

Emotional Intelligence in Marketing: Connecting Brands with Consumers; A Theoretical Framework

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Abstract: In the current competitive market, businesses must transcend conventional marketing methods to attract customer attention and cultivate loyalty. Emotional intelligence (EI) has become a potent instrument that allows companies to engage with consumers on a more profound, personal level. By comprehending and utilizing emotions, marketers may develop persuasive ads that connect with their intended audience. This article examines the notion of emotional intelligence in marketing, its essential elements, advantages, and practical implementations for linking businesses with customers. Emotional intelligence (EI) is crucial in contemporary marketing techniques, allowing firms to forge stronger connections with customers. This study investigates the incorporation of emotional intelligence in marketing, analyzing its effects on consumer behavior, brand loyalty, and customer retention. The theoretical framework integrates essential concepts of emotional intelligence with marketing principles to propose a holistic model for brand-consumer engagement. Utilizing components like empathy, self-awareness, and social skills, marketers can develop emotionally impactful campaigns that cultivate trust and loyalty. This study examines the deficiencies in the implementation of emotional intelligence within marketing strategies, specifically regarding digital platforms and consumer psychology. The study aims to identify the principal dimensions of emotional intelligence pertinent to marketing, evaluate their impact on consumer decision-making, and formulate practical insights for marketers.

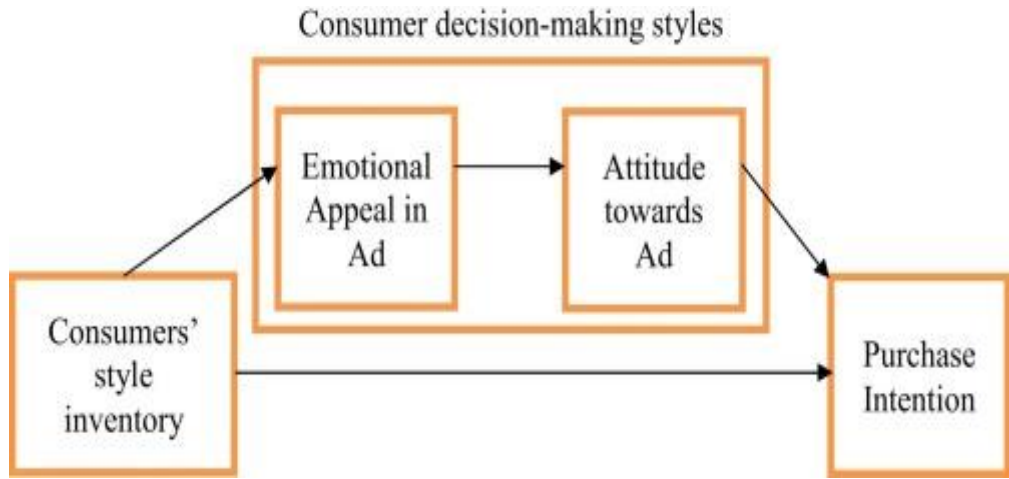
Keywords words: Emotional intelligence, consumer behavior, brand loyalty, marketing strategies, and digital engagement.

INTRODUCTION

In a progressively competitive marketing environment, brands are seeking innovative methods to engage with their audiences. Emotional intelligence (EI) has become a significant instrument for improving consumer engagement, utilizing emotions to foster brand loyalty and trust. As consumer preferences change, comprehending the psychological foundations of decision-making is essential

for marketers. Emotional intelligence, which includes self-awareness, empathy, motivation, and social skills, enables marketers to anticipate and effectively address consumer needs. Brands that effectively incorporate emotional intelligence into their marketing strategies can cultivate profound emotional connections, resulting in enhanced customer relationships and increased retention.

