

Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour

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ABSTRACT

This kind of marketing involves using various techniques to arouse people's emotions and persuade them to buy various goods or services. Emotional advertising is a part of emotional marketing. The vital role that emotive marketing techniques play in influencing consumer behavior. This study explores the complex relationships between customer perceptions and the emotional appeal ingrained in marketing techniques, as firms increasingly understand the significance of emotional linkages in marketing. Emotions play a big role in purchasing decisions. Decisions and choices are influenced by both reasonable and emotional factors in social and professional contexts. This essay explores the relationship between consumer behavior and emotional marketing, as well as the impact that emotions have on customers' dynamic lives. Using a survey, 190 instances of different types of sentiments were randomly collected in order to understand the customers' responses to them. The questions focused on what emotions meant to them in certain situations, what kinds of emotions they experienced often, and how they felt after making a purchase. Based on the evaluation outcomes, it was discovered that emotions have a big role in customer behavior; in addition, it depends on their current mental state and past experiences. Even though it was shown that emotions affect customer behavior, the evidence was entirely emotive since everyone experiences emotions differently based on their daily interactions. Ensuring that every client's emotional requirements are met is almost impossible.

Keywords: Perception, Emotional Marketing Strategies, Shaping, Consumer Behaviour.

1. INTRODUCTION

Every form of decision, whether friendly or professional, involves emotions heavily. These points of view are crucial for companies because, if they successfully appeal to customers' emotions, they will be able to win them over as customers and sell their product. People are emotional creatures with a deep-rooted urge to interact with others and their environment, which makes emotional marketing important.

The integration of emotional elements into strategies has emerged as a critical influence on consumer behavior in the competitive world of modern marketing. Emotional marketing tactics go into the realm of human emotions, capitalizing on the confusing web of emotions that influence purchasing decisions. This shift in perspective is that customers are not just ordinary leaders but rather have a significant emotional impact on the messages and interactions they receive. Comprehending how emotional marketing techniques are perceived is crucial because it unravels the complex relationship between emotions and consumer behavior, providing valuable understanding of how businesses may create more grounded connections with their target audience.

By arousing specific emotions that correspond with company messaging, emotional marketing tactics hope to resonate with consumers. The foundations of human direction establish the power of emotions in shaping consumer behavior. When consumers build emotional connections with a brand, it transcends the idea of a conditional relationship and promotes reliability and advancement. Research has indicated that consumers who are emotionally engaged are likely to make repeat purchases, but they also turn into brand evangelists, providing favorable experiences for the brands they represent.

The validity and importance of the feelings a brand arouses are inversely related to how emotional marketing tactics are perceived. Customers are becoming more informed and demanding verified experiences and engaging interactions from the brands they interact with. Therefore, successful emotional marketing goes beyond petty demands and tries to capitalize

on the core values and objectives of its target market. Emotionally compelling brands are prepared to leave a lasting impression on their audience, influencing their preferences and choices.

When it comes to emotional marketing, consumer behavior is influenced by factors other than just a desire for a product or service. If all else is equal, it is shaped by the emotional journey a brand takes its customers on. Emotional strategists understand that the emotional connection created during a dynamic consumer engagement extends beyond the point of sale. Brands can foster brand loyalty by creating strong emotional connections, which can turn one-time customers into devoted customers who identify with the attributes and values of the brand.

The way that businesses engage their audience on the web influences how consumers perceive emotional marketing efforts, as innovation and web-based entertainment platforms continue to play a significant role in forming customer relationships. Genuineness and transparency in correspondence become far more fundamental as customers search for authentic relationships in the advanced sphere. In the era of internet entertainment, brands that master emotional marketing can create compelling narratives that resonate with diverse audiences, transcending social boundaries and topographical restrictions.

The idea that emotional marketing techniques influence consumer behavior is a sophisticated study of the mutually reinforcing relationship between brand loyalty and emotions. Understanding the nuances of consumer perception becomes crucial as organizations investigate this environment because it helps them create emotionally charged missions that transcend the conditional and create lasting and meaningful connections with the appropriate interest group. Therefore, the ability to interpret and use the emotional cues that shape customer behavior in a constantly changing commercial environment is critical to the evolution of marketing.

