

EĞİTİM
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THE EFFECTS OF EMOTIONAL MARKETING ON CONSUMER PRODUCT PERCEPTION, BRAND AWARENESS, AND PURCHASE DECISION

Stephane Waren REPANDA IWOLO
Dr. Öğr. Üyesi Gökhan AKANDERE

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PREFACE

In this book, the effects of emotional marketing on the ability of the consumer to recognize the brand, on his perception, and his decision to buy are discussed. This study could not have been carried out without the help, the intervention, and the presence of my esteemed professor Asst. Prof. Dr. Gökhan AKANDERE. I would like to express my sincere thanks to him.

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Stephane Waren REPANDA IWOLO

INTRODUCTION

Emotion we feel during purchase is important as a basic function aspect in a buying decision. Many companies have the desire to establish with the customer an emotional bond of collaboration and mutual trust. Nowadays, the most important sales aspect of a good or a product may be the relationship that the client can build with the brand, the feeling that confers the use of the good or service on him. In the luxury good retailing industry, the brand's emotional aspect, prestige, and unique condition are very important than the rational part as it is to functionality, technique, or buying prices. In this kind of situation, the client will enjoy buying very high prices to obtain the goods and the services.

For commercial purposes and objectives, it would be interesting to establish analysis and process. Artificial intelligence is one of the main components. In the concept of artificial intelligence, the technology of emotional science is an important component (Aharonson and Nehmadi, p. 2007).

Several types of physiologist features can be used to detect and understand emotions such as the figures expression, voice temper, body expression, text messages, heart bit, the language verbal expressions all those elements can show the level of our emotions. The altered tone of our vocal timbre, a trembling voice, the wrinkled face, the sunny smile (Domenico Consoli, 2010, p. 1).

In the first part of the book, the concept of emotional marketing is discussed. In the second part, the concepts of consumer product perception, brand awareness and purchase decision are examined. In the third part, the effects of emotional marketing on consumer product perception, brand awareness and purchase decision were analyzed, and the research findings were evaluated.

CHAPTER I

PSYCHOLOGICAL LITERATURE ON EMOTIONS

Some efforts are made up to emphasize emotion in several knowledge areas. Indeed, according to Descartes (Olivier and Wallace, 2009, p.204) emotions can be a series of automatism and people's behavior which is not the same for all cognitive processes. Descartes became known not only because of his research made up between the body and mind functions, between the mindset and intangible conception of the brain. He did study also the concept that concerns the differences between emotions and reason. Several philosophers consider the emotive state as a material thing, it has to be present inside a certain process of situations like they said 'something who turns humans being into animal'. Just after Descartes's studies on the topic were made Darwin, Ekman, Damasio, and Golman studied (Descartes, 1989, p. 24).

In the 1800s, Charles Darwin a British naturalism (Consoli, 2009) was the first to provide a solid basis for the emotional concept indicating their meaning and

uses, the way to adapt to adjustment, and communication management. Darwin believed that facial expression of emotion has adaptive meaning (in evolutionary terms) it may serve to communicate something. For example, a person without words, tells others how they feel at that spontaneous moment: Scary, happy, sad, etc. To signal danger fear is the feeling emotion that will be useful to communicate to our similar.

Emotions are considered a physiological part of an individual. They can be evident by crying, deep breathing, sweating, etc... Darwin divided the concept of emotions into their basic aspects, expressions, and meanings. Darwin was the first author to study emotional development in infants and children. Emotions can be undifferentiated at first. The child can only feel pleasure or pain, good or bad, but afterward, during growth, the emotions become more and more sophisticated, and they refer to inner states of mind (Domenico Consoli, 2010, p. 1).

Darwin, in the book “The Expression of Emotions in Humans and Animals”, says that animals also feel emotions: they have similar human neural circuits, reactions, and behaviors. An interesting first work on emotions was that of Ortony, (Ortony and Descartes, 1989, p. 25).

Based on this work, other authors have constructed an exhaustive taxonomy of sentiment lexicons through component analysis (Ortony, 1990, p. 1).

According to Osgood Ekman, and Paul (NY, 2007), emotion consists of a series of phases: stimulation

(neuronal and chemical changes), evaluation, and preparation for action. There are three main types of stimuli that initiate emotional processes: events, agents, and objects, which correspond to three categories of emotions: dissatisfaction/satisfaction (reaction to an event), disapproval/approval (reaction to an agent), and liking/disagreement (reacted on objects) (Osgood, 1975). Emotional stimuli (Aharonson, Nehmadi & Messer, 2007, p.335) are simultaneously sent from the thalamus to the associative cortex, where they are processed more slowly but finely. At this point, based on the evaluation, a response is given that is the best fit for the situation.

Two factors that frequently emerged were those associated with pleasure and pain signals, which characterize negative and positive emotions, respectively. These two parameters are not sufficient to characterize different emotions. Many authors argue for basic (primary) and complex (secondary) emotions, others argue for pure and mixed emotions, implying that emotions can be compounded or added in some way. More complex emotions may arise from changes, nuances, and nuances of the primary emotions (Aharonson et al., 2007, p. 337).

According to some authors, basic emotions range from two (good and bad) to about 30. In a recent definition, Robert Plutchik (Plutchik and HR, 1997, p. 17) identified eight basic emotions, grouped into four pairs: anger and fear, sadness and joy, surprise and anticipation, disgust and fear. Zamuner considers

the following basic emotions like joy, love, peace, compassion, fear, boredom, sadness, surprise, fear, and anger.

(Bindu et al. Lii, Y. and Sy, 2009, p. 351) classified 22 emotions in their facial expression-based emotion recognition model: joy, pride, excitement, joy, love, tenderness, ecstasy, desire, Surprise, obedience, boredom, indifference, disgust, fear, revenge, anger, grief, hatred, grief, shame, grief, anger. From these primary emotions, other complex emotions can arise: joy, shame, fear, submission, jealousy, hope, forgiveness, offense, nostalgia, regret, and disappointment? (Bindu, 2007, p. 352).

Psychologists Paul Ekman (Ekman Paul, Domenico Consolis. 2007, p. 2) considered six basic emotions: fear, anger, sadness, surprise, joy, and disgust. A striking feature of basic emotions, Ekman asserts, is that they are universally expressed in similar ways by all people, in any place, at any time, and in any culture. Some facial expressions and accompanying emotions are not culturally specific, but rather universal and biological. Ekman analyzed how facial expressions respond to any emotion that affects the same types of facial muscles, regardless of latitude, race, and culture. This research is supported by experiments with Papua New Guinean individuals still living in their original way (Paul, 2007, p. 2).

Considering the contributions of other authors, we can say that Daniel Goleman (Goleman D, 1996)

is one of the greatest experts in the field of emotional intelligence. In his research, Gorman found that people who did not have the logic-mathematical type of high cognitive intelligence, but high emotional sensitivity were also successful.

Damasio (Gustafson and Chabot, 2007) argue that choice is primarily an emotional choice. To support this claim, Damasio showed us the cases of patients who were completely unable to make decisions due to neurological damage in certain areas of the brain but were fully able to correctly assess all relevant factors.

1.1. Emotions In the Buying Process

In this section, we describe in detail the emotions that customers express in the buying process. We consider the following subsections: Emotions (1.2), Customer Emotions (1.3), Emotional Intelligence (1.4), and Emotional and Experiential Marketing (1.5).

1.2. Emotions

Emotions represent another variety of accents that are universally spoken and understood. Associate degree feeling could be a mental state related to a large type of internal (physical) or external (social) feelings, thoughts, and behaviors (Jarrod W.I, 2004).

Associate degree feeling could be psychological arousal with psychological feature aspects that depend upon the context. In step with some researchers, emotions are psychological feature processes. The feeling could be a method within which the perception of a collection of stimuli permits psychological feature analysis that

permits folks to label and establish a specific emotion (Domenico Consoli, 2010, p.1).

At this stage, there'll be associate degrees in emotional, physiological, communicatory, and behavioral responses. for instance, early anxiety, which alerts the U.S.A. as presently as we tend to hear an unexpected noise, permits the U.S.A. to defend itself against dangerous contexts and provides immediate resources to modify them, like escaping or closing the door. The emotional stimuli are often a scene, an event, a countenance (Jarrold W, 2004), a poster, associate degree drive. These events, as a primary reaction, place the body on alert with physical changes like a vital sign, accumulated sweating, accumulated respiration rate, and accumulated muscle tension (Jarrold W, 2004).

Emotions provide an instantaneous response that usually doesn't use psychological feature processes and aware elaboration and generally, they need a sway on psychological feature aspects like the flexibility to concentrate, confusion, loss of consciousness, alertness, etc. this is often Affirmed by appraisal theory, within which psychological feature appraisal is that the real reason for emotions (Jarrold W, 2004).

Human emotions are deeply connected to psychological features. Emotions are necessary for social behavior and in stimulating psychological feature processes for strategizing (Jarrold, 2004).

1.3. Customer Emotions

In a saturated market, the wishes are additional necessary than the requirements and so the state of mind, the emotions, and the sympathies become preponderating. Besides quality and value, the buyer needs trust, love, and dreams (intangible factors). (Domenico Consoli, 2010, p. 3).

Emotion becomes additional necessary with the emergence of the principle of client pleasure. Emotions are a particular part that has got to be intercalary to counterpoint the essential supply of the service/product couple associate degreed specifically they're designed and managed with rigor and a moral spirit. The buyer isn't trying to find a product/service that meets each desire and rational process, except for an associate degree object that becomes a middle of symbolic, cultural, and psychological meanings, a supply of feelings, relationships, and emotions. Client getting choices are driven by 2 forms of desires: purposeful desires happy by-product functions and emotional needs related to the psychological aspects of product possession. The product should generate emotions however conjointly show sensible practicality (traditional attributes) (Domenico Consoli, 2010, p. 3).

Nowadays, products from completely different firms are equal; they must be wide-ranging with alternative factors (Jordan P. W.2001, p.303). For instance, individuals don't solely contemplate the occasional product, such as ice cream, however, contemplate,

however (with music, flavors, etc.) in what context they drink occasionally or eat frozen dessert (Lii and Sy, 2009).

The company won't sell an easy fragrance however a part of a fancy supply that consists of the expertise of arousal all the senses arising from the utilization of this fragrance (Lii and Sy, 2009; Jordan P, 2001, p. 303).

We tend to nearly entirely keep in mind emotions, smell, scents, etc. In advertising, it's necessary to touch on the immaterial aspects of the product: forms and pictures are coupled to a method of meaning (Lii and Sy, 2009; Jordan P. W.2001, p. 303).

The generation of emotions ordinarily passes through the subject's multi-sensory involvement: materials, music, perfumes, tastes, colors, meanings, and symbols of varied varieties (Lii and Sy, 2009; Jordan P. W. 2001, p. 304).

1.4. Emotional Intelligence

Emotional intelligence is a form of non-rational intelligence, related to emotional ability and feelings. Then we use it consciously and rationally; it is a form of intellect, not logical, but with a strong emotional charge. (Domenico Consoli, 2010, p. 4).

Awareness of one's own emotions and recognition is a key element in establishing a relationship based on social exchange and the ability to create empathy, a one-to-one or one-to-many relationship (Domenico Consoli, 2010, p. 4).

The concept of emotional intelligence, described by Howard Gardner, was recently developed by Daniel Goleman (Golman D, 1996; Domenico Consoli, 2010, p. 4) with the bestseller “Emotional Intelligence: Why It Can Matter More Than IQ”. Goleman says intelligence based on pure rationality is just one aspect of more general skills that enable people to respond to various situations and solve related problems.

Between an object and a person, a relationship of empathy is established. Empathy is the ability to understand another person’s feelings. The word derives from the Greek “εμπαθεια» (empathy is a feeling «inside» an individual). This term was used to designate the affective relationship that binds the author-singer to his audience. With adaptability and empathy, a person can understand their inner experience and that of others (Domenico Consoli, 2010, p. 4).

(Mayer, J.D, Salovey; Caruso, D.R, 2008, p. 503) give the following definition to the concept of Emotional Intelligence: “The ability to perceive emotion, to integrate emotion to facilitate thought, to understand emotions and to regulate emotions to promote personal growth”. The capability-based model views emotions as useful sources of information that help make sense of the social environment.

