

INFLUENCE OF EMOTIONS ON CONSUMER BUYING BEHAVIOUR: A STUDY ON FMCG PURCHASES IN UTTARAKHAND, INDIA

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Abstracts

Consumer behavior is always uncertain and rational. The complex black box of consumer is a challenge to the marketers and researchers across the world for its nature and tendency to change within no time. Consumer responses towards different marketing programs cannot be same and hence differ by means of its actions which are emotional and always stated as irrational. There are different emotional chords of consumers targeted by marketers in order to generate sales and managing effectively the marketing program. Present study is an attempt to investigate the role of emotions on FMCG purchases. The study highlighted the relevant emotions in consumer purchases of FMCG products with the help of factor analysis and was conducted in north India to serve the purpose of analyzing the role of emotions in FMCG purchases.

Research paper

Keywords: Cognition, Emotional chords, Memory, Satisfaction

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Introduction

Consumer response to marketing efforts is emotional and reflects different kind of meanings. As a product is purchased by a consumer, the possession of a brand or product may make a consumer feel differently. The variety of aspects associated with the purchases portray different array of emotions. Some consumers associate their purchase with being unique and feel proud. Whereas, some involve themselves in purchase and get excited. There is another class of consumers which used to associate their purchases with a

sense of responsibility and feel confident. These associations of consumer purchases with different set of psychological states led to increase in the study of consumer emotions arising out of purchases. There are various researches conducted in India and abroad with consumer emotions as focus and trying to explore the unknown side of the consumer psychology supported by technological advancements. Also, the marketers now a day are trying to study the consumer emotions with insights into consumer black box to serve the aim of winning consumer hearts. The advancements in technology has opened new avenues in this particular area and is one of the most researched subject in consumer behavior.

The present study attempts to underline the impact of emotions on consumer purchases with respect to FMCG. The study is based on the empirical findings of the research conducted in north Indian state of Uttarakhand. The study was designed to gain insights into the impact of emotions in FMCG purchase decisions. The study also highlighted the most relevant emotions which affect the consumer psychology while purchasing FMCG and further explores the relationship between emotional associations and purchase decisions. The study was conducted by keeping in mind only those emotions which are relevant to low involvement purchases and were carefully explained to respondents to minimize the risk of respondents' biasness.

Relevance of Emotions to Purchases

Relevance of emotions with the purchases can be traced back with the emergence of marketing. The emotions are one of the leading drivers of purchases and their association with purchase increases manifold with the product variety and similarity arising out of cut throat competition. It is a

well established fact that more the products are on rise in terms of similarity in the market; the more consumers are associating their purchases with emotions to justify the product selection. So, it is a matter of great research that what are those underlying emotions that let consumers choose one brand of product over the other. There can be various answers to this or it can be associated that consumers choose things out of habit because they have been using it since long. Some researches attributed purchase decisions to the brand positions in the marketplace. The role of emotions increases manifold in case of FMCG purchases as this segment has a variety of product which varies in terms of their usage. Also, one of the most significant factors attached to this category is the higher purchase frequency which makes it one of the most favourable segments to hold consumer emotions.

The Emotional Experience

The motive of consumer purchase of products and services comprised of either to have experience of emotional state or to achieve emotional goals. The main motive of products usage by consumers revolves around objectives either to create a sense of pleasant feeling through purchase or to attain it through senses and to obtain emotional arousal. There are varieties of product purchases which have negligible or very small functional value; but still these products are purchased purely for their ability to arouse emotions. The best example of such purchases include visit to a cricket match or buying a ticket to a military parade. In these two cases, there is very small functional value of such events to consumers but still the consumers go for these purchases just to arouse emotions. A product or service purchase with happiness and good experience leads to re purchases and the better part of this

experience is stored in the consumer's mind. This experience reminds him of that product or service every time and an emotional thread is created between the two.

This emotional thread hence establishes an emotional connection between the purchase and consumer. Therefore, it is regarded as most powerful method of linking consumer to future purchases and is at great tool in the hands of marketers to showcase the value of the product or service. This emotional connection between the consumer and purchases is the degree to which consumers care about their purchases and its rational attributes. This association is more inclined towards psychological ground than being logical and is obviously unconscious rather than being conscious. In short, it can be stated that emotional connection is a chief contributor to a firm success.

