


Consumer Behaviour
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Lecture - 15
Consumer Needs and Motivation Emotions and
Mood, Consumer Involvement
(Contd.)

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MODULE 6:	
PSYCHOLOGICAL INFLUENCES ON CONSUMER	
DECISION MAKING (19 hours)	
6.1	Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement
6.2	Consumer Learning
6.3	Personality, Self-concept and Self-image
6.4	Consumer Perception, Risk and Imagery
6.5	Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change
6.6	Consumer Communication

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Today, we will continuing with the next session on consumer needs and motivation, emotions and moods, and consumer involvement. If you look at this module six, and recall we are actually doing the first topic which is 6.1.

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MODULE 6.1:	
CONSUMERS NEEDS & MOTIVATION, EMOTIONS AND MOOD, CONSUMER INVOLVEMENT (5hours)	
6.1.1	Definition and Meaning of Consumer Needs and Motivation
6.1.2	Nature and Diversity of Consumer Needs, Goals and Motivation
6.1.3	Motivational Theories and their Implication for Marketers
6.1.4	Motivational Research and its Applicability: Implications for marketers
6.1.5	Definition and Meaning of Consumer Emotions and Moods
6.1.6	Emotions and Moods and Implications for Marketers
6.1.7	Meaning, Nature and Types of Consumer Involvement
6.1.8	Mechanism underlying the Consumer Involvement Process
6.1.9	Consumer Behavior Models based on Involvement
6.1.10	Consumer Involvement and Implications for Marketers




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And in this topic, we are supposed to be talking about needs, motivations, emotions, moods and involvement. In the previous two sessions, we have spoken about the meaning of consumer needs and motivation, the nature and diversity; we have also discussed various motivational theories, and motivational research and its applicability.

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HOURL 3	
6.1.5	Definition and Meaning of Consumer Emotions and Moods
6.1.6	Emotions and Moods and Implications for Marketers

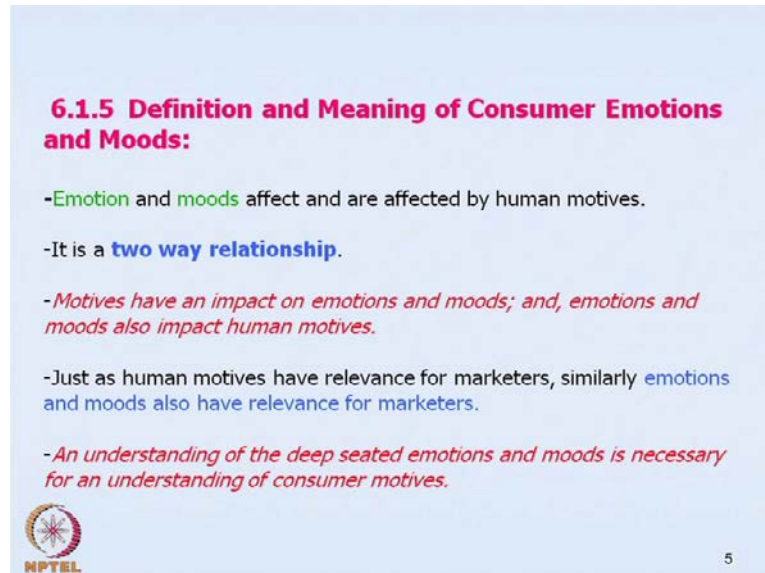


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Today, we will be speaking about the definition and meaning of consumer emotions and consumer moods; and we shall also be discussing about the implications of consumer emotions and moods for a marketer. So, 6.1.5 is which we called definition and meaning


of consumer emotions and moods; and 6.1.6 will in tell emotions and moods and the implications for the marketer.

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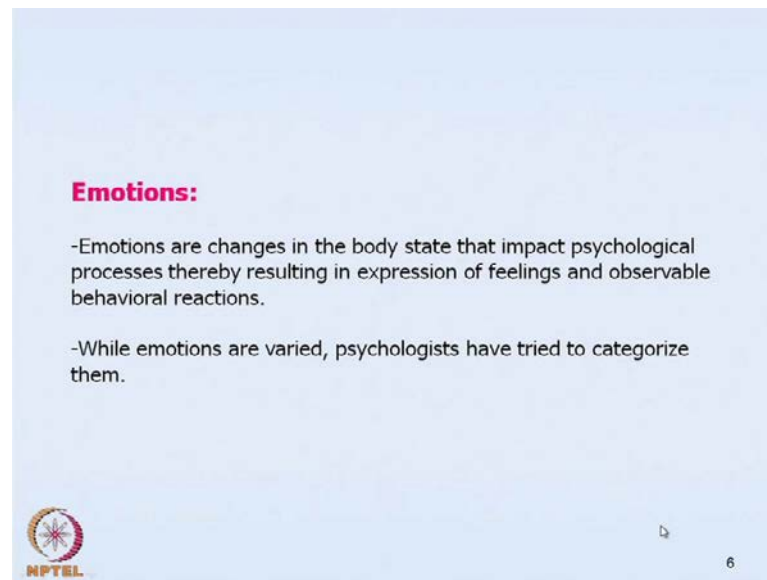
6.1.5 Definition and Meaning of Consumer Emotions and Moods:

- Emotion and moods affect and are affected by human motives.
- It is a **two way relationship**.
- Motives have an impact on emotions and moods; and, emotions and moods also impact human motives.*
- Just as human motives have relevance for marketers, similarly emotions and moods also have relevance for marketers.
- An understanding of the deep seated emotions and moods is necessary for an understanding of consumer motives.*

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Now, when we talk about human needs and when we talk about motivation, another thing which come into play is the emotional need, is the emotion and moods of people or of consumers. So, emotion and moods are affect and are affected by human motives. Our needs our wants our motive are all impacted in some form or the other by our emotions and by our moods. In fact, when we talk about emotions and moods, we said that they are affected by and are affected, they affect and are affected by human motives. So, in a way, it is a two way relationship where we see motives have an impact on emotion and moods; and emotions and moods also have an influence on consumer motives. So, just as we see that the consumer motives needs and wants are relevance for marketer, in the same way, we shall observe that emotions and moods also have relevance for a marketer and an understanding of human needs, human moods and emotions becomes extremely beneficial for a marketer who can understand consumer motives accordingly.

