



B1

ISSN: 2595-1661

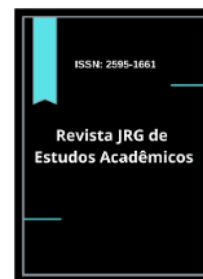
ARTIGO

Listas de conteúdos disponíveis em [Portal de Periódicos CAPES](#)

## Revista JRG de Estudos Acadêmicos

Página da revista:

<https://revistajrg.com/index.php/jrg>



### Emotional marketing: a review of the use of emotions in advertising and product promotion

DOI: 10.55892/jrg.v8i18.2062

ARK: 57118/JRG.v8i18.2062

Recebido: 27/07/2024 | Aceito: 02/08/2024 | Publicado *on-line*: 06/05/2025

**Maria Valeria Gasca Sanchez**

<https://orcid.org/0009-0003-8119-7676>

Marketing Specialist

E-mail: [valeria-gasca1@hotmail.com](mailto:valeria-gasca1@hotmail.com)

#### Abstract

Emotional marketing is a strategy that leverages consumers' emotions to create an affective connection with brands, influencing their purchasing decisions. This article presents a review of the use of emotions in advertising and product promotion, highlighting the effectiveness of emotional strategies in building strong brands and fostering customer loyalty. The study discusses how emotions are employed to engage the target audience, particularly in the digital context. It also analyzes how brand identity and the personalization of advertising messages contribute to the success of campaigns. Furthermore, it explores the ethical implications of emotional marketing, emphasizing the importance of balancing emotional appeal with corporate social responsibility.

**Keywords:** *emotional marketing, advertising, emotional strategies, customer loyalty, brand identity, digital marketing.*

#### 1. Introduction

We live in an era in which consumers do not merely purchase products but seek experiences, sensations, and emotional connections with brands. In this context, emotional marketing emerges as a key strategy for establishing deeper bonds with the audience, transcending the functional attributes of products and reaching subjective dimensions such as feelings, memories, and values. According to Gobé (2002), brands that succeed in creating these connections become part of consumers' lives, influencing behaviors and purchasing decisions in a lasting and meaningful way.

The influence of emotions on consumer behavior is not a recent phenomenon but has gained prominence amid increasing market competition and saturation. Kotler and Keller (2012) argue that marketing has evolved from a promotional tool into a behavioral science, which deeply investigates the psychological factors that drive consumers. Within this framework, emotion stands out as one of the primary motivational drivers.

Consumers are influenced by both reason and emotion. As Schiffman and Wisenblit (2015) point out, consumer behavior is shaped by a complex set of factors, with emotions playing a central role. Although rationality has its place, it is often overshadowed by feelings such as belonging, nostalgia, happiness, fear, or desire. Therefore, it is essential that organizations understand these emotions and strategically integrate them into their advertising campaigns.

According to Robinette and Brand (2001), emotional marketing aims to trigger affective responses in consumers, fostering long-term connections with brands. This approach is reflected in campaigns that use touching narratives, impactful soundtracks, and symbolic imagery capable of evoking deep feelings. These strategies are supported by research in consumer behavior and neuroscience, going beyond mere aesthetic appeal.

Goleman (2009), in his work on emotional intelligence, emphasizes the direct impact of emotions on human behavior, including consumption. For the author, recognizing, understanding, and managing emotions constitutes a competitive advantage, especially in marketing, since emotions shape perceptions, memories, and purchasing decisions.

Thus, the decision-making process in purchasing is not limited to a logical cost-benefit analysis. Leite et al. (2016), in their study of consumer behavior in emotionally charged contexts such as the funeral services sector, confirm that emotional factors are decisive in service selection, reinforcing the central role of emotions in persuasion and customer loyalty strategies.

Schmitt (1999), in turn, introduced the concept of experiential marketing as a branch of emotional marketing, aiming to create memorable and engaging experiences. This approach seeks to involve the consumer on multiple levels, sensory, emotional, cognitive, and relational, breaking away from traditional models focused solely on product functionality.

Another relevant aspect of emotional marketing is its influence on brand identity construction. Budelmann, Yang, and Wazniak (2010) highlight that visual, narrative, and symbolic elements are fundamental to fostering emotional identification with the target audience. The coherence between these elements and the brand's values is essential to maintain authenticity and credibility, attributes that are increasingly valued by consumers.

