

# *Emotional Marketing and Consumer Behavior*

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**Abstract:** In today's marketing landscape, Emotional Marketing has become a significant strategy that surpasses conventional functional marketing by establishing a direct emotional connection with consumers. Brands and companies seek to form authentic emotional ties with the vast consumer base by crafting emotional stories and experiences rather than simply promoting products or services. The implications of this emotional connection on consumer behavior are immense. Consumers' purchasing decisions, brand loyalty, and overall interaction with the brand can be significantly influenced by emotional marketing tactics. The vocabulary used for this paper shall be subject-specific to ensure precision in meaning. This paper explores the mechanics of emotional marketing and how it shapes the purchasing behavior of modern consumers. In this thesis, a series of explorations of emotional marketing will take place, discussing some of the correlations between emotions and purchasing power, as well as examples of selling by influencing customer emotions.

**Keywords:** Emotional Marketing, Consumer Behaviour, Brand Loyalty, Consumer Decision-making.

## 1. Introduction

Nowadays, the competition in the field of business is increasing, there are different degrees of competition in each industry, and in the face of this situation, marketing has become one of the important means of competition, good marketing can let you stand out in many of the same industry, capture the goodwill of customers and customers leave a deep impression. This paper mainly discusses the relationship between customers' emotions and purchasing power. Based on the study of people's emotional changes in different sensory environments, this paper summarizes some measures that can be taken to affect customers' emotions so as to increase customers' consumption desire and create more benefits for the company.

## 2. Definition and Importance of Emotional Marketing

### 2.1. The Definition of Emotional Marketing

Emotional marketing involves the use of tactics and strategies to elicit emotions from consumers, which in turn drive them to take positive action towards a particular brand, product or service.

Otamendi and Martín hold the view that “Emotional marketing refers to marketing and advertising that primarily uses emotional appeals to make your customers and prospective customers notice, remember, share, and buy your company’s products or services. There are many different emotions

but eight primary ones: anger, fear, sadness, disgust, surprise, anticipation, trust, and joy” [1]. Magids, Zorfas, and Leemo believe that “ Emotional advertising is an integral part of marketing. It influences the customers and makes them walk away with a positive attitude about the brand” [2].

To sum up, emotional marketing is a strategy to understand and trigger consumers' emotions in order to influence their perceptions and purchasing behavior.

## 2.2. The Importance of Emotional Marketing

Hollebeek illustrates that "Emotional marketing strategies that appeal to customers' emotions and establish a strong emotional connection with the brand can foster positive customer experiences, leading to enhanced customer loyalty and favorable word-of-mouth communication" [3].

Emotional marketing can foster customers' desire to purchase and generate positive word of mouth. When a company creates a unique atmosphere for customers by providing values, a quality environment, and exceptional service, it can influence a customer's emotional state, create a good impression, promote customer loyalty, and enhance positive word of mouth.

## 3. Relationship Between Emotions and Consumer Behavior

### 3.1. Emotion Is One of the Key Determinants of Consumer Purchase Intent

Otamendi and Martín demonstrated that “Emotions are a key driver of consumer behavior, and they play an important role in shaping consumer attitudes and preferences” [4]. Saeed said, “Emotional marketing is a powerful tool for building brand loyalty and increasing customer engagement” [5].

People's purchasing power tends to get a substantial boost only with the appearance of extreme moods. Some people will buy something more "expensive" for themselves when they are in a happy mood, such as good grades on an exam, a vacation coming up, a promotion, a raise, etc. This can be some luxury items or a lavish meal. Some people choose to relieve their depressed mood by shopping and spending heavily when they are in a low mood. Extreme spending behaviors are often accompanied by extreme moods (excitement, agitation, anger, depression). When people are in a calm mood, they tend to behave more rationally, and their spending efforts are drastically reduced. Therefore, creating mood changes for customers is the only way to gain access to their spending decisions. In the chart below, a total of 217 people took part in the poll; the statistical graph is from the Internet. As shown in Figure 1.