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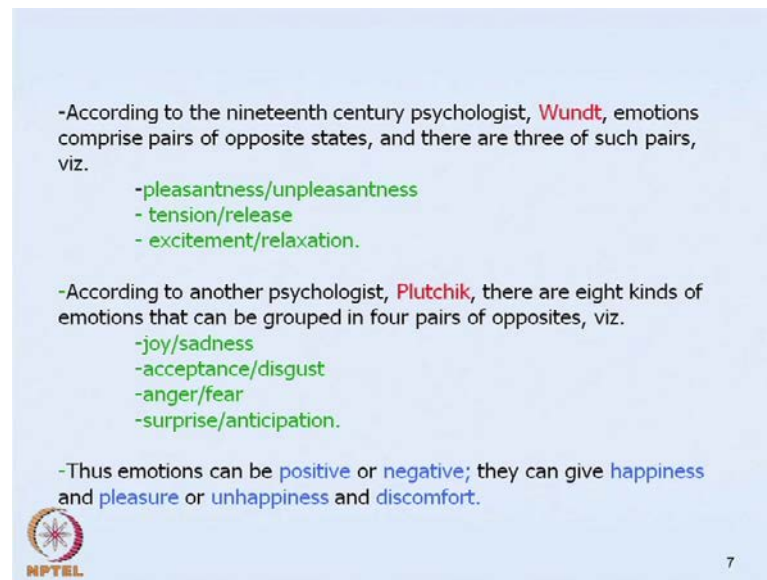
Emotions:

- Emotions are changes in the body state that impact psychological processes thereby resulting in expression of feelings and observable behavioral reactions.
- While emotions are varied, psychologists have tried to categorize them.

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Now, let us first see what emotions are; emotions are changes in the body state that impact psychological processes thereby resulting in expressions of feeling and observable behavioral reactions. I repeat, they are changes in a body state that impact our psychological processes and result in expression of feeling and observable behavioral reactions. So, basically they are change in our physical body state which will have an impact on our psychological processes, in terms of motives, needs, learning, personality, self-concepts, self-image, attitude, the communications, etcetera, and they will just effect, in results in an expression of feeling in the form of reactions or in the form of behavior which is observable. So, we can basically say they are changes in the body state which lead to changes in the psychological processes which ultimately impact our, which impact the feeling of expression, and result in observable reactions by the body. So, whatever we feel basically is going to reflect in some form of the other, is going to manifest in the form of behavior, it is going to manifest in the form of an action.

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-According to the nineteenth century psychologist, **Wundt**, emotions comprise pairs of opposite states, and there are three of such pairs, viz.

- pleasantness/unpleasantness
- tension/release
- excitement/relaxation.

-According to another psychologist, **Plutchik**, there are eight kinds of emotions that can be grouped in four pairs of opposites, viz.

- joy/sadness
- acceptance/disgust
- anger/fear
- surprise/anticipation.

-Thus emotions can be positive or negative; they can give happiness and pleasure or unhappiness and discomfort.



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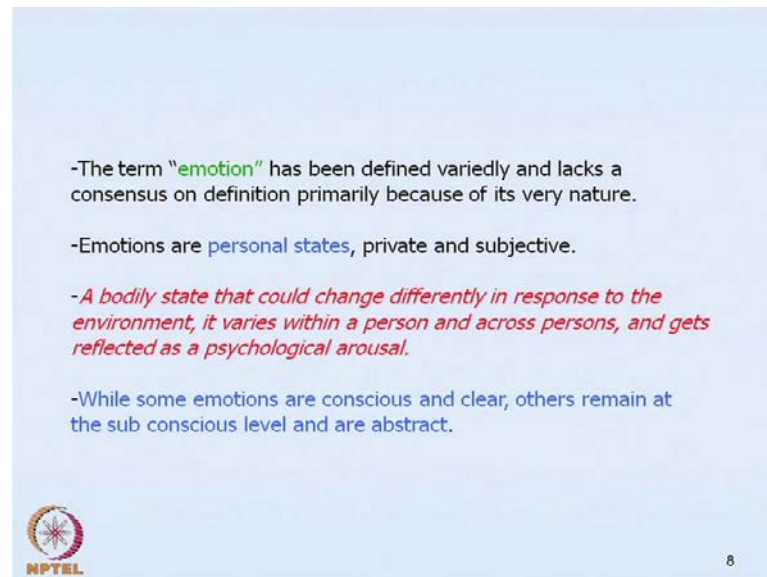
Now, emotions basically vary and psychologist have tried to basically categorize these emotions. According to the nineteen century psychologist Wundt, emotions comprise pairs of opposite state, and these pairs could be in the form of pleasantness or unpleasantness, tension or release, excitement or relaxations. There was another psychologist by the name of Plutchik, and he says there are eight kinds of emotions that can again be grouped into four pair of opposite. So, he spoke of joy and sadness, acceptance and disgust, anger and fear, and surprise and anticipations.

So, if you see, there is quite overlap in terms of feeling by both the classifications, where we see both Wundt and Plutchik, the emotions that they have actually proposed are quite similar. In fact, even if they are not very similar, they definitely leads to similar behavioral reaction on the part of the body; like for example, pleasantness and unpleasantness, definitely means the some feeling of joy and sadness, or excitement and relaxations will definitely mean that there is some feeling of you know may be, you know some feeling of surprise, some feeling of anticipations or some feeling of joy and sadness. So, we have these two classifications where the varied motives have been sorry, varied emotional states have been categories either into classifications of three pairs or a classification of eight pairs, four pairs.

So, if we see this, you know, we can say the emotions either positive or negative, they will either lead to feeling of happiness or unhappiness, feeling of you know, pleasure or

displeasure, comfort or discomfort and so we can see all of these basically are changes in our body state which will have an impact on the psychological process, which will therefore, have an impact on the feeling and result, have a result on the observable body reactions.

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-The term "emotion" has been defined variedly and lacks a consensus on definition primarily because of its very nature.

-Emotions are personal states, private and subjective.

-A bodily state that could change differently in response to the environment, it varies within a person and across persons, and gets reflected as a psychological arousal.

-While some emotions are conscious and clear, others remain at the sub conscious level and are abstract.



