A Pioneer Model with a New Application: Role of 3c Strategy in Emotional E-branding

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Abstract

This paper initially seeks to document and review a branding model named "Emotional Branding" being introduced by Gobe in 2001.In continues, an adopted and developed e-branding model based on Gobe's model will be presented criticized by borrowing from some recently outstanding papers. Critically, after describing "Emotional e-Branding" model and its dimensions, author, by relaying on some outstanding quotations, will try to address a practical strategy, named "3C Strategy", and clarifying its aspects including customization, Culture and communication.

Keywords: emotional branding, emotional e-branding, 3c strategy, customization, culture, and communication.

1. Introduction

1990s faced a new concept enhancing behavioral scholars to explore it which is known as "Emotion". Since that time, development in this psycho concept has encouraged marketers and academicians to make a linkage between emotion and consumer-oriented approach(O'cass and Grace,2004). There are many academic documents emphasis on branding as a competitive advantage (Rowley,2004) which has effect on consumer's decision making process and loyalty(Gobe,2001). On the other hand, nowadays, cognitive cyber age which all daily routines such as ticketing, billing, and shopping are done on the visual environment makes business owners to periodically review their e-contexts in order to satisfy their current costumers or attracting new potential ones.

2. An insight into emotional e-branding

There is no doubt that costumer is the mere source of profit for all companies in all industries and would bring distinctive competence, but this unique source is sometimes unreliable. In sense, costumer is a complex surrounded by psychological concepts such as emotion. The origin of emotion ,which is normally considered as thing that occurs out of control and involuntary, comes from Greek "Patho" and Latin "Pati" means "Passive" and "Patient"(Zhu & Thagar,2002),and has direct impact on costumer behavior including decision making, action, memory, attention, and loyalty(Gobe,2001;Berkowitz, 2000). On the other hand, Ekman and Friesen(1989) categorized emotion into happiness, sadness, fear, anger, surprise, and disgust ,which is generally primitive, bestial, destructive, unpredictable and undependable, that need to be controlled by marketer .to control costumer emotion business owner should adjust their service based on customer needs and expectation.

In cyberspace, emotion plays an important role. For instance, after clicking on ads, users may face with un-interested contexts in either structure or capability which reinforces them to give up the page(Kim and sook,2005).this kind of faults can dramatically affect consumer's attitudes, but different kinds of participation lead to different results. Hence, it's un-doubtable that an emotion-oriented approach would bring unique advantage and could assist business owners to involve costumer (Robert,2004).In the other word, Companies have understood that a new approach is needed, which not only offers benefits and features but also has adequate abilities to influence human emotions as well as decision making process(Kim and Sook,2005;Schmitt,1999; Travis,2000;Sajjad,2009). Emotional branding, which has emerged as a highly influential brand management paradigm (Gobe,2001; Zaltman,2003), is a consumer-centric, relational, and story-driven approach to forging deep and enduring affective bonds between consumers and brands (Roberts,2004).To date, many frame work has been presented to improve marketing activities in order to gain sustainable advantages and marketing success(deChernatony,1993;Keller, 1993;O'cass,2004;Thompson,2006) but emotional branding presents a postmodern approach that brand meaning is created through interaction among users(Cova, 2002; Fournier,1998; Muniz and O'Guinn, 2001).

