

Module - 6

CONSUMER BEHAVIOR

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LESSON – 15

CONSUMER EMOTIONS AND MOODS AND THEIR IMPLICATION FOR MARKETERS

Instructional Objectives:

After completion of this lesson, the student shall know about:

6.1.5 Definition and Meaning of Consumer Emotions and Moods

6.1.6 Emotions and Moods and Implications for Marketers

6.1.5 DEFINITION AND MEANING OF CONSUMER EMOTIONS AND MODS:

Emotion and moods affect and are affected by human motives. It's a two way relationship. Motives have an impact on emotions and moods; and, emotions and moods also impact human motives. Just as human motives have relevance for marketers, similarly emotions and moods also have relevance for marketers. An understanding of the deep seated emotions and moods is necessary for an understanding of consumer motives.

6.1.5.1 Emotions:

Emotions are changes in the body state that impact psychological processes thereby resulting in expression of feelings and observable behavioral reactions. While emotions are varied, psychologists have tried to categorize them. According to the nineteenth century psychologist, Wundt, emotions comprise pairs of opposite states, and there are three of such pairs, viz. pleasantness/unpleasantness, tension/release and excitement/relaxation. According to another psychologist, Plutchik, there are eight kinds of emotions that can be grouped in four pairs of opposites, viz., joy/sadness, acceptance/disgust, anger/fear and surprise/anticipation. Thus emotions can be positive or negative; they can give happiness and pleasure or unhappiness and discomfort.

The term “emotion” has been defined variedly and lacks a consensus on definition primarily because of its very nature. Emotions are personal states, private and subjective. A bodily state that could change differently in response to the environment, it varies within a person and across persons, and gets reflected as a psychological arousal. While some emotions are conscious and clear, others remain at the sub conscious level and are abstract. Also, emotions can be slight or intense and remain for short or long periods of time. They bear a two way relationship with (i) motivational states; and (ii) cognitive processing capabilities and capacities. Because they exist in pairs as opposites, emotions tend to replace one another.

6.1.5.2 Moods:

Moods are defined as emotional states that are less intense, transient and short term. They are also described on a continuum as good or bad, and thus have a positive and negative valence. Like emotions, they are also triggered by noticeable and unnoticeable stimuli, be it persons, objects, situations and are specific. However, we as human beings are more aware and conscious of emotions, than we are of moods. What may put on or put off the moods may be not always be clear. Similar to emotions, moods can be inferred through our body language, gestures and behaviors.

6.1.5.3 Emotions and Moods and Consumer Behavior:

When emotions pertain to a company, its brands, its marketing strategy and/or the component(s) of its marketing mix, it is referred to as consumer emotion. Consumer emotions towards product/service offerings and the 4 Ps can be positive or negative; they can bring pleasure or discomfort; they can last for short or a long period of time. When they are specific to a marketing stimuli and last for a short period of time, they are referred to as moods.

6.1.6 EMOTIONS AND MOODS AND IMPLICATIONS FOR MARKETERS:

Emotions are feelings that arise from deep rooted and value laden beliefs; As consumers, for example, we experience pleasantness or unpleasantness (positive or negative feelings) towards product/service offerings; these reactions are based on our beliefs which are in turn a result of our motives, learning and cognition, experiences, socialization processes etc. We also experience feelings of joy or sadness, with respect to certain brands, or other marketing stimuli, and the changes made therein. These emotions have a bearing on the moods that are emotional states specific to a stimulus, and like emotions, they are good or bad, positive or negative. Consumer moods can be induced through marketing communication, point-of-purchase stimuli and service encounters.

Consumer emotions and moods have implications for a marketer. A good understanding of these psychological states can help a marketer design a stimulus that leads to positives states; the assumption being that when a consumer is on a positive state as far as emotions and moods are concerned, he would be more receptive to the product/service and the brand offering. The study of emotions/moods can be useful for a marketer in the following ways:

1. An understanding of the subject can help the marketer in triggering positive emotional states and pleasant receptive moods amongst consumers.

a) a positioning strategy or an appeal that dovetails perfectly with the need/motive can make a consumer more receptive to a product/service.

b) the design of the 4Ps can also induce positive states; for example:

- Aesthetics, attractive design, good looks, colour etc., arouse positive emotions and mood states.
- Discounts, special allowances and price reductions, also lead to curiosity, excitement and delight.
- The store layout, the display of products, service encounters, the attitude of the salesmen in the store, and other point-of-purchase stimuli also lead to good/bad mood states.
- The promotion strategy also leads to emotional/mood states, eg. the advertisement, the message content, the context, music, jingle and spokesperson/celebrity etc. In fact, the communication cue, whether print or audio visual, can lead to emotional responses; this emotional response affects the consumers' attitude towards the advertisement, which in turn affects the attitude towards the brand, i.e., attitude towards the advertisement, affects attitude towards the brand. If the communication cue leads to feelings of pleasure and happiness, the consumer would be inclined towards the purchase of the brand offering. Advertisements must thus be designed in a manner that evokes positive emotion and mood states.

Why is triggering of such psychological states important?

a) It is because arousal of such psychological states move a person towards action, i.e., it creates in him an urge to act, in our case, it makes him move towards/against consumption behavior.