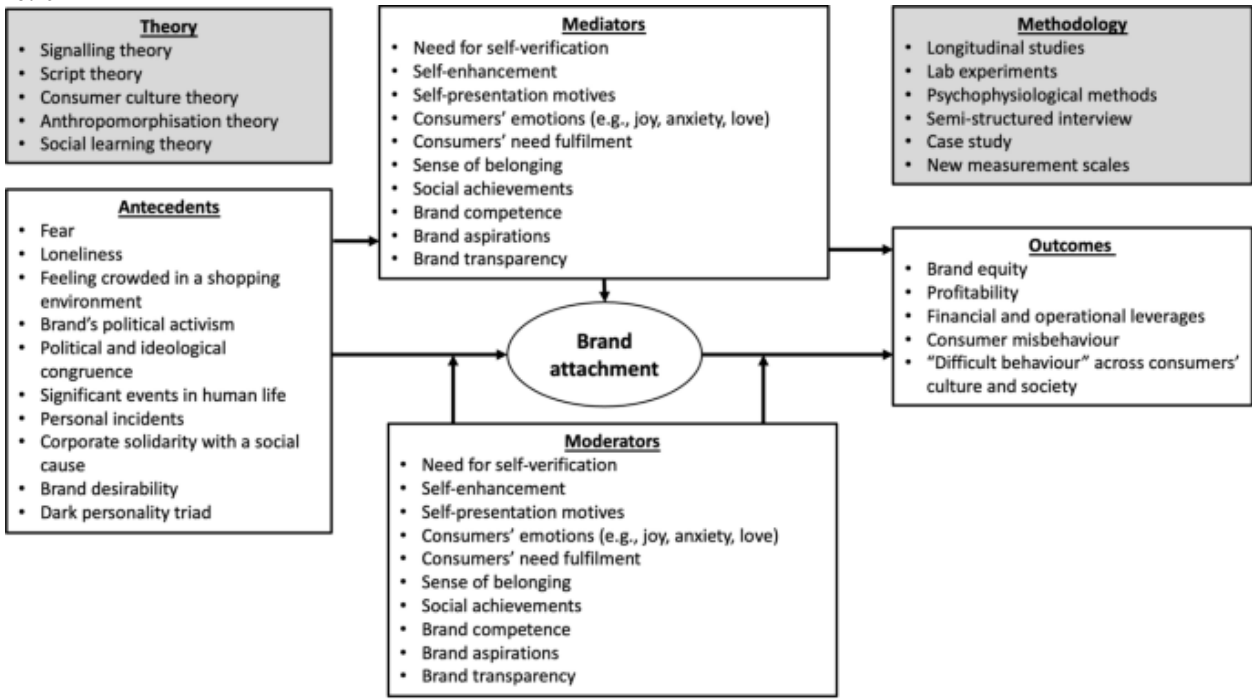
This study examines the function of emotional intelligence in marketing, emphasizing its impact on customer perception, purchasing decisions, and brand advocacy.



Theoretical Background

The notion of emotional intelligence, proposed by Daniel Goleman, highlights the capacity to identify, comprehend, and regulate emotions in oneself and in others. In marketing, emotional intelligence concepts correspond with consumer behavior theories, including Maslow's Hierarchy of Needs and the Elaboration Likelihood Model (ELM). By comprehending consumer emotions and cognitive reactions, marketers can customize messaging strategies that align with target audiences. Emotional branding, storytelling, and personalized marketing campaigns have surfaced as effective implementations of emotional intelligence. Moreover, digital marketing platforms enhance the significance of emotional intelligence, enabling brands to interact with consumers instantaneously and tailor content according to emotional stimuli.

Figure: 02



Conceptual Framework

The suggested conceptual framework amalgamates essential emotional intelligence components with marketing techniques to facilitate significant customer connections. The concept highlights empathy-focused communication, emotionally astute leadership within marketing teams, and the tactical application of emotional signals in advertising. The framework emphasizes the necessity of cultivating emotional resilience in marketing initiatives to preserve authenticity and trustworthiness.

