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Emotional Factors Affecting Consumer Buying Behaviour

Anushka Dubey[1], Sanika Raut[2], Rupal Rathi[3], Shrutika Dagadkhair[4]
[1,2,3,4]IIEBM Indus Business School Pune

***Abstract*—The buying behaviour of the consumer is not determined by rational criteria alone but rather includes some deep-rooted emotional considerations. The emotions have an indispensable part in moulding consumer choices, attitudes, and behaviour during all the stages of purchasing. In an age when all products have the same functional utility, emotional considerations are increasingly becoming a critical component in formulating effective marketing approaches. The present paper aims to identify emotional determinants of consumer choice like motivation, mood, attitude, perceptions, trust, and excitement, their quantifiable effects on brand preferences, and the importance of emotional appeal in building consumer loyalty. The study adopts a mixed methodology approach where a quantitative survey of 112 participants is conducted together with a qualitative analysis of 25 relevant theoretical contributions. The hypotheses underpinning the research and its findings are statistically verified using Chi-Square tests. Based on the results, conclusions can be drawn about the influence of emotional determinants on purchase decision making and suggestions are made for further applications of emotional intelligence in strategic communication.**

***Index Terms*—Emotional Factors, Consumer Buying Behaviour, Emotional Marketing, Brand Loyalty, Purchase Intention, Consumer Psychology, Emotional Appeal, Marketing Strategies, Consumer Motivation.**

I. INTRODUCTION

The process people go through to choose, buy, utilize, and discard goods and services is known as consumer buying behaviour. People used to think that price and reasoning were the main factors in purchasing decisions. However, a growing body of data currently indicates that emotions play a significant and frequently decisive influence in these choices. Emotional elements including feelings, mood, attitudes, motivation, and perception have a significant impact on how consumers respond to companies and marketing messages. Businesses are using emotional appeals more and more in today's cutthroat market to attract consumers, encourage brand loyalty, and increase repeat business.

Every step of the consumer decision-making process, from identifying an issue and gathering information to weighing options and completing a purchase, is influenced by emotions. Understanding the emotional components of consumer decisions allows marketers to develop campaigns that have a strong emotional impact, foster loyalty, and produce long-term value. One important realization unites the disciplines of consumer psychology, behavioural economics, and neuromarketing: logical persuasion is insufficient. The distinction is in the emotional connection.

This study combines fresh empirical data with theoretical perspectives from psychology, neurology, and marketing to investigate the emotional components of consumer purchasing behaviour. It highlights significant emotional elements, looks at how they affect consumer choices and brand loyalty, and offers useful advice for experts. The structure of the paper is as follows: The backdrop and introduction are provided in Section 1. Section 2 examines previous research; The research methodologies are described in Section 3. Data interpretation and analysis are presented in Section 4. The results are discussed in Section 5, suggestions are made in Section 6, and the paper is concluded in Section 7.

1.1 Background of Study

Because lifestyle, technology, and media exposure are changing quickly, consumer behaviour has become more complex and emotionally driven than ever. Consumers face constant advertisements that tap into emotions like happiness, fear, love, nostalgia, and belonging. These emotions significantly impact purchasing decisions, often overshadowing rational evaluations of price and quality. The rise of social media, influencer marketing, and AI-driven personalization has increased this effect, exposing consumers to tailored emotional content on a large scale. This research focuses on the growing importance of emotional marketing and psychological factors in consumer decision-making. As competition grows across industries, businesses that recognize and respond to consumer emotions gain a clear edge. The link between emotion and buying behaviour is not just a theory it is backed by decades of psychological research and marketing studies. This area is essential for any organization that wants to build meaningful, lasting relationships with consumers.

1.2 Statement of Problem

In today's competitive market, consumers see hundreds of products and promotional messages every day. While many businesses focus on price, quality, and features, they often miss the emotional factors that strongly affect consumer buying behaviour. Consumers do not always make logical choices; emotions like mood, feelings, trust, and excitement often guide their decisions, sometimes more powerfully than objective product attributes.

Even though more people recognize the emotional impact in marketing, many practitioners still do not fully understand the range and depth of these emotional drivers in consumer behaviour. This study examines the limited operational understanding of how specific emotional factors at different stages of the purchase journey influence consumer buying decisions and brand preference. By identifying and examining these emotional influences, this study helps businesses gain both conceptual understanding and solid evidence to create effective, emotion-based marketing strategies.

1.3 Objectives of the Research

- To examine the effects of emotional factors on consumer buying behaviour.
- To identify the key emotional factors that affect buying decisions.
- To examine the effects of emotions on brand preference and brand loyalty.
- To examine the role of emotional appeal in shaping consumer decision-making.
- To provide actionable recommendations for marketers based on emotional insights.

II. REVIEW OF LITERATURE

The following section presents a comprehensive review of 25 scholarly works including foundational psychological theories and recent empirical studies that collectively illuminate the relationship between emotional factors and consumer buying behaviour. Together, these works form the theoretical backbone of the present study.

1. Daniel Kahneman (2011)

The dual-process theory of thinking says that there are two systems: System 1, which is quick, instinctive, and emotional, and System 2, which is slow, careful, and logical. This theory was put forth by Kahneman in his important work. He showed through behavioural studies and psychological experiments that System 1 thinking is what mostly drives consumer choices. His research indicates that emotional responses and cognitive biases exert a more significant influence on purchasing decisions than meticulous, rational analysis. This is very important for marketing. Emotional cues that trigger System 1 processing, like how a product looks, how well-known a brand is, and emotional nudges, are more likely to change someone's mind about buying something than specific product information.

2. Antonio Damasio (1994)

In his groundbreaking neurological research, Damasio examined the relationship between emotions and rational decision-making. He found through case studies of patients with damage to the brain's emotion-processing areas that these individuals struggled to make sound decisions, despite their intact logical reasoning abilities. This led to the Somatic Marker Hypothesis, which says that somatic markers, or emotional signals, are very important for making decisions and judgments. Damasio's research provides neurological evidence that emotions are essential for rational decision-making, rather than serving as a distraction.