Emotions as Tool in Customer Satisfaction

Emotions are most important in defining the level of satisfaction or dissatisfaction with products or services purchased. A positive emotion linked with a purchase not only means customer satisfaction but is also linked with the progressive state of consumers towards products and services recall with their evaluation on a better side. It is well established fact that consumers try to derive positive emotions from the purchases, but it is not always possible to have the same results from alike processes and sometimes consumers feel a bit negative after a purchase. A movie without a happy ending and a newly purchased product with advanced features which are beyond the understanding of consumer are the examples of such purchase encounters. Innate Feelings of happiness, pride and love will result in satisfaction; and feelings of sadness, distress and fear will lead consumers towards dissatisfaction. So, it

is upto the marketers to generate positive emotional states amongst consumers to get benefited and to escape from post purchase dissonance.

Emotions as Mode of Communication

Emotions play great role as a source of communication from the marketer's side and helps to generate consumer responses like advertising. Communication in the form of advertising creates both favourable and unfavourable responses and help to induce different feelings in consumers. Emotional advertisements initiate cognitive reactions and are likely to get responded than the neutral advertisements. Emotions in advertisements increase the physiological arousal which leads to increase in attention and alertness in an individual. Because of this induced alertness and attention, the individual tend to filter the emotional advertisements more clearly and hence create a long lasting effect on the mind of consumers.

Review of Literature

There is a limited literature available on emotion aspects of Indian consumers in FMCG sector. But worldwide lots of studies have been done highlighting the role of emotions in FMCG purchases. Consoli (2010) stressed that choices and purchase decisions are the result of a careful analysis of emotions. Damasio (1995) emphasized that emotion is a vital aspect of all decisions. Leahy (2008) found that brand loyalty exists in FMCG markets for both cognitive and emotional reasons. Nejadi et. al. (2011) in their study findings concluded that the ecological purchase intentions are affected by subjective norms of consumers, but relationship between consumer atti-

tudes towards environment and ecological purchase intentions was found to be insignificant.

Pandey et.al (2012) stressed that emotions can be used as a strategic initiative for making it as successful brand. It was found that function and rational appeal can be understood to explain the concern of consumer for its purchase, but the emotional appeal is the most effective way to create a positive attitude for the consumers. It has also been revealed that customers develop emotional attachment to a brand in a cumulative way, with confidence as the foundation of a brand relationship and passion as the pinnacle. Jayswal & Shah (2012) emphasized that different appeals help to enhance effectiveness of advertisements that evokes some emotional reaction in viewer's mind.

Ching (2010) found that consumers feel greater enjoyment and enhanced liking for the marketer when there is a close match between consumers' emotional receptivity and the level of emotional intensity displayed by the marketer. Hansen et.al (2006) suggested that emotions may play a role in its own right, quite different from the way in which they have been considered in traditional consumer choice behavior theory. Chernatony & Leslie (2004) stressed that that organizational buyers can be influenced by both rational and emotional brand values and that B2B brands can easily overcome functional capabilities in order to create an emotional connection with buyers.

Bradley & Lang (2000) proposed that emotions are better understood as behavioral complexes, organizations of responses that include 3 broad output systems: (1) overt acts and secondary behaviors; (2) emotional language, and (3) physiological reactions. Damasio (2001) highlighted that the

decisions are choices mainly emotional. Goleman (1996) noted the success of people without a great cognitive intelligence of logical-mathematical type but with a strong emotional sensitivity. Allen and Meta (2000) emphasized that fear appeals are useful to get individual to think or act in a certain way. The study results highlighted that fear act as a great influencer as long as individual think they are capable to protect themselves.

Yoo and MacInnis (2005) concluded that the brand attitude formation process depends on whether ads use an emotional or information execution format. Piron (1993) found that consumers' decisions in impulsive purchases can be differentiated from consumers' who make planned and unplanned purchases on the basis of their experiencing emotional reactions. Boulding et.al (1993) suggested that the linkage between anticipated emotions and the actual emotions experienced is limited by the scenario-based methodologies.

