

Emotional marketing and emotional branding

Iryna Julay

*student at international economic relations department,
«KROK» University, Kyiv, Ukraine*

Olena Bielova

*PhD, associate professor at marketing and behavioral economics department,
ВНЗ «Університет економіки та права «КРОК», м. Київ, Україна,
ORCID: 0000-0001-9359-6947*

People live more in the emotional world than in the rational, even if they think about all sorts of acquisitions. Management of human behavior (including purchasing) – is the prerogative of their emotions. Characteristics of goods are often also of interest to them in terms of their functional properties, but in a world full of goods, functionality recedes into the background, giving way to emotional properties. And among many products, people tend to focus on the products that best suit their personalities, rather than on the chosen ones through logical thinking.

The method of emotional branding is based on the achievements of many scientific fields, including sociology, psychology, management and others, which allows to assess the needs and desires of consumer from different angles, and, accordingly, to satisfy them primarily on an emotional level. Advertisers, marketers, brandists and even developers of modern technologies for recognizing faces and emotions in the modern world pay a lot of attention to human emotions and the problems of influencing them [2].

A person, any person is a rational-emotional being. The question is-what exactly prevails in the reasons for purchase of goods (services)-rational or emotional. It depends on many variables, which include individual characteristics of the person; features of the product purchased by the person; product purpose; the strength of its demonstration aspect; the cost of resources for the effective implementation of relevant requests. After all, emotions lead us to action. As consumers, we first make a purchase based on emotions, trying to justify it through more rational parts of our brain. Long-term emotions-that's why people prefer brand names, even if common alternatives are available [3].

Emotional marketing is based on the fact that brands try to influence the emotions of consumers, because the emotional connection was considered the basis for the formation of loyalty.

Emotional branding, according to M. Gobe, is based on four basic principles [1]: relationships (the brand shows respect for customers and gives them the emotional experience they expect to receive), sensory practices (sensory experience that ensures that the customer remembers the experience of contact with the brand, leading to loyalty), fantasies (creative approach when developing a new product, creating a store, advertising, websites), vision of the brand through the eyes of the consumer as a long-term factor in the success of the brand [1].

The concept of emotional marketing shifts the emphasis to creating an emotional

relationship between the company and the consumer as a key motivating factor for consumers to make decisions about buying / consuming. Buying / consuming models are built in emotional categories with an emphasis on symbols and the visions, images and feelings they create. This becomes a crucial feature of the postmodern era, when the process of buying / consuming consumers is stimulated by psychological and symbolic attributes.

Thus, emotional marketing is the use of messages in marketing communications in order to evoke in the audience the desired emotions about the company or product. The strategy of emotional marketing is to build trust to continue the emotional experience [2]. This affects consumer loyalty and the level of repeat purchases.

Ключові слова: marketing, branding, emotional marketing, emotional branding.

Список використаних джерел

1. Gobe M. *Emotional branding: a new paradigm of communication between brands and people*. St. Petersburg: «BestBusinessBooks» 2015. 440 p.
2. Ries A., Trout J. *The 22 Immutable Laws of Marketing*, 1993. URL: <https://www.worldcat.org/title/22-immutable-laws-of-marketing/oclc/422227741>
3. Shapiro T. *How Emotion-Detection Technology Will Change Marketing*. URL: <https://blog.hubspot.com/marketing/emotion-detection-technology-marketing>