Therefore, an emotionally intelligent person can harness emotions, also negative ones, and manage them to achieve specific goals (Domenico Consoli, 2010, p. 4).

1.5. Emotional And Experiential Marketing

The use of Emotional promoting as a Relationship promoting strategy ensures each a deep and private relationship with customers not inheritable on the emotional side and therefore the maintenance of a competitive position within the market (Consoli D, 2009, p. 7).

Today it's not the merchandise to sell; as a result for every class there's a good alternative, however, the stress is on the link that the patron establishes with the whole and with the emotions that the merchandise communicates to them. In this regard, Fabris maintains that "the client has modified his skin, or the skin is dynamic, seeking experiences instead of merchandise or sensations and emotions instead of use-values" (Fabris G, El Caudillo Angeli editor; Consoli D, 2009, p.7).

Brands become centers of emotional energy offered (Consoli D, 2009, p.7), that produce higher relationships with potential customers with their ability to inform stories that excite (emotional brand) and integrate communication, quality, tradition, and identity (brand awareness) (Fabris G, El Caudillo Angeli editor; Consoli D, 2009, p.7).

Emotional promoting answers queries like "What area unit the attitudes, behaviors, preferences, and emotions of this United Nations agency create purchases?" will we tend to live their emotions before, throughout, and once the purchase? However, will the mind of customers react once they are unit stirred up by advertising, and

promotion when they're in {an exceedingly a very} food market or browsing an e-commerce site? (Domenico Consoli, 2010, p. 5).

Companies, to stimulate emotions in customers, use transmission channels and new data technologies. Someone could also be receptive to graphics, text, auditive stimuli, or video (Domenico Consoli, 2010, p. 5).

Recently, idea researchers in promoting have found that olfaction is extremely necessary for buying selections. Perform by that odor's area unit perceived, the smell. In several cases, it's necessary to place sure smells or music within stores. Smells area unit a strong medium for his or her ability to be imprinted in memory for an extended time. For assets agents, to indicate and sell flats, the aromas of low or baked cake area unit important; these smells activate positive emotions associated with ideas like "childhood", "motherhood" and so on (Domenico Consoli, 2010, p. 5).

Department stores area unit spraying field scents to block client purchases. Even music is powerfully coupled to emotions and its quality for business functions is documented (Domenico Consoli, 2010, p. 5).

Summer is some denser emotions: sun, sea, stunning landscapes, pleasure, new friendships, and new loves. Advertisements arouse sensations on merchandise like slimming creams, sun lotions, toners, tasty ice creams, or tea with exotic fruits (Domenico Consoli, 2010, p. 5).

Companies, with their services and merchandise, wish to make Associate in nursing emotional reference

to customers and establish a deep relationship and skill (Barnes contagious disease Southee 2003, p. 134). To boost the link, it's essential that corporations clearly outline their target and acquire skills relevant to different non-purely economic disciplines like scientific discipline and social science. It takes shut interaction with the patron, knowing the actual experiences individuals would love to own.

In the expertise, a basic role is competed by the environmental and social context, physical or virtual store, within which the interaction takes place. In emotional promotion, one of the primary objectives is to spot the sort of expertise (Mailund and Halskov 2008, p. 222) that emphasizes the most effective product and therefore the creation of sympathy between the corporate and therefore the client, therefore on increase each client involvement and perceived differentiation.

Experiential promotion could be a great tool for several things together, for example, the revivification of a declining whole or the ex-novo creation of a company's image and identity. Experiential promotion represents a brand-new supply of competitive advantage, supported by each emotional involvement and therefore the creation of experiences (Mailund and Halskov 2008, p. 222). "Designing promoting experiences".

1.6. Different Ways of Expressing Emotions

We can contemplate other ways of emotional expressions: facial, vocal, and matter (Domenico Consoli, 2010, p. 5).

1.6.1. Facial Expressions

Facial expression recognition (Kotsia I, Zafeiriou S and Pitas I.2008, p. 836), is related to human psychological science and neurobiology, maybe a field that involves psychological science and calculations. Facial expressions are often captured through countenance.

There is square measure two sorts of facial expressions: transient (wrinkles and bulges) and transient (mouth, eyes, and eyebrows) (Domenico Consoli, 2010, p. 5).

The characteristic points of a face, to acknowledge the expression of the face, the square measure set at the extent of the eyebrows, the eyelids, the cheeks, the lips, the chin, and the forehead (Kotsia I, Zafeiriou S and Pitas I.2008, p. 837).

1.6.2. Vocal Expressions

In the case of voice analysis, the parameters thought of as square measure generally the degree, the speed, and the regularity of the speech. Vocal expression is additionally powerfully influenced by the speaker's mood, context, and culture. As an example, a hold speaker, engaged in an exceedingly major speech, hardly shows any level of tension. It adopts a similar behavior in any context (Domenico Consoli, 2010, p. 5).

1.6.3. Text Expressions

Recent analysis has shown however text is a very important modality for police investigation emotional aspects. Matter data may be a communication medium, wealthy in emotions, which might be collected from

several sources, like books, newspapers, web pages, electronic messages, etc. (Domenico Consoli, 2010, p. 5).

Nowadays, text channels square measure used intensively in virtual communities (engines of social emotions). Many purchasers categorical their opinion on the service/product through internet two. 0 tools (forum, chat, blog) (Domenico Consoli, 2010, p. 5).

The client once writing his reviews conveys emotions within the message he feels before and when buying the merchandise. Thus, from a business purpose of reading, it's necessary to know that emotional coefficients push the client to settle on a selected product/service (Domenico Consoli, 2010, p. 5).

Within the emotive terms, it's doable to extract emotional terms. As an example, the adjective abandoned isn't associated with the nursing emotional term, however, contains a sentimental that means in sentences like "Mary feels abandoned". In this case, the term abandoned refers to Associate in Nursing spirit that's not expressed expressly (Domenico Consoli, 2010, p. 5).

1.7. Measures of Emotions

The emotional reactions of our brain square measure measured through a series of techniques, biometric stimuli, which, combined with interpretations of cognitive psychology and psychology, make a case for somebody's unconscious reactions (Domenico Consoli, 2010, p. 6).

Many types of physiological options square measure want to extract emotions, like voice, facial expressions,

text expression, hand gestures, body movements, heart rate, and pressure (Domenico Consoli, 2010, p. 6). The face and verbal language will replicate the deepest emotions on the outside: a shaky voice, associated with a nursing altered tone, a sunny smile, and a wrinkled face (Domenico Consoli, 2010, p. 6).

Concerning measurements of facial emotions, the characteristic points of a face square measure set at the extent of the eyebrows, eyelids, cheeks, lips, chin, and forehead. The primary and most vital step in feature detection is to trace the position of the eyes of the face. Then, the symmetry property of the face regarding the eyes is employed to trace the remainder of the options (Domenico Consoli, 2010, p. 6).

We can additionally establish any variations and distortions within the “neutral” face expression with measurements on height magnitude relation, distance magnitude relation, and orientation. Additionally, we tend to find and extract the corners of specific regions of the face, like the eyes, mouth, and eyebrows and calculate their variations in size from a neutral expression. This data is often regenerating into information pixels of a better level illustration of form, motion, color, texture, and abstraction configuration (Domenico Consoli, 2010, p. 6).

Other face expression process systems (Wu C.-H, Chuang Z.-J, and carver Y.-C, 2006, p. 165) square measure supported laptop pictures. The model might contain data concerning the pure mathematics of the

face and facial muscles or the movements of various components of the face throughout a modification in expression. In some refined models, the patterns of expression square measure obtained by combining important components of the face like the eyes, the eyebrows, or the mouth (Domenico Consoli, 2010, p. 6).

To measure emotions in an exceeding text (Consoli D, 2009, p. 997), we tend to take into consideration that in our language their square measure several words that, directly or indirectly, express emotion and emotions.

If we tend to divide the sentence of a text into a part of the speech (nouns, verbs, adjectives...), we will acquire completely different emotional terms: nouns (fear, apprehension, gratitude, disorientation), verbs (admire, hate, get angry, rejoice), adjectives (angry, furious, sad, happy), adverbs (sad, happy), interjections (ooh, ah) (Domenico Consoli, 2010, p. 6).

The first step to extracting associate in nursing emotional terms from a text is to form information with terms gathered from emotional vocabularies, and literary or print media articles. These terms are often classified, with terribly specific attributes, in teams tagged with the foremost representative term. Sequent linguistic analysis of the text in question and matching it with lexicon terms provide a plan of the emotional content of the text (Domenico Consoli, 2010, p. 6).

Another methodology for matter feeling recognition is to concentrate on ideas instead of isolated words. Thus, words square measure associated with emotional

states through an abstract illustration. In this manner, it's necessary to use an abstract and linguistics analysis (Consoli D, 2009, p. 998).

1.8. From The Rational Brand to The Emotional Brand

Just thinking about the questioning of currents of thought on brands, it would be obvious that many people will be heard to affirm that anyone who dares to think otherwise is only a heretic that we will have to pass on a slaughterhouse and put in the stake to burn it in a short time. However, in a world of diverse choices, can we still understand the concept of brand strategies and teach it as it was done thirty years ago? If you want to have a very good interpretation of the subject, you should know and study the different concepts and thinkers who deal with the same theme in a very precise and intellectual, rational way (Georges, 2018, p. 29). Those who will guide all researchers and readers, brand managers. So, let's assume that (Aaker and Joachimsthaler), in the consumer declaration charter, that their decision-making choices of a brand are made according to the origin of the brand, its image, its brand equity, brand loyalty, its notoriety without defining rigorously and objectively each of these concepts and component of the mark, their links, applicable domain and their comparative scale (Georges, 2018, p. 29).

Furthermore, can we compare the notoriety or the image of two brands, namely BMW and Coca-Cola? Do we have the full right to support the assertion that I

site “what is good in terms of brand image for Chanel perfumes is also good for good mom jam?” Could we say that the perceived image of Carrefour or Leroy Merlin distributors is similar? Can we compare it to Sony’s? (Georges, 2018, p. 29).

Certainly, not everything is comparable. However, this custom is becoming commonplace in work sessions during which brand strategies are defined. We dare to admit that since such a brand is growing, they have nevertheless used the same processes to relaunch the growth of a brand that is losing value. Without any scruple, we assimilate, we copy, and we compare brand strategists who are concerned with markets and products that have no common basis. It must be admitted that there is real intellectual anarchy in the notions and speeches taught on the brand which leads one to think that: “It is like this and that is in no way debatable!” This anarchy, unfortunately, guides many companies to think that their brands remain in a position of invincibility against the aggressive competition of other companies, estimated that the ergonomics and durability of this amulet will allow them to save them from the abyss of loss of share. Market and will allow them to always be in a position of strong influence to negotiate with the distributor (Georges, 2018, p. 29).

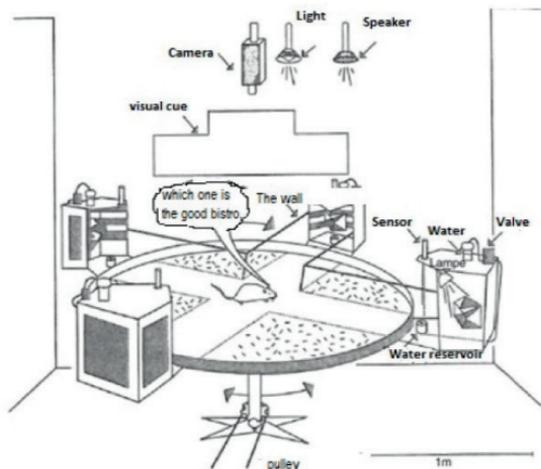
Witness the collapse of those who did not believe in the growth of retail brands in the 1970s. Mostly found nowadays in mass consumption, whether under the hypermarket brands Carrefour, E. Leclerc, Auchant,

or in local distribution stores. For example, those who have been taken off the market by mistake for not having been able to foresee in advance these large distribution brands in the leisure sector or equipment goods on the home side and people such as those found in major brand houses such as Decathlon, Leroy Merlin or Zara (Georges, 2018, p. 30).

