

The Psychology of Consumer Behavior in the Age of Digital Marketing: How Emotional Triggers and Cognitive Biases Influence Brand Loyalty and Purchase Decisions

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ABSTRACT

And emotions, right or wrong, can be actually advantageous to people. With emotional digital strategies, blue prints that identical complex rationalistic concepts have been replaced by likewise are now gone forever—simply colors. This research article is a study combining a series of experiments to observe the effects of traditional cognitive psychology studies on consumers' brand loyalty in distrusting new forms of media and information processing, particularly digital marketing. The more passion and thinking activity that occurs is the unwilled, inevitable result of your having to adjust to inputs from outside your current state; the sensory stimulation coming about with digital marketing products takes on external rather than internal cause. Additionally, addressing customer satisfaction and making purchases are both examples of feedback that feeds back into the cycle of creating new stimuli. Survey research is used in this study in order to use a cross-sectional design. The original participants in this cross-sectional survey were chosen using a purposive sampling technique. Initially, 500 active participants were chosen from Pakistan, India, China, Malaysia, and Indonesia. Our data was collected using a structured 45-item Likert-scale questionnaire which measures emotional triggers, cognitive biases and customer loyalty. The SPSS 26 analysis program was used to perform statistical analyses including correlation analysis, multiple regression analyses and tests of mediation models. Findings show that there are reasonably strong positive correlations between emotional triggers and customer loyalty (r

=0.72, $P < 0.01$), cognitive biases and loyalty($r = 0.69$, $p < 0.01$). Regression analysis results demonstrate that the emotional and rational factors together explain 61% of the variance in loyalty($r^2 = 0.61$). In this, however, triggers seem to play a greater role than biases ($\beta = 0.48$ as opposed to 0.39). Our data was collected using a structured 45-item Likert-scale questionnaire which measures emotional triggers, cognitive biases and customer loyalty. The SPSS 26 analysis program was used to perform statistical analyses including correlation analysis, multiple regression analyses and tests of mediation models. Findings show that there are reasonably strong positive correlations between emotional triggers and customer loyalty ($r = 0.72$, $P < 0.01$), cognitive biases and loyalty($r = 0.69$, $p < 0.01$). Regression analysis results demonstrate that the emotional and rational factors together explain 61% of the variance in loyalty($r^2 = 0.61$). In this, however, triggers seem to play a greater role than biases ($\beta = 0.48$ as opposed to 0.39). Additionally, appointments confirm that there is a partial (partially) divide between the use of emotions as a trigger and cognitive bias, which may lead to advancements in emotions or changes in the outcomes of committees on advertising and promotions. Customer behavior is influenced by more than just cognitive processes. According to the study, the majority of digital consumers' decisions are emotional, but they are guided by cognitive processes that create short cuts to handle more difficult choices. Marketing is based on the honest application of mathematical truths and traditional rules, which is the foundation for using psychological knowledge correctly. The study adds significantly to the literature on marketing and psychology by demonstrating how the S-O-R model functions in digital settings. However, it also offers theories of emotionally intelligent marketing strategies founded on social justice and sustainable development that can protect consumers over the long run without harming them or taking away from the value of the product. By demonstrating how the S-O-R model functions in a digital setting, the report promotes intentionally coordinated, humanistic marketing strategies and offers advice to those who aim to gain the trust of their clients through integrity and longevity.

Keywords: Digital marketing, emotional triggers, cognitive biases, consumer

loyalty, decision-making, S-O-R model, ethical marketing, brand engagement.

1. Introduction

Now, digital technology has changed decision-making, brand interaction and product evaluation. Decisions do not place on a straight line or follow the prearranged route laid down by traditional advertising “Classic decision-making flow”. It is completely another question. The journey of the digital consumer may be brief, long and weary, but is still extremely messy, increasingly complex and emotional (Cobo, López-Herrera, Herrera-Viedma, & Herrera, 2011). Modern marketing specialists nowadays are quite aware that although the reasons why somebody buy something lies within his heart, logic and client loyalty frequently play out from some unknown original source (Guo, Zhang, & Xia, 2023).

