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A perception study on the impact of emotional marketing on consumer behaviour

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Abstract

In making purchases, emotions play a significant role. In both social and professional situations, rational and emotional factors work together to affect choices and decisions. This essay examines how consumer behaviour is impacted by emotional marketing as well as how customers' decision-making is impacted by emotions. 150 samples were drawn at random from a questionnaire in order to determine how customers react to various emotions. There were questions about how emotions affect people in different contexts, what emotions people frequently experience, and how they feel after making a purchase. The estimated findings revealed that emotions have a significant impact on consumer behaviour and depend on the individual's current state of mind and past experiences. Even though research demonstrated that emotions had an impact on consumer behaviour, this conclusion was entirely subjective because everyone experiences a range of emotions as a result of their unique set of life events. Practically, it is impossible to meet all of the emotional needs of a customer. Future studies can concentrate on different emotions and the behavioural factors that may have an impact, and a cross-sectional study can be carried out. Instead of relying on the consumer's attitude at the time of purchase, it would be wiser to use advertising and brand image to affect consumers' emotions.

Keywords: advertisement, brand management, consumer behaviour, emotional marketing, purchases

Introduction

Consumer behaviour is significantly influenced by emotions. People use their emotions to decide whether or not to buy a product. The issue is that once an impression is established, whether positive or negative, it will stick with customers longer and have an impact on them whenever they consider making another purchase. They will be emotionally impacted by every commercial they see and colour they take in, which will urge or dissuade them to buy or not buy a product. Audiences are more personally and humanly connected to brands through emotional marketing. People now have much easier access to all brands because of the introduction of new media platforms and channels. A company's identity can be expressed through emotional marketing. People purchase promises about their future feelings with a product, not the actual commodity itself. This sentiment could be strengthened with emotional marketing. "Emotional marketing refers to marketing and advertising efforts that primarily use emotions to make your audience notice, remember, share, and buy your product," says a marketing expert. It often focuses on just one emotion, like fear, wrath, sadness, or happiness, to provoke a reaction from the consumer. Decker, paragraph, says The marketer considers the consumers' emotions and uses those emotions to sell things in their communication pitch. A further benefit of emotional branding is that it distinguishes one company from others and fosters brand loyalty over time (Hammond, 2011). Deeper associations with the audience might be formed thanks to emotional marketing initiatives. The campaign also motivates people to take action, which is a bonus. Knowing what inspires their target market allows firms to harness those motivating feelings to boost sales and increase client loyalty.

Our unconscious is merely one place where emotions are involved. also influence the way we consciously think about things, services, and branding. Our behaviour is largely influenced by our emotions. everyday choices. To-buy and not-to-buy decisions are also included (Pawle & Cooper, 2006) ^[11]. Emotions urge us to choose the companies that stand out. The brand may therefore emotionally connect with the consumers by focusing on the emotions of the target group or population, which shows a very strong connection.

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High retention and loyalty rates will follow from this. "Neuro-imagery scans show that when consumers evaluate brands, they use their emotions, based on personal feelings and experiences, rather than information about the brand, such as features and facts."

The most crucial component of a successful branding strategy is establishing an emotional connection with the consumer. A brand's reputation is greatly influenced by word-of-mouth. Whether it's a business, a product, or a service, word-of-mouth will directly influence individuals in either a positive or negative way.

The word-of-mouth recommendation of family and friends, or earned media, is trusted by 92% of consumers, according to Nielsen's Global Trust in Advertising report, 2012 (Nielsen.com, 2012, para. 2). In addition, 74% of the consumers polled in 56 countries identified word-of-mouth as the major influencer in their purchasing decisions. Positive and negative word-of-mouth have varying emotional and fulfilling qualities. Negative word-of-mouth is more emotional and unsatisfying than positive word-of-mouth. Consumers who had a negative encounter with a good or service were more inclined to voice their feelings and pass along their unpleasant experiences to others more quickly. Even people who learn about the information take the bad publicity seriously and develop a bad feeling towards the brand. In a competitive world, emotional marketing techniques aid businesses in standing out from the competition. It has a significant impact because it challenges the audience to think and behave in novel ways. The audience's dreams and desires are most frequently tapped into. Emotions are intricate, and they have evolved over time to accommodate the shifting social landscape. Give your customers a compelling, emotional reason to invest in your brand, according to Bowman (2018, para. 2); otherwise, they won't become as effective brand ambassadors. Thus, emotional marketing accomplishes the goal of engaging with the disenchanted client in a more fruitful way and leaves more lasting impressions. In the eyes of the customer, it definitely makes the brand sustainable.

