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A New Concept of Marketing: The Emotional Marketing

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Abstract

Nowadays, in the marketing area, a new concept of marketing is emerging: the emotional marketing. The emotional marketing studies how to arouse emotions in people to induce them to buy a particular product/service. Recent studies have shown how purchasing choices and decisions are the result of a careful analysis of rational and emotional aspects. Psychological literature recognizes that the emotional conditions influence every stage of decision-making in purchasing processes. Emotions play a key role in any kind of social or business decision. The emotions are manifested in verbal, facial and textual expressions. In the paper techniques of emotional measurements are outlined. These measurements are very important for business goals.

Keywords: emotions, emotional marketing, emotional brand, emotional intelligence, emotions measurement.

1. Introduction

Nowadays, emotional factors are important as classic functional aspects of customer purchasing behaviour.

Enterprises want to establish with the customer an emotional channel of trust and mutual collaboration. Nowadays, the most important aspect on the product sell, is the relationship that the consumer establishes with the brand and the emotions that the product/service communicates. In luxury goods, the emotional aspects as brand, uniqueness and prestige, are more important than rational aspects such as technical, functional or price. In this case customer is happy to buy a product, although very expensive.

It is interesting to analyze and process, for business goals, these emotions and extract them from any type of format. Emotion technology [1] is an important component of artificial intelligence. Many kinds of physiological characteristics are used to extract emotions, such as voice, facial expressions, hand gestures, body movements, heartbeat, blood pressure and textual information. The facial and the verbal language can reflect the outside deepest emotions: a trembling voice, a tone altered, a sunny smile, the face corrugated.

This paper is organized as follows: in the next section is shown a literature review while in the third section we give a detailed description of the emotions and their importance in purchasing process. In the fourth section different types of emotion manifestations are discussed. The fifth section is useful to describe emotion measurements. Finally some conclusions are drawn.

2. Psychological literature on emotions

In the past, since Aristotle, many efforts have been made to emphasize the emotionalism in different fields of knowledge. For Descartes [2] emotions were a series of automatisms and human behaviors different than cognitive processes. Descartes isn't only known for his dualism between spirit and body, between intangible mind and brain but also for the separation between reason and emotion. With the Enlightenment many philosophers considered the emotions inside the materialism of the behavior as something that draws up human beings to animals.

After Descartes, most important studios on the emotions have been Darwin, Ekman, Damasio and Goleman.

In the 800 years, Charles Darwin [3] was the first to provide strong basis for emotions, indicating their significance, their adaptive value, their utility and communication. Darwin believed that many of the facial expressions of emotions, have an adaptive significance (in evolutionary

terms), that serve to communicate something. A person, without words, tells to others what she feels in that moment: sad, happy, scared, etc.. For example the fear is an emotion that often indicates an hazard and it is useful to communicate to others.

The emotions are also linked to physiological aspects. Emotion is even cry, breathe more deeply, sweat, etc.

Darwin has split the emotions in their basic aspects, expressions and meanings. Darwin was the first author who studied emotional evolution on infants and children. The emotions may be more or less undifferentiated at the beginning. The infant can only feels pleasure or pain, good or bad but after, in the growth, the emotions become increasingly sophisticated and they refers to inner states of mind.

Darwin, in the book “The expression of emotions in humans and animals” says that also animals feel emotions: they have neural circuits, reactions and human similar behaviours. An interesting early work on the emotions was that one of Ortony [4]. From this work, through componential analysis, other authors constructed an exhaustive taxonomy on affective lexicon.

According to Osgood [5] an emotion consists of a set of stages: stimulus (neural and chemical changes), appraisal and action readiness. Stimuli that cause emotional processes are of three basic types: events, agents and objects corresponding to three classes of emotions: satisfied/unsatisfied (reactions to events), approve/disapprove (reaction to agents), appreciate/depreciate (reaction to objects).

The emotional stimuli [6] are simultaneously sent from the thalamus to the associative cortex, where they are processed in a slower but more refined way. At this point, according to the assessment, a type of response, considered most appropriate to the situation, is given.

Two factors that emerge permanently are those related to signals of pleasure and pain and characterizing respectively the positive and negative emotions. It's clear that these two parameters are not sufficient to characterize the different emotions.

Many authors debate on basic (primary) and complex (secondary) emotions, other on pure and mixed emotions, leaving the implication that emotions can somehow be composed or added.

From the variations, shades, nuances of primary emotions it is possible arise others complex emotions.