1.8.1. The Pavlovian Function of Brand Pleasure

Before providing a new vision of what could be a real brand concept that could be applied to all situations, let's look at the practical research that had been carried out on rats by Albertin (Georges, 2018, p. 30).

Figure 1: The Function of Brand Pleasure



Source: (Georges, 2018, p. 31).

On a round platform about one meter in diameter, four distribution posts are placed where the rat can drink. Each distribution counter was placed on every four ends, as opposed to each other, each giving onto a lane. The rat

accesses the platform through its center. When he arrives at a counter, a photoelectric detector manages to detect him and automatically triggers the sharing of a substance he likes. The sharing of the quantity of the substance is unequally distributed from one counter to another. On this platform are the bad and the good distributors. Since he has been enjoying stopping at one of the four counters the most (Georges, 2018, p. 31).

Once the rat manages to drink from one of the counters, the rat is removed from the platform, the platform is rotated, and the rat is replaced from the center. Certainly, the rat has only one idea, to find the best distributor! Therefore, searches through each of the counters until he manages to find the correct one. The exercise is repeated several times. Sometimes the animal is lucky and ends up directly at the right distributor; in other cases, it must browse the other counters before finding the right one. The voices leading to the four counters being similar, the rat will have to find the right position and the course of the path which even towards the right counter, to be realized, it must create landmarks outside of all this confusion modeled by the paths. It was imposed on the wall of the research institute a large red line that faced the right beverage dispenser. Each time the experiment is repeated the rat will understand that each time he sees the mark; he has the solution to his riddle. The counter which distributes the substance likes abundantly what is happening? (Georges, 2018, p. 31).

It was in 1954 that two American psychology researchers, Peter Milner and James Olds, spotted a part that would give well-being (pleasure): It is the hypothalamus, a tiny group of neurons located at the base of the brain. In the experiment, the psychologists install electrodes in the area called the hypothalamus of the rat while emitting electric shocks in the same area. We will observe a stimulation of pleasure in rats, the level of odor discharged by the animals will be sent to a precise position in their cage. To find this feeling of well-being we find that the rats always return to the same place. In rats, as in humans, the various stimulations of the hypothalamus provide dopamine, a substance that promotes the communication of neurons when the feeling of well-being is felt (consumption of narcotics, during sexual intercourse, appreciating good food, shocking scenes). Researchers have demonstrated that the influx of dopamine in rats is increasing at the location where they previously mated. Indeed, dopamine was released during mating. Since an area of the brain has kept in memory the conditions during which the buying act takes place, it is released at the mere sight of the place of these same circumstances (Georges, 2018, p. 32).

Observing once again our animal on this same round platform we found that when we leave this red-colored badge on the wall that the generous counter in front of this badge no longer dispenses abundant quantities of the beloved substance. The animal will always head in the direction of the mark it sees on the wall as a landmark.

He will go and taste this distributor and we will notice signals of satisfaction. Our rat behaves like this in front of the generous distributor. Our exercise observed here is the same one that takes place daily with consumers who are looking for their butter, milk, and cheese. The signal emitted by the packaging, the coloring of the packaging, and the name of the brand creates in the consumer a memory of well-being which is a creative source of dopamine (Georges, 2018, p. 32).

We could say that the brand as a badge of reference by our emotions is an indisputable reality in the purchasing process. Who will refute our words? Brands find their sustenance in the configuration of our emotions. It is less about the logical conception of reasoning in the individual, but about the expected emotional result of well-being. It should be noted that the concept of brands, i.e., a signal, is not appropriate only for Nestlé, Danone, Ariel, or any other brand (Georges, 2018, p. 34).

The casino coffee brand, the Quechua brand, or the products of the E. Leclerc brand are, like any other major brand, all have a signal that ensures that the individual remembers the good that he felt by tasting the product, by buying them at a low price or by proving to those around him his sense of minimizing the cost of purchases. (Georges, 2018, p. 34).

After all, we will not affirm the assertion that there will be signs larger than the others. Some signs are signals of a feeling of well-being. If we accept this assertion, we will therefore admit that it is a fundamental error to

consider the classification of signs under the principles which claim that the individual would appreciate what comes from the manufacturer to the products which will have for origin any other point of distribution. Finds a logic according to which one sign would be more original than another would be unintelligent, building a strategic model of think structure would be an inauthentic and purely false strategic theorem (Georges, 2018, p. 34).

CHAPTER 2

CONSUMER PRODUCT PERCEPTION, BRAND AWARENESS, AND PURCHASE DECISIONS

2.1. Consumer Perception

Perception can be defined as the process by which a person through a stimulus interprets, and formats a message; it represents the personal vision of a person. Two members of the same family or even twins from the same matrix will never express the same vision of the world to the same thing that is exposed to them in each environment. Daily we face multiple stimuli that are intended to lure our senses, images, smells, and taste; however, an infinite part is sucked up by the brain (Mai and Tram, 2015, p. 525).

2.1. Perceived Quality of Product

In general, the perception of product quality is a rather difficult concept to explain, driven by multidimensional parameters, the dimensions of which call for the creation of a valid scale. Steenkamp gives a literary description

of the perceived quality as being a link that is not directly between the physical aspect of the product and the attitude or the adaptation of the customer which simply means that the customer judges and controls the originality of the product among certain indicators since this perceived quality can be distinct from everyone (Mai and Tram, 2015, p. 524).

The perceived quality of a product by its various consumers is quite complex and it is more often controlled through a multi-dimensional construction according to which the measurement requires the personalization of a valid scale (Mai and Tram, 2015, p. 525).

Steenkamp (Consoli, 2009) defines perceived quality as indirect between the objective product and the characteristics and orientation of consumers, which means that consumers through their experiences process information related to the quality and identity of the product, information that is not always the same for each consumer (Mai and Tram, 2015, p. 525).

2.2. Brand Awareness

What can be the definition of a brand? First, the brand has since been used to designate the owners of cattle. According to reference (S. Koehn, 2009, p.585), the brand is defined as being a symbol that consumers can identify and distinguish, differentiates one product from another, with the ability to trace the good back to its manufacturer, the one to whom the responsibility for quality belongs. Of said property.

According to Aaker (D.A, Aaker, 2005, p.356), brand awareness also indicates the recognition that is given to the brand, which allows the consumer to identify with the brand and thus provides companies with an incomparable competitive advantage.

Brand awareness most often influences brand recognition ability through specialization. Whenever a user thinks of the brand, it always refers to categorizing the product in the mind of the user. Brand memory and brand recognition aid in brand recognition (Keller, 2001, pp. 15-19).

Brand recall is an ability that the consumer must remember the brand in his memory for a given product category, category or purchase or use the purchase situation to complete the need as identified (Mai and Tram, 2015, p. 525).

When notoriety is mentioned with the brand, we keep in mind that its understanding is the brand linked to a type of product that the consumer knows and what place this product occupies in the mind of the consumer, and under what conditions are learned. For example, when the word toothpaste is pronounced what are the signs that come to mind for the consumer? What is he thinking? How does he know these marks; how does he assess their degree of authenticity, their strength, and their commitment? (Mai Ngoc Khuong and Vu Ngoc Bich Tram. 2015, p. 525).

The purchase of the brand is indeed the result of the adaptation of the consumer's purchasing behavior and

purchasing condition. Since its probability of brand assimilation is high. This probability remains high with a purchase behavior in complete peace of mind (Mai and Tram, 2015, p. 525). Let's go to a grocery store and you remember that you have no more toothpaste in your stock at home and you end up buying the toothpaste (Toothpaste) that you want to have. In general, we buy first the brand that comes first in our minds. Brand awareness is associated with the strong presence of the brand in the mind of the consumer; this awareness can be measured in four different ways (İslamoğlu and Firat, 2016, p. 22).

1. Brand Recognition
2. Brand Recall (Which of the Brands Do You Remember from This Product Group)
3. The Brand First Appeared in the Mind of the Consumer)
4. It must be the Dominant Mark in Thought (The Only One to Remember).

2.2.1. The Brand Awareness Plan

The main components of a brand development program (Gustafson and Chabot, 2007, p. 1).

- Identify and Understand Your Target Consumers,
- Creation of the Personality of the Company, Its Brand, Its Logo,
- Optimization of Value Creation by Designing the Right Packaging, Geolocation, Service, Any Other Specific Events,

- The Advertisement,
- After-Sales Service and Customer Management.

The target clientele will be the key element of your growth. Also, you need to understand that mastering an action plan will be of major importance. A very specific action plan that will drive the growth of your brand awareness with each one. At the time of creating the said brand, it will be crucially important how to increase the consideration of your brand awareness in the thinking of different consumers.

2.2.2. Why Is Brand Awareness Important?

You should probably ask yourself, is brand awareness so important? You have to say to yourself (Gustafson and Chabot, 2007, p. 1). I have many customers and my sales are correct, what to worry about? The answer is:

That there are little things more important than spending time building brand awareness. Conversely, this importance can be more present and play a preponderant role in the decision-making of the act of purchase. What we notice is that the more customers are informed about your brands and all your products, the more they will be able to buy from you (Gustafson and Chabot, 2007, p. 1).

Challenges encountered in the sales process of products:

- Do potential customers know about your existence?

- Why pay more for pure maple syrup than for artificial syrup?
- Is Vermont syrup better?
- Why spend more on your product compared to other possible alternatives?

In the future and for the pursuit of the prosperity of your business it is to your advantage to put into action the development of brand awareness in the minds of customers (Gustafson and Chabot, 2007, p. 1).

2.2.3. The Goal of Brand Awareness

It would be a very good initiative to draw up a strategic brand awareness plan in which you can bring a continuous update through the development of your brand. In the beginning, you could for example research to what level your customers are aware of your brand, and essential elements before any changes. Then add what you can imagine or always offer to intend to increase its notoriety and the degree of recognition of your brand among consumers. Then determine a practical strategy for how you wish to operate. For example, you might focus more on creating your name or the color that consumers can easily attribute to your brand or how you go about promoting and selling your products. Finally, decide how you would like to execute these various changes and increase your brand awareness. You should notice the various changes in the perception and degree of recognition in the minds of customers gained from your brand. For example, the expansion of your customer base requires estimating the surrounding cities

or the attraction of different customers (Gustafson and Chabot, 2007, p. 1).

For its true growth brand awareness sometimes needs time. Initially, there is a period required to increase the effort of affective notoriety. Then there is a recommended time for your message to reach your potential consumers. Just a tiny handful of people will react very well while other people most of the time will take the time to analyze the message transmitted by your brand. You might make decisions to experience them and sometimes expect a response beyond your hopes. The establishment of the principle of customer loyalty requires enough time, just as time recommends gaining experience and developing your business and the products of your activity (Gustafson and Chabot, 2007, p. 2).

As a result of a specific action, positive brand awareness is promoted. Brand awareness is not just a detail, brand awareness is very important for a brand, it is the essence of a brand. It's that impression you have that people follow your brand. When a brand reaches a certain level of notoriety and is present in the minds of consumers. Do your customers know your brand as a reliable brand with very good quality? As a very well-established and distinctive brand or as a bargain. How is their perception formed? Could this be due to the formation of their logo? At the disposal of their products on the shelves or there their differentiation in terms of the costs offered. These different facilities will

produce a good impact on the mind of the consumer. The opportunities that allow the notoriety of you to receive a good impact on your customers (Gustafson and Chabot, 2007, p. 2).

2.2.4. How Do You Create Brand Awareness?

Over time, how do you achieve the positive creation of brand awareness that promotes the possibility of purchasing your product or service in the future? There will always be that initial brand importance which is of utmost importance. Above all, it must be the basis of all the future impressions that must be formed concerning your brand (Gustafson and Chabot, 2007, p. 2).

Deciding how you will go about creating brand awareness. You will need to consider and be aware of how the value of your products becomes known to customers and the importance of their consistencies (Gustafson and Chabot, 2007, p. 2).