- Many a times, the consumer moves towards product/service offerings not because of the functional benefit or motives but because of emotional/aesthetic motives or even for hedonic pleasure or social motives. Infact purchase of certain products are purely for such pleasures like greeting cards, jewellery items, etc.
- A positive mood also increases consumer willingness to seek variety and try new things.

2. Emotions and moods states also influence consumer recall of products and services as well as evaluation of products and services.

If a person is in a positive emotional and mood state, all the cues that lead to such a happy state get integrated as a unified unit and get stored in his memory; this leads to easy recall later on.

- A happy and pleasurable shopping experience at a store leads to store loyalty; when a person passes by such a store, he recalls the past pleasurable experiences and gets inclined towards entering the store and buying something even if a person does not intend shopping; it leads to an impulse purchase.
- Similar reactions can be expected when people go down memory lane and get nostalgic about purchase of certain product/service offerings and brands. Thus, they prefer buying brands which they bought as children with their parents.

3. Triggering positive emotional states and pleasant receptive moods amongst consumers also benefits marketers during post-purchase evaluation by the former.

Research has indicated that when a person is in a positive mood state, he tends to be not only receptive but more tolerant towards an offering; it would be easier on the part of the marketer to satisfy him and the consumer be in most cases be less complaining and would make a positive evaluation. Feelings of joy, happiness and pleasant surprise within a consumer is more likely to result in satisfaction; and feelings of sadness, unhappiness,

anger, distress and sadness is likely to result in dissatisfaction. In other words, emotions and moods impact product evaluation and the resultant customer satisfaction and dissatisfaction. A bad mood increases the probability of a negative evaluation, and a good mood state increases the probability of a positive evaluation.

REFERENCES FOR FURTHER READING:

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Ques 2 Explain how do emotions and moods impact Consumer Behavior?

Ans 2 Emotions are feelings that arise from deep rooted and value laden beliefs; As consumers, for example, we experience pleasantness or unpleasantness (positive or negative feelings) towards product/service offerings; these reactions are based on our beliefs which are in turn a result of our motives, learning and cognition, experiences, socialization processes etc. We also experience feelings of joy or sadness, with respect to certain brands, or other marketing stimuli, and the changes made therein. These emotions have a bearing on the moods that are emotional states specific to a stimulus, and like emotions, they are good or bad, positive or negative.

Consumer emotions and moods have implications for a marketer. A good understand of these psychological states can help a marketer design a stimulus that leads to positives states; the assumption being that when a consumer is on a positive state as far as emotions and moods are concerned, he would be more receptive to the product/service and the brand offering. The study of emotions/moods can be useful for a marketer in the following ways:

1. An understanding of the subject can help the marketer in triggering positive emotional states and pleasant receptive moods amongst consumers.
2. Emotions and moods states also influence consumer recall of products and services as well as evaluation of products and services.
3. Triggering positive emotional states and pleasant receptive moods amongst consumers also benefits marketers during post-purchase evaluation by the former.

SELF EVALUATION TESTS/QUIZZES:

Section A True/false:

1. Because they exist in pairs as opposites, emotions tend to replace one another
2. Moods are defined as emotional states that are less intense and short term. Than emotions.
3. Human beings are more aware and conscious of moods, than they are of emotions.

Section B Fill up the blanks:

1. _____ are feelings that arise from deep rooted and value laden beliefs.
2. When emotions pertain to a company, its brands, its marketing strategy and/or the component(s) of its marketing mix, it is referred to as _____ emotion.

Section C Short answers:

1. Differentiate between emotions and moods?
2. Briefly explain relationship between Emotions and Moods and Consumer Behavior.

KEY

Section A True/false:

1. True
2. True
3. False

Section B Fill up the blanks:

1. Emotions
2. Consumer

Section D Short Answers:

Ans 1. Difference between emotions and moods:

EMOTIONS	MOODS
<p>-Emotions are changes in the body state that impact psychological processes thereby resulting in expression of feelings and observable behavioral reactions.</p> <p>- Emotions comprise pairs of opposite states; can be positive or negative; can give happiness and pleasure or unhappiness and discomfort.</p> <p>- We as human beings are more aware and conscious of emotions, than we are of moods.</p>	<p>-Moods are defined as emotional states that are less intense, transient and short term.</p> <p>- They are also described on a continuum as good or bad, and thus have a positive and negative valence.</p> <p>- We are less aware of moods; they suddenly put on and put off.</p>

Ans 2. When emotions pertain to a company, its brands, its marketing strategy and/or the component(s) of its marketing mix, it is referred to as consumer emotion. Consumer emotions towards product/service offerings and the 4 Ps can be positive or negative; they can bring pleasure or discomfort; they can last for short or a long period of time. When they are specific to a marketing stimuli and last for a short period of time, they are referred to as moods.

Consumer emotions and moods have implications for a marketer. A good understand of these psychological states can help a marketer design a stimulus that leads to positives states; the assumption being that when a consumer is on a positive state as far as emotions and moods are concerned, he would be more receptive to the product/service and the brand offering.

An understanding of the subject can help the marketer in triggering positive emotional states and pleasant receptive moods amongst consumers. Emotions and moods states also influence consumer recall of products and services as well as evaluation of products and services. Triggering positive emotional states and pleasant receptive moods amongst consumers also benefits marketers during post-purchase evaluation by the former.