



Effect of Emotional Marketing on Consumers' Mind

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Abstract

Creating Emotional producing is a game of the brain. Emotional marketing is not merely symbols, mark, or packaging and service but it is a concept stored in memory within a network of association in the brain. A great product establishes nodes with various associations related to a product. Various elements associated with products resonate and reinforce each other inside the brain. The seeds of strong nodes and memory planted in the mind come from external forces effect: how the effect of products and salesman service, Product warranty, performance, timely service with its reinforcing alignment creates symbiotic effects. How an innovative message of advertising truly catches up with a person and refreshes his past memory. All these associated networks of images and concepts start coordinating with each other and every image in turns reinforce each other images associated with an emotional marketing. Investigating the effect of emotional can be revealing too many marketers and offers sea of opportunity as the consumers with a feeling with the product is more like to sustain his relationship with the product.

Key Words: Emotional marketing, Brain, Memory, Image, Awareness, Product

Introduction

Great marketing managers also take the responsibility of bringing about change in the brain by constantly sending messages about the quality and associative features of a product to the targeted market to the extent that the idea of its quality get wired in the brain. The stronger the wiring of the brand the more resonance of the emotionality of the product. This process creates mental structure and helps consumers organize their knowledge about product and services in a way that clarifies their decision making on purchasing behaviour and in the process provides value to the firm. In

short, emotionality for brands is created in the brain; it's about a mental connection between a product and the consumers.

Rational of the Study

Emotional marketing offers your company what you need to be different and stand out from the rest of your competition. Aspects of emotionality helps marketers genuinely connect with your audience, creating a common, authentic, and original mutual understanding. Knowing that you co-exist on a common basis, you can create better, personalized, and targeted marketing campaigns. Your campaigns will be more specific,

target-oriented, and have a higher ROI than any other average marketing campaign. Building emotional bondage between products and consumers has never been an easy task. It calls for installing marketing effort and deploying psychological insight in such a way that brings about change in customers perception and behavior. Sharma (2012) defines emotional as marketing based on emotions; it is the language of hearts, he went on to say emotional marketing is the quest by companies to create an emotional link with customer and establishment of deep relationship with customers as they acquire their products and services. In addition to this Rite (2009), view Emotional marketing as a new classic approach, new marketing move, where management of emotional connections between the corporation as well as the clients (or other market players) turn out to be exchange-stimulating feature, this idea implies that the customers purchasing choices are more and more affected by no sensible. Engendering seeds of feeling for the product start with understanding the complex labyrinth of the human brain .Great marketers need to peep through the brain of the people and understand how the mechanism of the brain affects the mood of consumers. Much of the failure in the markets is due to our narrow understanding of the human brain. Lack of conceptual knowledge and semi idea about the mechanism of the human brain and how it has its bearing on the establishment of emotional relation with the customers, often leads to

making wrong decisions and can be a case of marketing myopia. On the other hand, deep psychological insight helps marketers in developing the emotion for products and reduces the risk of brand faltering. The most basic problem encountered in those studies is the failure to achieve in interviewing consumer emotion products. That the repeat behaviour slowly and gradually slides into the emotional zone. Customer emotional commitment is the willingness of a consumer to purchase the same product and keep the same profitable relationship with a particular company. In other words, it is the continuous buying of a consumer for a particular brand and suggesting to other friends and family. There must be emotional elements interwoven in a brand which keeps a customer to buy that product over a period of time without preferring another competitor brand.

Research Gap

Numerous investigations have been done on the emotional marketing and all the findings somewhere down the line add value shed light on this unfathomable psychological spectrum. The findings emanating from the theories and principles are relevant and help marketers in molding the behaviour into loyalty. However, the emotional and psychological effects of human behaviors are like a bottomless pit, and therefore offer unfathomable scope to dive into. The ensuing study drafted below is another endeavor to reveal another new finding about the cause of customer loyalty.