2.2.4.1. The Message

The message that a brand must offer to its customers must be consistent. For example, Wegmans offers fresh and superior quality food for purchase while advertising the advantages of food preparation. made at home and the different benefits that their products will bring you. With the elaboration of their perishable food list, all the structuring of complementary seasonings and basic products, and the stands that offer the different preparation recipes ready to use once at home are of a certain eventuality that by this maneuver the company tries to convey a clear and precise message to its customers. The

presentation of Wegmans as a very efficient operator in supplying the quality of food suitable for preparation in the houses (house meals) is certain evidence mentioned in the various lines above. The company, for example, does not try to direct the quality layout in its store, just offers an alternative option in the emails sent. The different opinions you plan to make on customers and potential customers must be logical in the different media, situations, and advertising spots (Gustafson and Chabot, 2007, p. 2).

2.2.4.2. Picture

Your presentation on your brand image will have to be as consistent always with the same objective of increasing the notoriety of your brand. We insist on consistency in image usage so you can focus on brand recognition and positive impact. Such The Wegmans Logo can be found right at the entrance to the Store, on the products it produces itself, and on the various invoices that customers receive after having concluded the act of purchase. On the different bags given to consumers when buying, on the different information material shared (Gustafson and Chabot, 2007, p. 3).

2.2.4.3. Slogans

Slogans should also be considered consistent and coherent. Again, consistency is very important in conveying a message that promotes your organization's brand awareness recognizably. The Wegmans Slogan 'Helps you make the big, complex dishes easily' remains consistent in promotional material used to promote the

brand, websites, and logos to name a few (Gustafson and Chabot, 2007, p. 3).

This consistency cannot be emphasized enough. It very often represents to the customer an image in the future that the consumer associates with the product. For example, if the material you distribute, the installation of your sales table, the package of your products, the logo, and the slogans are not the same, regularly constant, and continuously recognizable over time, you will go nowhere with your brand. The creation of brand awareness through a good collaborative image developed is important to develop a brand that will be successful and can make a maximum profit (Gustafson and Chabot, 2007, p. 3).

2.2.5. Maintaining Brand Awareness

It would be of great importance to continue working on the culmination and activities relating to brand awareness to maintain it. Pay attention to how customers react to the product, its packaging, advertising posters, and various messages. Look for ways and means to improve your brand image and tell yourself that you are trying to cross to the other side. Ask your customers for suggestions (Gustafson and Chabot, 2007, p. 3).

You had to work to maintain a constant place in the market. This means that you essentially need a place where regular consumers can reach you and hope to find you without difficulty. The NY Maple Producer booths have been in the state plaza for the first few years, a prime position. They must move and expand their sales

space and will have to communicate their new location to customers (Gustafson and Chabot, 2007, p. 3).

If your company sells maple products to retailers, you will need to stay in constant contact with your consumers. They should not be looking for you when they want a resupply, otherwise, they will always go to a supplier who will make their task easy, and will allow them to conduct their business well (Gustafson and Chabot, 2007, p. 3).

2.3. Purchasing Decision Process

Understanding the decision-making process will help you better understand how your brand awareness process is structured. What drives them to buy your products? Do they decide to buy on impulse? Do they necessarily need several hours of reflection on the choices presented to them before the purchase? To what extent do the type of products, the price, and the environment affect the purchasing decision? Marketing specialists indeed recognize 5 levels in the process of the purchase decision (Gustafson and Chabot, 2007, p. 3).

The first level in making a purchase decision is the perception of the need. The complexity will vary depending on the need. This need can concern for example the purchase of a birthday present for a friend the need to consume something of sugar to the need to drink a cold drink. It would be easy to observe the various seductive elements to consider when someone thinks of a gift to buy versus a syrup for personal use. The use of the message concerning its various uses put

on the product can produce a spontaneous need based on a decision (Gustafson and Chabot, 2007, p. 4).

The second step in decision-making concerns information research. This can simply concern reading a list of ingredients contained in a recipe during a search carried out on the internet for example or obtained during a telephone interview. In the field of sales, it would be very important to share information about your product and its values to achieve good sales. What are consumer expectations regarding the taste experience and the diversity of uses? Why are the notions of local and pure important for consumers? Does the tradition or history of maple products have great importance in the purchasing decision of customers? (Gustafson and Chabot, 2007, p. 4).

The third level concerns the evaluative potential of consumers, and the ease they have in evaluating the different product alternatives of the brand. This will be the ability that the customer will have to compare your brand to other competitive existing brands. This phenomenon can sometimes consider another product in your offered range or another article that they remember in memory (Gustafson and Chabot, 2007, p. 4).

The potential buyer will assess the quality of the property sold which will be worth buying. If the badge, slogan, and literature do not communicate any obvious questions, you should be ready to answer those same questions. When you plan to sell a premium range of a certain type of product, then the packaging, the labeling,

and the information appearing on the product must be compatible with the price. The fourth level essentially concerns the evaluation of the purchase value. Is the product worth the price? Is the purchased product worth sinequanone at the price given? It is the culmination of the previous levels and brings us to the act of buying or refusing an offer (Gustafson and Chabot, 2007, p. 4).

The fifth and last level concerns an estimate in the act of purchase. This will happen most of the time, a year, a month, or a day after having concluded the act of purchase. Here the customer confirms or will not confirm the act of purchase. For example, seeing other users enjoying the product will confirm their decision or make them want to buy a little more. The collection of testimonials of satisfied users will help to create this expectation that exists after the sale. In the cases where he will find a back taste of crystallized glucose in the syrup, which of the cases will lead to doubt concerning the marketing of the said product to the consumer. If the consumer plans not to conclude the act of purchase, they may after a certain period have regret concerning this decision if the cost of this article was to undergo increases (Gustafson and Chabot, 2007, p. 4).

Note that the purchase decision level is not stable; it varies across the period and over time. Each of these levels is quite distinct. We can better estimate when they can influence the act of purchase of an individual. Perhaps useful in the informational context, will help anyone to acquire product information or opinions from

other users who have already been satisfied by using the product at least once (Gustafson and Chabot, 2007, p. 4).

2.3.1. Advertisement

Promotion is an important voice in making your product or brand known to customers. This subject is discussed in more detail in article CMP 106. The topics discussed in the article mentioned will be useful in understanding external advertising. However, the information disclosed at the point of sale should be just as important and should impact the target customers. This has a consistent impact on your business and its products (Gustafson and Chabot, 2007, p. 5).

2.3.2. Consumer's Purchasing Decision

As mentioned by Consoli, in a saturated market, the design is more important than the need, and thus the state of mind, the emotion, and the sympathy become essential assets. Alongside the elements of quality and price, the consumer is looking for love and trust, the dream (intangible factor). Emotion becomes more of a very important element with the rise of the respected principle, which is to integrate the notion of pleasing consumers (Consoli, 2010, p. 52).

Emotions are quite distinct elements that must be part of the basic improvement of the conditions of purchase of products and services and are specifically designed and managed with rigor and a spirit of ethics. Consumers generally are not looking for a product or service that meets both need and rational procedures but is looking for an object that becomes the center of

symbolic, cultural meanings and psychological, the resource of feelings, and the basis of relationships and emotions (Consoli, 2010, p. 52).

Moreover, regarding the consumer's purchasing decision, it is defined and taken during the act of purchasing the good or service from a retailer (Consoli, 2010, pp. 52-59) the consumer's purchase decision procedure intervenes between the market strategy and the results. If the consumer thinks that a need that a product can fill him, that he is informed about the different capacities and abilities of the product and decides that it is the only and best possible alternative, he buys it and sees himself being satisfied afterward. The use of the purchased product is the only means by which the business can succeed.

Therefore, as defined by Rytel (2009, p. 30), emotional marketing can be interpreted as the only change in marketing management, a change that supports and focuses on the emotional creation of the relationship between the company and consumers, as a key motivating factor in purchase and consumption and trade decision. Elements that transmit the methods of postmodernity of the sciences of marketing to which the models of purchases and consumptions are conceived in the categories of emotions which makes a fixation on certain symbols and their creative vision, images, and sensation. During consumer purchasing and consumption procedures, a stimulation phase is observed through the psycho-symbolic attributes of the exchange and the objects exchanged, all these elements

are all characteristic elements of the postmodern region.

2.3.3. Consumer Decision Making Based on Emotions

The more a brand creates ties with its customers, the more and more a deep emotional connection is woven between them, the value of the customers, as our graph in the science of customer emotions indicates, will depend on their degree of connection to the brand. As shown in the graph, when consumers are connected to the brand, they are 52% higher than those who are simply satisfied with a product or service from a brand (Magid, Margarita. Stoeva, 2017, p. 13).

Figure 2: Table Customer Ratio Compared to The Very Satisfied Customer

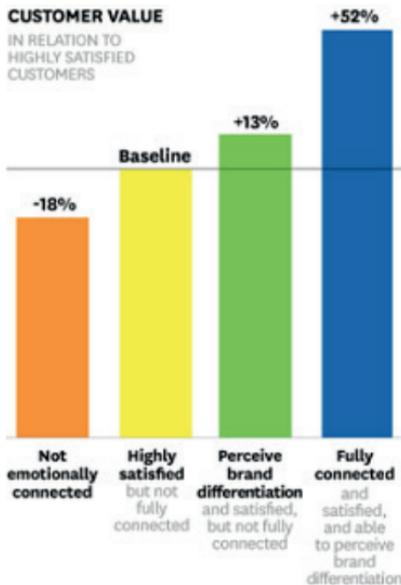


Figure . Customer Value in Relation to Highly Satisfied Customer

Source: (Magid, Margarita. Stoeva, 2017, p.14).

Many customers believe that their decisions to purchase products and services are purely based on their logic. However, during the purchase decision, emotions play an important role and can even conclude the purchase of goods (Magid, Margarita, Stoeva, 2017, p. 13). Emotions are even considered to be an essential part of decision-making when buying. The most convincing explanation is that during the act of purchase, the choice parameter range presented to the customer who wishes to buy sees this choice often being guided by the emotions or experiences of the past, or the experience, the emotions lived by other consumers of the same product who shared their respective opinions. All these good or bad emotions lived and concluded by these consumers for a product will lead to concluding to purchase or cancel it. According to the study carried out by Antonio Damasio, Descartes Error, people have a bad sense of rationality and their senses emotional are only capable of processing information concerning the procedures of the different products, or they can only make a purchase decision if the emotional side allows them to feel this emotion that the product concedes to them during the act (Magid, Margarita. Stoeva, 2017, p.14).

2.4. How Do Our Emotions Influence Our Customers Buying Behavior?

It has been shown that customers evaluate the brand not by their characteristics and qualities but by their emotional degrees and the different experiences that they

associate with the product. Similarly, when companies use advertising to gain visibility, most of the time tries tracking methods to reach consumers at the level of emotions. As far as the advertising success of brands is concerned, they owe it only to their success in winning the sympathy of the public. Numerous studies observed show that to obtain a high level of loyalty and customer trust, it is essential that consumers associate the brand with good and positive emotions. (Murray, 2013, p. 1).

Emotions are the logical explanation that customers are willing to pay more to acquire certain products or services that have more of a cheaper alternative. The more expensive product might give them a sense of accomplishment and success or give them the feeling that it might improve their social status. A brand is nothing more than the representation of a product in the mind of the consumer (Murray, 2013; Margarita Stoeva 2017, p. 14). Therefore, loyalty can be won more simply and easily if the brand focuses on the representation of emotional content.

2.4.1. The Different Emotions That Influence Consumer's Purchasing Decision

We can say that emotions find their sources in feelings with multiple dimensions, and they influence the psychic of the consumers during the decision-making on the purchase. They are subject to different cognitive evaluation parameters called in other words "appreciation". Cognitive appraisals were recognized as parameters with six dimensions. Smith and Ellsworth

define the six dimensions as agreeableness. Certainty, self-responsibility, anticipation, effort, attention, and control of the situation (Smith and Ellsworth, 1985, p. 820).

Different research and studies conducted on how specific emotions are expressed in a buyer, such as negative emotions of anger and the feeling of anxiety are linked to psycho-symptomatic manifestations that increase heart rate and frontal lobe activity in the brain. On the other hand, the level of low arousal is present when we deceive elements such as dramatic events or depression. Emotions very often demonstrate what type of acts the linked to a mark. Rucker and Petty in their research found that emotions that provide a high degree of arousal indicate that consumers would like an action. However, the emotions that provide a low degree of excitement indicate that the consumer prefers to be passive (Rucker and Petty, 2004, p. 3-21).

