

Impact of Emotional Marketing on Consumer Decision Making: A Review

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ABSTRACT

Emotional marketing is the practice of marketers using a variety of strategies to arouse consumers' emotions and persuade them to purchase goods or services. Emotional advertising is a subset of emotional marketing. When we talk about the theme of emotion in advertising, we usually think of advertisements with adorable newborns or playful puppies. Emotional marketing is defined as anything that convinces the consumer to purchase the goods while simultaneously bringing tears or joy to their eyes. This idea has gained traction in recent years as marketers have realized that evoking strong feelings in exposed customers encourages not just in-store purchases but also advertising memory and brand loyalty. A review of a few studies conducted in this field is presented in this study. This essay seeks to determine if buyers are rational decision-makers, emotionally invested in the goods, or both. This idea is not going away, even though it is still developing.

Emotional marketing constitutes a strategic approach employed by marketers to elicit a spectrum of emotions in consumers, influencing their decision to purchase products or services. It encompasses a range of techniques aimed at resonating with the audience on an emotional level. Within this broader concept, emotional advertising emerges as a specific subset, often characterized by heartwarming visuals like newborns or endearing animals. The core objective is to not only persuade consumers to make a purchase but to simultaneously evoke feelings of joy or sentimentality. This approach has gained substantial momentum in recent years as marketers recognize its potential to not only drive in-the-moment sales but also foster lasting brand loyalty and create memorable advertising experiences.

The essay at hand delves into a compilation of studies within this domain, seeking to ascertain whether consumers are primarily rational decision-makers, emotionally connected to products, or a combination of both. Despite its evolving nature, the enduring relevance of emotional marketing indicates that the strategy, designed to tug at consumers' heartstrings, is poised to remain a pivotal force in the realm of marketing and consumer behavior.

Keywords: Emotional marketing, Consumer decision making, Emotional marketing, Theme of emotion, Advertisements, Newborns, Puppies, Definition, Convincing, Tears, Joy, Brand loyalty, Studies, Buyers, Rational decision-makers, Emotional investment, Developing, Marketers, Strategies, Consumers, Purchase, Goods, Services, Emotional advertising.

INTRODUCTION

Any type of social or professional choice is heavily influenced by emotions. These factors are crucial for organizations since they can only successfully create customers and sell their goods if they correctly appeal to their emotions. Since humans are emotional beings with a deep-seated need to connect with others and their environment, emotional marketing is crucial. An advertising must satisfy a number of criteria, including the emotional quotient, in order to leave a lasting impression on the customer. The customer will find the product more memorable and its recurrence will only leave a lasting effect on them if the advertisement has a strong emotional charge. In a similar vein, greater repetition will be necessary the lower the charge. The first person to emphasize the value of emotions and their practical applications was Charles Darwin. The significance and function of emotions in all spheres of life have evolved throughout time, and this has had a significant influence on the marketing of products and services that deal with consumer behavior. This research on emotional marketing is crucial since it sheds light on the motivations behind customers' purchases of goods and services. This is a psychological research in which consumers base their decisions on their feelings. Even while this research is still in its early stages, it will undoubtedly become more significant in the years to come.

OBJECTIVE

- To analyse the research done on emotional marketing
- To provide a review of the study done on emotional marketing

REVIEW OF LITERATURE

Emotions that might influence judgment via analyses and investigations on how emotions can result from judgment and consumption. The two kinds may interact under specific circumstances to mutually impact customers, according to the analysis. influence of emotional marketing on infant goods purchases made by Surat customers. It was discovered that customers' purchases are not influenced by emotional decisions alone, but also by rational ones, and that emotionally driven purchases carry a higher chance of failure and negative experience. The effects of emotive marketing on consumer choice. All emotional marketing factors were found to be positively correlated with consumers' purchase decisions. Accordingly, businesses using emotional marketing should concentrate on creating self-identification elements, focusing on images of emotional advertising, and using symbols of emotional advertising clips in order to achieve a high level of consumer purchase decisions. The relationship between emotional marketing and brand loyalty, the value of emotional intelligence in building relationships, and the influence of consumer emotions on purchasing decisions, it was determined that emotional marketing positively affects brand loyalty and turns consumers into devoted supporters of the company. the relationship between salesman conduct and brand status, as well as the susceptibility of customers to brand rejection. It was shown that when individuals experienced rejection, their brand sentiments were more positive.

