



Emotional Branding and Consumer Purchase Decision of Indomie Nigeria.

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Abstract

The study examined the effect of emotional branding on consumer purchase decision of Indomie Nigeria. The specific objectives are to: ascertain the effects of storytelling on consumer purchase decision assess the effect of customer centrism on consumer purchase decision and determine the effect of service personalization on consumer purchase decision. The study adopted the descriptive survey research design method specifically, a cross sectional survey design. The population of the study consists of 551 persons to whom the research was generalized. From the population, a workable sample size of 231 was derived. The study adopted the simple random sampling technique. The study used structured questionnaire as instrument of data collection. To establish the reliability of the instrument, a test-retest method was used. The descriptive statistics, correlation and multiple regression analysis were used to analyze the data collected. The data collected was analyzed by using the statistical package for social sciences (SPSS) software version 25.0. Finding showed that story telling ($\beta = 0.134$, $p = 0.005 < 0.05$), customer centrism ($\beta = 0.198$, $p = 0.002 < 0.05$), and service personalization ($\beta = 0.143$, $p = 0.004 < 0.05$), have significant positive effect consumer purchase decision. Findings showed that emotional branding practices were responsible for 53% of the changes in consumer purchase decision. The study concluded that emotional branding has significant and positive effects on consumer purchase decision. The study recommended amongst others that when making decisions on brand selection, marketers should take into account multiple data factors. These include the manager's area of expertise within the sector, the extent of their audience engagement, the platform they operate on, and the overall reach they possess. The study demonstrated that how the emotional brand is mentioned verbally by reputable personality creates brand image.

Keywords: *Emotional Branding, Consumer Purchase Decision, Storytelling, Customer Centrism, Service Personalization*

Introduction

In today's world of competition, competitors spend a lot of money on branding. Emotional branding often aims to get the customer's attention, and it also uses branding to outperform competitors by gaining a competitive advantage. There are various methods that marketers can use in their branding to achieve brand objectives. In addition to these tricks, embracing emotion in branding has always been an indispensable tool for building

and maintaining strong brand equality (Kamran & Siddiqui, 2019). Brands that have emotional values & messages are more likely to associate the consumer with branding. Normally, when consumers are exposed to branding, a portion of their long-term memory is activated, thereby stimulating their buying behavior (Ramsaran, Hanuman, & Sathan, 2022). Marketers use emotional branding elements such as love, humor, happiness and excitement in advertisements. These feelings have the potential to

attract customer attention and retain them connected with the brand. As people grow, they devote more assets and make more dynamic contributions to managing and managing their emotions (Shahid, Bilal, & Majid, 2023).

Emotional branding is a compelling strategy harnessing human emotions to forge robust connections between consumers and brands or products. Its multifaceted influence on consumer behaviour (Kshitiz Sharma, Pratyusha Kodhati, Suma Sukhavasi, 2022) unveils the profound impact emotions wield on purchase decisions. Research reveals the intricate interplay between rationality and emotions, notably in social settings, where choices are influenced. Emotions are pivotal in consumers' decision-making processes (Vishal Soodan, Akhilesh Chandra Pandey, 2021) emphasizing the need to comprehend audience emotions for effective branding.

Brand storytelling aims to create empathy between a brand and its audience by connecting the company's values with those of its customers. Establishing an emotional connection with the audience is crucial for effectively conveying compelling brand narratives and reinforcing customer retention. This particular advertising approach has a tendency to elicit emotional responses from consumers, particularly when integrated into narratives that aim to enhance the customer experience, so fostering brand recognition and establishing a robust brand value (Teraiya, Namboodiri, & Jayswal, 2023).

