Brand Positioning Statements vs. Emotional Value Proposition: Patanjali Products Are Reference

K. Prabhakar Rajkumar, Mareena Abraham

Abstract: *This study explores the consumer emotional attachment to the brand. A brand that can build up an emotional attachment with consumers plays a significant role in building up an emotional attachment and bonding in the market domain. The research paper used the CHAID, the decision tree method appears in the literature review with different names as automatic interaction detection, classification and regression tree, artificial neural network and genetic algorithm to evaluate the brand experience and attachment level, which create an emotional link with consumers, which are categorized in two groups i.e. Mediocre and Obsession. In this paper the selected observations for demographic and socio-psychological characteristics of respondents in creating the classification model for the identification of consumers' emotional attachment towards the Patanjali brand for different categories of products were examined and evaluated. Our finding suggests the mechanism CHAID decision tree method, was used to verify the emotional attachment level of respondents. The dependency analysis between the selected personal, characterizes emotional values and consumer emotional attachment (based on obsession and mediocre) conducted on a sample of 126 respondents of Patanjali product consumers. In this decision tree method, the duration of the experience was the variable that strongly interacted with the consumer emotional attachment variable. The research paper attempts to reveal the concept of emotional value proposition ie. Emotion based brand positioning can establish the consumer – brand linkages at the emotional level. The parameter- duration and long experience with the consumption of products, makes consumers satisfied towards a product, moreover that product develops sentiment and emotional values in the consumer's mind. This research work helps the manufacturers to develop the various sentiment value associated with consumers refer to the product, which could ultimately build up a strong emotional positioning in the minds of consumers moreover it will boost up the sales volume of the product.*

Index Terms: *Attachment, Brand Positioning, Consumer Experience Emotional Values, Patanjali Products.*

I. INTRODUCTION

Emotion is always the leading player in purchases of the product on the basis of variety and similarity in the cut throat competition mainly in Indian market. In Indian market, emotions create a base that establishes an emotional connection between the purchasers and consumers.

The unique product attributes and purchase decision making on emotional attachment can create a bridge between the consumer and products. A brand that can develop an emotional attachment with consumers, in goods and in-service sector, is likely to succeed in today's highly competitive marketplace. India has always been a heart of herbal and traditional products; moreover the herbal products are deeply related to the spirituality and traditional sentiments and values of the people in the society. Most of the world's population stand and consumes natural and herbal products for their health aspects instead of modern and high cost materials (medicines) the study done by WHO (world health organization) [1]. Due to an increasingly crowded marketplace, consumers become stubbornly resilient to brands. Brands are leading down to more accessible techniques to build up an emotional connection with consumers to fight battles against various competitive brands. Many researchers have deep-rooted that consumers now days aren't only buying products, but they buy wonderful and emotional experiences around what is being sold [2].

II. BRAND PATANJALI

The proliferated demand for Ayurvedic or herbal market is mainly due to the traumatic working environment, exhausting and reckless lifestyle, with unhealthy environment on which people is leading their life. With the increasing demand of healthy products in Indian market, on March 2012, Patanjali brand with 'Swadeshi' flavour of products made an entry into the herbal retail market and FMCG with varieties of products ranging from health care, food products, personal care, toiletries, eyecare, shishu care, etc. From there on the established brands such as Dabur, Sribaidyanalh, Vicco laboratories, the Himalaya drug company, Zandu pharmaceutical, the Emami group, HUL, P&G is facing intimidation from a home – grown and an absolutely 'Swadeshi' competitor, Patanjali Ayurved Limited (PAL). PAL, the pharmacy led by guru Baba Ramdev, has been successful in selling a splendid range of food and personal care items across the country. PAL is the fastest growing fast moving consumer company in India ("Baba – Ramdev's Patanjali fastest FMCG in India; wish it was listed, says CLSA report," 2015).

The Patanjali products have rightly been placed in the grounds of the Indian market by the concept of "Marketing through Spirituality".

The two famous personalities Baba Ramdev and Acharya Balkrishna have shaped a captive market with their effort, with their values for health conscious, yoga and pranayama for healthy and fit body and principally big brand Baba Ramdev it. This incarcerated market is more health conscious, look out for affordable and cheapest price products, believes in the philosophy of Swadeshi (home grown) and above all consider Baba Ramdev as their ideal. Moreover, Patanjali's products incorporate a unique intermingle of three value disciplines which includes product leadership quality, operational excellence to face the competition and customer intimacy which make the consumers attract towards their products. Patanjali has to prong positioning strategy that is "Prakriti ka Aashirwaad" which means blessing of nature. Patanjali is positioned as "Natural Product available at affordable prices". Moreover, the second positioning is that of "Swadeshi Make" (Made in India).

III.   LITERATURE REVIEW

PAL has built a strong emotional connect with the consumers based on three clear platforms – first – a "Swadesi" platform, secondly – resuscitating the rural poor and their economy and finally caring for the health of all by providing the products at very affordable prices. The emotional branding concept has emerged as the strongest differentiating factor. This concept has established as a new paradigm in the field of branding in the late 1990's, which defines the consumer on the level of senses and emotions; forging a deep, lasting, intimate emotional connection to the brand that transcends material satisfaction; it involves creating a holistic experience that delivers an emotional fulfillment so that the customer develops a special bond with and a unique trust in the brand [3]. Moreover, the Gobe, op.cit emphasized that emotional branding strategies should be more about mindshare and "emotion share", rather than market share. According to Gobe, emotional branding is a dynamic cocktail of anthropology, imagination, sensory experiences and a visionary approach to change. Travis, explicated brand is like a bridge between the company and the consumers, the trust, commitment to product, the pride a consumer feels upon receiving a wonderful gift of a brand they love – these feelings are at the core of emotional branding [4].