In the digital marketing landscape, feelings can change whether thing pleases-or-does not please us. This effect gets across by means of technical tools such as color psychology, set theory of narrative the five senses allure and messages about scarcity that specifically invite favorable emotions (Gasparyan, Ayvazyan, & Kitas, 2013). A TV ad for public safety that uses warm colours might give you a sudden rush, and that might be enough to quickly and easily make someone out. Photos and tributes to the past and present can also make people feel different at any given time, which can be a comforting and safe feeling. Also, emotional stories in social media ads can make people feel compassion and relate to them.

Cognitive psychology also plays a key role in how well digital marketing works. This phenomenon saves power by simplifying difficult decisions. These biases include anchoring (relying on the first bit of information one receives), social proof (trusting what others say or imply), and confirmation bias (preferring known or agreeable information) (Jeon, Kim, Lee, & Lee, 2021). All play a significant role in influencing how consumers perceive products that are influenced by online media. Digital interfaces amplify these biases through influencer endorsements, dynamic pricing systems, and personalized recommendations. We therefore rely on easier-to-understand cognitive shortcuts rather than more deliberate thought. Because it is fundamental to autobiography survival, marketers create experiences in the digital marketplace that appeal to both the heart and the mind (Ho, Ho, & Tanc, 2017).

However, as previously noted, these constant adrenaline boosts have left consumers

with an excessive cognitive load. As people's minds are currently being inundated with content, push notifications, sales messages, marketing information, and algorithmic recommendations all vie for their limited attention spans (Kirmani & Rao, 2000). They must therefore follow their instincts rather than reason when making decisions. They are currently in a state where a combination of cognitive and emotional cues cause them to act against their common sense or in the most dangerous ways possible (Luo, 2021). These factors allude to significant concerns in internet ethics, much as some experts predict that our behavior will be more influenced by emotion than by reason in the future of digital life (Marchiori & Franco, 2020).

In the hopes of assignment help phoenix AZ online learning students consulting center descends on the school—a significant new unit, known as “Company University.” This kind of innovation forms a sharp contrast with the traditional course in modern workplace. But as career education is set to occupy a key position in development training and executive study, schools must try every possible means to provide students who have inherited this system with an understanding of how it was able bequeath them so much. Among some schools the students themselves are being encouraged to assume some of these tasks. In another, students assist both schools and companies in implementing an actual program (León-Alberca, Renés-Arellano, & Aguaded, 2024).

Regrettably, though emotionally charged sales promotions are clearly in vogue, few studies exist that give reasons for how good power can balance beauty, or vice versa. To date, research has concentrated on percentages and figures rather than characteristics. Hence, no way has been found to determine the interaction impact and their possible cross-cultural differentiation (Nigam, Behl, Pereira, & Sangal, 2023). This research will systematically explore how emotions and judgmental errors affect consumer behavior, and how to retain customers in digital environments. As a compass pointing towards moral, culturally aware, and emotionally intelligent monophony policies that strike a balance between persuasion and consumer welfare, the research anticipates that this will not only advance scholarly knowledge of consumer behavior but, more importantly, may also be essential for developing marketing strategy (Kuoppamäki, Taipale, & Wilska, 2017).

1.1 Statement of the Problem

Although these tools are supposed to increase engagement and loyalty, they also brutally and emotionally manipulate customers due to cognitive bias and psychological vulnerability. In an attempt to assume that consumers act rationally and make logical decisions, earlier marketing models focused primarily on cognition and the useful aspects of products. Nonetheless, decision-making is becoming more emotional and, more importantly, quick in the digital age. Digital marketing frequently uses psychological and emotional appeals. However, there are still significant gaps in our knowledge of how emotional cues and cognitive processes interact to influence customer attitudes, trust, and enduring loyalty (O'Connor & Voos, 1981).

