted from Malik and Guptha (2013) *Frequencies from the favorite brand*

Table VII list the top brands chosen by millennials; Apple was the most popular brand among millennials. Most of them feel emotionally attached to the brand, preferring Apple over all other brands. The brands that follow Apple also as favorite brands for millennials are Nike, Samsung, and Sony. Millennials have a significant emotional connection with Apple brand. The study yielded a variety of data reflecting the relative importance of the various components in brand love. The components are the following:

- To generate brand love in customers for a product's brand and connected products, active engagement is required.
- Loyalty through numerous incentive schemes could help establish brand loyalty in the minds and hearts of customers.
- When it comes to building brand love, the marketer must consider variables such as the brand's position and image in society, the product's quality, and his own devotion to the brand.

4.1.4 Apple “Think different” campaign.

The marketing strategies use by Apple to increase brand awareness. By creating an emotional connection with its customers, the Company has garnered a loyal fanbase. It’s global success is largely due to its brand loyalty. Apple’s commercials are successful because people buy items based on their emotional associations. This suggests that customers buy Apple products because they want to “feel” and “think different”, which is one of the functions of Apple’s good.

Year	Campaign	Result
1984	“Orwell” ad.	<ul style="list-style-type: none"> • Consider by many advertisers to be “the greatest ad of all time” • Around 1986, Macintosh held 16% of market share
Late 1990s,		Market share had slipped to 11%
1998	“Think Different”	<ul style="list-style-type: none"> • Featured beautiful black-and-white photographic of luminaries like Mahatma Gandhi, Albert Einstein and Amelia Earhart. • The campaign cost \$100 million. • Why Gandhi, Einstein, and Earhart were being used to advertise Macintosh, when none of these personalities used computers. • Market researchers celebrated increasing sales after this ad
2002	“Switch” or “Real People”	<ul style="list-style-type: none"> • Featured real-life converts to Mac who lauded the ease and simplicity of Macs, compared to their previous frustrations on a PC.

May 2006	Get a Mac	<ul style="list-style-type: none"> • Market share grew by 42%, Apple had recorded sales and the campaign was culturally influential.
October 2006	Why You'll Love a Mac	<ul style="list-style-type: none"> • Focus more on the claim that a Mac is a better computer "designed and built to be as reliable as it is beautiful"

Table VIII adapted from Jonson et al. (2012) *Apple Campaigns Different Years*.

Table VIII depicts Apple advertising campaigns from 1984 to 2009, with the effectiveness of each campaign depicted. "Think Different" (1998) was the campaign investigated in this article because it was the most influential and had a strong emotional connection.

Apple's "Think Different" campaign, which included a TV commercial and a print ad, ran from 1997 until 2002. The TV commercial consisted of a 60-second black-and-white video titled "Crazy ones." The commercial was not about a product; rather, it was about Apple's reaffirmation of company identity and mission to the world and to themselves. A dozen revolutionaries were featured in the campaign, including Albert Einstein, Richard Branson, Mahatma Gandhi, Pablo Picasso, and others. The exact text from the ad, narrated by Richard Dreyfruss:

"Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules and they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do."(Apple, 1997)

Despite having no significant new products, Apple had an immediate boost when the "Think Different" campaign was unveiled. Apple's stock tripled in value in a year. Apple released multi-colored iMacs a year after the debut of "Think Different." The computers were

groundbreaking in design, and they went on to become some of the most popular computers of all time. (Rob Siltanen, 2011)



Figure VIII: “Think Different” Apple Campaign (1998)

Their advertising tagline "Think Different," worded with a purposeful grammatical error, alludes to a symbol-heavy marketing strategy aimed at eliciting emotions in consumers' brains. As previously stated, symbolism has a significant influence on the millennial generation because it is the most effective means of communicating with them.

After studying the millennial generation, we can observe the rapid increase in the LGTB population. The "Think Different" campaign's diversified visuals appealed to Apple's established customers while also appealing into new and developing homosexual audiences (Shields, 2001). The advertising had an impact on the millennial generation as well. The statement pays tribute to individuals that think differently, such as Apple, because they are the ones who "transform the world." The campaign was a tribute to outstanding societal personalities who think creatively, which is one of civilization's major catalysts. The message challenges the viewer to rethink their own ethics and think differently by characterizing the change agents as insane, misfits, rebels, and troublemakers. Apple positioned itself as a creative company, recognizing past and present revolutionaries who "alter things" and "push the human-race forward." Apple believes that if we all agree to think differently, we might be able to transform the world as well (Adonai, 2013). All these characteristics define the millennial

consumer: they think differently, they are creative, they are changemakers, they are rebels, and so on.

Finally, one of the most distinguishing features of Apple is the brand love it inspires in its customers. People don't buy items for simply logical reasons; in fact, it is for emotional reasons that they do so. Customer retention and sales success are frequently influenced by this rather abstract emotional connection between the brand and the customer. That is why Apple has been so successful: they understand how to truly connect with customers through a consumer-focused strategy based on their emotions.

5. Conclusion

This research paper concluded that establishing a brand love connection with consumers leads to loyalty, which means a strong, long-lasting relationship. The study showed that emotions leave a print in the consumer's memory. Brands must adjust their traditional strategies away from product-oriented and towards consumer-oriented tactics. Establishing a strong connection between the brand and the customer to develop a sense of attachment. According to the attachment theory, brands should use this idea to create an emotional bond with the customer based on the mother-infant relationship. This is the approach that companies should take to engage customers and increase brand loyalty. Focusing on this new generation, millennials make decisions based on their emotional and instinctive reactions to things. This generation is no longer driven by material goods and instead prefers to be emotionally bonded. The main goal of brands is to follow the seven-element brand love prototype, which includes passion-driven behavior, self-brand integration, positive emotional connection, anticipated separation distress, long-term relationship, positive attitude valence, and attitudes with high confidence. Brand Love is the most a brand can achieve "*the highest level of emotional connection.*" Brand love has several beneficial outcomes, including brand loyalty, good word-of-mouth, resistance to wrong information, and readiness to pay a higher price. Furthermore, developing an emotional branding experience will help companies differentiate themselves positively, resulting in a tremendous post-purchase consumer experience. Building a solid emotional brand personality will set a brand apart from the competition and give it a different and secure place in the consumers' minds.

According to the study, emotions are essential in branding. Brands that use brand love as a strategy would see positive results and customer satisfaction. The significance of employing brand love when addressing customers is shown in Apple's case study. It demonstrates how millennials have a strong emotional attachment to the Apple brand. The brand love that Apple creates in its customers is one of its most distinct qualities. Consumers buy products based on their emotional associations, which is why Apple advertisements are so effective. The success of the "Think Different" campaign is influenced by the emotional connection between the brand and the customer. Brand love is the new strategy that brands should employ to reach out to millennials, connect emotionally with them, and establish a brand loyalty relationship.

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