

# Chapter 11

## The Effect of Consumer Emotions on Online Purchasing Behavior

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### ABSTRACT

*This chapter was written to demonstrate the effect of consumer emotion on online purchasing behavior. According to the results obtained from 418 data, it was observed that both positive and negative emotions impacted online buying behavior. In this context, as the positive emotions of the online consumer increases, the frequency of purchases increases, but as the negative emotions of the online consumer increases, the frequency of purchases decreases. In addition, user interface quality, product information quality, service information quality, site awareness, security perception, information satisfaction, and relational benefit factors are factors that negatively affect consumers emotionally in purchasing online. On the other hand, only product information quality, user interface quality, and security perception factors positively affect emotions of online consumers.*

### INTRODUCTION

Businesses target certain feelings, values, and emotions in consumers in order to achieve competitive advantage, to make their ads memorable and to ensure that consumers select the product offered by them. In this case, the fundamental aim is to create the attitudes and actions on buying behavior of consumers. It has been proved that almost all of the purchases made by consumers are done with their emotional motivation. For this reason, it is clear that companies need to give a place emotional content in order to provide a competitive advantage. To achieve this, a company follows the steps such as; to determine the consumer's needs and desires, to develop a marketing communication strategy that can position the product emotionally and establish a relationship between consumer emotions and the concrete product features. Almost every product offers similar advantages. For this reason, firms take steps to create strategies parallel to consumer sentiments and, above all, emphasizes the values related to the inner desires, wants and

DOI: 10.4018/978-1-7998-0035-4.ch011

ambitions of potential customers. Therefore, the secret of business is to create an emotional relationship between the consumer and the product. Studies argued that the attention of consumers would be drawn not by logical arguments but by creating images that created emotions. Therefore, the more intense the emotion, the deeper the neurological connection in the brain of the consumer. In this sense, companies have the goal of eliminating expectations with products that can address consumer feelings. Therefore, it is necessary to know how the consumers think, what the consumers feel and what emotions can be produced to reveal their dreams. In other words, firms should leave a mark on the consumer in order to be catchy, to create consumer loyalty and to turn potential customers into existing customers. The way to achieve this is to stimulate the networks that create a sense of pleasure and goodness in the consumer.

In this study, first of all, it has been examined whether there is a statistically significant difference between online purchasing behavior and demographic variables. Then, the factors affecting the consumer's emotions in the online shopping channel has been revealed. For this, it has benefited from the scale developed by Park and Kim (2003). The factors discussed in this scale are; user interface quality, product information quality, service information quality, site awareness, security perception, information satisfaction, and relational benefit. The scale developed by Laros and Steenkamp (2003) was used to determine how the aforementioned factors affect consumer emotions. The factors have been discussed in this scale are; anger, fear, sadness, shame, contentment, and happiness. Finally, the impact of these emotional factors on online purchasing behavior have been measured in this study.

## **BACKGROUND**

### **Customer Emotions**

Emotion is the body reactions that is acquired in parallel with the evolutionary development of human beings, affected to human behavior, occurs depending on events, factors, objects. Emotion is also mostly uncontrollable. (Taylor, 2000). Although there are different typologies related to emotions, when evaluated as a whole, they can be classified in two ways: basic emotions and complex (secondary) emotions. The basic emotions are instinctive reactions that do not require any cognitive evaluation, which arise suddenly, and that apply to all people and are constantly changing (Bellman, 2007). On the other hand, complex emotions are a mixture and a combination of basic emotions (Plutchik, 1980). The complex emotion set consists of differentiated emotions that require cognitive evaluation such as love, anger, empathy, nostalgia and desire (Blossom, 2001).

Emotions are examined in the marketing literature on issues such as advertising (Stayman & Aaker, 1988), retailing (Babin et. al., 2005), pleasure (Alcan~iz et. al, 2005), behavioral trends (Hicks et. al, 2005) and decision-making process (Stayman & Batra, 1991). Emotions affect consumer and executive decisions closely (Bagozzi et. al, 1999). According to this, positive feelings of consumption lead to positive behaviors and re-purchase (Karakaya, 2017)

Emotional experiences during the shopping by consumers are very important. Because consumers will evaluate their next purchase in line with their emotional experiences. Therefore, consumer emotions are used to define consumption experiences and to create an impact on the consumer. In order to be successful in marketing strategies, it is necessary to identify the emotions that are effective throughout the consumption (Cacioppo & Gardner, 1999). The subjective emotions that are experienced in evaluating, buying or using a product are consumption emotions (Cohen & Areni, 1991). Richins (1997) also

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