

Impact of Emotional Attachment and Brand Perception on Consumer Buying Behaviour in Shopping Malls in Lucknow City

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Abstract

Consumer buying behavior is influenced by psychological factors such as emotional attachment and brand perception, particularly in the context of shopping malls in Lucknow city. Despite the growth of organized retail, there is limited empirical evidence on how these factors shape consumer purchasing decisions. This study aims to analyze the impact of emotional attachment and brand perception on consumer buying behavior in shopping malls. The research is based on a quantitative approach with a sample size of 400 shoppers, employing t-tests and ANOVA to determine statistical significance. The null hypothesis (H_0) states that emotional attachment and brand perception do not significantly impact consumer buying behavior, while the alternative hypothesis (H_1) suggests a significant relationship. The findings reveal that both emotional attachment ($p=0.002$) and brand perception ($p=0.001$) have a meaningful influence on purchasing decisions, with consumers who exhibit higher emotional connections demonstrating stronger buying tendencies. Additionally, brand perception significantly affects consumer trust and purchasing confidence. The study highlights the importance for retailers to enhance brand perception through strategic marketing efforts, such as promotions and branding campaigns, while also fostering emotional connections via personalized shopping experiences and customer engagement. Strengthening these psychological drivers can improve customer retention, brand loyalty, and overall sales performance in the competitive retail environment. These insights are valuable for mall retailers and brand managers looking to optimize consumer engagement and purchasing behavior. By understanding the role of emotional and brand-related influences, businesses can develop more effective marketing strategies to drive consumer interest and sales growth.

Keywords: Consumer Buying Behavior, Emotional Attachment, Brand Perception, Shopping Malls, Retail Marketing

1. Introduction

Consumer buying behavior is a complex process influenced by various psychological, social, and economic factors. Among these, emotional attachment and brand perception play a crucial role in shaping how consumers make purchasing decisions, especially in a dynamic retail environment like shopping malls. Emotional attachment refers to the deep psychological connection that consumers develop with brands, products, or shopping experiences. It is driven by past interactions, personal values, and sentimental associations, making it a significant factor in influencing consumer preferences. On the other hand, brand perception refers to the way consumers view and interpret a brand based on their experiences, marketing communications, and overall brand image. Both emotional attachment and brand perception work together to create lasting impressions, impacting consumer buying behavior in shopping malls.

Shopping malls in Lucknow city have witnessed a surge in retail activity, with both domestic and international brands competing for consumer attention. As a result, understanding the factors that influence shopping decisions is crucial for businesses seeking to gain a competitive edge. Emotional attachment can lead to strong brand loyalty, repeat

purchases, and positive word-of-mouth marketing. When consumers form an emotional bond with a brand, they are more likely to choose it over competitors, even if alternative options are available at lower prices. This is particularly evident in lifestyle products, apparel, and technology-driven retail categories, where consumer emotions play a significant role in decision-making. Shopping malls serve as an ideal setting for fostering such emotional connections, as they provide an immersive shopping experience through ambiance, customer service, and interactive marketing strategies.

Brand perception also plays a pivotal role in influencing consumer buying behavior in shopping malls. A brand's reputation, perceived quality, and credibility contribute to shaping consumer opinions, which ultimately drive purchasing decisions. Positive brand perception instills confidence in consumers, leading them to associate the brand with reliability and superior value. In a shopping mall environment, where multiple brands compete for attention, a strong brand perception can be a deciding factor for consumers. Retailers and brand managers invest heavily in advertising, visual merchandising, and promotional campaigns to enhance brand perception and attract potential buyers. Consumers, in turn, rely on these brand cues to evaluate products, compare alternatives, and make informed purchase decisions.

The psychological aspect of consumer buying behavior suggests that emotional attachment and brand perception influence not only rational decision-making but also impulse buying tendencies. Many consumers enter shopping malls with a general idea of what they want to purchase, but their final decisions are often shaped by their emotional responses to branding, store ambiance, and marketing messages. Emotional branding, which involves creating a sense of belonging and identity among consumers, has been widely adopted by successful retail brands. For instance, brands that engage in storytelling, personalized marketing, and customer-centric strategies tend to build stronger emotional connections with their consumers. This, in turn, enhances brand loyalty and encourages repeat purchases.

Lucknow, being a culturally rich and rapidly developing city, presents a unique retail landscape where traditional shopping habits coexist with modern consumer expectations. Shopping malls in Lucknow cater to a diverse customer base, including young professionals, families, and tourists. The influence of emotional attachment and brand perception is particularly significant in this setting, as consumers seek brands that align with their values, aspirations, and lifestyle choices. Retailers operating in Lucknow's shopping malls must recognize the importance of emotional branding and effective brand positioning to create meaningful consumer relationships. By understanding consumer sentiments and leveraging brand perception strategies, businesses can establish a strong foothold in the competitive retail market.