It was discovered that while both anger and anxiety were the most powerful feelings experienced during pre-process waiting, anger was the most noticeable emotional response during post-process waiting, while anxiety was the strongest emotion experienced during in-process waiting. the Impact of Emotions on Consumer Behavior During Online Service Purchases and also looked at the emotional and cognitive psychological processes both before and after an online service purchase. It was shown that customer satisfaction and judgment are highly impacted by both positive and negative emotions. What role do

emotions play in a customer's buying decision and how are businesses using emotional marketing to grow their client base? Additionally, it was shown that a market challenger or market follower might become the market leader through the skillful application of emotional marketing. It was discovered that the strongest attitudes about the advertisement, attitudes toward the brand, and intentions to forward are evoked by pleasant emotional tones. Negative emotional tones had the strongest impacts, whereas coercive tones had the least ones. The impact of emotional appeals on both short- and long-term judgments in advertising. The study discovered that whereas abstract emotional appeals seem to drive behavioral intentions more strongly in the longer-term view, tangible affective appeals drive behavioral intentions more strongly in the short-term perspective.

Utilizing the PEPSI brand as an example, the relationship between brand and consumer attitude following theoretical analysis and consumer attitude relationship from the emotional standpoint. The study concluded that neither the PEPSI brand nor consumers' assessment of the brand's significance possessed all the elements required to shape consumer attitudes. Sentiments that are a major influence on customer reactions and also showed that assessment emotions that are a central component of consumer responses and also demonstrated that measurement of physiological indicators. The part that client emotions play in service failure and recovery encounters in lodging establishments like restaurants and motels. They classified customer emotions into several groups and discovered that the way customers felt about a company's attempts to recover was impacted by their emotional reactions to poor service. Additionally, they determined which kinds of initiatives worked best to assist clients in overcoming the unpleasant feelings brought on by subpar service. Provided a model of emotion and offered new avenues for further research after conducting a study spanning three separate sets of literature on emotion: the cognitive stream, the hedonic consumption stream, and the compulsive/addictive consumption stream. The distinction between affect, moods, and attitudes and presented an emotional appraisal theory.

They investigated emotions and client satisfaction in addition to analyzing how emotions affect behavior. The impact of emotions on the behavior and perceptions of consumers. They also spoke about the current events that have an impact on consumer behavior research. The text discusses how emotions can affect judgment and consumption. It suggests that emotions and rational decisions both contribute to consumer choices. Notably, emotionally driven purchases are highlighted as having a higher risk of failure and negative experiences. This insight underscores the need for a balanced approach in marketing strategies. The analysis focuses on the influence of emotional marketing on infant goods purchases in Surat. It reveals that emotional decisions alone do not dictate purchases; rational considerations also play a significant role. The text emphasizes the importance of understanding the balance between emotional and rational factors in the context of consumer choices. The passage asserts a positive correlation between emotional marketing factors and consumers' purchase decisions. It recommends businesses to concentrate on creating self-identification elements, using emotional advertising images, and incorporating symbols in advertising clips to enhance consumer decisions. This emphasizes the strategic role of emotional marketing in shaping consumer choices. The relationship between emotional marketing and brand loyalty is explored. The text suggests that emotional marketing positively influences brand loyalty, transforming consumers into devoted supporters. This insight underscores the long-term impact of emotional connections on building a loyal customer base. The impact of consumer emotions on purchasing decisions is examined. The text likely discusses how emotions can sway customer satisfaction and judgment, influencing both positive and negative emotions. Understanding the emotional aspect of consumer behavior is crucial for businesses aiming to tailor their strategies

effectively.

