EMOTIONAL MARKETING - CHASING THE "SHARE OF HEART" OF YOUR PROSPECTIVE CUSTOMERS

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ABSTRACT

It is often said that “emotion stimulates the mind 3000 times faster than rational thought”. Emotions drive our behavior, the world is driven by emotions. Gone are the days when production concept of marketing (where producers decide what is to be sold – color, shape, size and features of the product). Capturing mind (through traditional marketing) is one thing, capturing hearts is quite another. Some marketers believe that by providing value added products to the customers they will be able to close the deal but they fail miserably, as it does not ensue every time. Customers do not always behave as a calculating machine. They breathe, weep, enjoy and have a heart which drives with emotions, they always get attracted with the products which make them feel and they get attached with the product emotionally. Eventually Marketers realized that in order to sell the product and make it acceptable amongst the audience, they need to understand key emotions that make the audience connect with the products. Therefore there came a new model in marketing and that is known as Emotional Marketing. This paper focuses on role of emotions when a consumer purchases a product and how companies are banking on emotional marketing as a tool for increasing its customer base.

KEYWORDS: Emotional Marketing, Marketing, Market Share, Customer Driven.

INTRODUCTION

Emotions play a very important role in our lives. They enrich our waking moments with either a pleasant or an unpleasant quality. Cacioppo writes that “emotions guide, enrich an ennoble life; they provide meaning to everyday existence; they render the valuation placed on life and property” (Cacioppo et al. 2001 p. 173), which illustrates that also the relationship with our physical world is emotional.

Some purchases (most) purchases are made by consumers simply for the “fun and joy of use”. Sometime the emotion of “Joy of Use” has a whole variety of implications. Knowledge of the process of emotion, i.e. how emotions are evoked, can enhance our understanding of what makes us enjoy interacting with a computer or, for that matter, with any other kind of product. So far, however, little is known about how people respond emotionally to products and what aspects of design or interaction trigger emotional reactions.
In my view an instrument that can enable us to measure emotions and link them to various factors that produce such emotions (cultural factors) will help marketers enhance align marketing of its products parallel to the needs and emotional acceptance of their prospect customers.

In this paper I have tried and generalized emotions that customers go through when they see a potential product of purchase.

EVALUATION CRITERIA OF CUSTOMERS

During an experiment, the respondents are first shown a (picture of a) product and subsequently instructed to use the animations to report their emotion(s) evoked by the product. While they view an animation, they must ask themselves the following question: “does this animation express what I feel?” Subsequently, they use the three-point scale to answer this question. Visual feedback of the scorings is provided by the background colour of the animation frame.
Consumers consciously or unconsciously evaluate products on several criteria, some of them are:

- **ECONOMICAL**: Customers are interested in purchasing those products which are economical i.e. fits in their budget. Take a look at the marketing campaign of Fair and Lovely for instance. They’re simply banking on the fact that the traditional Indian household want their daughters/daughters in law to be fair (preferably)!!!. And what more does a customer want if these set of emotions are shown on a commercial and again offering the same at a low cost! Here, they are not selling the product per say, but they are selling HOPE to the customers.

- **PLEASURE**: Consumers are interested in those products which can offer them pleasure after possessing it. Companies' adjoin pleasure against the features and benefits of their products and the final deal gets closed with gladness. For instance Raymond's suiting in their appeal shows that owners feel pleasure while dressing themselves with Raymond suiting.

- **SECURITY**: Insurance products are best examples of this criterion. Marketers appeal customers through fear in their messages. "Papa please yeh rakh lo" a father thinks about his future where his daughter is giving money for his fulfillment of his daily requirements and then he realizes importance of Insurance in life. This is the most important factor as customers are always interested in securing themselves.

- **OTHER FACTORS INCLUDE**: Status/Style/Belongingness etc.

  Marketers add emotions in their appeal to entice their prospects. Just think about the last purchase you have made, for any product. What was concealed force that has compelled you to purchase that product, to check your purse, bank balance; it was emotion, was not it? You believe it or not but for making purchase decision some percentage of emotions are always involved. Emotion act as fuel in the engine of purchase decision process. Customers always put in logic behind every purchase and try to prove that he/she has made rational decision and emotion has not played any role, but the ultimate driver is the emotion which has played major role in final purchase decision, whether believed or not. Rationality is required but it just only generates interest in product, its emotion which ultimately leads customers to purchase. Customers are not much interested in attributes of the product; they want to know how that product suits their personality. It is not in the case of single customer, all customers behaves in same manner that's why marketers always make their customers feel about product and services they provide. Customers purchases products emotionally and then rationalize their choice intellectually.

  Marketers mostly follow concept of emotional marketing, they endeavor to include more emotions as emotional marketing is more profitable than rational marketing in many cases as emotional marketing is all about winning mind of customers, it is about getting share in customers heart more than share in customers wallet. Emotional marketing if strategically deployed can remove the rational questions which can take prospects to some other products.
Today, the cardinal sin in Marketing is being “Too Boring”. The world, as compared to what it was before, is a very busy and cluttered place with messages everywhere. If today, your message is boring, one doesn’t stand a chance to compete with its rivals.

There is a huge difference between Emotion and Hype. A company’s message need not necessarily need to create too much buzz in the market as long as it has hit the right emotions with the audience. One needs to know what aspects of a product are they very emotional about and then figure out ways to enhance and develop these products along with the apt taglines to be associated with it.

**PITFALLS IN EMOTIONAL MARKETING**

Emotional marketing provides many opportunities to marketer for facing and fighting competition with that there are some pitfalls associated with the opportunities, they are

- **EXPECTATION MISMATCH**: Many a times firms believe that customers buy features alone. If a product is having extraordinary features and offer incomparable value to the customers, it may fail as customers always evaluate products benefits and features associated with others products.

- **APPEARANCE**: This pitfall covers every aspect from infrastructure to reputation. If retailer is not having eye-catching location and if the product display is also not tremendous then how much beneficial and value added that product is, it will not be able to attract customers attention.

Retailers may not have control over location but he/she can get number of customers through their long year of service and relationship by that they can build reputation in the market.

- **EMPLOYEE-EMPLOYER COMMITMENT**: In today's competitive era, business concern can survive through relationship marketing. Relationship can be developed only through front-line employee's behavior and attitude towards customer. It is very important to understand how much employee is concerned in giving his best service to the customer. Many a time's lack of commitment from both salesperson and employer destroys the rapport. A proper sales plan is required for achievement of goal which includes sales person training and sales target both in terms of quality and quantity. Every stakeholder should be emotionally committed to their plan then only ultimate objective i.e. winning heart of customers can be achieved.

**CONCLUSION**

Companies engrossed in sustaining in aggressive competition have to take emotional marketing as an opportunity to increase their market share, if not dealt properly it can become curse also. Repositioning in today's era of competition is a tedious task as customer does not give second chance to the marketer for improving the product offered by the business firms. Effective deployment of emotional marketing can shift market challenger or market follower to the position of market leader.
REFERENCES


