



CAN EMOTIONAL MARKETING CHANGE CUSTOMER'S PURCHASE DECISION?

Prof. Sanjaykumar Jagannath Patil*

Prof. Yogita Janardan Patil**

Abstract: *Emotions are the part of the consciousness that involves feeling and sensibility. In the present competitive world Marketers realized a need to change the marketing strategies. This was the time when there was a need to find a differentiator that could help the Organization stand out among various competitors. This brought "Emotions" into picture. Producers realized that there was a strong emotional connect between consumers, customers and the products they use. Now Business Organizations understood if the consumers' emotions are addressed in the right way they could get more loyal customers. This thinking of Business Organizations introduced the new approach to marketing which was termed as "Emotional Marketing".*

For any purchases some degree of emotions is always involved. Emotion acts as a catalyst in the engine of the purchase decision process. Marketers therefore follow the concept of emotional marketing. They endeavor more emotions, as emotional marketing helps in getting share of market. Hence, companies which want to stand above the competition have to take emotional marketing so as to increase market share. In customer's purchase decision Rational only generates interest in the product but the ultimate driver is emotion. Customers are not much interested in the attributes of the product, but they want to know that how that product is going to suit their personality. All Customers purchase their products emotionally and rationalize their choices intellectually.

The Research Paper is based on Primary Data collected from respondents. In this Research Paper researcher study the Impact of Emotional Marketing on customers purchasing of Durable and Nondurable goods. On the basis of collected data it is also find out that weather Emotional Marketing (Appeal) has an ability to change the customer's purchase decision of Durable and Nondurable goods.

Key Words: *Emotional Marketing, Emotional Appeal, Durable goods, Non-Durable goods, Purchase decision.*

*Assistant Professor, Indira Institute of Management, Pune, Maharashtra

**Assistant Professor, ASM's Institute of Professional Studies, Pune, Maharashtra



INTRODUCTION:

Emotion is a psychological state that arises spontaneously rather than through conscious effort and is sometimes accompanied by physiological changes. It is the part of the consciousness that involves feeling and sensibility.

In old days when producers are regarded as king of the market and they decide the product features, product size, product color and product test. Those were the times when customers were willing to buy what ever was available because there were no alternatives available. As market scenario changed as many producer came into the market and competition began to increase intensively. Consumers began to have wider choice and the era of marketing had begun. Customers now became the kings of the market. This gave an opportunity to customers consumers to compare products and offerings based on which they decided which the better product to buy was.

Marketers realized that to survive in this competitive world there was a need to change the marketing strategies. This was the time when there was a need to find a differentiator that could help the Organization stand out among various competitors. This brought “Emotions” into picture. Producers realized that there was a strong emotional connect between consumers, customers and the products they use. Now Business Organizations understood if the consumers’ emotions are addressed in the right way they could get more loyal customers. This thinking of Business Organizations introduced the new approach to marketing which was termed as “**Emotional Marketing**”.

The fundamental premise behind emotional marketing has now been followed by marketers from fairly long time now. It was understood by the marketers that understanding Psychology of a customer or consumer was very important for getting the share of mind and heart. They now know that understanding the customers philosophy helps them achieve there marketing goals.

Customers most often attribute logic and reasoning to the purchase and try to prove that they have made a rational purchase and emotion has not played a role in the decision making process. But the ultimate driver is emotion, which has played a major role in the final purchase decision. Rational only generates interest in the product the ultimate driver is emotion. Customers are not much interested in the attributes of the product, but they want



to know that how that product is going to suit their personality. All Customers purchase their products emotionally and rationalize their choices intellectually.

An emotional appeal helps a company sell its product more and marketers are increasingly restoring to this measure. For any purchases some degree of emotions is always involved. Emotion acts as a catalyst in the engine of the purchase decision process. Marketers therefore follow the concept of emotional marketing. They endeavor more emotions, as emotional marketing helps in getting share of market. Hence, companies which want to stand above the competition have to take emotional marketing so as to increase market share.

Emotional decision-making is a unique process rooted in individual experiences, beliefs, and temperaments. Even though emotions are unique to each individual, there are several common dominator emotions. Those emotions may be in the form of Joy, Trust, Fear, Surprise, Sorrow, Disgust, Anger and Anticipation. We react to marketing messages and build emotional brand preferences based on how we feel about the brand, and how it fits into our web of emotional decision-making criterion.

