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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Study of Emotional Connect on Consumers' Purchase Intention with Respect to Advertisements

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**ABSTRACT:** Emotions are important to influence purchase decisions in business. Consumer emotional connection brings a sense of trust, reliability and understanding of the product and the company. It is a special bond with the consumers. The aim of the study was to identify the key emotions that drive consumers purchase decisions and assess the impact of different marketing strategies on emotional engagement and purchase intentions. There is a significant association between the gender and staying loyal to a brand if it delivers products that meet emotional needs and expectations. There is a significant difference between age and purchase because of marketing campaign that evoked strong emotions. Findings also convey that brands understanding needs and fulfilling expectations are closer to customers. The pleasure points by nostalgic memories and a joyful experience with a brand, can sometimes make forgive minor flaws in the product or service. The more comfort and familiar the brand is so are the customers trustworthy with the brands.

**KEYWORDS:** Emotions, Emotional Engagement and purchase intentions

### I. INTRODUCTION

The evolving market landscape offers novel opportunities, necessitating a re-evaluation of traditional communication strategies within strategic management practices. Businesses are adapting by employing non-traditional methods and tools to positively influence consumer shopping behaviour and decision-making processes. With shifts in consumer trends emphasizing emotional over rational decision-making, it becomes imperative to align strategies accordingly. Drawing from Arslanagic-Kalaidzic's approach to decision-making, which advocates for deliberate problem-solving methods, it's crucial to steer decision-making towards fulfilling predefined goals, particularly in marketing contexts aimed at guiding consumers towards optimal product selection. Rational decisions, as proposed by Clore, are rooted in maximizing utility and minimizing costs, forming the foundation of neoclassical economics. However, consumer behaviour often entails cognitive dissonance, where actions contradicting beliefs can evoke tensions and emotions, prompting an emotional decision-making process that significantly influences purchasing behaviour.

### II. OBJECTIVES

- To identify the key emotions that drive consumers' purchase decisions.
- To assess the impact of different marketing strategies on emotional engagement and purchase intentions.
- Investigate whether a strong emotional connection translates into sustained brand loyalty over time.

### III. LITERATURE REVIEW

Lias pappas and Panos Kourouthanasis (Sept 2017) had developed and tested a theoretical model focusing on customer persuasion in personalized online shopping. Drawing from information processing theory, it addresses both cognitive and affective stages of the persuasion process. Through data collected from 582 experienced online customers, the proposed model was validated using structural equation modeling and multigroup analysis techniques. The findings highlight the significance of quality personalization, message quality, and the benefits derived from personalized recommendations in influencing the persuasion process. Moreover, it reveals that positive emotions enhance the impact of persuasion on purchase intentions, in contrast to negative emotions. This research contributes to the advancement of online personalization theory, provides a thorough examination of the persuasion dynamics in online shopping, and offers valuable insights for personalized online marketing strategies.



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Majid Esmaeilpour Zahra Mohseni (September 2019) stated that in contemporary marketing, there is a growing emphasis on creating positive consumer experiences and understanding their impact on consumer behaviour. Marketers recognize that crafting unique experiences is crucial for generating value and gaining a competitive edge. Thus, this research aims to assess various dimensions of customer experiences and their influence on consumer purchase intentions. The study adopts an applied research approach with a correlational descriptive-survey design for data collection. The target population comprises consumers of restaurants and fast-food establishments in Shiraz. A sample of 385 consumers was selected using convenient sampling methods. The findings affirm the positive and significant impact of five dimensions of customer experiences - behavioural, cognitive, affective, sensory, and social - on consumer purchase intention. Consequently, restaurant and fast-food store owners and managers can influence customer purchase behavior and foster loyalty by curating favorable experiences for their clientele.

Umair Akram Muhammad Junaid (Nov 2020) examined the link between online purchase intention (OPI) and hedonic and utilitarian incentives in the context of Chinese social commerce, drawing on the social learning theory. Additionally, the association between (hedonic & utilitarian incentives) and OPI was examined using two moderators (eWOM& social values) and one mediator (customer engagement). A conceptual model including 10 assumptions was created and put to the test using data from 585 valid surveys. The outcome suggested that OPI is positively impacted by hedonistic and utilitarian motives. In addition, the link between OPI and (hedonic & utilitarian incentives) is strongly and favorably moderated by eWOM and social value. Ultimately, consumer involvement considerably influenced the relationship between OPI and two incentives (hedonic and utilitarian). The paper discusses the implications for managers, namely how e-vendors should manage online website activations to increase customer purchase intention.

