

# The Importance of Emotional Intelligence and its Market Effectiveness

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## Abstract

*Emotions drive our behaviour and the world is driven by emotions. In modern sense of marketing, marketers do realize that in order to sell a successful product, it has to be appreciated and wanted by the consumers. Market effectiveness on the other hand, the quality of how marketers go to market with the goal of optimising their spending to achieve positive results in both short term and long term. Emotional Intelligence describes the ability, capacity and skill to identify access and manage. [Serrat, 2017] The paper focuses on the roles of emotions when a consumer purchases a product and how organizations are banking on emotional marketing as a tool to increase its consumer base. Additionally, brand effectiveness can bring in positive emotional consumer response, mainly to bring emotional data to complete brand holistically. [Cmo, 2020] This will help the organizations to shift their focus from just being stewards of the brand but by also becoming the advocates for the consumers.*

**Key Words** – *Emotional Intelligence, Market Segment, Market Effectiveness, Consumer Driven, Consumer Behaviour, Brand and Brand Marketing, Emotional Advertising.*

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## 1. Introduction

Emotions constitute powerful psychological forces that can strongly influence sales professionals behaviours and performances. [Kidwell, 2011] In recent times, it was noticed that sellers emotion recognition during negotiations with buyers can increase payoff's for both sellers and buyers. Hence, by increasing joint values it creates greater outcome satisfaction for buyers and increase the likelihood of businesses.

Leveraging emotional intelligence as a driver of strategy first by truly understanding the target consumer in-depth much before applying insights such as creativity, marketing and innovation. Organizations want to establish the consumer with an emotional channel of trust and mutual collaboration. Nowadays, the most important aspect on the product selling point, is the relationship that the consumer establishes with the brand and the emotions that the product/service communicates. In today's time, 71% of employers say that they prioritize emotional intelligence over intelligence quotient (IQ). Traditional research methods alone are not sufficient in delivering insights which are required to know a consumer on an emotional level. In todays time, it is essential to know how consumers react and how the organization make them feel. [economictimes.indiatimes 2016] With emotional intelligence a brands ability to leverage emotional intelligence is the secret behind successful brand engagement. One of the main factors under emotional intelligence which is to be catered to is trust. Elevating trust incline towards both with increase in action and spending. To understand in depth how emotions affect marketing exchanges, author has tried to explain comprehensively in the literature review.

## 2. Research Aim

The aim of this study is to focus on how emotions and emotional intelligence plays a vital role in marketing effectiveness.

### 3. Research Objectives

- To examine the importance of emotional intelligence among marketers
- To understand the market effectiveness before using emotional intelligence
- To understand the market effectiveness after using emotional intelligence
- To verify the relationship between emotional intelligence and marketing effectiveness among consumers
- To investigate a positive or a negative brand effect of emotional intelligence on consumer buying behaviour

### 4. Hypothesis

A null hypothesis has its purpose that expresses utmost no relationship between its variables. The researcher has used a positivist paradigm study which emphasises on observation and reason behind understanding the human behaviour.

H0: There is a significant correlation between emotional intelligence and market effectiveness.

H1: There is no significant correlation between emotional intelligence and market effectiveness.

Based on levels of statistical significant there is a 5% difference in the mean exam performance between the two hypothesis.

### 5. Literature Review

Nowadays the aim isn't the product to be sold, since for each category of products there are wide choices, but the focus is the relationship that the consumer establishes with the brand and with the emotions which the product communicates. [Fabris, 2009] Brands are trying to create better relationships with potential consumers with the ability that they have to tell stories that excite and integrate communication, quality, tradition, identity.

For instance, leading company like Coca Cola follows an emotional branding strategy tapping into the concept of "Share A Feeling." Hence, it is known that the company creates a significant impact by creating a and lasting attachment to the brand. A feeling of love, companionship which it creates among community, family and individuals. Another example of McDonald who were one of the first organizations to understand the power of emotional branding. While years ago when other competitors were talking about the size of the burgers/fries – McDonalds was displaying emotional pictures and advertisements of family togetherness around fast food lunch. The concept of happy meal and spending family time are the emotional effectiveness draw out of the company's marketing strategy. To explain further, the former two mentioned companies bring about the positive happy emotion while experiencing the advertisement whereas sanitary pad brand's "Always" advertisement where the ad revolves around "Throw the ball like a girl" this brings about a constructive reflection of the campaign which appeals to emotions by making women feel empowered and confident. Therefore, this proves that bringing about a deep emotional connection with the consumer is the translation to unwavering consumer loyalty. [Debjani, 2011]

