

Study on Influence of Emotional Marketing on Consumers' Purchase Intention

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Keywords: emotional marketing; consumer purchase intention; emotional needs

Abstract: Under the background of the rapid development of society and economy and the rapid increase of the disposable income of Chinese residents, the material needs of Chinese consumers have been greatly satisfied, which has led to a higher level of emotional needs. This paper studies the four dimensions of emotional marketing strategies, consumers' willingness to buy, and related theories of emotional needs. Through questionnaires and relevant regression SPSS data analysis, this paper concludes that emotional marketing and its influence factors having a positive impact on consumers' purchase intentions, and puts forward that emotional needs have a unique position in emotional marketing strategies.

1. Introduction

Since the reform and opening up, with the steady and rapid development of society and economy, the disposable income of our residents has been greatly improved. In this process, due to changes in consumer demand and the impact of over-production of goods, the entire consumer market has undergone tremendous and far-reaching changes. The producer-dominated seller market left behind in the old era of planned economy has gradually completed its journey to the new. In the new era of the era, the consumer-led buyer's market changes. In this context, consumers' behavioral characteristics, decision-making patterns, and influencing factors all have huge differences with the past. Consumers will inevitably produce higher-level demands, and they will increasingly focus on the core and orientation of consumers and pay more attention to them. Experience, perception, and personalization factors. Emotional marketing is based on the development of these theories, guided by the individualized psychological and emotional needs of consumers, and by constantly satisfying the emotional needs of consumers to enhance the user experience, ultimately stimulating and intensifying their purchasing intentions. At a higher level of marketing.

In China's current consumer market, simply relying on the quality of the product itself or the thoroughness and comfort of the service itself is insufficient to meet the growing consumer demand in the new context. Create a corresponding emotional atmosphere, targeted marketing activities, elicit consumer resonance, so as to arouse and meet consumer emotional appeal, and ultimately play a role in improving sales. Therefore, it is necessary to further research and explore the role and value of emotional marketing for enterprises based on the extensive use of successful emotional marketing and the fruitful results achieved. I believe that the success of this research can effectively expand the thinking of business operators, provide a basis for their decision-making, and ultimately enhance the efficiency of the company.

2. Status of Operations

The consumer groups in Haidilao fishing are mainly middle-income groups, but at the same time there are occasional low-income groups who occasionally eat. Sea fishing has a generally higher level of consumer satisfaction, and it has a stronger desire to spend again. In fact, the reason for the large number of middle-income groups is due in large part to meeting the needs of the target group - emotional needs.

Naturally eating is also a kind of demand, but this kind of demand is lost to the low level. After all, it is only at the bottom level of the demand level—survival demand. Even if it is a clean and hygienic dining environment, it only reaches the level of security needs. In addition to the value of

the service itself, the "God-style" service of sea fishing is more of an internal feeling of more respect and comfort that the service brings to consumers. Haidilao accurately targeted the target consumer groups and used corresponding emotional marketing strategies to well meet the inner needs of middle-income groups that they hope to be valued and respected. They successfully implemented emotional marketing strategies and improved consumer satisfaction. Subsistence desire.

In general, the types of hot pot restaurants in the hot pot industry are divided into the following categories: traditional, self-help, local flavor, fashion (including bean fishing), and luxury. The market positioning and target consumers of each type of hot pot shop are different, because they are also in the category of hotpots and can meet the needs of customers for hotpots. The targeted consumer groups of sea fishing have overlapping with the above types of hot pot restaurants. section. However, the overlap is somewhat different. For the middle-income group, the largest target consumer group for sea fishing, local flavor and fashion are the main competitors for sea fishing. In the fashion model, Macau bean fishing can be used as its leader. It has the same or even better environmental decoration than sea fishing. The ordering method is also very similar. The service quality is also above the industry standard. The price is too high and it can be obtained. Young and white-collar groups favored the crowds and formed greater competition with sea fishing. Due to its strong local characteristics and special flavor, local flavor forms a stark contrast with standard production of sea fishing, and it also forms a certain competition.

