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## **EMOTIONAL BRANDING VS. RATIONAL BRANDING: WHAT WORKS BETTER FOR GEN Z IN ORGANIC SKINCARE**

**Dr S Saikrishnan**

Associate Professor Department of Corporate Secretaryship,  
PSG College of Arts & Science,  
Coimbatore-14

**Co-Author**

**Dhiya Shaji, Kiruthanya V S, Nagavarshini L, Paul Moses R, Rinishagowri, Sri Hari Prasath S, Vinothini R D**  
III.B. Com (CS)

Department of Corporate Secretaryship, PSG College of Arts & Science,  
Coimbatore-14.

E-mail: lnagavarshini@gmail.com

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### **ABSTRACT**

The organic skincare industry is expanding due to increased awareness of health and environmental sustainability. This study analyzes the effectiveness of emotional and rational branding among Generation Z consumers. Emotional branding builds strong connections through feelings and values, while rational branding focuses on product quality, ingredients, and benefits. The findings show that Gen Z consumers are influenced by both emotional and logical factors in their purchasing decisions. They prefer brands that are transparent, sustainable, and trustworthy, along with clear and reliable product information. Emotional branding helps in building trust and loyalty, whereas rational branding strengthens confidence and supports informed decisions. Digital platforms and social media play a significant role in shaping consumer behaviour. The study concludes that a balanced approach combining both emotional and rational branding is most effective in attracting and retaining Generation Z consumers.

**KEYWORDS:** Gen Z(Age 18-26), Emotional Branding, Rational branding, Skincare, Organic

### **INTRODUCTION**

Branding plays a key role in influencing consumer perception and purchase decisions in today's competitive market. With the growth of digital media, brands use emotional and rational strategies to connect with consumers. Emotional branding focuses on feelings, values, and personal experiences, while rational branding highlights product features and benefits. The organic skincare industry has grown due to increased awareness of natural and safe ingredients.



Generation Z is an important consumer group influenced by social media, sustainability, and brand authenticity. Brands use emotional storytelling to create connections through themes like self-care and natural beauty. Rational branding provides information on ingredients, product safety, and effectiveness. This study examines how these strategies influence Gen Z purchase behaviour in organic skincare. It also explores consumer perceptions, trust, and decision-making factors.

The research compares the impact of emotional and rational elements on buying behaviour. Survey findings help identify which strategy resonates more with Gen Z consumers. Overall, the study aims to guide brands in developing effective marketing strategies.

#### **STATEMENT OF THE PROBLEM:**

This study aims to identify whether emotional or rational branding is more effective in influencing Gen Z consumers in the organic skincare market. It examines how Gen Z responds to emotional branding based on feelings and values, and rational branding based on product quality and benefits. The study also explores the uncertainty in consumer reactions to different branding strategies. It highlights the challenges faced by companies in selecting the right branding approach. Additionally, it identifies key factors influencing Gen Z purchase decisions. Overall, the research provides insights into how branding strategies impact consumer buying behaviour.

#### **OBJECTIVES:**

- To analyze Gen Z consumers' response to emotional branding rational branding.
- To identify which branding strategy influences Gen Z purchase decisions more.
- To compare the effectiveness of emotional vs rational branding.

#### **RESEARCH METHODOLOGY:**

Research methodology is the systematic and scientific approach used to conduct research studies. It involves the methods, techniques, and procedures adopted to collect, analyse, and interpret data in order to address research objectives. This study employs various analytical tools to examine the impact of emotional and rational branding on the purchase behaviour of Generation Z consumers in the organic skincare market. The following method was used:

- 1) Simple Percentage

**RESULTS AND FINDINGS:**

S.No	Age Group	No. of Respondents	Percentage
1	18 – 20 years	74	74%
2	21 – 23 years	21	21%
3	24 – 26 years	5	5%
<b>Total</b>		100	100%

S.No	Occupation	No. of Respondents	Percentage
1	Student	86	86%
2	Self-Employed	10	10%
3	Unemployed	4	4%
<b>Total</b>		100	100%

S.No	Annual Family Income	No. of Respondents	Percentage
1	1,00,000 – 3,00,000	59	59%
2	3,00,000 – 5,00,000	21	21%
3	5,00,000 – 8,00,000	8	8%
4	Above 8,00,000	12	12%
<b>Total</b>		100	100%

