

The Impact of Emotional Marketing on Consumers' Purchase Intention: A Case Study of Jellycat

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Abstract: This study examines the context of the 21st century where markets are bombarded with a plethora of products. Marketers want to promote their products. However, it is a thing of the past when the quality of a product alone can make customers buy it. As people's standard of living rises, customers will always be attracted to products that connect with them emotionally. Salespeople are realizing that for them to position and sell their products, they need to understand what consumers want and how they can emotionally resonate with them. Consequently, in the 21st century, a new marketing approach has emerged in marketing, namely emotional marketing. This research is very meaningful for marketing tools and models and shows the importance of emotional marketing at this stage. This study focuses on the brand Jellycat as an example to study the importance of emotional marketing and how to implement emotional marketing. Literature analysis was used to find and read relevant information and literature, the advantage of this method is that it can well analyse the content of previous research and the case of Jellycat, but also can well explain and synthesize the data analysis, which is conducive to the research. This study's primary goal is to clarify the significance of emotional marketing how it is divided into parts and how it is implemented. To achieve the objective, a case study of Jellycat, a literature review, data analysis, and integration of the case was conducted.

Keywords: Emotional marketing, Jellycat, Consumer decision

1. Introduction

Emotional marketing is a strategic approach. To accomplish the intended outcome, brands intentionally employ emotional appeals to consumers to establish a strong emotional bond. This tactic is known as emotional marketing [1,2]. Usually, it appeals to only one emotion. Emotions are the main tool used in marketing and advertising to compel a viewer to be mindful, Recall, spread the word, and buy something. Typically, marketing using emotion uses just one feeling—like happiness, sadness, fury, or terror—to evoke a reaction from clients [3]. It goes beyond the functions and benefits of the product itself and aims to evoke specific feelings in the consumer, such as happiness, nostalgia, or empathy. The significance of emotional marketing to consumer behavior is also that emotions can have a profound impact on decision-making [4].

It's hardly a novel strategy to yell with emotion. finished since, if not before then, the time of Aristotle. The renowned Greek philosopher named emotion as one of the three strategies for grabbing and influencing an audience [5]. Customers frequently base their selections about what to buy on their

feelings towards a product or brand. Emotional marketing takes advantage of this aspect, recognizing that emotions can drive brand loyalty, influence consumer perception of products, and ultimately influence consumer purchase choices [6]. When a brand successfully triggers positive emotions in its audience, it can create a lasting impression and foster a sense of connection and trust. Therefore, by building emotional bonds, brands can stand out in a competitive market, because items that speak to customers' emotions and values are more likely to be interacted with and remain dependable [7]. Therefore, understanding the emotional drivers behind consumer behavior can allow marketers to better shape brand perception, improve brand recall, and ultimately drive consumer purchase intentions.

High-end gift company Jellycat, founded in London in 1999, was formerly the best comfort buddy for infants, providing the "coziest and cutest stuffier." Rather than its original target demographic, its rapid expansion is being driven by parents' interest and unanticipated tendencies among young people [8].

Jellycat, a reputable business in the toy sector, has garnered recognition for itself as a major participant in the plush toy market with its unique and appealing goods. His area of expertise is making stuffed animals, and he is highly regarded for the exquisite textures, creative designs, and superb craftsmanship of his works [9]. Furthermore, the brand successfully entered the market by incorporating charm and good humour into its growth.

In the market, Jellycat is positioned as a result of creativity, uniqueness, and a keen understanding of consumer emotion [8]. In interviews, the brand's creators stated that they manufacture more than simply toys; they also make cherished companions, a dedication that forges special bonds with clients. A key component of Jellycat's marketing strategy, this emotional connection sets the company apart in a sentimental and nostalgic market [9].

Additionally, Jellycat offers a large selection of goods for kids and adults seeking solace or the whimsical in life. The brand produces toys as well as priceless mementos because of its dedication to quality and design [8]. In the research that follows, the article examines Jellycat's emotional marketing tactics in detail and evaluates how well they have worked to establish trusting relationships with customers and eventually sway their buying intentions.

2. Literature Review

2.1. Emotional Connection

A person's perception is the result of the processes they use to organize, interpret, and separate stimuli, which are then verified and combined to form their worldview. However, the human brain only receives and processes a small portion of these impulses [10].

The success of a company is greatly influenced by emotional connection, especially when it comes to emotional marketing. For Jellycat, a company well-known for its wacky plush toys, it's important to know how customers view the brand and the emotional bonds they make.

2.2. Brand Awareness

As markers that enable buyers to identify and distinguish between producers and hold the manufacturer accountable for the product's quality, brands are defined. Brand recognition, as defined by Aaker, is the ability of consumers to identify with a brand's products and, as a result, maintain a company's competitive edge [11]. Brand awareness affects consumers' capacity to identify a brand through specialization. Every time they contemplate a particular product category, they take the brand into account. Recall and recognition are two measures of brand awareness [12].