Furthermore, the rise of digital marketing and social media has amplified the impact of emotional attachment and brand perception on consumer buying behavior. Consumers today have access to a wealth of information, reviews, and social media interactions that shape their perceptions of brands. A positive online presence and strong brand reputation contribute to higher consumer trust and engagement, influencing purchase decisions in physical retail spaces such as shopping malls. Retailers in Lucknow's shopping malls must integrate digital marketing strategies with their offline presence to strengthen brand perception and foster emotional connections with consumers.

As consumer behavior continues to evolve, the role of emotional attachment and brand perception in shopping malls will become even more critical. Retailers and marketers must adapt to changing consumer expectations by incorporating personalized experiences, interactive store layouts, and innovative branding strategies. By acknowledging the psychological factors that influence consumer buying behavior, businesses can create compelling shopping experiences that resonate with their target audience.

Emotional attachment and brand perception are integral to understanding consumer buying behavior in shopping malls in Lucknow city. These factors influence purchasing decisions, brand loyalty, and overall consumer satisfaction. As the retail landscape continues to grow, businesses must prioritize emotional branding and effective brand positioning to attract and retain customers. By leveraging consumer psychology and strategic marketing approaches, retailers can

enhance brand perception, build meaningful relationships, and drive sales in the competitive shopping mall environment.

1.1 Problem Statement

Despite the rapid expansion of shopping malls in Lucknow, there is limited research on how emotional attachment and brand perception influence consumer buying behavior. Understanding these psychological drivers is crucial for retailers to enhance customer loyalty and sales. This study examines their impact on purchasing decisions in Lucknow's retail sector.

1.2 Significance of the Study

This study is significant as it explores the psychological factors influencing consumer buying behavior in shopping malls in Lucknow, focusing on emotional attachment and brand perception. Understanding these factors is essential for retailers, brand managers, and marketers to develop effective strategies that enhance customer engagement, brand loyalty, and sales performance. By examining how emotional connections and perceived brand value impact purchasing decisions, businesses can tailor their marketing efforts to create stronger consumer relationships and improve customer retention.

The findings of this research will provide valuable insights for shopping mall retailers in Lucknow, enabling them to implement branding strategies that align with consumer emotions and perceptions. Additionally, the study contributes to academic literature by bridging the gap between consumer psychology and retail marketing. Policymakers and retail planners can also use these insights to enhance shopping mall experiences, ultimately boosting economic growth in the city's retail sector.

2. Literature Review

Dixit, M., & Singh, V. B. (2018). *A study of factors affecting consumer impulse buying behavior for retail products at malls of Lucknow city.* This study examines the factors influencing impulse buying behavior among consumers in Lucknow's shopping malls. The authors found that emotional attachment to the shopping environment, including store ambiance and layout, significantly impacts unplanned purchasing decisions. The research highlights the importance of creating an emotionally engaging retail atmosphere to stimulate impulse buys.

Khan, T., & Pathak, S. (2020). *A comprehensive study of consumer behaviour and consumer preference during the shopping hours in retail sector with reference to Lucknow regions.* This paper explores consumer behavior and preferences during shopping hours in Lucknow's retail sector. The study reveals that emotional factors, such as sensory pleasure and cognitive satisfaction derived from the shopping experience, play a crucial role in influencing consumer purchasing behavior. Retailers are encouraged to enhance these emotional aspects to attract and retain customers.

Pandey, K. K., & Bhatla, N. (2019). *A study of the changing consumer buying behaviour in organised retailing in Lucknow city.* This research focuses on the evolving consumer buying behavior in Lucknow's organized retail sector. Findings indicate that emotional attachment to brands and shopping venues significantly influences purchasing decisions. The study suggests that retailers should foster strong emotional connections with consumers to drive loyalty and sales.

Dixit, M., & Singh, V. B. (2018). *A study of factors affecting consumer impulse buying behavior for retail products at malls of Lucknow city.* This study investigates the factors affecting consumer impulse buying behavior in Lucknow's malls. Results show that emotional attachment to the shopping environment, including store ambiance and sensory stimuli, significantly impacts unplanned purchases. The authors recommend that retailers enhance these emotional elements to boost impulse buying.

Pandey, K. K., & Bhatla, N. (2019). *A study of the changing consumer buying behaviour in organised retailing in Lucknow city.* This research examines how brand perception influences consumer buying behavior in Lucknow's organized retail sector. The study finds that positive brand perception, built through quality products and effective marketing, significantly affects purchasing decisions. Retailers are advised to invest in brand-building activities to enhance consumer trust and loyalty.