A common definition of attachment is "an emotion- based mother – infant bending where each party manifests intense pleasure in the other's company and especially in the other's expression of affection", when translated to branding context, emotional attachment is referred to as "a deep desire to preserve security felt in connection with a brand, and at actively separation, manifesting in emotionally rooted repurchasing and avoidance of switching"[5]. Moreover, they identified the antecedents of emotional attachment to brands as; 1. Sentimentality/emotional memory, (i.e. People, place, situation), 2. Socialization (i.e. Family, social group), 3. Traditional customer outcomes (i.e. Value satisfaction differentiation), 4. Superior marketing characteristics (i.e. Product, place, price, promotion, service). User – derived benefits (i.e. Sensory pleasure, self-oriented goals, social oriented goals). There is a deep link between emotional attachment to brand loyalty and repurchase intention also highlights the predictive validity with loyalty intentions [6]. With respect to this Tasi suggest that emotional experience positively influence brand re-purchase intention [7]. Fournier explained in the brand relationship quality model as leading to stronger emotionally based consumer – brand relationship [8].

According to Crosby & Johnson emotions are integral to customer loyalty. Strong emotions towards a product/service can build high barriers to competition. While rational benefits are easily copied by the competition, emotional bonds are more difficult to break [9]. According to Lindstrom "those brands that are communicating from a multi- sensory brand platform has the greatest likelihood of forming emotional connections between consumers and their product" [10]. Roberts has asserted that "Emotional Branding is a consumer centric, relational, story-driven approach to forging deep and enduring, effective bonds between customers and brands" [11]. Harry Porter is a marketing marvel and is an excellent example of the emotional attachment it has created by its readers. "Strong brands have been proven to create an emotional attachment with the customers". Accordingly, emotion is a strong means of captivating experience driven consumer attachment to brands and proactively integrating brands into their lives and identity projects [12]. Therein, the brand – consumer relationship based on the emotional linkages constructed are increasingly gaining popularity and importance for marketing researcher and practitioners [12].

CHAID the decision tree method appears in the literature review with different names as automatic interaction detection, classification and regression tree, artificial neural network and genetic algorithm. Kass in 1975 first introduced the concept of segmentation procedure of the CHAID, which was being majorly used in the market segmentation and mainly used for consumer research [13,14,15,16]. CHAID is an analysis which allows researchers to determine the segmentation with respect to that variable and in accordance with the combination of independent variables (Predictors) [17,18,19]. To apply the CHAID procedure, therefore, a dependent variable (Criterion) and the independent variable (Predicators) have to be properly chosen. The number of categories of independent variables depends on whether the results of the Chi-square test are significant or not. In the resulting tree, the most significant independent variable appears in the first node of the classification. The process of node formation and segment configuration ends when there is no significant relation between the dependent and independent variables.

IV.   OBJECTIVE OF THE STUDY

1. To examine the emotional value segment refers to four categories of Patanjali products.
2. To identify the influencing parameters to decide the emotional values of obsession and mediocre consumers.

V. RESEARCH METHODOLOGY

This study mainly aims to attain the objective that to what extent the consumers' emotional attachment decide the emotional values of obsession and mediocre consumers and for this purpose the data was collected, using a specially designed questionnaire, which was divided into following parts:

A. The first part contains information about the personal profile of the respondents. It contains six variables:

a) Gender was divided into male and female parameters,

b) Whereas age of the respondents was measured by age intervals.

c) Income refers to the average monthly income of the family of the person who was interviewed it was grouped into five income intervals.

d) In case of profession is considered the interviewees', the professions of the respondents were classified into the following groups such as government employee, individual employee, self-employed and others (homemaker, unemployed, retired/ pensioner, students).

e) Educational qualification variable includes professionals, postgraduate, graduate and others (undergraduate, up to school level).

B. The second section contains questions associated with some of the specific aspects of the consumer's different emotional attachment towards the Patanjali products and which could be identified through respondents' emotional attachment based on two categories: obsession and mediocre.

a) *Types of Products:* It is related to products that are frequently purchased under the roof of Patanjali, which were categorized into Health Care, Food Products, Home Care and Personal Care.

b) *Duration of Experience:* This variable is to identify the consumer experience with their products and how long it that take to build that strong bonding for the brand, this experience were categorized into two groups i.e. up to one year and more than one year.

c) *Preference Value:* It describes the relationship that the consumers have for different types of products in Patanjali brand. The values are further divided into health, price, and service, natural oriented and good quality.

d) *Lifestyle Value:* This variable show the dimensions that Patanjali brand understand consumers and their lifestyle, which includes behaviour, thoughts, feelings, emotions, unique value and these all the build connectivity level of consumers towards Patanjali products.

e) *Brand Value:* This variable refers significant of brand in the eyes of consumers for having a bonding between the brand and consumers. It mainly includes traditional, spiritual, heritage, cultural, natural & pure proposition and Swadeshi.

f) *Attachment Value:* If the consumers have a long term relationship, then which of the factors influencing to building that strong relationship with the brand. It includes social value, cultural value, economic value, intimacy, appreciation, affection, and caring nature.

C. The third part of the questionnaire contains emotional parameters such as

a) Mystery divided into two parts experience (28) and self congruity (7).

b) The second variable Sensuality includes visual sensations (9), taste sensations (3), olfactory sensations (3), auditory sensations (3) and tactile sensations (2).

c) The third variable is Intimacy which is the combination of the firm empathy (4), consumer's commitment (12) and consumer's enjoyment (4).

d) To measure respondents (dis) -agreement with each of the statement a five – point Likert scale (1- strongly agree, 2- agree, 3- neutral, 4- disagree, 5- strongly disagree) was used.

