



---

## EMOTIONAL MARKETING: SHARING THE HEART OF CONSUMERS

Dr. Parul Deshwal\*

---

**Abstract:** *In the era of Post Modern Marketing the market is getting bombarded with products of numerous features and every marketer wants to find place in the customer's heart. Gone are the days when the tangible aspect of product attribute could influence the mind of the consumer. The marketers find it difficult to position and differentiate their product based on attributes. It is often said that "emotion stimulates the mind 3000 times faster than rational thought". Emotions drive our behavior, the world is driven by emotions. Capturing mind (through traditional marketing) is one thing, capturing hearts is quite another. Some marketers believe that by providing value added products to the customers they will be able to close the deal but they fail miserably, as it does not work every time. Customers do not always behave as a calculating machine. They breathe, weep, enjoy and have a heart which drives with emotions, they always get attracted with the products which make them feel and they get attached with the product emotionally. Eventually Marketers realized that in order to sell the product and make it acceptable amongst the audience, they need to understand key emotions that make the audience connect with the products. Therefore there came a new model in marketing and that is known as Emotional Marketing. This paper focuses on the role of emotions when a consumer purchases a product and how companies are banking on emotional marketing as a tool for increasing its customer base.*

**Keywords:** *Emotions, Emotional Marketing, Customer Driven, Consumer Behaviour.*

---

\*Assistant Professor, Maharaja Surajmal Institute, Janakpuri, New Delhi



## **INTRODUCTION**

Emotions play a very important role in our lives. They enrich our waking moments with either a pleasant or an unpleasant quality. Cacioppo writes that “emotions guide, enrich an ennobled life; they provide meaning to everyday existence; they render the valuation placed on life and property” (Cacioppo et al. 2001 p. 173), which illustrates that also the relationship with our physical world is emotional. Some purchases are made by consumers simply for the “fun and joy of use”. Sometime the emotion of “Joy of Use” has a whole variety of implications. Knowledge of the process of emotion, i.e. how emotions are evoked, can enhance our understanding of what makes us enjoy interacting with a computer or, for that matter, with any other kind of product. So far, however, little is known about how people respond emotionally to products and what aspects of design or interaction trigger emotional reactions. In this fast changing world, emotional factors are important as classic functional aspects of customer purchasing behavior. Enterprises want to establish with the customer an emotional channel of trust and mutual collaboration. Nowadays, the most important aspect on the product sell is the relationship that the consumer establishes with the brand and the emotions that the product/service communicates. In luxury goods, the emotional aspects as brand, uniqueness and prestige, are more important than rational aspects such as technical, functional or price. In this case customer is happy to buy a product, although very expensive. It is interesting to analyze and process, for business goals, these emotions and extract them from any type of format. Emotion technology is an important component of artificial intelligence. Many kinds of physiological characteristics are used to extract emotions, such as voice, facial expressions, hand gestures, body movements, heartbeat, blood pressure and textual information. The facial and the verbal language can reflect the outside deepest emotions: a trembling voice, a tone altered, a sunny smile, the face corrugated.

## **LITERATURE REVIEW**

In the 800 years, Charles Darwin was the first to provide strong basis for emotions, indicating their significance, their adaptive value, their utility and communication. Darwin believed that many of the facial expressions of emotions, have an adaptive significance (in evolutionary terms), that serve to communicate something. A person, without words, tells to others what she feels in that moment: sad, happy, scared, etc.. For example the fear is an



emotion that often indicates an hazard and it is useful to communicate to others. The emotions are also linked to physiological aspects. Emotion is even cry, breathe more deeply, sweat, etc. Darwin has split the emotions in their basic aspects, expressions and meanings. Darwin was the first author who studied emotional evolution on infants and children. The emotions may be more or less undifferentiated at the beginning. The infant can only feels pleasure or pain, good or bad but after, in the growth, the emotions become increasingly sophisticated and they refers to inner states of mind. Darwin, in the book “The expression of emotions in humans and animals” says that also animals feel emotions: they have neural circuits, reactions and human similar behaviors. An interesting early work on the emotions was that one of Ortony. From this work, through componential analysis, other authors constructed an exhaustive taxonomy on affective lexicon.