The primary goal of the study is to demonstrate how emotions influence consumers' purchasing decisions. As a result, emotional marketing aids businesses in fostering customer loyalty and trust since consumers' emotions persist longer after they are felt than before.

Literature review

Emotions have an impact on decisions regarding purchasing behaviour. Eventually, every item on the shelf will make every effort to attract shoppers' attention. It can be something else, like the packaging colour or the brand logo. The likelihood that a buyer will purchase a product increases with the amount of attention it receives. In this section, consumer preferences are covered. According to Klemen, Nagy, and Kemeny (2016) [8], hedonic choices result in instant enjoyment from an experience, whereas utilitarian choices place less emphasis on emotional experience. Consumers that make utilitarian choices and only consider brand logos will not be exposed to marketing efficacy.

The cognitive appraisal theory, which makes use of antecedents and appraisals like fairness, certainty, and other concepts, is a tool used to analyse the causes and effects of emotions on consumer behaviour. They noticed certain consumer emotions, such as anger, fear, frustration,

happiness, anxiety, neutrality, and so on, and they studied how consumers made decisions based on how they perceived a product and how they behaved after making a purchase (Watson & Spence, 2007) [13]. Studies and surveys show that word-of-mouth has a significant impact on consumers' purchasing decisions (Aslam *et al.*, 2011; Gellerstedt & Arvemo, 2019) [1, 6].

Buying behaviour, which can be either positive or negative, has a big impact on people's decisions to buy a certain product. Word-of-mouth (WOM) was shown to be nine times more impactful than advertising, and it seemed that negative WOM had a bigger influence than positive WOM (Day, 1997). Finally, researchers found that regular advertising significantly boosts word-of-mouth (WOM), especially when there aren't any other informational resources available. As a result, companies can rely on consumers who are willing to try new items to serve as their major advertising representatives by leaving reviews for those products.

Since no person will have a passion for something unless it has some element of uniqueness, consumers who are passionate about a certain brand might be compared to individuals in a relationship. The following brand passion hypotheses were examined by Bauer, Daniel, and Martin (2007) [3]: brand originality, self-expression of a brand, prestige of a brand, extraversion of customers, good word-of-mouth, and buy intention. The results of the experiments conducted using the proposed hypothesis led to the conclusion that the prestige of the brand has a significant impact on brand passion (Bauer, Heinrich, & Martin, 2007) [3]. We all have different emotions that affect everything we do, including our purchase decisions. People use shopping and spending to control their emotions. For instance, people often eat more when they are depressed or stressed. Some people have feelings that cause them to engage in impulsive shopping behaviours. Some people's emotions towards a wealthy lifestyle lead them to spend money on shopping. The idea of regulating emotions through food followed. According to studies, the majority of people buy goods to mask their emotions. Additionally, this may be used by people to strengthen and maintain good emotions (Kemp & Kopp, 2011) [9].

Traditional marketing strategies are gradually becoming obsolete, and experiential marketing is currently popular. Today's marketers place a greater emphasis on the consumer experience and give their feelings and emotions a higher priority. Experience marketing is a fresh strategy that is original and imaginative. Experience marketing uses meaningful and pertinent customer encounters to build a comprehensive, all-encompassing marketing campaign. It should have a surprising element, impart some knowledge, and engage the audience.

Campaigns for corporate social responsibility (CSR) that combine social duty for society with financial success are known as "cause-related marketing." This affects customer behaviour because they think that supporting a company that cares about the community would lead to the delivery of trustworthy goods and services. According to a research hypothesis, consumers' moral identity might be enhanced by emotional brand attachment, which would then increase their propensity to purchase CRM products.

Based on the above literature review, the following objectives are framed:

1. to research the elements that affect customer purchasing

- decisions.
- To research how consumer’s feelings, affect their purchasing decisions
 - to determine how much emotion influences consumer buying decisions.

Methodology

The investigation on the effects that emotional marketing has on questionnaires is used to study consumer purchasing behaviour. This study primarily uses descriptive methods. The survey is broken up into four components depending on primary data. A survey is carried out, the information is gathered online, and a quantitative analysis is performed with the use of a questionnaire. A five-point Likert scale was used to construct all of the questions. Each module is built on the same Likert scale approach, which allowed us to learn more about consumers' purchasing habits and how strongly emotions influence them. The questionnaire includes questions like "You look for brand first before buying a product," "Does gender play a key role in exhibiting emotions?" "Do emotions play a key role in purchase behaviour?" and others. Demographic information, including each person's age, gender, occupation, and income, is included in the first module. Consumer behaviour is emphasised in the second module, where we will learn about the preferences that consumers have while making purchases. The third lesson emphasises the feelings that shoppers often experience before making a purchase. Questions about emotions and consumer behaviour, specifically how emotional marketing affects consumer behaviour, are covered in the fourth module. These modules are all made up of 28 questions that were distributed in the form of links online. 150 samples in all were gathered, and they were used to analyse the effects of emotional marketing

