

2nd World Social Marketing Conference



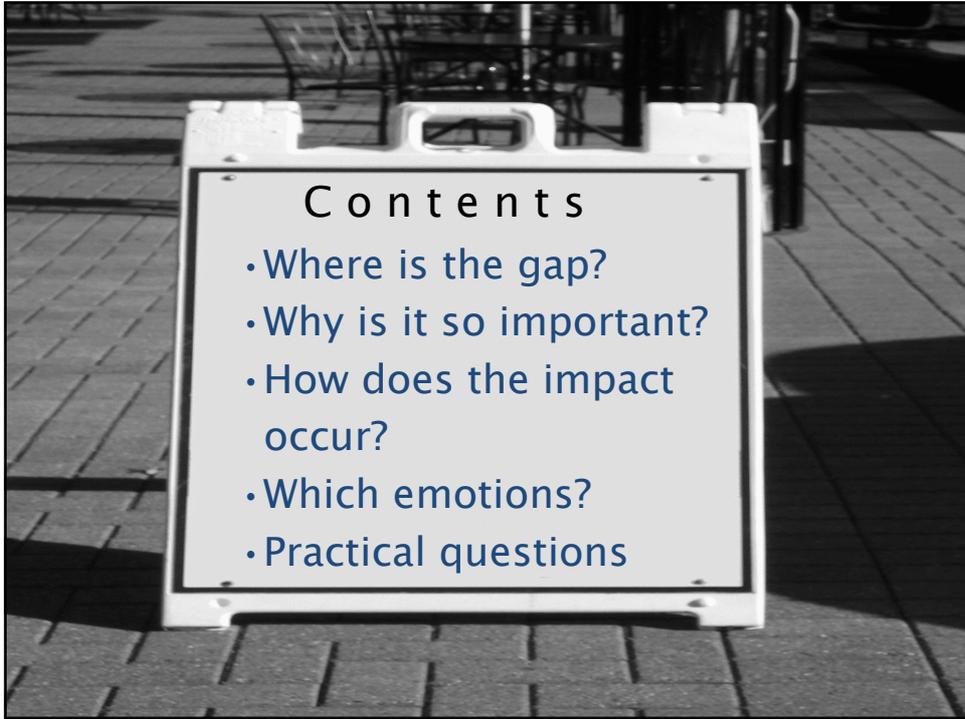
What are you afraid of? The role of emotions in Social Marketing

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Goal:

discuss relevant issues from the emotions literature and their impact on Social Marketing



Where is the gap?

Behavioral models: a sample



- Theory of Planned Behavior: emotions are considered only as a background factor, without direct effects on intention (behavior)
- Health Belief Model: absence of variables related to emotions.
- Transtheoretical model: only one out of ten processes of change (*dramatic relief*) related to emotions, but without further elaboration. Other models based on the states of change paradigm do not include emotions.

Criticism echoed in theory...



- Visceral states, emotions and cravings can have a disproportionate effect on behavior (Loewenstein, 1996)

Paradigm shift: individuals are not “thinking machines”
(Shiv and Fedorikhin, 1999)

- Emotional aspects of consumer behavior had been neglected by literature. Connection between emotions and behavior is stronger and more direct than between attitude and behavior (Bagozzi, Gurhan-Canli & Priester, 2002)

Why is important?

Importance



- Emotions influence information processing, evaluation of objects, expression of individual identity and, more importantly, behavior (Ashton-James et al, 2009; Ruys & Stapel, 2008; Tiedens & Linton, 2001)

- Emotions arise in response to relevant events to individuals and have implicit tendencies to action (Frijda, 2007)

Relationship marketing: links between emotions, satisfaction and loyalty (Oliver, 2010; Phillips & Baumgartner, 2002)

How do emotions impact behavior?

How do emotions impact behavior?