The questionnaires were distributed in December 2017 in Chennai city in Tamil Nadu in India country. The respondents were selected among the consumers from various departmental stores such as Big Bazaar, Reliance, D mart, small scale stores and especially Patanjali franchises. The questionnaire was delivered in person with relevant instructions to fill the questionnaire, with guaranteed that the information will be confidential and it will be solely used for research purpose. In this regard the researcher used purposive judgment sampling technique to collect the data, by asking some initial question whether they prefer to buy Patanjali products.

The entire number of 126 questionnaires, with filled data was returned. The collected data were coded and analyzed by using the statistical package for the social science – SPSS, version 22. To test the hypothesis and to determine the consumer emotional attachment, the responses of the respondents were summarised to attain valid results. The statements were analyzed and the respondents were categories into two groups of consumers' one obsession and another mediocre. Therefore, to test the hypothesis, CHAID analysis was applied to the data which was collected and are related to the respondents who are frequently consumed the products of Patanjali.

VI. EMPIRICAL RESULT

In below sub sections, the result will justify the objectives of study through the information collected from the questionnaire, and which would be analysed through CHAID algorithm and present the relevance of the results.

A. Sample Characteristics

The analysis was performed with the data of 126 respondents, the Table I show the list of variables from different parts of the questionnaire. The variables are marked with symbols from X_1 to X_{17} are used as an independent variable and the dependent variable is denoted with Y.

Table I: Sample Structure

Variable name	Symbols
Gender	(x_1)
Age	(x_2)
Income	(x_3)
Occupation	(x_4)
Educational qualification	(x_5)
Duration of experience	(x_6)
Preference value	(x_7)
Lifestyle value	(x_8)
Brand value	(x_9)
Attachment value	(x_{10})
Mystery	(x_{11})
Sensuality	(x_{12})
Firm's empathy	(x_{13})
Consumer commitment	(x_{14})
Consumer's enjoyment	(x_{15})
Health care	(x_{16})
Food product	(x_{17})
Home care	(x_{18})
Personal care	(x_{19})
Consumer emotional attachment	(Y)

B. Application of CHAID Analysis and its Results

The decision tree was framed by means of the CHAID algorithm, the variable used was – the consumer emotional attachment (Y) is defined as the dependent variable. The other variable X_1 to X_{19} were denoted as independent variables. The variables were integrated into CHAID procedures, and summary of elements of the application of CHAID algorithm is given in Table II. This consists of two parts a) specification of the elements b) the results of the algorithm's application.

The results were laid down in Table II of CHAID procedure and in different figures across the paper, in case of Health Care product the figure indicate the three levels of the tree depth, a total number of 11 nodes, out of which 6 are terminal, additionally its show that the total of 16 particular independent variables, in the end model includes only 4.

Food Product, it shows the three levels of the tree depth, which includes 16 nodes, in that 9 are terminal, additionally its show that the total of 16 particular independent variables, in the end model includes only 6.

In the case of *Home Care,* it shows the five levels of the tree depth, with 15 nodes, 8 are terminal, additionally its show that the total of 16 particular independent variables, in the end model includes only 7.

In *Personal Care*, it shows five levels of the tree depth, which includes 16 nodes, out of which 9 are terminal, additionally its show that the total of 16 particular independent variables, in the end model includes only 6.

In case of *Duration of Experience*; it shows seven levels of the tree depth, a total number of 29 nodes, out of which 16 are terminal.

Additionally, its show that the total of 14 particular independent variables, in the end model includes only 7, whereas the left behind 12 *(Health Care),* 10 *(Food Product),* 9 *(Home Care),* 10 *(Personal Care),* 7 *(Duration of Experience)* were not having any statistically impact from the

point of a relationship with the consumer emotional attachment.

Table II: Model Summary

		Health Care	Food Products	Home Care	Personal Care	Duration of Experience
Specification	**Growing Method**	CHAID	CHAID	CHAID	CHAID	CHAID
	Dependent Variable	Y	Y	Y	Y	Y
	Independent Variable	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}, X_{14}, X_{15}, X_{16}$	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}, X_{14}, X_{15}, X_{17}$	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}, X_{14}, X_{15}, X_{18}$	$X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}, X_{14}, X_{15}, X_{19}$	$X_{16}, X_{17}, X_{18}, X_{19}, X_7, X_8, X_9, X_{10}, X_{11}, X_{12}, X_{13}, X_{14}, X_{15}, X_6$
	Maximum Tree Depth	10	10	10	10	10
	Minimum Cases in Parent Node	10	10	10	10	5
	Minimum Cases in Child Node	10	10	10	10	5
Results	**Independent Variables Included**	X_{16}, X_{10}, X_6, X_5	$X_{17}, X_{10}, X_{14}, X_{13}, X_6, X_{11}$	$X_{18}, X_{10}, X_6, X_4, X_3, X_1, X_{11}$	$X_{19}, X_{10}, X_6, X_{14}, X_5, X_1$	$X_6, X_{10}, X_7, X_8, X_{16}, X_{11}, X_{17}$
	Number of Nodes	11	16	15	16	29
	Number of Terminal Nodes	6	9	8	9	16
	Depth	3	3	5	5	7

C. *Analysis of Modeling Result*

In fig 1, the strongly significant variable is duration of experience X_6, which means that it has a strong association with the dependent variable. In the observed data the duration of experience variable has the strongest motive to differentiate and classify the consumers into two groups, i.e. obsession and mediocre parameters for consumers emotional attachment dimensions (statistical significance of duration of experience with using the following values: $x^2 = 0.048$, df = 1, p-value = 0.827). As the first, it splits the root node, i.e. the sample of 126 respondents, into two groups containing different categories of duration of experience presented as node 1 and node 2.