Statement of the Problem

In current competitive and complex marketing situations in the consumer goods sector, many firms are facing severe challenges in motivating and retaining its customers. Many of these brand features an emotional expression that attracts the consumer because of their liking for a particular product or service. If a brand contains an emotional expression, it will succeed in trying to attract the customer. The diversified population in Delta state and her rich cultural background create a unique setting for the intersection of storytelling and fast moving consumer goods companies. The distinctive traits of the region provide marketers with a chance to fulfil both the physical and emotional needs of consumers. Brand storytelling is

becoming crucial in a saturated market, enabling organizations to differentiate themselves by creating storylines that connect with local beliefs and values. The ideas, vision statement, history, or origin of a brand are all parts of its story. Companies can illustrate to customers how their offerings can make a difference by telling tales about and customers are able to form an emotional connection with brands through stories because they provide a framework for integrating brand identification.

Consequently, increasing competition along with the relative similarity of fast moving consumer products and services has changed customers' behaviour. In this way firms can avoid the harmful consequences of turning away customers and improve their long-term relationships with them. Especially in competitive market space, the importance of service personalization is due to the nature of customer perceptions about a particular brand. Despite the importance of this issue, there is little research on its impact on decision-making processes in the field of service personalization. Since emotions change people's decisions, it is important to discuss how branding changes consumers' purchasing behaviour. Therefore, present study aims to study the impact of emotional branding on consumers purchase intention of Indomie brands. Hence, the study could fill the empirical gap in literature and there is an emerging need to conduct the study.

Research Objectives

This main objective of this study to examine the effect of emotional branding on consumer purchase decision of Indomie Nigeria. The specific objectives are to:

- i. examine the effect of storytelling on consumer purchase decision of Indomie Nigeria
- ii. determine the effect of customer centrisms on consumer purchase decision of Indomie Nigeria
- iii. ascertain the effect of service personalization on consumer purchase decision of Indomie Nigeria

The research questions and hypotheses are in line with the research objective

This study will provide a better understanding of the nuanced ways in which emotional branding appeals can be harnessed to build brand loyalty, engage consumers, and drive business success within this specific sector, it will be useful to future researchers and the government. The study was carried out in Abraka Delta State and the unit of analysis were the consumers of Indomie brands residing in Abraka.

Review of Related Literature

Emotional Branding

Branding is just an example of how to reach the consumer by generating emotional relationships, however, the concept of emotional branding not only involves branding through emotions, but also generating feelings in products or making the brand visible (Titz, 2019). Brand awareness is the essential component of brand equity. Brand awareness describes people's perception and cognitive reaction to a circumstance or event Eboh & Edeme (2024). Emotional branding was defined by Consoli (2019) as the ability to communicate and deliver specific messages through various techniques that evoke feelings and emotions.

On the other hand, Deshwal (2022) defined the concept of emotional branding and advertising efforts that use emotion in moving customers 'feelings and memories when purchasing, meaning that it indulges in influencing customers' emotions such as stirring up happiness, sadness, anger and fear in order to obtain the customer's response and interaction. From another perspective, Drugău-Constantin (2018) defined the concept of emotional branding as the ability to communicate powerfully through the use of different techniques that evoke feelings by adopting an emotional branding strategy that focuses on diverse issues to convey an emotional branding message. Babaei, Casalo and Flavian (2017) saw that emotional branding messages aim to satisfy the psychological desires of customers, such as making them feel smart, beautiful, and elegant, or any feeling that touches self-esteem and self-confidence, in addition to other passions that may be negative, such as fear, sadness and panic that in turn affect the purchase decision. And repeat purchases. Emotional branding is an example of how to reach the consumer through creating emotional relationships, but the concept of emotional branding

not only includes promoting a brand and reaching customers through emotions, but also generating feelings in products in order to make the brand visible.