Previously, in the 2000's the focus in marketing was mainly concerned with humour and sarcasm in a way to attract more consumers. As the times are changing, many organizations are capitalizing on it by creating emotional ads designed to go straight for the gut. Since then, emotions are central to advertising effectiveness and ads that generated the best emotional response generated a 23 percent lift in sales volume. This proves that emotional marketing/branding bring about complete differentiation between the competition. Brings about positive human connection and brand recognition. It would also increase better advertisement targeting and positioning techniques which would help in the increase of return on investment. [Karnes, 2019]

### 6. Analysis

The objectives and the aim of the research has been well catered to match with the analysis. Author wants to focus on a qualitative aspect of research where the author has found a theoretical mixed with a conceptual approach which could be the need of emotional intelligence in marketing exchanges. These would include customer orientation, manifest influence, cognitive ability and sales performance. This framework provides a dynamic understanding value which focuses on the increasing sales professionals accuracy by emotional abilities in meeting customer needs.

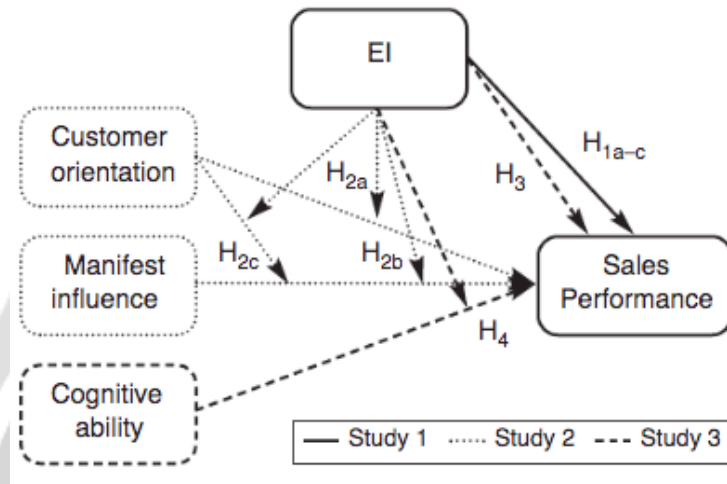


Figure 1: Kidwell, 2011

The market effectiveness is found that to achieve the highest level of sales performance we first need to focus on the right customer orientation, manifest influence and increase cognitive ability. In today’s time, 80% of marketers find influencer marketing effective. Most customers manifest this influence and focus on at least purchasing the product once to ‘try it’. [Bailis, 2019] Brands today focus on the cognitive progress which means the ‘uniqueness’ of the product to then advertise it in the market. These two market effectiveness measures fall right back to the orientation of the customer.

To focus on the next objective, to understand how were traditional ways of marketing functioning worked even before emotional intelligence were used. These methods includes flyers and brochures which are still persistent but the Gen Z and Y are more inclined towards digital ways of marketing which leads us to understanding the effect of emotional intelligence which has lead 40% of the respondents age 18-25 buy products with the effect of EI. This helps us understand that when EI is used in advertisements the rate of buying also increases tremendously.

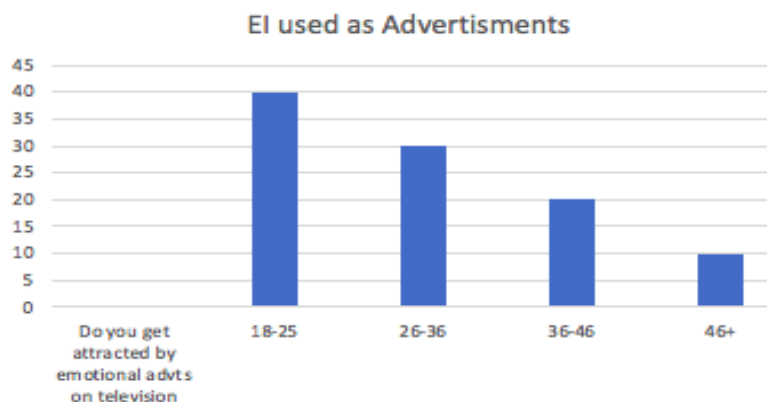


Figure 2: Field Work

One of the main research objectives were to examine the decision making similarities between EI and market effectiveness. To verify that, author asked certain set of questions to provoke the respondents to answer truthfully. An emotional advertisement today is designed to pick out a certain emotion it could be happiness, anger, hunger etc they are all targeted towards the brand's end goal. Research suggests that emotional marketing brings about a 'bond' and a 'link' between the brand and customers feelings. A short research author presented to the respondents where asked which coffee brand do they prefer the most.

