



THEORETICAL REVIEW OF TECHNOLOGICAL IMPACT ON EMOTIONAL DRIVERS INFLUENCING CONSUMER DECISION MAKING PROCESS ON SMART PHONES BRAND

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ABSTRACT

Consumer behavior study highly emphasizes emotional factors and its implications on purchase intention on any product or service brand. Most of the consumer actions are played by their emotions than any other reasons (Vera Pedragosa, etal 2015). It acts as a stimulus for the process of decision making. The stimulus is either a negative or positive that results with any impact. This study aims to explain the impact of emotions that plays with consumers' decision making process on purchase of smart phone brands. Emotions drive individual behavior towards situations. This research is designed out with a conceptual model that shows the relationship that exists between emotional factors and its impact on decision making process and the benefits retained by the smart phone brands. The finding from the existing literature reviews concludes that technological development, innovation of smart phones, promotion appeals, stimulates the emotion for consumers' decision making process.

Keywords: Emotional factors, Technology, Consumer decision, Stimulus, Consumer behavior.

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1. INTRODUCTION

Brand equity is the total positive value earned from the market. A group of positive values are gathered because of every single consumer's positive opinion towards brand. Brands have emotional associations with consumers. Influencing the emotion will help the consumers to commit with the brand and therefore this helps the company to build emotional branding and strategies that favors emotional branding strategy (Ali Ekber Akgun,etal 2013). Among Smart phone markets, influence of emotions is relatively less compared to any other FMCG markets. Consumers look for technological development (Barkoczi, etal 2016) and product development in smart phone brands. They change the brand according to the updated technology. But there are few customer groups who always possess a positive opinion on the brands which failed to perform in the market as they performed better in the earlier phase

This study focuses on analyzing how smart phone brand has an impact on consumer emotions and how emotion has impact on choosing smart phone brand. It is important for the smart phone brands to define themselves as customer-pleasing brand with all functional specialties. Smart phone brands need to improve in their appeal and develop the innovation (Grazia, etal 2014). Therefore product innovation can reshape the brand image (Jalal Hanaysha, etal, 2015) and create positive image among customer market.

2. LITERATURE SURVEY ON DIMENSIONS OF EMOTIONAL DRIVERS IMPACTING CONSUMER DECISION PROCESS

Khan et.al (2010) discusses there is a positive Impact of being in a state of holding negative emotions. Negative emotions break the sentiments and opens up opportunity to decide on alternative choices that brings up benefits to the customers. Experiencing the past flaws helps in finding out existing availability as a utilization of beneficiaries.

Santana et.al (2012) reviews that there exists a relationship between negative emotions and consumer decision making especially in the area of financial decisions. Consumers are highly price sensitive and their emotions impacts on purchase decision if they experience higher price on the product they want. Consumers' choice tends to change if they experience the price payment which is not upon their level of expectations.

Grazia Cecere et.al (2014) explores that change among technical aspect of smart phone will promote the smart phone industry to grow dynamically and increases growth. The author concludes that innovation helps in creating competitive environment thereby the concept of product differentiation.

Lukman Aroean et.al (2014) reveals the relationship between prestige – seeking emotional innovators and cognitive innovators which leads to higher level of innovators. Consumers who are sensitive to the prestige cue pertaining to price are emotionally stimulated. This gives the insight as base of STP and marketing communication strategy through cognitive or emotional cues.

Patti Williams (2014) examines emotions and how it is affected by various perspectives. The author explains that emotions vary by valence. This research explores that humans tend to importance their possessions and slows down their social relationships. Therefore the emotions play a more role on choosing and deciding for gadgets based on the attributes that the brand offer.

Thorsteinsson et.al (2014) examines the emotional attachments of users with their smart phones pertained to brand attributes. It was emphasized that attachment to technology is a key feature of using smart phone. Loyalty was analyzed by the researchers where they have found

out that most of the customers are loyal to the smartphone brand, preferring a new phone from the same brand rather than choosing unfamiliar brand.