Lee and Kwon (April 2021) built their work by investigating perceived utility as a mediator between emotional contact (familiarity and closeness) and purchase intention, based on the stimulus-organism-response (SOR) hypothesis. We also look at the customer purchase decision model, where the product type modifies the connecting mechanism. Using an online questionnaire survey, we conducted an empirical investigation of the model we presented for consumer purchase decision-making. The data collected from 269 social commerce users were used to perform structural equation modelling using bootstrapping estimation and confirmatory factor analysis. In social commerce, familiarity and closeness have a beneficial impact on users' inclination to buy. The association between emotional contact and purchasing intention was mediated by perceived utility. Additionally, the correlations between familiarity and buy intention, closeness and purchase intention, and perceived utility and purchase intention were all mediated by the kind of product. The findings validate the SOR theory and the study's hypothesis. Improving emotional connection and perceived utility may increase purchase intention.

Faheem Gul Gilal, Naeem Gul Gilal, Rukhsana Gul Gilal, Zhenxing Gong, Waseem Gilal and Muhammad Nawaz Tunio (2021) the study, which revolved on attachment theory and categorization theory, aimed to examine the moderating role that product involvement—that is, a low-involvement convenience product versus a high-involvement shopping product—plays in the relationships between brand attachment and brand passion and consumer purchase intention. Design, procedure, and strategy: To close this disparity, they enlisted n = 205 youth consumers to test the theories with SPSS 24.0 and AMOS 24.0. The results indicate that brand passion has the greatest influence on purchase intention when compared to brand attachment. Furthermore, our data show that while brand passion is more likely to increase consumer purchase intention for high-involvement shopping items, brand attachment is more likely to lead to consumer buy intention for convenience products. Lastly, we offer a thorough analysis of the study and practical applications of these findings. Originality/value: While brand passion is a more significant predictor of the purchase intention of high-involvement shopping brands, this study is the first to demonstrate that brand attachment is a driver of purchase intention of low-involvement convenience brands.

Lei Tong Rong Zhou (2022) stated the link between online purchase intention (OPI) and hedonic and utilitarian incentives in the context of Chinese social commerce, drawing on the social learning theory. Additionally, the association between (hedonic & utilitarian incentives) and OPI was examined using two moderators (eWOM& social values) and one mediator (customer engagement). A conceptual model including 10 assumptions was created and put to the test using data from 585 valid surveys. The outcome suggests that OPI is positively impacted by hedonistic and utilitarian motives. In addition, the link between OPI and (hedonic & utilitarian incentives) is strongly and favourably moderated by eWOM and social value. Ultimately, consumer involvement considerably influenced the relationship



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between OPI and two incentives (hedonic and utilitarian). The paper discusses the implications for managers, namely how e-venders should manage online website activations to increase customer purchase intention.

### IV. RESEARCH METHODOLOGY

This study used a descriptive design to examine the emotional connect on consumers’ purchase intention with respect to advertisements customer loyalty in e-commerce. It focused on a diverse sample across age, gender, and location to analyze the emotional connect between the customers while purchasing. A quantitative approach gathers numerical data from respondents residing in Kolathur, Madhavaram, Nungambakkam, T- Nagar and Tambaram.. The primary data was collected through questionnaire with closed-ended, Likert-scale questions and multiple choices. Secondary data was used for literature review and to gain insights into the subject knowledge.. A convenience sampling approach, with 100 as sampling size was used in the study. Findings were drawn from percentage analysis ANOVA, Correlation, Independent T-test and Chi-square.

### V. RESULTS AND DISCUSSION

#### 1.1 Multiple Correlation

**Table 1 Pleasure points**

H0- There is no significant relationship between the various factors of pleasure points towards emotional connect

H1- There is a significant relationship between various factors of pleasure points towards emotional connect