1.1. Objectives of The Study

The goals are framed as follows:

- To examine the factors influencing consumers' purchasing decisions.
- To look into how emotions, affect customers' purchasing decisions.
- To determine how much emotion influences consumers' purchasing decisions.

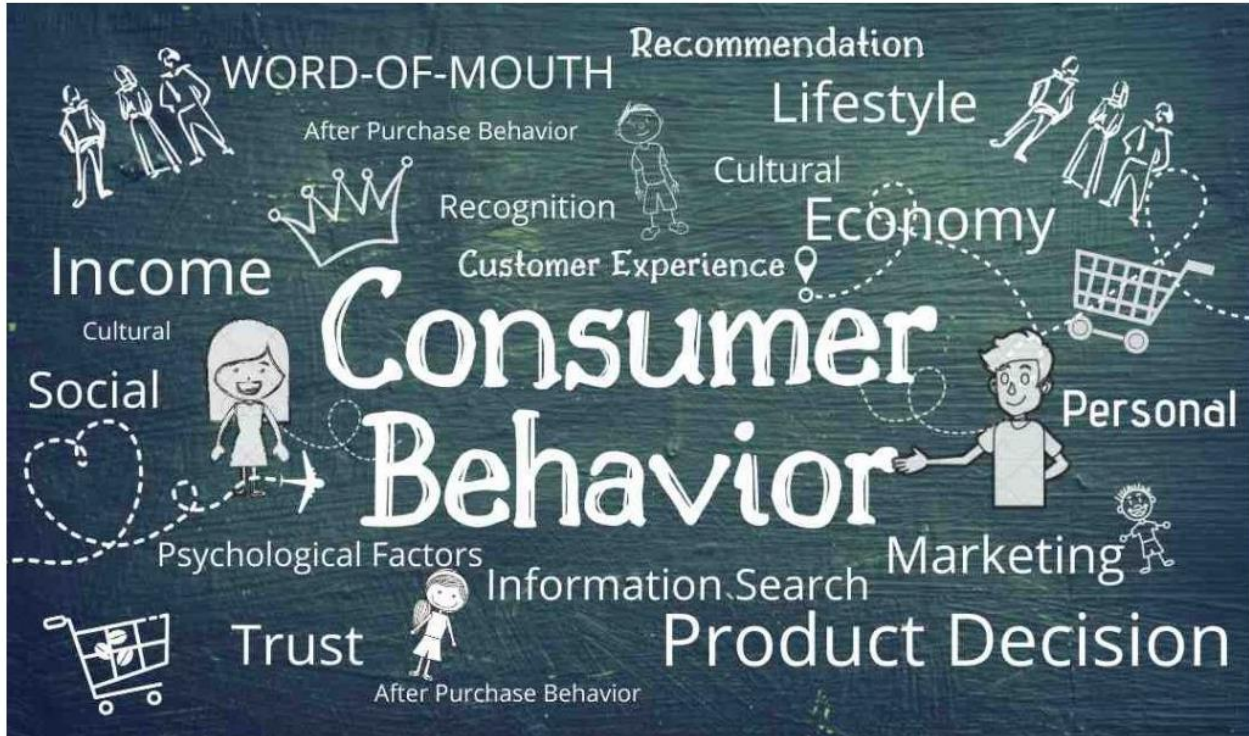


Figure 1: Consumer Behavior

2. LITERATURE REVIEW

Achar et al. (2016) investigated how emotions can be shaped by direction and use, as well as emotions that could influence dynamics through assessments. It was investigated whether, under some situations, the two structures may work together to positively affect customers on both sides.

Ganjawala (2016) focused on how emotional marketing influences customers' decisions to purchase children's products in Surat. It has been discovered that emotionally driven purchases come with a greater risk of disappointment and bad experiences, but that client purchases are unaffected by emotional purchases as long as they are made rationally.

A review was conducted by Khuong and Cable Car (2015) to identify the impact of emotional marketing on purchase decisions. All emotional marketing variables were found to be strongly correlated with consumers' purchase decisions. As a result, firms that use emotional marketing should concentrate on emotional advertising images, create self-distinguishing proof elements, and target specific emotional advertising images in order to achieve a higher degree of consumer buy choice.