The majority of the literature only looks at the cognitive bias or the emotional response, and it makes no effort to explain how these two factors work together to influence purchasing behavior. Marketers will be hindered in their efforts to create ethical, successful campaigns that respect consumer autonomy as well as in assessing those broad-based criticisms of them as ultimately unthinking hypnosis as long as research does not combine and experimentally validate it. With psychological theory on one side and marketing practice on the other, this study aims to provide a comprehensive picture of how emotions and thought work together to influence consumer decisions made within a digital marketing system (Pappas, Kourouthanassis, Giannakos, & Chrissikopoulos, 2017).

1.2 Research Objectives

1. To examine how emotional marketing cues influence consumer decision-making and brand loyalty in digital environments.
2. To analyze the effect of cognitive biases such as anchoring, social proof, and confirmation bias on consumer perceptions and purchase intentions.
3. To investigate how emotional and cognitive factors interact to shape consumer behavior and engagement in digital marketing.

1.3 Research Questions

1. How do emotional appeals in digital marketing affect consumer decisions and brand loyalty?
2. What role do cognitive biases play in shaping consumers' online purchase

behaviors and trust?

3. How do emotional and cognitive mechanisms jointly influence consumer engagement in digital contexts?

1.4 Significance of the Study

This study is valuable due to the fact that it offers the idea that the combination of emotional and logical factors could really impact the final decisions of the consumers. “Psychology research does a number on people”. It is at this level that the developers actually design strategies that are relatively transparent and make both parties feel okay. They allow both clients and vendors to interact, communicate, and develop cooperation without intervening based on the fact that the consumers are weak. Additionally, it helps academic research that is part of the broader discipline of AI and digital emotion. The findings can be converted into a set of rules that digital advertisers must comply with and that level the playing field. Finally, the research seeks to establish a middle road that takes into consideration both the manner in which today’s digital commerce delivers a message and the desires of the consumers to ensure excellent customer service.

2. Literature Review

2.1 Emotional Triggers in Digital Marketing

Customers need to start asking what these triggers mean in order to tell their stories and talk about their day. People's worst fears can also be used as ads, which will make them react right away. Long-term positive experiences lead to strong brand loyalty, which is what Plutchik's emotions are all about. Actually, touching the knee locus will make the purse string start. Digital marketers use things like sensory appeal, colour psychology, and storytelling to get people to feel a lot of emotions. The main goal is not just to get someone to look at your product, but also to make sure they are interested in it. It helps marketers build a stronger emotional bond between customers and their brands without having to advertise directly. “Get your recipes and make sure that the most people are watching your product with their eyes wide open.”

2.2 Cognitive Biases and Consumer Perception

A cognitive bias is a systemic alteration of sound judgment. Although poor judgment can alter how people perceive marketing content, it cannot always see

marketing. It's effect to anchoring: a person puts up his ads for half price because why not; could be fun and get people to the hands of his eyes. That almost tells you how this really happens. People reach a conclusion because of confirmation bias, so they can find evidence that they are right feeling about their preferred brands. And sword proof prejudice, which implies that they believe everything that famous people say regarding questioning to the experts in the sense of any field. The prior set makes things easy way the trap model over makes the case, although the price is objectivity. Still, the marketers have learned about the difficult aspects of digital marketing, and now they can send the message both honestly and persuasively.

2.3 Emotional Influence and Purchase Behavior

Consumer buying decisions are emotional by their very nature. On the other hand, I confirm that fear and the urge to buy can sharpen a person's patronage. For example, Bagozzi et al. (1999) have also confirmed this. An 18 % increase in sales and after-sales service follow-up was achieved as a result. Intertwined with this is another emotion aroused by engaging visuals, melodies and narratives that provoke wonder and empathy. It is a profit-making strategy for digital brand marketers. Emotional storytelling produces superior results with such marketing ploys on social media. For the sake of understanding the background of the workers and other unsung heroes who keep their community (Summers, Smith, & Reczek, 2016).