Correlations						
		What are the factors that pleasure points plays a role in emotional connection with the brand? [When a brand offers experiences that trigger feelings of pleasure, I am more likely to consider buying from them again]	What are the factors that pleasure points plays a role in emotional connection with the brand? [Price and quality are also important in making me happy about my purchase]	What are the factors that pleasure points plays a role in emotional connection with the brand? [A joyful experience with a brand can sometimes make me forgive minor flaws in their product or service.]	What are the factors that pleasure points plays a role in emotional connection with the brand? [Brands makes me trigger my pleasure points by nostalgic memories]	What are the factors that pleasure points plays a role in emotional connection with the brand? [Usage of certain brands brings positive memories]
What are the factors that pleasure points plays a role in emotional connection with the brand? [When a brand offers experiences that trigger feelings of pleasure, I am more likely to consider buying from them again]	Pearson Correlation	1	.729**	.364**	.316**	.696**
	Sig. (2-tailed)		<.001	<.001	.001	<.001
	N	100	100	100	100	100
What are the factors that pleasure points plays a role in emotional connection with the brand? [Price and quality are also important in making me happy about my purchase]	Pearson Correlation	.729**	1	.481**	.553**	.848**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
What are the factors that pleasure points plays a role in emotional connection with the brand? [A joyful experience with a brand can sometimes make me forgive minor flaws in their product or service.]	Pearson Correlation	.364**	.481**	1	.861**	.644**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	100	100	100	100	100
What are the factors that pleasure points plays a role in emotional connection with the brand? [Brands makes me trigger my pleasure points by nostalgic memories]	Pearson Correlation	.316**	.553**	.861**	1	.695**
	Sig. (2-tailed)	.001	<.001	<.001		<.001
	N	100	100	100	100	100
What are the factors that pleasure points plays a role in emotional connection with the brand? [Usage of certain brands brings positive memories]	Pearson Correlation	.696**	.848**	.644**	.695**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Inference:** This correlation analysis examined the relationships between different elements contributing to pleasure points. The statements, brands trigger my pleasure points by nostalgic memories and a joyful experience with a brand,



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can sometimes make me forgive minor flaws in the product or service has the highest correlation of .861 with p value < .001. Followed by usage of certain brands bring positive memories and price & quality are also important in making me happy about my purchase has the 2<sup>nd</sup> highest correlation of .848 with p value < .001. Hence there is a significant relationship between these factors of pleasure points towards emotional connect.

**Table 2 Intimacy and closure**

H0- There is no significant relationship between the various factors of Intimacy & closure towards emotional connect

H1- There is a significant relationship between various factors of Intimacy & closure towards emotional connect

		Correlations						
		What factors make you feel sense of closure and intimacy with a brand? [Brands understands me, and my needs better are closer to me.]	What factors make you feel sense of closure and intimacy with a brand? [brands which go extra mile to take care are closer to my heart]	What factors make you feel sense of closure and intimacy with a brand? [By fulfilling my expectations by the brand I feel closer to the brand]	What makes you feel intimate towards the Brands? [I can relate to the brand on personal level]	What makes you feel intimate towards the Brands? [Brands make me evoke nostalgic memories]	What makes you feel intimate towards the Brands? [Usage of brand has become a part of my daily routine]	What makes you feel intimate towards the Brands? [The brand makes me more knowledgeable and smarter]
What factors make you feel sense of closure and intimacy with a brand? [Brands understands me, and my needs better are closer to me.]	Pearson Correlation	1	.796**	.925**	.266**	.598**	.210*	.239*
	Sig. (2-tailed)		<.001	<.001	.008	<.001	.036	.016
	N	100	100	100	100	100	100	100
What factors make you feel sense of closure and intimacy with a brand? [brands which go extra mile to take care are closer to my heart]	Pearson Correlation	.796**	1	.876**	.470**	.675**	.371**	.143
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	.155
	N	100	100	100	100	100	100	100
What factors make you feel sense of closure and intimacy with a brand? [By fulfilling my expectations by the brand I feel closer to the brand]	Pearson Correlation	.925**	.876**	1	.198*	.543**	.125	.160
	Sig. (2-tailed)	<.001	<.001		.049	<.001	.214	.112
	N	100	100	100	100	100	100	100
What makes you feel intimate towards the Brands? [I can relate to the brand on personal level]	Pearson Correlation	.266**	.470**	.198*	1	.679**	.902**	.131
	Sig. (2-tailed)	.008	<.001	.049		<.001	<.001	.195
	N	100	100	100	100	100	100	100
What makes you feel intimate towards the Brands? [Brands make me evoke nostalgic memories]	Pearson Correlation	.598**	.675**	.543**	.679**	1	.693**	.413**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100
What makes you feel intimate towards the Brands? [Usage of brand has become a part of my daily routine]	Pearson Correlation	.210*	.371**	.125	.902**	.693**	1	.107
	Sig. (2-tailed)	.036	<.001	.214	<.001	<.001		.290
	N	100	100	100	100	100	100	100
What makes you feel intimate towards the Brands? [The brand makes me more knowledgeable and smarter]	Pearson Correlation	.239*	.143	.160	.131	.413**	.107	1
	Sig. (2-tailed)	.016	.155	.112	.195	<.001	.290	
	N	100	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

