

## THE IMPACT OF EMOTIONAL MARKETING TO ACCELERATE CUSTOMER ENGAGEMENT

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### ABSTRACT

*Emotions are super important when we decide what to buy. They stick with us for a long time, affecting us whenever we think about buying again. Advertisements and colours can make us feel different emotions, making us want to buy something or not. Emotional marketing helps us feel connected to brands personally (Decker, n.d., 2021). Nowadays, with lots of media and platforms, we can see many brands. Emotional marketing shows what a company is all about. We don't just buy the product; we buy how it makes us feel. Emotional marketing makes this feeling stronger. It's all about using emotions in ads to make people notice, remember, and buy stuff. Marketers pay attention to how people feel and use those emotions in their ads. Emotional branding connects a company with our feelings, making us more loyal to it over time. These campaigns help brands get closer to us. They also inspire us to do things. When brands know what excites us, they use those feelings to sell more and make us stick around (Hammond, 2011).*

**KEYWORDS:** Emotional Marketing, Advertisement, Brands, Media, Customer Engagement.

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### Introduction

#### Key Elements of Emotional Marketing

Emotional marketing is a compelling strategy harnessing human emotions to forge robust connections between consumers and brands or products. Its multifaceted influence on consumer behaviour (Kshitiz Sharma, Pratyusha Kodhati, Suma Sukhavasi, 2022) unveils the profound impact emotions wield on purchase decisions. Research reveals the intricate interplay between rationality and emotions, notably in social settings, where choices are influenced. Emotions are pivotal in consumers' decision-making processes (Vishal Soodan, Akhilesh Chandra Pandey, 2016) emphasizing the need to comprehend audience emotions for effective branding. Notably, expert insights spotlight emotions like happiness, fear, anger, and sadness as key triggers in marketing strategies (He, Xingjie, 2022). These emotional elements significantly shape consumer behaviours and decisions, defining the landscape of successful marketing endeavours.

#### The Way through which Advertisers Reach their Customers

To elevate emotional advertising and resonate effectively with customers, Understanding the cognitive-emotional aspects delineated in studies like "The Emotional Effectiveness of Advertisement"

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(Otamendi and Sutil Martín, 2020) is fundamental. It emphasizes measuring advertisement success through individuals' unconscious emotional responses, focusing on the emotional impact to resonate at a subconscious level. This knowledge facilitates the way to craft emotionally integrated advertising, where research delves into the impact of brand integration on advertising effectiveness. Employing emotionally cohesive strategies helps enhance customer engagement.

Further, studies exploring the emotional impact of advertising appeals on consumer emotions (Mizerski, White, 1986) contribute valuable insights. Tailoring advertising appeals to evoke specific emotions in customers enables a compelling connection. Integrating deep customer insights and analytical capabilities, as highlighted in "The Power of Emotional Advertising Appeals" (David Vrtana, Anna Krizanova, 2023) aids in developing emotional connection strategies. Aligning advertising content to evoke emotional responses and forge meaningful connections with customers. Utilizing these insights advertisers can create emotionally compelling advertisements, fostering impactful emotional connections with their audience.

### **The Emotional Attachments of the Customer with their Cultural, Regional, Societal and Psychological Background**

Understanding customers' emotional attachment to their culture, society, psychology, region, and religion significantly influences their behaviours and preferences (Andrea Niosi, 2021). Culture plays a pivotal role in shaping views on various aspects such as premarital sex, religious tolerance, and social norms, which directly impact emotional connections (Andrea Niosi, 2021). Customers' attachment to their culture influences their perceptions, values, and emotional responses towards brands, products, and services.

Moreover, customer's emotional connections can be deeply rooted in their sense of identity and aspirations. Aligning with the ideal self-concept influences emotional brand attachment, as it supports customers in their pursuit of self-expression and self-actualization (Lucia Malär, 2011). Additionally, factors such as community, religion, region, and social affiliations significantly contribute to emotional ties and loyalty towards brands and services (Medha Srivastava, Alok Kr. Rai, 2018)

Customers' emotional attachment intertwined with cultural and societal contexts shapes their mental health, well-being, and preferences (Wei-Jie Yap, Bobby Cheon, 2019). Recognizing and respecting these attachments allows businesses to tailor their strategies, messaging, and offerings, fostering a deeper emotional connection with customers, and thereby strengthening brand loyalty and engagement.

### **The Effect of Advertisers Emotional Strategies on Customers Psychology**

Emotional advertising stands as a robust force shaping the relationship between consumers and brands by evoking an array of emotions, thus significantly moulding perceptions and preferences (Otamendi and Sutil Martín, 2020). This impact transcends mere sentiment, extending to consumer buying behaviour, particularly discernible in the realm of Fast-Moving Consumer Goods (FMCG) and apparel, heightening purchase intentions (Mohanty, Anchal & Sinha, Binod & Bhavsar, Vinayak & Bhatt, Vimal., 2022), (Anwer, Aysha & Farooq, Muhammad & Minhas, Shahid & Butt, Hamza., 2021). Through the strategic deployment of emotional marketing, a profound psychological connection is established, fostering trust and closeness by leveraging emotive communication techniques, thereby nurturing enduring associations (Nilukshika Pathirana, Anthony Andrew & Treshalin Sellar, 2023) (Majeed, Salman & Lu, Changbao, & Usman, Muhammad, 2017). Furthermore, the application of emotional strategies within branding initiatives triggers specific emotions, sculpting how consumers perceive and interact with a brand, consequently influencing their behavioural patterns (Qaswa Kamran, Dr. Danish Ahmed Siddiqui, 2019)

In essence, advertisers harnessing emotional strategies wield considerable influence, stimulating emotional responses, fostering deep-seated psychological connections, guiding purchase choices, and shaping brand conceptions. This power exerts a meaningful impact on consumer psychology by intricately intertwining emotions with purchasing behaviours and brand associations.