Jalal Hanaysha (2016) reviews that product innovations stands for main reason for brand success and gaining competitiveness. Therefore there is a positive association between customers with brand in its innovation that satisfies customers. This eventually results in increased brand equity and competitive success among brands.

N Barkoczi et.al (2016) reveals that consumers are more conscious about quality and features of smartphone. It is very important that smart phone marketers need to develop and update new technologies such as operating systems, application development which will help the brand play a competition by satisfying customers.

Deborah J. MacInnis et.al (2017) reveals the findings on consumers they humanize brands by perceiving as a part of themselves, or in a relationship with themselves having human-like forms, minds, and personality characteristics and being congruent with or connected to the self. Therefore the author comes up with the concept of humanizing brand which clearly explains the emotional concept.

Mazhar Abbas et.al (2017) discusses the impact of technological innovation where it motivates the brand to survive in the long run in midst of complex market and economic environment. Consumers' resistance to innovation can be measured by their resistance to smartphones. Therefore consumer perception of price influences their resistance to smartphone.

Henry H.Wilmer et.al (2017) reviews that smart phone is a major tool for research and experiments and it acts as a increased interlaced with our cognitive functioning. Smart phone technology has led to various innovations and actions in this current era.

3. OBJECTIVES OF THE STUDY

1. To know on technology and promotion that stands as a major component towards emotions on Smart Phone brands.
2. To identify the dimensions of emotional drivers.
3. To explore the impact and relationship of emotions towards Hierarchy of Effects model.

4. RESEARCH METHODOLOGY

This research is based on secondary data. The study is based on various research articles collected from different sources which is discussed in the literature review. All the secondary data was collected and obtained from reputed management and psychological journals from different data bases and web sources.

5. EMOTIONAL STIMULI ON CONSUMER DECISION MAKING PROCESS

Emotions are of different types. It depends upon consumer perception. In this study customer emotion on Smartphone brands is both negative and positive. Positive emotions is appreciated to recommend the brand to friends and relatives which we term it as WOM (Word-of- Mouth) (Supratim Kundu, etal 2017) and simultaneously customers tend to become loyal for brand. A negative emotion is the result of brand offering unsatisfied benefits to customers. This creates brand to lose its reputation and equity. But thereby customers look for alternative choice on brand where they can satisfy to fulfill their needs. Once the brand fails to perform successfully, customers associate the brand to market underperformer. But negative emotions break the barrier that arises from sentiments and helps customers reduce the monotonous

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behavior on choosing smart phones. This tends customers to search new brands which is explained in the below framework that is related with negative emotions and Hierarchy of Effects model.

Table 1 AUTHORS REVIEW ON EMOTIONAL STIMULI

AUTHOR	FINDINGS
Santana et.al (2012)	Consumers choice changes based on brand attribute such as price.
Grazia Cecere et.al (2014)	Innovation wins competitive environment and creates product differentiation.
Patti Williams (2014)	Brand attribute and emotions are interrelated. Emotions are differed by valence.
Thorsteinsson et.al (2014)	Emotional attachment with the smart phone is because of technology key feature.
Koshaki et.al (2016)	Hierarchy of Effects Model (HEM) explores that Impact of negative emotions have positive effect on consumer decision making.
Jalal Hanaysha (2016)	Product innovation gains customer satisfaction and competitive advantage
N Barkoczi, et.al (2016)	Technology intervention helps successful competition
Deborah J. MacInnis et.al (2017)	Consumers attachment to the brand drives them to humanize the brand
Henry H.Wilmer et.al (2017)	Smart phone technology development and innovations helps for economic activities.
Mazhar Abbas et.al, (2017)	Technological development helps the product to longer survive in the market.