Emotional marketing has a positive effect on brand devotion and clients will become devoted supporters of the organization, according to Mandina's (2014) examination of the impact of emotional marketing on brand steadfastness, the meaning of emotional knowledge on relationship creation, and the significance of client emotions on buy choice.

Ward and Dahl (2014) looked into the relationship between sales representative behavior and brand status as well as the vulnerability of customers who are dropped from a brand. It was discovered that when members were rejected, their brand mentalities became more certain.

A review conducted in 2013 by Eckler and Bolls looked into the emotional tone (amazing, terrible, coactive) of viral video advertisements. Excellent emotive tones were shown to elicit the most grounded attitudes regarding the promotion, brand mentality, and advancement aspirations. Additionally, the effects were most delicate for a gloomy emotional tone and more sensitive for a coactive tone.

In addition to examining the effects of emotions on consumer behavior during online administration buying, Kunieda (2013) also examined the cycles of emotions and cognition that arise throughout the online acquisition of administrations. It was shown that consumer judgment and fulfillment are essentially influenced by both happy and negative emotions.

Majumdar (2012) focused on the role that emotions play when a customer purchases a product and how businesses use emotional marketing to grow their customer base. Additionally, it was shown that effective emotional marketing can elevate a market challenger or follower to the position of market leader.

3. THE IMPACT OF EMOTIONAL APPEALS ON CONSUMER BEHAVIOR

A fundamental component of contemporary marketing techniques is the impact of emotional appeals on consumer behavior. According to emotional marketing, rather than making completely objective decisions, consumers often make purchasing decisions based only on their feelings. This strategy creates points of strength between the brand and the customer by using the power of feelings.

The ability of emotional demands to leave a lasting and crucial impact is one of their most important components. Whether a marketing message is meant to inspire in a positive or negative way, it will generally be more important. Customers are likely to remember and select a certain product or service when making a purchase decision as a result of this emotional resonance that the brand has created.

Furthermore, emotional appeals play a crucial role in fostering brand loyalty. When customers develop a favourable emotional bond with a brand, they are likely to become loyal customers and even brand ambassadors. Beyond the functional aspects of a product, brands that successfully appeal to consumers' emotions create a sense of reliability and confidence.

Emotional demands also influence the dynamic engagement by shaping the views of the customer. Customers' subjective and individualized evaluation of an item's value might be influenced by their emotions. For instance, even if the functional aspects of a brand's products are comparable to those of competitors, a brand that evokes feelings of sentimentality or happiness may be deemed more significant.

Furthermore, emotional marketing can be a very useful tool for influencing customer behavior at specific stages of a client project. Emotional requests, for example, can be particularly effective in fostering mindfulness, piquing curiosity, and developing a desire for the object. Marketers can more successfully guide customers along the purchase channel by interacting with them emotionally.