The Research Paper is based on Primary Data collected from respondents. In this Research Paper researcher study the Impact of Emotional Marketing on customers purchasing of Durable and Nondurable goods. On the basis of collected data it is also find out that weather Emotional Marketing (Appeal) has an ability to change the customer's purchase decision of Durable and Nondurable goods.

In economic durable goods is a good that does not quickly wear out, or which is utilized over a long time rather than being completely consumed in one use. Examples of consumer durable goods are cars, mobile phones, electronic appliances, furniture etc.

In economic Nondurable goods is a good which is quickly wear out or immediately consumed in one use or a good which have a lifespan of less than 3 years. Examples of nondurable goods are fast moving consumer goods such as personal products, rubber, plastics, textiles, clothing, footwear, food, fuel etc.

OBJECTIVE:

1. To study the Impact of Emotional Marketing on Customers purchase of durable goods.



2. To study the Impact of Emotional Marketing on Customers purchase of nondurable goods.
3. To find out the important factors which are considered in purchasing of Durable goods.
4. To find out whether Emotional Marketing Appeal changes Customer Purchase Decision for Durable and Non-Durable goods.

HYPOTHESIS:-

1. **Ho:** Emotional Marketing (Appeal) changes the customers purchase decision for Durable & Non-durable goods.
H1: Emotional Marketing (Appeal) does not change the customers purchase decision for Durable & Non-durable goods.
2. **Ho:** In Durable goods purchasing emotions, benefits, features and price are the important factors.
H1: In Durable goods purchasing emotions, benefits, features and price are not important factors.
3. **Ho:** In Non-durable goods purchasing emotions, benefits, features and price are important factors.
H1: In In Non-durable goods purchasing emotions, benefits, features and price are not important factors.

RESEARCH METHODOLOGY:

Research Design:

It is a descriptive research study which is concerned with describing the various characteristics like Customer's Education, Income, life style, Emotions, Features, Benefits, and Prices while purchasing durable and nondurable goods.

Sampling Design:

It is a definite plan for obtaining a sample from a decided population. The decided population is a real or probable customer of durable and nondurable goods.

Place of Study:

This study was conducted among real or probable customer of durable and nondurable goods in the market of Pune city of Maharashtra. (India)



Sampling Unit:

The sampling unit is the area or field from where the sample will be collected. In this study the sample units are real or probable customer of durable and nondurable goods in the market of Pune city of Maharashtra. (India)

Sampling Size:

Sample of this study is the **120** real or probable customers of durable and nondurable goods in the market.

Data Collection:

The collected data should be appropriate & adequate, hence to be collected by two methods i.e. Primary and Secondary.

The Primary data was collected directly by the researcher from **120** respondents (A real or probable customer of durable and nondurable goods in the market).

The Secondary data was collected from Text Books, Journals and Websites.

Research Instrument:

Structured Questionnaire based on ten questions was designed and interviewed the real or probable customer of durable and nondurable goods in the market from selected area.

DATA ANALYSIS:

Table No. 1 Gender of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	84	70.0	70.0	70.0
Valid female	36	30.0	30.0	100.0
Total	120	100.0	100.0	

Table No.1 shows the gender of the respondents. Out of the 120 respondents there are 70% male and 30% are female.

Table No.2 Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Graduate	12	10.0	10.0	10.0
Valid post graduate	78	65.0	65.0	75.0
Valid professional	30	25.0	25.0	100.0
Total	120	100.0	100.0	

Table No.2 shows Educational Qualification of the respondents. The maximum respondents are post graduate and professional.



Table No.3 Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid service	102	85.0	85.0	85.0
self employed	12	10.0	10.0	95.0
business	6	5.0	5.0	100.0
Total	120	100.0	100.0	

Table No.3 shows Occupational Pattern of the respondents. The maximum i.e. 85% respondents are service employee.

Table No.4 Monthly income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid up to 10 K	18	15.0	15.0	15.0
10 to 25 K	54	45.0	45.0	60.0
25 to 50 K	36	30.0	30.0	90.0
50K to 1L	12	10.0	10.0	100.0
Total	120	100.0	100.0	

The above Table No. 4 shows monthly income of the respondents. The maximum respondents are earning from 10K to 50K.