Aaker (2014) supports this perspective by stating that effective branding depends on the ability to communicate emotional values consistently. Successful brands are those that transcend product functionality, creating emotional bonds based on empathy, trust, and cultural relevance.

The advent of digital technologies and social media has amplified the reach of emotional marketing. Kingsnorth (2019) argues that digital platforms enable real-time interactions with consumers, facilitating message personalization and the construction of visual and audiovisual narratives that evoke feelings such as joy, nostalgia, hope, and resilience.

Complementarily, Adolpho (2016), in his discussion of the 8 Ps of digital marketing, emphasizes that personalization and relationship-building are central pillars of digital communication. In this context, emotions are essential tools for generating engagement, retention, and loyalty, helping brands stand out in a highly competitive and saturated environment.

The cultural and social transformations driven by the Fourth Industrial Revolution have also shaped contemporary consumer behavior. According to Silva (2018), digitalization and expanded access to information have resulted in more

demanding, conscious consumers who are emotionally connected to causes and values. In this scenario, brands that ignore these factors risk becoming irrelevant.

Kotler, Kartajaya, and Setiawan (2021), in *Marketing 5.0*, argue that technology must serve humanity by promoting a human-centered approach in all its dimensions, including the emotional. The use of artificial intelligence, data analytics, and automation should, therefore, foster experiences that generate emotional and social value.

To be effective, the use of emotions in advertising requires a solid scientific and methodological foundation. Gil (2008) and Richardson et al. (2015) emphasize that the study of consumer behavior demands methods capable of capturing the subjectivity and complexity of emotional factors. Qualitative research is particularly suitable in this regard, as it enables an in-depth exploration of consumer motivations and feelings.

Amado (2017) reinforces this approach, highlighting the importance of qualitative inquiry for understanding the meanings attributed to consumption experiences. As social and cultural constructs, emotions must be analyzed within specific contexts, considering language, symbols, values, and interpersonal relationships.

Organizational communication also benefits from an emotional approach. Diniz, Santana, and Rodrigues (2012) point out that emotional communication strengthens institutional image and stakeholder relationships. The alignment between organizational discourse and practice is essential to ensure authenticity and build trust.

Emotional advertising campaigns, in this sense, require strategic planning, sensitivity, and creativity. Pinho (2008) observes that the effectiveness of marketing communication depends not only on content but also on emotional tone, the choice of channels, and the form of expression, all of which must be carefully selected to provoke the desired emotional response without compromising brand credibility.

Emotions used in advertising can be classified into basic categories such as joy, sadness, fear, anger, surprise, and disgust, as noted by Casanova, Sequeira, and Silva (2009). These universal emotions, with strong appeal, can be used individually or in combination, depending on the campaign's objectives and target audience profile.

Palmer (2015) and Ryder (2018), in their exploration of emotional intelligence in marketing, emphasize that the success of emotional strategies depends on the ability to interpret consumers' desires, pains, and aspirations. This requires empathy, data analysis, and active listening, core competencies in today's marketplace.

Emotional marketing, therefore, goes beyond mere commercial persuasion: it constitutes a form of communication aimed at building human connections, promoting meaningful experiences, and establishing long-term relationships. A deep understanding of the role of emotions in consumption is a strategic advantage for organizations seeking to stand out in a competitive and emotionally saturated environment.

As Kotler and Keller (2016) succinctly put it, "brands that succeed in provoking positive and lasting feelings in their consumers not only sell products, they build loyalty, reputation, and meaning." This review thus aims to explore how emotions are employed in advertising and product promotion by analyzing their theoretical foundations, practical applications, and behavioral implications.

## 2. Methodology

This study is characterized as a qualitative, exploratory research based on a bibliographic review. Its objective is to analyze the application of emotional marketing in advertising and product promotion strategies, drawing upon a theoretical framework that supports the correlation between emotional aspects and consumer behavior.

### 1. Type of Research

According to Gil (2010), bibliographic research is characterized by the use of previously published materials, such as books, scientific articles, and other documentary sources, and is suitable for theoretical construction on a given topic. In this study, this method was adopted with the purpose of identifying and analyzing the main concepts and applications of emotional marketing, particularly within the context of contemporary advertising.

