

EMOTIONAL MARKETING ON CONSUMER BEHAVIOUR - PERCEPTION STUDY

Kshitiz Sharma*, Pratyusha Kodhati**, Suma Sukhavasi**

Abstract: *Emotions are important in purchase decisions. Rational and emotional aspects together influence choices and decisions, both in social and business events. This paper is about how emotional marketing affects consumer behaviour and how emotions will affect the decision-making process of the consumers. To know the consumers' 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 feel often, and how they feel after purchasing a product. According to the estimated results, it was found that emotions play a major role in consumer behaviour; further, it depends on their current mood and past experiences. Though it was proved that emotions affect consumer behaviour, it was completely subjective in nature as every individual has a variety of emotions based on their experiences in life. It is practically not possible to satisfy every customer's emotional needs. Future research can focus on various emotions and the behavioural 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 better to influence consumers' emotions using advertisements and brand image.*

Keywords: *Emotional Marketing, Consumer Behaviour, Advertisement, Brand Management*

INTRODUCTION

Emotions play a major role in consumer behaviour. Emotions help people decide whether to purchase a product or not. Here comes the problem – once an impression is made, either good or bad, it will last longer in the minds of consumers and will impact them whenever they think of purchasing again. Every advertisement they see, every colour they notice will have some sort of impact emotionally, which encourages or discourages them to purchase or not to purchase a product. Emotional marketing connects audiences with brands in a more personal and human way. With the entry of new media channels and platforms people are getting a lot of access to all brands. Emotional marketing is a way of conveying a company's identity. People do not buy the product, they buy the promise of how they will feel with the product. With emotional marketing, this feeling could be made stronger. "Emotional marketing refers to marketing and advertising efforts that primarily use emotions to make your audience notice, remember, share, and buy your product. It typically concentrates on a single emotion like happiness, sadness, anger, or fear to elicit a consumer response." (Decker, n.d., para 1). The marketer takes into consideration the emotions of the consumers, and markets products using those emotions in their communication pitch. Further, emotional branding is creating an emotional link to one company that separates it from others, creating brand loyalty over time (Hammond,

2011). Emotional marketing campaigns help to build deeper associations with the audience. Another benefit of the campaign is that it inspires individuals to act. When brands know what motivates their target audience, they can use those inspirational emotions to improve sales and enhance customer loyalty.

Emotions play a role not only in our unconscious, but also shape our conscious thoughts about brands, products, and services. Emotions are the key drivers behind our everyday decisions. It also includes decisions like what to buy and what not to (Pawle & Cooper, 2006). Emotions convince us of what to do with the brands that stand out. So, by concentrating on the emotions of the target group or population, the brand can connect emotionally with the people, which proves to be a very strong connect. This will result in high percentages of retention and loyalty. "Neuro-imagery scans show that when consumers evaluate brands, they use their emotions, based on personal feelings and experiences, rather than information about the brand, such as features and facts." (Smilovitz, 2020, para 1).

Connecting emotionally to the customer is the most important factor for a successful branding strategy. Word-of-mouth plays a major role in creating an image for a brand. Be it a company or product or service, word-of-mouth will affect people either positively or negatively in the most direct way. According to Nielsen's Global Trust in Advertising report,

* Professor, ABBS School of Management, Acharya Bangalore Business School, Bengaluru, Karnataka, India.
Email: kshitiz@abbssm.edu.in

** Scholar, ABBS School of Management, Acharya Bangalore Business School, Bengaluru, Karnataka, India.

2012, the trust of 92 per cent of consumers is more on family and friends' recommendation, i.e. earned media, and word-of-mouth is identified as the key influencer in the purchasing decision of 74 per cent of the consumers surveyed in 56 countries (Nielsen.com, 2012, para 2). When it comes to positive and negative valence, negative word-of-mouth is more emotional and more dissatisfying than positive word-of-mouth. Consumers who had a bad experience with a product or service were more likely to express their emotions and spread the negative word-of-mouth faster. Even those who receive the information take the negative word-of-mouth seriously and build a negative emotion towards the brand.

The strategies of emotional marketing help companies differentiate themselves in a challenging environment. It is very influential, because it pushes the audience to think and act differently. Most often it taps into the audiences' dreams and desires. Emotions are complex and they have developed through the years, adapting to the changing social environment. According to Bowman (2018, para 2), "If you want to turn casual customers into more powerful brand ambassadors, you need to give them a compelling, emotional reason to invest in your brand." Emotional marketing thus serves the purpose of connecting with the disillusioned customer in a more fruitful way and the imprints are more permanent on a customer's mind. Definitely, it makes the brand sustainable in the customer's mind.

