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**THE ROLE AND IMPACT OF CONSUMER'S EMOTIONS,  
AWARENESS AND THOUGHT PROCESS ON CONSUMER BEHAVIOR**

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**Abstract:**

'Emotions are the blessings which differentiates man from a stone.' We all have somewhere heard this phrase and many a times, agree to it as well. In this study, I, Mr. Anup Jadhav along with my co-author Ms. Jae Joglekar have attempted to observe and analyze exactly how and why do a human being's emotions, their thoughts and their general knowledge about brands, products and services help in studying consumer behavior. If we keenly observe, we get to a conclusion that consumers most of the times buy products that they have been used to since many years. We also call it as the Brand Loyalty. But we got rooted to the fact that this brand loyalty is initiated by the emotions and thought process of the consumers. Through a random sampling survey, we could conclude that consumers generally prefer the brands, products and services that they are well verse with, familiar and aware of. Not only being aware makes an impact but also, touching the emotions of consumers, the relatable nature of the consumers and they association with their culture. The study of Consumer behavior can be much more easier if we consider these factors along with the needs and demands of product and services buyers.

**Objectives of the Research:**

1. To understand how Consumer's emotions and thought processes help in understanding consumer behavior better.
2. To know exactly why the consumer's emotions play an important role in consumer preferences for brands, products and services.

**Hypothesis:**

The Emotions, Nature and thought process (the way a person thinks Eg Optimistic approach, pessimistic approach etc) affects directly on the consumer preferences.

**Emotions, Awareness & Thought Process.**

Emotion create the major contribution of a human's behavior. As consumer behavior is the study that deals with analysis of behavior and the factors affecting that behavior of consumer, their preferences and consumer perceptions, Consumer behavior has a huge part to be studied on

as 'Consumer's emotions, awareness, nature and thought process. The emotions generated in the minds of consumer are related with the nature of the person (can be referred to as the style of behavior, positive/negative etc.). The nature of the person decides what kind of thought process that the person possess. This thought process includes all the inferiorities and superiorities of the thinking process, the complexes and the reflexes of actions. The awareness of the consumer is referred to as the information or knowledge that the consumer has about the brand, product or service. This awareness is extremely important for the brand to have a good brand image in the markets which is also known as the god will of he brand. It is considered to be as good as the assets or even some companies consider it as the intangible assets of an organization. The emotions of the customers are also related to some demographic or other factors like the

religion, the daily preferences or behavioral habits, the sub-categories and professions, and the cultural background. There was a huge trend in the markets lately, like the geek-nerd culture. This fad or trend created such a hustle in the markets that studying customer behavior got much more interesting.

Similarly the other market trends also contribute a lot to the consumer emotions, & thought process that finally ends up in factors gathering in consumer behavior.

#### **Emotional Vulnerability**

We suggest that emotional vulnerability plays an important role in shaping evaluations and cultural success. The term vulnerability is often used to describe negative variation or dispersion. Emotional vulnerability is the emotion of consumers which may act as negation is the brand preference. For Example, if a new brand has to promote its products or services, they majorly have to face the consumer preference negations due to less familiarity towards the new brand or lesser awareness and lack of trust in the brand's products or services. This is the consumer's emotional vulnerability which can be dealt with, if a proper marketing strategy is developed and an emotional and cultural connect is developed with the consumers by the brand.

We can easily promote our brands, products and services by doing a good market research and survey. From the information collected through the survey, we can analyze and chalk out the

sentimental areas of the consumers that can be used to target market and promote our brands, products and services in a particular mannerism.

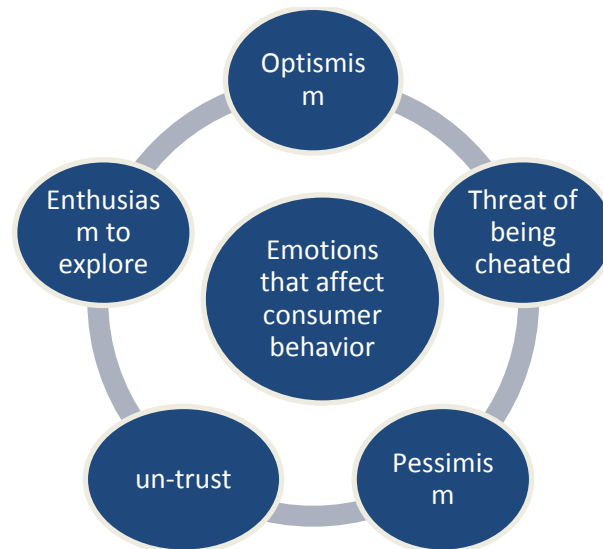
#### **Role of Consumer Emotions, Awareness and Thought Process in the Consumer Behavior:**

Consumer's Emotion towards a brand s/he has been using since years will definitely lead to loving the brand, product or services and finally, would lead towards consumer's brand loyalty.

An Optimistic approach of the consumers towards a particular brand is a potential future scope or existing asset for the brand. Why so? Because a person who has an optimistic opinion about a certain brand, will in future certainly be the brand's potential customer. An existing customer of a brand who keeps an optimistic approach towards it, will give a satisfied customer to the brand and will lead to goodwill and good word of mouth/

A pessimistic customer who may keep negative opinions about the brands and create difficulties for the marketing team to break the ice between the brand and customer negative perceptions. It will also be challenging for the brand to convert such person into a potential customer.

The main role of customer emotions, awareness (sometimes first impression), their thought process is creating a potential market for the brand. A good word of mouth and positive publicity can be gained by attaining good will with the customers.



### General Discussion:

A detailed study on how exactly can these consumer emotions be tracked can be initiated on a larger level. Not only a study but also some way out can be found depending upon the moral conclusions of the study.

The emotions like optimism if tracked, can be seen to as an opportunity to create potential customers and also enhance the brand image in the markets. It can also help in globalization.

The emotions like pessimism shall always create a negation in the consumer behavior. It directly hammers the brand image and creates challenges for the organizations employees to yield in the markets.

### Conclusions:

The optimistic emotions of the consumers towards the brand, products or services will lead towards customer satisfaction, customer loyalty and brand image in the markets.

The pessimistic emotions of the consumers will lead to challenges in marketing and profit maximization, a negative publicity of the brand and also losses in the business.

The enthusiasm of exploring the brand will lead to creating the interest with in markets, increase brand image and also increase the number of potential customers in the market. This will be extremely helpful in targeting the markets and market segmentation.

The threat of being cheated by the brands can lead towards an uncertainty in the consumer behavior. It is a threat to the organization as well as it may create dissatisfied customers who will in the future be responsible for negative publicity in the markets.

Un-trust can relate to the type of consumer's emotions where s/he may be an existing or a potential consumer however, is not willing to trust the brand totally. This can also create an uncertainty in the minds of customers.

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