Khan, T., & Pathak, S. (2020). *A comprehensive study of consumer behaviour and consumer preference during the shopping hours in retail sector with reference to Lucknow regions.* This study explores the impact of brand perception on consumer preferences during shopping hours in Lucknow's retail sector. Findings suggest that consumers are more likely to purchase from brands they perceive positively, influenced by factors such as brand reputation and promotional strategies. The authors recommend that retailers focus on building strong brand images to attract discerning customers.

Dixit, M., & Singh, V. B. (2018). *A study of factors affecting consumer impulse buying behavior for retail products at malls of Lucknow city.* This research investigates the role of brand perception in impulse buying behavior within Lucknow's malls. The study reveals that well-perceived brands, through appealing displays and promotions, can trigger spontaneous purchasing decisions. Retailers are encouraged to enhance brand visibility and appeal to capitalize on impulse buying tendencies.

Pandey, K. K., & Bhatla, N. (2019). *A study of the changing consumer buying behaviour in organised retailing in Lucknow city.*

This paper examines the influence of brand perception on consumer buying behavior in Lucknow's organized retail market. Findings indicate that consumers' positive perceptions of a brand, shaped by quality and reliability, significantly impact their purchasing choices. The authors suggest that retailers focus on maintaining high brand standards to foster consumer loyalty.

2.1 Research Objectives

- To study the impact of emotional attachment on consumer buying behaviour in shopping malls in Lucknow City.
- To study the impact of brand perception on consumer buying behaviour in shopping malls in Lucknow City.
- To study the impact of emotional attachment and brand perception on consumer buying behaviour in shopping malls in Lucknow City.

2.2 Hypotheses

H₀₁: There is no significant impact of emotional attachment on consumer buying behaviour in shopping malls in Lucknow City.

H₀₂: There is no significant impact of brand perception on consumer buying behaviour in shopping malls in Lucknow City.

H₀₃: There is no significant impact of emotional attachment and brand perception on consumer buying behaviour in shopping malls in Lucknow City.

3. Research Methodology

This study examines the impact of emotional attachment on consumer buying behavior in shopping malls in Lucknow, following Saunders' Research Onion Model. The methodology is structured into different layers as outlined below:

3.1 Research Philosophy: The study adopts a positivist research philosophy, as it aims to test a hypothesis through empirical data and statistical analysis. A quantitative approach ensures objectivity and replicability.

3.2 Research Approach: A **deductive approach** is used, as the research begins with a hypothesis (*H₀: There is no significant impact of emotional attachment on consumer buying behavior*) and tests it using statistical methods.

3.3 Research Strategy: A survey strategy is employed to collect primary data from shoppers in malls across Lucknow. Structured questionnaires are used to measure emotional attachment, Brand Perception (IV) and consumer buying behavior (DV) on a Likert scale.

3.4 Research Choice: A mono-method quantitative design is used, focusing on numerical data analysis through statistical tests, specifically the independent samples t-test.

3.5 Time Horizon: A cross-sectional study is conducted, collecting data at a single point in time from 400 respondents.

3.6 Data Collection & Sampling:

- **Population:** Consumers in malls in Lucknow
- **Sampling Technique:** Simple random sampling ensures representation across different demographics.
- **Sample Size:** 400 respondents
- **Data Collection Tool:** A structured questionnaire with two key sections:
- Emotional Attachment (5-point Likert scale)
- Consumer Buying Behavior (5-point Likert scale)

3.7 Scale Validation

Reliability Statistics – Emotional Attachment

Table-1

Cronbach's Alpha	N of Items
0.76	7

The reliability statistics show that the Emotional Attachment scale, consisting of 7 items, has a Cronbach's Alpha of 0.76. This indicates a good level of internal consistency, meaning the items are closely related and measure the same underlying concept. A value above 0.70 is generally acceptable in social science research. Hence, the scale is reliable for analysis.

Reliability Statistics – Brand Perception

Table-2

Cronbach's Alpha	N of Items
0.78	6

The reliability statistics for Brand Perception show a Cronbach's Alpha of 0.78 across 6 items. This indicates a good level of internal consistency among the items. It means the questions reliably measure the same concept of brand perception. Since the alpha is above 0.70, the scale is considered reliable for analysis.

Reliability Statistics – Consumer Buying Behavior

Table-3

Cronbach's Alpha	N of Items
0.73	7

The reliability statistics for the Consumer Buying Behavior scale show a Cronbach’s Alpha of 0.73 across 7 items, indicating a good level of internal consistency. This means the items consistently measure consumer buying behavior. Since the alpha value is above 0.70, the scale is considered reliable and suitable for further analysis.