The main purpose of the study is to show that emotions affect consumer purchase behaviour, and hence emotional marketing helps companies in building trust and loyalty as emotions last longer, till they feel them, and act accordingly.

LITERATURE REVIEW

Emotions influence decisions related to buying behaviour. Every product on the shelf will eventually try to grab the attention of the customers in all possible ways. It could be the brand logo, the colour of the packaging, or something else. The more the attention to a product, the more the chances of a customer buying that product. This discusses consumer choices. Klemen, Nagy and Kemeny (2016) observed that hedonic choices give immediate gratification from an experience, while in utilitarian choices emotional experience is not so prominent. In utilitarian choice, consumers focus on brand logo and will not have marketing effectiveness (Guerreiro, Rita & Trigueiros, 2015).

Cognitive appraisal theory is used as a tool to understand the causes and consequences of emotions on consumer behaviour, where researchers used some antecedents and appraisals like fairness, certainty, and so on. They observed some emotions in the consumers, like anger, fear, frustration,

happiness, anxiety, neutrality, and so on, and understood the consumers' decision making process in terms of their perceived view, satisfaction, or dissatisfaction towards a product and their post-purchase behaviour (Watson & Spence, 2007).

According to some studies and surveys (Aslam et al., 2011; Ozdemir et al., 2016; Gellerstedt & Arvemo, 2019), it is clear that word-of-mouth has a great influence on consumers' buying behaviour; it can be either positive or negative, which shows a great impact on their purchasing decisions towards a particular product. It is also proved that word-of-mouth (WOM) was nine times as influential as advertising, and it appeared that negative WOM has a greater impact than positive WOM (Day, 1997). Finally, researchers observed that frequent advertising also increases WOM, particularly in the absence of other information sources, so when consumers who are open to trial for new products will be their main advertising agents by reviewing that product (Buttle, 1998).

Those days are gone when brands were distinguished only based on quality and benefits. Now, people need an emotional connect with the brands. These emotions will act as motivational drivers, which will make them purchase the product. Most companies choose event marketing for this purpose. Through event marketing, consumers are involved at the behaviour level, and ultimately, this would result in an emotional connection with the brand. "Understanding their target consumers' motivations and experiential needs is very essential to design effective event marketing strategies." (Wohlfeil & Whelan, 2006, p. 2). Designing should be made in such a way that people voluntarily participate in the event, which will result in a strong emotional connection (Wohlfeil & Whelan, 2006).

Consumers who are passionate about a particular brand can be compared to people engaged in a relationship, because no human being will have a passion for anything unless there is some uniqueness to it. Bauer, Daniel and Martin (2007) tested some hypotheses on brand passion; they include brand uniqueness, self-expression of a brand, prestige of the brand, consumers' extraversion, positive WOM, and purchase intention. After conducting tests with the help of the hypothesis framed, the final result concluded that brand passion is highly influenced by the prestige of the brand (Bauer, Heinrich & Martin, 2007).

Credibility is one of the most important characteristics of brand management because it enables customers to decide on their purchases without any confusion. Researchers say that credibility is linked with the emotions of consumers, and finally becomes a reason to trust a brand. The involvement of consumers acts as a variable which is about credibility,

as an involved consumer has the power to influence others through WOM and push new customers towards a particular brand (Maathuis, Rodenburg & Sikkel, 2004).

Every day we experience different emotions, which also include our buying and purchasing behaviour. People use buying and purchasing as a way to manage their emotions. For example, people tend to eat more when they are under stress and are sad. Certain people have emotions which will push them into impulsive shopping behaviour. Some people have an emotion towards a rich lifestyle, which will make them spend on shopping. Then came the concept of emotion regulation consumption. Studies show that most people purchase things to neutralise negative emotions. People might also use this for positive emotions to maintain and intensify positive feelings (Kemp & Kopp, 2011).

When it comes to business, the key factor which gives them a profit is customer satisfaction. Without that, a business cannot sustain itself for a long time. However, customer satisfaction is also an emotion expressed, which is very subjective. Each one has their own perceptions, and measuring customer satisfaction is therefore a bit tricky. Though there are methods by which we can know customer satisfaction, the perceptions changed to measuring the customer experience rather than satisfaction, which gives more reliable information (Edwardson, 1998).

Negative emotions in consumers come from the beginning, that is, from disliking the product to unfavourable services offered to them by service providers. These negative emotions play a key role in customer complaint behaviour. Researchers found that shame, sadness, fear, anger, and frustration are some of the emotions mostly shown by customers. After applying some methodologies and by conducting surveys among the customers, it was concluded that frustration towards service providers is the main driver behind complaint behaviour (Tronvoll, 2011).