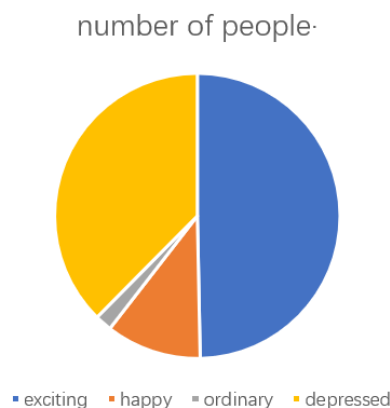


Figure 1: “In What Moods Do You Feel the Urge to Spend More Than Usual?”

### **3.2. Consumers Are More Likely to Remember and Respond to Advertisements or Messages that Touch Their Emotions**

Nike is a widely recognized sports brand. The "Just Do It" advertising campaign was launched to inspire consumers to push themselves beyond their limits. The campaign achieved its goal of triggering an emotional response from consumers and establishing a strong connection with the brand.

The slogan "Just Do It" aims to inspire consumers to confront life's challenges and have faith in their capacity to overcome them. Nike showcases sports and challenges through video promotions to motivate customers to be brave and not shy away from obstacles. Additionally, the brand strives to stir enthusiasm and excitement in the audience.

The athletes featured in Nike's ads, including Michael Jordan, LeBron James, and Serena Williams, portray excellence and accomplishment. Through their stories, Nike inspires consumers to pursue their passions and ambitions. Nike frequently showcases the sports journeys of regular individuals, underscoring that anyone has the capacity to challenge themselves and thrive. This campaign enhances the emotional bond between the brand and consumers by aligning the brand's values and beliefs with those of the consumer. Additionally, Nike advertisements inspire and motivate individuals through images of perseverance, hard work, and success, instilling the belief that diligent effort results in success.

As a result, the "Just Do It" campaign has significantly improved the recognition and reputation of the Nike brand. Consumers were attracted to the slogan and what it conveyed, including positivity, challenge, and hard work. This marketing strategy has effectively promoted the sales of Nike products and developed a devoted consumer base.

In conclusion, Nike effectively elicited emotional responses from consumers through its "Just Do It" ad campaign and established a strong emotional bond with them, thus enhancing the brand's market position and sales performance. This example from Nike shows how advertising brings values to the customer and creates a change in the customer's mood, thus building a brand image for the company and increasing customer favorability.

## **4. The Role of Emotion and Rationality in Consumer Decision-making**

Lerner and Keltner mentioned that "Emotions and rationality are both important factors in consumer decision-making, and they often interact in complex ways" [6]. Azam said, "Emotional appeals are more effective than rational appeals in advertising because they are more likely to capture consumers' attention and elicit a positive response" [7].

### **4.1. Emotions Are Crucial For the Final Decisions**

Most of the time, people who think rationally will only buy items that have immediate needs in order to save as much as possible. To push people to spend more, you need to be emotionally involved and motivated. Budweiser is a good example.

Budweiser has created numerous advertisements featuring the Clydesdale horses, with a significant portion of these crafted for the highly anticipated Super Bowl event. These promotional campaigns frequently communicate the brand's core values through poignant, concise narratives. A noteworthy example is the tale of companionship between a dog and the majestic horses.

In a singular advertisement, a distinct portrayal of amity between a Clydesdale equine and a diminutive canine is displayed. The youthful pup and the horse expeditiously develop a strong bond, evincing an unwavering emotional connection. However, the narrative of the fable advances to the juncture where the dog is adopted by another family, thereby causing the horse to forfeit its kin. Nevertheless, the zenith of the commercial transpires when the puppy manages to abscond back to the equine, and they are joyfully reunited to revel in each other's company.

The key point of this ad is that it touches on a core emotion: loss and rediscovery. Although there is no direct link between this emotion and the beer or Budweiser as a brand, it manages to capture the viewer's heart and make them remember the brand. In addition, the music, images, and plot of the commercial are carefully designed to reinforce this emotional resonance.