2.4 Brand Loyalty and Digital Trust

In today's world, more than just buying all over again, brand loyalty is an emotional and cognitive tie between customers and brands. This bond needs to be nurtured in order to keep the consumer loyal. Consistency in word, picture and even the way virtual events are conducted will help achieve trust; the public cannot see you frowning or hear your voice as they can when two people come together in an actual meeting. As Chaudhuri and Holbrook (2001) said, emotional trust will influence the degree to which consumers remain faithful to a given company more so than satisfaction in itself does. If people sense integrity, authenticity and empathy on behalf of a brand's communications, they will form a lasting psychological link with it. Thus digital trust – based on aspects like openness and constancy – lies at the heart of both brand loyalty and advocacy (Taylor, 2016).

2.5 Theoretical Foundation: Stimulus–Organism–Response (S-O-R) Model

The S-O-R model (stimulus-organism-response) explains how marketing stimuli cause reactions that occur in internal mental processes inside customers and eventually bring forth observable behaviors. In this model, the stimuli represent emotional and cognitive marketing cues. The organism pertains to the consumer's internal state, encompassing emotions and cognitive patterns, while response signifies actions, which may include purchasing intentions and brand loyalty (Thakur, 2019). The S-O-R model posits that human behavior is influenced not solely by rationality but also by subconscious and emotional factors. This model gives a full theoretical picture of how emotional design and cognitive framing affect measurable consumer behavior in digital marketing.

3. Methodology

3.1 Research Design

This study is cross-sectional and quantitative based on the identification of relationships between cognitive biases, emotional triggers. The variables can be measured objectively and statistical relationships between constructs can be established using the quantitative approach. It was suitable for a structured questionnaire to gather numerical data from numerous regions. The plan enables researchers to identify cause-and-effect relationships between psychological factors. Because the instruments used in this study are standardized, the results are guaranteed to be reliable, accurate, and comparable. Two aspects of empirical validation will be possible with such an approach: those that are derived solely from scientific data but that are strongly suggested by people's experiences generally; those arbitrary (van Eck & Waltman, 2010).

3.2 Population and Sampling

Digital consumers between the ages of 18 and 45 who frequently shop online and view advertisements make up the study's target population. Five hundred individuals were selected for the sample. They were selected using purposive sampling to represent a variety of digital users from each culture and come from nations like Pakistan, India, China, and Indonesia. As part of our inclusion policy, participants had to be knowledgeable about e-commerce platforms, influencer campaigns, and social media marketing. Comparing emotional and cognitive

behavior across cultural contexts is made possible by this multinational sample. The validity and generalizability of our findings are also improved by this diversity (Vehmas, Raudaskoski, Heikkilä, Harlin, & Mensonen, 2018).

3.3 Research Instrument

Product information serves as a reality check for the first major construct, emotional triggers. This tool supports dispositional infrastructure and product acceptance. This fact makes it a significant new demand, and the same is true for any theory of technology adoption. Within this primary concept, cognitive biases, the product's image and price, which are always visible, determine whether or not customers will prefer something that is out of their direct line of sight. As performance indicators of customer preference and feedback, the better the fit, the more stars were awarded (Wagner, Schramm-Klein, & Steinmann, 2020).

3.4 Data Collection Procedure

To reach a large digital audience, the data was distributed via email, Facebook, and LinkedIn and collected online using Google Forms. Respondents were assured of anonymity and confidentiality, allowing them to provide more candid responses, and participation was entirely voluntary. Following a four-week period during which the survey was open, 500 valid responses were obtained and screened for completeness, duplicates, and inconsistencies. The online approach's cost-effectiveness, convenience, and real-time access allowed it to draw in digitally active participants from a wide range of nations.

3.5 Data Analysis Techniques

We used SPSS version 26 to make sure that the full testament was reliable. We used descriptive statistics to show how variables and simple demographic data were spread out. Pearson's correlation analysis was utilized to investigate the relationships between emotional triggers, cognitive biases, and customer loyalty. We used multiple regression analysis to figure out how consumers behave and how well one or both cognitive and emotional factors can predict that behavior. Therefore, our analytic framework gives a full understanding of the psychological machinery involved in digital consumer decision-making.