Krishnan and Olshavsky (1995) proposed and partially tested a model of satisfaction that resolves emotions into consumption-based and evaluation-based responses. Martin et.al (2006) recognised the role of emotions in analysing customer satisfaction and future behavioral intention. The study results found that emotionally-based satisfaction as a better predictor of future behavioral intention than cognitive measures of satisfaction. Laros&Steenkamp (2005) concluded that despite the different ways to measure emotions, positive and negative affect are frequently employed as general dimensions of emotions.

Hanzaee &Baghi (2011) analyze the hedonic and utilitarian dimensions of cell phones and laptops. The study results found that cell phones purchase intention is highly influenced by hedonic benefits and positive or

negative promotion emotions. But in case of laptops, it was different and concluded that considering the utilitarian benefits, these two products have no significant differences for consumers. Lee & Yi (2008) in their study on shopping emotions found that arousal and perceived risk correlated strongly with impulsive buying behavior, whereas consumers' experienced pleasure and arousal significantly predicted their impulsive buying intention.

Deshpande, Gaddi & Patil (2014) suggested Indian retailers to increase their positioning by building their own brands. The study stressed upon the formation of a sound retail brand strategy. Kemp et al. (2012) highlighted that the process by which individuals engage in consumption to manage their emotions, and examines the efficacy of an advertisement for a hedonic product that uses affect influenced language to stimulate such a process.

Khan et al. (2010) concluded that anger makes individuals less likely to defer choice, makes them more satisfied with their decisions, and less likely to compromise resulting in more goal oriented actions. Mishra & Mishra (2015) focused on the role played by planned visual merchandising in generating sales. The study highlighted issues in store layout and provided valuable feedback to the retailers for effective selling. Mano (1999) proposed that considerations should be given on the basis of differences of arousal in postulating emotions.

Figure 1. Nature of Emotions (Hawkins, Mothersbaugh & Mookherjee, 2010)

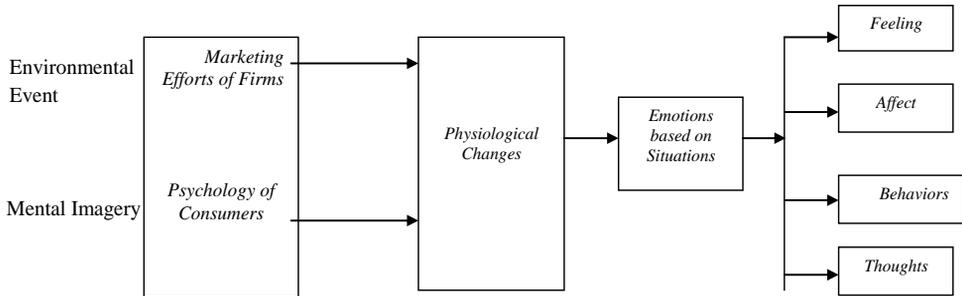


Figure 1 depicts a typical nature of emotions arising out of combination environment created by marketing firms and mental stage of consumers which lead to physiological changes in consumers. The physiological changes give rise to emotions which is reflected by consumers in different ways. Emotion make a consumer very rational agent and under influence of emotions, a consumer start to calculate costs and benefits associated with purchase. It is the impact of emotions which create a sense of behavioral standard how one should behave in terms of choice and investment to maximize the chances of taking the best decision which suits him the most.

Objectives of the Study

The objective of this study is to understand the role of emotions in consumer purchase decisions especially in Fast Moving Consumer Goods industry. The study covers following wide objectives:

1. To study the impact of emotions in FMCG purchases.
2. To bring out the emotions which are most relevant to the FMCG purchases.

Research Methodology

Area of Study

The area of study was the cities of Dehradun, Haridwar and Srinagar in Uttarakhand state of Northern India.

Data collection and Sample Size

The primary data was collected through questionnaires. The questionnaire was designed on the basis of emotion types and its underlying parameters. The questionnaire was administered to 249 consumers of the selected areas through cluster sampling contributed by 80 respondents from each of the three cities. Total 357 questionnaires were administered to the respondents and out of which 304 questionnaires were returned by the respondents. Out of 304 returned questionnaires, only 243 qualified to be used a source of primary data as some returned questionnaires were not properly filled by the respondents.