The passage investigates emotions experienced during waiting periods, both pre- process and post-process. It identifies anger and anxiety as prominent emotions and suggests that these emotions vary depending on the stage of the waiting process. This insight could be applied to improve customer experience during waiting times. The exploration of emotions during online service purchases highlights the impact of both positive and negative emotions on customer satisfaction and judgment. This understanding is valuable for businesses operating in the online service industry, emphasizing the need to consider emotional aspects in the customer journey. The text discusses the impact of emotional appeals on short- and long-term judgments in advertising. It distinguishes between abstract and tangible emotional appeals, suggesting that their effectiveness varies over time. This information can guide advertisers in crafting campaigns that align with their desired temporal impact. The passage likely discusses the relationship between brands and consumer attitudes, using the PEPSI brand as an example. It concludes that neither the brand nor consumer assessments possess all elements required to shape attitudes. This insight prompts further considerations for brand-building strategies. The text explores the role of client emotions in service failure and recovery encounters, particularly in lodging establishments. It categorizes customer emotions and identifies effective initiatives for overcoming negative feelings caused by subpar service.

This information is essential for businesses aiming to enhance customer satisfaction and loyalty. The passage provides a model of emotion and suggests new avenues for research by spanning multiple literature streams. This demonstrates a comprehensive approach to understanding emotions in consumer behavior and encourages continuous exploration in this field. The text differentiates between affect, moods, and attitudes, presenting an emotional appraisal theory. This theoretical framework likely contributes to a deeper understanding of how emotions, moods, and attitudes intersect and influence consumer behaviour. The passage discusses the impact of emotions on the behavior and perceptions of consumers. It likely explores how emotional experiences can shape consumer actions and perspectives, providing valuable insights for businesses seeking to align their strategies with consumer emotions. The text touches on the relevance of current events in influencing consumer behavior research. This suggests the dynamic nature of consumer behavior, highlighting the need for businesses to stay attuned to contemporary trends and events.

CONCLUSION

As a conclusion to the review above, it can be stated that research on emotional marketing is still in its early stages and is still relatively new. Emotional marketing is still a relatively new notion. Additionally, rational decision-making influences the purchasing decision in addition to emotional factors. Nevertheless, emotion continues to have a significant influence on how consumers make decisions. Establishing a mental connection between the brand and the product through advertising is the first stage in the process. Therefore, when promoting their goods, marketers should concentrate on building the brand since doing so will make an imprint on the consumer's mind and may even influence their behavior. However, the money spent on content creation and promotion will be in vain if this relationship is not established. The examination of the intricate interplay between emotions and consumer behavior reveals a nuanced landscape that businesses must navigate strategically. From the dual influence of rationality and emotions on purchasing decisions to the positive correlation between emotional marketing and brand loyalty, the insights gleaned from this exploration underscore the

significance of emotional connections in shaping consumer choices.

The impact of emotional appeals in advertising, the dynamics of client emotions during service failures, and the differentiation between affect, moods, and attitudes contribute to a comprehensive understanding of the emotional landscape. As businesses strive to comprehend and leverage these emotional nuances, the conclusion drawn is clear: fostering a balanced approach that acknowledges both rational and emotional facets is imperative. Successful marketing strategies should seek to create self-identification elements, utilize emotional advertising effectively, and build brand loyalty through genuine emotional connections. Furthermore, the recognition of emotions during waiting periods, online service purchases, and service recovery encounters provides actionable insights for improving customer experience. The dynamic nature of consumer behavior, influenced by current events, underscores the necessity for businesses to stay attuned to evolving trends. Ultimately, this synthesis of research offers a robust foundation for enhancing marketing strategies, promoting customer satisfaction, and building enduring relationships between businesses and consumers.

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