According to some authors basic emotions are from two (good and bad) until about thirty. In a recent definition, Robert Plutchik [7] affirms that basic emotions are eight, divided into four couples: anger and fear, sadness and joy, surprise and the waiting, disgust and acceptance. Zamuner [8] considers the followings basic emotions: joy, love, peace, compassion, anxiety, boredom, sadness, surprise, fear and anger.

Bindu et al. [9], in their model of emotions recognition from facial expressions, have classified 22 emotions: Happy, Pride, Enthusiasm, Joy, Love, Tenderness, Ecstasy, Lust, Surprise, Conformity, Boredom, Indifference, Disgust, Fear, Revenge, Rage, Sadness, Hate, Grief, Shame, Sorrow, Anger. From these primary emotions it is possible arise others complex emotions: cheer, shame, anxiety, resignation, jealousy, hope, forgiveness, offense, nostalgia, remorse and disappointment.

The psychologist Paul Ekman [10] take in considerations six basic emotions: fear, anger, sadness, surprise, happiness, disgust. Ekman has confirmed that an important feature of basic emotions is that they are universally expressed, by everybody in any place, time and culture, through similar methods. Some facial expressions and the corresponding emotions are not culturally specific but universal and they have a biological origin. Ekman, analyzed how facial expressions respond to each emotion involving the same type of facial muscles and regardless of latitude, culture and ethnicity. This study was supported by experiments conducted with individuals of Papua New Guinea that still live in a primitive way.

Considering the contribution of other authors we can say that Daniel Goleman [11] is one of the major experts in the world of emotional intelligence. Goleman, in his experiments, noted the

success of people without a great cognitive intelligence of logical-mathematical type but with a strong emotional sensitivity.

Damasio [12] affirms that the decisions are choices mainly emotional. To support this assertion, Damasio shows the cases of some patients who, with neurological damage in certain brain areas, are completely unable to make a decision, despite being perfectly able to make a correct evaluation of all factors involved.

3. Emotions in the purchasing process

In this section we describe, in detail, the emotions that customers express in the purchasing process. In particular we consider the following sub-sections: Emotions (3.1), Customer emotions (3.2), Emotional intelligence (3.3), Emotional and Experiential Marketing (3.4).

3.1 Emotions

Emotions represent another form of language universally spoken and understood. An emotion is a mental and physiological state associated with a wide variety of feelings, thoughts, and internal (physical) or external (social) behaviors.

An emotion is a psychological arousal with cognitive aspects that depends on the specific context. According to some researcher, the emotions are cognitive processes. Emotion is a process, in which the perception of a set of stimuli, allows a cognitive assessment that enables people to label and identify a particular emotional state.

At this point there will be an emotional physiological, behavioral and expressive response. For example, the primordial fear, that alerts us as soon when we hear a sudden noise, allows to react to dangerous situations and provides instantly resources to face them as escape or close the door. The emotional stimuli may be an event, a scene, a facial expression, a poster, an advertising campaign. These events, as a first reaction, put on alert the organism with somatic changes as heart rate, increase of sweat, acceleration of respiratory rhythm, rise of muscle tensions.

Emotions give an immediate response that often doesn't use cognitive processes and conscious elaboration and sometimes they have an effect on cognitive aspects as concentration ability, confusion, loss of consciousness, alert and so on. This is what is asserted in evaluation theory, in which cognitive appraisal is the true cause of emotions [13].

Human emotions are deeply joined with the cognition. Emotions are important in social behaviour and to stimulate cognitive processes for strategies making.

3.2. Customer emotions

In a saturated market, the desires are more important than needs and thus the state of mind, the emotions, sympathies become predominant. Besides quality and price, the consumer wants trust, love, dreams (intangible factors).

The emotion becomes more important with the emergence of the principle of the consumer pleasure. Emotions are a distinctive element that must be added to enhance the basis supply of product/service and especially they are designed and managed with rigor and ethical spirit.

The consumer doesn't looks for a product/service that meets both the needs and rational processes, but for an object that becomes a center of symbolic meanings, psychological and cultural, a source of feelings, relationships and emotions.

The purchase decisions of customers are driven by two kinds of needs: functional needs satisfied by product functions and emotional needs associated with the psychological aspects of product ownership. The products must generate emotions but also show good functionality (traditional attributes).

Nowadays, products of different companies are equals; it is necessary to diversify them with other factors [14]. For example people don't consider only the product café, ice-cream but consider how (with music, fragrances,..) and in which context they drink a café or they eat an ice cream [15].