Reliability and Validity

Table 1.Reliability Statistics

Cronbach's Alpha	N of Items
.769	29

Reliability analysis shows the value of Cronbach's alpha as .769, which lies between the accepted range of .05 to .09. Hence the questionnaire administered has enough reliability to proceed further for analysis.

Data Analysis

In order to find out the most relevant emotions in FMCG purchases, the collected data was analysed by Factor Analysis. Factor analysis is a statistical approach that can be used to analyze interrelationships among a large number of variables and to explain these variables in terms of their common underlying dimensions (factors). It is a very useful method of reducing data complexity by reducing the number of variables being studied. Here, the main objective to use factor analysis was to identify the significant factors which play most important role in emotional purchases.

KMO and Bartlett's Test

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.507
Bartlett's Test of Sphericity	Approx. Chi-Square	171.532
	Df	105
	Sig.	.000

The Kaiser –Meyer –Olkin measure of sampling adequacy tests whether the partial correlations among variables are small. The KMO measures the sampling adequacy which should be greater than 0.5 for satisfactory factor analysis. Here we see that the value of KMO is .507 which is perfectly accepted to go ahead with factor analysis.

Table 3.Rotated Component Matrix

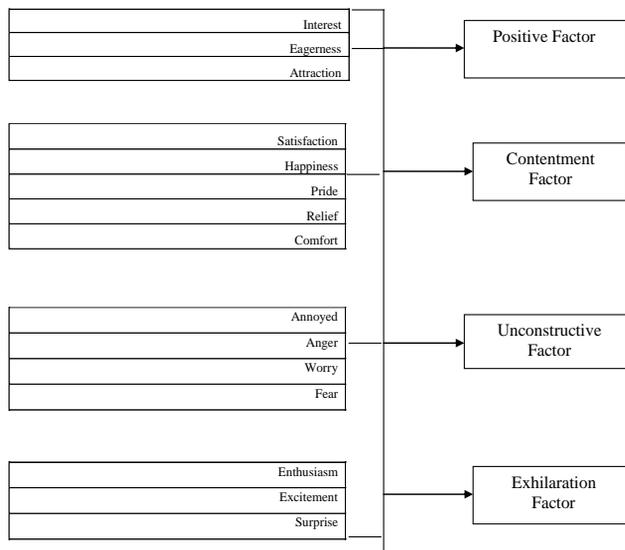
	1	2	3	4
Interest	.086	-.062	.194	.715
Satisfaction	.019	.111	.028	.092
Enthusiasm	-.111	.160	.356	.776
Happiness	.135	.572	-.106	.042
Excitement	-.093	-.135	.139	.575
Annoyed	-.074	.073	.838	-.099
Anger	.103	-.276	.554	-.074
Worry	-.192	.139	.637	.161
Fear	.012	.049	.057	-.139
Pride	-.020	.705	-.227	.063
Eagerness	.059	-.042	-.144	-.176
Relief	-.317	.512	-.219	.463
Surprise	.014	-.023	.040	.046
Comfort	.094	.634	.060	.374
Attraction	.763	-.121	-.012	-.086
	1	2	3	4
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The table 3 represents the components matrix that contains the loading of the fifteen tests on the five factors extracted. These factor loadings are the correlation coefficients between the variables and the factors. It measures how closely the variables in the factors are associated which is indicated by their by their factor loading values.

Identified Factors

It was noted that in the rotated factor solution, variables 1,11 and 15 load significantly on factor 1; variables 2,4,12,10 and 14 load significantly on factor 2; variables 6,7,8 and 9 load significantly on factor 3; whereas variables 3, 5 and 13 load significantly on factor 4 respectively.

Figure 2.Factors of Emotional Attributions in FMCG Purchases



Factor 1: It was a grouping of attributes that are desirable by a marketer in customers purchase. The variables eagerness, Interest and attraction constitute a predetermined objective of the marketers and a consumer always tries to gain a positive experience from the purchase. The factor was therefore termed as “Positive”.

Factor 2: The attributes like satisfaction, happiness, pride, relief and give a sense of pleasant feeling in consumers’ mind and makes them feel contented. Therefore the factor was termed as “Contentment”.