Understanding Emotional Intelligence in Marketing

Emotional intelligence refers to the ability to identify, understand, manage, and influence emotions effectively. In marketing, this means recognizing consumer emotions, addressing their needs, and creating positive experiences that drive engagement and loyalty. The key components of EI include:

1. **Self-awareness:** Self-awareness is the foundation of emotional intelligence. It involves understanding one's emotions, strengths, weaknesses, and how these factors influence decision-making. In marketing, self-aware professionals can

recognize their own biases and emotional triggers, allowing them to create campaigns that are objective and consumer-focused. Marketers with strong self-awareness can assess the emotional tone of their content, ensuring it aligns with consumer expectations. For instance, a brand that acknowledges societal issues through its campaigns demonstrates self-awareness, building trust and authenticity.

2. **Self-regulation:** Self-regulation is the ability to manage emotions effectively, ensuring they do not negatively impact decision-making or relationships. In marketing, self-regulation helps professionals maintain composure under pressure, respond constructively to criticism, and adapt strategies to consumer feedback. For example, during a social media backlash, marketers with strong self-regulation can address concerns empathetically rather than reacting defensively. This approach not only mitigates damage but also strengthens brand reputation.
3. **Motivation:** Motivation in emotional intelligence refers to an internal drive to achieve goals, foster innovation, and meet consumer needs. Motivated marketers are passionate about their work and consistently seek ways to improve campaigns and customer experiences. By aligning marketing strategies with consumer aspirations, brands can inspire trust and loyalty. For instance, a campaign that highlights environmental sustainability aligns with eco-conscious consumers' values, driving engagement and brand affinity.
4. **Empathy:** Empathy involves understanding and sharing the emotions of others. In marketing, empathy is crucial for connecting with consumers, addressing their pain points, and offering solutions that genuinely meet their needs. Empathetic marketers listen to customer feedback, tailor campaigns to resonate with diverse audiences, and create inclusive messaging. For example, campaigns that highlight personal stories, struggles, or triumphs effectively engage audiences on an emotional level, fostering lasting connections.
5. **Social skills:** Social skills are essential for building relationships, networking, and effective communication. In marketing, strong social skills enable professionals to engage with consumers, collaborate with teams, and manage brand perception. Marketers who excel in social skills create engaging content, manage social media interactions effectively, and build communities around their brand. For instance, brands that use humor, storytelling, or influencer collaborations often achieve higher engagement and foster deeper connections with their audience.

Role of Emotional Intelligence in Consumer Behavior

Consumers make decisions based on both rational reasoning and emotional stimuli. Emotions including happiness, trust, anxiety, and surprise profoundly affect consumer purchase behavior. Emotional intelligence enables marketers to discern these triggers and customize messages that align with consumers' emotional conditions. Advertisements that elicit positive feelings such as joy or enthusiasm are more likely to leave lasting memories. Conversely, addressing consumer pain issues with empathy helps cultivate trust and fortify customer connections.

Benefits of Emotional Intelligence in Marketing

1. Enhanced Brand Loyalty: Augmented brand loyalty is a vital result of proficient marketing techniques and consumer connection management. By continually providing value and fostering transparent communication, businesses may develop robust emotional bonds with their customers. A potent strategy for cultivating loyalty is customized marketing, when organizations customize their communications and offers according to client interests and behaviors. This fosters exclusivity and significance, promoting repeat acquisitions and enduring loyalty. An additional effective method entails establishing a comprehensive loyalty program that incentivizes clients for their ongoing patronage. Providing points, discounts, or special benefits encourages recurring participation. Furthermore, upholding uniform brand messaging and fulfilling commitments enhances client confidence. Social media platforms significantly foster loyalty by allowing firms to communicate directly with their audience, immediately answer problems, and demonstrate authenticity. Brands that emphasize customer happiness, uphold continuous communication, and exhibit authentic concern are more likely to cultivate robust brand loyalty, therefore securing long-term commercial success.