Table No. 5 Impressed by Emotional Advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	72	60.0	60.0	60.0
no	48	40.0	40.0	100.0
Total	120	100.0	100.0	

Table No.5 shows the out come of direct question to the respondents about emotional appeal through emotional advertisement. The 60% of the respondents are impressed by the emotional advertisement while 40% of the respondents are not impressed by the emotional advertisement.

Table No. 6 Impressed by Sales Person's Emotional Appeal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	54	45.0	45.0	45.0
no	66	55.0	55.0	100.0
Total	120	100.0	100.0	

Table No.6 shows the result of respondents impressed by the sales person's emotional appeal during purchasing process. The 45% of the respondents are impressed by the sales person's emotional appeal during purchasing process, while 55% of the respondents are not impressed by the sales person's emotional appeal.



Table No.7 Items Purchased under influence of Emotional Appeal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cloth	32	26.7	26.7	26.7
footwear	22	18.3	18.3	45.0
food	54	45.0	45.0	90.0
car	4	3.3	3.3	93.3
mobile phone	6	5.0	5.0	98.3
bike	2	1.7	1.7	100.0
Total	120	100.0	100.0	

From the Table No.7, it is observed that Cloth, Footwear and Food items are purchased under the influence of Emotional Appeal, but items like Car, Mobile phone and Bike are not purchased under the influence of Emotional Appeal.

From the above table it has been proved that Non-Durable items are purchased under the influence of Emotional Appeal but Durable items are not purchased under the influence of Emotional Appeal.

HYPOTHESIS TESTING:

The Hypothesis testing was done with the help of SPSS (Ver.20).

All hypothesis were tested with Chi Square test at the 95% of confidence and level of significance is 0.05

Hypothesis 1:

H₀: $\mu = 0$, Emotional Marketing (Appeal) changes the customers purchase decision for Durable & Non-durable goods.

H_a: $\mu \neq 0$, Emotional Marketing (Appeal) does not change the customers purchase decision for Durable & Non-durable goods.

Level of significance / p value / $\alpha = 0.05$

The above hypothesis is tested by using two parameters of Emotional Appeal in the form of Emotional Advertisements and Emotional Appeal by Sales person during purchasing.



Impressed by Emotional Advertisement

	Observed N	Expected N	Residual
yes	72	60.0	12.0
no	48	60.0	-12.0
Total	120		

Impressed by Sales Person's Emotional Appeal

	Observed N	Expected N	Residual
yes	54	60.0	-6.0
no	66	60.0	6.0
Total	120		

Test Statistics

	Impressed by Emotional Advertisement	Impressed by Sales Person's Emotional Appeal
Chi-Square	4.800 ^a	1.200 ^a
df	1	1
Asymp. Sig.	.028	.273

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60.0.

The significance value / p value of the test is greater than 0.05, so **researcher accepted the null hypothesis** and infer that Emotional Marketing (Appeal) changes the customers purchase decision for Durable & Non-durable goods.

Hypothesis 2:

H0: $\mu = 0$, In Durable goods purchasing emotions, benefits, features and prices are the important factors.

Ha: $\mu \neq 0$, In Durable goods purchasing emotions, benefits, features and prices are not important factors.

Level of significance / p value / $\alpha = 0.05$

The respondent's responses are collected on importance of Emotion, Benefit, Features and Price parameters while purchasing Durable and Non-Durable goods. The responses are collected in ordinal scale.

The above hypothesis is tested by using four parameters as Emotions, Benefits, Features and Price during purchase process of Durable goods.



Emotions

	Observed N	Expected N	Residual
highly important	11	30.0	-19.0
moderately important	32	30.0	2.0
important	31	30.0	1.0
not important	46	30.0	16.0
Total	120		

Benefit

	Observed N	Expected N	Residual
highly important	42	40.0	2.0
moderately important	48	40.0	8.0
important	30	40.0	-10.0
Total	120		

Feature

	Observed N	Expected N	Residual
highly important	90	40.0	50.0
moderately important	12	40.0	-28.0
important	18	40.0	-22.0
Total	120		

Price

	Observed N	Expected N	Residual
highly important	37	40.0	-3.0
moderately important	51	40.0	11.0
important	32	40.0	-8.0
Total	120		

Test Statistics

	Emotions	Benefit	Feature	Price
Chi-Square	20.733 ^a	4.200 ^b	94.200 ^b	4.850 ^b
df	3	2	2	2
Asymp. Sig.	.000	.122	.000	.088

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

The significance value of the test is less than 0.05 for Emotions and Features parameters, so researcher rejected the null hypothesis and accepted the alternate hypothesis with inference that in Durable goods purchasing Emotion and Features are not important factor.