on consumer behaviour. For calculating sample sizes, G*Power software was utilised. Alpha is .95, and the effect size (f2) is 0.15. Twelve predictors are present. As a non-probabilistic strategy, convenience sampling was employed for data gathering. This population was unbounded because the sampling frame encompassed all adult purchasers. On the variables, regression was run. The dependent variable was consumer behaviour, and 12 statements were used to gauge it. Twelve additional variables (EM1 to EM12), acting as independent variables, were used to measure emotional marketing. The software for statistical analysis was IBM SPSS 20.

Data analysis and interpretation

Consumer behaviour (CB) was assessed on the following statements (combined effect of all the statements measured separately).

Consumer Behaviour Statements:

- CB1: Before buying a goods, you look at the brand.
- CB2: Kind of ads that leave a lasting impression.
- CB3: Influenced by advertisements or promotions and bought a product.
- CB4: Celebrity endorsements' effect on consumer behaviour.
- CB5: Place you prefer to purchase the products.
- CB6: Motivation for buying something.
- CB7: Believe in word-of-mouth advertising.
- CB8: Feeling experienced when a product is both online and offline unavailable.
- CB9: You wait and attempt to purchase the specific item.
- CB10: Repurchase plans for an unsatisfactory product.
- CB11: Considerations for repurchasing an unsatisfactory product.
- CB12: Devotion to a specific brand.

Table 1: Regression Results of Emotional Marketing and Consumer Behaviour

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	.742 ^a	.550	.519	.29533	.550	17.53	12	172	.000	1.838

a. Predictors: (Constant), EM12, EM4, EM9, EM11, EM5, EM7, EM6, EM2, EM10, EM8, EM1, EM3; EM: Emotional Marketing; Dependent Variable: Consumer behaviour (CB)

Table 1 shows how emotional marketing has affected customer behaviour through regression. With a R square value of .550 (55%) and being significant, it demonstrates how emotions affected consumer behaviour. Less than 0.5% constitutes the important value. The many emotional factors EM1 to EM12 that affect consumer behaviour.

Table 2: ANOVA Table of Emotional Marketing and Consumer Behaviour

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.347	12	1.529	17.530	.000 ^b
Residual	15.001	172	.087		
Total	33.348	184			

b. Dependent variable: Consumer behaviour

Table 2 indicates the ANOVA of the impact of emotional marketing on consumer behaviour; in other words, there is a relationship between emotions and consumer conduct because the F value is significant at 17.5%.

*EM: Emotional marketing

- EM1: Emotions play a key role in purchasing behaviour.
- EM2: The emotions you frequently experience.

- EM3: Emotional expression heavily depends on gender.
- EM4: The feelings you have when purchasing a goods.
- EM5: Purchase intent for a product having a poor reputation.
- EM6: Sharing emotional experiences with your friends and family.
- EM7: Type of emotion often shared with family and friends.
- EM8: Discussing usage of relatively extreme items.
- EM9: Attempts that make you happy.
- EM10: Stress from shopping has an impact on you.
- EM11: Impact of your favourite brand's packaging changing.
- EM12: Change to a different brand when your preferred brand's packaging changes.

Table 3 shows how emotional marketing has an impact on consumer behaviour through regression analysis. The findings show that feelings are quite important in shaping our buying habits. There has been research done on a variety of emotions that may affect consumer behaviour. EM5, EM6, EM7, EM11, and EM12 are the major emotional marketing components at the 95% level of significance. This

is crucial because the findings provide some intriguing information about how emotions influence purchasing choices. Image of the brand matters. Relevant emotions are evoked, which can affect decisions. In addition, packaging says a lot about the brand. Any proposed change in packaging should be carefully considered because consumers may find it challenging to associate the new packaging with the previous brand and may therefore choose a different one. Buyers could find this to be a sensitive subject. Other items weren't important and didn't influence consumer behaviour. The model is significant overall nevertheless.

Table 3: Coefficient of Emotional Marketing and Consumer Behaviour

Model B	Unstandardized Coefficients		Standardised Coefficients	t	Sig.
	Std. Error	Beta			
(Constant)	1.161	0.202		5.747	0.000
EM1	0.045	0.029	0.087	1.552	0.123
EM2	0.009	0.027	0.017	0.320	0.749
EM3	0.001	0.017	0.003	0.045	0.964
EM4	0.026	0.014	0.101	1.889	0.061
EM5	0.040	0.017	0.127	2.382	0.018
EM6	0.113	0.022	0.279	5.071	0.000
EM7	0.108	0.015	0.382	7.195	0.000
EM8	-0.002	0.021	-0.005	-0.094	0.925
EM9	-0.002	0.020	-0.006	-0.112	0.911
EM10	0.012	-0.018	0.035	0.634	0.527
EM11	0.099	0.016	0.329	6.079	0.000
EM12	0.121	0.027	0.244	4.419	0.000

b. Dependent variable: Consumer behaviour (CB).

