

## **EMPHASIS ON EMOTIONAL BRANDING TO INCREASE AWARENESS AND CUSTOMER SATISFACTION OF NORCHE WOMEN'S BAG STORE**

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**ABSTRACT:** *Bags are one of the most sought-after commodities by women when they are in central shopping. Bags are a fascinating accessory for fashion, women buyers intent Local bags accounted for 70% of online surveys. The survey was conducted and 90% of 20 women aged 18-25 in Bandung and Jakarta preferred local bags based on design, function, brand, price, and mood. Nowadays, consumers are more interested in getting emotional pleasures from their shopping experiences than they are in getting high-quality items at reduced prices. Norche is a fashion brand located in Indonesia that provides women's bags with special durable materials. This research was conducted using qualitative data to determine the behavior of Norche customers when making a purchase. Preliminary research based on internal and external conditions using Porter's Five Forces and knowing the satisfaction score using CSAT. The study discovered that Norche lacked an emotional approach to clients since its social media material lacked an emotional connection. The author used Customer Journey Mapping and Emotional Branding Driven to determine how emotional buyers are. The plan must improve the marketing, social media content, cooperation, and assured member cards.*

**KEYWORDS** -*Customer Journey Mapping, Eco-friendly Bags, Emotions Branding, Local Brand Development, Porter's Five Forces.*

### **I. INTRODUCTION**

Customers' emotional connections and enduring impressions are sparked through experiences, making branding initiatives successful. As more customers prefer omnichannel purchasing, which involves using numerous channels for a single purchase, such as physical stores, the internet, social media platforms, and mobile applications [1]. One of the local bag brands in Indonesia that implement sensory marketing through social media is Norche. Norche started in January 2022, under these conditions there are still many customers who make online purchases due to changes in customer characteristics from offline shopping to online shopping during the pandemic. Selling fashion products through social media does have many challenges because many products that customers will purchase cannot be touched or seen directly.

The value of Norche Brand as a friendly ecological bag brand from Indonesia that produces bags using durable materials and brings the hype to Millennials about awareness for protecting the environment. The bags are disposed of by various bag trends using the main material as a canvas. "The stylish way to be eco-conscious" gives a message that using our bags will keep you stylish and in fact, you can be one who can reduce the risk of environmental discoloration. The comfortable material can be used frequently, and the dense material keeps the item's welfare in the bag. This research discusses and defined the marketing strategies through emotional branding. this study was conducted utilizing in qualitative method, it investigates how individuals make meaning of their own tangible, real-world experiences in their ideas and thoughts [2].

#### **1.1 Changes in Customer Behavior**

Changes in people's behavior and habits that are more aware of the environment have an impact on several businesses, business people must be able to adapt to this attitude. By having the same goals as the community, business people need to take an emotional approach. In this case, Emotional Intelligence Marketing is needed in building awareness and attracting buyer loyalty. The problem is, some of them will doubt whether the goods that will be received are as expected or not, so to convince customers of this, a statement is needed that can convince customers of the goods they are going to buy. Online shopping has one drawback because the product to be purchased cannot be felt directly, this provides new experiences for customers to determine and convince themselves when buying products. In this case, it is necessary to provide an attractive product display and a detailed description of the related product. From the preliminary survey of 20 respondents, 75% of them favor internet shopping, while 25% said they only purchase online at specific times and for particular requirements. Most favor well-known e-commerce platforms, while the remainder uses social media and websites.

**1.2 Buying Local Brands**

A local brand shows uniqueness and originality, becoming a source of local pride. To assert and maintain that, local brands must have a specific quality, image, and personality to build a good relationship with customers. According to [3], Customers are more likely to appreciate local brands because they understand the process, in other cases, many segmented customers are more likely to buy other familiar luxury brands. Customers are ready to pay more for recognizable brands and are more likely to form favorable associations with such brands through advertising [4]. The brand image that local brands show is another factor that can acknowledge customers about the product, it is also linked with customers' ability to recognize or recall a brand based on associated images [5], as well as the extent to which they are accepted by consumers and reflect their feelings. To compete effectively, brands may develop strong connections with quality and value by leveraging their brand image as a rapid reference for customers. The brand image relates to customers' recollections of brand perceptions [6]. Both practical and symbolic brand associations make it simpler for individuals to define who they are, who they want to be, and/or how they desire to be seen.