The widely held by respondents (87) fit into node 1, this group values of the X_6 coded as those who have one-year experience with Patanjali products. The left over respondents belong to node 2 containing the duration of experience values coded as those who have more than one year experience with Patanjali products. Both the groups are dominated by mediocre respondents which have attachment towards the products. Among the two nodes for percentage distribution,

the second node contains a significantly higher proportion of mediocre respondents (64.1%). For X_6, inside the first level of the tree, the parent nodes are node 1 and 2.

At the second level, variable that split the nodes 1 and 2 is attachment value, variable (X_{10}) is significant for splitting of node 1 ($x^2 = 15.424$, df = 2, p-value 0.003). Thereafter the two groups of respondents were formed: respondents who have attachment value towards the products and those who does not perceive attachment value. The respondents who did not perceive attachment belong to node 3, whereas, those who have attachment values, with most influenced by social value, cultural value belong to node 4, and appreciation belongs to node 5. Node 2 was split based on also attachment value ($x^2 = 33.128$, df = 2, p-value 0.000), framing three groups: where node 5, contain respondents who did not and node 7 and 8 did have attachment value through, respectively. In this tree model, for X_{10} parent nodes were 3, 4, 5, 8 and terminal were 6 and 7.

At the next level of the tree depth, a variable X_7 is the significant variable that splits the node 3 and two categories of variable which are node 9 and 10 ($x^2 = 4.423$, df = 1, p-value = 0.248). In this level, nodes 4 and 5 are food products, within node 4 two categories of the variable is created and are depicted with node 11 (those who are using food products) and 12 (those who are not using food products), ($x^2 = 1.304$, df = 1, p-value = 0.253). In case of node 5, the variable were formed and divided into nodes 13 and 14 ($x^2 = 0.110$, df = 1, p-value = 0.740), which contains the respondents who did and did not use food products of Patanjali. In addition, node 8 is health care products ($x^2 = 1.295$, df = 1, p-value = 0.255), producing following two groups: node 15 and node 16, which contained the respondents who didn't and did used health care products. Regarding this tree level, for X_6 node 9 is parent node and node 10 is terminal, for X_{17} nodes11 and 12 are parent node and nodes 13 and 14 are terminal, in X_{16} nodes 15 and 16 are terminal.

At the fourth level, variables are identified as significant is lifestyle value and mystery (X_8 and X_{11}). X_8 (divided into two categories) is significant for splitting of node 9 ($x^2 = 0.298$, df = 1, p-value = 0.585). In this manner node 17 and 18 are formed. The split of node 11 is based on X_{11} ($x^2 = 3.937$, df = 1, p-value = 0.283) resulting in nodes 19 and 20, which denotes integrated categories of X_{11}, coded as score <= 121.0 and > 121.0. The node 12 division is based on X_{11} ($x^2 = 3.864$, df = 1, p-value = 0.345) consequential into 21 and 22 nodes, which denotes integrated categories of X_{11}, coded as score <= 135.0 and >135.0. As for the X_8, node 17 is parent node and 18 is terminal and in case of X_{11}, nodes 19, 20, 21 and 22 are terminal.

At the fifth level of the decision tree, variable that splits into the nodes 23 and 24 is healthcare, X_{16} ($x^2 = 0.157$, df = 1, p-value = 0.692), which contain the respondents who did not and did use the health care products, respectively. As for the X_{16}, node 23 is parent node and node 24 is terminal.

In the sixth level, variable that sectionalise the nodes 25 and 26 is a mystery, X_{11} ($x^2 = 5.435$, df = 1, p-value = 0.158), which denotes integrated categories of X_{11}, coded as score <= 112.0 and > 112.0. As for the X_{11}, node 25 is parent node and the node is terminal

In the seventh, final level of the decision tree, one variable is identified as most significant: food product, (X_{17}) and the variable is significant in the splitting of nodes 27 and 28 ($x^2 = 2.550$, df = 1, p-value = 0.110), which contain the respondents who did and did not use the food products, respectively. Whereas, at the end level of decision trees all the nodes are found to be terminal. All the parameters of consumer emotional attachment is briefly are shown Table III.

In general, in case of Duration of Experience the terminal nodes are ten (marked as 6, 7, 10, 13, 14, 18, 21, 24, 27 and 28) pertain to Mediocre, six (marked as 15, 16, 19, 20, 22 and 26) to Obsession. In case of Health Care products, the terminal nodes were four (marked as 5, 7, 8 and 10) pertain to Mediocre, two (marked as 6 and 9) to Obsession.

Whereas, for Food Products the terminal nodes were five (marked as 8, 9, 12, 13, and 14) pertain to Mediocre, four (marked as 7, 10, 11 and 15) to Obsession. However, for Home Care products the terminal nodes were five (marked as 2, 6,9,10 and 13) pertain to Mediocre, three (marked as 8, 11 and 14) to Obsession.

Though, for Personal Care products the terminal nodes were seven (marked as 2, 7, 8,11,12,14 and 15) pertain to Mediocre, two (marked as 5 and 13) to Obsession. Actually, the way from the root to the terminal nodes generate a set of rules for classification of respondents into one of the defined categories of the variables of consumers' emotional attachment for all the above categories.

It can be clearly formulated that model depicted in node 19 can be understood as if a respondent uses the products of Patanjali for the duration up to one year has attachment value, which is mainly influenced by the social value, appreciation and cultural value, which is mainly for food products and held for mystery at a greater level, then, we can start with 1.000 probability, that is overriding the consumer emotional attachment of that particular respondent is having an obsession for Patanjali food products.