According to Osgood an emotion consists of a set of stages: stimulus (neural and chemical changes), appraisal and action readiness. Stimuli that cause emotional processes are of three basic types: events, agents and objects corresponding to three classes of emotions: satisfied/ unsatisfied (reactions to events), approve/disapprove (reaction to agents), appreciate/depreciate

(reaction to objects). The emotional stimuli are simultaneously sent from the thalamus to the associative cortex, where they are processed in a slower but more refined way. At this point, according to the assessment, a type of response, considered most appropriate to the situation, is given. Two factors that emerge permanently are those related to signals of pleasure and pain and

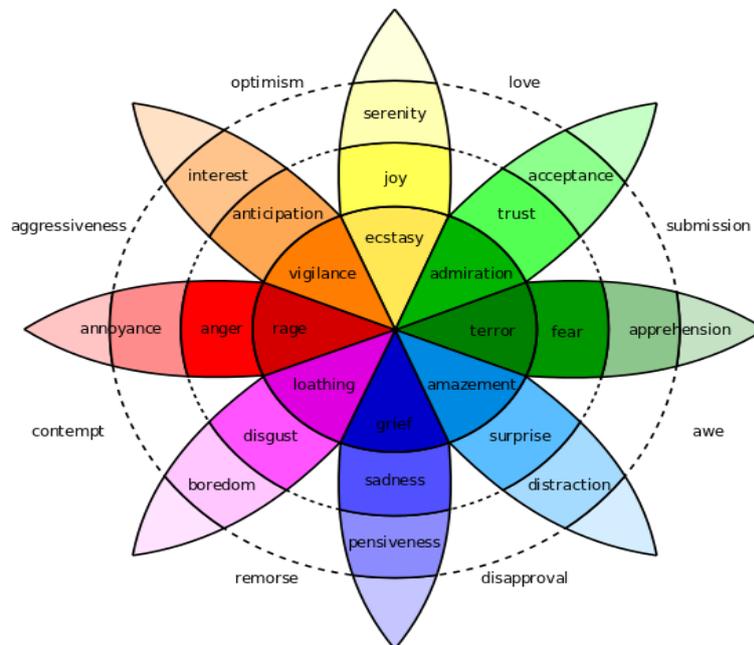
characterizing respectively the positive and negative emotions. It's clear that these two parameters are not sufficient to characterize the different emotions. Many authors debate on basic (primary) and complex (secondary) emotions, other on pure and mixed emotions, leaving the implication that emotions can somehow be composed or added. From the variations, shades, nuances of primary emotions it is possible arise others complex emotions.

## **THE SCIENCE OF EMOTION IN MARKETING: HOW OUR BRAINS DECIDE WHAT TO SHARE AND WHOM TO TRUST**

Every day it seems like we feel hundreds of different emotions – every response is specific to the physical and social situations we find ourselves in. According to science, it's not that



complicated by a long shot. A new study says we're really only capable of four "basic" emotions: Happy, Sad, Afraid/Surprised, and Angry/Disgusted. But much like the "mother sauces" of cooking allow you to make pretty much any kind of food under the sun, these four "mother emotions" meld together in myriad ways in our brains to create our layered emotional stews. Robert Plutchik's famous "wheel of emotions" shows just some of the well-known emotional layers.



**Fig 1. Robert Plutchik's famous "wheel of emotions"**

In this above mentioned Figure we'll take a close look at each of the four emotions, how they form in the brain and the way they can motivate us to surprising actions.