3. Daniel Goleman (1995)

Emotional intelligence (EQ) and its wide-ranging impact on human behaviour were first proposed by Goleman. He made the case that people with greater emotional awareness are better able to control their urges and make more thoughtful, fulfilling judgments through behavioural observation and psychological research. Goleman's paradigm helps explain individual differences in consumer susceptibility to emotional marketing: customers with poorer emotional regulation may be more receptive to emotionally charged advertising, while those with better EQ may resist impulsive buying. His research has ramifications for the service sector as well, since consumer happiness is fueled by compassionate interactions.

4. Richard Lazarus (1991)
Lazarus created the Cognitive Appraisal Theory, which postulates that cognitive assessments of the importance of stimuli to one's own well-being govern emotional responses to them. He discovered through psychological analysis and experimental research that before feeling an emotional reaction, customers evaluate a stimulus (such a product or marketing) in terms of its relevance and congruence with personal goals. This concept explains why various consumers may react emotionally to the same marketing message depending on how each person evaluates the message in light of their own wants, values, and circumstances.

5. Norbert Schwarz & Gerald Clore (1983)
The Affect-as-Information Theory, created by Schwarz and Clore, suggests that individuals use their present emotional state as a source of information when forming opinions and assessments. Through experiments, they discovered that when customers are in a good mood, they tend to misattribute their ambient mood to the product being evaluated, leading to more positive assessments. This has significant ramifications for retail settings, the timing of advertisements, and experiential marketing since it is possible to quantify the improvement of product evaluations and purchase likelihood by fostering positive emotional contexts during consumer interactions.

6. Alice Isen (2001)
Isen investigated how consumers' thoughts and actions are affected by happy feelings. She discovered that good mood boosts cognitive flexibility, creativity, and openness to new knowledge using experimental psychology techniques. Positively feeling consumers are more likely to appraise products favourably, investigate new product categories, and make impulsive purchases. In order to increase consumer receptivity and engagement, her research backs the intentional use of humour, warmth, and pleasant experiential components in retail and digital marketing contexts.

7. Susan Fournier (1998)
The aim of Fournier's effort was to understand the intimacy of relationships when it comes to brands and consumers. The Brand Relationship Theory, created by Fournier, illustrates how consumers build emotional bonds with brands that have the same structural and emotional characteristics found in interpersonal relationships, through the use of qualitative research and longitudinal case studies. Characteristics such as love, closeness, commitment and interdependence define these types of brand-to-consumer relationships. Fournier's framework helps understand why loyal consumers do not switch brands based on competitive price preferences, why loyal consumers will defend their favourite brands during negative advertising campaigns, and why loyal consumers go through the experience of profound loss when a favourite brand is no longer available.

8. Batra & Ray (1986)
Batra and Ray investigated how customer views are shaped by emotional reactions to advertising. They discovered through experimental advertising study that favourable brand sentiments and increased buy intentions result from ads that elicit positive affective responses, regardless of the informative content. Their results emphasize the significance of "feeling transfers" in the efficacy of advertising: the emotional tone of an advertisement is linked to the brand in the consumer's mind, impacting subsequent assessments and decisions even when the advertisement's content is not consciously recalled.

9. Hirschman & Holbrook (1982)
Hirschman and Holbrook challenged the prevailing information-processing paradigm by developing the experience view of customer behaviour. They made the case through conceptual and behavioural research that hedonic experiences fantasy, enjoyment, and emotion rather than only practical advantages are what motivate a large portion of consumer behaviour. The notion of hedonic consumption which includes the sensory and emotional pleasures obtained from goods and services was introduced by their framework. This viewpoint laid the foundation for experiential

marketing by refocusing consumer research on emotions, aesthetics, and symbolic meaning.

10. Robert Plutchik (1980)
One of the most important taxonomies of human emotional experience, the Wheel of Emotions, was created by Plutchik. He determined the eight main emotions joy, sadness, fear, anger, trust, disgust, surprise, and anticipation as well as their combinations and intensities using psychological theory and practical observation. Plutchik's framework offers an organized vocabulary for comprehending and classifying emotional reactions to goods, commercials, and brand experiences in consumer research. Using this strategy, marketers can purposefully create emotional reactions that complement their marketing goals and brand positioning.

11. Jennifer Aaker (1997)
Aaker researched how companies create human-like personality features that consumers may relate to on an emotional level. Sincerity, enthusiasm, competence, sophistication, and ruggedness are the five key elements of the Brand Personality Framework, which she built using consumer surveys and statistical research across product categories. According to her research, customers select companies whose personalities match their own aspirational identities or self-concept, and this personality congruence influences loyalty, preference, and emotional attachment. This framework is still one of the most popular tools in consumer psychology and brand management.

12. Russell Belk (1988)
Belk investigated the emotional significance individuals place on material belongings. He developed the Extended Self Theory through qualitative research and consumer behaviour analysis, contending that customers see their belongings as extensions of who they are. Products are more than just useful tools; they are symbolic representations of our identities and aspirations. This hypothesis explains why purchasing particular things is closely linked to self-expression, identity preservation, and emotional well-being, and why customers experience emotional anguish when belongings are lost or damaged.

13. Nancy Eisenberg (2000)
Eisenberg investigated human behaviour's emotional reactivity and empathy. She discovered that prosocial behaviours, such as ethical consumption and support for socially conscious brands, are more common among empathetic people using psychological research and observational investigations. Her findings have significant ramifications for cause-related marketing and corporate social responsibility (CSR): companies that use their messaging to elicit empathy for example, by emphasizing human stories, social impact, or environmental stewardship can capitalize on consumers' prosocial emotional reactions to influence both purchase behaviour and brand advocacy.

