

The Influence of Emotional Marketing on Consumer's Purchasing Decision in Daily Chemical Stores

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ABSTRACT:*In the increasingly fierce daily chemical market competition, “emotional marketing” is becoming more and more unique. Research on consumers and their purchasing decisions is the basis of emotional marketing. Therefore, the influence of emotional marketing on consumer's purchasing decision has become a hot topic in business and academic. Based on the relevant theory of emotional marketing and consumer's purchasing decision, the paper studies the influence of emotional marketing on consumer's purchasing decisions in daily chemical stores by questionnaire survey and interview. It hopes to provide help for personnel training in daily chemical industry and marketing strategy of local daily chemical brands.*

KEY WORD:*Daily chemical shop, Emotional marketing, Customers, Purchase decision*

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I. INTRODUCTION

China has a huge consumer population and is one of the largest comprehensive markets of the daily chemical industry in the world. According to the data released by the Qianzhan industry research institute (2019), the market size of China's daily chemical products reached 485.865 billion yuan by the end of 2018, up 3.83% year-on-year. The market potential of daily chemical industry is huge, but opportunities and challenges coexist. China's daily chemical products market is basically monopolized by industrial giants such as P & G, L'Oréal and Unilever, and local market share of is only about 20%. In addition, there have been a series of problems such as product homogeneity, overcapacity and lack of individuality. The development of local daily chemical enterprises is struggling. In recent years, the distribution channels of daily chemical products have undergone significant changes. E-commerce has diverted a large number of customers, resulting in a continuous decline in the turnover of daily chemical stores. At the same time, daily chemical stores are also facing many challenges such as rising rent costs, rising staff salaries, and difficulty in attracting customers through promotional activities. But according to global retail report on beauty industry released by PWC (2017), 62% of Chinese consumers prefer shopping in physical stores, so it is necessary to study daily chemical stores.

In the current era, consumers are gradually moving away from rational consumption and are more and more inclined to emotional consumption. That is to say, consumers will be driven by their own emotions and make purchases, which makes the research on consumer emotions has not been interrupted. Daily chemical stores are all over the streets, and there are many problems in emotional marketing. For example: the same preferential means, the use of membership points system; Excessive hospitality to customers; Excessive emotional factors are involved in the promotion of products, without highlighting the characteristics of products themselves; The imperfect after-sales service of the sales staff leads to the trust crisis of customers' emotional marketing in the store. The main reason is that the stores do not have a clear positioning of consumers and their purchasing decisions. Only by understanding the psychological characteristics of consumers and conducting emotional marketing according to their needs and purchasing behaviors, can consumers be moved and have purchasing desire.

To sum up, based on the relevant knowledge of emotional marketing and consumer's purchasing decision, the paper analyzes the impact of emotional marketing elements on consumer's purchasing decision through questionnaire survey and interview, and finally proposes corresponding improvement strategies.

II. LITERATURE REVIEW

2.1 Emotional Marketing

Li & Li (2005) published the first emotional marketing monograph in China, believing that emotional marketing refers to that enterprises take the consumer's individual consumption differences and emotional needs as the core of their brand marketing strategy, and realize their development goals through a series of emotional strategies. Domestic scholars have different dimensions of emotional marketing strategies, which can be roughly divided into three categories. This paper holds that the marketing mix theory is an important theoretical basis for

the dimensionalization of emotional marketing strategies, so it adopts the famous 4P marketing mix strategy, namely product, price, place and promotion.

2.2 Consumer's Purchasing Decision

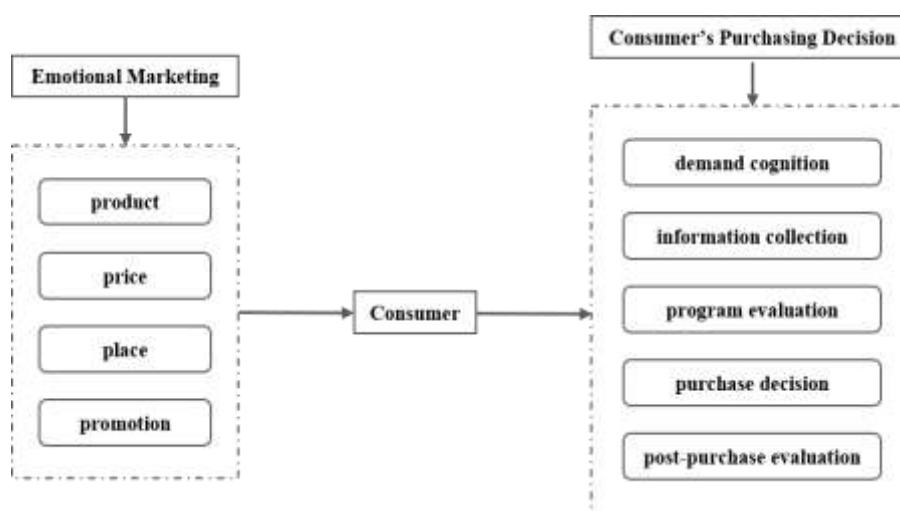
Consumer purchase decision refers to the systematic decision-making process of analyzing, evaluating, selecting and implementing the best purchase plan and post-purchase evaluation among two or more purchase plans available to meet a certain demand (Cheng, Li & Shi, 2010). Through searching relevant literature, most experts and scholars have divided the process of consumer's purchasing decision into five stages according to the time sequence, including demand cognition, information collection, program evaluation, purchase decision, and post-purchase evaluation.