**II. ANALYSIS**

This study starts by looking at the Brand Awareness of local brands in the fashion sector, especially the community's Brand Awareness of Brand Norche. These are conducted because we see Norche as a new local brand participating in the fashion business, which is situated in the red ocean; thus, it is vital to determine the level of brand awareness among current and prospective customers. Furthermore, externally and internally analyze Norche's brand equity with porter's Five Forces. The Customer Journey is done to recognize the behavior of the customer buying process, validate it using a Face-to-Face Depth Interview and look at the accumulated results of the Customer Satisfaction Satisfaction Score to identify how satisfied the customer is, the customer fills out the questionnaire survey to fulfill the Customer Satisfaction Score data. Norche uses Emotional Branding after closing numerous branding strategy gaps. Sensory Branding, Storytelling, Cause Branding, and Empowerment will develop a Noche branding approach.

**2.1 Porter's Five Forces**

According to Hole and Pawar [7], the five forces are intended to improve firm performance, resolve numerous critical situations, assess the competitive character of an industry, and build suitable corporate strategies. The five forces approach acknowledges that suppliers may become a firm's rivals.

Table Porter Five Forces Analysis of Norche

No	Forces	Key Points	Degree of Forces
1	Competitive Rivalry	Currently, many fashion brands, especially in the field of women's bags, have started producing bags made of canvas material. However, most of them also don't have the same value or campaign as Norche, besides that the type of canvas material used and the color choices are chosen are very different from Norche.	Intermediate
2	Threat of New Entrants	There is quite a few fashion brands in the city of Bandung, some of which are always following trends. There are plenty of local bag brands, especially in the city of Bandung, so as a new brand in the red ocean, it requires a bigger branding effort	High
3	Bargaining Power of Suppliers	Suppliers of Norche products is quite easy to reach, but the norche tailors sometimes experience several obstacles, such as delayed progress.	Intermediate
4	Bargaining Power of Buyers	The customer has a very big right to be able to determine which product to buy, but some of them will be very considerate of the design, and function of the bag he is going to buy.	High
5	Threat of Substitute Product	Comparing one product with another is very possible, especially with Norche products because some have already used canvas for women's bags.	High

**2.2 Brand Awareness**

Norche has reached several customers from various regions. Based on insights from Norche's Instagram account, including Bandung, Jakarta, Majalengka, and Banjaran. In addition, 96.6% of Norche reach

accounts in Indonesia and 3.3% from Pakistan. Norche's target market, in particular, is women aged 18 - 35 years, from Norche's Instagram insights, the dominant gender that has succeeded in reaching Norche is women with 62% and 37.9% by men. The age range that Norche has been able to reach to date is 66.6% by 18 - 24 years old, 30% 25-34 years old, and 3.3% 35 - 44 years old. To increase the awareness of the brand name "Norche" among Local Brands in Bandung, Norche conducted a Soft Opening which also collaborated with Pa.Ma Coffee.

Five of the key survey respondents indicated that they frequently observed Norche Brand advertisements on social media platforms and Instagram. Recently, they reported receiving information about Brand Norche two to four times per day, seven days per week. Most stated that they are familiar with Norche goods due to their basic bag designs, durable and eco-friendly materials, multifunction and fashionable bags, and affordable costs. The average recommendation score for Norche goods and brands is 8.4 out of 10. Three of the five important responders have not purchased the product, but they have shown interest in it, showing that this unconscious emotional connection has not been established with prospective buyers.

**2.3 Emotional Driven of the Brand Experience**

Experience-centric approach to branding [8], proposes Brand Experience Proposition as a concept for expressing the brand in an experiential way, thus providing the basis for further exploration of the experiential nature of brands. In stages from Emotional Branding Driven, there are several factors that form the basis of the data, namely, their feelings and opinions about the brand personally, their feelings and income on the appearance of products and brands on the online platform, their sensitivity to products and a brand, and also encourages them to buy a product from a brand. Here are the brand experiences related to Norche:

Table Emotional Driven by Personal Experience of Norche Respondents

Personal Experience (Emotionally Driven)		
Screening the social needs	From Instagram/Facebook/eCommerce ads	64.9%
Target consumers' extraction	Interest in eco-friendly bag products	68.4%
Branding Story Development	The appearance of the platform is very influential because it provides knowledge about the brand and product	68.4%

Based on these results, it is known that respondents as Norche customers and potential customers feel the impact of advertisements that are directly directed at them as the target audience of Norche, while Influencer posts are not a big enough factor to determine respondents to follow a brand on social media.