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Objective of the Study

Strategically emotionally committed customers give advantage to many firms to navigate through tough times. Failures of many companies also reveal the facts that these companies don't enjoy the back up of sufficient loyal customers. However, there are few companies who have got expertise in making customers emotionally attached with the product or services while for weaving the element of emotion with the product are still elusive. The process in the making of emotional attachment is subtle and complex and calls for the application of deep psychological insight to channelize and shape consumers into loyal one. The set objectives under the backdrop of this psychological challenge for molding customer's emotion in favour of products are stated as follows –

To highlight the challenges in understanding the consumer's frame of emotion.

To shed light on the complex link between the brain and customers' loyalty.

To decode the emotional and social aspects in the making of committed customers.

Research Methodology

The current paper is part of a larger study directed at analyzing the correction between the mechanism of the brain and how its understanding helps marketers in striking a right bond with customers. The study applies conceptual framework and the mode of research in mainly qualitative. In order to find out the complex link between customer positive behaviour and the emotional aspects an extensive literature

review has been done using secondary data

like journals, research papers, internet, and journal sources. Myriads of information from other fields for establishing the authenticity of the study have been poured through. The psychological sources like Manson, Mark, (2019) everything is Fucked and Clear, James, (2019) Atomic Habit confers important information on the study.

Source of Data Collection

Secondary sources of data had been collected through various sources. These are books, journal, newspaper, Secondary sources are those that are available in public domain and comprise of journal articles, reports, books, publications, previously undertaken research papers, and case studies to be accessed from academic databases. Such materials may be reproduced in different formats and comprise of information that were original pieces of primary research.

Emotional marketing and its Association with Brain

The emotionally crowned product settles up in the limbic brain and becomes belief. The outrageous outcry of the consumers in America against the withdrawal of the old Coke is the fitting example of how emotional customers display their outpouring emotion for a simple and mundane product like Coke. When Coke faced a threat from Pepsi, it conducted widespread test offering to the people Pepsi sweet Cola and Coke Cola without showing the logo, in a naked glass. Majority of the people tilted their preferences for sweet Pepsi. But in the second test, when the test was conducted

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with both Pepsi and Coke, people's preferences took a reverse gear this time and seventy five percent of the people expressed their preference for Coke.

Dr. Read Montague, the director of Human Neuron marketing Lab at Baylor College of Medicine in Houston decided to probe the results more deeply. He selected some of the volunteers for the conduct of research. When the volunteers were given the beverage in an unemotional produced glass the result was exactly the same as was the famous Pepsi –Coke research which was conducted 35 years ago. More than half of the subjects preferred Pepsi. “While taking a sip out of Pepsi, the entire new set of

volunteer’s registered a flurry of activity in the ventral putamen, a region of the brain that’s stimulated when we find taste appealing.” (Martin Lindstrom, *How Everything We Believe About Why We Buy Is Wrong*,)

Interestingly, in the second experiment Dr. Montague decided to let the subjects know the name of the product. The result: 75 percent of the respondents claimed to prefer Coke. What more, has it been observed a change in the location of brain activity? In addition to the ventral putmen blood flows were registering in the medial prefrontal cortex, a portion of the brain responsible, among other duties, for higher thinking and discernment.

