

Importance of compromising and integrating rational, emotional and moral appeals in developing brand values: special reference to industrial sector branding of Sri Lanka

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Brand, is a name, which communicates a comprehensive meaning that makes a value sense to a customer, traces the entire consumer involvement for a product in general. The building blocks of a brand comprise with both psychological, sociological and a mixed of them called socio-psychological aspects too. Then, brand builders or the marketers promote the brand values strategically to position and make the customers loyal to the brand. This study discusses how the customers generate a value for an industrial brand and how they perceive those values to become a loyal customer. Researcher selected one industrial sector product category called Cables, and 50 of respondents were interviewed with a questionnaire, and evenly, unstructured few in-depth discussions also were made to get the insight of what and how they assess those brand values. Basically, random sample was taken from Colombo and suburbs including Gampaha, Kadawatha and Kelaniya territories. Descriptive statistical analysis was done to present the findings.

Researcher found that customers mostly evaluate the life time functional value and the quality of the brand when they select a cable product. The emotional aspects of a cable brand have been perceived by the customers in terms of the safety and assurance of a cable brand. Moral appeals are not significant in Sri Lankan context when it comes to the cable branding yet. Further, the rational word of mouth effect of the influencers has been strongly significant in the event of cable brand selecting than the other promotional tools.

Researcher has recommended some key insights on developing industrial brand values at the end too.

Key words: Industrial brands, Emotional appeals, Rational appeals, Moral appeals, Brand loyalty.

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