Table Emotional Driven by Appealing Experience of Norche Respondents

Appealing Experience (Emotionally Driven)		
Mood fitting	See the overall appearance of content when first assessing interest in a brand or product	84.2%
Visualize	The products displayed by Norche give a modern and simple impression	85%
	The impression of the appearance of the Norche product display on the website or Instagram attracts the attention of customers and potential customers	91/2%
	The appearance of the Norche logo is attractive	73.7%
Systematize	The services provided by Norche when customers are going to buy products online can be easily accessed	75.4%

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Table Emotional Driven by Sensory Experience of Norche Respondents

Sensory Experience (Emotionally Driven)		
User experience and interaction map	Customers and potential customers buy bag products based on the function (size) of the bag	87.7%
Material allocation	Monochrome is the most dominant choice when customers and potential customers buy bag products	68.5%
	Canvas material is the most widely known material as a durable and eco-friendly bag material	84.2%
Prototype Testing	Of the 3 latest designs of Norche products, 'Berdine Bag' is the most dominant choice	54.4%
User feedback	<ol style="list-style-type: none"> <li>1. Models and colors are considered to be a trend</li> <li>2. The shape is simpler because of its size</li> <li>3. More varied designs and the right color combinations</li> <li>4. Keep it simple, but with a more trendy impression</li> <li>5. The model is unique, provides interesting elements, suitable for everyday use</li> <li>6. Can be more color pop if you want to match the color of the rope</li> <li>7. The color is neutral so you can wear it anywhere, the strap color is contemporary and cute</li> <li>8. The design is not market and the color is good</li> <li>9. The previous bag design was simple but cute, but the new design is more interesting</li> <li>10. Interesting, more interesting if given a finishing touch such as accessories or sewing motifs that make it more beautiful, still elegant, simple but not boring</li> <li>11. Products are fresher and in demand by millennials</li> <li>12. The bag model looks more comfortable to use and suitable for college</li> <li>13. Simple and compact but still up-to-date, hopefully, the straps can be sold separately and have more colors</li> </ol>	

The percentage result shows the positive value given by the respondent to the emotional experience when making a purchase or at the stage of purchasing Norche products. Of the several Emotional Branding Driven indicators, the indicators above have the greatest influence and effect that can affect the emotional development process of the Norche brand. The results of the feedback provided are also considered and materials for strategy implementation will later be applied using the Emotional Branding approach.

Table Emotional Driven by Navigation Experience of Norche Respondents

Navigation Experience (Emotionally Driven)		
Media and communication	Product reviews are the highest driving force when buying bag products	80.7%
Message and Communication path	More interested in Instagram ads in the form of videos (via the reels feature or Instagram stories)	70.2%
Branding Story Development	The highest attraction when viewing a message or content on social media is when you can pay attention to moving images or videos with background sound (music, reviews, storytelling).	70.2%
	The media that has a high influence in deciding product	89.5%

	purchases is Instagram Platforms	
Message distribution	Most respondents have not seen the ad that has previously been distributed through the Instagram platform @norche__	50.9%
	Advertisements in the form of Product Videos (via the Instagram story feature or reels) are received in approximately 1 week by respondents	61.4%

**2.4 Customer Journey Mapping**

Customer journey mapping is a method for discovering about the experiences and emotions of customers as well as how they react to goods and services during the course of their journey. This strategy requires mapping out all the steps a customer takes to try to complete a transaction [9]. [10] Crosier concludes by using Customer Journey Mapping as a method to examine how people feel about products, services, and other things. The Customer Journey Map is carried out to complete the required data from Emotional Branding Driven, the required data is based on Execution and Identity Management from appeal-driven, customer interaction map from sensory experience.