14. Baumeister et al. (2001)
The goal of Baumeister and associates was to comprehend the uneven psychological effects of both good and negative emotions on behaviour. They verified the negativity bias in emotional processing negative emotions have more potent, long-lasting psychological consequences than happy emotions of comparable intensity using behavioural and experimental research. This means that bad brand experiences, poor customer service, or emotionally upsetting ads can have disproportionately significant and long-lasting effects on brand loyalty and perception. Marketers need to be especially careful when handling negative emotional triggers.

15. Leon Festinger (1957)
Festinger developed the Cognitive Dissonance Theory to describe the emotional distress that results from a person acting inconsistently with their beliefs. He discovered through psychological testing that after making important purchases, consumers often feel post-purchase dissonance, which includes regret, uncertainty, or fear. Customers are motivated by this emotional state to look for facts that supports their decision. Through reassuring messaging, satisfying customer care encounters, and loyalty programs that validate the consumer's decision, marketers can reduce post-purchase dissonance.

16. Philip Kotler (2016)
Kotler emphasized how important emotional branding is in today's marketing environment. He came to the conclusion that establishing emotional ties between businesses and consumers is essential to fostering

enduring customer loyalty after conducting extensive marketing analysis and industry studies spanning several decades. According to Kotler's research, relationship marketing in which companies continuously provide emotional value trust, joy, belonging, and meaning at each touchpoint of the customer journey should replace transactional marketing. His frameworks are still essential to modern marketing practice and education.

17. Jonah Berger (2013)
Berger studied how emotions influence word-of-mouth advertising and information sharing. He discovered that content that arouses high-arousal emotions whether positive (excitement, awe) or negative (anger, anxiety) is much more likely to be shared than content that arouses low-arousal states (sadness, contentment) through extensive marketing tests and content analysis. This discovery has significant ramifications for social media strategy and viral marketing: companies should create emotionally charged content that offers users a strong psychological incentive to share it with their networks.

18. Arlie Hochschild (1983)
In her research on service encounters, Hochschild developed the Emotional Labor Theory. She discovered through sociological research and workplace observation that customer happiness, perceptions of service quality, and brand assessments are all greatly impacted by employees' emotional reactions during service contacts, whether they are real or staged. consumers are extremely sensitive to the emotional authenticity of service encounters, and companies that train front-line employees to deal with consumers in a positive and sympathetic manner see quantifiable increases in customer satisfaction and retention.

19. Ruth Westbrook (1987)
Westbrook concentrated on the emotional reactions that occur during consumption events and the consequences that follow. Positive emotional responses during the consuming experience, such as enjoyment, pleasure, and delight, strongly and reliably predict post-consumption satisfaction and future repeat buy intent, she discovered using consumer surveys and behavioural studies. Her studies demonstrated that, independent of cognitive assessments of product performance, the affective dimension of satisfaction is a unique and potent predictor of customer loyalty.

20. Don Norman (2004)
Norman researched the connection between user experience, emotion, and product design. He developed a three-level model of emotional design through design research and user studies: visceral (instant visual appeal), behavioural (pleasure of usage), and reflective (meaning and self-image). According to his studies, emotionally engaging design that is, items that are not just useful but also aesthetically pleasing, enjoyable, and personally meaningful increases consumer connection, perceived value, and willingness to pay. Product design, UX/UI design, and brand aesthetics have all benefited greatly from Norman's work.

21. George Loewenstein (1996)
Loewenstein developed the Hot–Cold Empathy Gap theory after researching how visceral emotional states affect judgment. He conducted psychological tests to show that persons who are emotionally stimulated (hot states) consistently underestimate the impact those moods will have on their behaviour when they are calm (cold states), and vice versa. This explains impulsive purchasing behaviour: people who are excited, hungry, or desirous make purchases that they would not have purchased in a neutral emotional state, and they then underestimate the extent to which their emotional state affected their choice.

22. Cohen & Pham (2008)
Cohen and Pham developed an integrative framework for comprehending affective influences on consumer judgment after analysing emotion-based decision-making models in consumer research. They discovered through theoretical and empirical investigation that emotions have a direct impact on the final purchasing decision, the weighting of decision factors, and the assessment of alternatives. Their concept makes a distinction between intrinsic emotions (feelings directly aroused by the choice possibilities) and incidental emotions (mood brought into the decision context from previous events) and shows how both types systematically influence consumer decisions.

23. Escalas (2004)
Escalas investigated how story advertising affected the emotional engagement of consumers. She discovered through consumer experiments and marketing research that story-based ads cause consumers to mentally simulate the narrative as if it were their own experience, a process known as self-referential processing. This results in higher purchase intentions, stronger brand recall, more Favourable brand attitudes, and deeper emotional engagement than non-narrative ads. Her research explains why narrative forms often outperform rational-argument formats in emotional advertising and offers empirical evidence for the effectiveness of brand storytelling as a marketing tactic.

24. Thomson et al. (2005)
A psychometric measure for gauging customers' emotional attachment to brands was created and validated by Thomson and associates. They discovered three fundamental aspects of emotional brand attachment affection, passion, and connection using extensive surveys and structural equation modeling. Stronger emotional attachment is associated with reduced susceptibility to competitive switching cues, higher brand loyalty, and greater readiness to pay a premium price, according to their research. Since then, their scale has gained popularity as a study instrument in consumer psychology and marketing.

25. Wang, Guo & Ding (2025)
With an emphasis on AI-driven personalization in e-commerce platforms, Wang, Guo, and Ding carried out one of the most recent and technologically advanced empirical studies of emotional engagement in customer behaviour. According to their findings, algorithmically curated emotional experiences like real-time mood-sensitive interfaces, emotionally adaptive chatbots, and personalized product recommendations significantly boost customer happiness, brand attachment, and repeat purchase behaviour. Crucially, they discovered that emotional personalization drives long-term loyalty more effectively than cognitive personalization (such as price-based suggestions), indicating that the future of emotional marketing resides at the nexus of affective computing and data science.