In case categories wise interpretation of result it can be stated that respondent use health care products of Patanjali because of the attachment value, which is mainly influenced by the social value, appreciation and cultural value, then we can state with 0.667 probability, whereas for food products it's include above all values, additional it's also influenced by Firm Empathy with 0.909 probability, that is dominant the consumers emotional attachment of that particular respondents is having obsession for health care and food product category of Patanjali.

But on the other side personal care product using respondents has the attachment value, which is mainly influenced by the social value, mainly for female who has an educational qualification at UG level, then we can state with 0.800 probability, that is prevailing the consumers emotional attachment of that respondent is having obsession for personal care products. Whereas, home care products do not show any significant impact on the emotional attachment towards Patanjali.

Table III: Experimented Result Summary

Variables	Obsession %	Mediocre %	Parent Node	Terminal Node
Duration of Experience (Node 0) $X^2 = 0.048$, df = 1, P-Value = 0.827	37.3	62.7	1, 2	-
Attachment Value (Node 1) $X^2 = 15.424$, df = 2, P-Value 0.003	37.9	62.1	3, 4, 5	-
Attachment Value (Node 2) $X^2 = 33.128$, df = 2, P-Value 0.000	35.9	64.1	8	6,7
Preference Value (Node 3) $X^2 = 4.423$, df = 1, P-Value = 0.248	19.6	80.4	9	10
Food Products (Node 4) $X^2 = 1.304$, df = 1, P-Value = 0.253	63.3	36.7	11,12	-
Food Products (Node 5) $X^2 = 0.110$, df = 1, P-Value = 0.740	45.5	54.5	-	13,14
Healthcare (Node 8) $X^2 = 1.295$, df = 1, P-Value = 0.255	90.9	9.1	-	15,16
Lifestyle Value (Node 9) $X^2 = 0.298$, df = 1, P-Value = 0.585	24.3	75.7	17	18
Mystery (Node 11) $X^2 = 3.937$, df = 1, P-Value = 0.283	73.3	26.7	-	19,20
Mystery (Node 12) $X^2 = 3.864$, df = 1, P-Value = 0.345	53.3	46.7	-	21,22
Healthcare (Node 17) $X^2 = 0.157$, df = 1, P-Value = 0.692	22.6	77.4	23	24
Mystery (Node 23) $X^2 = 5.435$, df = 1, P-Value = 0.158	24.0	76.0	25	26
Food Products (Node 25) $X^2 = 2.550$, df = 1, P-Value = 0.110	11.1	88.9	-	27,28

Brand Positioning Statements Vs. Emotional Value Proposition: Patanjali Products Are Reference
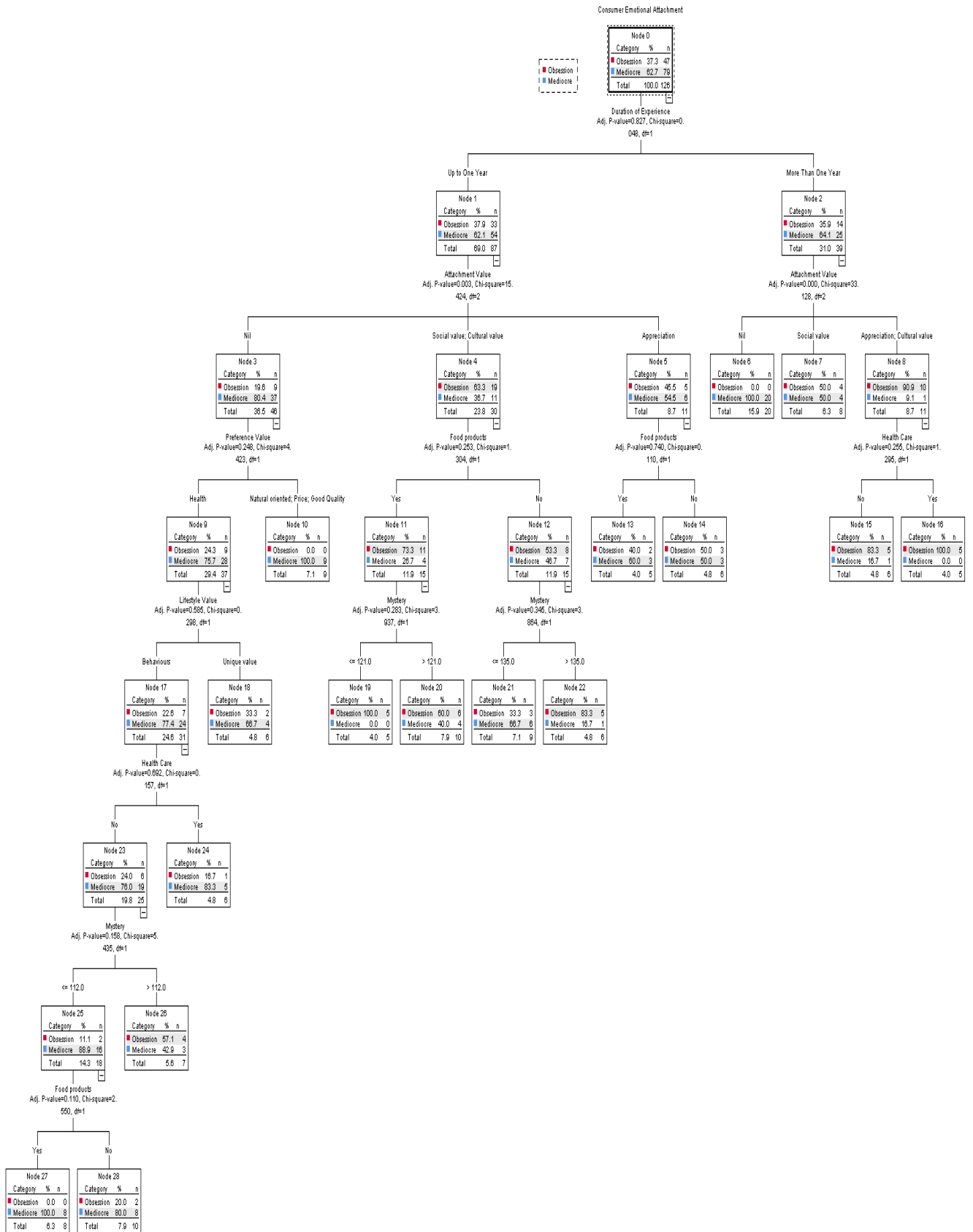
Consumer Emotional Attachment