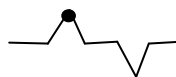
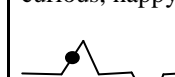
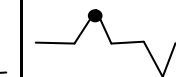
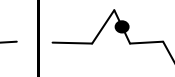
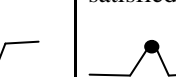
The customer's persona is separated into five major personas, all of whom reside in Bandung. This supports the factors of emotional branding driven towards Brand Norche in accordance with the customer buying process. The following is a Customer Journey Mapping from Loyal Customer Norche, the researcher uses keywords to analyze the Customer Journey based on what the customer said in the depth interview. Each persona's profession is Working in startups, High School students, College students, or Hangout, and their average income is between IDR 3,000,000 and IDR 5,000,000. The following are the results of deep interviews with 5 loyal customers who have made purchases and often interact with the Norche brand:

The buying process from Norche customers is influenced by their knowledge and awareness of local brands that sell women's bags. Customers are familiar with the Norche brand from the Instagram platform, Instagram advertisements, e-commerce profiles, and e-commerce advertisements, as well as referrals from family members. At the consideration stage, the client evaluates the advantages of purchasing Norche items, such as an easy-to-access platform, excellent service, good product quality, pricing, and product design, as well as the company's closeness to the consumer influence purchases. The buyer can purchase via E-commerce or the Official Website Store once interested, after reading reviews on each platform. Consumers expressed pleasure with Norche's goods and services in the e-commerce feedback column or Website Store. Customers gave comments on Instagram stories.

Table Customer Journey Mapping of Norche Brand

<b>Customer Journey Map</b>					
<b>Timeline</b>	<b>P1</b>	<b>P2</b>	<b>P3</b>	<b>P4</b>	<b>P5</b>
<b>Awareness</b>	<i>Online Approaches :</i> Instagram Ads	<i>Online Approaches :</i> Instagram Profile <i>Offline Approaches :</i> Word of mouth	<i>Online Approaches :</i> E-commerce profile <i>Offline Approaches :</i> Word of mouth	<i>Online Approaches :</i> Instagram Profile <i>Offline Approaches :</i> Word of mouth	<i>Offline Approaches :</i> Word of mouth
<b>Consideration</b>	Easy to access, nearby, appealing	Appealing, affordable	Easy to access, appealing	Price, appealing, size	Nearby, size, appealing
<b>Research</b>	Review, detail product	Touches product, trust seller, price	Appealing, difference	Touches product, difference	Touches product, trust seller
<b>Purchase</b>	<i>Online purchase :</i> Website Store	<i>Offline purchases :</i> In Person	<i>Offline purchase :</i> In Person	<i>Online purchase :</i> E-commerce	<i>Offline purchase :</i> In Person

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		Online Purchases : E-commerce			
<b>Emotion</b>					
	Excited, happy 	Interest, curious, happy 	Interest, excited 	Interest, confused 	Interest, happy, satisfied 
<b>Review</b>	Feedback on Website : Love the product, good quality, on-time delivery	Feedback in person : Satisfied with the product, good quality, functional	Feedback in person : Love the product, good quality, daily used	Feedback on E-commerce : Love the product, on-time delivery	Feedback in person : Satisfied with the product, functional, daily used

**2.5 Customer Satisfaction Score**

In accordance with the American Customer Satisfaction Index [11], the global average CSAT score for the fashion industry is 75%, while the average score for all industries is 80%. Following are the customer satisfaction results from a yes to each question based on that calculation:

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$$CSAT = \frac{\text{Total Positive Responses}}{\text{Total Response}} \times 100\%$$

Table Customer Satisfaction Score of Positive Responses

<b>Total Positive Responses</b>							
Question	Social Media	Accessibility	Product	Quality	Service	Packaging	Shipping
	39 of 60	50 of 60	56 of 60	58 of 60	57 of 60	58 of 60	59 of 60
	<b>65%</b>	<b>83.3%</b>	<b>93.3%</b>	<b>96.7%</b>	<b>95%</b>	<b>96.7%</b>	<b>98.3%</b>

Based on the results of the customer survey, it indicates that social media accounts have a customer satisfaction rating of 65%, with Instagram account Norche being identified as having somewhat lower satisfaction due to insufficient information about the product or brand's worth. In this case, the primary focus is on maintaining social media content and providing information that is easily consumable by customers.



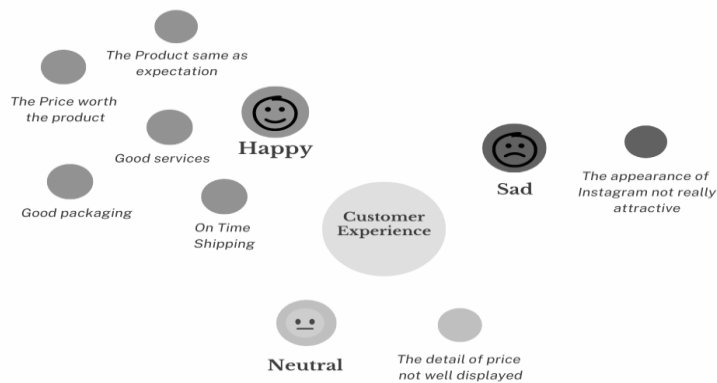


Fig. 1 Customer Experience

### III. RESULT AND DISCUSSION

#### 3.1 Emotional Branding Strategies

In this study, companies adopted the Emotional Branding Framework from the beginning to understand the market trends, including their experience, true self, warm glow, and co-creation. As a result, the company may suggest utilizing or implementing tactics to enhance branding efforts. The graphic for emotional branding is shown below.