**INTERPRETATION:**

**AGE:** Mostly (74%) of the respondents are in the 18–20 years age group.

**OCCUPATION:** Mostly (86%) of the respondents are students.

**ANNUAL FAMILY INCOME:** Mostly (59%) of the respondents belong to the income group of 1,00,000–3,00,000.

**ANALYSIS:**

**1. THE TABLE SHOWING OPINION ON EMOTIONAL BRANDING STATEMENTS  
OPINION ON EMOTIONAL BRANDING STATEMENTS**

S.No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
a	Emotional advertisements influence my interest in organic skincare products	25	35	26	8	6	100
b	I prefer brands that promote sustainability and natural beauty	17	57	19	3	4	100
c	Brand storytelling attracts me to organic skincare brands	13	40	39	5	3	100
d	I feel emotionally connected to self-care and wellness brands	12	38	30	17	3	100
e	Social media emotional campaigns influence me to try a skincare brand	18	33	32	5	12	100

**Source: Primary data**

**INTERPRETATION:**

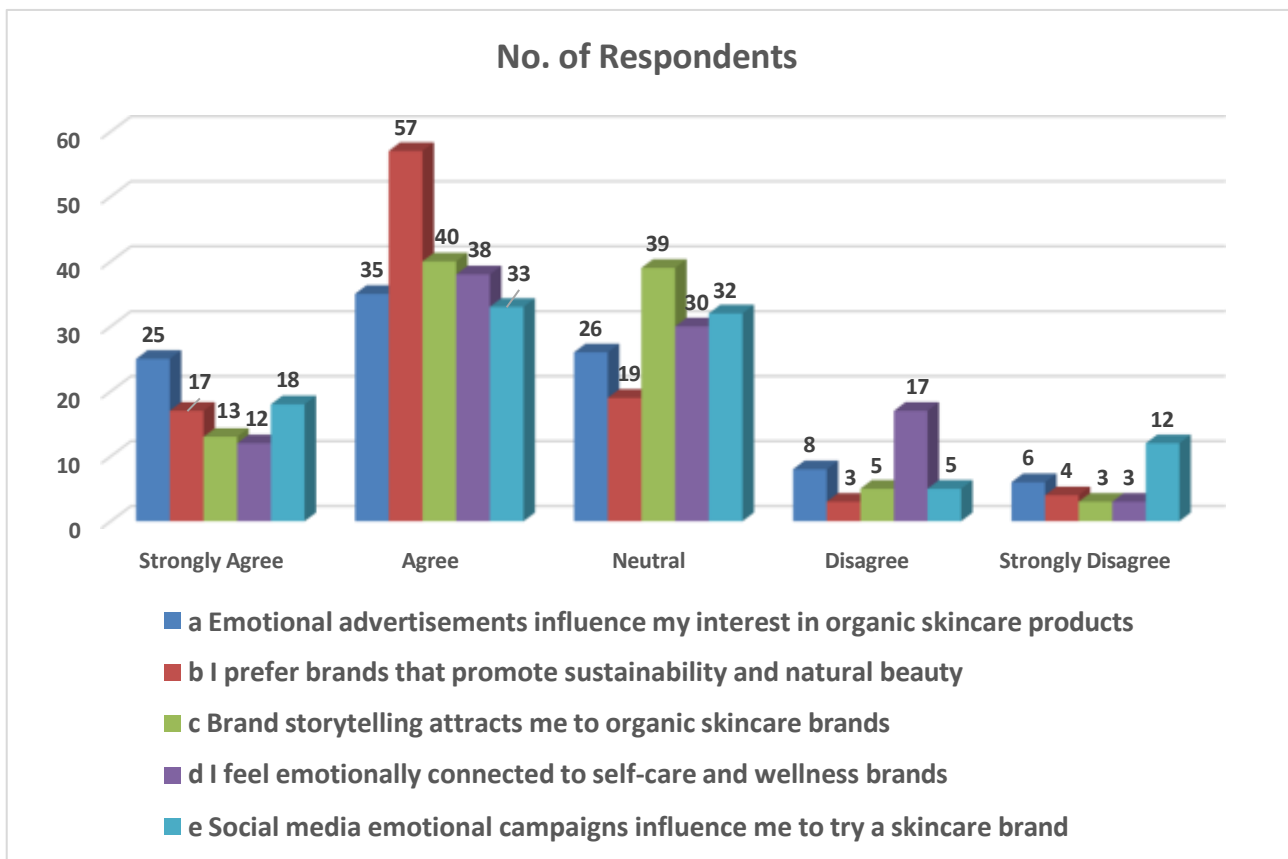
The analysis shows that a majority of respondents agree with the statements related to emotional

branding. For statement (b), most respondents (57%) agree that they prefer brands promoting sustainability and natural beauty. Similarly, 40% agree that brand storytelling attracts them, and 38% agree that they feel emotionally connected to brands promoting self-care and wellness. Although a significant number of respondents strongly agree with emotional advertising influence (25%), there are also moderate neutral responses across all statements.

**INFERENCE:**

It is concluded that mostly, respondents show a higher level of agreement towards emotional branding factors, especially sustainability and storytelling aspects.