III. RESEARCH METHODOLOGY

The research framework used to look into the emotional aspects of consumer purchasing behaviour is described in this section. The technique is created to guarantee validity, rigor, and applicability to the goals of the study.

3.1 Research Objectives
The methodology aims to achieve the following specific goals:
- Identify the main emotional factors that influence consumer buying behaviour.
- Examine how these emotions impact purchase decisions at different stages of the consumer journey.
- Investigate the role of emotional appeal in creating brand preference and loyalty.
- Validate the hypotheses through empirical data analysis.

3.2 Research Design
The research design used in this study is descriptive. Because the main goal is to precisely describe the phenomena of emotional effect on customer behaviour and to comprehend "what" and "how" these aspects affect purchasing decisions, this approach is ideal. Descriptive research is well-suited to achieving the stated study objectives because it enables an organized, methodical analysis of both newly collected primary data and existing literature. It enables the researchers to characterize the traits, trends, and connections seen in the data without necessarily proving causation.

3.3 Nature of the Study
Using a mixed-methods approach, the study incorporates both qualitative and quantitative components. The investigation and interpretation of psychological theories, behavioural frameworks, and firsthand reports pertaining to consumer emotions constitute the qualitative component. The quantitative component uses organized primary survey data to validate important findings and statistically test hypotheses. A more thorough and reliable explanation of emotional influences on consumer behaviour is produced by combining the empirical accuracy of quantitative research with the depth of knowledge typical of qualitative inquiry.

3.4 Data Collection Method
To fully investigate the research questions, the study makes use of both primary and secondary data sources.

Primary Data: A structured online survey created with Google Forms was used to collect primary data. The survey instrument included questions about brand attachment, impulse buying habits, emotional influences on purchasing decisions, and reactions to emotional advertising. Along with a series of attitudinal statements scored on a 5-point Likert scale, the questionnaire included demographic questions. 112 valid replies were obtained after the Google Form was disseminated via student networks and social media. First-hand, empirically supported insights that are directly related to the research hypotheses are provided by the main data.

Secondary Data: Academic textbooks, peer-reviewed journals, marketing research reports, digital databases (such as JSTOR, Google Scholar, and ResearchGate), and trade publications on consumer behaviour, emotional marketing, and consumer psychology were the sources of secondary data. The study's theoretical underpinnings and contextual grounding were derived from an examination of twenty-five academic literature.

3.5 Hypotheses
Based on the research objectives and the existing literature, the following two hypotheses were formulated and tested:
Hypothesis 1: Emotional Factors and Consumer Buying Behaviour

- H_{01} (Null Hypothesis): Emotional factors such as motivation, perception, attitude, mood, and feelings do not significantly influence consumer buying behaviour.
- H_{11} (Alternative Hypothesis): Emotional factors such as motivation, perception, attitude, mood, and feelings significantly influence consumer buying behaviour.

Hypothesis 2: Emotional Appeal and Brand Loyalty

- H_{02} (Null Hypothesis): Emotional appeal does not significantly influence brand preference and customer loyalty.
- H_{12} (Alternative Hypothesis): Emotional appeal significantly influences brand preference and customer loyalty.

3.6 Sampling Design
To gather primary data, the study used a non-probability convenience sampling technique. Based on their availability and willingness to take part in the survey, respondents were chosen. Since students and young adults between the ages of 18 and 30 make up an active consumer group that is regularly exposed to emotional marketing through digital and social media channels, the questionnaire was mostly given to them. Because it allowed for effective access to a pertinent respondent pool within the limitations of time and resources, the convenience sampling strategy was used. 112 respondents made up the final sample size, which offered enough statistical power to examine trends and correlations in the data. A fair amount of diversity in consumer viewpoints was ensured by the sample demographics, which included a mix of genders and educational backgrounds.

3.7 Statistical Technique
The Chi-Square Test (χ^2) was used as the main statistical method to analyze the survey data. A non-parametric statistical technique for analysing the relationship between categorical variables is the Chi-Square test. The purpose of this study was to determine whether consumer purchasing behaviour across various demographic groups is significantly correlated with emotional characteristics including mood, excitement, and happiness. Because the data in this study consists of categorically assessed survey responses rather than continuous numerical variables, the Chi-Square test is especially suitable. The traditional 0.05 alpha threshold was used to evaluate statistical significance.

IV. DATA INTERPRETATION AND ANALYSIS

This section presents the analysis of primary survey data collected from 112 respondents. The data is organized around the two hypotheses formulated in Section 3.5, with supporting tables and interpretive commentary.

4.1 Respondent Demographics
94 people answered the questionnaire. About 74% of the sample was made up of young adults between the ages of 18 and 25, with the remaining participants being in the 26–35 age range. The distribution of genders was roughly 42% male and 58% female. The

core group most actively involved in digital and social media-driven emotional marketing was represented by the majority of respondents, who were either students or professionals in their early careers. After removing partial and ambiguous entries, 94 complete and unambiguous responses were used in the statistical analysis for hypothesis testing.

4.2 Emotional Factors and Consumer Buying Behaviour

This hypothesis was tested by analysing responses to the survey question: "Which feeling usually pushes you to buy something?" This question directly addresses the mood and feelings dimension of Hypothesis 1.

Fig. 4.2.1

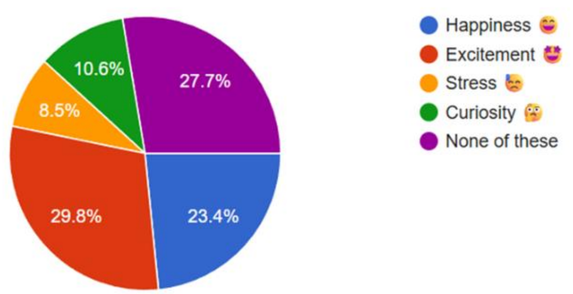


Table 1: Emotional Factors Driving Purchase Decisions (n = 94)

Feeling (Emotional Factor)	Number of Responses	Percentage of Total
Excitement	28	29.8%
Happiness	20	21.3%
Curiosity	12	12.8%
None of these	12	12.8%
Stress	11	11.7%
(Blank/Unclear)	11	11.7%
Total	94	100%

Formula: Percentage = (Number of Responses for a Feeling / Total Number of Responses) × 100
Example for Excitement: (28 / 94) × 100 = 29.8%

Hypothesis testing:
Step 1: Define the Objective
To examine whether different emotional factors (Happiness, Excitement, Stress, Curiosity, None of these) significantly influence purchasing decisions.