Legend: ■ Obsession ■ Mediocre

Node 0

Category	%	n
Obsession	37.3	47
Mediocre	62.7	79
Total	100.0	126

Duration of Experience
Adj. P-value=0.827, Chi-square=0.048, df=1

Up to One Year

Node 1

Category	%	n
Obsession	37.9	33
Mediocre	62.1	54
Total	69.0	87

Attachment Value
Adj. P-value=0.003, Chi-square=15.424, df=2

More Than One Year

Node 2

Category	%	n
Obsession	35.9	14
Mediocre	64.1	25
Total	31.0	39

Attachment Value
Adj. P-value=0.000, Chi-square=33.128, df=2

Nil — Node 3

Category	%	n
Obsession	19.6	9
Mediocre	80.4	37
Total	36.5	46

Preference Value
Adj. P-value=0.248, Chi-square=4.423, df=1

Social value; Cultural value — Node 4

Category	%	n
Obsession	63.3	19
Mediocre	36.7	11
Total	23.8	30

Food products
Adj. P-value=0.253, Chi-square=1.304, df=1

Appreciation — Node 5

Category	%	n
Obsession	45.5	5
Mediocre	54.5	6
Total	8.7	11

Food products
Adj. P-value=0.740, Chi-square=0.110, df=1

Nil — Node 6

Category	%	n
Obsession	0.0	0
Mediocre	100.0	20
Total	15.9	20

Social value — Node 7

Category	%	n
Obsession	50.0	4
Mediocre	50.0	4
Total	6.3	8

Appreciation; Cultural value — Node 8

Category	%	n
Obsession	90.9	10
Mediocre	9.1	1
Total	8.7	11

Health Care
Adj. P-value=0.255, Chi-square=1.295, df=1

Health — Node 9

Category	%	n
Obsession	24.3	9
Mediocre	75.7	28
Total	29.4	37

Lifestyle Value
Adj. P-value=0.565, Chi-square=0.298, df=1

Natural oriented; Price; Good Quality — Node 10

Category	%	n
Obsession	0.0	0
Mediocre	100.0	9
Total	7.1	9

Yes — Node 11

Category	%	n
Obsession	73.3	11
Mediocre	26.7	4
Total	11.9	15

Mystery
Adj. P-value=0.283, Chi-square=3.937, df=1

No — Node 12

Category	%	n
Obsession	53.3	8
Mediocre	46.7	7
Total	11.9	15

Mystery
Adj. P-value=0.345, Chi-square=3.864, df=1

Yes — Node 13

Category	%	n
Obsession	40.0	2
Mediocre	60.0	3
Total	4.0	5

No — Node 14

Category	%	n
Obsession	50.0	3
Mediocre	50.0	3
Total	4.8	6

No — Node 15

Category	%	n
Obsession	83.3	5
Mediocre	16.7	1
Total	4.8	6

Yes — Node 16

Category	%	n
Obsession	100.0	5
Mediocre	0.0	0
Total	4.0	5

Behaviours — Node 17

Category	%	n
Obsession	22.6	7
Mediocre	77.4	24
Total	24.6	31

Health Care
Adj. P-value=0.692, Chi-square=0.157, df=1

Unique value — Node 18

Category	%	n
Obsession	33.3	2
Mediocre	66.7	4
Total	4.8	6

<= 121.0 — Node 19

Category	%	n
Obsession	100.0	5
Mediocre	0.0	0
Total	4.0	5

> 121.0 — Node 20

Category	%	n
Obsession	60.0	6
Mediocre	40.0	4
Total	7.9	10

<= 135.0 — Node 21

Category	%	n
Obsession	33.3	3
Mediocre	66.7	6
Total	7.1	9

> 135.0 — Node 22

Category	%	n
Obsession	83.3	5
Mediocre	16.7	1
Total	4.8	6

No — Node 23

Category	%	n
Obsession	24.0	6
Mediocre	76.0	19
Total	19.8	25

Mystery
Adj. P-value=0.158, Chi-square=5.435, df=1

Yes — Node 24

Category	%	n
Obsession	16.7	1
Mediocre	83.3	5
Total	4.8	6

<= 112.0 — Node 25

Category	%	n
Obsession	11.1	2
Mediocre	88.9	16
Total	14.3	18

Food products
Adj. P-value=0.110, Chi-square=2.550, df=1

> 112.0 — Node 26

Category	%	n
Obsession	57.1	4
Mediocre	42.9	3
Total	5.6	7

Yes — Node 27

Category	%	n
Obsession	0.0	0
Mediocre	100.0	8
Total	6.3	8

No — Node 28

Category	%	n
Obsession	20.0	2
Mediocre	80.0	8
Total	7.9	10

IJITEE
International Journal of Innovative Technology and Exploring Engineering
www.ijitee.org
Exploring Innovation

Figure I: CHAID Decision Tree

D. Risk Analysis and Classification of the Model

The table (IV) and (V) depicts the performance and the risk analysis of CHAID decision tree model in terms of its accuracy and prospective.