Online ISSN

3007-3197

Print ISSN

3007-3189

<http://amresearchreview.com/index.php/Journal/about>

4. Data Analysis and Results

Table 4.1: Descriptive Statistics of Study Variables

Variable	N	Mean	Std. Deviation	Minimum
Emotional Triggers (ET)	500	3.92	0.68	2.10
Cognitive Biases (CB)	500	3.76	0.72	2.00
Consumer Loyalty (CL)	500	4.01	0.64	2.30

All variables have mean values above 3.5, indicating a high level of agreement among respondents regarding the influence of emotional and cognitive factors on their online purchasing behavior. The relatively low standard deviation reflects consistent responses across the sample.

Table 4.2: Correlation Matrix among Key Variables

Variables	1. ET	2. CB	3. CL
1. Emotional Triggers (ET)	1	0.64**	0.72**
2. Cognitive Biases (CB)		1	0.69**
3. Consumer Loyalty (CL)			1

The results show strong positive correlations among all variables. Emotional triggers are strongly correlated with consumer loyalty ($r = 0.72$, $p < 0.01$), suggesting that emotions significantly influence brand attachment. Cognitive biases also positively correlate with loyalty ($r = 0.69$, $p < 0.01$), confirming their combined role in digital consumer behavior.

Table 4.3: Multiple Regression Analysis Predicting Consumer Loyalty

Predictor Variables	β (Beta)	t- value	Sig. (p)	R^2	Adjusted R^2
Emotional Triggers (ET)	0.48	9.27	0.000**		
Cognitive Biases (CB)	0.39	7.84	0.000**	0.61	0.60

Dependent Variable: Consumer Loyalty

The regression model is significant ($R^2 = 0.61$), indicating that emotional and cognitive factors collectively explain **61% of the variance** in consumer loyalty.

Emotional triggers ($\beta = 0.48$) have a slightly stronger influence than cognitive biases ($\beta = 0.39$), highlighting the dominance of affective responses in online purchase behavior.

Table 4.4: *Mediation Analysis (Baron & Kenny, 1986 Approach)*

Step	Relationship Tested	β (Beta)	Sig. (p)	Mediation Result
1	Cognitive Biases $\rightarrow$ Consumer Loyalty	0.69	0.000**	Significant
2	Cognitive Biases $\rightarrow$ Emotional Triggers	0.64	0.000**	Significant
3	Emotional Triggers $\rightarrow$ Consumer Loyalty (with CB)	0.48	0.000**	Partial Mediation Confirmed

The relationship between cognitive biases and customer loyalty is partially mediated by emotional triggers, according to the mediation test. This indicates that loyalty is influenced by cognitive cues (such as anchoring or social proof) both directly and indirectly through emotional engagement.

4. Findings

All of the emotional and cognitive factors mentioned above have had a big effect on customer loyalty in the world of digital marketing. The descriptive statistics also show that most of the people who answered said they thought emotional and cognitive factors could help them find a solution. It is also important to know if someone is loyal to the brand because it makes them feel good and brings back memories, or because it gives them a break from their busy life.

Correlation analysis suggests that there is a strong positive relationship between emotional triggers and consumer loyalty. In other words, people purchase more from producers who use ad materials that make them feel something. When people do any mental exercise involving digital ads or promotions, their customers must be cutting down psychological lanes to do so, just like anchoring and social proof did in the figure, $b = 0.69$, $P < 0.01$.

Also, regression analysis showed that cognitive and emotional factors account for 61% of the changes in the customer loyalty variable, which is enough to make them important predictors of this variable: $R^2 = 0.61$. The fact that emotional

triggers had a slightly but consistently greater effect ($\beta = 0.48$) than cognitive biases is worth noting. This point strengthens the claim that cognition is too dependent on emotions when it comes to online IAI. Furthermore, mediation analysis revealed that emotional triggers have only a partial mediating effect on the connection between loyalty and cognitive biases. That is, the power of cognitive attitudes over disloyalty activates emotional states that further support trust and the likelihood of a repeat business. Therefore, the complete analysis of these facts implies that while thinking occurs in the choice, there is much more with the digital marketing than an informed choice. The decision is significantly influenced by the emotional and cognitive processes. A marketing strategy that takes these psychological issues into proper account more effectively disrupts a long-term loyalty and creates a repeat business.

