

"Understanding the Role of Emotions in the Consumer Behaviour. Review of Teories and Models"

Mikel Alonso López,

Ph.D. Departamento de Comercialización e Investigación de Mercados Universidad Complutense de Madrid

Abstract: *Understanding the presence of emotions in the consumer's decision making is a complex task, because of the presence of different stimulus, rational and emotional. During several decades, emotions have been seen as problems, disruptions that avoid people make good decisions, that must be guided by brain's rational processes. In this paper, we review what different authors have found about the presence of emotions in decision making, in their theoretical contributions, and we analyze whether the classical view of fumbling emotions in the correct behavior is appropriate or by contrast, are essential components in the process.*

I. Introduction

The beginning of the eighties saw the emergence of a new line of research in several prestigious journals, especially those items that emotions related to decision-making processes of the consumer, and stopped treating them as outsiders.

Understanding the reasons that drive the consumer to act in one way and not another is the main way to get the maximum performance when the marketing mix of any product or service fits. In this long period of study, researchers have focused mainly on the so-called "rational component" of decision-making. Under this approach, the consumer, to assess the various options, makes an analysis of them, choosing one whose final value is higher. According to this traditional view, emotions are considered external factors that negatively influence the rational analysis of various options, giving them a higher or lower value of some attribute of the product or service that a consumer would not give to be able to "isolated from the emotions." Therefore, in principle, theories on the subject consider when making a decision with respect to consumption, the correct position was rational deliberation through analysis and subsequent decision.

But, is this point of view correct? What does the literature say about it? The main objective of the present article is to review the main studies done by different researchers, and summarize them, to understand better what happens in the consumer's brain when taking a decision.

II. Theoretical contributions

AUTHORS	MAIN CONTRIBUTIONS
Etzioni (1988)	Model-making, considering that most choices are made based on emotional reasons and committed value. Information processing is often excluded from the elections, emotions and values allow some options to be considered rationally, but the "colors" or shortens the deliberations.
Finucane et al. (1988)	Raise the model "Heuristics emotion" theory of how emotions influence and guide in decision making. Facilitate the integration of information on judgments and decisions, they guide and prioritize the ratio between goals. Emotions are a shortcut, faster and more efficient than using knowledge, especially when the decision is complex. They interact with knowledge.
Fischhoff et al. (1988)	People have clear preferences on topics that are familiar, simple, and directly 'experienceable'. This allows them to perform operations of trial and error, and justify the answers to decision-making as a matter of values, such as habits and traditions.
Westbrook y Oliver (1991)	Emotions associated with the purchase period post. The satisfaction measurement depends on the possibility of representing the emotional content of the consumer experience.
Lewicka (1997)	Post rationalization and justifications are tougher decision when the decision is made based on emotions when it has been based on 'objective' reasons, which could make us abandon our decision if a better appears. Having made the choice of a 'favorite alternative', the rest lost interest. He spends a diagnostic scheme to one based on categories, attribute to alternative and alternative attribute
Kemdal et al. (1997)	Emotions are often important in making personal decisions before, during and after the decision. Emotions help the decision maker to differentiate between the alternatives of choice in two ways: Driving to think and act in support of a an already chosen default alternative or opposed to the unelected and giving positive or negative feedback to the decision maker on the current state of the differentiation process (observation function during the decision-making process)
Mellers et al. (1998)	We base many decisions on rules that contain information about who we are and how we interact with others. These decisions have become generic application rule situations. They can express habits or also a personal, moral or social identity. This minimizes our effort in making a decision, and allows us to focus attention on other matters.
Hsee (1998)	The weight of a stimulus-attribute in an election is proportional to the ease or precision with which the value of that attribute (or attributes versus-alternatives) can be represented in an affective impression. very important attributes are not used by a decision maker unless they can move