Mixed emotions of consumers influence their purchasing behaviours in such a way that they need to make some decisions regarding the products they want to buy, which is simply known as approach-avoidance conflicts. For understanding this, researchers used a cross-country study where they compared online and offline consumer behaviour in certain situations and products. When the study was conducted to compare online and offline consumer behaviours, they observed that no difference is observed in terms of mixed feelings; however, there are some distinctions when examined regarding the impact of market-related, product-related, and social factors (Penz & Hogg, 2011).

The retailer-consumer relationships play a key role in consumer behaviour to maintain customer loyalty. Building loyalty and creating strong bonds is not that easy, because

customers' preferences must be known and they have to be satisfied with what they get. To know what the factors are in building a good relationship with them, face-to-face interviews are conducted among a group of customers, which showed that self-enrichment seems to be an important factor in determining the emotional attachment between the buyer and retailer (Vlachos, Theotokis & Pramataris, 2010).

In a retail store, the behaviour of a customer is very dynamic. Many times the store environment affects the buying behaviour. The store environment is never natural; it should be created in such a way that the consumer gets some messages and suggestions, thus enhancing the positive feelings in a customer, which might lead to desired consumer behaviour, like the willingness to purchase. The pleasantness they get through the store environment will affect them in one way or another (Gilboa & Rafaeli, 2003).

Traditional ways of marketing are slowly going out of date and the recent trend in marketing is experience marketing. Nowadays, marketers are more focused on what customers experience and give more value to their feelings and emotions. Experience marketing is a new approach that is innovative and creative. Experience marketing is used to create a strategic and holistic marketing using relevant and meaningful customer experiences. It should consist of an element of surprise, provide some learning, and engage the customers (Same & Larimo, 2012).

Experiential marketing, in contrast to traditional marketing, has now become famous, where marketers are marketing in such a way that they take products or services to their target customers so that the latter can experience them and directly interact with them. In this way, customers show interest in experiential marketing, and their behaviour towards purchasing products is influenced; they are simply neglecting the traditional way of marketing, where the marketers advertise in print and news (Grundey, 2008). Integrated marketing communication has some influence on consumer behaviour, where it is related to the marketing mix: product, price, place, and promotion. For understanding the influence we need to have qualitative and quantitative data, so that the stages involving consumer decision making, like need recognition, search of information, evaluation of alternatives, decision, and post-purchasing decision are understood, and that offers the possibility of some strategic decision making in marketing (Mihart, 2012). To understand the post-consumption behaviour/emotions of consumers, the perceived justice theory is used, which helps in understanding the consumers' satisfaction after they have undertaken some services by the service provider of a particular brand/company. Finally, studies suggest that company managers need to increase customer satisfaction by improving the understanding of their consumer's problems and by making

improvements in their service-driven roles (Baron, Harris & Elliott, 2005).

Cause-related marketing is a type of corporate social responsibility campaign done by companies, which includes both profitability and social responsibility towards society. This influences consumer behaviour, as they feel that buying a brand that is socially responsible towards society may provide them with good products and services that they can trust. Researchers had a hypothesis where they expected that emotional brand attachment can also enhance the moral identity of consumers' purchasing behaviour towards the CRM brands (He, Zhu & Gouran, 2016).

Based on the above literature review, the following objectives are framed:

- To study the variables in consumer buying behaviour.
- To investigate the role of emotions on consumers in their purchase behaviour.
- To establish the extent of emotions in consumer purchase decisions.

METHODOLOGY

The study of how emotional marketing has an impact on consumer purchase behaviour is carried out with the help of a questionnaire. This study is descriptive in nature and mostly based on primary data; the questionnaire is divided into four modules. A survey is conducted in which the data is collected online, and it is a quantitative analysis done with the help of a questionnaire. All the questions were prepared in the form of