2.3. Consumer Decision

Consoli contends that when a market is saturated, want supersedes demand, and compassion, feeling, and mentality rule the day [13]. Aside from quality and cost, customers also require intangible elements like dreams, love, and trust [6]. Emotion takes on even greater significance with the introduction of consumer enjoyment concepts. To enhance the fundamental provision of goods and services, emotion is a special component that must be included. Specifically, there needs to be a strict and moral character in the design and regulation of emotion [14].

Customers are searching for an item that can serve as a source of the symbolic, psychological, and cultural center, feelings, relationships, and emotions rather than a good or service that satisfies both requirements and rational processes [15]. For example, Jellycat gives each doll a separate story and encourages consumers to tell the story to the doll. Customers' decision-making process for purchases is influenced by both market strategy and outcomes. The path to success is for a customer to recognize a need that a product might fill, comprehend the product and its capabilities, believe it to be the best solution ever created, begin the purchasing process, and be happy with the outcome.

According to Rytel, emotional marketing is a novel approach to the marketing strategy that prioritizes the emotional growth of the relationship between the client and the business as the main influence on consumer choices and behaviour, including purchases [12]. All of this suggests a postmodern approach to marketing science where the emotional category is the foundation for the purchasing or consumption model [16]. Both become hallmarks of the postmodern era when the psychological symbol characteristics of exchange and exchange items promote the consumer's buying or consumption process [17].

This study makes the following assumptions in addition to the dependent variables linked to repurchase intention and the aforementioned independent variables: (1) The way that customers view products is positively impacted by emotional marketing characteristics. (2) Emotional marketing elements have a favorable impact on consumers' purchase decisions. (3) Emotional marketing has advantages for consumer awareness and brand awareness.

3. Methodology

Based on the objectives of this study, the research methodology of this report begins with the research methodology of a literature review. A comprehensive definition of a literature review is an organized and semi-systematic method for compiling and analyzing previous research [18]. Effective and well-executed syntheses, as a research approach, provide a solid foundation for the growth of hypotheses and the advancement of knowledge [19]. By integrating the findings and viewpoints from multiple empirical investigations, a literature review can address research problems with a power that no one study can match. It supports the research technique, creates a theoretical framework, aids in the identification of knowledge gaps during the project or study design phase, and reports the review's findings within the framework of the body of current literature [20].

This report discusses the methodological approach to conducting a literature review and outlines the different types of reviews. This report aims to explore the impact of emotional marketing on consumer purchase intentions. To achieve the aim, the report has searched about some of the previous literature that has been written about emotional marketing, marketing, the impact of emotions on people, and Jellycat. This also included Jellycat's adverts, social media content, brand concepts, and product descriptions. Visual and textual elements are combined to identify the emotional themes of the Fruit Cat product and the marketing strategies used by the brand. Whilst there are many arguments in favor of conducting a literature review, publishing it can be challenging. Access to literature may be limited due to issues such as permissions, which may have an impact on the findings.

An extensive examination and examination of a particular phenomenon or occurrence, such as an individual, team, community, event, or condition, is the process of doing a case study, which is a sort of research approach [21]. It is a qualitative research technique to provide a thorough understanding of the case that is being studied. Documents, manuals, interviews, observations, and other data sources are frequently used in case studies. Grounded theory, content analysis, and theme analysis are just a few of the techniques used to study these sources. The results of a case study are often used to further theory, direct practice, or policy, or inspire new areas of investigation [21].

For the research, this film report searched for a lot of publicly available information about Jellycat, such as the company's marketing campaigns, brand messages, and consumer responses, to understand the emotional appeal of branding and its impact on consumer perceptions. Through a comprehensive case study, the report presents Jellycat's history, brand positioning, and emotional marketing strategy. By analyzing Jellycat's successful emotional marketing strategy, the importance of emotional marketing for the product is summarized. Although the case study can make the theory clearer, there are some challenges. For example, the data or information is incomplete or the content is not updated promptly. These are likely to have some impact on the research results.

4. Case Study

4.1. Jellycat

Jellycat is a well-known brand in the toy industry that has established itself as a key player through its unique and appealing products. Founded in London, Jellycat specializes in plush and stuffed animals and is known for its exceptional quality, whimsical designs, and its soft textures. The brand injects a sense of fun and glamour into its creations and has managed to carve out a niche in the market [9].

Jellycat's "personification" and "experience" marketing strategy. Jellycat personalizes the doll's story [8]. Like the little bear who plays the piano, the eggplant who cooks, the bunny who jumps squares and the eggs, and the sun who basks on the beach, the popular Bunny with its soft fur and long limbs, the Jellycat gives it a personality that likes to roam the city and sit anywhere reading and drawing [8]. Then through this "fictional map", reflects the urban young people's expectation of a free life.