Storytelling

Storytelling can be regarded as a transformative experience for the recipient, wherein the act of embarking on this experiential journey evokes novel emotions and ultimately leads to the phenomenon of persuasion or even behavioural change (Aaker, Gerbinsky & Vohs, 2012). The utilization of narratives and the act of narrating are crucial in attaining a comprehensive comprehension of consumer psychology (Escalas, 2024). The impact of storytelling marketing on consumer purchase behaviour; the act of storytelling elicits a sense of consumer participation in the experiential aspects associated with the utilized product. Story telling is a tool to promote a product by relying more on the power of the story behind the process of making a product until the product is finished and ready to be marketed by prioritizing feelings to involve the emotions of potential buyers in making a product purchase decision, with the hope that from the story experience, consumers are able to market by word of mouth, (Kaufman, 2023). Perceived quality enables a business to generate purchasing reasons for their customers and build a strong component to differentiate and position its product or service Eboh and Edeme (2024). In building the image of a brand and its philosophy, story-telling is considered capable of translating what a product hopes to bridge the technical aspects of the production process until it becomes a product that is ready to be launched to the market, storytelling has become a good medium to translate all the manufacturer's longings. Building emotions and feelings from potential buyers, towards a product and its attached brand, so it can be concluded that through story telling a product can have a soul and life. In the end, storytelling has become part of today's marketing strategy because it is considered capable of building prospective buyers' emotions in determining purchasing decisions, (Fongo, Fanggidae & Fanggidae, 2019).

Customer Centric

The literature on customer-centric strategies within the realm of marketing management is extensive and multifaceted, reflecting the growing recognition of the pivotal role that customers play in shaping business outcomes. Recent research by Rust et al. (2020) has emphasized the evolving nature of customer expectations, driven by advancements in technology and shifts in societal values. In today's hyperconnected world, consumers demand seamless and personalized experiences across all touchpoints, from initial awareness to post-purchase support. As such, organizations must adopt agile and responsive strategies that prioritize flexibility, adaptability, and continuous innovation (Grewal, Roggeveen & Norlfalt, 2021). The proliferation of digital platforms and social media has empowered consumers with unprecedented access to information, amplifying their voices and influence in the marketplace (Hollebeek, Voorhees & Vannieuwenhuyze, 2019).

Service Personalization

Service personalization is identified as providing the appropriate item and consumer service to the appropriate consumer at the correct time (Sunikka & Bragge 2022). It was commonly used to refer to segmentation, targeting, and profitability, while some studies use it to refer to one-on-one marketing. Businesses utilize service personalization as a way to save costs, increase accessibility, and adjust products (McCarthy, 2021). Service personalization is a component of a firm's customer relationship management whereby the company receives consumer data from a process of interaction between consumers and brands, and the process of gathering data involves learning relationships (Peppers, 2019). Therefore, according to Murthi and Sarkar (2023), service personalization is a way of gaining knowledge regarding consumers' requirements, correlating products to those preferences, and analyzing businesses' attempts to meet those needs. Service personalization could be used online and is built into the system to make website layouts more attractive (Peppers, 2019).

According to Adomavicius and Tuzhilin (2015), service personalization is a cycle of Understanding-Delivering-Measuring that correlates with three-

phase personalization conceptualization: understand what consumers need, match what consumers require with available options, and assess the results of prior phases (Murthi & Sarkar, 2023). Also, personalization is considered as an effective marketing communication system formed from a two-way system, the ability to regulate answers from each part in the process of communication, a data application, and an individualized communication connection (Peltier, 2023). The service personalized experience in online shopping can be made more personalized, which has the potential to improve consumer satisfaction and the effectiveness of consumer interactions. Trade effectiveness and tailored product suggestions for suitable consumers are both believed to have substantial potential (Shaw, 2023).

Consumer Purchase Decision

Consumer buying interest is related to the desire to choose and consumer products or services where interest arises because it is influenced by the quality and strength of the product and even the information obtained by consumers. Usually this interest is influenced by transactional, referential and exploratory (Algiffary, Wahab, Shihab & Widiyanti, 2020; Mustika, 2023). In buying interest there are decisions that must be made by potential consumers. This decision can be continued to buy or cancel. Consumer decisions are also related to the choices that potential consumers have to make regarding the products and services offered, where this is influenced by the period, place, product choice, brand, supplier, quantity and method of payment (Peter, & Olson, 1990; Kotler and Keller, 2016). Connected to the focus of story-telling marketing products that explain a manufacturing process, methods, time and ongoing issues from the basic ingredients of mocktail products, namely from salak seeds, affect consumers in determining attitudes, deciding to buy and at the same time recommending this product to others.