The research follows a qualitative approach, as emphasized by Minayo (2009) and Marconi and Lakatos (2008), who state that this type of approach seeks to understand the meanings individuals assign to their actions and to social reality. This perspective is especially relevant for investigating the impact of emotions on consumer behavior, as it encompasses the subjective and symbolic dimensions of the consumption experience.

## 2. Methodological Procedures

### 2.1. Literature Review

Data collection was carried out through the reading and critical analysis of the following works:

- AAKER, D. A. *Building Strong Brands* (2007);
- COBRA, M. *Basic Marketing: A Brazilian Approach* (2009);
- GAD, T. *Branding: How Smart Companies Win Customer Loyalty* (2002);
- GAD, T. *The Four-Dimensional Brand* (2001);
- KOTLER, P.; KELLER, K. L. *Marketing Management* (2006);
- LARAIA, R. B. *Culture: An Anthropological Concept* (2001);
- LODI, J. B. *Advertising and Promotion: How to Use Advertising and Promotion to Increase Sales* (2011);
- SANT'ANNA, A. S. *Advertising: Theory, Technique, and Practice* (2009).

These references were selected for their relevance in the fields of marketing, advertising, branding, and consumer behavior, all of which are directly related to the development of strategies based on emotions.

### 2.2. Selection Criteria

The inclusion criteria were as follows:

- Authors recognized in the fields of marketing and advertising;
- Works that directly address the influence of emotions in brand communication;
- Publications analyzing the relationship between consumer behavior and emotional stimuli.

As an exclusion criterion, opinion pieces, non-academic sources, and works that did not directly or indirectly address the use of emotions in marketing were disregarded.

### **2.3. Analysis Technique**

The analysis of the selected material was conducted through exploratory and critical reading, as proposed by Marconi and Lakatos (2008), identifying in the works the main concepts related to:

- Emotion as a decision-making factor in purchasing;
- Emotional experiences provided by brands;
- Application of sensory and symbolic marketing;
- Advertising strategies with emotional appeal.

Similar ideas were grouped into thematic categories and discussed in an integrated manner throughout the development of the study.

### **3. Justification of the Methodological Choice**

The use of bibliographic review is justified by its ability to enable the researcher to systematize existing knowledge about a given phenomenon. According to Marconi and Lakatos (2008), this type of investigation allows for the identification, organization, and discussion of established theories, serving as a foundation for critical analyses and the formulation of new theoretical perspectives. Additionally, Gil (2010) emphasizes that bibliographic review is a fundamental step in the scientific process, as it provides the necessary background for the researcher to become familiar with the state of the art in the field and to position themselves in a theoretically grounded manner within the area of study.

### **4. Limitations of the Study**

As it is based on a theoretical analysis, this research is delimited by its reliance on the available literature, without incorporating primary data or empirical measurement procedures. Therefore, the results presented are analytical reflections derived from the selected theoretical corpus, which may imply limitations regarding the generalizability of the conclusions to specific contexts or different realities.

### **5. Ethical Considerations**

As this is an exclusively bibliographic study, there was no direct involvement of human subjects, thus waiving the need for submission to research ethics committees, in accordance with current regulations. It is noteworthy that all sources used were properly referenced, in compliance with ethical principles and legislation related to copyright and intellectual property rights.

## **3. Results and Discussion**

### **1. The Influence of Emotions on Consumer Behavior**

Specialized literature highlights that emotions play a decisive role in consumers' purchasing decisions. Goleman (2009) argues that emotional intelligence may be more influential than intelligence quotient (IQ) in various situations, including consumer behavior, by considering individuals' ability to recognize, understand, and manage emotions as a decisive factor in their interactions with brands and products. This view is corroborated by Leite et al. (2016), whose findings indicate that emotional factors significantly affect purchasing decisions, even in sensitive contexts such as funeral services, demonstrating the scope and depth of this influence.

In this regard, Robinette and Brand (2001) emphasize that emotional marketing seeks to establish deep and lasting connections with consumers, going beyond the functional attributes of products. This approach aims to create emotional

bonds that foster brand identification and enhance customer loyalty by acting upon subjective dimensions such as feelings, values, and memories.

## **2. Emotional Marketing Strategies in Advertising**

Various strategies have been employed by organizations with the aim of eliciting emotional responses from consumers. Schmitt (1999) introduced the concept of experiential marketing, which proposes consumer engagement through sensory, affective, and cognitive experiences, aiming to create positive and lasting memories associated with the brand. This perspective broadens the role of advertising by considering consumption as a subjective experience rather than merely a functional transaction.