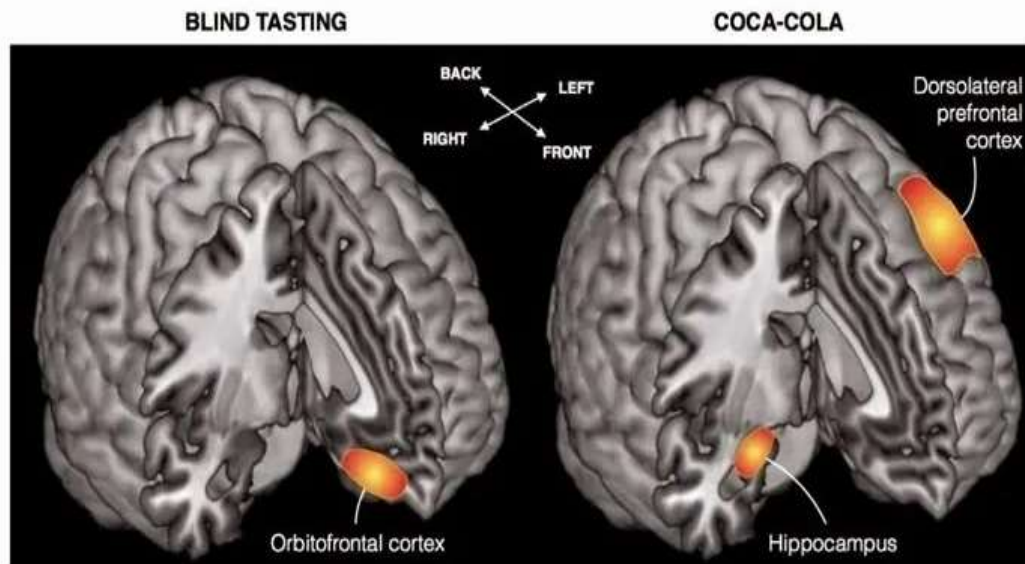


Figure- 1. Barbara. (2020) *Neuromarketing: What it is, how it works*

This further indicates very clearly that the two areas in the brain were engaged in a mute tug of war between rational and emotional thinking. And during mini seconds of grappling and indecision, the emotion rose up like mutinous soldiers and defeated respondents’ rational preference for Pepsi, and

that’s the moment- Coke won. All the positive associations with Coke –its history, logo, heritage design and fragrances; their own childhood memory of Coke, Coke’s TV and print ads over the years , the sheer inarguable, inexorable, ineluctable , emotional cockiness of the emotional marketing beat back their rational ,

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natural preferences for the taste of Pepsi. Why? Because emotion is the way in which our brain encodes things of value and the emotional marketing that engages us emotionally. “Emotion inspires action and action inspires emotion. Emotion is irrational meaning they cannot be reasoned with.” (*Manson, Mark. 36*)

A customer whose feeling is completely entrenched with his preferred product does not bog down in the face of fleeting data. Contrary to it, his feeling brain becomes more defensive and protects his choice with his preexisting data. His Feeling brain acts like a verbally abusive boyfriend who refuses to pull over and ask directions- he hates being told. In the case of Coke the Montague experiment demonstrates that the same people, who discarded the naked bottle Coke, slither into the zone of Coke beverage unobtrusively as it has been conducted under exposure of the name- Coca Cola. And the once victorious sweet Pepsi beverage got vanquished.

The outcry of the American people in the wake of withdrawal of the classic version of the Coke further strengthen the dominating aspect to the success of a product; that it has more to do with feeling than reason. Had Coke conducted the research on how far the Coke emotional marketing represents American heritage, history and culture, the company would have understood the real and emotional value of it and focused on the classiness and highlighted the Americanisms of the cola taste?

Delusion of Emotional Marketing

Emotional association with an emotional marketing makes a customer a victim of self-serving bias. It makes consumers prejudiced and self centered. Consumers start to assume what feels right is right. This led a consumer to make snap judgment about the product to which it had shared his feeling. He has exaggerated feelings for his preferred product. This leads him to define and see the product through the magnifying lens. So when a person strolls through the aisle and sees his favourite product sitting and surrounded by many products in a mart, his eye sparkles and feeling dilates, the lenses of his eye instantly capture his favorite product without any iota of distraction. Nothing sort of alternatives can take away his laser sharp lenses.

Many of the People’s perceptions are the virgin area ready to be impressed upon by the external cues. People are not born with intrinsic want for innovative and self esteemed products. People lack insight for future products, (how many of us thought of mobile, laptop, LCD TV three decades ago). But people have the intrinsic drive to make their life easy; they have the drive for self esteem and self actualization. Emotional marketing builders understand how to translate the drive into motive and belief through various cues- advertising, salespeople, logo, frequent use of bill boards and showcases and positioning statements.