2. Improved Customer Experience: Enhancing customer experience (CX) is essential for bolstering business reputation and securing consumer loyalty. An optimal client experience entails comprehending consumer requirements, enhancing encounters, and delivering uninterrupted assistance throughout their trip. Businesses may do this by utilizing digital technologies that facilitate individualized interactions, like AI chat bots, real-time support, and tailored suggestions. Investing in user-centric website design, mobile optimization, and straightforward navigation enhances customer experience. Offering many contact channels, such as social media, email, and telephone assistance, facilitates seamless client outreach. Moreover, aggressive customer service strategies such as post-purchase follow-ups, prompt issue resolution, and soliciting feedback for service enhancement foster an exceptional experience. By emphasizing empathy, responsiveness, and consistency in engagements, firms may markedly improve customer happiness. An enhanced customer experience not only increases client retention but also fosters good word-of-mouth advertising, eventually propelling business development.

3. Higher Engagement Rates: Elevated engagement rates are crucial for building significant relationships with clients and enhancing conversions. To enhance engagement, enterprises want to develop engaging and aesthetically pleasing content customized for their target demographic. Social media platforms provide exceptional chances for involvement via interactive postings, polls, quizzes, and live sessions that promote bilateral connection. Utilizing storytelling strategies promotes engagement by delivering realistic and emotionally compelling narratives that appeal with the audience. Influencer marketing is an effective strategy for garnering attention and establishing trust. Furthermore, organizations that regularly share pertinent, informative, or engaging content are more inclined to sustain active audience engagement. Fostering an engaged community necessitates that businesses promote user-generated content, including reviews, testimonials, and shared experiences. This not

only fortifies client connections but also enhances brand visibility. By integrating smart content development with prompt contact, businesses may markedly enhance their engagement rates and foster enduring consumer relationships.

4. Increased Sales and Conversions: Enhancing sales and conversions is a major aim for enterprises pursuing expansion. Accomplishing this necessitates a synthesis of efficient marketing strategies, compelling content and streamlined customer experiences. Providing time-sensitive promotions, discounts, and exclusive offers can generate urgency, facilitating expedited decision-making. Utilizing social evidence, including consumer reviews, ratings, and testimonials, enhances trust and affects purchasing decisions. Furthermore, refining website design through explicit calls-to-action (CTAs), streamlined checkout procedures, and secure payment methods reduces friction and improves conversion rates. Customized marketing strategies that provide personalized suggestions based on user behavior markedly enhance sales performance. Email marketing campaigns, remarketing methods, and reminders for abandoned carts can effectively persuade indecisive shoppers to finalize their purchases. Through the ongoing analysis of customer data and the refinement of strategies, businesses can significantly enhance sales and optimize conversion opportunities.

5. Crisis Management: Efficient crisis management is essential for safeguarding brand reputation and sustaining client trust during difficult circumstances. Organizations must establish a detailed crisis response strategy that delineates responsibilities, communication procedures, and contingency measures. Transparency is essential—brands must swiftly recognize the dilemma, disseminate accurate information, and delineate the measures implemented to address the situation. Employing social media platforms for instantaneous updates enables firms to engage directly with customers, resolve issues, and offer comfort. Educating personnel on crisis communication guarantees uniform message across all channels. Additionally, post-crisis assessments enable organizations to pinpoint areas for enhancement and optimize future response plans. Brands that exhibit responsibility, empathy, and proactive communication in crises may frequently transform obstacles into opportunities for enhancing consumer loyalty. By emphasizing openness and involving stakeholders, firms may adeptly manage crises while preserving their brand.