Two mechanisms whereby emotions impact behavior

(Andrade, 2005):

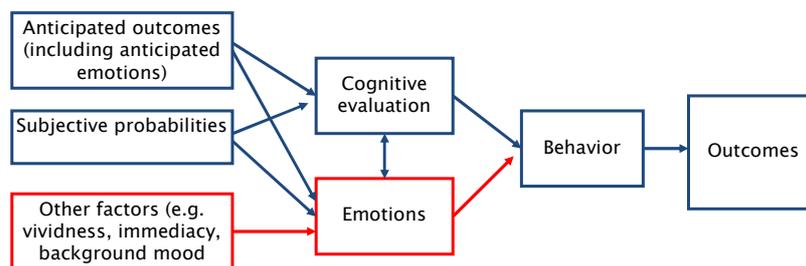
- Affect evaluation: emotional state bias the environment and behavior assessment. Positive affect leads to active behavior and vice versa.
- Affect regulation: a positive affective state is a goal to pursue when considering the effects of upcoming behavior.

Practical note: It is important to gauge how people make their affective forecasting, because decisions can rely on overestimation of future emotional responses

(Buehler & McFarland, 2001; Hsee & Zhang, 2004, Hsee & Hastie, 2006)

How are emotions related to risk perceptions?

- **Probability x possibility: decisions based on emotions are sensitive only to deviations of absolute certainty** (Loewenstein et al, 2001; Pham et al, 2001)
- **Risk as feelings** (Loewenstein et al, 2001): **direct effects of emotions on decisions and behavior, responding to the immediacy of the risks and other contextual factors**



Which emotions to consider?

Emotions

- Affect circumplex (Russel,1980): emotions defined as a combination of evaluation and arousal.

Cognitive appraisal matters too: self-accountability, responsibility, certainty and others (Cottrell & Neuberg, 2005; Frijda, 2007). Action tendencies implicit in emotions coupled with self-appraisals explain the adoption of behaviors (e.g. Passyn and Sujan, 2006)

Emotions

- Pride, gratitude: emotions with promising results
- ❖ Pride = motivation to bear costly efforts dedicated to the acquisition of skills (Williams & DeSteno, 2009)
- ❖ Gratitude = reciprocation in a relationship context (Palmatier et al, 2009)

Clustering of positive and negative emotions in surveys

Suggested emotions to be measured

- Positive emotions: happiness, pride, gratitude, challenge, hope, confidence, joy, contentment, excitement
- Negative emotions: sadness, anger, guilt, fear, frustration, regret, worry, discontent, anxiety
- The list is not exhaustive and can be adapted



Some implications

- Formative research and measurement in surveys
- Communication: pretest
- Pilot tests of programs
- Beware of fear-only appeals. Fear is response to threat. Fear is the emotion of flight: its implicit action tendency is to escape (or denial).



Some implications

- Integral affect tend do lead to *myopic* decisions (ex: eating caloric meals that provide concrete pleasure perceptions)
- In order to benefit from affect regulation and affect evaluation, one should invest in other elements of Social Marketing: place, extended product, price, branding.



An example in the tax context

What is the Nota Fiscal Paulista program?

- Started in 2007 in São Paulo State (1/3 of Brazilian GNP)
- Target: 35 million of consumers
- Promoted behavior: to demand tax receipts in all purchases
- Main objective: to fight tax evasion at retailer level
- Tangible benefits: part of the tax effectively collected on retailers and an electronic ticket to participate in monthly sweepstakes that give prizes in cash
- Non tangible benefit: improvement in self-image as citizens
- Barriers: distrust in government, delayed and unknown benefits, need to share personal data (a national registered number), low self-efficacy
- The program benefits from an operating framework in which all data are electronically transmitted from retailers to the tax agency

NFP model: Scales

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ Attitude
I am favorable to the NFP program
NFP is something good
I like NFP program
The NFP program is not worthwhile (R) ▪ (Dis)trust
The government keeps its promises (R)
Everything government does goes wrong
The government often has good intentions (R)
It is wise to trust the government (R)
The government provides top-notch services (R) <p>(R) = reversed</p> | <ul style="list-style-type: none"> ▪ Citizenry values
I can fight tax evasion by demanding tax receipts
It is my duty to demand tax receipts in my purchases
Society is benefited when I demand tax receipts
Demanding tax receipts leads to a fairer business competition
I demand tax receipts even when I do not receive benefits from the NFP program
Tax receipt is synonym for citizenry to me ▪ Net benefits
The NFP program gives sizable benefits to me
Any benefit from the NFP program helps to offset my taxes
Any discount from the government is welcome
The gains from NFP program compensate my effort
I don't see any benefits in the NFP program (R) |
|--|--|