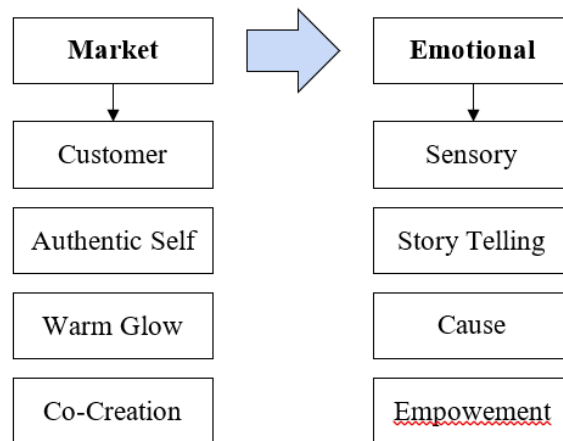


Fig. 3 Emotional Branding Strategies  
(Source: Kim & Sullivan, 2019) [13]

#### 3.1.1 Sensory Branding

Based on the feedback received by Norche based on the results of Prototype testing, customers and potential customers like products with simpler designs and also made of canvas or leather. Among them stated that *“The model is unique, provides interesting elements, suitable for everyday use”* – Dwi Kartika (R1), besides that in terms of color, there is also the statement *“The color is neutral so you can wear it anywhere, the strap color is contemporary and cute”* – Benyta (R2) and also that the product meets market expectations and needs *“Products are fresher and in demand by millennials”* – Fadhila (R3).

#### 3.1.2 Story Telling

The results of the analysis state that the audience likes content with the concept of “Product review”, so that they can understand more in detail from someone’s story about Norche products. So far, Norche has not carried out this strategy to increase trust or increase the presentation of converts to purchase of Norche products. The Target Customer Extraction that has been implemented by Norche is enough to show how big the Norche audience.

#### 3.1.3 Cause Branding

Based on the results of the previous analysis, the biggest reason the audience buys the product is because of the function of the bag, Norche can apply the size of each bag and also provide a review of the details of Norche products. Price is the next factor that is the reason for buying bag products. Norche bags have an average price of above Rp. 150,000, Norche only contains pricing information on the internet shop and e-

commerce, not on social media displays, so the company may show price information and further information on social media as information fulfillment and to convince the audience to purchase the goods instantly.

### 3.1.4 Empowerment

Empowerment marketing transcends traditional marketing strategies by recasting consumers as heroes with the capacity to make their lives better. Customers' self-efficacy and self-esteem can benefit from empowerment marketing [14]. In collaboration with various of fashion businesses or influencers, Norche may make a number of innovative strides to develop a genuine trend style. Influencers may also have a significant impact on enhancing delivery to consumers; this might take the shape of decreased worry or influencers with a strong image of women's empowerment or environmental concerns.

## IV. CONCLUSION

Based on a strategy that has been designed using an emotional branding approach, it was found that Norche will implement based on four important elements of emotional branding, examination sensory branding, storytelling, and cause branding, and empowerment. Furthermore, the strategy will be implemented into several strategic implementation focuses which will be explained as follows.

1. Optimizing content on the Instagram Platform: This is because the content displayed on Instagram Norche is still less attractive, and has a lack of information and stories about the brand and the product itself.
2. Optimizing content on the Official Website Store This is because the product catalog displayed is still too basic, and information about product details is still not displayed in detail. This needs to be developed because the website platform is one that provides convert sales of Norche products.
3. Creating campaigns and collaborations with other brands and influencers: This is necessary to increase the level of the audience for the spread of the Norche Brand identity to a wider audience of brands and other influencers.
4. Develop the products provided by Norche: This is necessary to increase the sensory-driven customers towards Norche products that have consistently provided the best quality.

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