Fear deceptions signal a low level of individual control over unfortunate events, anger will be associated with high individual mastery the feelings of customers towards a brand are described as anger and fear can translate into a perception of risk in the customer. Fear leads in this case to a perception of a low level of control which is pessimistic; anger could lead to a perception of high control which is described as optimistic (Achar and So, 2016; Margarita Stoeva, 2017, p. 16).

Their good evaluation of the treatment of many emotions is due to a measure compatible with several

factors such as the culture, the personality, and the emotional types of the clients. Indeed, the degree of emotional affection will depend on one culture or another. If the emotional condition no longer influences the culture, it could be more possible due to the different novelties. Just as individuals from collective cultures are better convinced by emotional stimuli that rely on the ego as opposed to emotional stimuli that use emotions such as empathy. The opposite will occur with cultures with individual specificities (Achar and So, 2016; Margarita Stoeva, 2017, p. 16).

In sum, emotions could affect the decision-making process during the act of purchase if and only if they could manage to orient the customer's thinking in the same trajectory as his feelings. Ratings of emotions when they match customer criteria can increase branding effectiveness through several means such as "identity accounting, novelty, and reduction, defensive processing" (Coleman, 2013, p. 203).

2.4.2. Emotional Motivation

It would be improbable, possible to dimension and to boast in an obvious way the precise feelings which will determine the behavior of the customers, the said "Motivators of emotions", their goals is to determine the degree of values of the consumers presupposes for the company, including brand awareness and satisfaction level. It will contribute a great deal to the development and profitability of a company (Magids, 2015; Stoeva, 2017, p. 16).

A consumer can be emotionally linked to a brand if it fits with his motivations and desires. Researchers from the University of Harvard Business School have revealed that there will be close to or more than 300 emotional motivators. Some of the most important are to stand out from the crowd, to believe in the future, and to enjoy a sense of well-being (Magids, 2015; Stoeva, 2017, p. 16).

Most of the time, customers are unaware of themselves what drives their choice of a brand and what would be the emotional motivators that led them to the realization of the act of purchase. This makes it difficult for companies to define their work because the emotional relationships are not the same or stable. However, they are multiple and complex, given the diversity of markets and brand industries, points of contact, and degree of consumer decision-making (Magids, 2015; Stoeva, 2017, p. 16).

CHAPTER 3

THE EFFECTS OF EMOTIONAL MARKETING ON CONSUMER PRODUCT PERCEPTION, BRAND AWARENESS, AND PURCHASE DECISION

3.1. Research Methodology

In the methodology section, the purpose, scope, importance of the research, data collection method used in the research, sample size, research model, and hypotheses will be discussed. In the last part of the methodology section, the evaluation of the research findings and the conclusion section of the research will take place. The sample of the research consists of students of public and foundation universities operating in Konya. To reach more participants and to reveal more statistically significant results, there is no restriction as a sample in the study, and every participant who can consume is included.

3.2. Purpose of the Research

The aim of the study; measuring whether emotional marketing factors (meaning and form, emotional traits, self-identification, and cultural symbols) have an impact on consumers' product perception, brand awareness, and purchasing decisions; If there is an effect, it is to reveal how strong this effect is.

3.3. Preparation of Data Collection Tool

A questionnaire designed to collect data was created by analyzing previous studies in the literature. The prepared questionnaire consists of five parts. In the first part of the questionnaire, there are questions about the demographic information of the participants. In the second part of the questionnaire, there are questions about emotional marketing. In the third part of the questionnaire, there are questions about consumer product perception, brand awareness, and purchasing decisions. Example of the questionnaire used in the study Appendix. It is in Appendix 1. In this context, explanations about the scales and questions in the survey are given below.

3.3.1. Demographic Information

Regarding demographic information in the survey.

- a) Gender information of the participants.
- b) Age information of the participants.
- c) Education level information of the participants.
- d) A question about the emotional advertisement clips of brands such as Dalin with the message "I have a Bath", Turkcell with the message "Connect

to Life”, Molped with the message “Girl Word” and OMO with the message “It’s good to get dirty”.

- e) A question on which platforms they watch emotional commercials on “television”, “Internet (YouTube), Social media (Facebook, Twitter...)” and “Phone advertisement”, is located.

3.3.2. Independent variables

In the literature, emotional marketing consists of four dimensions and 16 items: meaning and form (4 items), emotional traits (4 items), self-identification (4 items), and cultural symbols (4 items). Table 1 dimensions and questions for emotional marketing are shown.

Table 1. Emotional Marketing Dimensions and Questions

	Meaning and Form	Kaynak
MF1	The messages in the advertisement clips of the companies have deep meanings.	Khuong and Tram, (2015)
MF2	The content of the commercials of the companies can be easily and clearly understood.	
MF3	The content of the commercials of the companies is compatible with the product.	
MF4	The content of the commercials of the companies is humane and emotional.	
	Emotional Traits	
ET1	Elements like family get you excited about returning home for the holidays.	
ET2	The images that bring the family together in OMO and Turkcell commercials make you excited to look forward to the family reunion.	
ET3	Emotional features make commercials feel emotional.	
ET4	Emotional features make you feel that the human value of the products is high.	
	Self-Identification	
SI1	After watching OMO and Turkcell commercials, I would like to return home for the holidays.	
SI2	I see a social girl in the Molped commercial.	
SI3	The social girl in the Molped commercial makes you feel cool.	
SI4	You are a confident and social girl like in Molped commercials.	
	Cultural Symbols	
CS1	The commercials of these companies allow you to have an idea about Turkish culture, traditions, and people.	
CS2	When I watch the commercials of these companies, I love my country more.	
CS3	You like Turkey more while watching these commercials.	
CS4	While watching the commercials of these companies, I want to do something meaningful for your country and contribute to your country.	

MF: Meaning and Form, ET: Emotional Traits, SI: Self-Identification, CS: Cultural Symbols

Emotional marketing questions were prepared and applied according to a five-point Likert scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree).

3.3.3. Dependent Variables

The literature consists of four dimensions and 18 items: perceived product quality (5 items), brand recall (4 items), brand recognition (5 items), product perception (3 items), and purchasing decision (4 items). Table 2 dimensions and questions for product perception, brand awareness, and purchasing decision are shown.

Table 2. Dimensions and Questions for Product Perception, Brand Awareness and Purchasing Decision

	Perceived Product Quality	Kaynak
PPQ1	Molped or Dalin has the necessary content for my health.	Khuong and Tram, (2015)
PPQ2	Molped or Dalin products are hygienic and reliable.	
PPQ3	OMO laundry detergent and Molped buffer have the quality standard.	
PPQ4	The products are produced with high technology.	
PPQ5	The packaging of these products is eye-catching and beautifully designed.	
	Product Perception	
PP2	These are one of the most famous brands.	
PP3	The products have a wide distribution system.	
PP5	The products have a reasonable and stable price.	
	Brand Recall	
BRL1	I have a good ability to know about these brands.	
BRL2	These are popular brands in the Turkish market.	
BRL3	When thinking about the quality of the goods, I first remember the products.	
BRL4	These are the popular brands in Turkey	
	Brand Recognition	
BRN1	Molped or Dalin is a respected and reliable service brand.	
BRN2	OMO laundry detergent and Molped tampons are branded products that consumers trust.	
BRN3	These are the best brands in the sector in Turkey.	
BRN4	Brands have effective and understandable slogans.	
	Purchase Decision	
PD1	After watching the commercial advert for the product, I decided to buy it.	
PD2	I will buy the product for trial purposes.	
PD3	I will buy the product as it has better ingredients than its alternative.	
PD5	I think buying these products is a good decision.	

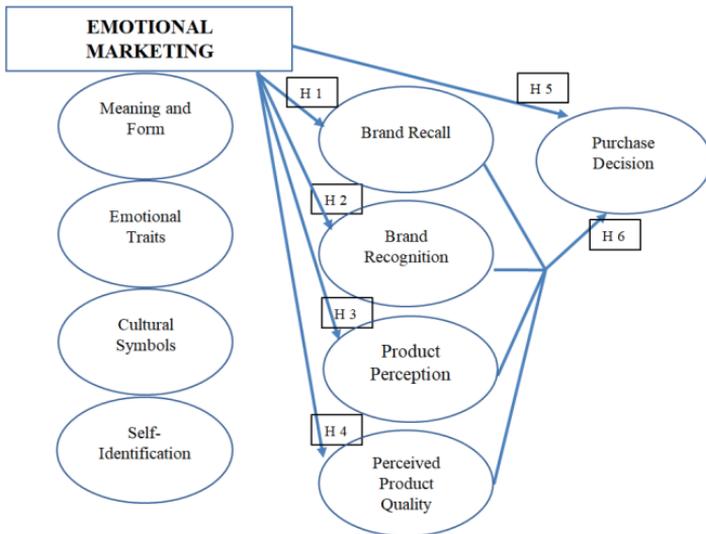
PPQ: Perceived Product Quality, PP: Product Perception, BRL: Brand Recall, BRN: Brand Recognition, PD: Purchase Decision

Questions about product perception, brand awareness, and purchasing decisions were prepared and applied according to a five-point Likert scale (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree).

3.4. Research Model and Hypotheses

The hypotheses of the research were created to examine whether emotional marketing factors (meaning and form, emotional traits, self-identification, and cultural symbols) influence consumers’ product perception, brand awareness, and purchasing decisions. The conceptual model of the research is shown in figure 3.

Figure 3: Conceptual Model of the Research



As mentioned above in the dependent and independent variables relating to repurchase intention, this study assumes that:

H1- Emotional marketing factors positively affect consumers' brand recall.

H2- Emotional marketing factors positively affect brand recognition in the minds of consumers.

H3- Emotional marketing factors positively affect consumer perception of the product.

H4- Emotional marketing factors positively affect the perceived product quality of consumer products.

H5- Emotional marketing factors positively affect consumers' purchasing decisions.

H6- The factors of brand awareness (brand memory and brand recognition) and consumer perception (perception and perceived product quality of the product) affect consumers' purchasing decisions.

3.5. Sample Selection and Determination of Size

3.5.1. Determining Test Statistics

The validity and reliability analyze for the scales were carried out with the help of explanatory factor analysis and Cronbach's alpha coefficients, taking into account the theoretical structures of the obtained data, respectively. The relationships and effects between the scales with validity and reliability were tested with the help of Pearson correlation coefficient, simple linear regression and multiple linear regression. Before applying the statistical analysis, skewness, kurtosis coefficients, PP-Plot graphics and Anderson Darling normality test were used for the normality of the data, and parametric tests were also applied in case the sample

volumes in the groups were above 30, in accordance with the central limit theorem. However, the homogeneity of the variances was checked with the Levene homogeneity test. Demographic characteristics of the participants are presented in the tables as mean, standard deviation, frequency, and percentage. A value of $p < 0.05$ was used for significance in statistical analyzes. Statistical analyzes were carried out with the help of SPSS version 25 program.

3.5.2. Editing Data

To prepare the data for analysis, frequency analysis was performed for each scale item, and maximum and minimum values, as well as averages and standard deviations, were examined. Missing data and erroneous entries were detected, and data were classified. The average scores of the scales were calculated and the data were arranged to perform the analysis.

3.6. Research Findings

In this part of the research, there are data and findings obtained from public and foundation university students in Konya to determine the effects of emotional marketing on consumer product perception, brand awareness, and purchasing decisions. In this framework, firstly, descriptive information about the participants will be discussed. Then, the reliability and validity analysis of the data collection tool will be made. Then, the hypotheses developed within the framework of the conceptual model of the research will be analyzed.

3.6.1. Descriptive Data of the Research

This section contains introductory information about the research participants. The research was carried out on the students of public and foundation universities in Konya. For this reason, the analyzes made and the findings obtained in the research will be evaluated in the context of the research sample. The gender information of the people participating in the research is given in Table 3.