**1. Happiness makes us want to share:** Psychoanalyst Donald Winnicott discovered that our first emotional action in life is to respond to our mother's smile with a smile of our own. Obviously, joy and happiness are hard-wired into all of us. The left pre-frontal cortex of the brain is where happiness traits like optimism and resilience live. A study done at the Laboratory for Affective Neuroscience watched Buddhist monks and found that the left prefrontal lobe of their brains lit up as they entered a blissful state of meditation. Other than making us - well, happy - joy can also be a driver of action. Winnicott's discovery of a baby's "social smile" also tells us that joy increases when it is shared. No wonder, then, that happiness is the main driver for social media sharing. Emotions layered with and related



to happiness make up the majority of this list of the top drivers of viral content as studied by Fractl.

#### List of Top 10 Emotions

S. No.	Types of Emotions
1.	Amusement
2.	Interest
3.	Surprised
4.	Happiness
5.	Delight
6.	Pleasure
7.	Joy
8.	Hope
9.	Affection
10.	Excitement

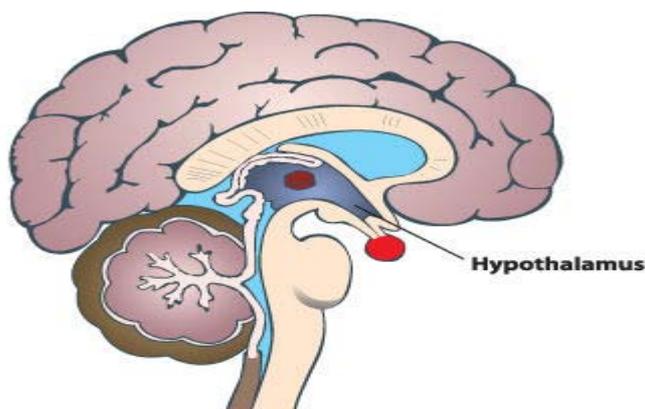
**2. Sadness helps us to connect and empathize:** Perhaps fitting if one looks at sadness as the other side of happiness, the emotions of sadness and sorrow light up many of the same regions of the brain as happiness. But when the brain feels sadness, it also produces particular neuro chemicals. A study by Paul Zak looked at two interesting ones in particular. Zak has study participants watch a short, sad story about a boy with cancer. As they experienced the story, the participants produced cortisol, known as the "stress hormone"; and oxytocin, a hormone that promotes connection and empathy. Later, those who produced the most oxytocin were the most likely to give money to others they couldn't see. Zak posits that oxytocin's ability to help us create understanding and empathy may also make us more generous and trusting. In a different study, participants under the influence of oxytocin gave more money to charity than those not exposed to the chemical. "Our results show why puppies and babies are in toilet paper commercials," Zak said. "This research suggests that advertisers use images that cause our brains to release oxytocin to build trust in a product or brand, and hence increase sales."

**3. Fear/Surprise make us desperate for something to cling to:** Although those who are prone to anxiety, fear and depression also exhibit a higher ratio of activity in the right prefrontal cortex, the emotion of fear is mostly controlled by a small, almond-shaped structure in the brain called the amygdala. The amygdala helps us determine the significance of any scary event and decides how we respond (fight or flight). But fear can also cause another response that might be interesting to marketers in particular. "People



cope with fear by bonding with other people. When watching a scary movie they look at each other and say 'Oh my god!' and their connection is enhanced," says study author Lea Dunn. "But, in the absence of friends, our study shows consumers will create heightened emotional attachment with a brand that happens to be on hand."

**4. Anger/Disgust make us more stubborn:** The hypothalamus is responsible for anger, along with a lot of other base level needs like hunger, thirst, response to pain and sexual satisfaction.



**Fig 2. Hypothalamus**

And while anger can lead to other emotions like aggression, it can also create a curious form of stubbornness online, as a recent University of Wisconsin study discovered.

## **DIFFERENT WAYS OF EMOTION MANIFESTATIONS**

We can consider different ways of emotional expressions: facial, vocal and textual.