NFP model: Scales

- **Privacy risk**

I avoid sharing personal data due to possible frauds
 I feel controlled by the government with the NFP program
 It is risky to share my personal data when I shop
 People who share their personal data are risking their privacy

- **Social norms**

My friends joined the NFP program
 My family hails NFP as an advantageous program
 Society expects people to join NFP program
 My family joined NFP program
 Most people I know joined the NFP program
 My friends hail NFP as an advantageous program

- **Self-efficacy**

I know how the NFP program works
 It is easy to track the NFP benefits over the Internet
 I know how to participate in the NFP program
 I know how to receive benefits from the NFP program
 It is easy to participate in the NFP program
 It is up only to me to participate in the NFP program

- **Satisfaction**

The NFP program meets my expectations
 I am satisfied with NFP program
 I hail NFP as an ideal program
 The performance of NFP program is good
 It is a good experience to participate in the NFP program

NFP model: Scales

- **Word-of-mouth**

I talk about NFP in a positive way to my friends and family
 I recommend the NFP program if asked about it
 I recommend the NFP program to other people
 I often make comments about NFP program
 I recommend the NFP program to my friends and family

- **Loyalty**

I complain a lot if I do not receive my tax receipt
 I do not conceive my life without the NFP program
 I want the NFP program to be maintained over time
 No purchase is complete without its tax receipt
 I will complain in case the NFP program is ended
 I defend the NFP program against criticism

- **States of change**

I intend to demand tax receipts from now on
 I intend to demand tax receipts more often
 I demand tax receipts once in a while
 The NFP program is an integral part of my life
 I always demand tax receipts in my purchases

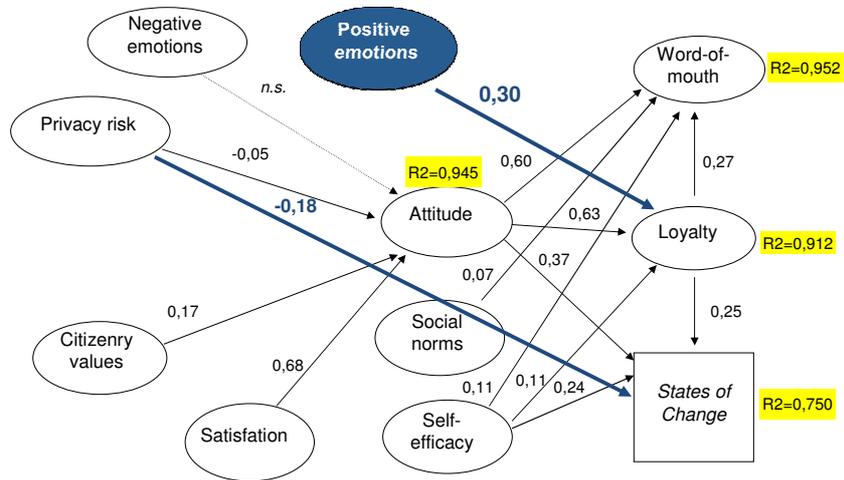
- **Positive (negative) emotions**

When I think about the NFP program, I feel:
 - Pride, Gratitude, Happiness, Satisfaction, Elation
 - Anger, Sadness, Fear, Anxiety, Worry.

Scale:

Disagree	Agree
Totally (1)	Slightly (4)
A lot (2)	A lot (5)
Slightly (3)	Totally (6)

An example in the tax context: A consumer behavior model



NFP model: Fit indexes

Fit index	Structural model
Chi-square/df	2,05
Probability	0,000
NFI	0,911
NNFI	0,947
CFI	0,952
IFI	0,952
RMSEA	0,039

Conclusions

- Human behavior is more than mere cognitions
- Emotions have a powerful impact on evaluation, decision and behavior
- Emotions are important to build relationship marketing and to sustain behavior
- Specific emotions can have different impacts
- We should always measure emotions in our interventions
- We should always design Social Marketing interventions based on sound consumer behavior models

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