Kotler and Keller (2012) reinforce the importance of deeply understanding consumers' needs, desires, and values, advocating for the use of emotional appeals that align with these elements. The personalization of advertising messages, when tailored to the aspirations of the target audience, tends to enhance the impact and effectiveness of marketing campaigns.

Additionally, brand visual identity has a significant influence on the construction of emotional bonds. According to Budelmann, Yang, and Wazniak (2010), visual components such as colors, typography, and design directly affect consumers' sensory and emotional perceptions, contributing to the formation of a coherent, attractive, and emotionally engaging brand image.

## **3. The Role of Emotions in Building Strong Brands**

The construction of strong brands is directly linked to the ability to evoke positive and meaningful emotions in consumers. Aaker (2014) argues that brands capable of establishing deep emotional bonds tend to demonstrate greater resilience in adverse market conditions, in addition to fostering higher levels of consumer loyalty. This emotional connection contributes to the consolidation of long-term relationships and the competitive differentiation of brands.

Complementarily, Gobé (2002) introduces the concept of "citizen brands" those that align with the values, aspirations, and emotions of their audience, promoting a sense of belonging, identification, and affective engagement. This perspective emphasizes the importance of marketing strategies oriented toward the subjective dimensions of consumption, recognizing the role of emotions as central elements in the construction of brand identity and value.

## **4. Emotions and the Digital Environment**

With the advent of digital marketing, emotions remain central elements in communication strategies, adapting to the new dynamics of interactions within virtual environments. Adolpho (2016), in presenting the "8 Ps of digital marketing," emphasizes the importance of message personalization and emotional engagement on digital platforms, highlighting that affective connection is essential to attract and retain audiences in an increasingly competitive and dynamic landscape.

Similarly, Kingsnorth (2019) argues that, in the digital context, brands must invest in creating meaningful experiences that emotionally resonate with consumers. To achieve this, the strategic use of data and insights becomes indispensable, enabling the personalization of interactions and the strengthening of emotional bonds with users. This approach reinforces the continued centrality of emotions, even within a technology and algorithm-driven environment.

## 5. Ethical Considerations in the Use of Emotional Appeals

Although emotional marketing proves to be highly effective in building consumer relationships, it is essential to consider the ethical implications involved in its application. Kotler, Kartajaya, and Setiawan (2021) warn of the importance of employing technology in a humanized manner, fostering respectful interactions that preserve individuals' privacy and emotional well-being. In a context where personal and behavioral data are widely used to personalize strategies, ethical commitment must guide marketing practices.

Within this same context, Goleman (2009) emphasizes the importance of empathy and social responsibility as foundations for more conscious communication actions. According to the author, brands should transcend purely commercial objectives, directing their strategies toward consumer well-being and the promotion of positive social values. Thus, emotional marketing should not only serve as a tool for persuasion but also as an instrument for building ethical and sustainable relationships with the public.

## 4. Conclusion

This study aimed to analyze the impact of emotional marketing on advertising strategies and product promotion, highlighting its growing relevance in the contemporary consumer landscape. The theoretical evidence gathered demonstrates that emotions play a central role in purchasing decisions, often influencing consumers more significantly than rational arguments based solely on product functionality.

Emotional marketing seeks to create experiences aligned with the values, desires, and needs of the audience, establishing lasting affective connections with brands. Strategies involving sensory, affective, and cognitive stimuli have proven effective not only in enhancing the impact of advertising campaigns but also in consolidating strong and resilient brands capable of fostering loyalty through consistent emotional bonds.

Visual identity and message personalization emerge as key strategic components, especially in a highly competitive and saturated market. With the advent of digital marketing, these strategies have been further enhanced, enabling closer and more personalized interactions with consumers and expanding the possibilities for emotional engagement.

However, the application of emotional marketing must be grounded in ethical principles, taking into account respect for consumers' privacy, emotional integrity, and the promotion of social responsibility in advertising practices. Brands that incorporate empathy and social commitment tend to strengthen their positioning and build more genuine relationships with their audience.

It can be concluded, therefore, that emotional marketing constitutes a highly powerful strategic tool, not only for stimulating consumption but also for building authentic connections, enhancing brand value, and fostering sustainable relationships between companies and consumers.

