

The Influence of Emotion and Cognition on Purchase Intention or Purchase Behavior

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Abstract: The expansion and innovation of society have led to a progressive improvement in people's standards of living in recent years. But the following competitive pressure influences consumers' emotions and makes them irrationally consume. By reviewing and analyzing several relevant studies, this paper explores how emotion and cognition affect consumers' purchasing behavior, and how brands create and use emotion and cognition to stimulate consumers' consumption. Through this analysis, it can be easier to understand and predict the consumer purchasing decisions. This paper holds that people can stimulate consumers' consumption by mobilizing their positive and negative emotions. Cognition changes people's original consumption behavior by influencing consumers' judgment on the nature of the product (affecting consumers' emotional response to the product). The findings of the present study contribute to an understanding of the influencing mechanisms of purchase intention. This provides a reference for individuals to better understand their consumption behaviour and for brands to develop more effective marketing strategies.

Keywords: Emotion, cognition, purchase behavior, marketing strategies.

1. Introduction

Recent times have seen a steady improvement in people's living situations due to the evolution of society. Most of them no longer need to worry about survival since they have enough food and clothing, but they have to face greater competitive pressure than ever before. Many people will therefore have a strong desire to consume what is known as revenge consumption. When consumers want a certain product, they are often easily swayed by emotions or temptations. On the basis of this, if there is a combination of retaliatory consumption and impulse consumption, consumers will show high purchasing power. Some data show that the number of impulse consumption of certain products by consumers accounts for 80% of the total sales [1]. A survey by Merzer found that 75% of 1,000 Americans admitted that they had made an impulse purchase online [1]. Many consumers will regret buying the product after consumption because of the lack of awareness of the product during impulse consumption. This shows that consumers' emotions or uncertain cognition of purchasing needs will affect consumers' purchasing behaviors. Although earlier research has looked at the relationship between mood or perception and buying behaviour, a comprehensive analysis of the ways in which these two traits influence consumption behaviour is still missing. This essay's goal is to aid readers in comprehending their own consumption behavior by analyzing the influence of the two factors on consumer behavior, and to provide effective marketing strategy guidance for enterprises in the fierce

market competition. Many people believe that emotions can lead to impulse buying, and sometimes people will buy products they do not intend to buy or overbuy products. But is it only emotion that causes impulse buying? Can all emotions influence buying behavior? What effect does perception have on buying behavior? The consideration and discussion of these problems can further reveal the influence of emotion and cognition on consumer behavior, which is of great significance in further understanding of people's consumer psychology and consumer behavior.

2. Emotions and Cognition

2.1. Emotions

Emotions are produced under the combined influence of one's own experience, expression, cognitive evaluation and physiological response [2]. Many unique theories of emotion have been proposed over time to explain how the many aspects of that affect emotion interact and how emotions are generated. Among many theories, "The Schachter-Singer two-factor theory of emotion" is a widely accepted theory [2]. The theory claims that physiology and cognition work together to produce emotions. It believes that the process of emotional production is divided into three steps: receiving external stimuli, producing both physiological and cognitive responses, and generating emotions. When people see a venomous snake, for example, the theory goes, the snake activates their sympathetic nervous system, which in some cases perceives it as fear. At the same time, the heart rate increases and adrenaline is released, which is a physiological response. Finally, the emotion of fear arises.

2.2. Cognition

Cognition is a kind of thinking, a process involving perception, problem solving, judgment, language, memory, etc. [3]. Researchers aim to understand how and why individuals think by examining the interactions between their ideas, emotions, innovation, language, problem-solving, and other cognitive processes [3].

Cognitive processes can be used to learn new things, form memories, and make decisions. When people make decisions, they judge things first. Sometimes they will let new knowledge change the original cognition, causing the judgment of the same thing to change [4].

3. The Influence of Emotions on Purchase Intention

Emotions play a huge role in purchasing decisions. A study on the effect of internet customer reviews on decision-making was carried out in 2020 by researchers. With 106 people taking part in the trial, binary logistic regression and chi-square tests were used for evaluating the data. This study clarifies how emotions affect consumers' decisions to buy. Compared with the bias brought about by the negative comments of online customers, this study explored the positive emotion bias brought about by the positive comments of online customers, suggesting that consumers' purchase intentions will be influenced by happy feelings: positive online customer reviews were more likely to lead to a purchase than negative customer reviews. It also mentioned that perceived reliability and perceived diagnosis also have a momentous impact on buying decisions, though these effects were limited to negative online customer reviews. However, there were some defects in this study, which only focused on the relationship between online customer comments and purchasing behavior, and did not involve the relationship between offline customers and emotions. Moreover, only 106 people were investigated in this study, which may limit the randomness of the sample and affect the accuracy of the conclusion [5].