Practical Strategies for Implementing Emotional Intelligence in Marketing

Power of Personalization and Empathy

Narrative is a potent instrument that connects emotions and concepts. Integrating personal experiences with storytelling fosters significant relationships. Personalization improves this by customizing communications to individual tastes, hence increasing the relevance of the communication. Empathetic communication fortifies this connection by recognizing emotions, demonstrating comprehension, and reacting judiciously. Visual aesthetics are essential, since captivating imagery attracts attention and elucidates intricate concepts. Simultaneously, active listening guarantees that communication functions as a reciprocal process. Attentive listening validates others' opinions and emotions, so cultivating trust. The amalgamation of these factors fosters significant relationships in which individuals feel acknowledged, listened to, and esteemed. In marketing, education, or leadership, understanding this combination fosters robust connections and enduring impressions.

RESEARCH GAP

Although emotional intelligence has been extensively examined in leadership and organizational behavior, its utilization in marketing is still little studied. The current research is deficient in complete frameworks that incorporate emotional intelligence into digital marketing tactics and customer interaction models. Moreover, there is scant scientific data concerning the direct relationship between emotionally savvy marketing strategies and consumer loyalty. This research seeks to fill these gaps by offering a systematic framework that integrates emotional intelligence concepts with marketing techniques, especially in digital contexts.

Importance of the Study

Comprehending the significance of emotional intelligence in marketing provides essential insights for marketers aiming to enhance customer engagement. This study highlights the importance of emotional triggers in influencing consumer perceptions and behaviors. By prioritizing the incorporation of emotional intelligence in marketing strategies, brands can improve their storytelling methods, tailor customer experiences, and cultivate emotional bonds that promote loyalty. Moreover, the research provides actionable insights for marketers across various sectors, such as retail, hospitality, and digital services, to implement EI-driven strategies effectively.

Statement of the Problem

Despite increasing interest in emotionally intelligent marketing, companies frequently encounter difficulties in converting EI principles into practical tactics. Principal issues encompass the identification of suitable emotional triggers, the equilibrium between authenticity and persuasive communication, and the adaptation of emotional intelligence tactics to digital platforms. This study tackles these problems by creating a complete model for incorporating emotional intelligence into marketing frameworks, providing practical insights for marketers to forge greater emotional relationships with their consumers.

Objectives

The objective of the study is to examine the relationship between the socio-economic and level of impact towards Emotional Intelligence in Marketing of the respondents A sample size of 150 respondents is selected using convenient sampling. The required primary data has been collected from the respondents using Google forms.

Analysis, findings and Results

H₀: There is no significant relationship between the socio-economic and level of impact towards Emotional Intelligence in Marketing of the respondents

Age

Age plays a significant role in influencing emotional intelligence in marketing. Younger individuals may exhibit lower levels of emotional intelligence due to limited professional experience and exposure to complex social interactions. In contrast, middle-aged individuals often demonstrate moderate levels as they have developed better interpersonal skills and emotional awareness. Older individuals tend to show higher emotional intelligence, benefiting from accumulated life experiences, enhanced empathy, and improved decision-making abilities. As emotional intelligence is crucial for understanding consumer emotions, adapting communication styles, and building strong brand connections, marketers across all age groups can enhance their strategies by fostering emotional awareness and empathetic engagement.

Table 1: Age and level of Impact towards *Emotional Intelligence in Marketing of the respondents*

Age group	Level of Attitude			Total
	Low	Moderate	High	
Young	25	22	0	47
	53.2%	46.8%	0.0%	100.0%
Middle	27	25	8	60
	45.0%	41.7%	13.3%	100.0%
Old	17	19	7	43
	39.5%	44.2%	16.3%	100.0%
Total	69	66	15	150
	46.0%	44.0%	10.0%	100.0%

The table presents the relationship between age groups and their levels of impact towards emotional intelligence in marketing. Among the young respondents, the majority (53.2%) reported a low level of attitude, while 46.8% exhibited a moderate level, with no respondents showing a high attitude level. In the middle-aged group, 45% demonstrated a low attitude, while 41.7% showed a moderate attitude. Notably, 13.3% displayed a high level of attitude, indicating a relatively higher tendency for emotional intelligence impact in this group. Among the older respondents, 39.5% exhibited a low attitude, 44.2% showed a moderate attitude, and 16.3% displayed a high attitude, suggesting that older respondents were more likely to demonstrate higher emotional intelligence compared to younger groups. Overall, the data reveals that emotional intelligence impact tends to increase with age, with the older and middle-aged groups showing a higher proportion of respondents at the high attitude level compared to the younger group.