The company will not sell a simple perfume but one component of a complex supply that consists on the experience to awaken all senses deriving from the use of that perfume.

In fact, we remember almost entirely the emotions, the smell, fragrances and so on. In the advertising it is necessary to touch the intangible aspects of the product: forms and images are linked with a process of significations.

The generation of emotions normally passes through the multisensorial involvement of the subject: music, materials, fragrances, colors, tastes, meanings and symbols of various type.

3.3. Emotional intelligence

The emotional intelligence is a form of intelligence non-rational, related to ability and to emotional feelings. Subsequently we use it in a conscious and rational way; it is a form of intelligence, non logic, but with a strong emotional charge.

The awareness of own emotions and their recognition is a key element to make a relationship based on social exchange and on ability to create empathy, biunivocal or one-to-many relationship.

The concept of emotional intelligence, described by Howard Gardner, has been recently developed by Daniel Goleman [11] with the best seller "Emotional Intelligence: Why It Can Matter More Than IQ". Goleman says that the intelligence based on pure rationality is only one aspect of more general skills that enable people to respond to various situations and to solve relative problems.

Between an object and a person an empathy relationship is established. The empathy is the ability to understand the feelings of other person. The word derives from the Greek "εμπαθεια" (empathy is a feeling "inside" a person). This term was used to indicate the emotional relationship that ties the author-singer to his audience. With adaptability and empathy a person can understand his inner experience and that of others people.

Mayer et al. [16] give the following definition of Emotional Intelligence: "The ability to perceive emotion, integrate emotion to facilitate thought, understand emotions and to regulate emotions to promote personal growth". The ability-based model considers emotions as useful sources of information that help one to make sense of the social environment.

Therefore, a person with emotional intelligent can harness emotions, also negative, and manage them to reach specific goals.

3.4. Emotional and experiential marketing

The use of Emotional Marketing as a strategy of Relational Marketing ensures, both a deep and personal relationship with the customers acquired on emotional aspect and the retention of a competitive position on the market.

Nowadays it isn't the product to be sold, since for each category there is a wide choice, but the focus is the relationship that the consumer establishes with the brand and with the emotions which the product communicates. In this regard Fabris sustains that "the consumer has changed skin or skin is changing, looking experiences rather than products or sensations and emotions rather than use values" [17].

Brands become supplying centers of emotional energy [18], that create better relationships with potential consumers with the ability that they have to tell stories that excite (emotional brands) and integrate communication, quality, tradition, identity (brand sensitivity).

Emotional marketing answers questions like "What are the attitudes, behaviors, preferences and emotions of those who make purchases? ", "Can we measure their emotions before during and after the purchase? ", "How does the mind of consumers reacts when it is stimulated by advertising, promotion, while they are in a supermarket or navigate in an e-commerce site?".

Enterprises, to stimulate emotions in customer, use multimedia channels. A person can be receptive to graphs, texts, auditory or video stimuli.

Recently, marketing studios have noted that the olfaction is very important in purchasing decisions. In many cases it is important to put inside the stores certain odors or music. Smells are a powerful media for their ability to imprint a long time in memory. For real estate agents, to show and sell apartments, are important the aromas of coffee or cake in the oven; these smells activate positive emotions related to concepts such as "childhood", "motherhood" and so on. The department stores spray perfumes of field to slow down the purchases of the customers. Even the music is strongly interrelated with the emotions and its usefulness for commercial purposes is well known.

Summer is for definition a period of more dense emotions: sun, sea, beautiful scenery, fun, new friendships, new loves. The advertising arouse sensations on products such as slimming creams, suntan lotion, toning, tasty ice cream or ice tea with exotic fruits.

The companies, with their product and services want to create emotional link with consumers and establish a deep relationship and experience [19]. To improve relationship it is essential that companies clearly define their target and acquire skills relevant to other disciplines not purely economic such as psychology and sociology. It is need a close interaction with the consumer, knowing the particular experiences that people would like live.

In the experience a fundamental role is played by environmental and social context, physical or virtual store, in which the interaction takes place.

In the emotional marketing one of the first targets is to identify the type of experience [20] that emphasize the best product and the creation of the empathy between company and customer, such as to increase both the involvement of the consumer and the perceived differentiation. Experiential Marketing is a useful tool in many situations including, for example, the revitalization of a brand in decline or the creation ex-novo of the image and identity of a company. Experiential marketing represents a new source of competitive advantage, based both on emotional involvement and on creation of experiences.