a five-point Likert scale. Each module is based on the same Likert scale model through which we gathered information regarding consumers' purchase behaviour and how emotions play a major role in it. Sample items from the questionnaire include 'You look for brand first before buying a product', 'Does gender play a key role in exhibiting emotions', 'Do emotions play a key role in purchase behaviour', and so on. The first module consists of demographic data, which includes factors such as age, gender, occupation, and income of each individual. The second module gives importance to consumer behaviour, where we will be studying about what interests them during their purchases. The third module gives importance to what emotions consumers generally have during their purchase. The fourth module consists of questions about emotions and consumer behaviour, i.e. how emotional marketing is impacting consumer behaviour. All these modules consist of 28 questions, which were shared in the form of a link online. A total of 150 samples were collected and those were used for analysing and interpreting the impact of emotional marketing on consumer behaviour. G*Power software was used for sample size determination. Effect size (f^2) is 0.15 and alpha is .95. Number of predictors is 12. Convenience sampling method for data collection was used as a non-probabilistic technique. Sampling frame included all adult buyers, so this population was infinite. Regression was performed on the variables. Consumer behaviour was placed as the dependent variable, which was measured through 12 statements. Emotional marketing was measured through another set of 12 variables (EM1 to EM12), which acted as the independent variables. IBM SPSS 20 was used as the statistical analysis software.

DATA ANALYSIS AND INTERPRETATION

Table 1: Regression Results of Emotional Marketing and Consumer Behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.742 ^a	.550	.519	.29533	.550	17.53 0	12	172	.000	1.838

a. Predictors: (Constant), EM12, EM4, EM9, EM11, EM5, EM7, EM6, EM2, EM10, EM8, EM1, EM3; EM: Emotional Marketing; Dependent Variable: Consumer behaviour (CB).

Consumer behaviour (CB) was assessed on the following statements (combined effect of all the statements measured separately).

Consumer Behaviour Statements:

CB1: You look for brand first before buying a product.

CB2: Kind of advertisements that have a long-lasting impact.

CB3: Influenced by advertisements or promotions and bought a product.

CB4: Influence of celebrity endorsements on product purchase.

CB5: Place you prefer to purchase the products.

CB6: Motivation for buying something.

CB7: Believe in word-of-mouth publicity.

CB8: Feeling when product is not available online and offline.

CB9: You wait and try to buy the particular product.

CB10: Repurchase intention for a dissatisfying product.

CB11: Factors in consideration for repurchase of dissatisfying product.

CB12: Loyalty towards a particular brand.

Table 1 represents the regression results of emotional marketing on consumer behaviour. It shows that emotions impacted consumer behaviour; it had an R square value of .550 (55%) and is significant. The significant value is less than 0.5 per cent. EM1 to EM12 are the various emotional items that influence consumer behaviour.

Table 2: ANOVA Table of Emotional Marketing and Consumer Behaviour

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.347	12	1.529	17.530	.000 ^b
	Residual	15.001	172	.087		
	Total	33.348	184			

a. Dependent variable: Consumer behaviour.

Table 2 represents the ANOVA of emotional marketing on consumer behaviour; that is, there is an impact of emotions on consumer behaviour, as the F value is significant with 17.5 per cent.

Table 3: Coefficient of Emotional Marketing and Consumer Behaviour

Model	B	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		Std. Error	Beta			
1.	(Constant)	1.161	.202		5.747	.000
	EM1	.045	.029	.087	1.552	.123
	EM2	.009	.027	.017	.320	.749
	EM3	.001	.017	.003	.045	.964
	EM4	.026	.014	.101	1.889	.061
	EM5	.040	.017	.127	2.382	.018
	EM6	.113	.022	.279	5.071	.000
	EM7	.108	.015	.382	7.195	.000
	EM8	-.002	.021	-.005	-.094	.925
	EM9	-.002	.020	-.006	-.112	.911
	EM10	.012	.018	.035	.634	.527
	EM11	.099	.016	.329	6.079	.000
EM12	.121	.027	.244	4.419	.000	

a. Dependent variable: Consumer behaviour (CB).

*EM: Emotional marketing.

EM1: Emotions play a key role in purchasing behaviour.

EM2: Kind of emotions you often feel.

EM3: Gender plays a key role in exhibiting emotions.

EM4: Kind of emotions you experience while buying a product.

EM5: Purchase intention for a product with a negative image.

EM6: Sharing emotional experiences with your friends and family.

EM7: Type of emotion often shared with family and friends.

EM8: Sharing experience of comparatively extreme products.

EM9: Attempts that make you feel happy.

EM10: Shopping under stress affecting you.

EM11: Effect of a change in packaging of your favourite brand.

EM12: Shift to another brand on change of packaging of favourite brand.

Table 3 represents the regression analysis of emotional marketing on consumer behaviour. According to the results, emotions play a key role in purchasing behaviour. Various emotions that would impact consumer behaviour were studied. The significant emotional marketing items are EM5, EM6, EM7, EM11, and EM12, at 95% level of significance. This is important as results highlight a few interesting facts on emotions in purchase decisions. Brand image is important. It triggers relevant emotions that influence decision. Post-purchase behaviour is significant; people would like to share their buying experience with friends and family, which significantly influences future purchase decisions. Further, packaging conveys a lot about the brand. Any proposed change in packaging should be carefully decided as people may find it difficult to relate the new packaging with the old brand, and thus can shift to another brand. This may prove to be an emotional issue for buyers. Other items were not significant and did not contribute to the consumer behaviour. However, overall, the model is significant.

