

**To Develop A Model of Emotional Marketing
-with throwing lights on Nav Ras positioning**

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Nav ras, an aesthetic experience, i.e basic nine emotions. This case study is an attempt to develop a model in which navras positioning is being related to the emotional marketing(study of the emotions)and to study the impact i.e. on purchasing decision. A sample of 100 consumers was taken to study the nav ras and emotional marketing. The study was conducted into two phases. The first phase was qualitative phase i.e. focus group. The phase was conducted through quantitative analysis via chi square test. Churning of literature and with the help of conduction of these two phases of study helps in developing a model. The results show that there is relationship between nav ras positioning and emotions/emotional marketing on the verge of advertisement and there is significant impact of nav ras/emotional felt on the purchasing decision of the consumers.

Keywords: nav ras positioning, emotional marketing, emotions, purchasing decisions.

Introduction

Nav ras, an aesthetic experience, i.e. basic nine emotions. Emotional marketing is basically marketing based on the emotions .Emotional marketing is the language of hearts. It is the heart of purchasing.

Emotions play a key role in any kind of social or business decision. The emotions are manifested in verbal, facial and textual expressions. People when speak, interact and write, convey emotions.

As the historical language was the Sanskrit the girls (or sometimes boys too) were taught to express their feelings through their movement. The emotions they exhibit during music, drama, visual arts performance refer to as “Nav ras”

The nine sentiments or passions are : Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.

A firm discovers different needs and groups in the marketplace, targets those needs and groups that it can satisfy in a better way, and then position its offerings” so that the target market recognizes the firm’s distinctive offering and image. The end result of the positioning is the successful creation of a customer-focused value proposition.

When the advertisement of Eureka Forbes (Aquaguard) showed a picture of a toddler’s hand in his mother’s hand with the message, “Like mother’s love, you can always be sure of Aquaguard” This visual, with its message, “Brilliantly shows the Vatsalys Ras. latest Mentos commercial-“Dimag ki batti jala de”., which begins with the student entering in the class—the theme of this advertisement is “Desire to be different i.e. Adbhut Ras. Like ad of VISA credit card with the caption—All it takes is Visa expensive or conspicuous items i.e Shant Ras.

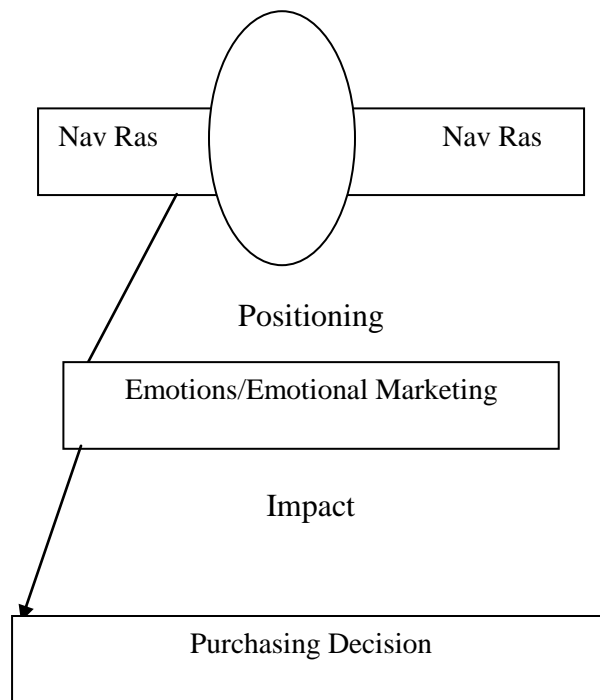
Lux has consistently positioned its product as Beauty Soap.or Shilps Char Chand Lagaye, Fair & Lovely “Matching –Matching” i.e Shringar Ras. The commercial tried to possible the soft drinks not only as beverages but as an emotion. These ads have brilliantly showcases the moments of Pride (Veer Ras) in life. commercial of Rin, Wheel, Ujala where wife has suffered from inferiority complex because they are not satisfy from existing Product-is it was not a kraudh ras.

Let us remember that advertisement when husband and wife both are seeing together the TV as the wife was busy in seeing the sentiment program and husband as seeming as he is seeing that program with his wife but was busy in seeing the score on his mobile phone. It was so humorous i.e hasya ras.

Literature Review

Navras is the aesthetic experience of the nine basic emotions or tastes (rasas), viz., sensitive (perception of love, shringar), comic (hasya), heroic (veer), furious (raudra), apprehensive (vibhatsa), compassionate (karuna), horrific (bhayanak), marvelous (adbhut), and calmed (shaant).Recent studies have shown that emotional marketing is the result the careful analysis of emotional aspects. Psychological literature recognizes that the emotional conditions influence every stage of decision-making in purchasing processes. An emotion is a psychological arousal with cognitive aspects that depends on the specific context.

The companies, with their product and services want to create emotional link with consumers and establish a deep relationship and experience. Emotions give an immediate response that often doesn’t use cognitive processes and conscious elaboration and sometimes they have an effect on cognitive aspects as concentration ability, confusion, loss of consciousness, alert and so on. This is what is asserted in evaluation theory, in which cognitive appraisal is the true cause of emotions. Emotion is a process, in which the perception of a set of stimuli, allows a cognitive assessment that enables people to label and identify a particular emotional state.