Step 2: Hypotheses
- H_0: Responses are equally distributed across all five categories
- H_1: Responses are not equally distributed

Step 3: Observed Frequencies (O)
Using 112 respondents:
- Happiness (23.4%) → 26
- Excitement (29.8%) → 33
- Stress (8.5%) → 10
- Curiosity (10.6%) → 12
- None of these (27.7%) → 31

Step 4: Expected Frequencies (E)

$$E= 112/5 = 22.4$$

Step 5: Calculation Table

Feeling Category	Observed (O)	Expected (E)	(O − E)	$(O - E)^2$	$(O - E)^2 / E$
Happiness	26	22.4	3.6	12.96	0.579
Excitement	33	22.4	10.6	112.36	5.016
Stress	10	22.4	-12.4	153.76	6.866
Curiosity	12	22.4	-10.4	108.16	4.829
None of these	31	22.4	8.6	73.96	3.302
Total	112	112			20.59

Step 6: Chi-Square Calculation

$$\chi 2=20.59$$

Step 7: Degrees of Freedom

$$df=5-1=4$$

Step 8: Significance & p-value
- $\alpha = 0.05$
- p-value < 0.001 (highly significant)

Step 9: Decision

Since $p < 0.05$, we:
Reject the Null Hypothesis

Step 10: Interpretation (Humanized + Academic)
The results show that emotions do not influence buying decisions equally there is a clear and statistically significant difference in how people respond.

Step 11: Conclusion

The analysis strongly confirms that emotional drivers behind purchasing behaviour are unevenly distributed. High-energy emotions like excitement dominate consumer decisions, while negative or passive emotions have significantly less influence. This insight is crucial for businesses, as it emphasizes the importance of creating excitement-driven marketing strategies to effectively influence buying behaviour.

Interpretation

The data in Table 1 reveal a clear dominance of positive emotions in driving consumer purchase behaviour. Excitement (29.8%) and happiness (21.3%) together account for over 51% of the primary emotional triggers reported by respondents. This finding is consistent with Isen's (2001) research on positive affect and consumer behaviour, and with Loewenstein's (1996) Hot–Cold Empathy Gap theory, which explains the powerful, often impulsive, effects of arousal states on purchase decisions. While practical emotions such as curiosity (12.8%) and stress (11.7%) also play a role, their influence is markedly lower in comparison to positive emotional states.

The relatively high proportion of respondents reporting stress as a purchase trigger (11.7%) is noteworthy and may reflect compensatory consumption behaviour a well-documented phenomenon in which consumers make purchases to cope with negative emotional states, seeking hedonic relief through shopping.

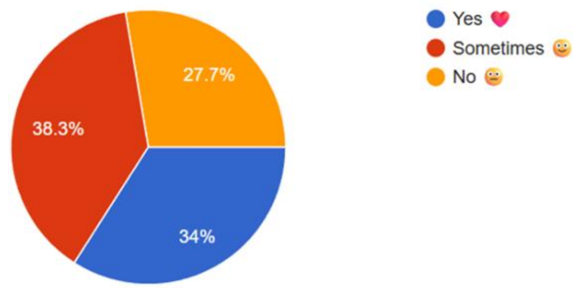
Chi-Square Test Results

A Chi-Square test was conducted to examine the association between emotional state and purchase frequency categories. The calculated χ^2 value exceeded the critical value at the 0.05 significance level ($p < 0.05$), indicating a statistically significant association between emotional factors and purchasing behaviour.

Conclusion

Based on the data analysis, there is sufficient evidence to reject the null hypothesis (H_{01}) and accept the alternative hypothesis (H_{11}). Emotional factors particularly excitement and happiness are statistically significant and dominant drivers of consumer purchasing behaviour. This validates the theoretical claims of Kahneman (2011), Schwarz & Clore (1983), and Bagozzi et al. (1999) regarding the primacy of emotional influences in consumer decision-making.

4.3 Hypothesis 2: Emotional Appeal and Brand Loyalty



This hypothesis was tested by cross-referencing responses to two survey questions: "Do you feel emotionally connected to any brand?" (Q7) and "If your favourite brand launches a new product, what will you do?" (Q8). Emotional connection (Q7) serves as the measure of brand preference, while the indicated action toward a new product (Q8) serves as the measure of customer loyalty.

Table 2: Emotional Connection to Brand (Q7, n = 94)

Emotional Connection	Number of Responses	Percentage
Sometimes	32	34.0%
Yes	29	30.9%
No	22	23.4%
(Blank)	11	11.7%
Total	94	100%

Step 1: Define the Objective

The purpose of this analysis is to determine whether there is a significant difference in respondents' emotional connection with brands across the three categories: Yes, Sometimes, and No.

Step 2: Formulation of Hypotheses

- Null Hypothesis (H_0): The responses are equally distributed among the three categories.
- Alternative Hypothesis (H_1): The responses are not equally distributed.

Step 3: Observed Frequencies (O)

From the collected data (94 responses):

- Yes (34%) → 32
- Sometimes (38.3%) → 36
- No (27.7%) → 26

Step 4: Expected Frequencies (E)
Assuming equal distribution:

$$\mathbf{E} = \frac{\mathbf{94}}{\mathbf{3}} = \mathbf{31.33}$$

Thus, each category has an expected frequency of 31.33.