A marketer creates new perception for the new product through planting

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the seeds of expectation. These expectations are born out of marketing effort. When marketers, through their imaginative insight, build a product that strikes the right chord with people's expectations, the seeds of feeling for the products are laid out. But building the right product is not enough in building an emotional marketing. The product needs to be part of people's minds. For example, "UNIVAC was the first mainframe computer but was surpassed by IBM. Thanks to the massive marketing effort, IBM got into the mind first and won the computer battle early." Ries. Al, 16

It was when the image and its associated benefit ingrained into the mind of the people, the feeling elements got interwoven. This preemptive attempt leads great marketers to pitch in to capture the virgin province of the memory strongly. The preemptive approach means that the first new concept will swamp the uncluttered memory without much mental conversation and debate. It keeps the rational and logical faculty of people at bay since the logical mind works on relative terms. For example, a car is better because there is another car which is mediocre. Why in the 1980s we always considered Ambassador Car as the great car. But once competition came along, the king of the Indian road staggered. The success of Nokia 1310, 1315 models in the 90s is another example of preemptive benefits.

Encroaching upon the virgin brain with a new concept is handy as the image of the product gets wired so strongly into the memory socket to the extent that it becomes indelible

and very difficult to replace with other emotional marketing. When we form the perception about any product we start to believe what we want to believe. The image of the emotional marketing rolls into the memory zone without much resistance, layering over it the pigment of emotion and hence it gets easily entrenched.

Emotions Makes Memory Catchy

Our brain is miser according to some cognitive psychologists. It has limited energy and therefore does not invest mental energy recklessly. The prime duty of a brain is to help a man to survive and thrive. This disposes the human attention at a very critical position .It discards messages and stimuli which does not help in surviving and thriving. That means our brain focuses on only those stimuli where it figures out hope for survival. Experiencing cappuccino at Starbucks enhances our sense of worthiness and sends a roaring signal to others who cannot afford it.

Great marketing managers craft the essence of the emotional marketing in a way as to let the image of the product enter into the memory lane smoothly. For example the image of a premium car settles into the memory easily as the image of a royal car generates the image of abundance and royalty. It elevates the status in the society. And help to thrive. Research in psychology has shown that recognition alone can result in more positive feelings towards nearly anything. The reason being, the past exposures of the products helps people retrieve information about the emotional marketing easily. The psychological

aspects of familiarity have further been strengthened by Antonio Damasio, a neuroscientist at the University of Iowa through his subtle psychological theory- somatic marker.

Somatic markers are essentially memories of bodily responses and past experiences. It acts like glue which stores and updates every past experience. When we see a product that we had been exposed with in a new situation, our brain is stamped with markers. These markers are rapidly accessed often subconsciously and provide an emotional guide for what to do next. When we make decisions about what to buy, our brain summons and scans incredible amounts of memories, facts and emotions and squeezes them into rapid responses. So the product which has earned sufficient exposure will trigger familiarity and which in effect causes shoppers to make choices over unfamiliar products.

Thus when an emotional marketing choice is made – even when the decision involves products like computers or anything else the familiar emotional marketing will have an edge. It takes ten second to choose TATA salt on a completely unconscious series of images in your brain that leads us straight to an emotional reaction.

All of sudden we knew which emotional marketing we wanted, but were completely unaware of the factors- the known logo, childhood memories, reliable image and other considerations that led us to decide for the unconscious purchase. According to the neurological concept of Somatic markers is nothing but

dormant data sitting idly in the brain.

Emotional Marketing is Long Term Process

A product is a concept stored in the memory with a network of association. That association is first established; and then they are strengthened over a period of time. Brand building is a long term investment to establish, especially in a world, where people's minds are already brimming with thousands of images. Making home into the crowded mind of the people needs imaginative steps.