2.3 The Relationship between Emotional Marketing and Consumer's Purchasing Decision

Seunghwan & Heere (2018) studied the relative effectiveness of emotional advertising over rational advertising and combination advertising on consumer behavior. The results suggested that emotional advertising led to a higher attitude toward purchase intention, and merchandise consumption than both rational and combination advertising. Qiu (2019) elaborated the application of emotional marketing in bilibili from the four aspects of product promotion, price setting, user communication and environmental experience, and proposed some suggestions for the shortcomings of bilibili in emotional marketing.

To sum up, the role of emotional marketing in consumer's purchasing decision has been paid more and more attention. Therefore, this paper takes 4P marketing mix strategy as the starting point to study its influence on the five stages of consumer's purchasing decision. The conceptual framework is shown in figure 1 below.

Figure 1: Conceptual Framework



III. METHODOLOGY

3.1 Measurement and Data Collection

The design of the questionnaire consists of two parts. The first part is about the selection of the measurement items, including emotional marketing strategy and the process of consumer's purchasing decision. We measured these constructs with existing items from previous literature. The second part is demographic questions for respondents, including their gender, age, education level, career and income per month. Before a formal survey, this study first interviewed 20 consumers who frequently buy daily chemical products. According to these consumers' suggestions, we modified the questionnaire. Then, we used Email, Wechat, QQ, Microblog and other social mediasto collect online questionnaires. Finally, we collected 282 valid questionnaires.

3.2 Findings

3.2.1 Descriptive Statistical Analysis

The data analysis shows that respondents consist of 59.7% women and 40.3% men. Respondents' age mainly focuses on age groups of 21-30 (41%) and 31-40 (35.14%). Special price promotion (67.34%) and free purchase promotion (45.12%) are the main promotion methods of daily chemical stores. However, according to the interview, consumers are more interested in public welfare sponsorship and holiday promotion. Consumers mainly obtain product information through their own purchasing experience (36.03%), family and friends'

recommendations (32.77%), store display or shopping guide recommendations (30.31%), etc. After purchase, consumers pay more attention to factors such as product itself, service after purchase and service in purchase.

3.2.2 Factor Analysis

In this research, SPSS was used to conduct factor analysis on 18 emotional marketing factors affecting consumers, among which KMO value was 0.862 and the Bartlett's test of sphericity was found to be statistically significant at 0.000. We adopted the principle of eigenvalue more than 1 with the varimax rotation method, and excluded items with factor loadings less than 0.5. Thus, four common factors were extracted which explained 72.51% of the total variance. They are named as emotional product factor, emotional promotion factor, emotional service factor and store marketing factor respectively.

3.2.3 Regression Analysis

Four common factors were taken as independent variables, and the mean influence degree on consumer's purchasing decision was taken as the dependent variable for regression analysis. After testing, $R^2=0.827$, the significance level of the four common factors was less than 0.05, indicating that four common factors had significant influence on the dependent variable. Emotional service factor, emotional product factor, emotional promotion factor and store marketing factor are ranked successively according to the degree of influence.

IV. EMOTIONAL MARKETING STRATEGIES

As an emerging brand marketing strategy, emotional marketing plays an important role. This paper obtains four emotional marketing factors through questionnaire survey and interview, and provides suggestions for the emotional marketing of daily chemical stores from these four aspects by taking the process of consumer's purchasing decisions as the logical framework.

4.1 Emotional Marketing Strategy for Demand Cognition

4.1.1 Public Welfare Sponsorship

The rapid development of economy and society helps to spread the public welfare idea and shape the public welfare culture. Today's consumers pay more and more attention to assume social responsibility. The store can take the following measures: if the purchase amount of the store is more than 50 yuan, the store will donate 1 yuan to the poor mountainous area; If you buy products in the shop, as long as you leave the box, the shop will donate 1 yuan environmental welfare fund.