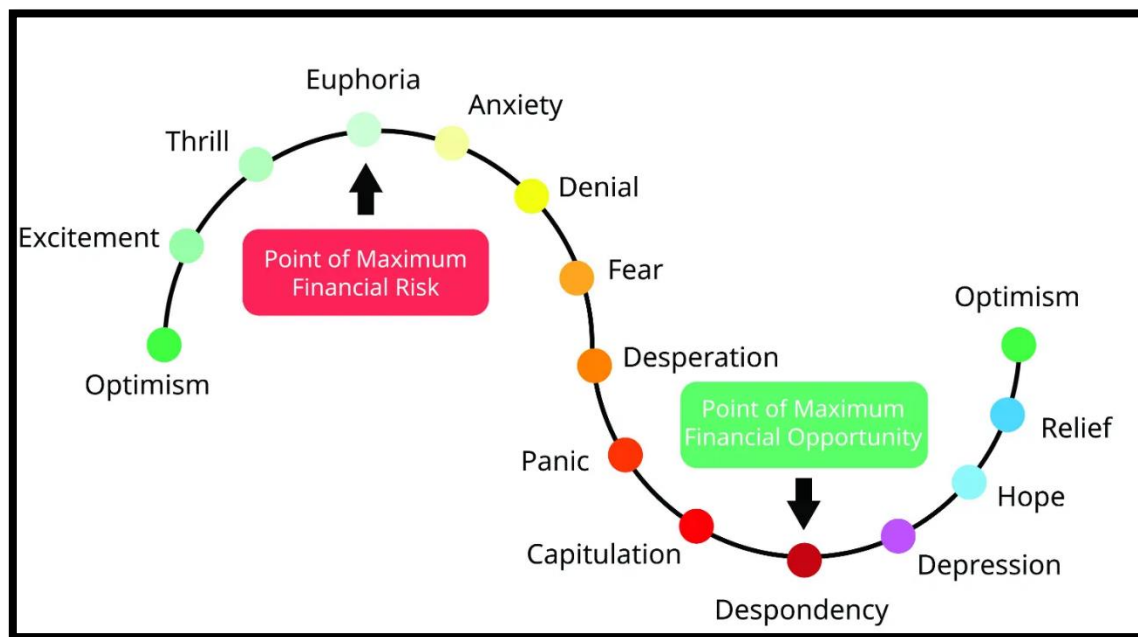


Figure 2: The Market Emotion Cycle

4. METHODOLOGY

With the support of an experiment, the effects of emotional marketing on customer purchasing behavior are investigated. This survey, which is divided into four parts, is illustrative in nature and generally based on pertinent data. An online survey is used to collect data for an overview, which is a quantitative analysis completed with the use of a questionnaire. All of the questions were prepared as five-point Likert scales. Each module is based on a comparable Likert scale model that we used to compile information about consumers' purchasing habits and the important role emotions play in those behaviours.

Test items from the survey include things like "You look up a brand before buying something," "Does orientation play a significant role in expressing emotions," and "Do emotions play a significant role in buying behavior," among others. Segment information, which includes each person's age, orientation, occupation, and salary, is included in the main module. The importance of consumer behavior is highlighted in the next module, when we shall discover what makes people buy things. The third module highlights the feelings that most customers experience when making a purchase. Questions about emotions and consumer behavior, such as what emotional marketing means for customer behavior, are covered in the fourth module.

These many modules consist of 28 questions that were taken as an online link. A total of 190 cases were collected, and these were used to analyze and interpret how emotional marketing influences customer behavior. In order to ensure test size, G*Power programming was used. Alpha is .95 and impact size (f^2) is 0.15. There are twelve indications. As a non-probabilistic process, the comfort inspecting technique was applied to the information assortment. Since the testing blueprint included all adult buyers, the population was infinite. Relapse was carried out on the components. Twelve proclamations were used to estimate the dependent variable, which was consumer behavior. One additional set of 12 elements (EM1 to EM12), which served as the autonomous factors, was used to estimate emotional marketing. The application used for the factual analysis was IBM SPSS 20.

5. DATA ANALYSIS AND INTERPRETATION

The accompanying statements (combined impact of the relative number of items calculated independently) were used to study consumer behavior (CB).

Statements about Consumer Behavior:

CB1: Prior to purchasing a goods, you consider the brand.

CB2: The kind of commercials that stick in your memory.

CB3: Purchased a product after being persuaded by marketing or promotions.

CB4: The impact of celebrity endorsements on consumer product acquisition.

CB5: The store where you prefer to buy the goods.

CB6: The reason behind a purchase.

CB7: Have faith in word-of-mouth advertising.

CB8: Sensation when a product isn't accessible both offline and online.

CB9: You try to purchase the specific product after waiting.

CB10: Intention to repurchase a dissatisfied product.

CB11: Considerations for returning an unsatisfactory product.

CB12: devotion to a particular brand.

Table 1: Emotional Marketing and Consumer Behavior Regression Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin Watson
					R square Change	F Change	df1	df2	Sig. F Change	
1	.744a	.552	.520	.29534	.552	18.532	14	174	.000	1.840

The effects of emotional marketing on consumer behavior that lead to relapses are discussed in Table 1. The data indicates that consumer behavior was influenced by emotions; the R square value of .552 (57%) indicates this. The crucial value is less than 0.7%. The various emotional factors that influence customer behavior are EM1 through EM12.