The first condition for any cues to make inroads into the busy brain is that a product must have differentiating elements. The differentiating factors have the tendency to stir our feelings of curiosity. The unique product stands out different from the homogenous product. Differentiating elements of a product engenders in us emotion, emotion in turn arouses our attention, and attention acts like a hook which catches up the image of the emotional marketing strongly. Arousal of attention also allows the stimuli of the emotional marketing to enter into the lane of memory smoothly. However, building an emotional marketing requires discipline and vigorous and constant effort. In gist, an emotional marketing is a long term investment to establish. And the reason behind its being a long process lies with the stubbornness nature of feeling.

Emotion has its selective agenda. Especially when so many products are fighting to gain the share of emotion. The sparkling and shining

product may arouse our emotion but soon evaporates if the glittering product only sparks. These products only jerk off our feelings for the time being but soon take a back seat if it does not sit well with the perceived values of the customers.

People have the ingrained tendency to select and retain those products which support their beliefs and past experience. Their past experience, therefore disposes them to live in a world of their cherished thoughts. They become pusillanimous for the noble products. This is one of the main reasons why many products fail before capturing the aspiration of the market. People's feelings are stubborn and hate to listen to any idea which goes against the preexisting and cherished. This is why people feel confident with familiar products. The familiar product is riskless and also congruent to our natural tendency of risk aversion.

Further, the hustle and bustle of today's life doesn't allow any product and its image to settle into the seat of memory easily. With fleeting eyes and attention, our mind grasps only wisp of ideas and new images of products finds it difficult to enter through the jungle of cluttered minds, let alone its settlement into the memory lane. Companies often create products for which there is little initial demand. Lack of demand shows people's lack of knowledge about the product. The product is barely imaginable, how could anyone know they wanted it? Product leaders have to prepare markets and educate potential customers to accept products that never before existed. They do it with

larger than life launches, early adopters programs and massive marketing education so that people's minds get conditioned and the nobleness turns into familiar.

The larger than life launches pull the attention and offer the compelling reason for the trial. But the larger than life launch is not enough, it is only through frequency of marketing education by salesman and other marketing communication and through the back up of Avanti grade service the positive brain neurons get activated and develop stronger connection loops, helping the memory become stronger in the consumer's mind. A single clue with nostalgic association can stir the memory of an emotional marketing.

However, the activation of neurons doesn't bubble up for a long time. Our brain has many things to do. It is into the continuous business of discarding stimuli, restoring it, scaling back unnecessary data into the dark hole of unconsciousness. The emotional marketing and its associative stimuli and its unique proposition have to do the job of continuous marketing effort to keep reinvigorating the emotional element. And those who share emotion win the battle of the market.

Conclusion

Emotional marketing management is brain management. The emotional marketing and its associative stimuli if not shown and rolled in inside the brain, recede from the conscious lane and will reduce to oblivion. From the marketing perspective, the memory needs to be activated from time to time to ensure that consumers don't forget about the emotional marketing. This is why

many strong emotional marketing advertisement pop up in many channels and media despite its great market share

Suggestion

The study of Emotion and its effect on products offer great opportunities for marketers as it helps in creating loyal customers who help companies navigate through rough times. In spite of all the limitations, deep psychological research has facilitated in understanding the unexpressed feeling of the consumers. The easy age of Fordian has gone. Success of any company should not be based on supposition. People are getting much more sophisticated and savvy, making the customers feeling attached need to be predicated upon deep psychological insight of the consumers. Marketers must understand that the real arsenal lies in peeking into the brain of the consumers. Deep understanding of customers' brains will help the marketers strike genuine chords with consumer's feelings and their deep aspiration. The game of building long term relationships must start from the inside and should not be based on dopamine driven bonanza or discounts and various marketing quick fixes. However, nothing is farther from the truth, understanding human feeling is still challenging. The area of the human brain which is the secreting zone of emotion is unfathomable and offer sea of opportunity for many researchers and marketers to dive into.

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