To some extent, environment and atmosphere also can influence consumers' mood. Researchers explored the relationship between the visual complexity of the scene background, emotional state,

and purchase intention. Drawing on the literature and people's cognitive response framework, they developed a model explaining how anchors affect customers' impetuous buying choices. They developed a 3×2 inter-subject online experiment on the basis of research subject, using real e-commerce videos live on Taobao. It was concluded that the background visual complexity of broadcast room can arouse people's positive emotion and generate a positive impact on consumers' purchase intention. However, there is a flaw in this study: all the data collected in China may lack the diversity of samples, and it did not take regional cultural differences into account. If more sample data was investigated, the probability and the regional of the conclusion could be reduced, making it more persuasive [6].

The mood may even be influenced by color. According to emotion ratings, positive emotions can be awakened by bright colors. Experimental results confirm that the observer's emotions can be affected by color [7]. Prior research has indicated that the objective attributes of colour correlate to emotional attributes exactly, with sociocultural variables rarely having an impact [7]. It could be considered that the stimulation of emotions by color is universal. The researchers conducted a study on the color of product packaging in 2019 to analyze the impact of product packaging color on product sales. In the end, they believed that in the sales process of goods, reasonable packaging can bring a positive impact on the consumer's consumer psychology from the color and shape. By giving consumers a good impression on the goods because of positive emotional feedback, the company promoted the sale of the product. However, the individual factors of consumers should be taken into account in the research process. In addition to Fast Moving Consumer Goods(FMCG), products with other characteristics should also be included. After including these factors, the conclusion can be more comprehensive and objective [8].

The connection between emotion and intention to buy has also been the subject of numerous research. The ability of customers to regulate their emotions, both positively and negatively, affects their propensity to purchase environmentally friendly goods. In the study on the role of emotion in the pro-social purchase intention of German consumers, the data analysis by PLS-SEM showed that emotion significantly affects all behavioral intentions introduced into this model [9].

Positive emotions can stimulate consumers to buy a certain product. Jellycat, for example, has a cute look and unique packaging that gives stressed people a positive mood. It can make people feel warm and relieve their pressure, so many people fall over each other to buy it. But it is not only positive emotions that can stimulate consumption. Sometimes negative emotions, such as stress, fear or jealousy, can also influence purchasing behavior. For instance, during the epidemic, people's fear and anxiety caused by facing death make them rush to buy medical supplies. When they feel depressed, some people will retaliatory consumption to release inner pressure.

The environment, colors, and even background music can evoke consumers' emotions and promote consumption. And people's life pressure, social conditions brought about by emotions can also stimulate their consumption. To sum up, this paper roughly believes that the activation of positive and negative emotions will both affect consumers' purchasing behavior.

4. The Influence of Cognition on Purchase Intention

Different perceptions will lead to different buying behaviors. In 2021, researchers focused on how purchase intentions were influenced by mobile augmented reality(MAR) applications from a cognitive-emotional perspective. In this study, partial least squares structural equation model (PLS-SEM) was used to analyze the data provided by users in the United States, using a cognitive-emotion-control framework. The researchers also designed and used an online questionnaire to assess how consumers rated their MAR experience. According to the results of the study, customers' perception of the MAR app caused them to have certain emotions, which were reflected in their purchase behavior. The study added to the body of knowledge in the field of augmented reality (AR) research

by offering a fair analysis of the effects of MAR applications. However, the sample's users came from a particular platform in a particular area. This may ignore the evaluation of MAR applications by consumers with different geographical and cultural backgrounds. In addition, there was no detail on how the consumer experience affected their purchasing behavior [10]. These factors may affect the universality and credibility of the current study's conclusions.

The perception of price can sometimes influence the willingness to purchase. In 2021, the researchers investigated the influence of price on purchase intention using blind tests and neurophysiological investigations. First, the participants were asked to discuss their perceptions of three goods (national brand (S1), stop brand (S2), and high-end brand (S3)) in terms of smell, feel, and texture using a blind test. There were two phases to the experiment. The first stage was a blind test and used the think-aloud protocols (qualitative research). In the second step, consumer reactions to the introduction of price and brand factors were measured using neurophysiological equipment. When the high-end brand S3 was presented anonymously in a blind test, most participants chose it. However, when the price was announced, participants' buying intentions changed. In the experiment, when the price was revealed, it was seen that people were biased to buy the cheaper product. But later, when more information about the product was given, the purchase options changed again. This was due to the fact that after learning about all the characteristics of skincare products, people were willing to spend more money on them. Participants could learn the true worth of each product as well as its benefits and drawbacks with greater information. Consumers will add or subtract its value based on market information and price positioning. According to the research, the primary element influencing a consumer's intention to buy was their pricing knowledge. The results implied that decisions made in the past were modified in light of fresh information. The price of the goods, the researchers found, was the primary factor influencing consumers' propensity to purchase [11]. This showed that the change of price changed people's cognition of the product, and in addition, providing more information would also change people's cognition. Both would make people's buying behavior change.