Theoretical Review

This work is anchored on the Aristotle's rhetorical theory.

Aristotle's Rhetorical Theory

Aristotle defined rhetoric as the ability to discern the persuasive techniques applicable in a given context, which he classified into logos (logical argument), ethos (ethical proof), and pathos (emotional proof) (Borchers, 2015). Logos emphasizes the utilisation of logical reasoning in the statements made by speakers. Logos is an essential tool that enables buyers to make an objective assessment by examining the textual elements in a green brand narrative, demonstrating the credibility of a green brand. The use of pathos appeals to the target consumers by aligning with their ideas and wants, thereby producing a sense of cheerfulness. Ethos refers to the linguistic choices made by speakers to showcase their credibility, goodwill, or behaviour. Pathos is a rhetorical strategy that aims to evoke strong emotions or sensations in the listener (Bonet & Sauquet, 2010).

In order to persuade two parties with differing perspectives to reach common ground, it is essential to utilise the principles of logos, ethos, and pathos (Panigyrakis, Panopoulos, & Koronaki, 2020). Ethos pertains to the trustworthiness, dependability, and assurance that buyers derive from a green brand's professional knowledge and green business certifications as presented in the brand's narrative (Higgins & Walker, 2012; Chu, Deng, & Chuang, 2014). Essentially, ethos is essential for ensuring the genuineness of a green brand. The concurrent usage of the three methods of persuasion improves the effectiveness of communication (Yang, Lee, Lee, & Koo, 2018). Aristotle's rhetorical theory has been utilised in many fields such as advertising, industrial communication, and e-commerce marketing (Murthy & Gosal, 2016; Yang et al. 2018). Contemporary rhetorical analysis primarily examines and assesses modern marketing strategies, rather than engaging in the criticism of old marketing controversies. Employing the three techniques of persuasion in brand storytelling aids in effectively captivating consumers and addressing their concerns (Huang, Zhuang, Li, & Gao, 2022). Brand sincerity is said to arise from the value-expressive attributes of a brand.

Empirical Review

Akbar (2024) examined the significance of customer-centric strategies in marketing management and their implications for

organizational success. Adopting a literature review approach, this research synthesizes insights from various disciplines to elucidate the multifaceted nature of customer centricity. The research design employs a qualitative approach, drawing on existing scholarship to elucidate key concepts and frameworks in customer centricity. The findings highlight the paramount importance of prioritizing customer needs and preferences, aligning organizational culture and processes with customer goals, and leveraging technological innovations to enhance customer experiences. The discussion underscores the challenges and opportunities presented by the digitalization of commerce, emphasizing the need for organizations to adapt and innovate in response to changing consumer behaviors and market dynamics. The implications of this study extend to both theory and practice, offering valuable insights for academics, practitioners, and policymakers alike. By embracing a customer-centric mindset and integrating interdisciplinary perspectives, organizations can develop robust strategies that drive sustainable competitive advantage in today's dynamic markets. Onobrakpeya and Onyenanu (2024) explored the effect of brand storytelling on customer retention in non-alcoholic beverage industry in Delta state, Nigeria. This study used a cross-sectional survey research approach. The study focused on customers of non-alcoholic beverage companies in Delta state. The Cochran formula was used to calculate the sample size of 384. The study used the judgmental sampling technique. The researchers designed a structured questionnaire to collect data directly from customers. The test-retest reliability method was employed to determine the instrument's reliability. The data collected for the study were analysed using frequencies, percentages, correlation and multiple regression analysis to arrive at a conclusion. Findings showed that the dimensions of brand storytelling explained 46% of the variations in customer retention. Genuine brand stories, brand emotional connection and consistent brand narrative has significant positive effect on customer retention. The study concluded that brand storytelling has a significant positive effect on customer retention in Delta state non-alcoholic beverage industry. The study recommended amongst others that firms

should regularly review and update their narrative to align with evolving consumer preferences and market trends while maintaining the core essence of the brand. This consistency not only reinforces the brand identity but also helps consumers easily recognize and remember the non-alcoholic beverages in a competitive market