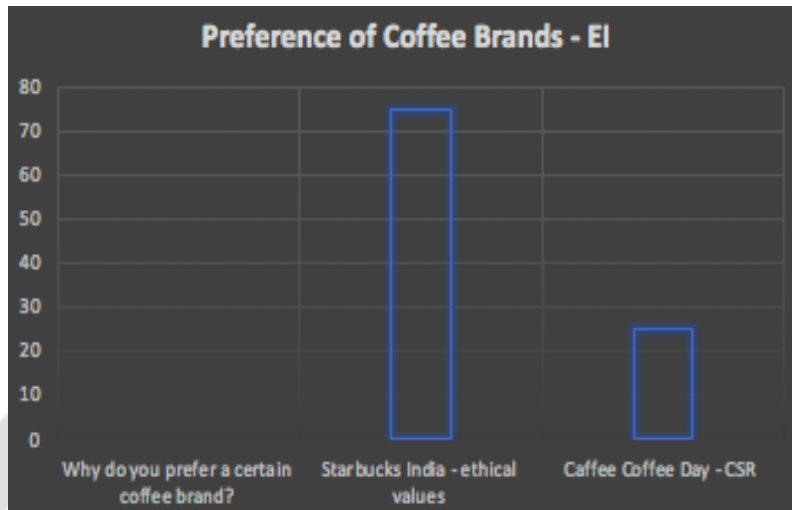


Figure 3: Field Work

As explained in the chart above, the preference of the coffee brands is directly linked to the ethics of the company which is delivered to the audience by their advertisements and websites. With no income provisions tracked, Starbucks's is known to be an ethical company with respect to the link with Tata's. Even in sales terms, Starbucks has seen an effective growth their emotional advertising strategies. Hence, it makes more sense for customers to prefer deep value company where in their values match emotionally.

Lastly, a major factor to consider would be are these emotional advisements bring across a negative brand effect on the consumer buying behaviour. There are few percent of people who do not prefer emotional advertisements which display hard feelings or death. It brings out negative and unwanted emotions forward.

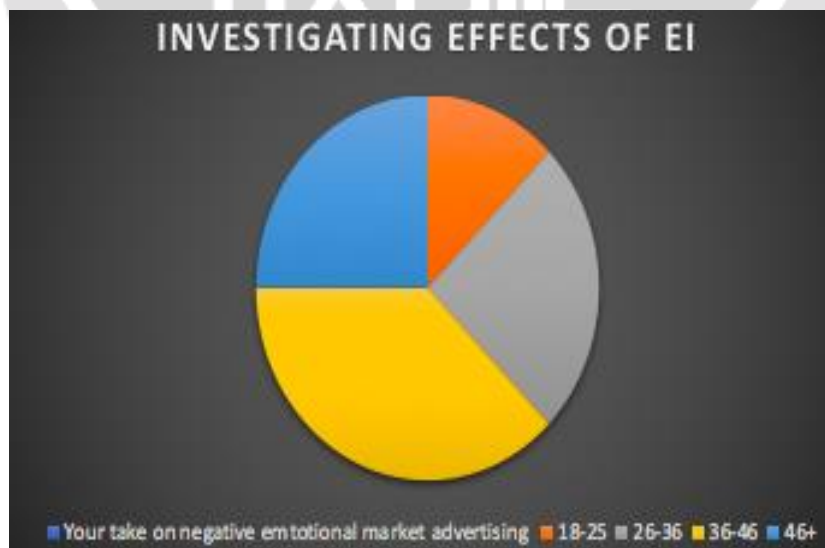


Figure 4: Field Work

As mentioned in the pie chart above, this brings us to the last section of the investigation which brings out the negative aspects of emotional intelligence. Even though the percentage of people feeling like this are extremely low, the young adults do believe that market ads such as insurance sector ads give them negative reflections. Insurance ads which cover life policies bring blunt content. Hence, this brings out certain non-popular sides of EI.

## 7. Conclusion

To conclude, this study brings out various factors of market effectiveness as mentioned by the author in the objectives. To attain to the hypothesis, there is a direct link between buyer's journey and emotional intelligence. There is a great deal of correlation which is noticed in the decision making process of consumer purchasing. Even in the realm of the competition emotional marketing creates an opportunity to increase their market share.

After examining emotions that affect consumer purchases, the goal is to increase the positive emotions that can be achieved through the right strategy. EI has a way of bringing out certain set of emotions which affect the consumer buying behaviour. Adaptive Selling Behaviour (ASB) has been a huge effective market place for the last five years where it has conceptualised as the alterations in selling strategies, tactics, social style, verbal communication, advertisements and the entire market place effectiveness.

As explained in the paper, in today's market era, buyers are more experienced, educated and powerful hence, customised solutions and adaptive selling techniques should be incorporated to fit each buyers need. Hence, to conclude a positive effect of emotional intelligence on sales performance in market effectiveness has been noted in the buying behaviour.

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