However, emotional branding framework, built up by Gobe in 2001, is an acceptable concept to create emotional dialogue based on four essential pillars: Relationship, Sensorial Experiences, Imagination, and Vision. The below figure.1 illustrates that to create an emotional dialogue how each dimension is transferred to costumers.
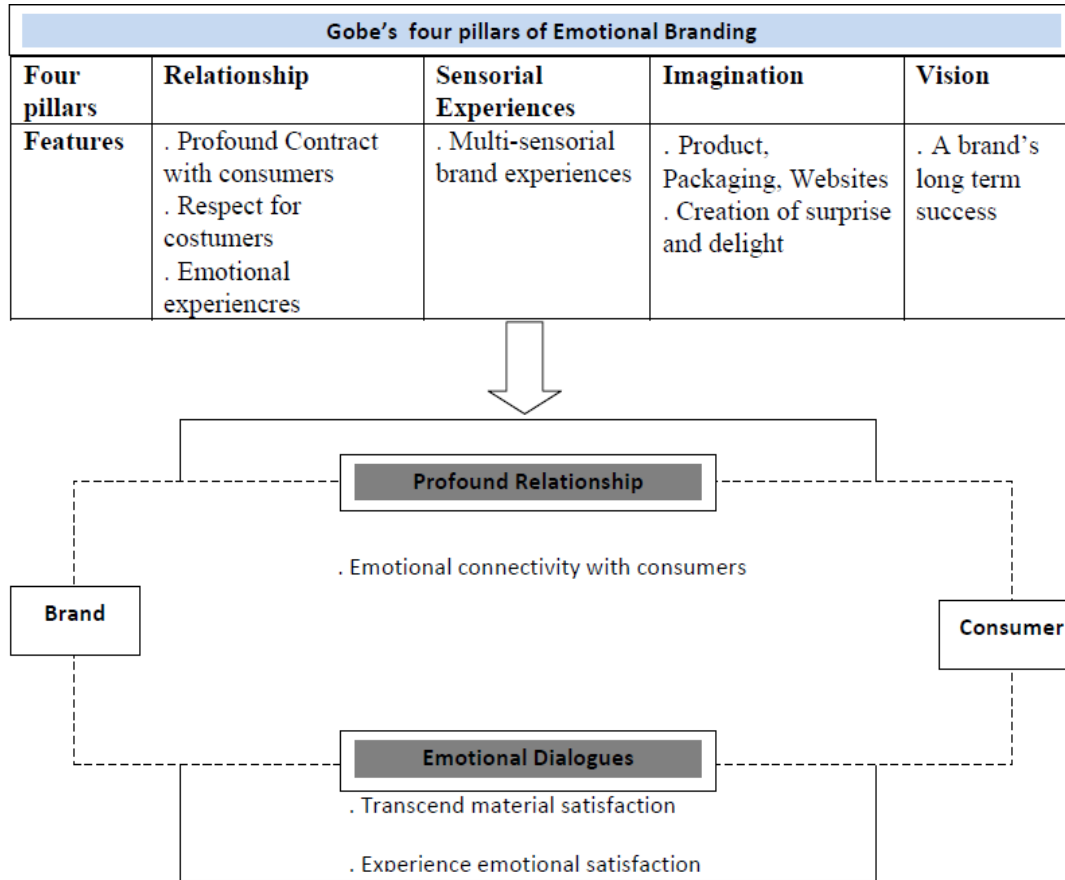
Gobe's four pillars of Emotional Branding				
Four pillars	**Relationship**	**Sensorial Experiences**	**Imagination**	**Vision**
Features	. Profound Contract with consumers . Respect for costumers . Emotional experiencres	. Multi-sensorial brand experiences	. Product, Packaging, Websites . Creation of surprise and delight	. A brand's long term success