Table 3. Gender Information of Participants

Gender	Frequency (n)	Percent (%)
Female	160	41,2
Male	228	58,8
Total	388	100

A total of 388 people, 160 women (41.2%) and 228 men (58.8%), participated in the research. The age information of the people participating in the research is shown in Table 4.

Table 4. Age Information of Participants

Age	Frequency (n)	Percent (%)
17-22 years old	336	86,6
23-28 years old	52	13,4
Total	388	100

When the distribution of the people participating in the research is examined, it consists of a total of 388 people, 336 people between the ages of 17-22 (86.6%), and 52 people between the ages of 23-28 (13.4%). Since the sample of the study was for university students, no participants in the age group of 29-34 were found in

the data obtained. Educational level information of the people participating in the research is shown in Table 5.

Table 5. Education Level Information of Participants

Education	Frequency (n)	Percent (%)
Associate Degree	200	51,5
Undergraduate	188	48,5
Total	388	100

When the distribution of the participants according to the education level is examined, it is seen that there are 388 students in total, 200 of whom are associate degrees (51.5%) and 188 are undergraduate (48.5%).

3.6.2. Reliability and Validity of the Data Collection Tool

Cronbach's Alpha coefficients used to determine the reliability of the scales and KMO values used to determine whether the sample size was sufficient were examined. In this study, the factor analysis procedure was applied twice, once for the dependent variable group containing five variables and again for the independent variable group containing 4 variables. The Kaiser-Meyer-Olkin sample adequacy measure was 0.937 for the dependent variable group and 0.877 for the independent variable group (the value must be 0.60 and above to be significant). It shows that the available data are suitable for principal component analysis. Similarly, Bartlett's test for sphericity is significant ($p < 0.001$), indicating sufficient correlation between variables to continue the analysis. Table x shows the level of independent and dependent variables of the analysis.

Table 6. Level Of Independent And Dependent Variables

Level of Independent Variables							
Variables	Cronbach's Alpha	Mean	S.D.	Items	KMO	Bartlett	p
Meaning and Form	0,845	3,31	0,96	4	0,877	1989,782	<0,001
Emotional Traits	0,873	3,16	1,07	4			
Self-Identification	0,817	2,70	1,11	4			
Cultural Symbols	0,905	3,10	1,02	4			
Level of Dependent Variables							
Perceived Product Quality	0,928	3,30	1,02	5	0,937	3164,097	<0,001
Product Perception	0,875	3,55	0,989	3			
Brand Recall	0,892	3,59	0,850	4			
Brand Recognition	0,933	3,45	0,943	5			
Purchase Decision	0,888	2,97	0,955	4			

The Cronbach's Alpha coefficients used to determine the reliability of the independent variables were obtained as 0.845 for meaning and form, 0.920 for emotional traits, 0.817 for self-awareness, and 0.948 for cultural symbols. Cronbach's Alpha coefficients used to determine the reliability of dependent variables were obtained as perceived product quality 0.928, brand recall 0.892, brand recognition 0.817, and purchase decision 0.888. According to these coefficients, the internal consistency of the scales was ensured, and it was determined that

the scales were reliable enough. In addition, descriptive statistics of the scales and assumptions regarding the exploratory factor analysis used to determine the structural validity are given in Table 6. According to the findings, the independent variables were found to be 3.31 for meaning and form, 3.16 for emotional traits, 2.70 for self-identification, and 3.10 for cultural symbols. According to the findings, the dependent variables were found to be 3.30, brand recall at 3.59, brand recognition at 3.47, and purchase decision at 2.97. The scales consisted of 21, 12, 30, and 23 items as a result of explanatory factor analysis, respectively. According to the KMO test, which is used to determine whether the sample size is sufficient, one of the explanatory factor analysis assumptions, the value of the independent variables was found as 0.877 and the value of the dependent variables as 0.937, and it was determined that the sample size was sufficient. However, as a result of the Bartlett sphericity test, significant results were obtained for all scales and it was determined that it was appropriate to examine the scales with exploratory factor analysis.

3.6.3. Structural Validity of Data Collection Tool

While applying the exploratory factor analysis to determine the structural validity of the scales, it was considered that the eigenvalue of the factors was greater than 1, the variance explanation rate was more than 5%, and the cumulative variance explanation percentage was over 60%. However, it was taken into account that the factor loads of the items in the factors should be higher

than 0.45. In addition, while applying the exploratory factor analysis, the Varimax rotation technique, which is one of the rotation methods, and the principal components analysis method were used for the estimation of factor loads. In addition, while considering the factors to be formed by factor analysis and the questions to be loaded on the factors, the results available in the literature and the original study were taken into account. While applying the exploratory factor analysis, the purchase decision question “I am satisfied with the products”, whose factor load was below 0.45, was excluded from the analysis.

3.6.3.1. Independent Variables

According to the results obtained with the exploratory factor analysis, the independent variables explain 73,315% of the total variance. The independent variables were divided into 4 factors according to the criteria discussed. These factors are meaning and form, emotional traits, self-identification, and cultural symbols, respectively. Sub-dimensions of emotional marketing factor analysis results are shown in Table 7.

Table 7. Factor Analysis Results of Sub-Dimensions of Emotional Marketing

Factor/ Items	Factor Loads				Eigen- values	VA Per- cent- age	Cumu- lative VA Per- cent- age
	1	2	3	4			
Meaning and Form ($\alpha = 0,845$, Mean = 3,31)					2,991	18,696	18,696
MF1	0,707						
MF2	0,824						
MF3	0,861						
MF4	0,670						
Emotional Traits ($\alpha = 0,873$, Mean = 3,16)					2,955	18,470	37,316
ET1		0,657					
ET2		0,802					
ET3		0,802					
ET4		0,778					
Self-Identification ($\alpha = 0,817$, Mean = 2,70)					2,546	15,914	53,080
SI1			0,687				
SI2			0,873				
SI3			0,878				
SI4			0,838				
Cultural Symbols ($\alpha = 0,905$, Mean = 3,10)					3,238	20,235	73,315
CS1				0,699			
CS2				0,884			
CS3				0,889			
CS4				0,814			
KMO = 0,877; Bartlett = 1989,782, $p < 0,001$							

α : Cronbach's Alpha reliability coefficient, Mean: Sub-dimension overall mean, VA: Variance explanation, KMO: Kaiser-Meyer-Olkin sample size test.

The reliability coefficient for the meaning and form factor was 0.845, the factor average was 3.31, the

eigenvalue was 2.991, and the variance explanation percentage was 18.696. The meaning and form factor consists of the items MF1, NF2, MF3, and MF4, and the factor loads of these items are higher than 0.45. The reliability coefficient for the emotional traits factor was 0.873, the factor average was 3.16, the eigenvalue was 2.955, and the percentage of variance explanation was 18.470. The emotional traits factor consists of ET1, ET2, ET3, and ET4 items, and the factor loads of these items are higher than 0.45. The reliability coefficient for the self-identification factor was 0.817, the factor average was 2.70, the eigenvalue was 2.546, and the variance explanation percentage was 15.914. The self-identification factor consists of SI1, SI2, SI3, and SI4 items, and the factor loads of these items are higher than 0.45. The reliability coefficient for the Cultural Symbols factor was found to be 0.905, factor average 3.10 eigenvalue 3.238 variance explanation percentage 20.235. The Cultural Symbols factor consists of CS1, CS2, CS3, and CS4 items and the factor loads of these items are higher than 0.45.

As a result, when the values obtained according to the results of factor analysis related to emotional marketing factors are taken into account, it is seen that structural validity and internal consistency are provided. Descriptive statistics for the items under emotional marketing factors are given in Table 8.

Table 8. Level of Emotional Marketing Factors

	Items	Mean	S.D.
	Meaning and Form	3,31	0,96
MF1	The messages in the advertisement clips of the companies have deep meanings.	3,18	1,18
MF2	The content of the commercials of the companies can be easily and clearly understood.	3,54	1,15
MF3	The content of the commercials of the companies is compatible with the product.	3,49	1,18
MF4	The content of the commercials of the companies is humane and emotional.	3,02	1,13
	Emotional Traits	3,16	1,07
ET1	Elements like family get you excited about returning home for the holidays.	3,44	1,35
ET2	The images that bring the family together in OMO and Turkcell commercials make you excited to look forward to the family reunion.	2,93	1,23
ET3	Emotional features make commercials feel emotional.	3,12	1,24
ET4	Emotional features make you feel that the human value of the products is high.	3,13	1,21
	Self-Identification	2,70	1,11
SI1	After watching OMO and Turkcell commercials, I would like to return home for the holidays.	2,56	1,15
SI2	I see a social girl in the Molped commercial.	3,08	1,39
SI3	The social girl in the Molped commercial makes you feel cool.	2,62	1,33
SI4	You are a confident and social girl like in Molped commercials.	2,55	1,60
	Cultural Symbols	3,10	1,02
CS1	The commercials of these companies allow you to have an idea about Turkish culture, traditions, and people.	3,09	1,06
CS2	When I watch the commercials of these companies, I love my country more.	3,00	1,14
CS3	You like Turkey more while watching these commercials.	3,05	1,21
CS4	While watching the commercials of these companies, I want to do something meaningful for your country and contribute to your country.	3,26	1,15

Mean: Mean, **SD:** Standard Deviation

When the findings were examined, the question “The content of the commercials of the companies is easy and understandable”, which is under the content factor, was found to be the highest (3,54) in terms of consumers. The question “The content of the commercials of the companies is humane and emotional”, which is under the meaning and form factor, was determined as the lowest (3,02) in terms of consumers.

The question of “elements such as family, getting home for the holiday makes you excited”, which is under the emotional traits factor, was found to be the highest (3,44) in terms of consumers. Under the emotional traits factor, “The images that bring the family together in OMO and Turkcell commercials make you excited to look forward to the family reunion.” The average of the question was determined as the lowest (2,93) in terms of consumers.

The question “I see a social girl in a molped commercial”, which is under the Self-Identification factor, was found to be the highest (3,08) in terms of consumers. The question “You are a self-confident and social girl like in Molped commercials”, which is under the Self- Identification factor, was determined as the lowest average (2.55) for consumers.

The question “I want to do something meaningful for your country and contribute to your country while watching the commercials of these companies”, which is under the Cultural Symbols factor, has the highest average for consumers (3,26). The question “When I

watch the commercials of these companies, I love my country more” under the Cultural Symbols factor was determined as the lowest average for consumers (3.00).

3.6.3.2. Dependent Variables

According to the results obtained by exploratory factor analysis, dependent variables explain 79,519% of the total variance. The dependent variables were divided into 5 factors according to the criteria discussed. These factors are perceived product quality, product perception, brand recall, brand recognition, and purchasing decision, respectively. Perceived product quality, product perception, brand recall, brand recognition, and purchasing decision factor analysis results are shown in Table 9. PP1, PP4, PD4, BRN1 and BRN4 with factor loadings below 0.5 as a result of exploratory factor analysis were not evaluated in the study.

Table 9. Factor Analysis Results of Perceived Product Quality, Product Perception, Brand Recall, Brand Recognition, And Purchasing Decision

Factor/ Items	Factor Loads					Eigen- values	VA Per- cent- age	Cumulative VA Per- centage
	1	2	3	4	5			
Perceived Product Quality ($\alpha = 0,928$, Mean = 3,30)						3,975	20,920	20,920
PPQ1	0,841							
PPQ2	0,844							
PPQ3	0,781							
PPQ4	0,679							
PPQ5	0,617							
Brand Recall ($\alpha = 0,892$, Mean = 3,59)						2,408	12,673	33,593

BRL1	0,853			
BRL2	0,616			
BRL3	0,651			
BRL4	0,667			
Brand Recognition ($\alpha = 0,933$, Mean = 3,45)		2,934	15,442	49,035
BRN2	0,714			
BRN3	0,801			
BRN5	0,693			
Purchase Decision ($\alpha = 0,888$, Mean = 2,97)		3,160	16,630	65,665
PD1	0,834			
PD2	0,831			
PD3	0,761			
PD5	0,683			
Product Perception ($\alpha = 0,875$, Mean = 3,55)		2,632	13,854	79,519
PP2	0,603			
PP3	0,740			
PP5	0,683			

KMO = 0,937; Bartlett = 3164,097, $p < 0,001$

α : Cronbach's Alpha reliability coefficient, Mean: Sub-dimension overall mean, VA: Variance explanation, KMO: Kaiser-Meyer-Olkin sample size test.