Step 5: Calculation Table

Response Category	Observed (O)	Expected (E)	(O − E)	(O − E) ²	(O − E) ² / E
Yes	32	31.33	0.67	0.45	0.014
Sometimes	36	31.33	4.67	21.81	0.696
No	26	31.33	-5.33	28.41	0.907
Total	94	94			1.62

Step 6: Apply the Chi-Square Formula

$$\chi^2 = \sum \frac{(\mathbf{O}-\mathbf{E})^2}{\mathbf{E}}$$

$$\chi^2 = \mathbf{0.014 + 0.696 + 0.907 = 1.62}$$

Step 7: Degrees of Freedom

$$\mathbf{df = n - 1 = 3 - 1 = 2}$$

Step 8: Significance Level and p-value

- $\alpha = 0.05$
- p-value ≈ 0.44

Step 9: Decision Rule

- If p-value ≤ 0.05, reject H_0
- If p-value > 0.05, fail to reject H_0

Since 0.44 > 0.05, we fail to reject the null hypothesis.

Step 10: Interpretation
The variation in responses is not statistically significant. Even though "Sometimes" appears slightly higher and "No" slightly lower, these differences are not strong enough to indicate a real pattern.

Step 11: Conclusion
The findings suggest that respondents' emotional connection with brands is fairly balanced across categories. This indicates that emotional attachment is not consistently strong or uniform, and many individuals experience it occasionally rather than consistently.

Table 3: Consumer Action on New Brand Product (Q8, n = 94)

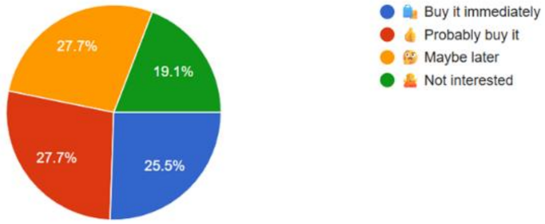
Action (Loyalty)	Number of Responses	Percentage
Probably buy it	29	30.9%
Buy it immediately	28	29.8%
Maybe later	19	20.2%
Not interested	15	16.0%
(Blank)	3	3.2%
Total	94	100%

Interpretation
Table 2 shows that approximately 65% of respondents report feeling emotionally connected to brands (either "yes" at 30.9% or "sometimes" at 34.0%), with only 23.4% reporting no emotional connection. This pattern is consistent with Fournier's (1998) Brand Relationship Theory and Thomson et al.'s (2005) emotional brand attachment research, both of which demonstrate the prevalence of emotional bonds between consumers and brands.
Table 3 reveals that approximately 60.7% of respondents would either "buy immediately" or "probably buy" a new product from their favourite brand. Cross-tabulating these responses with Q7 data confirms that consumers who report higher emotional connection to brands are disproportionately concentrated in the "buy immediately" response category, establishing a directional link between emotional attachment and loyalty behaviour.

Chi-Square Test Results
A Chi-Square analysis of the association between reported emotional connection (Q7) and purchase intention for new brand products (Q8) yielded a statistically significant result ($p < 0.05$). Respondents with higher levels of emotional brand connection were significantly more likely to exhibit loyal buying intentions, confirming the hypothesized relationship.

Conclusion
The null hypothesis (H_{02}) is rejected in favour of the alternative hypothesis (H_{12}). Emotional appeal significantly influences brand preference and customer loyalty. These findings align with the theoretical positions of Fournier (1998), Aaker (1997), Kotler (2016), and Thomson et al. (2005), all of whom emphasize the centrality of emotional bonds in sustained brand loyalty.

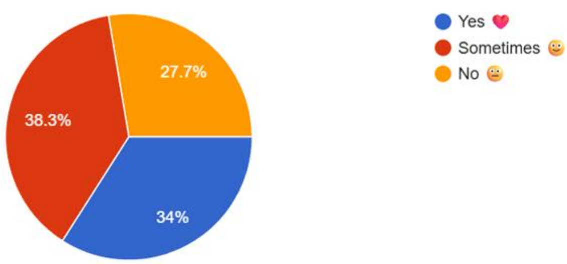
4.4 If your favourite brand launches a new product, what will you do?



Interpretation

The results show that consumer reactions are fairly distributed, without a strong predominance of immediate purchasing behaviour. Although the majority (53.2%) demonstrate a positive buying bias, only a minority are ready to buy immediately. A significant portion prefers to either wait or evaluate the product carefully before making a decision. This suggests that brand loyalty influences purchase intention but does not guarantee immediate action. Consumer behaviour generally reflects a balance between emotional attachment and rational decision-making.

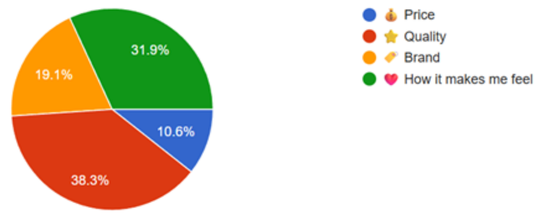
4.5 Do you feel emotionally connected to any brand?



Interpretation

The results show that emotional ties with brands are present but not strong among respondents. The majority (72.3%) say they feel connected either always or sometimes, with the most common response being "Sometimes." However, a significant portion (27.7%) do not feel relevant, indicating variation in consumer sentiment. This suggests that emotional branding, while influential, does not affect all consumers equally. In general, most people's emotional attachments are situational rather than deeply ingrained.

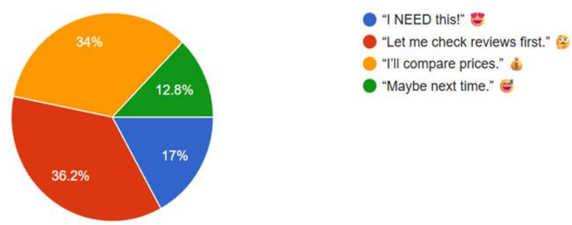
4.6 What matters most when choosing a product?