### **The Positive Relation between Emotional Advertising and Sales**

Emotional advertising holds a profound influence on sales and consumer behaviour, as evidenced by several research studies. Studies focusing on diverse product categories, ranging from Fast-Moving Consumer Goods (FMCG) to high involvement products like home appliances, consistently indicate the significant impact of emotional advertising on consumer buying behavior and purchase

intentions (Mohanty, Anchal & Sinha, Binod & Bhavsar, Vinayak & Bhatt, Vimal., 2022) (Qaswa Kamran, Dr. Danish Ahmed Siddiqui, 2019). These studies reveal that emotional advertisements evoke responses that resonate deeply with consumers, influencing their attitudes, preferences, and ultimately their purchase decisions. Emotional advertising has been observed to stimulate positive emotional connections with brands, leading to increased purchase intentions among consumers, especially for products with lower involvement levels (Mohanty, Anchal & Sinha, Binod & Bhavsar, Vinayak & Bhatt, Vimal., 2022).

Moreover, research suggests that emotional advertising strategies effectively capture consumer attention and drive higher engagement levels (Qaswa Kamran, Dr. Danish Ahmed Siddiqui, 2019). These strategies leverage emotions such as happiness, love, humour, and nostalgia to establish a connection with consumers, which not only influences their purchasing decisions but also creates a lasting impact on their perceptions of brands and products (Qaswa Kamran, Dr. Danish Ahmed Siddiqui, 2019). Emotional advertising has been found to evoke impulsive and irrational buying behaviours among consumers, further reinforcing its impact on driving consumer actions and shaping their decisions (David Vrtana, Anna Krizanova, 2023).

The influence of emotional advertising extends beyond mere purchasing decisions. It significantly impacts sales performance by establishing strong emotional connections between consumers and brands (Qaswa Kamran, Dr. Danish Ahmed Siddiqui, 2019). This emotional engagement with advertisements leads to improved consumer actions, loyalty, and advocacy, resulting in increased sales volumes and brand loyalty (David Vrtana, Anna Krizanova, 2023).. Emotional advertising triggers actions that transcend rational thought processes, fostering deeper emotional connections with brands, and transforming consumers into passionate brand advocates (Qaswa Kamran, Dr. Danish Ahmed Siddiqui, 2019). This not only influences individual purchasing decisions but also shapes broader consumer behavior patterns, emphasizing the lasting impact of emotional advertising on sales and consumer behavior.

In summary, the amalgamation of research findings underscores the influential role of emotional advertising in driving sales and shaping consumer behavior. It demonstrates how emotional advertising strategies foster emotional connections, influence purchase intentions, and drive consumer actions, ultimately contributing to enhanced sales performance and brand loyalty.

#### **The Future need of Advertisements (Rasas and Bhavas)**

Natyashastra estimated to be written between 500 BCE to 500 CE refers to a means to understand and enhance communication and make it more effective using rasas and bhavas model, which is same as emotion and mood. not only through drama, dance and music but also drawings, paintings, the use of colours, texts, writings, poems, voice, facial expressions, involuntary expressions. By evoking emotions in the targeted audience. So that audience can delve into the parallel reality where they experience their own consciousness, and reflect on spiritual and moral questions (munni, Bharatha, n.d.)

The generative model for the future to identify communication through various rasas and bhavas (emotions and mood) from Natyashatra (Indian Sanskrit treatise) to predict and study the emotional attachment with customers to develop efficient advertisements

The researchers spotlight communication's significance in human life and critique the Western approach as it is always been media-centric, linear and had limited objectives, proposing India's deep-rooted model in "Natyashastra". It defines communication as establishing normality through various means and highlights its complex essence and universal necessity. The Natyashastra a primeval text on performing arts, inspires a communication model highlighting context, emotions, non-linearity, subjective experiences, and empathy. This Indian model seeks for holistic human development, prompting a re-examination of traditional Indian wisdom for relevance today (Choudhary, Biplab L., and Kapil Kumar Bhattacharyya, 2014).

There have been some recent studies which observe that advertising agencies are adopting the concept of the emotional appeal of a particular product and distributing it among its targeted customers through print media advertisements, and make us understand how the nine sentiments of human nature are implemented in advertisements for the better brand image of the product for effective marketing. Shringaar rasa was used predominantly in print media advertisements, to attract more customers to buy the product (Amartya Chatterjee, 2021). Bibhatsa rasa, an emotion of disgust is used in public service

television commercials, in public awareness campaigns of anti-tobacco, anti-smoking, and traffic awareness (Narula Marisha, Sharma Rohita, Verma Kumar Manish, 2022). Advertising's use of rasa, or emotion, captures viewers' attention and makes them empathize with the idea and characters. It also places viewers in a position where they believe the promoted good or service is a perfect fit for them (Sugandha Gumber, 2022). Advertisers in Sri Lanka have leveraged the effect of rasa to enhance the marketing power of their commercials. It was challenging to ascertain, nonetheless, whether or if that was accomplished by a correct comprehension of rasa. From this it may be inferred that a deeper understanding of rasas and bhavas could have produced much better outcomes. Additionally, it can help marketers create stronger and more successful marketing strategies if they employ it with an understanding of all eight rasas (R.G. Sangeeth Rathnayake, 2015).

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