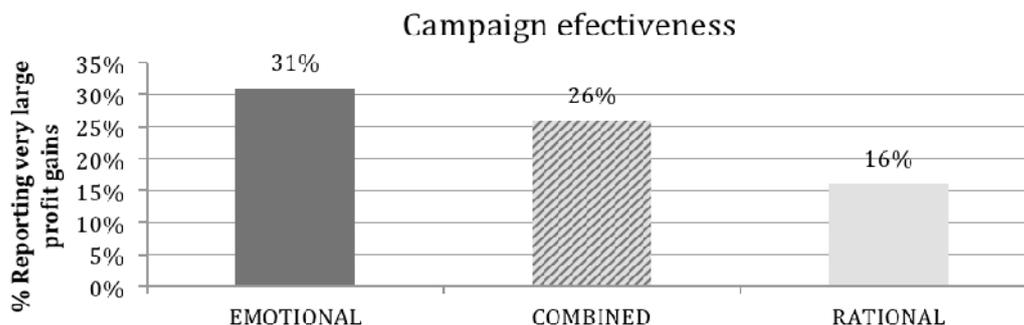


EMOTIONAL MARKETING: INTERNATIONAL AND UKRAINIAN EXPERIENCE

Emotions obviously play a central role in our lives and, especially, in decision-making process. The days, when marketers thought, that by providing value added products to the customers, they will be able to close the deal, are gone. Customers do not always behave as a calculating machine. That is why, nowadays, marketers realized that they need to understand key emotions, that make the audience connect with the products. Therefore, there came a new model in marketing, and it is called Emotional Marketing. This paper focuses on the impact of emotions on a customer, and the use of emotional marketing as a strategic tool.

Emotions 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 emotions have not played any role. But the ultimate driver is the emotion, which has played major role in final purchase decision, whether believed or not. Frankly speaking, often customers purchase products emotionally and then rationalize their choice intellectually.

Marketers mostly follow concept of emotional marketing, they endeavor to include more emotions, because studies show that emotional marketing is more profitable than rational one. Emotional marketing is all about winning mind of customers, it is about getting share in customers heart more than share in customers wallet. Moreover, strategically deployed emotional marketing can remove the rational questions.



Source: IPA dataMINE analysis

In an analysis of the IPA dataMINE, which contains 1,400 case studies of successful advertising campaigns, campaigns with purely emotional content performed about twice as well (31% vs. 16%) as those with only rational content (and did a little better than those that mixed emotional and rational content).

In Ukraine, in most categories, the emotional rewards, that products actually or potentially deliver, are not well understood or fully appreciated. Exploring this new territory will generate truly new insights and ideas, giving the first-mover a competitive advantage.

It is strongly believed, that Ukrainian companies should start using famous AIDA model to succeed. In brief, this model indicates four steps of decision-making process: Attention, Interest, Desire, Action. However, in terms of emotional marketing, this model has been developed in some way. So, companies need to pay more attention to the third step – desire, because it is the most decisive step, and emotions play crucial role in it. As a result, companies will get not only an action, as it is in a standard AIDA model, but also loyalty, that will provide them with love brands, more faithful customers and higher profit.

Ukrainian and international companies need to follow four components that build a strong emotional brand: 1) confidence: reflects the belief that the company can be trusted, always and everywhere, to keep the promises that it makes; 2) integrity: reflects the belief that the company will always treat its customers fairly and can always be counted on to stand behind its products and resolve any problems that might occur; 3) pride: reflects the degree to which consumers feel appreciated by the company and proud of their personal association with the brand; 4) passion: reflects the belief that the brand is essentially irreplaceable and represents a seemingly perfect fit with a customer's personal needs.

Companies engrossed in sustaining aggressive competition have to take emotional marketing as an opportunity to increase their market share. 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.

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