The reliability coefficient for the perceived product quality factor was found to be 0.928, the factor average was 3.30, the eigenvalue was 3.975, and the variance explanation percentage was 20.920. The perceived product quality factor consists of the items PPQ1, PPQ2, PPQ3, PPQ4, PPQ5, and the factor loads of these items are higher than 0.5. The reliability coefficient for the brand recall factor was 0.892, the factor average was 3.59, the eigenvalue was 2,408, and the variance explanation percentage was 12,673. Brand recall factor consists of items BRL1, BRL2, BRL3, BRL4, and factor

loads of these items are higher than 0.5. The reliability coefficient for the brand recognition factor was 0.933, the factor average was 3.45, the eigenvalue was 2.934, and the percentage of variance explanation was 15,442. The Brand Recognition factor consists of BRN2, BRN3, and BRN5 items and the factor loads of these items are higher than 0.5. The reliability coefficient for the Purchase Decision factor was found to be 0.888, the factor average was 2.97, the eigenvalue was 3.160, and the variance explanation percentage was 16,630. The Purchase Decision factor consists of PD1, PD2, PD3, and PD5 items and the factor loads of these items are higher than 0.5. The reliability coefficient for the Product Perception factor was 0.875, the factor average was 3.55, the eigenvalue was 2.632, and the variance explanation percentage was 13.854. The Product Perception factor consists of PP2, PP3, and PP5 items, and the factor loads of these items are higher than 0.5. Descriptive statistics on perceived product quality, product perception, brand recall, brand recognition, and purchasing decision items are given in Table 10.

Table 10. Descriptive Statistics on Perceived Product Quality, Product Perception, Brand Recall, Brand Recognition, and Purchase Decision Items

	Items	Ort	SS
	Perceived Product Quality	3,30	1,02
PPQ1	Molped or Dalin has the necessary content for my health.	3,15	1,22
PPQ2	Molped or Dalin products are hygienic and reliable.	3,29	1,17
PPQ3	OMO laundry detergent and Molped buffer have a quality standard.	3,27	1,18
PPQ4	The products are produced with high technology.	3,32	1,13
PPQ5	The packaging of these products is eye-catching and beautifully designed.	3,45	1,11
	Product Perception	3,55	0,989
PP2	These are one of the most famous brands.	3,61	1,08
PP3	The products have a wide distribution system.	3,59	1,13
PP5	The products have a reasonable and stable price.	3,46	1,09
	Brand Recall	3,59	0,850
BRL1	I have a good ability to know about these brands.	3,18	0,97
BRL2	These are popular brands in the Turkish market.	3,78	0,95
BRL3	When thinking about the quality of the goods, I first remember the products.	3,63	0,98
BRL4	These are the popular brands in Turkey	3,76	1,00
	Brand Recognition	3,47	0,962
BRN1	Molped or Dalin is a respected and reliable service brand.	3,38	1,15
BRN2	OMO laundry detergent and Molped tampons are branded products that consumers trust.	3,52	1,06
BRN3	These are the best brands in the sector in Turkey.	3,31	1,01
BRN4	Brands have effective and understandable slogans.	3,67	1,05
BRN5	Brands have beautiful and impressive logos.	3,53	1,06
	Purchase Decision	2,97	0,955
PD1	After watching the commercial advert for the product, I decided to buy it.	2,57	1,06
PD2	I will buy the product for trial purposes.	2,84	1,12
PD3	I will buy the product as it has better ingredients than its alternative.	3,14	1,12
PD5	I think buying these products is a good decision.	3,34	1,10

Mean: Mean, SD: Standard Deviation

When the findings are examined, the question “The packaging of these products is attractive and beautifully designed”, which is under the perceived product quality factor, was found to be the highest (3,45) for consumers. The question “Molped or Dalin has the necessary content for my health”, which is under the perceived product quality factor, was determined as the lowest (3,15) in terms of consumers.

The question “they are one of the most famous brands” under the product perception factor was found to be the highest (3,61) in terms of consumers. The question “products have a reasonable and stable price”, which is under the product perception factor, was determined as the lowest average (3,46) for consumers.

The question “these are popular brands in the Turkish market”, which is under the brand recall factor, was found to be the highest average for consumers (3,78). The question “I have a good ability to learn about these brands”, which is under the brand recall factor, was determined as the lowest average for consumers (3,18).

The question “Brands have effective and understandable slogans”, which is under the brand recognition factor, was found to be the highest average for consumers (3,67). The question “they are the best brands in the sector in Turkey”, which is under the brand recognition factor, was determined as the lowest average (3,31) in terms of consumers.

The question “I think it is a good decision to buy these products”, which is under the purchasing decision factor, was found to be the highest (3.34) for consumers. The question “I decided to buy after watching the commercial of the product”, which is under the brand recognition factor, was determined as the lowest (2.57) for consumers.

3.6.4. Correlation Analysis of Data Collection Tools

Correlation analysis was applied to determine the relationship between the meaning and form, emotional traits, self-recognition, cultural symbols, perceived product quality, product perception, brand recall, brand recognition, and purchasing decisions in the research. Table 11 shows the descriptive statistics and correlation values for the scale and sub-dimensions in the study.

Table 11. Descriptive Statistics and Correlation Values of the Scale and Sub-Dimensions in the Study

	Mean	S.D. MF	Independent Variable				Dependent Variable					
			ET	SI	CS	PPQ	PP	BRL	BRN	PD		
Independent Variable	MF	3,31	0,96	-	0,621**	0,272**	0,433**	0,475**	0,375**	0,437**	0,361**	0,220**
	ET	3,16	1,07	0,621**	-	0,372**	0,541**	0,431**	0,395**	0,331**	0,306**	0,374**
	SI	2,70	1,11	0,272**	0,372**	-	0,411**	0,476**	0,427**	0,311**	0,367**	0,503**
	CS	3,10	1,02	0,433**	0,541**	0,411**	-	0,478**	0,436**	0,375**	0,362**	0,489**
Dependent Variable	PPQ	3,30	1,02	0,475**	0,431**	0,476**	0,478**	-	0,714**	0,624**	0,699**	0,614**
	PP	3,55	0,98	0,375**	0,395**	0,427**	0,436**	0,714**	-	0,758**	0,717**	0,606**
	BRL	3,59	0,850	0,437**	0,331**	0,311**	0,375**	0,624**	0,758**	-	0,678**	0,478**
	BRN	3,47	0,962	0,361**	0,306**	0,367**	0,362**	0,699**	0,717**	0,678**	-	0,571**
	PD	2,97	0,955	0,220**	0,374**	0,503**	0,489**	0,614**	0,606**	0,478**	0,571**	-

**p<0,01

Accordingly, the highest significant relationship was found between MF and ET ($\beta=0.621^{**}$), and the lowest significant relationship was between PD ($\beta=0.220^{**}$). The highest significant relationship was found between ET and MF ($\beta=0.621^{**}$), and the lowest significant relationship was between BRN ($\beta=0.306^{**}$). The highest significant correlation with SI was found between PD ($\beta=0.503^{**}$), and the lowest significant correlation was between MF ($\beta=0.272$). The highest significant relationship was found between CS and ET ($\beta=0.541^{**}$) and the lowest significant relationship was found between BRN ($\beta=0.362$).

The highest significant relationship with PPQ was found between PP ($\beta=0.714^{**}$), and the lowest significant relationship was between ET ($\beta=0.431^{**}$). The highest significant relationship was found between PP and BRL ($\beta=0.758^{**}$) and the lowest significant relationship was found between MF ($\beta=0.375^{**}$). The highest significant relationship was found between BRL and PP ($\beta=0.758^{**}$) and the lowest significant relationship was found between SI ($\beta=0.311^{**}$). The highest significant correlation with BRN was found between PP ($\beta = 0.717$), and the lowest significant relationship was between ET ($\beta = 0.306$). The highest significant correlation with PD was found between PPQ ($\beta=0.614$) and the lowest significant correlation was between MF ($\beta=0.220$).

3.6.5. Determination of the Effects of Emotional Marketing Factors (MF, ET, CS, SI) on Perceived Product Quality, Product Perception, Brand Recall, Brand Recognition, and Purchasing Decision by Multiple Linear Regression Analysis

The results of the multiple linear regression analysis of the effects of emotional marketing factors (MF, ET, SI, CS) on perceived product quality, product perception, brand recall, brand recognition, and purchasing decision are given in Table 12.

H1- Emotional marketing factors positively affect consumers' brand recall.

H2- Emotional marketing factors positively affect brand recognition in the minds of consumers.

H3- Emotional marketing factors positively affect the consumer's product perception.

H4- Emotional marketing factors positively affect the perceived product quality of consumer products.

H5- Emotional marketing factors positively affect the purchasing decision of consumers.

H6- Brand awareness (brand memory and brand awareness) and consumer perception (product perception and perceived product quality) factors affect the purchasing decision of consumers.

H7- It is assumed that the purchasing decision of consumers is indirectly affected by factors related to customer perception, brand awareness, and emotional marketing programs.

Table 12. The Effect of Emotional Marketing Factors (MF, ET, SI, CS) on Perceived Product Quality, Product Perception, Brand Recognition, Brand Recognition, and Purchasing Decision

Dependent Variable	Independent Variable	B	SH	Beta	t	F	ΔR ²	VIF	DW
BRL (H1)	Constant	1,895	0,221		8.594***	15,981***	0.237		1.640
	MF	0,297	0,072	0,336	4,146***			1.664	
	ET	-0,028	0,070	-0,035	-0,398			1.961	
	SI	0,120	0,054	0,157	2,230*			1.251	
	CS	0,154	0,066	0,184	2,341*			1.554	
BRN (H2)	Constant	1,704	0,249		6.850**	14,008***	0.212		1.605
	MF	0,230	0,081	0.234	2,838**			2.653	
	ET	-0,020	0,079	-0.023	-0,255			2.330	
	SI	0,204	0,061	0.241	3,369***			1.909	
	CS	0,162	0,074	0.174	2,184*			1.271	
PP (H3)	Constant	1.488	0.249		5.982***	20,108***	0.284		1.704
	MF	0.164	0.081	0.159	2.025*			1.664	
	ET	0.076	0.079	0.083	0.969			1.961	
	SI	0.236	0.061	0.266	3.900***			1.251	
	CS	0.207	0.074	0.213	0.173**			1.554	
PPQ (H4)	Constant	0.784	0.241		3.256***	30,510***	0.380		1.769
	MF	0.302	0.078	0.283	3.864***			1.664	
	ET	0.025	0.076	0.026	0.324			1.961	
	SI	0.278	0.059	0.300	4.737***			1.251	
	CS	0.221	0.072	0.218	3.081**			1.554	
PD (H5)	Constant	1.179	0.230		5.134***	26,391***	0.345		2.012
	MF	-0.092	0.075	-0.092	-1.227			1.664	
	ET	0.116	0.073	0.130	1.599			1.961	
	SI	0.300	0.056	0.350	5.367***			1.251	
	CS	0.297	0.069	0.315	4.337***			1.554	
PD (H6)	Constant	0.623	0.232		2.689**	38,263***	0.436		2.216
	BRL	-0.083	0.098	-0.074	-0.848			2.403	
	BRN	0.182	0.088	0.180	2.079*			3.241	
	PP	0.299	0.094	0.310	3.182**			2.592	
	PPQ	0.290	0.078	0.313	3.732***			2.573	

* $p < 0.05$, ** 0.005 , *** $p < 0.001$, B: Non-standardized regression coefficient, SH: Standard error, Beta= Standardized regression coefficient, t: Test value for the significance of the regression coefficient, F: Test for the significance of the model value, ΔR²: Adjusted explanatory coefficient, VIF: Variance Inflation Factor, DW: Durbin Watson

According to the findings, on BRL, MF ($\beta=0.336$ $p<0.001$), ET ($\beta=-0.035$), SI ($\beta=0.157$, $p<0.05$), and CS ($\beta=0.184$, $p<0.05$) dimensions were found to be statistically significant. Among these statistically significant variables, the effect of MF was found to be positive and moderate, and the effect of SI and CS was positive and low. The effect of ET on BRL is not significant. VIF and DW (Durbin-Watson) values are also given in Table x in the assumptions required while applying multiple regression analysis, and according to these values, the results of multiple regression analysis are reliable. In Model 1, it consists of $BRL = 1.895 + 0.297 (MF) + 0.120 (SI) + 0.154 (CS)$ structure.