Profound Relationship

. Emotional connectivity with consumers

Brand   **Consumer**

Emotional Dialogues

. Transcend material satisfaction

. Experience emotional satisfaction

Figure 1.Gobe's four Pillars of emotional branding

In term of cyberspace, transforming visitors into costumers relatively more suffering than traditional ways even though applying the emotional branding approach leads to the same consequence e.i. e-loyalty (Chen,2001;Schmitt,2000; Kim and Sook,2005).In detail, based on emotional e-branding approach, considering the characteristics of e- market, e-loyalty and other behavioral concepts are effected through an emotional dialogue or sensorial experiences. The figure.2 shows the relationship between four pillars of emotional branding and those of emotional e-branding.
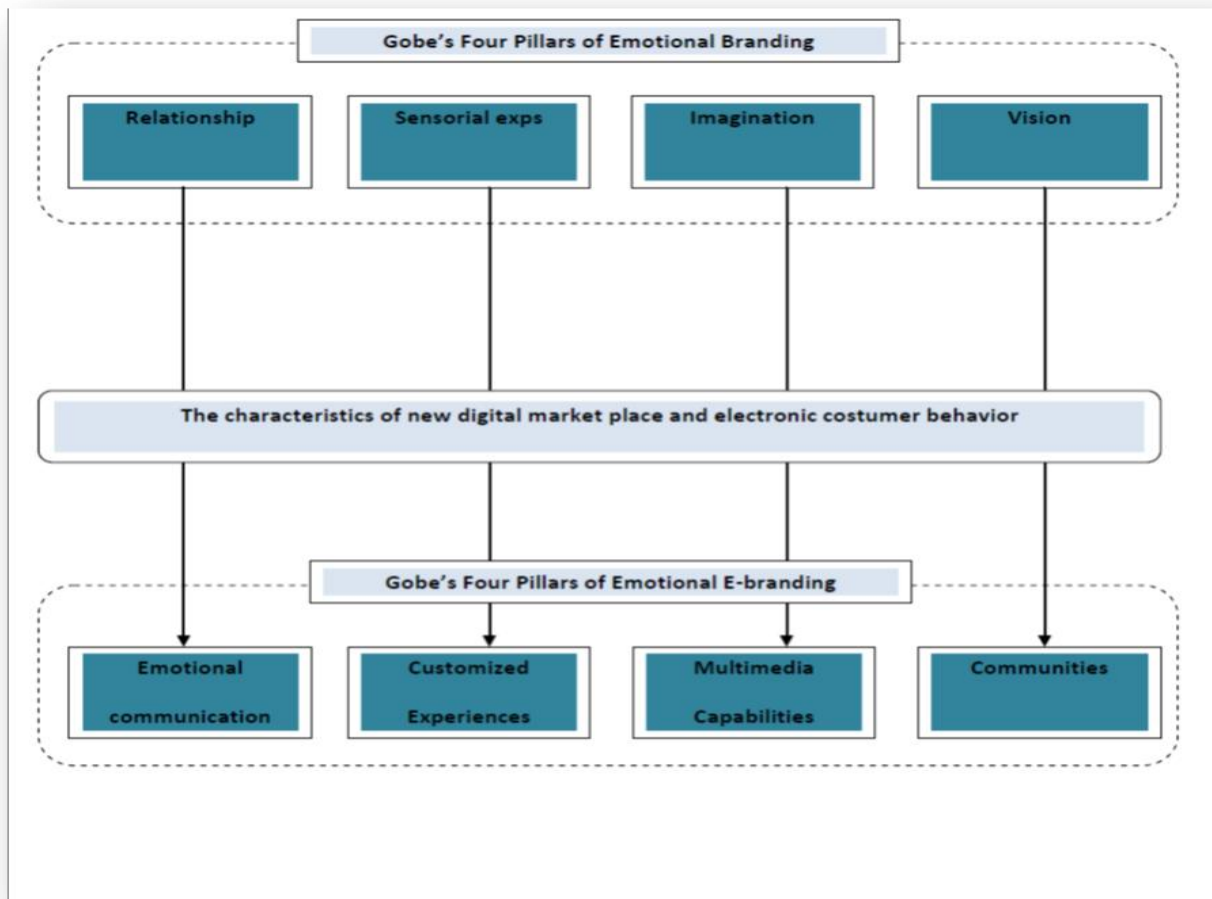
Fig2."Emotioanl E-branding"

3. 3c strategy as a translation

An e-brand has an effective potential when engages with emotional e-branding. For implicating and developing this frame work, some authors (Gobe,2010;Kim and Sook,2005; Sajjad,2009) suggest 3c strategy ,which is including: customization, culture, and communication. In the other word, 3c strategy is known as a translator for transferring emotional e-branding concept through costumer's mind. However, among the triangulation of 3c strategy. Customization refers to individual tastes, preferences, personal experiences and interests (Kim and Sook,2005;Tomsen,2000;Davis et al,2000). Shergill and Chen(2005) stated that customization including website design, website reliability/fulfilment, website customer service and website security/privacy that effect on online purchasing behavior. Also, consumers' perceived risk associated with online shopping(Atchariyachanvanich and Okada,2007;Shergill and Chen,2005), divided into "financial risk" and "product category risk", which has a critical effect on their decision making, would be reduced by customization. Hence, in order to gain satisfied costumer in terms of positive attitudes, WOM, repeat purchases, and loyalty, customization would be a crucial factor .(Gobe,2009;O'cass and Carlson,2004).

In terms of communication, to gain e-loyalty, costumer must be familiar and award. O'cass and Grace(2004) stated that awareness consists of advertising, service facilities, the appearance of service providers, company name, and logo. To replace the absence of human interaction, communication plays a crucial role in the cyberspace. Rowley(2004) explained that communication could be delivered to costumer through currency and news, text and data, graphics, logo, color, layout and images, shapes, and relationship features. O'cass and Grace(2005) categorized communication into controlled communication and uncontrolled communication. In detail, communication provides an active virtual community between users to persuade each other into the brand based on behavioral drivers (Hosseini,2010) such as publicity and WOM. Also, communication is not just attractive between users, but also, it's a tool to build a connection between customers and brand such as advertising and promotion.