4.1.2 Holiday Promotion

For merchants, festivals are a good time for promotional activities. However, during the interview, we learned that the merchants' marketing activities are lack of novelty and the actual effect is not ideal. The reason is that merchants ignore the story behind the festival. Take valentine day for example. There is a sentence only three words in valentine day, but let countless people moved to tears, that is I love you. It is 520 in digital form. Choose some products from the daily chemical products, make the total number of grams 520 grams, and give a paper red rose. The first 10 customers who enter the store are given away for free, and the first 60 can be bought at half price.

4.2 Emotional Marketing Strategies for Information Collection

4.2.1 "Circle Fans" Promotion

The main way for consumers to obtain product information is their own experiences and the recommendation of family and friends. Wechat is a strong relationship chain based on QQ friends and mobile phone contacts, which is a powerful "social relationship cluster". Wechat like is a kind of dynamic attention method often used by people. From the perspective of merchants, people who give like to them are all their fans, so they can cultivate customer loyalty through circle fans. Specifically, merchants randomly circle a consumer in the order of like of consumers every day, who can get a set of daily chemical products in the store for free. The rest of the circled consumers gave small gifts (such as cotton pads), all the discounts are only redeemable on the same day.

4.3 Emotional Marketing Strategies for Program Evaluation

4.3.1 In the Form of Products into the Chinese Elements

For consumers, no matter what kind of marketing, the product is always its core. Foreign brands account for about 70% of the shelves in stores of daily chemical products. The development of local brands of daily chemical products is still struggling. Although the stores of daily chemical products can hardly change the core products, they can improve the form products. Consumers are hard to resist Chinese elements and have

special national feelings. Chinese elements contain profound cultural connotation and are the concentrated embodiment of Chinese culture. In recent years, dragon totem, blue and white porcelain and ink style have become popular elements in global fashion. Merchants can inject Chinese elements into the packaging boxes, bags and other aspects of products to enhance customers' awareness of emotional value.

4.4 Emotional Marketing Strategies for Purchase Decision

4.4.1 Allocation of Professionals and Moderate Services

Consumers attach great importance to the professional information provided by shopping guides. However, I learned that most consumers do not trust shopping guides and resist sales personnel's hospitality in the interview. Consumers are more likely to trust doctors who have a full understanding of the industry. According to all aspects of the store, we will provide a doctor for the daily chemical store and recommend suitable products for consumers. Sales personnel need to improve their service attitude and be moderately hospitable.

4.4.2 Design the Service Facilities of the Store

Through interviews, we know that male consumers are more willing to go to daily chemical stores with rest areas. With the development of economy and society, the proportion of male consumers in daily chemical market is gradually expanding, so it is very important to pay attention to the needs of male consumers. The better the service facilities the store provides, the more satisfied the consumers will be. In order to save space and put more shelves, stores can put some small folding chairs near the checkout counter to improve customers' comfort.

4.5 Emotional Marketing Strategies for Post-Purchase Evaluation

4.5.1 Community After-Sales Service

Good after-sales service is the highest score among 18 factors, indicating that consumers attach great importance to after-sales service. However, most consumers are not satisfied with it. There are two main reasons: first, the distance between shops and houses is far; second, some consumers are reluctant to disclose personal information. Community after-sales service will effectively improve the situation. The store chooses to establish cooperation with the management units of surrounding communities, and sets up a booth in the community one day a week. It is used to solve consumers' problems in the use of products, show the use method and amount of products, and realize instant consumption. Community after-sales service enables consumers to get intimate service in the nearest one kilometer away from it, and meanwhile protects consumers' personal information.

4.5.2 Invest Your Emotions in Your Operations

Data show that consumers attach great importance to the two factors of service in the purchase process and service after purchase. Daily chemical stores can put emotional factors into their daily operation. For example, customers can get some daily chemical products free of charge with their ID on the birthday, give away disposable umbrellas in rainy days and push some articles or videos using daily chemical products on their public platform. These actions may seem small, but they are heartwarming.

V. CONCLUSION

Based on the relevant knowledge of emotional marketing and consumer's purchasing decision, this paper obtains the influence of emotional marketing on consumer's purchasing decision through data analysis, and puts forward corresponding improvement strategies for emotional marketing in daily chemical stores. We hope that through our investigation and analysis, we can establish the correct concept of emotional marketing for personnel engaged in the daily chemical industry, and attach great importance to the implementation of emotional marketing strategy. In this way, the paper hopes to help local daily chemical enterprises improve their emotional marketing strategies and carry forward the local daily chemical brand.

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