This ad succeeds because it does not directly sell the product but rather makes the consumer feel an emotional experience. People will remember the story that made them cry or moved them to form a positive impression of the brand.

When Budweiser's advertisements succeed in creating an emotional resonance with the viewer, this emotional relationship influences people's purchasing decisions. Here are a few reasons why people choose to buy Budweiser products when confronted with them, all of which build on the emotional foundation of the aforementioned advertisements:

**Emotional connection:** people see the Budweiser brand and are reminded of the touching advertisements, and this strong emotional response makes them more likely to choose Budweiser when choosing a beer.

**Brand Loyalty:** The augmentation of intense emotional resonance bolsters consumers' allegiance to a particular brand. This may engender a sense among consumers that Budweiser is more than a mere purveyor of beer but rather a brand that forges a profound emotional bond with its patrons.

**Social resonance:** Budweiser's brand is imbued with a heightened sense of social worth when individuals elect to disseminate the narratives proffered in these advertisements amongst their acquaintances or kin. Opting to both procure and distribute Budweiser's beer is tantamount to the act of imparting a tale of poignant sentimentality.

**Brand Image:** Successful emotional marketing advertisements have the propensity to facilitate the fortification of brand image. It can be observed that Budweiser, in this instance, is perceived as a brand that evokes sentimentality, genuineness, and candor.

**Differentiation:** On supermarket shelves, consumers will see a variety of beer brands. However, Budweiser's touching advertisements may make it stand out in the minds of consumers compared to other brands, thus prompting them to choose to buy it.

**The "Feel Good" Effect:** People tend to buy products that make them feel good. For those who are impressed by the advertisement, purchasing Budweiser may allow them to re-live the emotions in the advertisement.

In conclusion, although the story in an advertisement may not be directly related to the product itself, successful emotional marketing does have the ability to motivate consumers to choose a particular brand at the point of purchase.

#### 4.2. Emotions May Play a Dominant Role in Certain Buying Scenarios, Such As Impulse Shopping

Emotional marketing is crucial for many brands, especially when it comes to making deep connections with consumers. Apple is one of the best. Combined with the argument that "emotion may play a dominant role in certain purchasing scenarios, such as impulse purchases," we can analyze how Apple uses emotion to drive consumer purchasing behavior:

**Product Launches and Event Marketing:** Audience Engagement: Apple's product launches are always highly publicized and attract global attention. The audience isn't just watching a new product launch. They're participating in a feast of technology and design. This high level of engagement and anticipation translates into a desire to buy.

**Limited Time Offers and Pre-orders:** To further stimulate impulse purchases, Apple sometimes offers limited-time offers or special gifts to those who are the first to pre-order. This sense of urgency makes consumers more likely to order immediately.

**Design and Brand Appeal:** Sensory Experience: Apple products are known for their clean, elegant design. When consumers hold a new iPhone or iPad in the store, the sleek materials, clear screen, and smooth operation provide an intuitively satisfying experience that can inspire a purchase.

**In-Store Experience:** The Apple Store is also designed to enhance the desire to buy. Open spaces, bright lighting, and product placement are all designed to allow consumers to interact with products as much as possible, and this interactivity enhances the likelihood of impulse purchases.

**Brand Loyalty and Community Effect:** Community Pressure: When friends and family show off their new Apple products, others may feel "left behind" or "not cool enough," which can lead to a desire to buy.

**Brand Identity:** For many people, owning the latest Apple product is also a sign of social status, and this sense of identity can lead to impulse purchases.

**Advertising and Emotional Storytelling:** Resonance: Apple ads often emphasize how products fit into people's lives and promote creativity and connection. When consumers see these ads, they may be drawn to the emotional storytelling, which can lead to an impulse to buy.

**Emotional Stimulation:** By showing how a product solves everyday problems or enhances relationships, Apple's ads successfully stimulate consumers' emotions, making them more likely to make a purchase decision.