Table IV: Risk Analysis

Risk		
	Estimate	**Std. Error**
Health Care	0.222	0.037
Food Product	0.198	0.036
Home Care	0.23	0.037
Personal Care	0.238	0.038
Duration of Experience	0.206	0.036

Table (IV) presents the finding of risk estimates in the classified observation. Explicitly, suggest that, respondents in the case of the four independent variable are *Health Care, Food Product, Home Care, Personal Care, and Duration of Time*, the risk factor that the respondent will be imprecisely

percent, 19.8 percent, 23.0 percent, 23.8 percent and 20.6 percent respectively and the std.error is *3.7 percent, 3.6 percent, 3.7 percent, 3.8 percent, and 3.6 percent, respectively.*

The table (V) depicts the classification matrix of dependent variable, it can be stated that the overall accuracy of the model is 77.8 percent of health care, 80.2 percent of food product, 77.0 percent of home care, 76.2 percent of personal care of and 79.4 percent of duration of experience. The model has been classified as a 98 (health care), 101 (food product), 97 (home care), 96 (personal care), and 100 (duration of time) out of 126 respondents in the observed sample. However, the percentage structure of modeled values according to the categories of the dependent variable (31.0 %: 69.0%) – health care, (39.7%: 60.3%) – food product, (31.7%: 68.3%) – home care, (24.6%: 75.4%) – personal care, (31.0%: 69.0%) – duration of experience of respondents correctly in consumer emotional attachment towards Patanjali products.

Consumer Emotional Attachment			Predicted		Percent of Correctly Classified
			Obsession	**Mediocre**	
Observed	**Health Care**	**Obsession**	29	18	61.7%
		Mediocre	10	69	87.3%
		Overall Percentage	31.0%	69.0%	77.8%
	Food Product	**Obsession**	36	11	76.6%
		Mediocre	14	65	82.3%
		Overall Percentage	39.7%	60.3%	80.2%
	Home Care	**Obsession**	29	18	61.7%
		Mediocre	11	68	86.1%
		Overall Percentage	31.7%	68.3%	77.0%
	Personal Care	**Obsession**	24	23	51.1%
		Mediocre	7	72	91.1%
		Overall Percentage	24.6%	75.4%	76.2%
	Duration of Experience	**Obsession**	30	17	63.8%
		Mediocre	9	70	88.6%
		Overall Percentage	31.0%	69.0%	79.4%

recorded in terms of consumer emotional attachment is *22.2*

Table V: Classification Matrix

VI. FINDING

In this paper the selected observations for demographic and socio-psychological characteristics of respondents in creating the classification model for the identification of consumers emotional attachment towards the Patanjali brand for different categories of products, were examined and evaluated. The CHAID decision tree method was used to verify the emotional attachment level of respondents, the analysis is the term used to refer to both classification tree analysis and regression tree analysis procedures. The dependency analysis between the selected personal characterizes, emotional values and consumer emotional attachment (based on obsession and mediocre) conducted on a sample of 126 respondents of Patanjali product consumers, in this decision tree method, the duration of the experience was the variable that strongly interacted with the consumer emotional attachment variable.

When duration of experience variable is concerned, the respondents who have experience with the products up to one year and more than one year is because of attachment value is mainly influenced by appreciation, social and cultural values for health care and food products, additional the main emotional parameter i.e. mystery is strongly associated with the consumer emotional attachment of respondents is having an obsession for above category of products of Patanjali. In case categories wise respondent use health care products of Patanjali because of the attachment value, which is mainly influenced by the social value, appreciation and cultural value, whereas for food products it's include above all values, additional it's also influenced by Firm Empathy, that is dominating the consumers emotional attachment of that particular respondent is having an obsession for health care and the food product category of Patanjali. But on the other side personal care product using respondents has the attachment value, which is mainly influenced by the social value, mainly for female who has an educational qualification at UG level, which is prevailing the consumers emotional attachment of that respondent is having an obsession for personal care products. Whereas, home care products do not show any significant impact on the emotional attachment towards Patanjali.

VII. CONCLUSION

This study attempts to reveal the concept of emotional value proposition, emotion based brand positioning can establish the consumer – brand linkages at the emotional level. The strong emotional based brand positioning helps the brand to penetrate their attributes in the minds of consumers. In the case this study, its overall statistical inference shows that health care and food product have more attachment value to mystery parameter and it is strongly associated with consumer emotional attachment of respondent, where they are having an obsession for above category of the products. When referred to any kind of products, the duration and long experience with the consumption of products makes

consumers satisfied towards a product, moreover, that product develops sentiment and emotional values in the consumer's mind. When India market is concerned, the person preference is maximum based on sentimental and emotional aspects, and this kind of sentiment values creates a solid binding with different kinds of products. Furthermore, even different kinds of the advertisement are popular in India; the emotional kind of advertisement has mostly influenced and attracting the viewers. Even today in India, many cinemas develop these kinds of attitude and believe that the success of cinemas is mostly determined by the level of sentiments seen in the climax. Indian society is having different kinds of relations like parents & children, husband & wife, brother & sister, elder & younger, big & smaller families and they all have social and sentiment values in all their activities from buying to the consumption of products. Additionally, sympathy and emotions are the fundamental values of Indian society. Hence, the researcher recommends to the manufacturer in the Indian market that they should develop the various sentiment value associated with consumers refer to the product, which could ultimately boost the sales volume of the concern product immaterial of the specific nature of the product.

