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Place of Emotions In Marketing And Its Importance In ELM Model

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Abstract

Until recently, emotions were not one of the most precious elements of marketing. There are theoretical and empirical models that show that emotions affect perception, decision, motivation, and consumer behaviour of the Elaboration Likelihood Model (ELM). ELM can be defined as a model of processing probability; this theory assumes that it will continue to do with its reflections on consumers in varies direction. The Elaboration Likelihood Model explains how persuasion message works in changing the attitude of the reader or consumers. It is very crucial for corporations and advertisement agencies, to design their marketing strategies and understanding the attitudes of peoples. Out of all attitudes, the paper will analyse how emotions can impact on marketing.

Keywords: Emotions, Marketing, ELM Model, Consumer Behavior, Sensory Marketing

1. Introduction

Over the past twenty years, the nature of marketing as a field of study, research, and business philosophy has seen significant changes. These are reflected in new marketing concepts emphasizing aspects of service, perception, partnership, corporate social responsibility, and branding. Current researches are focusing on marketing based on human emotions. Hence, development of a new marketing logic is created where the focus of the offer is shifting from goods to the transaction. The service aspect is focusing on intangible components, predominant regarding customer perception and decision-making processes. The paper aims to point out the importance of emotions in contemporary marketing and it's importance in the ELM model.

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