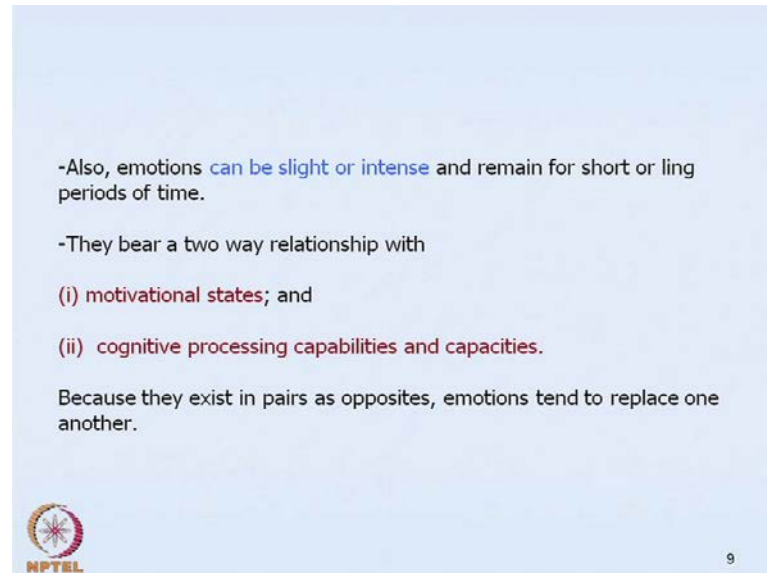
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Now, the term emotions has been defined variedly, and there is lack of consciences on the definition because of the very nature, and because of the vary characteristics of emotions. Emotions are personal states, they are very private, they are very subjective; and the body, it is a basically the bodily state that could change differently in this response to changes in the environment, it could vary within people or across people and it will get reflected in a psychological arousal.

So, while some emotions are very clear and very conscious, and very active, others remain as very unclear or they are very abstract and they remain at the subconscious lever. So, whatever be the emotion, they are either in the form of like dislike, happiness, unhappiness or feeling of pleasure, displeasure and because you know, because they are abstract to nature coming to a definition which is universally applied and well accepted definition become difficult, nevertheless, we say that they are personal states, very subjective, some of the motions are, you know, they are clear, they are conscious, you know, absolutely active; on the other hand, their emotions which are inactive, or which unclear, or which lie in the subconscious levels; and it basically, it is a bodily state that

could change across people, across situation in the same person and will get reflected in some kind of, some kinds of psychological arousal.

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-Also, emotions can be slight or intense and remain for short or long periods of time.

-They bear a two way relationship with

- (i) motivational states; and
- (ii) cognitive processing capabilities and capacities.

Because they exist in pairs as opposites, emotions tend to replace one another.



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Now, moving further, we can say that emotions can be slight or intense, or they can either exist for a long time or for short period of time; they basically bear two way relationship with motivational state and with cognitive processing capabilities and capacities; because they exist in pairs, as opposites, emotions basically tends to replace one other. Now, we will talk little bit more about this right now, we say that emotion could either be slight or intense, and they could remain within us for short period of time or for longer periods of time. Now, it is an emotion, it is a feelings which we all, which we all go through, which can be something which is very short terms happens instantaneously and then kinds of changes in a short period of time.

So, it is very slight emotions that is been displayed or it could be something which is very long drawn and remains with us for a considerable amount of time; it is something which is very intense and will remain in such emotional state for a longer period of time. Now, because they are, they exist in opposites as we just said, these opposites could be in the form of pleasantness or unpleasantness, tension or release, excitement or relaxation, or it could be in the form of joy and sadness, acceptance and disgust, anger and fear, or surprise and anticipation. So, because they basically exist in opposite, they often replace one another. So, one gets replaced by the other, either in a short duration or in a short

span of time when the motion is slight or it could happen over a longer period of time, it could take some time for the emotional state to be replaced by another, and in such case, the emotions would be said to be long term and intense.

Now, it bears a two way relationship with motivational state and cognitive processing capabilities and capacities. What we meant here is that depending upon our emotions, the need want actions and satisfactions chain will have an, have a major effect. So, you know, if we are positive moods, positive emotional stage, we are happy about something, there is pleasure, there is happiness, there is joy; in that case, the motivational state will be much different in terms of the need want actions satisfactions chain; and in the other case is where we are displeased about something unhappy about something, or we excited about something, in that case this particular need want say satisfaction chain will absolutely work differently. So, the very dynamics of need leading to want leading to action leading to satisfaction, the very dynamics of the process will vary across our emotional states.

So, this means that our emotions, whether slight or intense, short period of time, for a long period of time will have a relationship with our motivational states. For example, we are, if we, you know, are in a positive emotional state or if we are in a happy emotional state, chances are that we will, you know, we want to make purchase, we will be wanting to, you know, spend some time, you know, looking through different alternatives and we will be more receptive to information, or to you know, any kind of marketing communications that occurs around us. So, we will be more receptive towards the product or service offering, and we will be in a better emotional state to judge them better, evaluate them better, and finally, you know, actually buy them, or purchase them, and use them; but in cases where we are unhappy or we are displeased, this process may not work; so simple.

Also there is another relationship which we talk of in terms of emotions having two way relationship with cognitive processing capabilities and capacities; in cases of positive emotional state, we are more receptive to information, we are more inclined to evaluating information, evaluating different product, different brands on the various, you know, evaluative criteria and taking very sound decision, buying the product, purchasing it, using it, consuming it; and even, you know, while, even, you know, experiencing satisfaction or dissatisfaction with the product purchase. So, the entire thing will again

depend on the mood, on the emotional state; if we are in a good state, we are more inclined to be more receptive to information, evaluate the information logically, rationally, purchase the product and look up with it, look up to it with great develop satisfaction, then in cases where we are in a very positive emotional state or where we are in negative emotional state. In fact, in cases of negative emotional state, we may not purchase at all, and even if we purchase, the best of product or service offering, we may not evaluate the product purchase consequences favorably, in other words, we may not we will not be looking at, we will not be evaluating the purchase outcome in terms of satisfaction rather, we will be looking up it something with dissatisfaction. So, it is from the point of a marketer, it is much easier to convince or to persuade a person to make purchase and evaluate your brand favorably, when your, when the customer in a positive emotional state.