Factor 3: It was decided to name the grouping of emotional attributes like annoying, anger, worry and fear. These factors are responsible for dissatisfaction in consumers’ out of a purchase and a marketer always try to avoid such associations. Therefore the factors were termed as “Unconstructive”.

Factor 4: The factor enthusiasm, excitement and surprise correspond to the feeling in the mind of consumer about unexpected or something which is yet to happen in future. Therefore it was termed as “Exhilaration ”.

Table 4.Chi Square Tests

Hypothesis	d.f.	Chi square	p-value	Status
H₀₁: There is no significant relationship between a consumer’s emotion and its impact on FMCG purchases.	16	57.197 ^a	.014	Rejected
H₀₂: There is no significant relationship between an emotional association with a brand and its purchase.	16	79.311 ^a	.002	Rejected

The data based on constructs of emotions was analysed using chi square tests. First hypothesis was rejected which proved that there is a significant relationship between an individual’s emotion and its purchase decision. The rejection of hypothesis confirms the role of emotions. Rejection of second

hypothesis made strong conclusions that the more a person is emotionally positive with respect to a brand, the more are the chances of purchase that specific brand by that person. Hence overall, the rejection of both hypotheses concluded that the emotions play a vital role in purchase decisions.

Conclusion

The growing importance of consumer emotions in purchase decisions has led researchers to underline the emotions as a driver of purchases. The study was an attempt to offer marketers the importance of emotions in purchasing of FMCG products and tried to gain insights into the FMCG purchases. The factors derived from the study suggest that the relevant emotions which influence the consumer buying include the factors with a combination of different emotional states. Hence, it is confirmed from the analysis that consumer decision making involves balancing of positive and negative emotions.

The hypothesis further extends evidence of the role played by emotions in FMCG purchases. The results confirm the earlier study findings which stated that “shopping emotions are important predictors of impulsive buying intention” (Lee & Yi, 2008). Second hypothesis depicts that positive association of a consumer with a brand leads to its purchase. The positive association can be attributed to the reflection of self image with the brand as demonstrated by Kressmann *et al.* (2006) and role of emotions as a factor of brand loyalty in FMCG markets (Leahy, 2008). Rejection of both the hypotheses confirms the role of emotions in driving consumers towards purchases. The results of this work can be related to the findings of earlier re-

searches (e.g, Mano & Oliver; Westbrook & Oliver) suggesting emotions as important aspect of consumer decision making.

The major contribution of this research to the body of knowledge is the study of FMCG purchases which were earlier assumed as only impulsive and was generally associated with a lower level of consumer involvement. But now with the changing marketing trends and significance of emotions in every purchase, the approach to this kind of purchase is transforming at a great pace. The impact of emotions in this segment can be analyzed by the volume of emotional marketing programmes associated with this product segment. Future research in this area will help researchers and marketers to tap the resources and to position the brands correctly thereby ultimately serving the purpose of increasing profits in the near future.

Limitations of the study

Perfection is not possible to full extent and there is always some amount of limitation in every study. The research conducted in this specific area cannot fully claim it as the view of people of whole Uttarakhand region or of India and hence its results cannot be generalized. Further there is also some limitation in terms of lack of familiarity of respondents with the topic. There were many cases during the course of the study when respondents found it difficult to respond to the questionnaire. The study was conducted within a time frame of six months and is a limitation as respondents tend to change in terms of their psychological constructs from time to time. The lack of sponsorship added cost limitation to the study and led to the study of a small sample size which cannot represent the views of most diversified and second most populous country.

Scope for Future Research

Role of emotions in consumer purchases is a matter of research in consumer psychology and is continuously evolving in the marketing science. Therefore it is strongly recommended to start a new study based on the results this research. The present paper is about the role of emotions in purchase by the consumers. The study was based on FMCG products as subject of research and it can be replicated to other sectors like automobiles, electronic gadgets and can also find its application public sector areas like healthcare and transportation to demonstrate the role played by emotions in availing government services. The study can further be elaborated to develop models for effective framework of government policies and public welfare. This study can work as solid base for further researches as it provide inspirations besides the topic which has been mentioned and can act as a base for the future development of the concept.

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