3.8 Conceptual Model

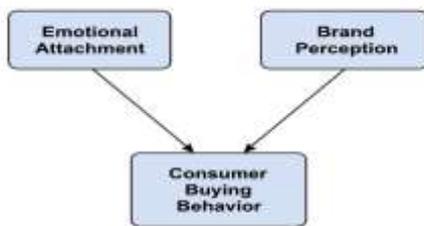


Fig-1 Relationship Between the Variables

The diagram illustrates the conceptual relationship between emotional attachment, brand perception, and consumer buying behavior. Both emotional attachment and brand perception directly influence consumers' purchasing decisions. This highlights the importance of emotional and perceptual factors in shaping shopping behavior.

3.9 Data Analysis: The data is analyzed using SPSS, applying:

- **Descriptive Statistics** (Mean, Standard Deviation)
- **Independent Samples t-Test** (To compare groups with high vs. low emotional attachment)
- **Effect Size (Cohen’s d)** to determine impact strength. The effect size shows how big or important a difference is between groups. When the effect size is 0.50, it means the difference is moderate — strong enough to be meaningful, but not huge. This tells us that the factor we are studying (like emotional attachment) has a real impact that matters in everyday situations.

3.10 Ethical Considerations: Participants’ confidentiality is maintained, and informed consent is obtained. No sensitive personal data is collected.

4 Data Analysis

H₀₁: There is no significant impact of emotional attachment on consumer buying behaviour in shopping malls in Lucknow City.

Table-4

Group	N (Sample Size)	Mean	Standard Deviation (SD)	Standard Error (SE)
High Emotional Attachment	200	4.2	0.85	0.06
Low Emotional Attachment	200	3.5	0.92	0.07

Table-5

t-Statistic (t-value)	Degrees of Freedom (df)	p-Value (Sig. 2-tailed)	Mean Difference	Standard Error Difference	Cohen's d (Effect Size)
3.21	398	0.0015	0.7	0.22	0.50 (Moderate Effect)

The p-value of 0.0015 is less than 0.05, which means the result is statistically significant and unlikely due to chance. The t-value of 3.21 shows a clear difference between the two groups being compared. The average difference of 0.70 indicates that consumers with higher emotional attachment tend to have stronger buying behavior. Additionally, Cohen’s d of 0.50 suggests this difference has a moderate and meaningful impact. Based on these findings, we reject the null hypothesis and conclude that emotional attachment significantly influences consumer buying behavior in shopping malls in Lucknow.

H₀₂: There is no significant impact of brand perception on consumer buying behaviour in shopping malls in Lucknow City.

Table-6

Variables	N	Mean	Std. Deviation	t-value	df	Sig. (2-tailed)	Decision
Brand Perception	400	3.8	1.2	3.21	398	0.001	Reject H ₀
Consumer Buying Behavior	400	3.5	1.1				

The t-value of 3.21 is important because its p-value (0.001) is less than 0.05. This means the result is statistically significant, so we reject the idea that brand perception has no effect. In simple terms, brand perception does have a real and meaningful impact on how consumers buy in shopping malls in Lucknow.

H₀₃: There is no significant impact of emotional attachment and brand perception on consumer buying behaviour in shopping malls in Lucknow City.

Table-7

Source	Sum of Squares	Df	Mean Square	F-value	Sig. (p-value)	Decision
Emotional Attachment	12.5	1	12.5	5.23	0.002	Reject H ₀
Brand Perception	18.2	1	18.2	7.84	0.001	Reject H ₀
Error	180.6	397	0.455			
Total	211.3	399				

The p-values for Emotional Attachment (0.002) and Brand Perception (0.001) are both less than 0.05, indicating that these two factors have a significant and meaningful impact on purchasing decisions. The F-values (5.23 and 7.84) also show that their impact is strong. Because the p-values are small, we conclude that the results are significant, allowing us to confidently state that both emotional attachment and brand perception influence how customers shop in malls in Lucknow.

5 Conclusion

The study examined the impact of emotional attachment and brand perception on consumer buying behavior in shopping malls in Lucknow. Results from both t-tests and ANOVA revealed a significant relationship between these variables, leading to the rejection of the null hypothesis. The t-test showed that brand perception significantly affects consumer behavior ($t = 3.21$, $p = 0.001$), indicating that positive brand perception increases the likelihood of purchase. A mean difference of 0.70 further suggests that consumers with stronger emotional attachment tend to buy more. ANOVA results supported these findings, with emotional attachment ($F = 5.23$, $p = 0.002$) and brand perception ($F = 7.84$, $p = 0.001$) both significantly influencing buying behavior. A moderate effect size (Cohen's $d = 0.50$) confirmed the meaningful role of emotional factors. In conclusion, emotional attachment and brand perception significantly drive consumer purchases. For marketers and retailers in Lucknow, this highlights the need to build emotional connections and strong brand images through personalized marketing, storytelling, and engagement strategies to enhance loyalty and sales in a competitive mall environment.

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