	accurately to an affective reference structure.
León (1999)	The set of values of the decision maker should be the guide for analyzing decisions, ie, what is important, what concerns, what pleases, ultimately, what the person wants to get the decision. A decision should be seen as an opportunity, not a problem. This positive view removes stress and allows you to choose better.
Isen (2001)	Positive emotions enhance problem solving and decision making, leading to a flexible, innovative, creative, thorough and efficient cognitive processing. They make thinking to increase to a wider range of related ideas, and this facilitates cognitive organization and capacity.
Svenson (2003)	Expounds the theory of differentiation-consolidation. The process by which sufficiently superior alternative is reached is called differentiation, meaning changes in the representation of the decision problem to increase the difference between alternatives according to one or more decision rules. When sufficient differentiation is achieved it is also important to consolidate: the processes of post-decision working to support the chosen alternative, as preferred over the other, and to protect against feelings and remorse.
Schneider y Barnes (2003)	They argue that there are automatic behaviors that do not require decisions, but there are many complicated. Behavioral routines are based on decisions already taken (where to work, how to get there, etc.). These decisions, which are routine, can be called "political decisions". They become routines that are done without thinking unless something interferes or goals change. These decisions are important because they imply the priorities of a person and must agree with its objectives, and involved much satisfaction and quality of life.
Laros et al. (2003)	The authors propose a hierarchical model of classification of emotions. At the first level, it distinguishes between positive and negative emotions. At the level of basic emotions (second level), the authors specify 4 possible positive emotions: satisfaction, happiness, love and pride, and 4 negative possible: sadness, fear, anger and guilt. At the lowest level, 42 distinguish between specific emotions, based on the study of research conducted in the field.
Hensman y Sadler-Smith (2011)	The authors investigate making intuitive decisions in the field of banking and finance. Propose a conceptual framework that shows that making intuitive decisions depends on factors specific to each of the situations that will make the process of cognitive and affective tasks performed by each individual decision, and also your individual situation and personal factors as well as specific aspects of the business context in which it is located.
Mitchell (2011)	Emotional information, as a reward or punishment, you get a quick and often preferential access to neurocognitive resources. This ability to quickly assess and integrate related information to emotions It is considered to benefit a wide range of behaviors critical for survival. On the contrary, the misuse of emotional information is associated with alterations in the functioning and psychiatric disorders.
Mikel et al. (2011)	Focus on the feelings face to do so in the details makes superior quality in complex decisions is obtained. Strategies making emotional decisions can be more-effective strategies rational deliberation, to take certain difficult decisions.
Fenton-O'Creivy et al. (2011)	Traders who display emotional regulation strategies achieve a significant advantage over those using mainly focused strategies performance analysis. The answer centered deliberation incurs a performance penalty, partly due to less opportunity to combine analysis with the use of affective signals in making intuitive decisions.
Gupta et al. (2011)	Decision making is a complex process that requires the orchestration of multiple neural systems. For decision-making is believed to involve the brain areas involved in emotion (eg, amygdala and ventromedial prefrontal cortex) and memory (hippocampus and dorsolateral prefrontal cortex). The amygdala is part of a system that triggers impulsive emotional responses to immediate results.

III. Discussion

Another different authors as Zajonc(1980) made contributions about the influence of mere exposure of the purchasing decisions of consumers , andEtzioni(1988) holding that most decisions are based on emotional reasons and committed value, Finucane which holds that most choices are made based on emotional reasons and confirmed, or Westbrook and Oliver, which emphasize the importance of emotions in consumer behavior in the period after purchase . Furthermore, it should also be noted that there are other partial models that attempt to systematize some tasks in the process of purchasing decision, and that included the emotions in their paradigms, such as Rangel, who made a codification of a network of common valuation based in goals (Finucane) who explained that the images trigger emotions, look out for the reserve of emotions, the warehouse currently have and seek situations and similar records, or Hensmann that specifies that the behavior of consumers depends affective tasks that makes each individual (Lopez 2016) The theory of evolution of emotions started with the work Darwin, which relates the emotions of humans with animals, stressing that relate to our own evolution. Darwin reveals the innate nature of most emotions, based on similar facial expressions in animals, children and adults, as well as people born groups and human and very different races blind. Subsequently, Finucane and Morris continue this line, with their theories.

Anyway, according to most of the authors reviewed and their theoretical contributions, emotions are present very often in decision making, and not only in a very particular type of products or decisions, it seems that emotions are part of the normal mechanism of the consumer behavior. Despite of the treatment they have had in the last decades, nowadays most of the researches shows positive relations between emotions and good decisions.

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