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Moods:

- Moods are defined as **emotional states that are less intense, transient and short term.**
- They are also **described on a continuum as good or bad**, and thus have a positive and negative valence.
- Like emotions, they are also **triggered by noticeable and unnoticeable stimuli**, be it persons, objects, situations and are specific.
- However, **we as human beings are more aware and conscious of emotions**, than we are of moods.
- What may put on or put off the moods may be not always be clear.
- Similar to emotions, moods can be inferred through our body language, gestures and behaviors.**

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Now, let us come, let us talk a little more about emotions in the context of moods. Now, moods are defined as an emotional state that are less intense, they are more transient, they are short term. They had also been defined in terms of opposites as good or bad and thus have a negative balance or positive balance. So, they are described in a continuum of good or bad, and thus balance of positive and negative; and like emotions, they are also triggered by both noticeable and unnoticeable stimuli, be it people, be it objects, be it situations. So, in for in the case of marketing, for example, the marketer has a big role to play by triggering off emotions through noticeable stimuli, in the form of his products,

in the form of the prices or in the form of the design of his store and the store atmosphere, or even the design of a marketing communication program. We will talk about it little later when we speak about how marketers actually have an impact on triggering off positive mood states.

However as human being we are more conscious of our emotions then we are of our moods, and very often, we try to, you know, use them in synonymous; however, there is definitely difference between the, between the mood state and emotions. Emotions are more long drawn, they are more intense; moods on the other hand are more transient, they are lesser intense and short terms, but nevertheless, we are more aware of our emotions than we are of our mood states. What may put on or put off moods not always clear, you know, suddenly, you may be, you are in a happy mood, sorry, you are in happy emotional state, pleasurable emotional state and suddenly you may get your, may just, you know, just get off or switch to something very negative. So, moods could happen suddenly and what puts off, puts on moods or puts off moods is something which is not very clear; similar to emotions, moods are also inferred by our body gesture, by our language and by our physical behavior. So, just as we infer emotional state with body language and with our behavior, similarly we can also, we can also infer the mood state with our body language, with our gesture and with our behavior

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Emotions and Moods and Consumer Behavior:

- When emotions pertain to a company, its brands, its marketing strategy and/or the component(s) of its marketing mix, it is referred to as **consumer emotion**.
- Consumer emotions towards product/service offerings and the 4Ps can be positive or negative; they can bring pleasure or discomfort; they can last for short or a long period of time.
- When they are specific to a marketing stimuli and last for a short period of time, they are referred to as **moods**.



Now, talking about emotions and moods in consumer behavior, so when emotions actually relate to a product, or company, or its brand, or its marketing strategy, or its marketing program, or any of its four p's; it is basically related to consumer emotions. So, whenever emotions relate to either a company, or a product, or a service offering, or a brand, or the marketing strategy of a company, or the marketing program of a company in the form of the four p's, either the product, the service, the price, the place of promotions, you know, whenever emotions pretend to any of these, it is basically referred to as consumer emotions.

So, these emotions towards the product or service offering, or towards the brand, or towards the four p's can actually be positive or negative, they can either bring about feeling of pleasure or discomfort, joy or sadness, anxiety or relaxations; and these can basically either last for long period of time or for a very short, and you know, transient period of time. On the other hand, when they are specific to a marketing stimuli and last for a short period of time, they are referred to as mood. So, when they are very, very specific to marketing stimuli which could be again either be the brand itself, or it could be the price, or the place where it is been sold, or the advertisement, it is referred to as a mood. So, emotions are much broader, they pertain to everything about the company, the brand, the marketing strategy or the marketing mix. But moods are something which are very specific to the marketing stimuli only. So, it could either be just the product, or the price, or the store, or the advertisement, any and all of these could actually have an impact on the mood state.


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6.1.6 Emotions and Moods and Implications for Marketers:

Emotions are feelings that arise from deep rooted and value laden beliefs.

As consumers, for example, we experience pleasantness or unpleasantness (positive or negative feelings) towards product/service offerings; these reactions are based on our beliefs which are in turn a result of our motives, learning and cognition, experiences, socialization processes etc.

We also experience feelings of joy or sadness, with respect to certain brands, or other marketing stimuli, and the changes made therein.



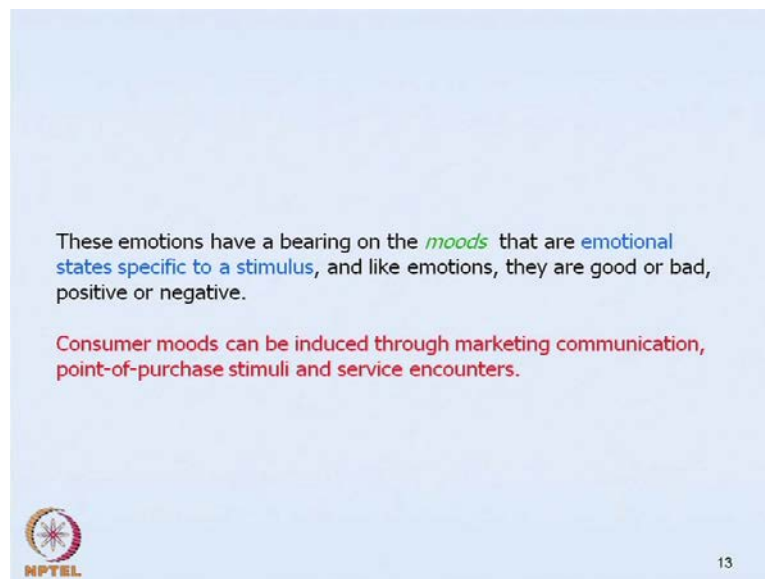
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Now, let us, now discuss the implications of emotions and moods for marketer. I just said little while ago that whenever we are in our positive state of mind, the purchase decision process and the dynamics involved in terms of both psychographic components and sociological influences are going to be very different, then what a person is when is in negative emotional state. So, positive emotional state means the person is more receptive to the, he first, he is able to identify his need; two, he is more receptive to the product or service offering; three, he is more receptive to any and all communication or any or all information about this product or services, he is more keen on evaluating the product or service offering in a better manner, he is also, you know, ready or willing to both to accept both positive and negative features about the product or service offering. So, he is in a more logical, more rational state of mind, he is more likely to be favorably evaluating the product or service offering, because he is in a good mood state.

