

Abstract

This master thesis revolves around two different perspectives: the first perspective accounts for strategic marketing communications whereas the second perspective accounts for emotion, memory and consumer behaviour.

In 1975 Pepsi launched a larger blind test called "The Pepsi Challenge". The purpose of this test was to investigate people's different preferences for Coca-Cola and Pepsi. This experiment helped establish the growing interest in branding, emotion and memory regarding knowledge on consumption.

The last 20 years of research within the field of neuroscience suggests, that emotion has crucial significance when it comes to how the individual is motivated and reacts to emotional stimuli in different situations regarding consumption. Additionally, brain-scanning experiments determine that emotion influences the consumer's decision-making process and action patterns.

Emotion can be characterized as an instinctive response that, through changes in the body, motivates action for the individual. The individual is emotionally anchored and reacts because of the emotional stimulation that is occurring. In the consumer's decision-making, memory is an important factor that undeniably can motivate the consumer at both a conscious and subconscious level. Memory works at an implicit level, which makes it possible to motivate the consumer subconsciously. Bearing this in mind, it seems strange that emotion is not an integrated part of marketing communications, which exact purpose is to motivate the consumer to change buying behaviour. The purpose of this master thesis is to explore, investigate and increase knowledge of the two fields separately and thereafter gather the result, from which we can develop a platform that integrates marketing communication and emotion. This platform is therefore going to contain means of the communication range but in the same time integrate a new understanding of "the receiver" as emotionally anchored.

Through reflection and visualization we form our results in to a process-based model, which allows us to illustrate the interrelationship between the strategic marketing field and the emotional field.

This recipient understanding demands a communication strategy in which focus lies on motivating the consumer through emotion instead of persuading the individual with rational arguments. The advantage of this particular combination is that it allows businesses to customize their marketing directly to the emotional mechanisms in humans, which is crucial for their choices and consumer behaviour.



Hvorfor vi “tænker” med følelserne

- IMPLEMENTERING AF EMOTIONER
I EN STRATEGISK PLATFORM

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