Yuang and Abhijit (2023) examined the influence of personalized search engine (SE) advertising on consumers' trust and purchase intentions in the context of Hong Kong. With the growing emphasis on personalized advertising strategies, understanding their impact on consumer behavior is crucial for marketers and advertisers. The study will adopt a quantitative research approach, using an online survey to collect data from a sample of Hong Kong consumers. The survey will measure participants' exposure to personalized SE advertising, their levels of trust in the advertisements, and their purchase intentions. Data analysis will involve statistical techniques, such as regression analysis, to identify the relationship between personalized SE advertising, trust, and purchase intentions. The findings of this study will contribute to the existing literature on personalized advertising and consumer behavior, providing insights into the effectiveness of personalized SE advertising in influencing trust and purchase intentions among Hong Kong consumers.

Methodology

Research Design

The study employed cross sectional survey research design method which is descriptive in nature and Descriptive survey research design method was preferred for this study because it facilitated the collection for a considerable amount of data quickly, efficiently and accurately.

Population of the Study

The target population comprised of 574 (purposive) consumers of Indomie. The procedure of drawing samples from the population is known as sampling. To be precise, the sample size of this study consists of two hundred and thirty one (231) members

(consumers) of the organization under study operating in Abraka, Delta State

Sample Size Determination

The formula developed by Taro Yamane offers a streamlined approach for determining the appropriate sample size. Additionally, it was employed for the aim of determining an optimal sample size based on the size of the population and a predetermined desired margin of error. It is given as:

$$n = \frac{N}{1 + N(e^2)}$$

Where n = sample size.

N = population.

e = level of significance.

Therefore the sample size of 231 was derived thus: $n = 547 / 1 + 547(0.05)^2$

$$n = 547 / 1 + 1.3675$$

$$n = 547 / 2.3675$$

$$n = 231.$$

A sample size of 231 was obtained from the population using Taro Yamane's formula.

Sampling Technique

The study adopted stratified sampling techniques to minimize the degree of bias of the respondents' opinion.

A five likert questionnaire was used to collect quantitative data from the respondents. The questionnaire had closed-ended questions divided into sections that represent the different variables of the study.

The researcher adopted a questionnaire survey method to collect primary data from consumers of Indomie, located in Abraka, Delta State. The questionnaire was given to Marketing professionals and other field experts, to enhance the instrument's validity, the researcher sought expert opinion by consulting other experts in respect to content validity. The study data underwent analysis using the statistical package for social sciences (SPSS) software, specifically version 25.

Results and Discussion

Table 1 Response Rate

Pattern focused	Number administered	Number returned	Unused copies	Number used	Response rate
Employees	231	227	5	222	96%

Source: Distributed Questionnaire

Among the total of 231 distributed copies of questionnaire, a substantial majority of 227 copies of questionnaire were successfully retrieved. However, a small fraction of 5 copies of questionnaire were found to be incomplete, leaving a final count of 222

fully completed and usable copies of questionnaire. Consequently, the analysis conducted in this chapter was based on the 96% response rate of the data collected.

Table 2 Analysis of Respondents Profile

S/N	Event	Frequency	Percentage (%)
1	Gender: Male Female Total	110 112 222	50 50 100
2	Age Range: Below 30 years 31-40 years 41years and above Total	85 76 61 222	38 34 28 100
3	Marital Status: Single Married Total	107 115 222	48 52 100
4	Educational Qualification OND/NCE HND/B.Sc Master Total	86 123 13 222	39 55 6 100

Source: Field Survey, 2025.