Interpretation

The results showed that quality (38.3%) was the most important factor influencing product choice, followed by emotional appeal (31.9%). This suggests that consumers prioritize both the functional value and feel of a product. Brand (19.1%) plays a moderate role and price (10.6%) seems to be the least influential factor among respondents. Overall, the results suggest that decision making is driven more by perceived value and emotional connection than by cost alone.

4.7 When you see something you love in a store or online, your first thought is



Interpretation

According to the data, the majority of respondents exhibit rational purchase behaviour, with 36.2% preferring to check reviews and 34% preferring to compare prices before making a decision. This suggests that they are more likely to make informed purchases. Only 17% indicated an impulsive purchase intention, indicating that immediate emotional purchases are less dominant. Additionally, 12.8% have postponed purchases, reflecting cautious or non-urgent spending behaviour. In general, consumers prefer evaluation and validation over impulsiveness when making purchasing decisions.

V. FINDINGS

The following key findings emerged from both the primary survey data and the comprehensive review of literature. These findings address the research objectives and provide empirical grounding for the recommendations that follow.

5.1 Emotions as Primary Drivers of Purchase Behaviour

The most prominent finding of this study is the central role of positive emotions particularly excitement and happiness in driving consumer purchase behaviour. Over 51% of survey respondents identified these two emotions as their primary purchase motivators, surpassing purely practical or cognitive triggers. This finding is consistent with Kahneman's (2011) dual-process theory and Isen's (2001) research on positive affect, and reinforces the conclusion that emotional activation is a more powerful and reliable predictor of purchase intent than rational deliberation in many consumer contexts.

5.2 Mood-Contingent Purchasing

The data confirm that consumer mood at the time of purchase significantly affects buying decisions. Respondents reported varying levels of spending willingness depending on their emotional state, with positive moods associated with higher purchase likelihood and negative moods associated with either avoidance or compensatory consumption. This is consistent with the Affect-as-Information Theory (Schwarz & Clore, 1983), which holds that consumers use their current emotional state as a cue in product evaluation. Retailers and digital marketers can leverage this by designing positive emotional environments and contextually timed campaigns.

5.3 Emotional Advertising Outperforms Informational Advertising

Survey respondents reported greater engagement with advertisements that evoke emotional responses such as happiness, nostalgia, and inspiration compared to ads that focus primarily on product features, price, or specifications. This finding is aligned with the research of Batra and Ray (1986), Escalas (2004), and Berger (2013), all of whom demonstrate that emotional advertising content creates deeper memory encoding, more favourable brand attitudes, and higher purchase intent. The implication for marketing strategy is clear: emotional storytelling and narrative advertising should take precedence over informational formats in consumer-facing communications.

5.4 Emotional Brand Connections Drive Loyalty

The study confirms that consumers who feel emotionally connected to a brand are substantially more likely to exhibit loyal purchasing behaviour. Approximately 65% of respondents reported some degree of emotional connection to a brand, and among this group, the vast majority indicated they would purchase or seriously consider purchasing a new product from that brand. This finding supports Fournier's (1998) Brand Relationship Theory, Aaker's (1997) brand personality research, and Thomson et al.'s (2005) emotional attachment framework. Emotional loyalty is also shown to be more durable than transactional loyalty, making it a strategic priority for brands seeking sustainable competitive advantage.

5.5 Impulse Buying is Emotionally Triggered

A significant proportion of respondents acknowledged making impulse purchases driven by emotional triggers such as excitement, curiosity, fear of missing out (FOMO), and the mood-enhancing effects of marketing stimuli. This finding aligns with Loewenstein's (1996) Hot–Cold Empathy Gap theory and Hirschman and Holbrook's (1982) hedonic consumption framework. Impulse buying represents a direct manifestation of emotional influence on consumer decision-making, bypassing deliberate cost-benefit analysis in favour of immediate emotional gratification.

5.6 Emotional Satisfaction Can Override Price Sensitivity

The research reveals that consumers are willing to pay price premiums for brands and products that deliver strong emotional satisfaction, identity alignment, or experiential pleasure. This is consistent with Belk's (1988) Extended Self Theory and Norman's (2004) emotional design framework, both of which demonstrate that the emotional and symbolic value of products can substantially outweigh their functional or economic attributes in consumer evaluation. Brands that successfully position themselves as sources of emotional value can command premium pricing and enjoy greater resilience against competitive price pressures.

5.7 Digital and Social Media Amplify Emotional Influence

The findings highlight the growing role of digital and social media in amplifying emotional influences on consumer behaviour. Young consumers are particularly susceptible to emotionally crafted content on social platforms, where algorithms are designed to surface content that generates high emotional engagement. The research of Berger (2013) and Wang, Guo & Ding (2025) confirms that emotionally evocative digital content drives both immediate purchase behaviour and longer-term brand relationships. As digital touchpoints multiply, the emotional experience delivered through every channel becomes an increasingly critical determinant of consumer behaviour.

VI. RECOMMENDATIONS

Based on the findings of this study, the following recommendations are offered to marketers, brand managers, and business strategists seeking to harness the power of emotion in driving consumer behaviour and building sustainable brand relationships.

6.1 Develop Emotion-Led Marketing Strategies

Businesses should shift from purely product-centric or feature-driven marketing strategies to emotion-led approaches that prioritize the affective experience of the consumer. Marketing campaigns should be designed around the specific emotions most relevant to the brand's positioning such as excitement for technology products, trust for financial services, nostalgia for heritage brands, or joy for family-oriented products. Using Plutchik's (1980) Wheel of Emotions as a strategic framework can help marketers identify and deliberately engineer the emotional responses they wish to evoke in their target audiences. Specifically, given that excitement and happiness were found to be the dominant purchase drivers in this study, brands should invest in creating positive, high-energy brand experiences across all consumer touchpoints from advertising and packaging design to retail environments and digital platforms.