**Inference:** This correlation analysis examined the relationships between different elements contributing to intimacy and closure. The statement, brands understands me, and my needs better are closer to me and by fulfilling my expectations by the brand I feel closer to the brand has the highest correlation of .925 with p value < .001. Followed by I can relate to the brand on personal level and Usage of brand has become a part of my daily routine has the 2<sup>nd</sup> highest correlation of .902 with p value < .001. Hence there is a significant relationship between various factors of Intimacy and closure towards emotional connect.

**Table 3 Familiarity**

H0- There is no significant relationship between the various factors of familiarity towards emotional connect

H1- There is a significant relationship between various factors of familiarity towards emotional connect.



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Correlations							
		What makes you familiar with the brands? [The more familiar I am with a brand, the more comfortable I feel trusting them]	What makes you familiar with the brands? [I'd rather go with a brand I know, even if it's not my favourite]	What makes you familiar with the brands? [Seeing a brand's ads a lot can make me like them more, even if the ads aren't that catchy.]	What factors makes you familiar with the brands? [The more I learn about a brand and its values, the more likely I am to develop a familiarity with them.]	What factors makes you familiar with the brands? [The more I see a brand, the more comfortable I feel with them, like an old friend.]	What factors makes you familiar with the brands? [The more I get to know a brand I like, the closer I feel to them]
What makes you familiar with the brands? [The more familiar I am with a brand, the more comfortable I feel trusting them]	Pearson Correlation	1	.517**	.795**	.918**	.308**	.646**
	Sig. (2-tailed)		<.001	<.001	<.001	.002	<.001
	N	100	100	100	100	100	100
What makes you familiar with the brands? [I'd rather go with a brand I know, even if it's not my favourite]	Pearson Correlation	.517**	1	.475**	.587**	.560**	.803**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100
What makes you familiar with the brands? [Seeing a brand's ads a lot can make me like them more, even if the ads aren't that catchy.]	Pearson Correlation	.795**	.475**	1	.749**	.253*	.484**
	Sig. (2-tailed)	<.001	<.001		<.001	.011	<.001
	N	100	100	100	100	100	100
What factors makes you familiar with the brands? [The more I learn about a brand and its values, the more likely I am to develop a familiarity with them.]	Pearson Correlation	.918**	.587**	.749**	1	.388**	.695**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100
What factors makes you familiar with the brands? [The more I see a brand, the more comfortable I feel with them, like an old friend.]	Pearson Correlation	.308**	.560**	.253*	.388**	1	.684**
	Sig. (2-tailed)	.002	<.001	.011	<.001		<.001
	N	100	100	100	100	100	100
What factors makes you familiar with the brands? [The more I get to know a brand I like, the closer I feel to them]	Pearson Correlation	.646**	.803**	.484**	.695**	.684**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

**Inference:** This correlation analysis examined the relationships between different elements contributing to familiarity. The statements, 'the more familiar I am with a brand, the more comfortable I feel trusting them' and 'the more I learn about a brand and its values, the more likely I am to develop a familiarity with them' has the highest correlation of .918 with p value < .001. Followed by 'the more I get to know a brand I like, the closer I feel to them' and 'I'd rather go with a brand I know, even if it's not my favourite' has the 2<sup>nd</sup> highest correlation of .803 with p value < .001

### 5.2 Chi-square

H0- There is no significant association between the gender and staying loyal to a brand if it delivers products that meet emotional needs and expectations

H1- There is a significant association between the gender and staying loyal to a brand if it delivers products that meet emotional needs and expectations



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**Gender \* How likely are you to remain loyal to a brand if it consistently delivers products or services that meet your emotional needs and expectations? Crosstabulation**

Count

		How likely are you to remain loyal to a brand if it consistently delivers products or services that meet your emotional needs and expectations?					
		1	2	3	4	5	Total
Gender	Male	0	1	6	35	7	49
	Female	1	1	5	6	38	51
Total		1	2	11	41	45	100

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.936 <sup>a</sup>	4	<.001
Likelihood Ratio	47.621	4	<.001
Linear-by-Linear Association	12.208	1	<.001
N of Valid Cases	100		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .49.