The table above presents the background characteristics of the diverse respondents. The data revealed that the respondents were evenly distributed in terms of gender, with 50% of the sample being male and the remaining 50% being female. The data on the age distribution of the respondents indicates that 38% of the participants were below the age of 34. Additionally, 34% of the respondents fell within the age range of 31-40 years,

while 28% of the participants were above the age of 41. The analysis of the respondents' marital composition revealed that 48% of the participants were categorised as single, and the remaining 52% were classified as married. Regarding the educational background of the sample, it was observed that 39% of the respondents possessed OND/NCE qualifications. Additionally, the findings revealed that 55% of the respondents held

HND/B.Sc. degrees, whereas 6% of the remaining respondents possessed master's degrees.

In this section, analysis was conducted on the data collected to draw a conclusion and create generalizations. Additionally, the hypotheses proposed in the previous chapter were tested.

Analysis of other Research Data

Table 3 Inter-Correlations and Descriptive Statistics for Study Variables

Variable	1	2	3	4	N
1. Storytelling	1				222
2. Customer Centrism	0.160*	1			222
3. Service Personalization	0.018	0.303**	1		222
4. Customer Purchase Decision	0.133*	0.569**	0.131	1	222

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 The guideline for Pearson correlation coefficients

S/N	Coefficient value	Strength of association
1	$< r < 0.3$	Small correlation
2	$0.3 < r < 0.5$	Medium/moderate correlation
3	$r > 0.5$	Large/strong correlation

Source: Based on Cohen (1988)

Table 4.3 showed the inter-correlations and descriptive statistics for study variables. The correlation model exhibited the extent of valuable relationship that exists among the variables in this study. Story telling showed a positive correlation coefficient with consumer purchase decision (0.286**) which means that influencer reach is a good measure of emotional branding practices. Customer centrism showed a moderate positive correlation coefficient with consumer purchase

decision (0.460**) which implies that customer centrism is a moderate and good measure of emotional branding practices.

Service personalization showed a positive correlation coefficient with consumer purchase decision (0.112*) but extant literature showed that service personalization effect is a strong and good measure of emotional branding practices.

Table 5 Regression Analysis of Emotional Branding and Consumer Purchase Decision Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	.995	2.300		.433	.666		
Story Telling	.228	.080	.134	2.842	.005	.952	1.051
Customer Centrism	.195	.061	.198	3.187	.002	.544	1.839
Service Personalization	.118	.041	.143	2.889	.004	.855	1.170

a. Dependent Variable: **Consumer Purchase Intention**

The model below shows the study hypotheses formulation:

$$Y = \beta_0 + \beta_1 ST + \beta_2 CE + \beta_3 BA + e \dots \dots \dots (iii)$$

$$BP = .995 + (0.228 \times ST) + (0.195 \times CC) + (0.118 \times SP)$$

Table 5 showed that story telling has significant and positive effect on consumer purchase decision (β

=0.134, $p=0.005 < 0.05$), customer centrisim has significant and positive effect on consumer purchase decision ($\beta =0.198$, $p=0.002 < 0.05$), service

personalization has significant effect on consumer purchase decision ($\beta =0.143$, $p=0.004 < 0.05$).

Table 6 Fitness of the Model (Analysis of Variance)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	374.676	5	74.935	51.888	.000 ^b
	Residual	311.941	216	1.444		
	Total	686.617	221			

a. Dependent Variable: Brand performance

b. Predictors: (Constant), Story Telling, Customer Centrisim, Service personalization

In table 6 the *F*-ratio measures how well the total regression model fits the data. According to the table, $F= 51.888$, $0.000 < 0.05$, the elements of emotional branding practices strongly predict consumer

purchase decision. This has the consequence that the regression model fits the data well and is extremely significant for the research.