Cognition sometimes causes people to have a certain tendency: Some people tend to buy products when they are on sale, believing it saves money, while other people tend to buy the products with higher prices, because they think the products with higher prices are of good quality. Then, these cognition gradually lead them to form a certain purchase behavior. In 2021, a study was conducted on the role of cognitive and emotional responses in online impulse buying behavior. The study was conducted using impulse purchase decision processes, stimulus-organ-response frameworks, and technology acceptance models. The researchers chose Instagram users in Iran, a developing country, as samples. The researchers found that hedonistic browsing and online impulse buying were influenced by utilitarian browsing. The results can also be seen as reflecting that cognitive (utilitarian) factors influence people's purchasing behavior (browsing or impulse buying) [12].

Satisfying people's cognitive or psychological needs can change their consumption behavior. A study in 2021 established a theoretical model. The influence of gamification features on consumers' purchase intention was explained by the model through the use of cognitive evaluation theory. Information was gathered. Following their participation in a flash game, 322 online customers provided information to be used in assessing their purchase intentions. The study found that gamified rewards, deep engagement, and autonomy enhance game enjoyment, which satisfies people's psychological needs and ultimately increase consumers' online purchasing intentions. It can be concluded that meeting psychological needs through game mechanics alters individuals' perception of the game, prompting them to purchase more games [13]. In a different study, the scientists looked at the impact of hedonic watching, traffic, and impulse buying on the emotions and cognition of Instagram users. The researchers examined data from 635 Iranian Instagram users using the structural equation modelling programme SmartPLS 3.0. The researchers came to the conclusion that people's impulse buys were driven by their emotions and thoughts [14].

Sometimes, negative cognitive stimuli can play an unexpected role. In the fast fashion sector, for instance, purchasing intentions may be influenced by fear of losing out(FOMO). The researchers found that customers' inclination to purchase fast fashion items was directly influenced by brand reputation and FOMO, after examining over 650 participants from three distinct areas in Switzerland and the United States. The association between brand reputation and propensity to purchase rapid fashion was found to be negatively moderated by FOMO, according to the study. This suggested that consumers who experience strong FOMO place less importance on brand credibility during the purchase process than consumers who do not have FOMO [15].

In conclusion, this paper suggests that cognition can influence people's purchasing behavior to some extent, sometimes stimulating purchases while at other times reducing the desire to buy. The cognitive changes caused by external stimuli or their own cognitive changes will change people's original purchasing behavior to a certain extent. For instance, tobacco companies promote the dangers of smoking. Thus, this leads people to believe that smoking is bad for health. For some people, it plays a role in helping them quit or resist tobacco, thereby reducing their purchase volume.

5. Conclusion

This study found that environment, color or background music can arouse consumers' emotions, and life pressure can also bring emotions to people. All these emotions can stimulate consumers' purchasing behavior. In a word, the activation of positive and negative emotions will affect consumers' purchasing behavior. In terms of cognition, different cognition will lead to different buying behaviors. But cognition is not static: it changes with age as knowledge and experience change. Sometimes, the publicity of the product or the public evaluation of the product can also change people's perception (of the product). All of these situations change people's buying behavior. Based on the findings of this study, in terms of marketing strategies, enterprises can stimulate their product sales by arousing customers emotions or changing customers cognition. For example, some social media marketers link body weight to self-discipline, urging people to control their appetite. They also promote the idea that an inability to control the urge to eat reflects poor self-control. These marketing changes people's perception of eating, and subtly increases their guilt about overeating. In this way, brands advertise and promote their products, such as black coffee, white kidney beans and L-carnitine. In terms of emotion, companies can create a pleasant shopping environment and establish an emotional connection between customers and their products, thereby enhancing consumers' purchase intention. However, this study did not explore the impact of virtual reality and artificial intelligence on consumers' shopping experience in terms of emotion and cognition. In addition, this study also lacks the simultaneous discussion and analysis of multiple cultures and regions.

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