6. SMART PHONE INNOVATION ON TECHNOLOGY AND PROMOTIONAL APPEAL ON EMOTION

Research says that about 50 % of an experience is based on emotions. Customer relationship explores the strength of emotions. Smart phones hold a unique strength compared to any other digital device. Digital technology plays an important role in humans' life where it has succeeded in adapting our way of life. Consumers depend on technology. Technological development such as:

- a. Artificial intelligence
- b. In built applications
- c. Mobile location tracker
- d. Sensor based authentication
- e. Wireless Charger
- f. Flexible smart phones
- g. Holographic screens

The most cost beneficiary projects would be technology building in a simpler device (<http://www.justinesherry.com/papers/sherry-bsthesis2.pdf>).

The another impact of emotions is resulted from the brand communication with the consumers such as slogans, advertising appeals, communication strategy. Mobile advertising is something different in terms of targeting appropriate to demographic groups, device characteristics, etc. (Kim et.al, 2015). The Therefore the contributions of innovation by creating technology and applying proper advertising appeal influence consumer emotions in making decision on brands.

7. FRAMEWORK OF EMOTIONS AND ITS RELATIONSHIP WITH HIERARCHY OF EFFECTS MODEL. (KOSHAKI ETAL., (2016))

Once customer experiences dissatisfied quality and services from the smart phone brand, he or she tend to look for other alternative brands which fulfills their need for different features and quality. They take the initiative to know about the new brands, get to educate about the brand's quality and performance. Then they like and prefer the particular brand and becomes as an end user. There exists a relationship with negative emotions and the theory of Hierarchy of Effects model. However the brands lose their own customers where they switch to buy newer or other brands reviewing with their social groups.

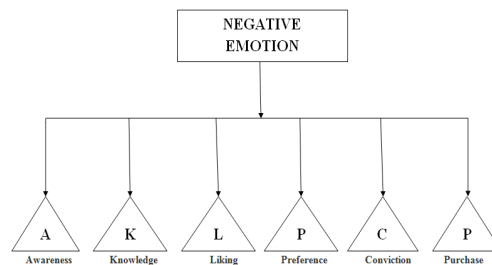


Figure 4 Relationship model with Emotion and HEM

8. DIMENSIONS OF EMOTIONAL DRIVERS

Based on the reviews and discussions with various research articles, a conceptual model has been developed in this study in order to withstand as a unique brand by influencing the emotions of the customers

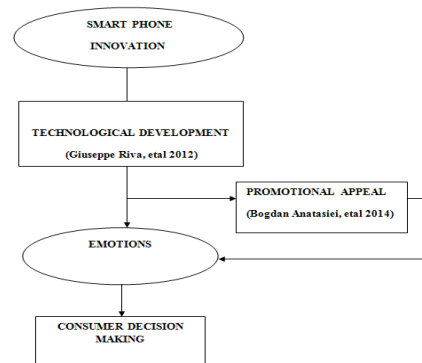


Figure 5 Emotional drivers on Consumer Decision making process

9. SUGGESTIONS

Suggestions are focused on to develop the factors that influence the emotions positively. Emotions are the reasons for consumer behavior. Therefore this research focuses on below suggestions for the brand power.

- Smart phone brands can concentrate on innovation (Mazhar Abbas, etal 2017) within their brand to improve Unique Selling Proposition.
- Technology development as a strategy for new application development

10. CONCLUSION

Based on the study and analysis on various authors descriptions it was clearly exemplified that emotions play a very important role in every customer activities related to smart phone decision making process. Factors such as technology, innovation, promotional appeal, etc play a vital role to drive emotions. As the authors commented, emotions are valence. It varies according to every individual's perception. Therefore in generic to influence the consumer emotions, the marketer needs to build a generic approach which combines all the factors in their product.

11. FUTURISTIC STUDY

This study may further help to focus on analyzing various factors that influence the consumers' purchase intention on brand. Moreover this article may helps to further study to know a relationship with emotional marketing strategies.

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