

Emotional Marketing on Consumer Behaviour-Perception Study

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Abstract

Purpose: This paper is about how emotional marketing affects consumer behavior and how emotions will affect the decision-making process of the consumers.

Methodology: To know the mindset of the consumers about their response to different kinds of emotions, 150 samples were collected randomly using a questionnaire. The questions included how emotions affect them in various situations, which type of emotions they often feel, and how they felt after purchasing.

Findings: According to the estimated results it was found that emotions will play a major role in consumer behavior and it also depends on their current mood and past experiences.

Limitations: Though it was proved that emotions will affect consumer behavior, it was completely subjective in nature as every individual has variety of emotions based on their experiences in life and it is practically not possible to satisfy every customer's emotional need.

Future research: Future research can focus on various emotions and the behavioral aspects that can have an impact and a cross-sectional study can be conducted. Rather than depending on the consumer mindset at the time of buying, it would be the best option to influence consumer's emotions using advertisements and brand image.

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