

A STUDY ON IMPACT OF EMOTIONAL MARKETING ON CONSUMER PERCEPTION OF PRODUCTS

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ABSTRACT

This study was conducted to know how the emotional marketing strategies were impact on consumer buying behavior. This paper also aims to assess the most influential advertising appeal that impacts the buying decisions of the consumers. This is descriptive oriented study; the survey conducted based on questionnaires using a sample size of 60 respondents and their response to different appeals like happy, sad, inspiring, surprise were recorded. Secondary data also used from the deferent online sources. The objective of the study to know about how emotional advertisements are influencing consumer's purchasing decision and to provide some suggestions based on the results of the paper. The results shows that positive impact of emotions like happy, inspiring in influencing the purchase intention of the consumers. The study confirms the positive relationship between emotional marketing and consumer buying behavior.

KEYWORDS: *Emotions, Advertisement, Consumer, Products, Post Purchase Behaviour*

INTRODUCTION

The impact of mass communication is felt all over the globe through advertising, newspaper, internet, music, films, and multiple social media apps. Among these communication tools advertising is the most popularly used method to capture people's attention and has a very good impact on viewer's mind. As a social being, Human emotions play a vital role in every decision made by the individual. Human emotions are considered while making buying decision.

Considering people's emotion many companies adapt the emotional marketing strategy and emotional advertisements to grab customer's attention and make them feel to purchase such products.

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes and preferences affect buying behaviour. Consumer behaviour also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general (brand-influencers, opinion leaders).

DEFINITION OF CONSUMER BEHAVIOUR

According to **Engel, Blackwell, and Mansard**, "Consumer behaviour is the actions and the decision processes of people who purchase goods and services for personal consumption".

CONSUMER PERCEPTION

Consumer perception is the view or interpretation of consumers about something around them, maybe related to products, services, personal finance, job, or the economy. Consumer views are formed through direct experience, advertising, or influencers around them.

PERCEPTION OVER COMPANY PRODUCTS

A positive perception brings benefits to the company, which might be resulted into buying the company's products. Consumers want good quality of products at a reasonable price. That's how; they get good value for their investment.

But, perception is not always related to price and quality. It is also associated with other marketing elements such as availability, access to purchase, corporate image, and supporting services.

ADVERTISEMENT

Advertising is a part within the marketing process that enables companies to promote their products or services to potential customers. Generally, advertising is paid and is accomplished through media space owned by someone else. This can be a TV channel, an influencer's Instagram feed, a newspaper covers or more. The actual manifestations of these promotions are referred to as "advertisements," also known as "adverts" or "ads. A paid announcement, as of goods for sale, in newspapers or magazines, on radio or television, or on the internet's public notice, pamphlets, the action of making a calling to the attention of the public in shopping malls, etc. are forms of advertisement.

Advertising could be a set of promotion mix that is one of the 4 P's in the marketing mix comprising product, price, place and promotion. Advertising could be a promotional strategy utilized in making product awareness within the minds of shopper to require for decision making. It's a communication tool used by marketers. Advertising influences individual's attitudes, behaviour and lifestyle. It is one of the communication tools between the producer and the user of product. For a company product to be a widely known brand, they have to invest more on their promotional activities particularly advertising.

EMOTIONAL MARKETING

Emotional marketing refers to marketing and advertising efforts that primarily use emotion to make the audience notice, remember, share and buy. Emotional marketing typically taps into a singular emotion like, happiness, sadness, anger or fear, to elicit a consumer response.

How Advertisement Effect on Human Emotions

Accordingly, both advertising and marketing companies look for new or improved models, methodologies, indicators, tools, and techniques that can evaluate and predict consumer behaviour based on unconscious emotional responses, making it difficult for customers to hide their true response.

However, in 2014, the Institute of Neuroscience and Psychology published research stating that the distinction between four of these emotions were based on social interactions and constructs. Instead, human emotion is based on four basic emotions: happy, sad, afraid/surprised, and angry/disgusted.