- **Facial Expressions:** Facial expression recognition, coupled with human psychology and neuroscience, is an area that involves psychology and computations. Facial expressions can be captured through facial features. There are two types of facial expression features: transient (wrinkles and bulges) and intransient (mouth, eyes and eyebrows). The feature points of a face, for recognizing facial expression, are located at eyebrows, eyelids, cheeks, lips, chin and forehead.
- **Vocal Expressions:** In the case of voice analysis, the parameters considered are typically volume, speed, regularity of speech. The vocal expression is also strongly influenced from the mood of the speaker, context and culture.
- **Textual Expressions:** Recent researches have shown how the text is an important modality for detecting emotional aspects. Textual information is a communication medium, rich in emotion, which can be gathered from many sources, such as books, newspapers, web



pages, e-mail messages, etc... Nowadays textual channels are used in intensive manner in the virtual communities (drivers of social emotions). Many customers express their opinions on product/service by web 2.0 tools (forum, chat, blog). The customer when writing his reviews transmits emotions in the message that he/she feels before and after the product purchasing. So from an enterprise point of view it is important to understand which emotional coefficients drive the customer to choose a particular product/service.

### WHY EMOTIONS ARE IMPORTANT IN MARKETING

What does all this teach us as social media sharers and marketers? That emotions are critical - maybe even more than previously thought - to marketing. In an analysis of the IPA data BANK, which contains 1,400 case studies of successful advertising campaigns, campaigns with purely emotional content performed about twice as well (31 percent versus 16 percent) as those with only rational content (and did a little better than those that mixed emotional and rational content).

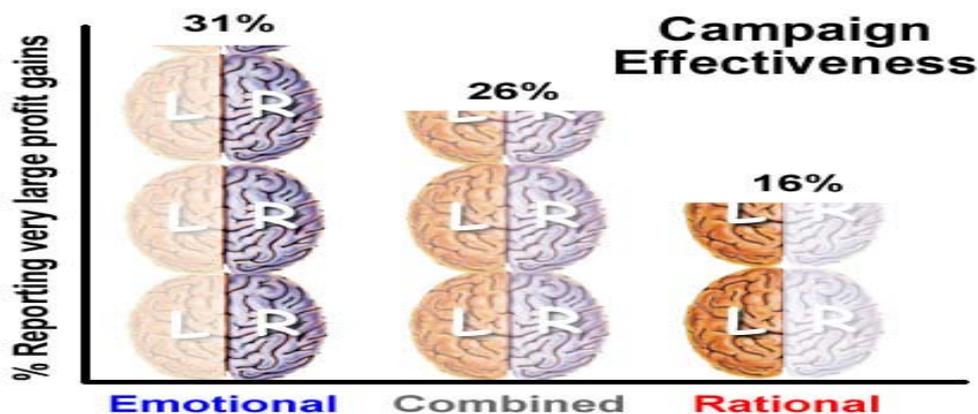


Fig 3. Effectiveness of The Campaign

Source: [www.huffingtonpost.com](http://www.huffingtonpost.com)

That makes sense based on what scientists know about the brain now - that people feel first, and think second. The emotional brain processes sensory information in one fifth of the time our cognitive brain takes to assimilate the same input. And since emotions remain tied to base evolutionary processes that have kept humans safe for centuries, like detecting anger or fear, they're so primal that we'll always be wired to pay attention to them - often with surprisingly powerful results. Emotion - the feeling of overcoming a primal fear - was the driver that moved their customers.