Discussion

Consumer behaviour is greatly influenced by emotions, which cause people to purchase or pass on a certain good. Since this kind of bond lasts longer and promotes brand loyalty, brands are working hard these days to establish an emotional connection with their target audience. Brands must respond to market conditions and put strategies in place that will have a positive impact on consumers and build trust over time. The most effective tactic used by businesses today to set themselves apart from the competition and arouse passion in their consumers is emotional marketing. The greater the likelihood that a customer will positively spread the news about a company, the happier their purchasing experience makes them feel. By effectively utilising emotional marketing, brands can alter consumers' perceptions, favourably impact them, and improve their experiences. This ultimately helps to build a favourable brand image in consumers' minds. Creating an emotive campaign may appear simple, but it's not that simple; marketers must take into account a variety of factors, including social, cultural, and political factors. We frequently see that adding a touch of humour to commercials helps people remember them for longer. Furthermore, developing a brand's image and increasing brand equity heavily rely on customer satisfaction. When it comes to their buying behaviour, consumers frequently base their decisions mostly on their own experiences, feelings, and memories related to a given brand. One such effective tactic that businesses now frequently employ is viral marketing, in which ferocious advertising about a specific product creates such an image in the consumer's mind that the campaign will have a significant emotional impact on

the consumer and will influence a large number of people in a very short amount of time. While we consider conducting practical experiments on these issues, fMRI (functional magnetic resonance imaging) techniques enable us to track changes in brain activity as a result of various emotions, such as happiness, sadness, and rage. The same was recorded using eye tracking, electro dermal reactions, and skin conductors as well. Since these procedures require medical assistance and expertise, it is practically impossible for businesses to perform them on every customer. The simplest method would be to conduct a poll before the release of a product, which would allow us to assess various emotions based on how most respondents responded. Additionally, companies would benefit from receiving post-purchase feedback from customers to better understand their demographic. Brands can learn more about their target market by employing these useful techniques, and they can then design their advertising campaigns and choose which emotions to appeal to. Famous brands only attained their notoriety and reputation due to emotional connections that customers had with them, which may have brought them joy, pleasure, or elation, or because of the sense of community pride that came with purchasing that product.

Conclusion

Consumers are impacted by emotions in a variety of ways, starting from the moment they consider the need for a certain product to the time they research it, acquire it, and finally behave afterward. All of these are based on the feelings a consumer has for a particular brand. It was clear that people are more likely to purchase goods from companies or organisations that practise corporate social responsibility in the hopes that the goods and services offered by that particular brand will be advantageous to both customers and society. The emotions that buyers experience while making a purchase also influence their behaviour afterward. Customer satisfaction alone could elicit favourable feelings in customers, leading to favourable behaviour, primarily in the form of word-of-mouth. Marketers must choose the right target market by carrying out appropriate market research in order to appeal to consumers' emotions. This will benefit both the brand and the customers. Consumers' feelings of trust towards a brand are what cause them to stick with it over time as their only preferred option. Marketers should exercise caution when combining these feelings because negative feelings will have a more negative influence on consumers and generate poor word-of-mouth. It is quite challenging to incorporate a pleasant emotion because not all consumers have the same emotional triggers; for some, the service, for others, the product, and for yet others, the attributes or ingredients may be appealing. In certain circumstances, customization aids in achieving this goal. It helps to instil pleasant sentiments in clients by being aware of their needs and wants and giving them exactly what they want. Positive feelings would last a long time and produce loyalty. In order to deliver such superior services, businesses should maintain integrated communications both within and outside of their organisations. This will aid them in getting the results they want. The physical atmosphere of the store frequently has an impact on customers' emotions. While a disorganised or confused layout may have the opposite effect, a clean and hygienic setting makes people feel better. Every little thing might affect individual customers differently when it comes

to emotions. Through promotional activities, we will be able to communicate with consumers in a way that will serve as motivational drivers and inspire them to feel good about the brands. Therefore, brands today are focusing more on influencing their target customers than differentiating themselves from the competition because those traditional marketing strategies no longer work. Instead, drawing in and influencing consumers will have a positive impact on developing a brand's image, identity, and loyalty, which will ultimately lead to increased revenue.

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