Table 2: Chi-Square test

Test	Chi-Square	difference	Sig.
Result	8.153	4	0.318

The Chi-Square test results presented in Table 2 assess the association between age groups and their level of impact towards emotional intelligence in marketing. The calculated Chi-Square value is 8.153 with 4 degrees of freedom. The significance value (p-value) is 0.318, which is greater than the standard significance threshold of 0.05. Since the p-value is not statistically significant, we fail to reject the null hypothesis. This indicates that there is no significant relationship between the respondents' age group and their level of impact towards emotional intelligence in marketing. In other words, variations in emotional intelligence levels across different age groups appear to be due to chance rather than a meaningful pattern.

Gender

Gender can influence emotional intelligence in marketing, shaping how individuals perceive, respond to, and connect with consumers. Research suggests that women often demonstrate higher levels of empathy, emotional awareness, and interpersonal communication, which are key components of emotional intelligence. This enables them to excel in understanding consumer emotions and delivering personalized experiences. On the other hand, men may focus more on strategic thinking and problem-solving, contributing to effective decision-making in marketing campaigns. While both genders bring valuable strengths, successful marketing strategies benefit from combining these diverse emotional intelligence traits to create impactful, consumer-focused campaigns that foster engagement and loyalty.

Table 3: Gender and level of Impact

Gender	Level of Impact			Total
	Low	Moderate	High	
Male	42	32	6	80
	52.5%	40.0%	7.5%	100.0%
Female	27	34	9	70
	38.6%	48.6%	12.9%	100.0%
Total	69	66	15	150

	46.0%	44.0%	10.0%	100.0%
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The table illustrates the relationship between **gender** and their **level of impact towards emotional intelligence in marketing**. Among **male respondents**, the majority (52.5%) reported a **low** level of impact, while 40% showed a **moderate** level, and only 7.5% demonstrated a **high** impact. In contrast, among **female respondents**, a smaller proportion (38.6%) reported a **low** impact, while a higher percentage (48.6%) exhibited a **moderate** level. Additionally, **12.9%** of female respondents demonstrated a **high** level of impact, which is notably higher than the proportion observed among males.

Table 4: Chi-Square test

Test	Chi-Square	difference	Sig.
Result	0.345	2	0.592

The Chi-Square test results presented in Table 4 assess the association between gender and their level of impact towards emotional intelligence in marketing. The calculated Chi-Square value is 0.345 with 2 degrees of freedom. The significance value (p-value) is 0.592, which is greater than the standard significance threshold of 0.05. Since the p-value is not statistically significant, we fail to reject the null hypothesis. This indicates that there is no significant relationship between gender and the level of impact **towards emotional intelligence in marketing**. The observed differences in impact levels between males and females are likely due to random variation rather than a meaningful pattern.

Table 5: Opinion on the Impact of the Emotional Intelligence in Marketing

Dimension	Mean	Std. Deviation	Mean Rank
Effective Communication Strategies	2.13	.627	4.15
Visual and Sensory Appeal	2.04	.694	3.81
Brand Authenticity and Transparency	1.38	.662	2.27
Personalization and Customer Experience	2.91	1.461	5.09
Emotional Storytelling	2.50	.565	4.97
Digital Engagement and Social Media Presence	1.93	.769	3.57
Trust and Relationship Building	2.17	.740	4.13

The table presents the **mean**, **standard deviation**, and **means rank** for various dimensions influencing emotional intelligence in marketing.