Chance of purchase are going to be much higher, chances of these favoring the, you know, outcome of the purchase favorably that is in terms of satisfaction are also going to be higher. Now, this going to be exactly opposite when he is in negative emotional state or in a negative mood state; he will not be interested in the purchase, he will not want to hear much about, you know, he will not put an effort to gather information or to comprehend information; he will not be, you know, he will be more the decision which are taken by him will be more drawn by emotions than by rationality or logic; and once he, if it at all he purchase the product offering, the valuation of the same may not always

be logical or rational, and it may also be faulty in terms of satisfactions or dissatisfaction, he may, in most cases, he will evaluate the outcome unfavorably, because he is unhappy about other things around him. So, this is, this is important for a marketer, because the marketer has to understand that what he has to do is develop positive mood state positive emotional state by triggering them off through a large number of noticeable and unnoticeable stimuli which we will just discuss in a short while from now.

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So, emotions are feeling that basically arise from deep rooted and value laden beliefs. As consumers, we experience pleasantness or unpleasantness, we experience feelings of positiveness or negative feeling toward product or service offerings. Now, most of these reactions are based on our belief which in turn results from our motive, from our learning and cognition, from our experiences, from the socialization process, etcetera. So, now, we you know, it explains these further, we as consumer, as human being or as consumer, we experience feelings of good or bad, positive or negative towards a product or service offering or toward the brand. Now, whatever it is, whatever this feeling of favorableness or unfavorableness are, these are basically based on our beliefs, and these beliefs are actually come up as a resultant of other psychographic components like motives, learning, cognitions, our experience, others experience, or entire socializations process, or the grooming that takes place right from the day when we are child and to the day when finally, grow up.

So, all of these will have an impact on our values, and these values will and beliefs, and these values and belief further lead us to feeling of pleasantness or unpleasantness at viewing or watching certain stimuli, or at been exposed to certain stimuli. We experience feeling of joy sadness with respect to certain brand or certain stimuli, and also we experience feeling of happiness or sadness when we see changes have been made there, in changes could relates to product or prices or advertisement that come along. Advertisement also have big role to play in creating moods states. So, you know, because we will discuss later on when we do attitudes, we will see that attitude towards the ad leads to a attitude towards a brand; and they basically, they are all a feel factor or good feel factor. So, if you feel good towards an advertisement, it leads you into positive mood state and you feel very positive toward the brand as well. So, attitude towards ad leads to attitude towards the brand and you begin to look at very favorably, if the advertisement has been able to create a positive mood state in you.

We, whenever we are exposed to a marketing stimuli, be it a product or brand, we basically experience certain feeling of happiness or unhappiness, or pleasure or displeasure associated with that brand. Now, all this is basically again, are going to be based on our values, on our beliefs which we have basically obtained either from our grooming process or from our learning, our experiences, our cognitions, our needs, our wants, our motives or our attitudes. So, all of this are going to basically have an impact upon our mood state or our emotional state at having being exposed to marketing stimuli, be it a brand or a price. Some of us are very happy when we, you know, see a product being used by our grandmother and by a mother, for example, if my grandmother uses a nivia cream and she has been using the cream all her life and you know, whenever I see a nivia cream in the store, I gets get reminded of her, and because I like her, and because you know, I reminded of her, I feel like very happy feeling or very pleasurable emotional state have been exposed to could nivia cream, you know, bottle or a you know.

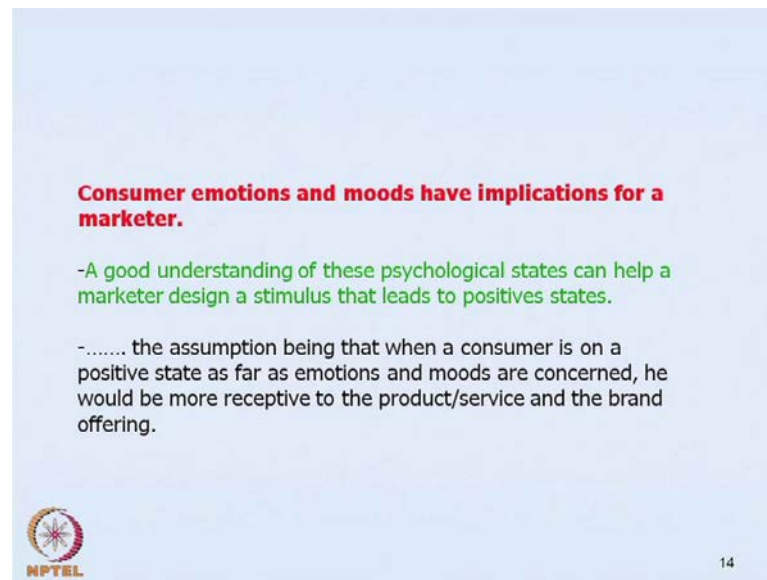
So, basically it leads to a feeling to a pleasure based on our happy memories or based on our experiences or based on our likes and dislikes. So similarly, many of us are very, get very excited when we look at rebates or discounts have been offered by certain stores. We these rebates or discounts are part of the sales promotions efforts from the marketer, but they immediately, you know, bring in us feeling of you know, joy of feeling of excitement to rush to the nearer store and buy such products and services, and get such

good bargains and deals. So, this again shows emotional state is become very positive, very exciting, very receptive to. So, as consumer, we always react with, you know, feelings often reflected in our behavior, in a body language, in a gestures towards any or all of these products or brands or prices or any of the other p's or any of the changes made with respect to these p's.

Now, these emotions basically have a bearing or have an impact on our moods states; and the emotions have a bearing on the moods that emotional states specific to a stimuli; and like emotions, these moods are also good or bad, positive or negative. Now, consumer moods, as I just said little while ago, also can be actually induced through marketing communications through service and counters, and through point of purchase stimuli. So, as a marketer, you basically have or you can basically benefit by creating a positive mood state and in the consumer, either through, you know, marketing communication on advertisement in terms of the message content or the message context or the jingle or the music or the spokes person or the celebrity or the you know, the way the particular ad have been designed. All of which can be used as a, as a medium to create a positive mood state in the consumer.