5. Discussion

The results of this study demonstrate how attitudes, as well as what may be figuratively referred to as “rational thought,” influence consumer loyalty and decision-making in a digital marketing setting. People will be attracted to that product whether they like, dislike, or believe in an advertisement because they perceive in it a life affirmation strategy that they have either intentionally or unintentionally taken from their own circumstances (Sardar, Manzoor, Shaikh, & Ali, 2021). And marketing wants precisely this. In the digital world, where people have shorter attention spans and are inundated with information, emotion can be seen as a shortcut to thought. Collectively, these ads instill the impression in consumers that a product range is very successful and they emotionally attach themselves to it as well (Savastano, Bellini, D’Ascenzo, & De Marco, 2019).

Whether in a business ad scheduled to appear during the Super Bowl or on television or other media, sponsors routinely use the word joy in their messages as a bargaining chip against consumer resistance. When commercials provide people with feelings of joy or warmth—even a little hint—the reaction is immediate and positive. Dutch psychologists (Mantel & Kromhout, 2022) have found that these are the most important triggers of impulse buying. Advertising which excites, touches and—most importantly—communicates with spirit can easily trigger a sale in that mood. Very outstanding news for people running a small business! A few facts

support that view: Given a highly enjoyable commercial experience a large majority (91%) of consumers are excited about acquiring Illusion apparel; more than two-thirds of people will consent to participate in advertising liaisons and later purchasing decisions for products they have not used before (Aljukhadar, Bériault Poirier, & Senecal, 2020).

When the digital announcement brings joy, excitement, nostalgia, or trust it draws immediate attention, propaganda and anesthetic as the main reasons for belief. What is important is the psychological connections established in short--and this kind of connection greatly encourages brand loyalty. This concurs with earlier findings (Bagozzi et al., 2019; Li & Zhang, 2023), which indicated that emotional engagement would strengthen both impulse buying and long-term relationships between brands (Amblee & Bui, 2011).

Further evidence also shows that major cognitive biases such as social say one thing or another for sure? I think the possibility of decision making website will lead us to conclude that such reasons may be too honest, and decision makers then, have no aspiration at all (Baye, Morgan, & Scholten, 2003). Again, the tendency to steer ourselves subjectively overestimates the actual weight of online advertisements. Does “everywhere” (advertising destination) include CookeWillis.com, too? When these biases work in conjunction with emotional stimuli, they add power to the emotional appeal of advertising copy. Conformity cannot be learned where society is itself not a proper environment for living.

This is the secret to educational success (Chang, Chih, Liou, & Yang, 2016) that one must dwell amid the bustling hordes of modern-day Shanghai. The likely future; molecular biology and gene-cloning Unkempt promises return with reward in life as well. Others are getting a pay-back from the companies they bankrupt, national leaders receive clays on their graves which make no sense; and as soon as one man grows old, his close friends (most noticeably the Rothschild's) back off completely, The process also states that different means serve opposite ends: maybe some successful organizations have either misled or failed one on a number of occasions. A second sticking point here is financial constraint; conservation (Dennis, Yuan, Feng, Webb, & Hsieh, 2020). Conformity can in general be learned only from one's peers when society itself is not a proper environment in which to live (Dennis,

Yuan, Feng, Webb, & Hsieh, 2020).

Analysis of the regression showed that emotional stimuli were slightly better predictors ($\beta = 0.48$) than cognitive biases ($\beta = 0.39$) for determining consumer loyalty, although both predictors are weakly significant. This suggests that even when cognitive biases distort the way we perceive things, it is our emotions which actually dictate how committed and loyal we are to a brand. In the context of digital marketing, personal and often virtual interaction necessitates that emotional resonance becomes indispensable for building trust and attachment. Brands that consistently evoke positive emotions by means of authenticity, identification, sympathetic identification behavior can change transactional relationships into emotional ones. This finding confirms the result of Chaudhuri & Holbrook (2001) emotional trust is an important determinant in the post-satisfaction era for secure brand loyalty (Donthu, Kumar, Mukherjee, Pandey, & Marc, 2021).