In addition, customization, by preparing useful data, provides brand-costumer communication (Rowley,2004; Shergill&Chen,2005). Recently, "Social Networking Sites" such as Facebook with more that 12.6% of total time spending ,in accordance with a released report by Keyton in 2008, provide an unique opportunity not only encouraging mutual communication between business and audience, but also, promoting a visual community between existing users.
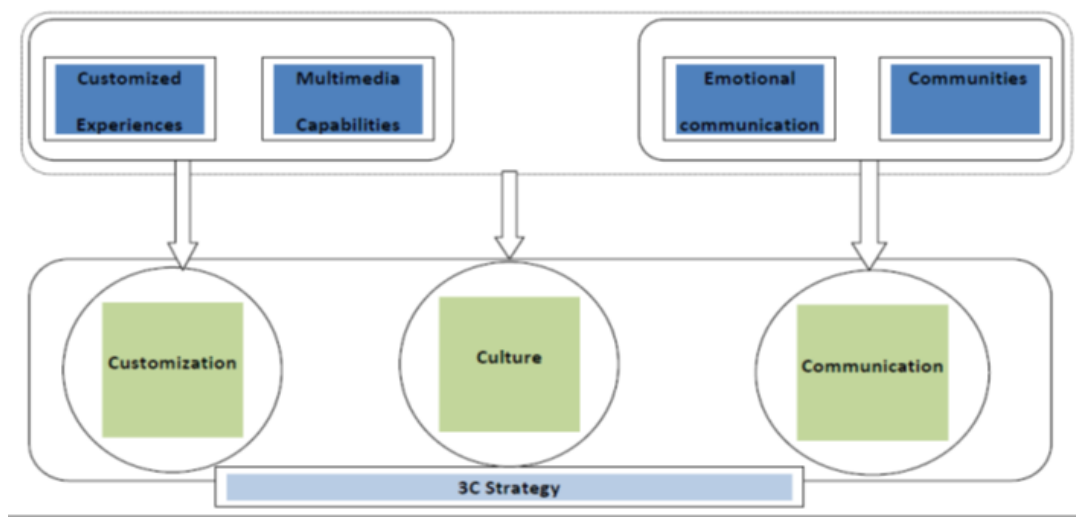

Fig3.addopted"3c Stratgy"

By and large, it has been claimed that WOM reduces risks associated with online purchasing (Bone,1995), although recent researches indicate that controlled communication is more significant than uncontrolled one in e-service contexts. The bellow adopted figure 4 illustrates the extent to which communication works in cyberspace:
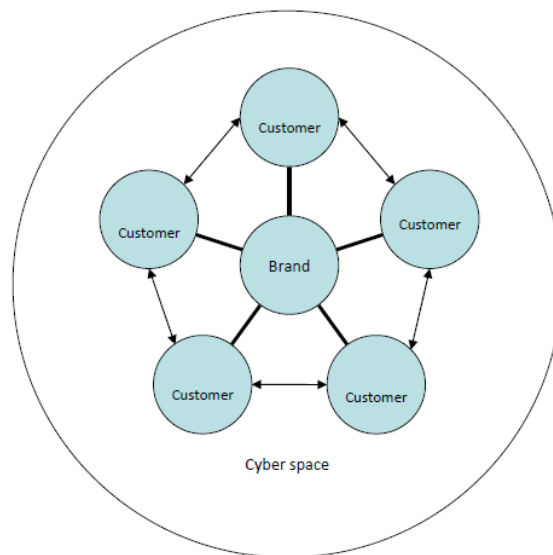

Fig4.Contemapary of online communication

In terms of culture, which is normally translated as costumer's lifestyle, many imperial researches have examined it from different perspectives (Blake et al., 2003; Bellman et al., 1999; Degeratu et al., 2000; Kim et al.,2000; Liao & Cheung, 2001; Limayem et al.,2000; Song & Zahedi, 2001;Chen et al.,2002;Biswas and Biswas,2004). However, although Social value and lifestyle is widely used to define segmentation, targeting, and positioning a brand (Svensson et al,2007)less of them directly address how in which e-brands could change it. Emotional e-branding model states that through the integration of sensorial experiences, emotional dialogues, and promoting a profound relationship, related to customization, active communication, and interactive community, a new lifestyle will be created and occasionally vanish the old ones. In detail, an e-brand would create a new culture by providing pleasure, life-enhancing solutions, and memorable experiences(Gobe,2001;Kim and Sook,2005)

4. Conclusion

Building a leading brand, in overcrowded e-commerce industry, is a suffering task which needs to deliver costumer's expected values. Fortunately, emotional e-branding tries to do this not simple job through a combination of emotional dialogue, relationship, and experience. In detail, to building an emotional e-brand, e-contexts must implement and develop their contents based on 3c strategy. Dimensions of 3cstrategy including customization of tasks, preparing emotional communication, and making change in life way assist business owners to gain royal users. However, although a lot of researches have been done in shopping e-contexts, a lack of investigation is done in e-service contexts which could be attractive for further studies.

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