## References

- AAKER, D. Aaker on branding: 20 principles that drive success. New York: Morgan James Publishing, 2014.
- ADOLPHO, C. Os 8 P's do marketing digital. São Paulo: Novatec Editora, 2016.
- AMADO, J. (Coord.). Manual de investigação qualitativa em educação. 3. ed. Coimbra: Imprensa da Universidade de Coimbra, 2017.
- AUTORIDADE NACIONAL DE COMUNICAÇÕES (ANACOM). O comércio electrónico em Portugal: o quadro legal e o negócio. Portugal: ANACOM, 2004.
- BUDELMANN, K.; YANG, K.; WAZNIAK, C. *Brand identity essentials: 100 principles for designing logos and building brands*. USA: Rockport Publishers, 2010.
- CASANOVA, N.; SEQUEIRA, S.; SILVA, V. M. Emoções. Portugal: Portal de Psicólogos, 2009. Disponível em: <https://www.psicologia.pt/artigos/textos/TL0132.pdf>. Acesso em: 30 abr. 2025.
- CTCP (Centro Tecnológico do Calçado de Portugal). Marketing digital: guia do empresário. Portugal: Fundo Europeu de Desenvolvimento Regional, 2020.
- DAVIDSON, H.; KEEGAN, W. J. *Offensive marketing: an action guide to gaining competitive advantage*. Burlington: Elsevier Butterworth–Heinemann, 2004.
- DINIZ, A. Q.; DE SANTANA, D. T.; RODRIGUES, M. C. Comunicação organizacional. São Paulo: 2º Congresso de Pesquisa Científica: Inovação, Ética e Sustentabilidade, 2012.
- GALLAGER, R. G. *Principles of digital communication*. New York: Cambridge, 2007.
- GIL, A. C. *Métodos e técnicas de pesquisa*. 6. ed. São Paulo: Atlas, 2008.
- GIL, A. C. *Métodos e técnicas de pesquisa social*. 6. ed. São Paulo: Atlas, 2016.
- GOBÉ, M. *Citizen brand: 10 commandments for transforming brands in a consumer democracy*. New York: Allworth Press, 2002.
- GOLEMAN, D. *Emotional intelligence: why it can matter more than IQ*. London: Bloomsbury Publishing, 2009.
- HAYKIN, S. *Digital communication systems*. Hoboken: John Wiley & Sons, 2014.
- HILL, M. M.; HILL, A. *Investigação por questionário*. 2. ed. Lisboa: Sílabo, 2012.
- JOURNAL OF ELECTRONIC COMMERCE RESEARCH. Vol. 8, n. 1, 2007. Baltimore: Maryland. Disponível em: [http://www.jecr.org/sites/default/files/08\\_1\\_p04.pdf](http://www.jecr.org/sites/default/files/08_1_p04.pdf). Acesso em: 30 abr. 2025.



KAYODE, O. Marketing communication. 1. ed. Bookboon, 2014.

KINGSNORTH, S. Digital marketing strategy: an integrated approach to online marketing. 2. ed. London: Kogan Page, 2019.

KOTLER, P.; KELLER, K. L. Marketing management. 15. ed. USA: Practice Hall, 2012.

KOTLER, P.; KELLER, K. L. Marketing management. 15. ed. England: Pearson Education, 2016.

KOTLER, P.; ARMSTRONG, G. Principles of marketing. 14. ed. EUA: Pearson Education, 2012.

KOTLER, P.; ARMSTRONG, G. Principles of marketing. 16. ed. Harlow: Pearson, 2015.

KOTLER, P.; KELLER, K. L. Marketing management. 14. ed. New Jersey: Pearson College Div., 2008.

KOTLER, P.; KELLER, K. L. Administração de marketing. 14. ed. São Paulo: Pearson, 2013.

KOTLER, P.; KARTAJAYA, H.; SETIAWAN, I. Marketing 5.0: technology for humanity. New Jersey: John Wiley & Sons, 2021.

LEITE, F. P. P. et al. Influência do fator emocional no comportamento de compra: um estudo realizado em uma funerária localizada na cidade de Mossoró/RN. Mossoró: Convibra, 2016.

LIMA, W. O. Comunicação organizacional: análise comparativa dos instrumentos de comunicação formal e informal das OPAS/OMS. Brasília: UNICEUB, 2007.