The significance value of the test is greater than 0.05 for Benefits and Price parameters, so researcher accepted the null hypothesis with inference that in Durable products purchasing Benefits and Price are important factor.



Hypothesis 3:

H0: $\mu = 0$, In Non-Durable goods purchasing emotions, benefits, features and prices are the important factors.

Ha: $\mu \neq 0$, In Non-Durable goods purchasing emotions, benefits, features and prices are not important factors.

Level of significance / p value / $\alpha = 0.05$

Non-Durable Goods Emotions

	Observed N	Expected N	Residual
highly important	22	30.0	-8.0
moderately important	34	30.0	4.0
important	35	30.0	5.0
not important	29	30.0	-1.0
Total	120		

Non-Durable Goods Benefit

	Observed N	Expected N	Residual
highly important	61	30.0	31.0
moderately important	36	30.0	6.0
important	12	30.0	-18.0
not important	11	30.0	-19.0
Total	120		

Non-Durable Goods Features

	Observed N	Expected N	Residual
highly important	40	30.0	10.0
moderately important	35	30.0	5.0
important	27	30.0	-3.0
not important	18	30.0	-12.0
Total	120		

Non-Durable Goods Price

	Observed N	Expected N	Residual
highly important	67	30.0	37.0
moderately important	19	30.0	-11.0
important	22	30.0	-8.0
not important	12	30.0	-18.0
Total	120		

Test Statistics

	Emotions	Benefit	Features	Price
Chi-Square	3.533 ^a	56.067 ^a	9.267 ^a	62.600 ^a
df	3	3	3	3
Asymp. Sig.	.316	.000	.026	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.



The significance value of the test is greater than 0.05 for Emotions and Features parameters, so researcher accepted the null hypothesis with inference that in Non-Durable goods purchasing Emotions and Features are important factor.

The significance value of the test is less than 0.05 for Benefits and Price parameters, so researcher rejected the null hypothesis and accepted the alternate hypothesis with inference that in Non-Durable goods purchasing Benefits and Price are not important factor.

CONCLUSION:

- The 60% of the respondents are impressed by the emotional advertisement and the 45% of the respondents are impressed by the sales person's emotional appeal during purchasing process,
- Under the influence of Emotional Appeal respondents are purchased only Non-Durable items such as Cloths, Footwear and Food but not purchased Durable items such as Car, Mobile phone and Bike under the influence of Emotional Appeal.
- It is proved that Emotional Marketing (Appeal) impact on purchasing of Non-Durable goods, but it is not impacted on purchasing of Durable goods.
- The Hypothesis testing proved that Emotional Marketing (Appeal) changes the customers purchase decision for Durable & Non-durable goods.
- The Hypothesis testing proved that in Durable goods purchasing Benefits and Price are important factors and Emotion and Features are not important factor.
- The Hypothesis testing proved that in Non-Durable goods purchasing Emotions and Features are important factor, while Benefits and Price are not important factor.

REFERENCES:

1. Business Research Methods by S.L. Gupta and Hitesh Gupta published by Tata McGraw-Hill, New Delhi, 2012.
2. An Article "Emotional Marketing – To play the emotional tune is the necessity of today's marketing" Posted by Drypen on October 26, 2008
<http://drypen.in/marketing/emotional-marketing-to-play-the-emotional-tune-is-the-necessity-of-todays-marketing.html>



3. An Article “Aviation Marketing: Don’t rule out emotional connections in the purchasing process” posted on September 7, 2012
<http://baileyburk.com/2012/09/07/aviation-marketing-dont-rule-out-emotional-connections-in-the-purchasing-process/>
4. Ted Cohen’s research paper titled “Beyond Speeds and Feeds, The Impact of Emotion in Product and Brand Marketing” published in LINUS Report, Volume 3, 2009.
5. The Wikipedia, the free encyclopedia