- **Personalization and Customer Experience** has the **highest mean (2.91)** and **mean rank (5.09)**, indicating it is perceived as the most significant factor in influencing emotional intelligence in marketing. This suggests that tailored experiences and customized interactions strongly impact consumer engagement.
- Emotional Storytelling follows closely with a mean of 2.50 and a mean rank of 4.97, highlighting the importance of narratives that evoke emotions and create memorable brand experiences.
- Effective Communication Strategies (mean = 2.13, mean rank = 4.15) and Trust and Relationship Building (mean = 2.17, mean rank = 4.13) are also influential, emphasizing the role of clear messaging and fostering consumer trust.
- Visual and Sensory Appeal (mean = 2.04, mean rank = 3.81) and Digital Engagement and Social Media Presence (mean = 1.93, mean rank = 3.57) rank moderately, suggesting they contribute to emotional intelligence but may not be primary drivers.
- Brand Authenticity and Transparency has the lowest mean (1.38) and mean rank (2.27), indicating that while important, it is perceived as less impactful compared to other dimensions in this context.

Table 6: Friedman Test

N	150
Chi-Square	7.681
difference	6
Asymp. Sig.	0.301

The Friedman Test was conducted to examine significant differences among the identified dimensions influencing emotional intelligence in marketing. The test included 150 respondents with a calculated Chi-Square value of 7.681 and 6 degrees of freedom. The Asymptotic Significance (p-value) is 0.301, which is greater than the standard significance threshold of 0.05. Since the p-value is not statistically significant, we fail to reject the null hypothesis. This indicates that there are no significant differences in the respondents' rankings of the seven identified dimensions. In other words, while there are variations in mean scores and mean ranks, these differences are not substantial enough to confirm a statistically significant preference for any specific factor influencing emotional intelligence in marketing. This suggests that respondents perceive all dimensions to have a relatively similar impact in this context.

Recommendations and Suggestions To enhance the integration of EI in marketing, brands are encouraged to:

- Invest in EI training programs for marketing professionals.

- Develop emotionally resonant campaigns that prioritize authenticity and empathy.
- Utilize data analytics to identify consumer emotional triggers.
- Incorporate personalized content strategies to enhance customer experiences.
- Foster emotionally intelligent leadership within marketing teams to drive innovative campaigns.

Implications for the Study

The study holds considerable ramifications for marketers, brand managers, and digital strategists. By using EI-driven tactics, companies may augment consumer engagement, boost campaign efficacy, and fortify brand loyalty. The study's findings can guide marketing training programs, prompting professionals to cultivate emotional intelligence capabilities within their skill set. This research highlights the significance of emotionally intelligent leadership in cultivating cohesive marketing teams and enhancing creativity in campaign creation.

CONCLUSION

Emotional intelligence presents a transformative opportunity for marketers seeking to build stronger connections with consumers. By understanding and leveraging consumer emotions, brands can create impactful campaigns that resonate deeply with their target audience. This study highlights the importance of integrating EI principles into marketing strategies, particularly in the digital landscape where personalized engagement is crucial. Future research can expand on this framework by exploring industry-specific applications and measuring the long-term impact of EI-driven marketing campaigns on consumer behavior and brand loyalty. Emotional intelligence is a vital component of modern marketing that enables brands to connect with consumers on a personal level. By understanding and leveraging emotions, marketers can create powerful campaigns that drive engagement, loyalty, and sales. As consumer expectations continue to evolve, brands that embrace emotional intelligence will stand out in an increasingly competitive marketplace. Overall, the findings suggest that personalization, storytelling, and effective communication are key priorities for marketers seeking to enhance emotional intelligence and build deeper consumer connections. Overall, the data suggests that females tend to have a higher proportion of respondents with moderate and high levels of emotional intelligence impact compared to males, while males show a stronger presence in the low impact category. This trend may indicate that gender plays a role in shaping emotional intelligence levels in marketing contexts.

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