Research Questions

-Is there any relationship that if the nav ras is there then emotions is also aroused there?

Null Hypothesis: There is no relationship between nav ras positioning and emotions/emotional marketing on the verge of advertisement.

Alternative Hypothesis: There is relationship between nav ras positioning and emotions/emotional marketing on the verge of advertisement.

-Is there any impact of nav ras/emotional felt on the purchasing decision of the consumers?

Null Hypothesis: There is no significant impact of nav ras/emotional felt on the purchasing decision of the consumers.

Alternative Hypothesis: There is significant impact of nav ras/emotional felt on the purchasing decision of the consumers.

Objectives:

- To study the relationship between nav ras and emotions with the help of advertisements.
- To study the impact of Nav Ras Felt/Emotional Felt on the purchasing decision.

Methodology

The research was conducted under two phases. The first stage is qualitative phase .There was one advertisement selected for each ras. The panel consists of six members. The panel was comprised of advertisement experts, consumers, expertise persons related to expertise field. The ad was shown to them and asks whether the emotion they felt or not. Further the next question was asked whether this ras is leading to emotion or not? Then they were asked to categorize it into positive or negative emotion.

The another phase was the quantitative research in which the consumers were given a semi structured questionnaire .There is an attempt to study the relationship between nav ras and emotional marketing.And the impact on purchasing decision.

Analysis-Phase 1

Table 1:

Advertisement	Emotions(Y/N)	Ras	Types
Ad 1	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive
Ad 2	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive
Ad 3	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive/Negative
Ad 4	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive

Ad 5	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive
Ad 6	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive
Ad 7	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Negative
Ad 8	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive
Ad 9	Y	: Shingar Ras, Hasys Ras, Pride (Veer Ras), Vatsalys Ras, Adbhut Ras, Shant Ras ,Krodh Ras, Bhay Ras,Karun Ras.	Positive

With these analysis a panel of 10 expert members were asked the questions: whether they feel the emotion as same, not felt, some other felt.

Table 2:

Advertisement	Emotion felt	Not felt
1	80	20
2	90	10
3	75	25
4	85	15
5	90	10
6	80	20
7	95	5
8	85	15
9	80	20

Phase 2

Table 3:

Advertisements	Emotion felt	Emotion Not felt	Total
Nav Ras felt	60	20	80
Nav Ras Not felt	10	10	20
Total	70	30	100

Table 4

Advertisements	Emotion felt	Emotion Not felt	Total
Nav Ras felt	56	24	80
Nav Ras Not felt	14	06	20
Total	70	30	100

Calculated value 4.761905

Table value at degree of freedom 1=3.84

Hence the hypothesis is rejected.

Table 5:

Purchasing Decision	Nav Ras Felt/Emotional Felt	Nav Ras Not Felt/Emotion felt	Total
Sig. Impact	40	10	50
Not Impact	20	0	20
Total	60	10	70

Table 6:

Purchasing Decision	Nav Ras Felt/Emotional Felt	Nav Ras Not Felt/Emotion felt	Total
Sig. Impact	42.85=43	7.14=7	50
Not Impact	17.14=17	2.85=3	20
Total	60	10	70

Calculated value 5.024428

Table value at degree of freedom 1=3.84

Hence the hypothesis is rejected.

Interpretation

While seeing the advertisement 1, 80% of the panel members felt the emotions whereas 20% of the panel members do not felt the emotions. While seeing this advertisement they felt Shingar Ras. They categorize as positive response.

While seeing the advertisement 2, 90% of the panel members felt the emotions whereas 10% of the panel members do not felt the emotions. While seeing this advertisement they felt Hasys Ras. They categorize as positive response.

While seeing the advertisement 3, 75% of the panel members felt the emotions whereas 25% of the panel members do not felt the emotions. While seeing this advertisement they felt Veer Ras They categorize as positive response.

While seeing the advertisement 4, 85% of the panel members felt the emotions whereas 15% of the panel members do not felt the emotions. While seeing this advertisement they felt Vatsalys Ras .They categorize as positive response.

While seeing the advertisement 5, 90% of the panel members felt the emotions whereas 10% of the panel members do not felt the emotions. While seeing this advertisement they felt Adbhut Ras They categorize as positive response.

While seeing the advertisement 6, 80% of the panel members felt the emotions whereas 20% of the panel members do not felt the emotions. While seeing this advertisement they felt Shant Ras They categorize as positive response.

While seeing the advertisement 7, 95% of the panel members felt the emotions whereas 05% of the panel members do not felt the emotions. While seeing this advertisement they felt Krodh Ras. They categorize as negative response.

While seeing the advertisement 8, 95% of the panel members felt the emotions whereas 05% of the panel members do not felt the emotions. While seeing this advertisement they felt Bhay Ras . They categorize as negative response

While seeing the advertisement 9, 80% of the panel members felt the emotions whereas 20% of the panel members do not felt the emotions. While seeing this advertisement they felt Karun Ras. They categorize as positive response.

As well as in the next phase (quantitative phase) it is observed that calculated value is more than table value depicting hypothesis value is rejected. It means There is relationship between nav ras positioning and emotions/emotional marketing on the verge of advertisement

Analysis of Table 5 and Table 6 with chi square test depicting that calculated value is more than table value depicting hypothesis value is rejected. It means there is significant impact of navras/emotional felt on the purchasing decision of the consumers.

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