**CHART:** Showing the respondents opinion on emotional branding statements



**2.THE TABLE SHOWING OPINION ON RATIONAL BRANDING STATEMENTS  
OPINION ON RATIONAL BRANDING STATEMENTS**

S.No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
A	I carefully check ingredients before purchasing	38	44	14	2	2	100
B	Scientific evidence increases trust	29	49	18	1	3	100
C	Product effectiveness is more important than emotional ads	21	50	26	0	3	100
D	Detailed product information influences buying decision	24	46	17	11	2	100
E	Prefer brands that explain ingredient benefits clearly	28	42	17	2	11	100

**Source: Primary data**

**INTERPRETATION:**

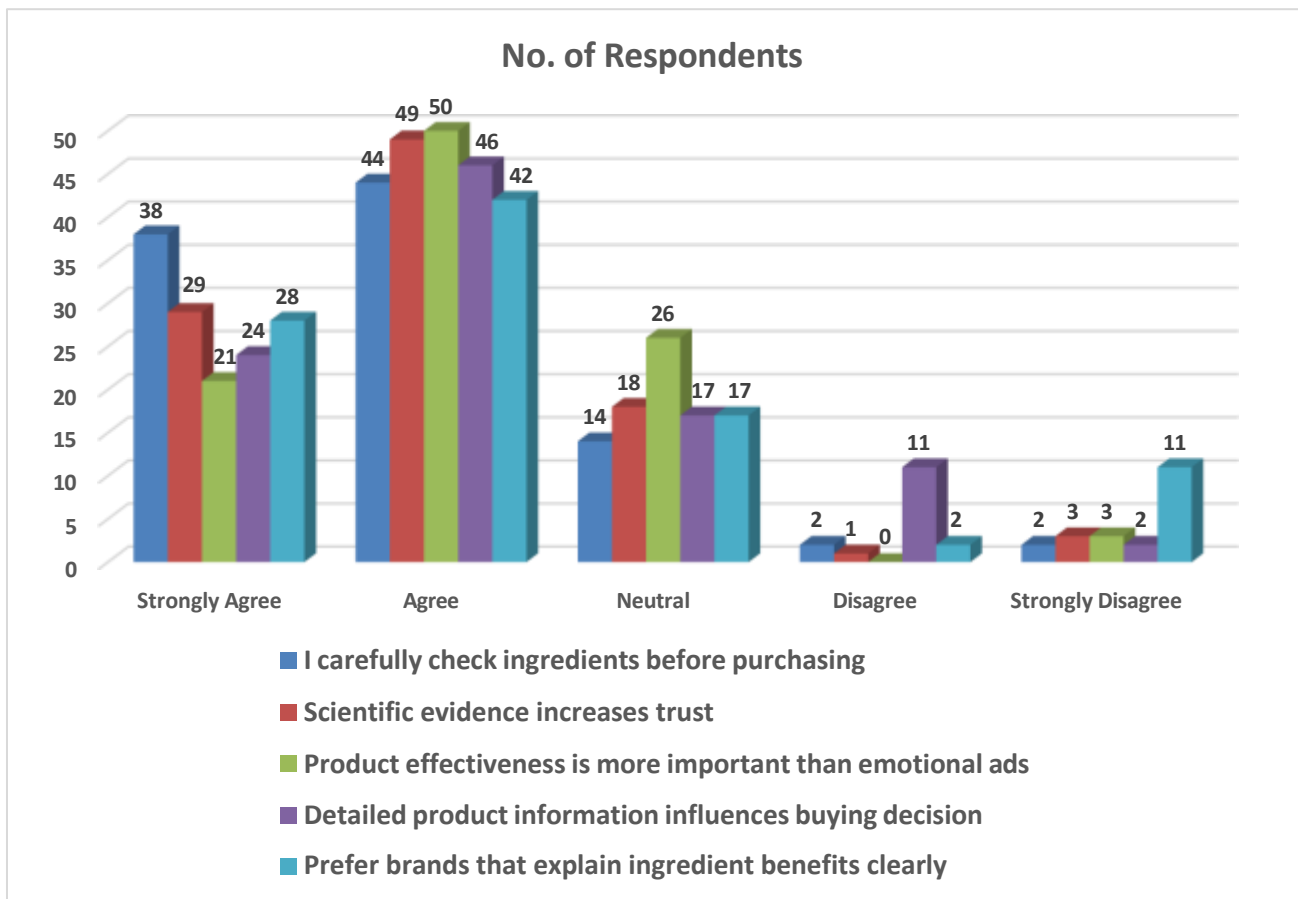
The analysis shows that a majority of respondents agree with the rational branding statements. For statement (C), most respondents (50%) agree that product effectiveness is more important than emotional advertising. Similarly, 49% agree that scientific evidence increases their trust in a brand, and 46% agree that detailed product information influences their buying decisions. A considerable percentage of respondents also strongly agree with checking ingredients (38%) and preferring clear explanations of benefits (28%). Neutral responses are moderate across all statements, while very few

respondents disagree or strongly disagree.