Based on these four categories, in the following ways brands are using emotions to drive awareness and induce buying product:

- Happy
- Inspiration:
- Afraid/Surprise:
- Angry/Disgusted:

REVIEW OF LITERATURE

Ganjawala (2016), this paper focused on impact of emotional marketing on customer purchase decision to baby products in Surath. In this paper it was found that emotionally driven purchase comes with more risk of failure and bad experience and customer purchase is not affected by emotional purchase but rational decision as well.

Khong and Tram (2015) in this research paper the authors found that the study to identify the impacts of emotional marketing on purchase decision. It was found that all factors of emotional marketing were positive association with customers 'purchase decision and so as to achieve high level of consumers' purchase decision, companies employing emotional marketing should focus on symbols of emotional advertising clips, concentrate on more on image of emotional advertising, and create self-identification elements.

Mandina (2014) in this paper the author examined the effect of emotional marketing on brand loyalty and the significance of emotional intelligence on relationship creation, as well as ascertaining the relevance of customer emotions on buying decisions, the study was concludes that emotional marketing had a positive impact on brand loyalty and customers will be turned to loyal disciples of the corporation.

Eckler and Bolls (2013) the study conducted to explore the emotional tone (pleasant, unpleasant coactive) of viral video adds. In this study it was found that pleasant emotional tone elicits the strongest attitude toward the add attitude toward the brand, and intention to forward. And affects were weaker for coactive tone and weakest for negative emotional tone.

OBJECTIVES OF THE STUDY

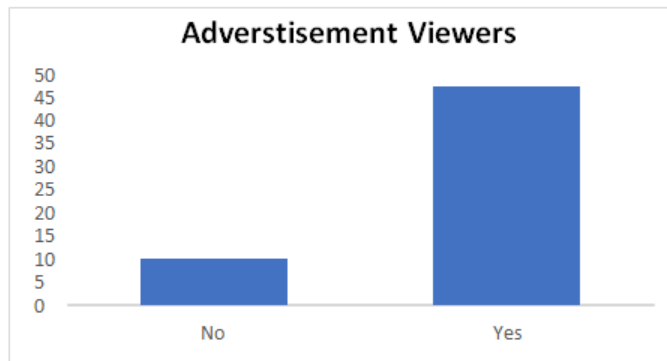
- To understand consumer's perception on advertisement.
- To identify the motive behind the buying behaviour of consumer.
- To know the relationship between consumers buying behaviour and customer value, satisfaction, trust and retention.
- To understand how modern technologies are enabling marketers to better satisfy the needs and wants of the consumers.

RESEARCH METHODOLOGY

Data collection: This is the descriptive analysis; the primary data was collected through a questionnaire sent to respondents who watches T.V to understand the impact of emotional marketing and their perceptions of buyer.

Secondary data also utilized for the study such as research papers and various online data. The sample size of 60 participants was taken through convenient random sampling techniques.

DATA INTERPRITATION AND ANALYSIS



Source: Primary Data

Figure 1: No. of Advertisement Viewers.

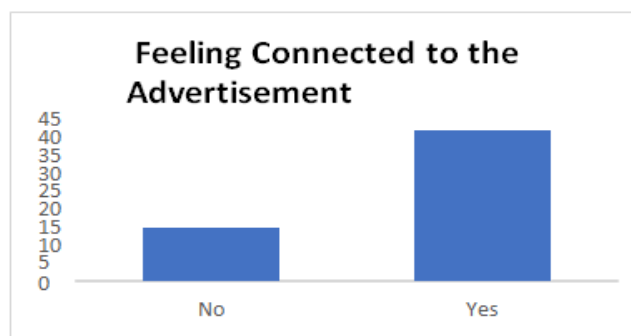
In this survey it found that more than 90% of T.V Watchers are watching various advertisements while watching T.V.



Source: Primary Data

Figure 2: Perception of Audience over Advertisement.