3.5. Different ways of emotion manifestations.

We can consider different ways of emotional expressions: facial, vocal and textual.

3.5.1. Facial expressions

Facial expression recognition [21], coupled with human psychology and neuroscience, is an area that involves psychology and computations. Facial expressions can be captured through facial features.

There are two types of facial expression features: transient (wrinkles and bulges) and intransient (mouth, eyes and eyebrows).

The feature points of a face, for recognizing facial expression, are located at eyebrows, eyelids, cheeks, lips, chin and forehead.

3.5.2 Vocal expressions

In the case of voice analysis, the parameters considered are typically volume, speed, regularity of speech. The vocal expression is also strongly influenced from the mood of the speaker, context and culture. For example, a hold orator, engaged in a major speech, hardly shows any tension level. He takes the same behaviour in any context.

3.5.3 Textual expressions

Recent researchs have shown how the text is an important modality for detecting emotional aspects. Textual information is a communication medium, rich in emotion, which can be gathered from many sources, such as books, newspapers, web pages, e-mail messages, etc...

Nowadays textual channels are used in intensive manner in the virtual communities (drivers of social emotions). Many customers express their opinions on product/service by web 2.0 tools (forum, chat, blog). The customer when writing his reviews transmits emotions in the message that

he/she feels before and after the product purchasing. So from an enterprise point of view it is important to understand which emotional coefficients drive the customer to choose a particular product/service.

Inside affective terms it is possible to extract emotional terms. For example, the adjective abandoned isn't an emotional term, but has a sentimental meaning in sentences as "Mary feels abandoned". In this case the term abandoned refers to an emotional state which is not expressed explicitly.

4. Emotion measurements

The emotional reactions of our brain are measured through a series of techniques, biometric stimuli, which in combination with interpretations of psycholinguistics and cognitive psychology, explain the unconscious reactions of a person.

Many kinds of physiological characteristics are used to extract emotions, such as voice, facial expressions, textual expression, hand gestures, body movements, heartbeat and blood pressure.

The facial and the verbal language can reflect the outside deepest emotions: a trembling voice, a tone altered, a sunny smile, the face corrugated.

Regarding facial emotions measurements, the feature points of a face are located at eyebrows, eyelids, cheeks, lips, chin and forehead. The first and the most important step in feature detection is to track the position of the eyes. Thereafter, the symmetry property of the face with respect to the eyes is used for tracking the rest of the features.

We can also identify all differences and deformations from the "neutral" facial expression with measures on size ratio, distance ratio and orientation. Specifically, we locate and extract the corner points of specific regions of the face, such as the eyes, the mouth and the brows, and compute their variations in size from neutral expression. This information can be converted in data-pixel of a higher-level representation of shape, motion, color, texture and spatial configuration.

Other systems for treatment of facial expressions [22] are based on computational images. The model can contain information on the geometry of the face and facial muscles or on movements of various portions of the face during a change of expression. In some sophisticated models, the patterns of expression are obtained combining together significant portions of the face such as mouth, eyes or eyebrows.

For measuring the emotions in a text [23] we must take in consideration that in our language, there are many words that, in a direct or indirect manner, express sentiments and emotions.

If we split the phrase of a text in part of speech (names, verbs, adjectives...), we can obtain different emotional terms: names (fear, awe, gratitude, disorientation), verbs (admire, hate, get angry, rejoice), adjectives (angry, furious, sad, happy), adverbs (sadly, joyful), interjections (ooh, ah).

The first step for extracting emotional term from a text is to create a database with terms gathered from vocabularies, emotional literary or journalistic papers. These terms can be classified, with specific attributes, in groups labeled with the most representative term.

The subsequent linguistic analysis of the text in question and the matching with the terms in the dictionary give an idea of the emotional content of the text.

For textual emotional recognition another method is to focus on concepts, rather than single words and so words are related to emotional states through a conceptual representation. In this way it's necessary to use a conceptual and semantic analysis.

5. Conclusions

In recent years, many authors have intensified their studies on emotional intelligence and emotional marketing. The emotions, like the functionality of the product/service, influence the

decision-making processes of customer purchasing. Nowadays the customer is very fond of the company brand with which he/she lives unique emotional experiences.

After examining emotions that affect customer purchases and the emotional marketing techniques, the paper outlines technical measurements of emotions either from textual or from facial expressions. In my department, for this goal, we are developing software advanced solutions. These measurements are very important for the enterprise to understand the buying motivations of customers.

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