**INFERENCE:**

It is concluded that mostly, respondents show a higher level of agreement towards rational branding factors, particularly product effectiveness and scientific evidence.

**CHART:** Showing the respondents opinion on rational branding statements



**3.THE TABLE SHOWING FINAL DECISIONS INFLUENCES FOR ORGANIC SKINCARE**

S.No	Influence Factor	No. of Respondents	Percentage
1	Emotional connection and personal feelings	61	61%
2	Logical reasons and product effectiveness	39	39%

<b>Total</b>	100	100%
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**Source: Primary data**

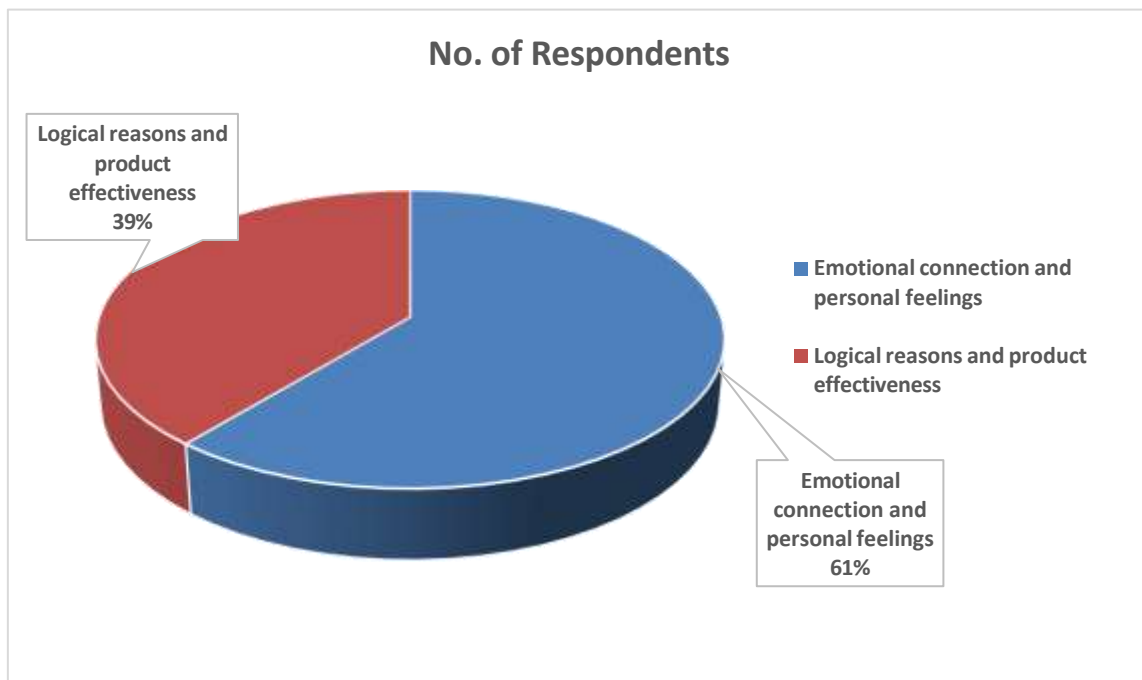
**INTERPRETATION:**

The analysis shows that most respondents (61%) base their final decision to buy organic skincare on emotional connection and personal feelings, while 39% rely on logical reasons and product effectiveness.

**INFERENCE:**

It is concluded that mostly, (61%) of the respondents base their final decision to buy organic skincare on emotional connection and personal feelings.

**CHART:** Showing the final decisions influences for organic skincare



**RESULT AND FINDINGS**

- Mostly, respondents show a higher level of agreement towards emotional branding factors, especially sustainability and storytelling aspects.
- Mostly, respondents show a higher level of agreement towards rational branding factors, particularly product effectiveness and scientific evidence.



- Mostly, (61%) of the respondents base their final decision to buy organic skincare on emotional connection and personal feelings.

#### CONCLUSION:

Emotional and rational branding both influence Gen Z consumers in the organic skincare market. Emotional branding has a stronger impact by connecting with values like sustainability, self-care, and authenticity. It helps build trust, loyalty, and strong emotional connections through storytelling and social media. This often influences the final purchase decisions of consumers. Rational branding provides clear information about ingredients, quality, certifications, and price. It helps consumers make informed decisions and reduces risk. Gen Z prefers a combination of both emotional and rational elements. Overall, emotional branding is more effective, but a balanced approach ensures better results.

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