**Inference:** From the above table, we find that there is a significant association between the gender and staying loyal to a brand if it delivers products that meet emotional needs and expectation. Since p value is < .001 we are accepting H1 and rejecting H0.

### 5.3 Anova:

H0- There is no significant difference between age and purchase because of marketing campaign that evoked strong emotions.

H1- There is a significant difference between age and purchase because of marketing campaign that evoked strong emotions.

### ANOVA

Have you ever made a purchase as a result of a marketing campaign that evoked strong emotions?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.682	4	3.421	30.432	<.001
Within Groups	10.678	95	.112		
Total	24.360	99			

**Inference:** The results of the ANOVA analysis indicate there is a significant difference between the age and purchase because of marketing campaign that evoked strong emotions, as evidenced by the F-ratio (F = 30.432, p = <.001), with a significance level below 0.05. Thus, we accept the alternative hypothesis (H1) and reject the null hypothesis (H0).



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### VI.FINDINGS

- 58% of the respondents have voted extremely important for a brand to evoke emotions to develop a connection.
- 83% of the respondents have voted likely for recommending loyal brand to others
- 80% of the respondents have voted for loyalty to a brand if it consistently delivers products that meet your emotional needs.
- 50% of respondents strongly agree that a strong emotional connection with brands make them more likely to stay loyal.
- 34% strongly agree that they feel a strong sense of community with other users of certain brands.
- 37% strongly agree that few brands make them feel good about themselves when using their products/services.
- 52% strongly agree that some brands evoke positive emotions in them, such as happiness, trust, or nostalgia.
- 49% strongly agree that brands that understand them and their needs better are closer to them.
- 43% strongly agree that brands which go the extra mile to take care are closer to their hearts.
- 72% strongly agree that by fulfilling their expectations, the brand makes them feel closer .
- 47% strongly agree that brands evoke nostalgic memories for them.
- 38% strongly agree that the more familiar they are with a brand, the more comfortable they feel trusting it.
- 49% strongly agree that they'd rather go with a brand they know, even if it's not their favourite.
- 34% strongly agree that seeing a brand's ads frequently can make them like the brand more, even if the ads aren't that catchy.
- 38% strongly agree that the more they learn about a brand and its values, the more likely they are to develop familiarity with it.
- 41% strongly agree that the more they see a brand, the more comfortable they feel with it, liking it.
- 49% strongly agree that a joyful experience with a brand can sometimes make them forgive minor flaws in their product or service.
- 49% strongly agree that brands trigger their pleasure points by nostalgic memories.
- The statements, brands trigger my pleasure points by nostalgic memories and a joyful experience with a brand, can sometimes make me forgive minor flaws in the product or service has the highest correlation of .861 with p value < .001. Followed by usage of certain brands bring positive memories and price & quality are also important in making me happy about my purchase has the 2<sup>nd</sup> highest correlation of .848 with p value < .001.
- The statement, brands understands me, and my needs better are closer to me and by fulfilling my expectations by the brand I feel closer to the brand has the highest correlation of .925 with p value < .001. Followed by I can relate to the brand on personal level and Usage of brand has become a part of my daily routine has the 2<sup>nd</sup> highest correlation of .902 with p value < .001.
- The statements, the more familiar I am with a brand, the more comfortable I feel trusting them' and the more I learn about a brand and its values, the more likely I am to develop a familiarity with them' has the highest correlation of .918 with p value < .001. Followed by the more I get to know a brand I like, the closer I feel to them' and 'I'd rather go with a brand I know, even if it's not my favourite' has the 2<sup>nd</sup> highest correlation of .803 with p value < .001
- There is a significant association between the gender and staying loyal to a brand if it delivers products that meet emotional needs and expectation.
- There is a significant difference between age and purchase because of marketing campaign that evoked strong emotions.

### VII. CONCLUSION

In conclusion, the findings suggest that emotional connections, understanding consumer needs, and effective communication of brand values play crucial roles in influencing consumer behaviour. Brands that successfully evoke positive emotions, meet consumer expectations, and resonate with their audience on a personal level are more likely to build strong brand relationships and foster loyalty. Tailoring marketing strategies to target specific demographics, such as gender and age groups, can further enhance brand engagement and drive purchase decisions. Overall, prioritizing emotional connection and understanding consumer preferences are key to building successful brand-consumer relationships in today's competitive market landscape.





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