DISCUSSION

Emotions play a major role in consumer behaviour, as they trigger people into buying or not buying a particular product. Nowadays, brands are trying hard to gain an emotional connection with their target customers as this type of bonding lasts longer and helps in building brand loyalty. The brands need to act according to the market situation and implement strategies that will positively affect consumers, thus creating long lasting goodwill. Emotional marketing is the most successful strategy that companies are using these days to differentiate themselves from their competitors, and successfully creating passion in their customers. The happier the emotions that a consumer experiences while buying a product, the more the chance that they will positively promote the brand through word-of-mouth. By correctly using emotional marketing brands can change the perception of the consumers, positively influence them, and enhance their experience, which eventually creates a brand image in the minds of the consumers. Though it seems simple, doing so is not that easy; brands need to take all aspects, like social, cultural, and political aspects into consideration when creating an emotional campaign. Most of the time we notice that a little humour in advertisements will make consumers remember it for a longer period. In addition, customer satisfaction plays a major role in creating a brand image and building brand equity. Often, when it comes to the purchasing nature of the consumers, they

will primarily consider their personal feelings, emotions, and experiences associated with that particular brand. One such successful strategy that companies use often now is viral marketing, in which vigorous advertisement about one particular product creates such an image in the consumer's mind that the campaign will strongly impact the emotions of the consumer and will influence a large number of people in a very short period of time. While we think about experimenting practically on these aspects, fMRI (functional Magnetic Resonance Imaging) techniques help us to know the brain activity while experiencing certain emotions like happiness, sadness, and anger. Eye-tracking, electrodermal responses, and skin conductors were also used to record the same. It is not practically possible for the companies to do these procedures on every customer as these need medical assistance and knowledge. The simple way would be a survey before launching products, through which we can evaluate different emotions based on the way most of the people answered. Further, feedback from the customers after their purchase would help companies know their customers well. By using these practical methods, brands get to know about their target market and plan their ad campaigns accordingly, deciding which emotion to target. Famous brands gained such name and fame only because consumers had an emotional connection with the brands, which could bring them happiness, excitement, or enthusiasm, or because of the social pride associated with buying that product.

CONCLUSION

Emotions affect consumers in various ways from the moment when a consumer thinks of the need for a particular product, does research related to it, buying a product, and finally, the post-purchase behaviour. All these depend on the emotions that the consumer carries towards a particular brand. It was evident that people show more interest in buying those products whose manufacturers or organisations have corporate social responsibility, hoping that the particular brand's products and services could be beneficial to both consumers and the society. Post-consumption behaviour is also the result of the emotions that consumers carry throughout the process of buying. Only customer satisfaction could bring positive emotions in consumers, resulting in positive behaviour, mostly in the form of word-of-mouth. To touch consumers' emotions, marketers need to select the correct target market by conducting proper market research, as it would help both the brand and the consumers. Trust is the emotion that consumers show towards a brand, and it is the reason why people prefer only that particular brand over time. Marketers should be careful while incorporating these emotions, as negative emotions will impact consumers more strongly and result in bad publicity through word-of-mouth. Incorporating a positive emotion is very difficult,

as not all the consumers have the same trigger points to positive emotions; for some it could be the service that appeals, for some it could be the product, and for others it could be features or ingredients. In these situations, customisation helps achieve this purpose. Understanding the customers, their requirements, and providing them exactly with what they want helps incorporate positive emotions in them. Positive emotions would be long-lasting, resulting in loyalty. To provide such excellent services companies should maintain integrated communications within and around the organisations, which would help them in achieving positive results. Many times the store environment also affects the consumer's emotions; a clean and hygienic place makes them feel better and affects them in a positive way, whereas a messy or confusing arrangement could have the opposite effect. When it comes to emotions every small detail could affect different customers in different ways. The way we communicate to the consumers through promotional activities will act as motivational drivers and encourage them in inculcating positive, inspiring emotions about the brands. So, brands nowadays are concentrating more on influencing the target customers rather than differentiating themselves from the competitors, because those traditional ways of marketing no longer work; rather, attracting and influencing consumers will give more positive results in building brand image, brand identity, and brand loyalty, which ultimately results in increased revenue.

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