Table7 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.535	1.202

a. Predictors: (Constant), Story Telling, Customer Centrisim, Service personalization

The R Square value in Table 4.6 indicates how much the emotional branding components contributed to changes in consumer purchase decision. According to this value, emotional branding practices are responsible for 55% of these changes. The R Square calculates the percentage of the dependent variable's variance that can be accounted for by changes in the predictor variable.

Test of Research Hypotheses

Since the *p*-value critical is at 0.05 (5%) i.e. the level of significance is lesser than the calculated level of significance ($0.005 < 0.05$) in table 4.4, the null hypothesis was rejected while the alternate hypothesis was accepted. This implies that adoption of storytelling does have significant effect on consumer purchase decision of Indomie customer centrisim does not have significant effect on consumer purchase decision of Indomie Table 4.4 showed that the calculated level of significance, which is ($0.002 < 0.05$), is less than the *p*-value of 5%.Based on this result, the null hypothesis was rejected and the alternate hypothesis

was accepted implying that customer centrisim does have significant effect on consumer purchase decision of Indomie

The level of significance that was calculated in table 4.4 is lesser than the established *p*-value ($0.004 < 0.05$), therefore the null hypothesis was rejected while the alternate hypothesis was accepted which states that there is significant effect between service personalization and consumer purchase decision of Indomie

Discussion of findings

In accordance with the data analysis done in chapter four and the review of the related literature in chapter two, the discussion of findings of this study is presented below.

Table 4 showed that story telling has significant and positive effect on consumer purchase decision ($\beta =0.134$, $p=0.005 < 0.05$).Test of H1 showed that story telling has significant and positive effects on consumer purchase decision ($0.005 < 0.05$). Table 4 showed that customer centrisim has significant and positive effect on consumer purchase decision (β

=0.198, $p=0.002 < 0.05$). Test of H2 showed that customer engagement has significant positive effects on consumer purchase decision ($0.002 < 0.05$). The attitudes, information adoption, and behavioural intents of customers can be influenced by the quality of information (Hussain, Song, & Niu, 2020). The impact of low-quality information, characterised by its inaccuracy, incompleteness, and lack of realism, can significantly influence consumers' perception outcomes and subsequent behavioural choices, thereby leading to detrimental consequences.

Table 4 showed that customer centricism has significant and positive effect on consumer purchase decision ($\beta = 0.143$, $p=0.004 < 0.05$). Test of H2 showed that customer centricism has significant positive effects on consumer purchase decision ($0.004 < 0.05$). This findings agrees with Akbar (2024) examined the significance of customer-centric strategies in marketing management and their implications for organizational success. Adopting a literature review approach, this research synthesizes insights from various disciplines to elucidate the multifaceted nature of customer centricity.

Service personalization was found to have significant effect in consumer purchase decision ($\beta = 0.252$, $p=0.000 < 0.05$). Test of H3 showed that service personalization has significant positive effects on consumer purchase decision ($0.006 < 0.05$). This discovery aligns with Catbagan, Torres and Castaño (2022) provided information to financial institutions, particularly the banking sector that nowadays is going through a diverse change in strategic approach.

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- Conclusion**
- The main objective of the study examined emotional branding and consumer purchase decision of Indomie Nigeria using data obtained through structured questionnaire distributed to the customers of Indomie Nigeria. After analyzing the collected data from 231 respondents, the study concluded that the dimensions of emotional branding had significant effects on consumer purchase decision. The study further concluded that emotional branding practices have significant and positive effects on consumer purchase decision, the results of the regression analysis shows that the dimension of emotional branding practices identified in this study contributes significantly to consumer purchase decision.
- Recommendations**
- After close examination and analysis of the research findings, the following recommendations are suggested:
- i. Managers of fast moving consumer goods firms should continue to encourage competencies to promote emotional branding campaign and assigning tasks to the right individuals and to monitor the brand management process of their products and support services.
 - ii. Firms should try to exercise discernment when selecting their collaboration partners, taking into account their personal brand and the expectations of their audience. It is crucial for them to align themselves with brands that they can genuinely promote.
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