According to the results obtained, the dimensions of MF ($\beta=-0.155$ $p<0.005$), ET ($\beta=-0.023$), SI ($\beta=0.224$, $p<0.001$), and CS ($\beta=0.042$ $p<0.05$) on BRN were found. The effect was found to be statistically significant. Among these statistically significant variables, the effect of IC was found to be positive and moderate, and the effect of SI and CS was positive and low. The effect of ET on BRN is not significant. VIF and DW (Durbin-Watson) values are also given in Table 12 in the assumptions required while applying multiple regression analysis, and according to these values, the results of multiple regression analysis are reliable. In Model 2, it consists of $BRN = 1.704 + 0.230 (MF) + 0.204 (SI) + 0.162 (CS)$ structure.

According to the findings, the effects of MF ($\beta=-0.159$ $p<0.05$), ET ($\beta=0.083$), SI ($\beta=0.266$, $p<0.001$),

and CS ($\beta=0.213$ $p<0.005$) dimensions on PP was found to be statistically significant. Among these statistically significant variables, the effect of MF was found to be positive and moderate, and the effect of SI and CS was positive and low. The effect of ET on PP is not significant. VIF and DW (Durbin-Watson) values are also given in Table 12 in the assumptions required while applying multiple regression analysis, and according to these values, the results of multiple regression analysis are reliable. In Model 3, it is formed by the structure of $PP= 1.488 + 0.164 (MF) + 0.236 (SI) + 0.207 (CS)$.

According to the findings, the effects of MF ($\beta=0.283$ $p<0.001$), ET ($\beta=0.026$), SI ($\beta=0.300$, $p<0.001$), and CS ($\beta=0.218$ $p<0.005$) dimensions on PPQ were statistically significant. was found to be. Among these statistically significant variables, the effect of MF was found to be positive and moderate, and the effect of SI and CS was positive and low. The effect of PPQ is not significant. VIF and DW (Durbin-Watson) values are also given in Table 12 in the assumptions required while applying multiple regression analysis, and according to these values, the results of multiple regression analysis are reliable. In Model 4, it consists of $PPQ= 0.784 + 0.302 (MF) + 0.278 (SI) + 0.221 (CS)$ structure.

According to the findings, the effects of MF ($\beta=-0.092$ $p<0.001$), ET ($\beta=0.130$), SI ($\beta=0.300$, $p<0.001$), and CS ($\beta=0.218$ $p<0.005$) dimensions on PD were statistically significant. Among these statistically significant variables, the effects of SI and CS were found

to be positive and low. The effect of MF and ET on PD is not significant. VIF and DW (Durbin-Watson) values are also given in Table 12 in the assumptions required while applying multiple regression analysis, and according to these values, the results of multiple regression analysis are reliable. In Model 5, it consists of $PD = 1.179 + 0.300(SI) + 0.297(CS)$ structure.

According to the findings, the dimensions of BRL ($\beta = -0.074$), BRN ($\beta = 0.180$, $p < 0.05$), PP ($\beta = 0.310$, $p < 0.005$) and PPQ ($\beta = 0.313$, $p < 0.001$) on PD were found to be statistically significant. Among these statistically significant variables, the effect of BRN, PP, and PPQ was found to be positive and low. The effect of BRL on PD is not significant. VIF and DW (Durbin-Watson) values are also given in Table 12 in the assumptions required while applying multiple regression analysis, and according to these values, the results of multiple regression analysis are reliable. In Model 6, it consists of $PD = 0.623 + 0.182(BRN) + 0.299(PP) + 0.290(PPQ)$ structure.

CONCLUSION

In recent years, many authors have placed particular emphasis on studies of concepts relating to emotional intelligence and emotional marketing. Emotions, just like the functionality of the product/service, influence the customer's purchase decision processes. Nowadays, the customer is very attached to the brand of the company with which he lives unique emotional experiences.

After examining the emotions that affect customer purchases and emotional marketing techniques, the article also describes technical measures of emotions from textual or facial expressions. In my department, for this purpose, we develop advanced software solutions. These technical measures of emotions are very important for the company to understand in a fairly deep way the motivations of customers to buy.

This study focuses on how consumers perceive the emotional marketing advertisements of OMO, Dalin, Molped, and Turkcell brands. First, the findings of this study, based on the significant correlations between independent and dependent variables, can enable

consumers to purchase their products by making their advertisements more realistic, unique, and human-valued. Again, they can reach their consumers quickly through digital media such as the internet and social media. Businesses can increase consumers' purchasing decisions by increasing consumers' perception, perceived product quality, brand awareness, brand recall, and brand awareness.

According to the results obtained, it was found that there were significant relationships between the brand recall factor and the independent variables. To achieve brand recall, companies can also focus on the meaning and form of emotional marketing. Marketing managers can positively influence consumers' purchasing decisions by improving brand recall. According to the findings, meaning and form, self-identification, and cultural symbols have a significant effect on brand recall, whereas emotional traits do not. In this context, the hypothesis (**H1**) that emotional marketing factors positively affect consumers' brand recall was partially accepted.

The results of this study also showed that there are significant relationships between brand awareness and independent variables. In conclusion, this study suggests that to have significant brand awareness in brand awareness, marketing managers of companies should pay attention and focus on emotional marketing. According to the findings, meaning and form, self-identification, and cultural symbols have a significant effect on brand recognition, whereas emotional traits do

not. In this context, the hypothesis (**H2**) that emotional marketing factors positively affect consumers' brand awareness has been partially accepted.

According to the results obtained, it has been determined that businesses can reach a better product perception by defining emotional marketing. However according to the findings, meaning and form, self-identification, and cultural symbols, has a significant effect on product perception, whereas emotional traits do not. In this context, the hypothesis (**H3**) that emotional marketing factors affect consumers' product perception positively has been partially accepted.

The results of the study showed that there are significant relationships between perceived product quality and independent variables. According to the findings, meaning and form, self-identification, and cultural symbols have a significant effect on perceived product quality, whereas emotional traits do not. In this context, the hypothesis (**H4**) that affective marketing factors positively affect consumers' perceived product quality has been partially accepted.

The results of the study showed that there are significant relationships between the purchasing decision and the independent variables. According to the findings, self-identification and cultural symbols have a significant effect on purchase decisions, whereas emotional traits and meaning and form do not. In this context, the hypothesis (**H5**) that emotional marketing factors affect the purchasing decision of consumers positively has been partially accepted.

It has been determined that there are significant relations between other dependent variables in the purchasing decision of the products of OMO, Dalin, Molped, and Turkcell brands. According to the findings perceived product quality, product perception, and brand recognition have a significant effect on purchase decisions, whereas brand recall does not. In this context, the hypothesis (**H6**) that the perceived product quality, product perception, and brand recognition affect the purchasing decision of consumers positively has been partially accepted. All hypotheses of the research were partially accepted.

In this study, it has been determined that OMO, Dalin, Molped and Turkcell brands need to have a high level of emotional marketing, especially image and self-identification, in the Turkish market (in the province of Konya) as a way that they purchase they own decision of their products. In addition, this study also concluded that perceived product quality, product perception, and brand recognition factors are the main goals and motivations for improving purchasing decisions.

The results of the study determined that not all factors have direct effects on the purchase decision for various subjective and objective reasons. Therefore, the results of this study are thought to provide both theoretical and practical contributions to the field of marketing management. Future research may apply it in other contexts, with more meaningful expressions for each factor or determinant of the purchasing decision.

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APPENDIX

Appendix 1. Survey

Part 1. DEMOGRAPHIC INFORMATION

1- Your gender?

() Male () female

2- Your age?

() 18-25 () 26-30

3- Your Education Status?

() Associate () Undergraduate () Graduate

4. Have you ever watched emotional advertising clips of the followings product? You can choose more than one choice

Dalin with the message “I have a bath”

Turkcell with “Connect to Life” message

Molped with the “Girl Word” message

OMO with “It’s good to get dirty” message

Part 2. Evaluate your agreement with the statement of these advertising clips by circle your answer.

Assessment scale:

1= strongly disagree 3= neutral 5= strongly agree

2= disagree 4= agree

MEANING and FORM					
The messages in the advertisement clips of the companies have deep meanings.	1	2	3	4	5
The content of the commercials of the companies can be easily and clearly understood.	1	2	3	4	5
The content of the commercials of the companies is compatible with the product.	1	2	3	4	5
The content of the commercials of the companies is humane and emotional.	1	2	3	4	5
EMOTIONAL TRAITS					
Elements like family get you excited about returning home for the holidays.	1	2	3	4	5
The images that bring the family together in OMO and Turkcell commercials make you excited to look forward to the family reunion.	1	2	3	4	5
Emotional features make commercials feel emotional.	1	2	3	4	5
Emotional features make you feel that the human value of the products is high.	1	2	3	4	5
SELF-IDENTIFICATION					
After watching OMO and Turkcell commercials, I would like to return home for the holidays.	1	2	3	4	5
I see a social girl in the Molped commercial.	1	2	3	4	5
The social girl in the Molped commercial makes you feel cool.	1	2	3	4	5
You are a confident and social girl like in Molped commercials.	1	2	3	4	5
CULTURAL SYMBOLS					
The commercials of these companies allow you to have an idea about Turkish culture, traditions and people.	1	2	3	4	5
When I watch the commercials of these companies, I love my country more.	1	2	3	4	5
You like Türkiye more while watching these commercials.	1	2	3	4	5
While watching the commercials of these companies, I want to do something meaningful for your country and contribute to your country.	1	2	3	4	5

3. Evaluate how often you watched emotional advertising clips by circle one of the following scales:

1= never 3= sometimes 5= always
 2= rarely 4= usually

Television commercial	1	2	3	4	5
Internet (Youtube), social media (Facebook, Twitter, ...)	1	2	3	4	5
Mobile commercial	1	2	3	4	5
Others	1	2	3	4	5

4. Evaluate your agreement about factors related to perception of product and brand awareness of the products (Neptune oil, Gấu Đỏ Noodle, Kotex tampon, OMO washing powder) by circle one of the following scale:

1= strongly disagree 3= neutral 5= strongly agree
 2= disagree 4= agree

PERCEIVED PRODUCT QUALITY					
Molped or Dalin has the necessary content for my health.	1	2	3	4	5
Molped or Dalin products are hygienic and reliable.	1	2	3	4	5
OMO laundry detergent and Molped buffer have quality standard.	1	2	3	4	5
The products are produced with high technology.	1	2	3	4	5
The packaging of these products is eye-catching and beautifully designed.	1	2	3	4	5
PRODUCT PERCEPTION					
These are one of the most famous brands.	1	2	3	4	5
The products have wide distribution system.	1	2	3	4	5
The products have a reasonable and stable price.	1	2	3	4	5
BRAND RECALL					
I have a good ability to know about these brands.	1	2	3	4	5
These are popular brands in the Turkish market.	1	2	3	4	5
When thinking about the quality of the goods, I first remember the products.	1	2	3	4	5
These are the popular brands of Türkiye	1	2	3	4	5
BRAND RECOGNITION					
Molped or Dalin is a respected and reliable service brand.	1	2	3	4	5
OMO laundry detergent and Molped tampon are branded products that consumers trust.	1	2	3	4	5
These are the best brands in the sector in Türkiye.	1	2	3	4	5
Brands have effective and understandable slogans.	1	2	3	4	5
PURCHASE DECISION					
After watching the commercial of the product, I decided to buy it.	1	2	3	4	5
I will buy the product for trial purposes.	1	2	3	4	5
I will buy the product as it has better ingredients than its alternative.	1	2	3	4	5
I think buying these products is a good decision.	1	2	3	4	5