

## 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 Behaviuor*