Table 2: Emotional Marketing and Consumer Behavior: An ANOVA Table

Model	Sum of Squares	df	Mean Square	F Value	Sig.
1	Regression	19.348	15	1.530	18.532
	Residual	16.003	175	0.089	
	Total	35.351	190		

The ANOVA of emotional marketing on consumer behavior is presented in Table 2, indicating that emotions do have an impact on behavior as indicated by the high F esteem of 17.5%.

EM1: An important factor in consumer behavior is emotion.

EM2: Typical feelings that you experience.

EM3: A significant factor in displaying emotions is gender.

EM4: The type of feelings you go through when purchasing a product.

EM5: Intention to buy a product that has a bad reputation.

EM6: Talking to your loved ones about your painful experiences.

EM7: A kind of feeling frequently expressed to friends and relatives.

EM8: Exchanging insights about somewhat extreme products.

EM9: Attempts that provide you joy.

EM10: How stress affects your shopping habits.

EM11: The impact of your favorite brand's new packaging.

EM12: Switch to a different brand when your preferred brand's packaging changes.

Table 3: Consumer behavior and the emotional marketing coefficient.

Model B		Un standardised Coefficients		Standardised Coefficients	t	Sig.
		Std. Error	Beta			
1	(Constant)	1.163	.204		6.749	.000
	EM1	.047	.030	.089	2.554	.125
	EM2	.010	.029	.019	.322	.750
	EM3	.003	.019	.005	.047	.966
	EM4	.028	.016	.103	2.890	.063
	EM5	.042	.019	.129	3.384	.020
	EM6	.115	.024	.280	6.073	.000
	EM7	.110	.017	.384	8.197	.000
	EM8	-.004	.023	-.007	-.096	.927
	EM9	-.004	.022	-.008	-.114	.913
	EM10	.014	.020	.037	.636	.529
	EM11	.100	.018	.330	7.080	.000
	EM12	.123	.029	.246	5.420	.000

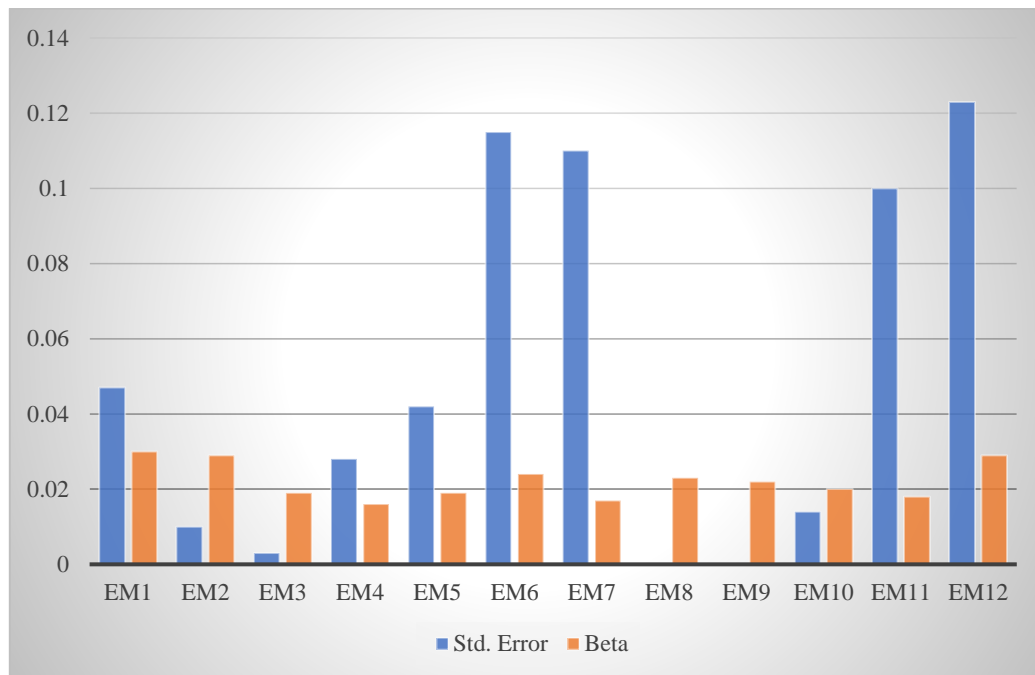


Figure 3: Consumer behavior and the emotional marketing coefficient.