All these details show that Apple does not only rely on technology and features to attract consumers but also stimulates their desire to buy through emotional drive. This emotionally driven strategy makes Apple's products more appealing in impulse buying scenarios.

## 5. Using Color and Music to Shape Moods

Some scholars hold the view that "Color can have a powerful effect on mood and emotion, and it is often used in marketing to influence consumer behavior" [8]. Others said "Music can be a powerful tool for shaping consumer emotions and attitudes, and it is often used in advertising to create a positive association with a brand or product" [9]. Meanwhile, Mohammadi pointed out that "The use of color and music in marketing can be an effective way to create a positive emotional response in consumers, which can lead to increased brand loyalty and sales" [10].

### 5.1. Color and Music Play a Key Role In Emotional Marketing to Mobilize Consumers' Emotions

Sometimes, ambient colors and music are the key elements that affect people's moods, just like hearing rock music makes you feel excited, and hearing piano music makes you feel calm. Reasonable use of appropriate music and background color can be in different scenes to provide customers with different moods to stimulate the desire to consume.

Starbucks' store interiors tend to be designed in warm colors, using mainly brown, green, and beige. These colors give a cozy, warm feeling that makes consumers feel relaxed. Especially the wooden furniture and decorations, they convey a natural, cozy feeling, providing consumers with a place to escape from their busy daily lives and relax.

As for music, Starbucks has carefully selected a range of soft, relaxing tracks. This music further enhances the relaxing atmosphere of the store and makes consumers feel more comfortable and welcome. Starbucks often plays jazz, pop, or indie music designed to provide a pleasurable listening experience for consumers of all tastes.

And when consumers want a calming and relaxing experience, they choose to visit Starbucks.

## 5.2. Through Carefully Chosen Colors and Music, Brands Can Evoke Specific Emotional Responses In Consumers

Previous research has shown that color can elicit emotional responses and influence consumer behavior.

### 5.2.1. Color Strategy

And IKEA has a good example

Brand colors: blue and yellow

Blue: Blue is the color of the sky and the sea and is often associated with expansiveness, tranquility, and relaxation. When consumers see IKEA's blue logo, they may feel a sense of stability and trust in the brand.

Yellow: Yellow is the color of sunshine and is often associated with joy, energy and warmth. The application of this color makes the store environment appear warmer and more welcoming.

Design of the display area:

Combination of white and wood tones: white is usually associated with purity, simplicity, and modernity, while wood tones carry a sense of nature, comfort, and tradition. The combination of the two creates an atmosphere that is both modern and traditional, an atmosphere that encourages consumers to imagine that their homes can be this cozy.

### 5.2.2. Music Strategy

Medium tempo music: The music in IKEA stores is carefully chosen. Medium-tempo music helps consumers to relax and reduces the stress they may feel when shopping.

Selection of home-related music: The lyrics and melodies of the songs are often associated with home, warmth and family, further reinforcing IKEA's brand message of 'the feeling of home'.

The volume of music: The volume of music in IKEA stores is just right, not too loud to disturb consumers and not too soft to keep the store alive.

By carefully curating color and music, IKEA creates a shopping experience that is friendly, comfortable and homey. This emotional connection encourages consumers to interact more deeply with the brand and, thus, be more likely to make a purchase.

## 6. Conclusion

This paper endeavors to examine the relationship between emotions and purchasing power alongside the pertinent techniques of emotional marketing. Specifically, this paper seeks to underscore the significance of emotional marketing, the correlation between emotions and customer behavior, strategies to instigate customer emotions to leave a lasting impression on them and augment their purchasing power, and various factors that impinge on emotions, which constitute several facets of the study. The conclusion proffered is that emotions frequently constitute one of the most pivotal factors propelling individuals' purchasing decisions and that individuals tend to splurge more when their emotions fluctuate, thereby necessitating the utility of emotional marketing. The worth of furnishing customers with amiable emotions in terms of service and sales environments can be realized by magnifying customer loyalty, prolonging the customer lifecycle, and creating positive word of mouth. Consequently, companies ought to accord more attention to emotional marketing.

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