In the increasingly fierce competition in the industry, sea fishing is undoubtedly facing greater pressure from competition. Target customers in traditional, self-help, and luxury hot pot restaurants have certain differences from sea fishing. At the same time, their business models are also very different from those of sea fishing. Therefore, a differentiated strategy should be used to avoid competition for asymmetric competition. You can. In the face of the highly overlapped fashion hot pots of target customers, the competitive approach of sea fishing is to further strengthen their own advantages in service, and use emotional marketing strategies to create positive emotional experiences for consumers and stimulate their willingness to purchase. Generate and implement.

3. Questionnaire Survey and Reliability Validation Test

According to the Likert five scale and relevant domestic and foreign questionnaire design programs, under the premise of confirming the research object, this paper has compiled the following questionnaire according to its characteristics and certain questionnaire design principles. The questionnaire is divided into 3 parts.

(1) Sea fishing consumption

This part of the content of the investigation through the survey whether the surveyor had dine in the sea fishing or understand the sea fishing, non-sea fishing users and can not understand the invalid survey of sea fishing questionnaire was removed to filter out an effective questionnaire.

Question 1: Have you ever dine in the sea or understand it?

(2) Demographic Statistics

This section investigates the age composition of sea fishing consumers to analyze their user information.

(3) Statistics of variables

This section investigates the independent variables and dependent variables in the theoretical model and constitutes the main content of the questionnaire. This paper uses the Likert 5 scale, a scale that is heavily used in the current questionnaire survey. The scale consists of a series of statements, each of which has five different options of "strongly agree", "agree", "not necessarily", "disagree", and "strongly disagree". 4,3,2,1, the score of the respondents in each question is his recognition of the statement. According to the general situation of the questionnaire survey, the four independent variables in this paper are measured by three questions. The specific situation of the questionnaire design is shown in Table 1.

4. Statistical Analysis of Questionnaire Data

The questionnaire survey was distributed through questionnaire software. A total of 180 questionnaires were distributed and 180 were recovered. Question 1: "If you used to dine in the sea or have some understanding of it" screening, a total of 142 valid questionnaires were obtained.

In this questionnaire, the demographic variables are the sample age components.

Among all valid samples, 11 were under age 20, accounting for 7.75%, 119 were aged 20-40, accounting for 83.8%, and 12 were over the age of 40, accounting for 8.45%.

From this analysis, from the perspective of age structure, the 20-40-year-old population has the highest proportion of consumers in sea fishing.

Such consumers are quick to accept new things, have strong spending power, and have certain higher-level needs—emotional needs.

Natural eating is also a kind of demand, but this kind of demand is lost to the low level. After all, meal and food are only at the bottom level of the demand level—survival demand. Even if it is a clean and hygienic dining environment, it only meets the security requirements. level.

In addition to the value of the service itself, the "God-style" service of sea fishing is more of an internal feeling of more respect and comfort that the service brings to consumers.

Haidilao accurately targeted the target consumer groups and used corresponding emotional marketing strategies to well meet the inner needs of these groups who wished to be valued and respected, successfully implemented the emotional marketing strategy, and enhanced consumers' willingness to purchase.

This article through SPSSAU software data analysis obtained the following content, as shown in Table 1.

Table 1 Descriptive statistical analysis

Variable dimension	Number of samples	Minimum	maximum	Mean	Standard deviation
Emotional	142	1	5	3.92	0.59
Emotional	142	1	5	3.89	0.66
Emotional	142	1	5	3.89	0.71
Emotional	142	1	5	4.10	0.64
Emotional	142	1	5	3.95	0.53
Emotional	142	1	5	3.97	0.65
Purchase	142	1	5	4.06	0.69

From the table, it can be seen that the total score of Haidilao emotional marketing is between 1.00-5.00, with an average value of 3.95, which means that the respondents are satisfied with the overall situation of Haidilao's emotional marketing. From the four dimensions of emotional marketing of sea fishing, the average value of emotional services is 4.10 and is greater than the average. The average of emotional design, emotional advertising, and emotional price are 3.92, 3.89, and 3.89 and both are less than the overall average. From this, it can be seen that the respondents are satisfied with the high-quality emotional services of sea fishing and should continue to work hard. Although the respondents were satisfied with the product design, advertising promotion and preferential prices in the emotional marketing of Haidilao, they did not allow Consumers are as satisfied as they are with emotional services for sea fishing and there is room for improvement.