## EMOTIONS IN THE PURCHASING PROCESS

The emotions that customers express in the purchasing process are as follows:-

- **Emotions:** Emotions represent another form of language universally spoken and understood. An emotion is a mental and physiological state associated with a wide variety of feelings, thoughts, and internal (physical) or external (social) behaviors. An emotion is a psychological arousal with cognitive aspects that depends on the specific context. Emotion is a process, in which the perception of a set of stimuli, allows a cognitive assessment that enables people to label and identify a particular emotional state. At this point there will be an emotional physiological, behavioral and expressive response. Emotions give an immediate response that often doesn't use cognitive processes and conscious elaboration and sometimes they have an effect on cognitive aspects as concentration ability, confusion, loss of consciousness, alert and so on. This is what is asserted in evaluation theory, in which cognitive appraisal is the true cause of emotions. Human emotions are deeply joined with the cognition. Emotions are important in social behavior and to stimulate cognitive processes for strategies making.
- **Customer Emotions:** In a saturated market, the desires are more important than needs and thus the state of mind, the emotions, sympathies become predominant. Besides quality and price, the consumer wants trust, love, dreams (intangible factors). The emotion becomes more important with the emergence of the principle of the consumer pleasure. Emotions are a distinctive element that must be added to enhance the basis supply of product/service and especially they are designed and managed with rigor and ethical spirit. The consumer doesn't look for a product/service that meets both the needs and rational processes, but for an object that becomes a center of symbolic meanings, psychological and cultural, a source of feelings, relationships and emotions. The purchase decisions of customers are driven by two kinds of needs: functional needs satisfied by product functions and emotional needs associated with the psychological aspects of product ownership. The products must generate emotions but also show good functionality. Nowadays, products of different companies are equals; it is necessary to diversify them with other factors.
- **Emotional Intelligence:** The emotional intelligence is a form of intelligence non-rational, related to ability and to emotional feelings. Subsequently we use it in a conscious and rational way; it is a form of intelligence, non logic, but with a strong emotional charge.



The awareness of own emotions and their recognition is a key element to make a relationship based on social exchange and on ability to create empathy, bi univocal or one-to-many relationship. A person with emotional intelligence can harness emotions, also negative, and manage them to reach specific goals.

- **Emotional Marketing:** The use of Emotional Marketing as a strategy of Relational Marketing ensures, both a deep and personal relationship with the customers acquired on emotional aspect and the retention of a competitive position on the market. Nowadays it isn't the product to be sold, since for each category there is a wide choice, but the focus is the relationship that the consumer establishes with the brand and with the emotions which the product communicates. Brands become supplying centers of emotional energy, that create better relationships with potential consumers with the ability that they have to tell stories that excite (emotional brands) and integrate communication, quality, tradition, identity (brand sensitivity). Emotional marketing answers questions like "What are the attitudes, behaviors, preferences and emotions of those who make purchases?", "Can we measure their emotions before during and after the purchase?", "How does the mind of consumers react when it is stimulated by advertising, promotion, while they are in a supermarket or navigate in an e-commerce site?". Enterprises, to stimulate emotions in customer, use multimedia channels. A person can be receptive to graphs, texts, auditory or video stimuli. In many cases it is important to put inside the stores certain odors or music. Smells are a powerful media for their ability to imprint a long time in memory. For real estate agents, to show and sell apartments, are important the aromas of coffee or cake in the oven; these smells activate positive emotions related to concepts such as "childhood", "motherhood" and so on. The department stores spray perfumes of field to slow down the purchases of the customers. Even the music is strongly interrelated with the emotions and its usefulness for commercial purposes is well known. In the emotional marketing one of the first targets is to identify the type of experience that emphasize the best product and the creation of the empathy between company and customer, such as to increase both the involvement of the consumer and the perceived differentiation.

## EVALUATION CRITERIA OF CUSTOMERS

Consumers consciously or unconsciously evaluate products on several criteria, some of them are:



- 1) **Economical:** Customers are interested in purchasing those products which are economical i.e. fits in their budget. Take a look at the marketing campaign of Fair and Lovely for instance. They're simply banking on the fact that the traditional Indian household want their daughters/daughters in law to be fair (preferably)!. And what more does a customer want if these set of emotions are shown on a commercial and again offering the same at a low cost! Here, they are not selling the product per say, but they are selling HOPE to the customers.
- 2) **Pleasure:** Consumers are interested in those products which can offer them pleasure after possessing it. Companies' adjoin pleasure against the features and benefits of their products and the final deal gets closed with gladness. For instance Raymond's suiting in their appeal shows that owners feel pleasure while dressing themselves with Raymond suiting.
- 3) **Security:** Insurance products are best examples of this criterion. Marketers appeal customers through fear in their messages. "Papa please yeh rakh lo" a father thinks about his future where his daughter is giving money for his fulfillment of his daily requirements and then he realizes importance of Insurance in life. This is the most important factor as customers are always interested in securing themselves.
- 4) **Other Factors Include:** Status/Style/Belongingness etc. Marketers add emotions in their appeal to attract their prospects. Just think about the last purchase you have made, for any product. What was concealed force that has compelled you to purchase that product, to check your purse, bank balance; it was emotion, was not it? You believe it or not but for making purchase decision some percentage of emotions are always involved. Emotion act as fuel in the engine of purchase decision process. Customers always put in logic behind every purchase and try to prove that he/she has made rational decision and emotion has not played any role, but the ultimate driver is the emotion which has played major role in final purchase decision, whether believed or not. Rationality is required but it just only generates interest in product, its emotion which ultimately leads customers to purchase. Customers are not much interested in attributes of the product; they want to know how that product suits their personality. Customers purchases products emotionally and then rationalize their choice intellectually. Marketers mostly follow concept of emotional marketing, they endeavor to include more emotions as emotional marketing is more profitable than rational



marketing in many cases as emotional marketing is all about winning mind of customers, it is about getting share in customers heart more than share in customers wallet.

## **CONCLUSION**

In recent years, many authors have intensified their studies on emotional intelligence and emotional marketing. The emotions, like the functionality of the product/service, influence the decision-making processes of customer purchasing. Nowadays the customer is very fond of the company brand with which he/she lives unique emotional experiences. At the end the study shows that the companies also engrossed in sustaining in aggressive competition have to take emotional marketing as an opportunity to increase their market share, if not dealt properly it can become curse also. Repositioning in today's era of competition is a tedious task as customer does not give second chance to the marketer for improving the product offered by the business firms. Hence it is proved that an effective deployment of emotional marketing can shift market challenger or market follower to the position of market leader.

## **REFERENCES**

1. Arnold, M.B. (1960). *Emotion and Personality: vol 1. Psychological aspects*. New York: Colombia University Press. Olivier P. and Wallace J., "Digital technologies and the emotional family", *Int. J. Hum.- Computer. Stud.*, vol. 67, no. 2, pp. 204-214, 2009.
2. Ark, W., Dryer, D.C., & Lu, D.J. (1999). The emotion mouse. *Proceedings of HCI International '99*, Munich Germany, August 1999.
3. Bernson, P.J., & Perrett, D.I. (1991). Perception and recognition of photographic quality facial caricatures: implications for the recognition of natural images. *European Journal of Cognitive Psychology*, 3, 105-135.
4. Cacioppo, J.T., & Petty, R.E. (1989). The elaboration likelihood model: The role of affect and affect-laden information processing in persuasion. In P. Cafferata & A.M. Taybout (Eds.), *Cognitive and affective responses to advertising* (pp. 69-90). Lexington: D.C. Heath and Company.
5. Cacioppo, J.T., Berntson, G.G., Larsen, J.T., Poehlmann, K.M., & Ito, T.A. (2001). The psychophysiology of emotion. In M. Lewis & J.M. Haviland-Jones (Eds.), *Handbook of Emotions* (2nd ed.) (pp. 173-191). New York: The Guilford Press.



6. Calder, A.J., Young, A.W., Rowland, D., & Perrett, D.I. (1992). Micro-expressive facial actions as a function of affective stimuli: Replication and extension. *Personality and Social Psychology Bulletin*, 18, 515-526.
7. Descartes, "Passions of the Soul", Hackett English edition, trans. Stephen H. Voss, , pp. 24-34, 1989.
8. Darwin C., "The expression of the emotions in man and animals", D. Appleton and Company, London, 191.3
9. Ortony C.-G., A. and A. Collins, "The cognitive structure of emotions", New York: Cambridge University Press, 1990.
10. Osgood M. M. C.E., W.H. May, *Cross-cultural Universals of Affective Meaning*. Urbana: University of Illinois Press, 1975.