First of all, Jellycat products are known for their unique and attractive design. These soft toys often have creative and impressive looks, and they evoke feelings of play and imagination in consumers, thereby building emotional appeal. The brand then uses compelling storytelling in its marketing materials to create a narrative that resonates with consumers [22]. These stories often involve the character and adventure of the toy, which promotes an emotional connection. And many of Jellycat's products are designed to evoke nostalgia and sensibility. Let has a timeless texture that triggers the positive emotions associated with childhood and companionship [23]. Jellycat also maintained a consistent brand image in various marketing materials. That includes the color, the logo, and the look of the products, like the Jellycat animal line, which is based on long limbs and soft fur, to help establish consistency and identity [8].

4.2. Consumer

On the social media platform, a blogger has set up a social media account dedicated to his Barcelona bear, updating his daily routine with his rabbit "girlfriend". In the "Settings" of its construction, the Barcelona Bear wears a metal-framed mirror, either with one arm around his shoulder or behind his back. His fans are even more obsessed with this kind of "role-playing", "almost every day on the social platform to see stuffed animals in love".

So the first is user engagement and social media interaction. The brand actively engages its audience on social media platforms. Sharing user-generated content, taking polls, and encouraging consumers to share their Jellycat experience helps build a sense of community and emotional engagement [24]. The brand emphasizes product quality and comfort. Touching and embracing their soft toys creates a sensual connection that enhances the emotional bond consumers have with the brand [9].

Jellycat spreads the word about its experiences and products on various social media platforms, increasing brand recognition. The company has a devoted following because of its capacity to arouse feelings in its customers such as nostalgia, playfulness, and camaraderie through its merchandise [25]. The focus on collectibles and limited edition goods creates an air of exclusivity that piques customers' curiosity and encourages interaction. While appreciating the brand's successes in emotional marketing, we also have to admit that these techniques' upkeep and development are essential to its ongoing success [8]. Jellycat will need to stay on top of industry developments, adjust to shifting consumer tastes, and be ready to tackle any obstacles in the way of its continuous emotional brand-building process.

The brand will then emphasize user stories, especially those related to Jellycat products, which will also help build a more intimate connection with consumers. This can be shared via social media platforms or brand websites [9].

These emotional marketing strategies have helped Jellycat build a high degree of emotional resonance with its intended audience that surpasses the product's practical characteristics. This emotional connection contributes positively to the cultivation of brand loyalty and repeat purchase behavior.

4.3. Sales Volume

According to statistics, in 2021, the number of people living alone in China has exceeded 90 million, and the number of single people who have been single for a year has accounted for 73.01% of the population, and individuals increasingly need physical and mental companionship and healing [8]. In addition, after the epidemic, the global market downturn, in the face of uncertainty and unknown, people are more willing to consume products that can bring spiritual pleasure, and tolerate a certain degree of "luxury" within the scope of economic security, which to some extent explains the anti-cyclical characteristics of plush toys represented by Jellycat [8]. Jellycat, in the name of healing, seized the dividend of The Times and quickly grew into the top of the category. Behind the changes, the brand's precise insight and a series of marketing actions that meet the needs of adults are inseparable.

Most customers with a more intimate attachment to Jellycat said they would buy Jellycat repeatedly. Jellycat's use of effective storytelling in advertising and product descriptions, coupled with the unique design aesthetic of its products, has also aroused consumers' empathy and emotional attachment.

5. Conclusion

This report mainly introduces the influence of emotional marketing on consumers' purchase intention, taking Jellycat as an example. Emotional marketing plays an important role in consumers' purchasing behavior. Jellycat outperforms its rivals. Customers are compelled to buy Jellycat's products because of the company's inventiveness and flexibility in emotional marketing. Jellycat's distinctive and quirky design, captivating narrative, and emphasis on user experience have all contributed to the capacity of the business to create a close emotional connection with its audience. Jellycat's emotional

appeal is further enhanced by its inclusive marketing, active participation on social media platforms, and consistent brand identity.

Fundamentally, the secret to Jellycat's success isn't simply selling plush toys; it's also about giving customers an emotional shopping experience that transcends the transaction aspect of the purchase to create a lasting memory and a genuine bond between the company and its target market. While appreciating the brand's successes in emotional marketing, one also has to admit that these techniques' upkeep and development are essential to its ongoing success. Jellycat will need to stay on top of industry developments, adjust to shifting consumer tastes, and be ready to tackle any obstacles in the way of its continuous emotional brand building process. This report provides an in-depth look at emotional marketing and how important it is. Emotional marketing is now an integral part of marketing. Brands that want to be successful can use emotional marketing to make their products resonate emotionally with their customers and gain their favor. Giving their products different characteristics, combining each part of emotional marketing and the general market environment, summed up the suitable emotional marketing tools, so that the brand can have a chance to go further.

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