The overall average of the emotional needs met was 3.97, indicating that the emotional needs of the subjects were well met.

The overall average value of consumers' purchase intention is 4.06, which means that the testee's purchase intention is very strong, and only a few measures or incentives can be used to complete the transaction.

(1) Correlation analysis of independent variable sea fishing emotion marketing and dependent variable consumers' purchase intention.

This paper uses SPSSAU software for data analysis to study the relationship and significance

between the four impact factors of emotional marketing of sea fishing and consumer purchase intention. The details are shown in Table 2

Table 2 Correlation Analysis of Various Dimensions of Emotional Marketing of Haidilaoog and Consumers' Purchase Willingness

	Purchase Intention
Emotional	0.530**
Emotional	0.602**
Emotional	0.669**
Emotional	0.597**

* p<0.05 ** p<0.01

As shown in the table, the correlation coefficient between purchase intentions and emotional advertisements is 0.602, and it shows a significant level of 0.01, which indicates that there is a significant positive correlation between purchase intention and emotional advertisement. The correlation coefficient between the purchase intention and the emotional price is 0.669, and it shows a significant level of 0.01, which shows that there is a significant positive correlation between the purchase intention and the emotional price. The correlation coefficient between purchase intention and affective services is 0.597, and it shows a significant level of 0.01, which shows that there is a significant positive correlation between purchase intention and affective services. The correlation coefficient between purchase intention and affective design is 0.530, and it shows a significant level of 0.01, which indicates that there is a significant positive correlation between purchase intention and emotional design. In summary, the four dimensions of emotional marketing of sea fishing have a significant positive correlation with the purchase intention, and the level of significance is high, and the result is reliable. It can be initially verified that the emotional marketing of consumers in the theoretical model of this paper is positive Impact.

Correlative Analysis of Emotional Marketing and Emotional Demand for Independent Sea-based Fishing

5. Conclusions and Recommendations

Under the background of the rapid development of society and economy and the rapid increase in the disposable income of Chinese residents, the material needs of Chinese consumers have been greatly satisfied, which in turn has produced higher-level emotional needs, such as the need for respect. This article discusses the marketing strategy developed in this environment - emotional marketing.

This article reviews domestic and international discussions on emotional marketing strategies, summarizes four dimensions of emotional marketing strategies, explains the internal logic of emotional marketing strategies, and introduces the use of Haidilao's emotional marketing strategies. Recalling the relevant theories of consumers' purchase intention and emotional needs, this paper reserves a solid theoretical basis for this article. Based on past research and theory, this paper presents the sea fishing emotional marketing theory model. By analyzing the actual case of sea fishing, the relevant theories discussed in the previous article are confirmed. On the basis of theoretical research and case studies, a questionnaire designed to investigate the impact of each dimension of emotional marketing strategies on consumers' purchase intentions was designed based on the questionnaire design principles and existing maturity scales.

Questionnaire software was used to issue and collect questionnaires. The reliability and validity of the data were tested, and on the basis of the correlation and regression analysis of each variable. It proves that the overall emotion marketing of Haidilao and the positive influence of emotional advertisements, emotional prices and emotional services on purchase intention. It is also concluded that the emotional needs are closely related to the emotional marketing and purchase intention of Haidilao, and have played an important role in the use of Haidilao's emotional marketing strategy. Based on these results, a revised theoretical model was constructed.

In summary, it can be concluded that the effective use of emotional marketing strategies for sea fishing has a positive effect on improving consumers' purchase intention. The influence factors of Haidilao Emotional Marketing are significantly related to purchase intention. At the same time, in addition to emotional design, emotional advertising, emotional price, and emotional services all have a positive impact on consumers' purchase intention. In addition, the emotional needs are closely related to the experimental independent variables and dependent variables, which is a noteworthy part of the use of emotional marketing strategies.

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