Similarly, you have the point of purchase stimuli, in the form of the store ambience or the store atmosphere or even the window dressing or shelf layout or the way the product has been placed on the shelf or the danglers, banners or pamphlets or you know, such kind of stimuli hanging around in the store. These also could be used to develop positive mood state in consumer. And finally, the service encounter itself, that is how does, how do a store person or the sale person you know, deal with you pre purchase during purchase and post purchase. So, also the kind of facility that the store provides you, in terms of pre purchase during purchase and post purchase; this could be you know, assistance from the sales people, you know, information gathering from the sales peoples, how do they you know, how do they react when you ask them for information or ease and convenience or of carting, or ease and convenience in terms of billing, the speed, the speed at a time of billing counter, all of these act as you know, something which can lead to positive mood states.

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Consumer emotions and moods have implications for a marketer.

- A good understanding of these psychological states can help a marketer design a stimulus that leads to positive states.
- the assumption being that when a consumer is on a positive state as far as emotions and moods are concerned, he would be more receptive to the product/service and the brand offering.

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Now, consumer emotions and moods have implications for a marketer; and a good understanding of psychological states can help a marketer design a stimulus that can lead to a positive mood state. An assumption here is that when a person as I said earlier, when a person is in a positive mood state as far as his emotions and moods are concerned, he would be more receptive to product and service offerings, and would be willing to buy them, evaluate them favorably in terms of satisfaction level. So, when it, it is very important for a marketer to be able to you know, develop strategies that arouse positive psychological states and that actually lead to positive emotions and moods state. So, a good understanding of these mood states can basically help marketer design a stimulus that leads to such positive mood state.

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The study of emotions/moods can be **useful** for a marketer in the following ways:

- 1. An understanding of the subject can help the marketer in triggering positive emotional states and pleasant receptive moods amongst consumers.*
- 2. Emotions and moods states also influence consumer recall of products and services as well as evaluation of products and services.*
- 3. Triggering positive emotional states and pleasant receptive moods amongst consumers also benefits marketers during post-purchase evaluation by the former.*



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The study of emotions or the study of moods can be useful for a marketer in a few ways, we will discuss these ways now. The first is, an understanding of the subject on emotions and moods can help the marketer in triggering positive moods states, and positive emotional states and present receptive mood state amongst consumer. So, understanding of this, of consumer emotions and moods can help him trigger off positive emotional state or pleasant receptive moods state amongst consumer. So, how can he do that? One, he can basically go in for positioning strategy and appeal that basically dove tails perfectly or fits him perfectly with the need or the motive that can make the consumer more receptive to the product or service offering.

So, what he can first effort is to first do is identify the need or the want, and then position his product accordingly so that it dove tails perfectly with the need or motive of the consumer and he becomes more receptive to the product or service offering. So, this is the first thing, we can he, she can do, he can also a trigger off emotional state and present receptive moods by designing of the four p's you know, how? Let us talk in terms of you know, aesthetics you know, attractive, design, good looks, colors, styles; all of these arouse emotions, all of these arouse moods states, this is specially in terms of the first p, which is product. So, a way a product is designed, the aesthetics, the appeal, the attractiveness of a packaging, the good looks, the colors all of this can leads to positive mood.

The promotions strategy also leads to positive emotion, emotional and mood state; for examples as I just said the message or the context or the music or the jingle. In fact, the communications queues whether the print or the audio visual can lead to emotional responses, and these emotional responses affect consumer attitude toward the ad, which ultimately reach to attitude toward brand, as we will discuss later. We will talk about how attitude toward advertisement leads to attitude towards brand. So, if the information queue leads to feeling to happiness or joy or pleasure, the consumer will be more inclined to going for the purchase of the product or the brand offering. So, advertisements could be thus designed which actually leads to positive emotional mood states and pleasant receptive mood amongst consumers.

Now, why is this triggering of moods or positive emotional states and pleasant receptive moods important? Because it is these this triggers or it is because of arousal of such psychological state that moves a person toward actions. So, it is this, why is this trigger important, this trigger is important, because that it is because arousal of such psychological states moves a person toward action, it creates in him to urge or act, it creates in him an urge to move toward a particular goal or an end state or a product or service offering that will help him meet a particular need or want. Many a times, a consumer moods toward a product or service offering not because of functionality or because of functional motives, but because of emotions or aesthetic attachment to it, or even for some kind of its hedonic pleasure or social motives. In fact purchase of certain products like greeting cards or jewelry or you know, certain kinds of apparel wear are all purely for such pleasures; and a positive moods states also leads to a person being more willing to seek out newer things, or to seek variety and try out newer products.

So, why should marketer basically trigger off a positive emotional states of pleasant receptive mood states? One, because it is this which is going to make him, make the consumer act, it is this emotional, it is this emotional or positive emotional or positive mood state that will lead to psychological arousal on his path and urge him to act, urge him to buy, urge him to purchase. So, it is this, it triggering off such motives that impact basically lead to an arousal to act and urge to act, and urge to go and buy a product or service offering and consume it or use it.

Secondly, a lot of products and service offering in fact are not brought because of functional benefits or because of utility or performance, because other brought either

because they meet certain social motives or they meet certain you know, aesthetic or have feeling of fun hedonism or hedonic pleasures. So, you have car or jewelry as we just said where purchases are not made due to functionality, but because of the emotional value attached to them; also when people are in positive mood state, they are more willing to try out, they are more receptive to try out newer product or newer variety of things.

Now, the second reason why you know, study of emotions and moods can be useful for a marketer are that such mood states influence consumer recall of product and services as well as evaluations of products and services service offering. If a person is in a positive or positive emotional or mood state, all the cues to such a happy state that leads to such a happy state get integrated and get unified and gets stored in his memory. So, this leads to an easy recall later on; I repeat, if a person is in a positive emotional mood states, all the cues relate to that happy state get integrated and as a unified unit into his memory, which is something to be recalled later on.