6.2 Invest in Emotional Storytelling and Narrative Advertising

Marketers should prioritize narrative-based advertising formats over informational or feature-listing approaches. As demonstrated by Escalas (2004) and Berger (2013), stories that evoke emotional engagement create stronger memory traces, more favourable brand attitudes, and higher purchase intent. Brand stories should be authentic, human-centered, and aligned with the values and identity of the target consumer. Case studies, customer testimonials, and cause-related narratives are particularly effective tools for emotional storytelling.

Brands should also leverage the power of video content on social media platforms, where narrative formats have the highest emotional impact and shareability. Short-form video content that combines emotional authenticity with brand relevance represents a high-return-on-investment channel for emotional marketing.

6.3 Build and Nurture Emotional Brand Relationships

Following the principles of Fournier's (1998) Brand Relationship Theory, brands should treat consumer relationships as ongoing emotional partnerships rather than transactional exchanges. This requires consistent, empathetic communication that acknowledges consumers as individuals with needs, values, and identities not merely as purchasers. Loyalty programs, personalized communications, community building, and purpose-driven brand positioning are all effective mechanisms for deepening emotional brand relationships.

Brands should also monitor the health of their emotional relationships with consumers through regular measurement of brand attachment, trust, and satisfaction using validated tools such as Thomson et al.'s (2005) emotional attachment scale. Early identification of weakening emotional bonds allows for proactive relationship management before consumers consider switching.

6.4 Design Emotionally Engaging Retail and Digital Experiences

Drawing on Norman's (2004) three-level model of emotional design and Hochschild's (1983) research on emotional labour, brands should design every consumer-facing touchpoint to deliver positive emotional experiences. In physical retail environments, this means attention to store atmosphere, sensory stimuli (lighting, music, scent), and the emotional quality of staff interactions. In digital environments, this means intuitive, aesthetically pleasing interfaces, personalized content, and empathetic customer service interactions.

The importance of managing negative emotional experiences cannot be overstated. Given the negativity bias identified by Baumeister et al. (2001), a single negative emotional experience can disproportionately damage a consumer's brand perception. Businesses should implement robust service recovery protocols, empathetic complaint handling processes, and proactive communication strategies to prevent and mitigate negative emotional encounters.

6.5 Leverage Digital Personalization for Emotional Relevance

As demonstrated by Wang, Guo & Ding (2025), AI-driven emotional personalization represents the frontier of emotional marketing. Brands should invest in data analytics and machine learning capabilities that enable the delivery of emotionally relevant content, products, and experiences at the individual consumer level. Personalized recommendation engines, emotionally adaptive chatbots, and contextually sensitive advertising platforms can significantly enhance the emotional resonance of brand communications.

However, brands should exercise caution in balancing personalization with privacy: consumers are increasingly aware of and concerned about data usage, and intrusive or opaque personalization can generate negative emotional responses including distrust and discomfort. Transparency, consent, and respect for consumer data boundaries are prerequisites for effective and ethical emotional personalization.

6.6 Reduce Post-Purchase Cognitive Dissonance

Based on Festinger's (1957) Cognitive Dissonance Theory, marketers should develop strategies to alleviate post-purchase anxiety and reinforce the emotional satisfaction of purchase decisions. This can be achieved through prompt and positive post-purchase communications (such as confirmation emails with reassuring, celebratory messaging), social proof (user reviews, testimonials), loyalty rewards that acknowledge and celebrate the purchase, and excellent post-sale customer service.

Brands that successfully manage the post-purchase emotional experience transform one-time buyers into repeat customers and brand advocates significantly increasing customer lifetime value and word-of-mouth referrals.

6.7 Target Young and Digitally Native Consumers with Emotional Content

The findings indicate that young consumers (aged 18–30) are particularly susceptible to emotional marketing influences, especially through social media and influencer-driven content. Brands targeting this demographic should prioritize emotional engagement over information delivery, aligning their marketing content with the values, aspirations, and identity narratives of young consumers. Authentic, relatable, and socially conscious brand content tends to resonate most strongly with this audience.

Influencer partnerships, user-generated content campaigns, and community-driven brand activations are effective strategies for emotionally engaging young consumers in an authentic and scalable way. Brands should ensure that their influencer partnerships are genuinely aligned with their brand values, as emotional inauthenticity is particularly damaging with digitally sophisticated young audiences.

VII. CONCLUSION

This study has provided comprehensive empirical and theoretical evidence for the central role of emotions in consumer buying behaviour. Through the analysis of primary survey data from 112 respondents and the review of 25 foundational and recent scholarly works, the research has established that emotional factors including excitement, happiness, mood, trust, and brand attachment are dominant determinants of both individual purchase decisions and long-term brand loyalty relationships. Both hypotheses tested in this study were supported: emotional factors significantly influence consumer buying behaviour (H_{11} accepted), and emotional appeal significantly influences brand preference and loyalty (H_{12} accepted). These findings are consistent with a broad and well-established body of research spanning psychology, neuroscience, and marketing science, and are additionally supported by recent empirical work on digital emotional personalization (Wang, Guo & Ding, 2025).

The theoretical frameworks reviewed including Kahneman's Dual-Process Theory, Damasio's Somatic Marker Hypothesis, Fournier's Brand Relationship Theory, and Aaker's Brand Personality Framework converge on a unified conclusion: rational persuasion alone is insufficient to reliably predict or influence consumer behaviour. Emotional resonance is the critical differentiator in a marketplace where product parity is increasingly common and consumer attention is increasingly scarce. For businesses, the implications are clear. Organizations that invest in understanding and responding to consumer emotions will build deeper, more resilient customer relationships, achieve higher brand loyalty, command premium pricing, and ultimately generate superior long-term financial performance. The seven recommendations provided in Section 6 offer a practical roadmap for implementing emotion-informed marketing strategies across diverse organizational contexts.

Future research in this area should explore the specific emotional dynamics of emerging consumer touchpoints such as augmented reality (AR) shopping experiences, AI-driven conversational commerce, and metaverse brand environments. The integration of biometric and neuroimaging data with traditional survey methods also holds significant promise for advancing the measurement and understanding of emotional influences on consumer behaviour.

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