The relapse analysis of emotional marketing's impact on consumer behavior is covered in Table 3. The results indicate that emotions have a significant role in consumer behavior. Examined were various emotions that might affect the behavior of consumers. This is important because the findings reveal a few fascinating facts about how emotions influence purchasing decisions. The image of a brand matters. It elicits strong feelings that influence decision-making. Post-purchase behavior is quite important; people may wish to tell loved ones about their shopping experience, which has a significant influence on their decision to make another purchase. Bundling also says a lot about the brand. Any suggested changes to the bundling should be carefully considered because people may find it difficult to associate the new bundling with the previous brand and may choose to switch to a different one as a result. Buyers may find this to be an emotionally charged matter. A few other things weren't so big and didn't influence customer behavior. Either way, the model is essential in general.

6. DISCUSSION

Emotions play a major role in consumer behavior because they influence people to accept or reject a certain product. Nowadays, brands are trying hard to build an emotional connection with their target audience because this form of

relationship lasts longer and helps with branding consistency. In order to make lasting altruism, brands must adapt to the state of the market and implement strategies that will significantly impact customers. The most effective strategy used by businesses these days to set themselves apart from their competitors and successfully instil enthusiasm in their customers is emotional marketing. The more positive feelings a customer experiences after a purchase, the greater the likelihood that they would fervently promote the brand informally. Brands can alter consumers' perceptions, significantly influence them, and improve their experiences by skilfully applying emotional marketing, which ultimately helps to construct a brand image in the minds of the target audience.

Even though it seems simple, it is quite challenging for brands to consider all points of view when creating an emotional goal; this includes social, political, and other beliefs. We frequently see that adding a little comedy to advertisements helps viewers remember them for longer. Additionally, building a brand image and increasing brand value heavily depends on customer loyalty. When it comes to their purchasing ideas, shoppers often base their decisions on their personal experiences, feelings, and opinions surrounding that particular brand. One such successful strategy that businesses now employ often is viral marketing, in which a passionate advertisement centered around a particular product creates such a mental image in the mind of the consumer that the mission will firmly affect the consumer's emotions and will impact a large number of people in an extraordinarily short amount of time. Even while we consider testing primarily from these perspectives, fMRI (feasible attractive reverberation imaging) techniques help us understand how the brain moves when we experience particular emotions like as joy, anxiety, and fury.

Similar observations were also made using electrodermal reactions, skin guides, and eye-following techniques. The organizations find it practically impractical to use these strategies on every client since they require clinical guidance and information. The simplest method would be to conduct research before mailing products so that we could evaluate different emotions based on how most people responded. Additionally, feedback from customers after a purchase would help businesses better understand their clientele. By employing these effective strategies, brands are able to identify their target market and strategically plan their marketing campaigns, selecting the emotions they want to appeal to. Well-known brands gained their reputation and recognition only because people associated them with positive emotions, such as happiness, enthusiasm, or energy, or because buying those products made them feel proud of their social standing.

7. CONCLUSION

The evaluation of emotional marketing tactics and how they influence consumer behavior draws attention to the important role that emotions play in the marketing industry. In order to effectively communicate with consumers' emotions, marketers must select the target market using adequate statistical surveying; doing so will benefit both the brand and the target audience. Consumers' feelings toward a brand are known as trust, and they serve as the rationale for why they eventually come to favour that particular brand over others. Marketers should exercise caution when combining these feelings since negative feelings will impact customers more strongly and result in horrible verbal exposure. It is definitely difficult to consolidate a good attitude because not all customers have the same trigger points for happy feelings; for some, it may be the item, for others, it could be the assistance they desire, and for still others, it could be the ingredients or fixes. Customization achieves this goal in these situations. Positive feelings are reinforced in clients when you understand them, their needs, and provide just what they require. Feelings of optimism would be persistent, resulting in stability. In order to provide these excellent forms of support, organizations must maintain coordinated communications both within and outside of the associations, which will enable them to achieve favourable results. Generally speaking, the atmosphere of the store also affects the emotions of the customers; a spotless and ideal environment makes them feel better and positively influences them, but a disorganized or confusing layout may have the opposite effect.

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