Just think of an example, you as a child, you may have visited a particular place, at a particular tourist place with your parents, and over there, you went in, your father brought a gift from one of the shops there, or he gave you a horse ride there, after twenty years if you go back to that place, you have very fond memories and the moment you cross that stores or cross that streets where you had a horse ride, you immediately get you know, recall of all those memories which you have. This is only, not true of good memories it could be, true of bad memories. So, anything either good or bad will get stored into your memory as a unified whole for easy recall later on. So, your positive mood state basically leads to consumer recall of products and mood states, and on the other hand, the negative mood state also leads to recall. So, the marketer's job is to create positive mood states so that the consumer recall and resultant evaluations are going to be positive.

A happy and pleasurable shopping experience at a store leads to store loyalty. So, when a person passes by such a store, he recalls the, you know, pleasurable experience and gets inclined towards entering that particular store and buying something, which even if he did not intend shopping. In fact, lots of, lot of times impulse purchases happen in this manner, because you get reminded certain good experiences which are stored in your

memories with respect to the store or the dealer or the product which you brought from such a store.

Similar reactions goes down our memory lane and get, we get nostalgic about buying certain products and services just as I gave you the example of you know, the gift that your father purchased for you many years ago, or a horse ride which you have got you know many visited you know, hill station like Darjeeling and so you get reminded of those things, and people then prefer buying or doing the same things, you know, you will either want to buy something from the same store or you will prefer want, probably want to give your son or daughter also a similar horse ride just that the way your father had given you.

So, emotions and moods state lead to consumer recall of products or services as well as evaluations of such product or services people get in a nostalgic, people want to, you know, if it is a positive, if it is a good memory, happy memory, then people like to repeat those, on the other hand if memories bring sadness or glom, then they would avoid such product or services or such. So, in other words the evaluations of a product or service gets impacted by the recall of product or services which bring a happy, happy mood states. So, in case of happy mood state that is going to be easier recall and there is going to be more positive evaluation of product or service offering.

Third, triggering of a positive emotional state and pleasant receptive moods most consumer also benefits marketers during post purchase evaluation by the former. As I just told you, when a person is in a positive mood state, neither he is only receptive toward product or service offering or about information about a product or service offering, but he is more tolerant, it would be much easier on the part of a marketer to satisfy such a person than another who is you know, in a negative mood state, such a person who is in a positive moods state would, you know, more willing to buy, he will be easier to convince, he will be easier to persuade, and he look up to your product much more favorable, he will more inclined to look at your product favorably, than is a person who is in a negative mood state.

So, it is very important for a marketer to bring a consumer to a mood to a level of positive mood state. So, that neither. So, that not only he is receptive to your product or service offing, but he is also you know, going to it will be easier convincing him,

persuading him, and he will be also giving you, it will be easier for you to obtain a positive feedback from him than from somebody who is either neutral, is in a very negative mood state. So, the manner in which a person will evaluate a product or service offering, when he is in a positive mood state is going to be, is going to be more favorable than when he is not.

Also one, more receptive to product or service offering; two, willing to buy, willing to try, willing to buy, willing to use; three, easier to convince and persuade; four, he is going to evaluate your product or brand offering more favorably; and five, it will much more easier to satisfy him than satisfy a consumer who is not in a very happy state of mind or he is not very positive in terms of emotions and moods; feelings of joy happiness pleasant surprises are more likely to result in satisfaction, feeling of sadness unhappiness or the stress are more likely to resultant dissatisfaction. So, what we trying to say that the moods states are going to have an impact on how you evaluate product or service offering; a bad mood increases the possibility of an unfavorable evaluation; a good mood increases the possibility of s favorable or positive evaluations. So, good mood state increases the probability of a favorable you know, evaluation by the consumer upon, apart purchase product consumption and product usages. Now, let us now come to the references for further reading.

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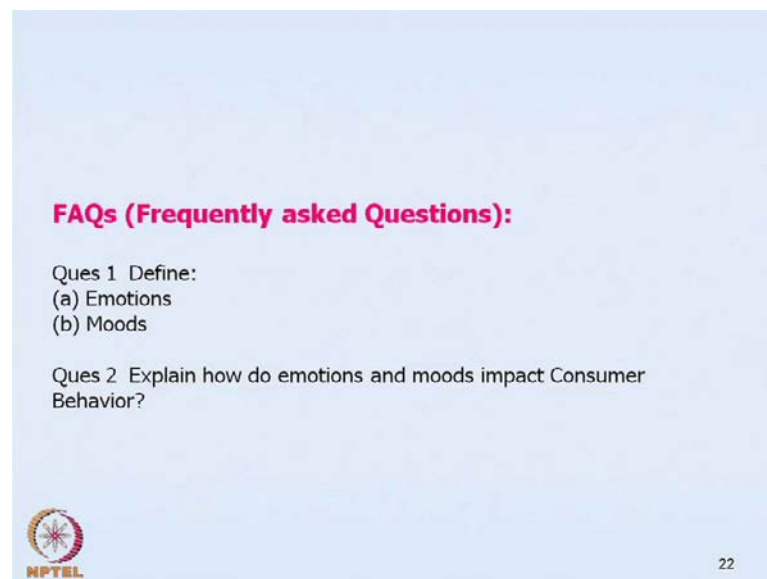
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FAQs (Frequently asked Questions):

Ques 1 Define:
(a) Emotions
(b) Moods

Ques 2 Explain how do emotions and moods impact Consumer Behavior?

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Now, let us come to some frequently asked questions. First question that can be asked is, define emotions and moods. So, basically we have to define what emotions are and what moods are and how they relate to each other, while emotions are value related beliefs and something which is long term, change in the psychological state which brings about changes about bodily state, in our body language, in our gestures and the like. So, moods are something which are more short terms and transient; emotions are longer lasting. Then the second question which can be asked is, explains how do emotions and moods impact consumer behavior. So, we have seen that how a pre purchase during purchase and post purchase, both emotions and moods can have an impact on consumer behavior, and we have seen how they are relevant and how the marketer can use them to his advantages. So, these are the two frequent questions which you can be asked from this particular session.

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Self Evaluation Tests/Quizzes:

Section A True/false:

1. Because they exist in pairs as opposites, emotions tend to replace one another.
2. Moods are defined as emotional states that are less intense and short term. Than emotions.
3. Human beings are more aware and conscious of moods, than they are of emotions.