REFERENCES

1. Sharma, Shanker, Tyagi, Singh & Rao (2008). Herbal Medicine for Market Potential in India: An Overview.
2. Brembeck, Helene. Ekstrom, Karin M. (Eds) (2004)"Elusive Consumption", *Journal of Consumer Policy,* Vol. 27, No.4, pp.500-500. Book published by Berg Publishers, Oxford/New York.
3. Gobe Marc (2001), "Emotional Branding: A New Paradigm for Connecting Brands to People", Allworth Communications Inc.
4. Travis Daryl (2000), "Emotional Branding: How Successful Brands Gain the Irrational Edge", Prima Ventures Publishing, Roseville, CA.
5. Grisaffe, B. Douglas., & Nguyen, P. Hieu. (2010). Antecedents of Emotional Attachment to Brands. *Journal of Business Research*, 64 (2011), 1052 – 1059.
6. Oliver RL. Whence consumer loyalty? J Mark 1999; 63(4): 33 – 44.
7. Tsai, S-P. (2005). Utility, Cultural Symbolism and Emotion: A Comprehensive Model of Brand Purchace Value. *International Journal of Research in Marketing,* 22, 3, 277-291.
8. Fournier S. (1998) Consumer and their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*; 24(4): 343- 373.
9. Crosby Lawrence A., Johnson Sheree L. "The Three M's of Customer Loyalty -Understanding customers involves measuring, modeling, and managing", *Marketing Management. American Marketing Association,* May/Jun2005, Vol. 14 Issue 3, p14-15.
10. Martin Lindstrom, (2005). Broad Sensory Branding. *Journal of Product & Brand Management*, Vol. 14. Issue: 2, 84-87.
11. Roberts (2004), Lovemarks: the future beyond brands. New York: powerhouse books.
12. Thompson , C.J. Rindfleisch, A., & Arsel, Z. (2006). Emotional Branding And the Strategic Value of the Doppelganger Brand Image. *Journal of Marketing*, 70, (January), 50-64.
13. Haughton and Oulabi, 1997. D. Haughton, S. Oulabi. Direct marketing modeling with CART and CHAID. *Journal of Interactive Marketing*, 11 (4) (1997), pp. 42-53.
14. Levin and Zahav, 2001a. N. Levin, J. Zahav. Predictive modeling using segmentation. *Journal of Interactive Marketing*, 20 (2) (2001), pp. 3-22
15. Magidson, 1994. J. Magidson. The CHAID approach to segmentation modeling: Chi-square automatic interaction detection. R. Bagozzi (Ed.), *advanced method of marketing*

research, Blackwell, Cambridge, MA (1994), pp. 118-159.

16. Riquier et al., 1997. C. Riquier, S. Luxton, B. Sharp. Probabilistic segmentation modelling. *Journal of the Market Research Society*, 39 (4) (1997), pp. 571-588

17. Chen, 2003. J.S. Chen. Market segmentation by tourists' sentiments. Annals of Tourism Research, 30 (1) (2003), pp. 178-193.

18. Díaz-Pérezet al., 2005. F.M. Díaz-Pérez, M. Bethencourt-Cejas, J.A. Álvarez-González. The segmentation of Canary island tourism markets by expenditure: Implication for tourism policy. *Tourism Management*, 26 (6) (2005), pp. 961-964.

19. Legohérel et al., 2015. P. Legohérel, C.H.C. Hsu, B. Daucé. Variety-seeking: Using the CHAID segmentation approach in analyzing the international traveler market. *Tourism Management*, 46 (2015), pp. 359-366.

20. Shomnath Dutta. April 2015. Study of Present Market Standing of Yogi Guru Ramdev's Flagship Brand Patanjali in Ayurved & Fmcg Sectors in & around Siliguri City Of North Bengal. *International Journal of Research in Engineering, Social Sciences.* ISSN 2249-9482, Impact Factor: 5.343, Volume 5 Issue 4,.

21. Vinod Kumara, Ankit Jainb, Zillur Rahmana, Akhil Jaina. (2014). Marketing through spirituality: A case of Patanjali Yogpeeth. Procedia - *Social and Behavioral Sciences*. 133 481 – 490.

22. Brijesh Singh & Dr. R.K. Gopal. June 2016. Demystifying the Brand Patanjali - A Case on growth strategies of Patanjali Ayurved Ltd. *PES Business Review*. Volume 11, Issue 1,. 51- 66.

23. http://patanjaliayurved.org

AUTHORS PROFILE

Dr. K. Prabhakar Rajkumar, M.Com. , M.Phil., MBA(Gen)., MBA(Fin)., Ph.D., Associate Professor, Department of Commerce, Periyar University, Salem, Tamilnadu, India **Specialization:** a) Accounting & Finance including Stock Derivatives and Commodity Tradings, b) Banking, c) Innovative and Scientific Marketing. **Research Experience:** 20 years, **Journals published** in National- 59, International -72, Books - 3, Book Chapters – 5. **Research Projects:** The Impact of NABARD Refinance on Socio-Economic development of Self Help Groups in Tamil Nadu. **Consultancy Projects:** 6, **Membership of Societies:** a) Association of Economists of Tamil Nadu, b) Indian Accounting Association. **Awards Received:** a) The Best Citizens of India 2013, b) Teacher Achievement Award-2014, c) Outstanding Scientist VIFRA Award-2015, d) Bharat Vikas Award -2016.

Mareena Abraham, B.Com, M.Com, PGDM, UGC (NET), currently pursuing Ph.D as a full time Research Scholar of Department of Commerce, Periyar University, Salem, Tamilnadu, India. **Computer Proficiency:** a) DISM (Diploma in Software Management) From Aptech Computer Education, Kanpur, b) Business Professional Programmer ("O" Level) From DOEACC Society, New Delhi. **Papers published** in UGC journals – 9.