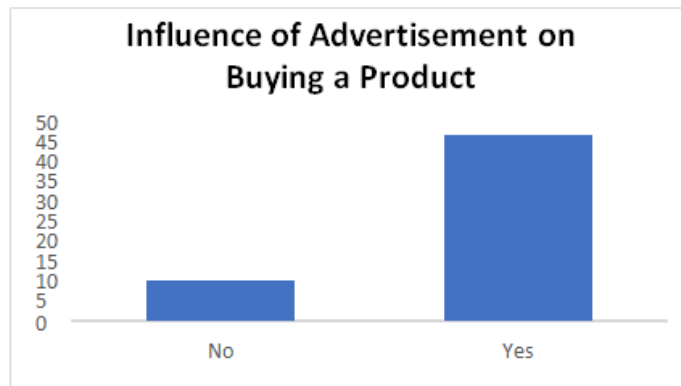
The above graph shows that most of the advertisement viewers were thought to try that product when they saw advertisement on different kinds of modes.



Source: Primary Data

Figure 3: Audience Connections Over Advertisement.

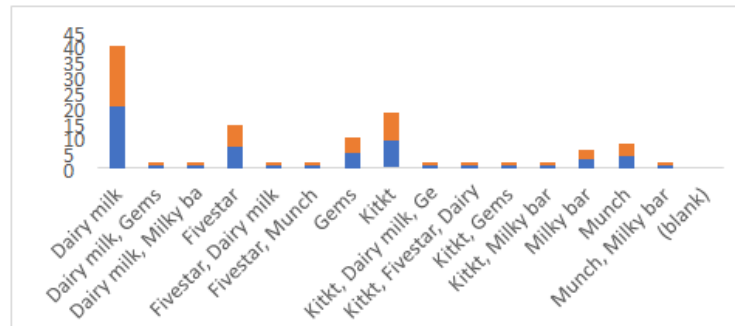
The above diagram represents that most of the respondents are feeling connected when they saw advertisements.



Source: Primary Data

Figure 4: Advertisement Influence Over Buying Decision.

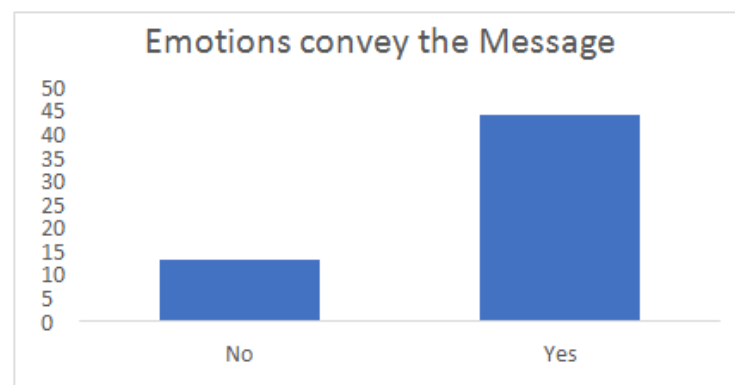
The above graph shows that the advertisements are influencing most of their consumers to buying a product which was shown in a particular advertisement.



Source: Primary Data

Figure 5: Survey Over Chocolate Users.

From the above graph we can notice that most of the respondents are wanted to buy dairy milk chocolate after watching advertisement on diary milk.



Source: Primary Data

Figure 6: Emotions Convey the Message.

Here it can be noticed that the Emotional advertisements are conveying the messages more effectively as compared to other advertisements.

SUGGESTIONS

- An advertiser should be aware of customer's emotions and also plan according to use human emotions in advertisement.
- Advertisers should avoid using images or symbols to promote something that runs contrary to a belief are practice such as alcoholic or gambling products.
- Religion also plays important role in consumer perception. It leads to communal riots so the advertiser should be aware of aware the religious matters.
- An advertisement should not involve too more emotions.
- A marketer should consider current scenario and realistic approach while using emotional advertisement

CONCLUSION

The results of this study have been successfully obtained, firstly to identify what factors of emotional marketing affect consumers perception on advertisements and buying decision through consumer's product perception and brand awareness, secondly to measure direct and indirect effects of independent variables on dependent variables of purchase decision through brand awareness and consumer's perception, thirdly provide recommendation for improving emotional marketing and how to increases the consumer's brand awareness, product perception and purchase buying decision.

Explanations and suggestions given were based on the review of the literature and the findings of the study. The implications of this study provide both theoretical and practical contribution to the field of marketing management and development.

Although this study can be considered as an initiation into measuring the purchase decision through intervening variables, the results of this study showed that not all factors have direct and indirect effects on the purchase decision for several subjective and objective reasons.

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