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Now, let us come to self evaluations test or a quiz. So, we start with the section which is true and false. So, because they exist in pairs as opposites, emotions tend to replace one another. So, this particular statement is a true statement; yes, because they exist in pairs as opposites, emotions tend to replace one another; second true false, moods are defined as emotional state that are less intense and short term than emotions; yes, this is again a true statement; moods are lesser intense, they are more transient and they are short term when compared to mood, when compare to emotions; question number three, human beings are more aware and conscious of moods than they are of emotions. So, this particular statement is false statement, human being are more aware and conscious of their emotions than they are of the moods. So, this is a false statement, human beings are not aware and conscious of moods as much as they are of emotions. So, this is a false statement.

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Section B Fill up the blanks:

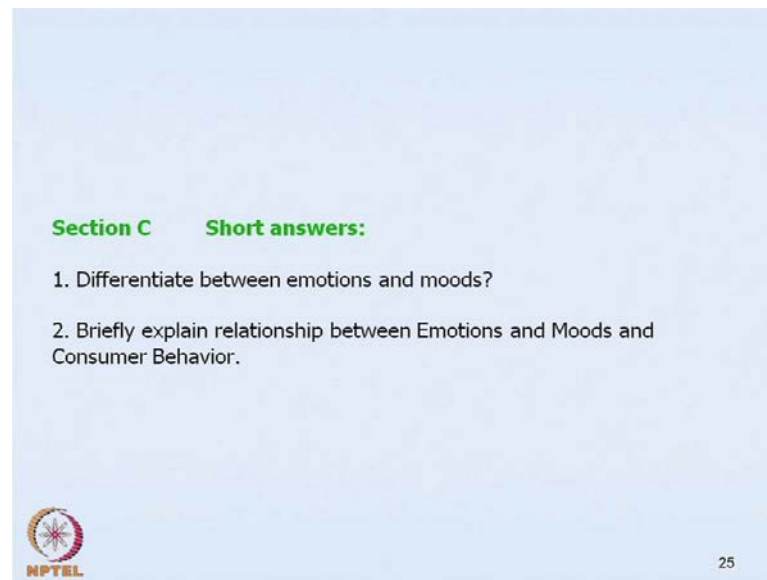
1. _____ are feelings that arise from deep rooted and value laden beliefs.
2. When emotions pertain to a company, its brands, its marketing strategy and/or the component(s) of its marketing mix, it is referred to as _____ emotion.



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Now, let us come to the fill in the blanks. One, dash are feelings that arise from deep rooted and value laden beliefs. So, emotions are feeling that arise from deep rooted and value laden beliefs; the answer to this fill in the blank is emotions. So, emotions are feeling that arise from deep rooted and value laden beliefs; then we have the second statement, when emotions pertain to a company, its brands, its marketing strategy and or the components of the marketing mix it is referred to as dash emotions. So, when emotions pertain to a company its brands, its marketing strategy, and or the components of the marketing mix, it is referred to as consumer emotions. So, the answer to this is consumer.

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Section C Short answers:

1. Differentiate between emotions and moods?
2. Briefly explain relationship between Emotions and Moods and Consumer Behavior.

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Coming to some short questions. The first question, differentiate between emotion and moods. So, you draw about a comparisons between the two; emotions are changes in the body state that impact psychological process, there by resulting in expression of feelings and observable behavioral reactions; on the other hand, moods are defined as emotional state that are less intense, transient and short term. Question number, sorry the second difference between the both of them is emotions comprise pairs of opposite state, they can be positive or negative, they can give happiness or pleasure, or unhappiness and displeasure or discomforts; similarly, the moods here are also describes on her continuum of good or bad and thus they have a high, have a positive and negative balance. The third difference if we see is that we are human being are more aware of our emotions, we are more aware, we are more conscious of our emotions then we are of our moods; and coming to moods, we are less aware of moods, they can suddenly put on, put on and put off. So, these are the difference between emotions and moods.

Now, coming to another short question which is briefly explain the relationship between emotions and moods and consumer behavior. So, what is the difference between emotions and moods? How do we can, how do we relate a emotions and moods and consumer behavior. So, we have already discuss the difference between emotions and moods; now, we will try to talk about the relationship between emotions and moods and consumer behavior. So, when emotions pertain to a company, its brands, its marketing strategy or its any of the components of the marketing mix, it is referred to as consumer

emotions; and the consumer emotions toward product or service offering and the four p's can be positive can be negative, they can bring, they can bring pleasure or displeasure, comfort or discomfort, they can last for a long period of time or for a short period of time; when they are specific to a particular stimuli and when it is something which is short term we referred them to as moods. So, this the difference between emotions and moods as far as the consumer behavior is concerned, or we can say this is a difference between a consumer emotions and consumer moods that they pertain to a product or brand or a company or a in the marketing strategy or the four p's, and can be long term or short term, when it is specific to a stimuli and its short terms, we referred to them as consumer moods.

Consumer emotions and moods have an implications for a marketer; good understanding of these psychological state can help marketer design a stimuli and leads to positive steps; the assumptions here is that when people, when consumer are in positive emotional state or they are on a positive state as far as the emotions and moods are concerned, they would be more receptive to a product or service or brand offering, they will be more receptive to the receiving information, processing it, comprehending it, retaining it and then retrieval, that associated retrieval later on. So, the understanding of the subject can help the marketer in triggering of certain positive emotional state and pleasant receptive moods states amongst consumers; emotions and moods states also influence the consumer recall of goods and services as well as the evaluations of goods and services; it is always assumed, a very correctly assumed that when a person is a positive state of mind, he evaluates the product or service offering, or he evaluates his consumptions and usage and in terms of feedback and very positive way, he looks at his consumptions, he looks at the product usages which is more satisfying, he looks up, looks up to them positively and the and generally experiences feeling of satisfaction.

On the other hand, when he is in negative mood state, he is unpleasant or displease about something, then the manner he is going to evaluate the product usages may not always be on favor of the marketer. So, it is very important the marketer trigger off positive emotions mood state so that the consumer not only receptive to the product or service offering, but post purchase during usages and consumptions, he finds the experience highly satisfying and positive. So, triggering positive emotional state, and pleasant receptive moods states amongst consumer benefits marketer during the post purchase evaluations

by the consumer. So, this brings us to an end of this particular session on emotions and moods. We shall be continuing the next topic on consumer motivation emotions and moods and consumer involvement in the next session.

Thank you.