MADHOW, U. Fundamentals of digital communication. New York: Cambridge University Press, 2008.

MARCONI, M. de A.; LAKATOS, E. M. *Fundamentos de metodologia científica*. 6. ed. São Paulo: Atlas, 2008.

MILES, J. G. E-commerce power: how the little guys brands are beating the giants at e-commerce. Morgan James Publishing, 2021.

MITRA, A. The digital world: digital communications from e-mail to the cyber community. New York: Chelsea House, 2010.

MOREIRA, R. A. O comércio eletrônico, os métodos de pagamentos e os mecanismos de segurança. Revista FATEC Zona Sul, 2016.

NOBRE, F. C. et al. A amostragem na pesquisa de natureza científica em um campo multiparadigmático: peculiaridades do método qualitativo. Revista Espaços, 2017.

OLIVEIRA, D. P. R. Planejamento estratégico: conceitos, metodologia e práticas. 23. ed. São Paulo: Atlas, 2007.

PALMER, S. Emotional intelligence: control your emotions – your guide to boost your communication and interpersonal skills for lifelong success. Kindle Edition, 2015.

PASQUINI, N. C. As revoluções industriais: uma abordagem conceitual. Fatec Americana, 2020. Disponível em: <https://fatecbr.websiteseuro.com/revista/index.php/RTecFatecAM/article/view/235/206>. Acesso em: 30 abr. 2025.

PÉREZ, R. A. Estratégias de comunicación. 4. ed. Barcelona: Ariel, 2001.

PETRESCU, M. Viral marketing and social networks. New York: Business Expert Press, 2014.

PINHO, J. B. Comunicação em marketing. 9. ed. São Paulo: Papyrus, 2008.

PROAKIS, J. G. Digital communication. 4. ed. New York: McGraw-Hill, 2000.

PROAKIS, J. G.; SALEHI, M. Digital communication. 5. ed. New York: McGraw-Hill, 2008.

REGO, F. G. T. Da comunicação empresarial / comunicação institucional: conceitos, estratégias, sistemas, estrutura, planejamento e técnicas. São Paulo: Summus, 1986.

RICHARDSON, R. J. et al. Pesquisa social: métodos e técnicas. 7. ed. São Paulo: Atlas, 2015.

RINKER, T. On the treatment of Likert data. University at Buffalo, 2014. Disponível em: [https://www.researchgate.net/publication/262011454\\_Likert](https://www.researchgate.net/publication/262011454_Likert). Acesso em: 30 abr. 2025.

ROBINETTE, S.; BRAND, C. *Emotion marketing: the Hallmark way of winning customers for life*. New York: McGraw-Hill, 2001.

ROSA, J. A. ABC do marketing na prática na era digital: pesquisa, produto, divulgação, vendas, pós-vendas. Kindle Edition, 2018.

RYDER, J. C. Emotional intelligence: 3 books in 1 – 42 effective techniques + 30 day challenge – a step by step guide + 35 advanced techniques. Kindle Edition, 2018.

SCHIFFMAN, L. G.; WISENBLIT, J. L. *Consumer behavior*. 12. ed. New York: Pearson Education, 2015.

SCHMITT, B. H. Experiential marketing: how to get customers to sense, feel, think and relate to your company and brands. New York: The Free Press, 1999.

SIGNIFICADOS. Emoções: o que é emoção. Disponível em:  
<https://www.significados.com.br/emocoes/>. Acesso em: 30 abr. 2025.

SILVA, L. N. Decisão de compra do consumidor: um estudo sobre os fatores de maior influência. Espírito Santo: CONGRESSO NACIONAL DE EXCELÊNCIA EM GESTÃO, 2016. Disponível em:  
[https://www.inovarse.org/sites/default/files/T16\\_239.pdf](https://www.inovarse.org/sites/default/files/T16_239.pdf). Acesso em: 30 abr. 2025.

SILVA, N. Transformação digital, a 4ª revolução industrial. VGV Energia – Boletim Energético, 2018. Disponível em:  
[https://fgvenergia.fgv.br/sites/fgvenergia.fgv.br/files/transformacao\\_digital\\_vgv\\_energia.pdf](https://fgvenergia.fgv.br/sites/fgvenergia.fgv.br/files/transformacao_digital_vgv_energia.pdf). Acesso em: 30 abr. 2025.