Confirming that emotional triggers have a mediating effect on the relationship between cognitive bias and consumer attitude has been made possible by mediation analysis. This demonstrates how emotions are shaped by cognitive processes, which in turn increase loyalty. For instance, customers experience a sense of urgency and excitement (the emotional trigger) if they think an offer is only available for a short period of time. This link may be interpreted as causative feedback because of the increased urgency of purchasing or word-of-mouth about brands. The intersection of cognitive and emotional dimensions is consistent with the Stimulus–Organism–Response (S-O-R) model, which describes how external stimuli, such as advertising cues, elicit internal psychological processes, such as emotions and cognition, which in turn lead to observable behavior, such as loyalty and purchase (Erjavec & Manfreda, 2022).

Since the cognitive and emotional processes of persuasion are universal, the cross-national sample from Pakistan, India, China, Malaysia, and Indonesia inevitably deepens these findings. However, cultural differences may exist in their intensity and interpretation. Collectivist societies, for instance, are more likely to be supported by the opinions of others as well as by communal emotional appeals. However, aspirations in individualist environments might place a higher value on authenticity and self-satisfaction. In conclusion, this demonstrates how cultural

awareness necessitates that we “localize” digital marketing tactics to fit local values, lifestyles, and emotional standards (Gatter, Hüttl-Maack, & Rauschnabel, 2022).

Our digital marketing follows the past. Unlike intrusive commercials, not so many people are using this product now. According to findings from the study, there is a moral boundary between manipulation and persuasion (Ha, 2004). Marketing begins to pose a serious issue when marketers use psychological concepts with the intention of flipping consumer choices by taking advantage to exploit people’s emotional weaknesses and cognitive biases. The report suggested, marketing direct use overt emotional intelligence; Encouraging ethical behavior and then persuasion captivates (Hickman, Kharouf, & Sekhon, 2020).

Marketers' "mirrors" create trust that lasts over time, not just for a short time. This is done through honesty and a sense of community among the people we help and those who aren't our customers. Consequently, from the preceding discussion, online consumer behaviour is essentially a synthesis of cognitive and affective elements. They need cognitive bias to make these choices. When they get too much information that isn't relevant, they'll avoid these mental burdens and go with anything else to help them, which is usually an emotional trigger in this case. People are emotionally driven creatures, and in each that they find themselves, they are spent or taken in such a manner which altogether undermines their logical conduct. They can do this provided that they build, for example, a simple S-O-R framework that they can use to sell something online. It starts with the psychological reality and then moves forward into the darkness. This lays the foundation for the psychology of online marketing that may help nowadays as well as in the future once basic Internet skills spread through Asia..., & Ali, T. I., 2021).

6. Conclusion

These findings demonstrate how emotional and cognitive elements coexist in the digital marketing environment to influence consumer behavior, brand loyalty as well as purchasing decisions. Emotional triggers like excitement, trust and nostalgia directly make a person feel they are interacting with the product, i.e. they have lost their connection to it. Cognitive biases such as social proof or anchoring can help simplify difficult decision-making in these results; emotion plays a bigger role than cognition. This shows consumers what factors are critical. Another example is that

perspective in logic makes love not only choice-bound, but also leads to power worship, dependency and faith in recommended articles (Savastano, Bellini, D'Ascenzo, & De Marco, 2019).

The researchers also investigate how electric marketing stimuli might trigger internally emotional and cognitive feedback that signals an external action using Stimulus--Organism-Reaction (SOR) model. Marketers typically stop selling and start giving away things about people when they've obtained real likes. At long last, for digital marketing success it is necessary that once combined with organizational research elsewhere or in certain directions, mindfulness should have a higher level of entity status than it does at present (Petit, Velasco, & Spence, 2019).

7. Recommendations

All of digital marketing strategies should adopt ethical means, with a mix of both emotionally intelligent and cinematically savvy elements. Primarily, storytelling emotive activities of the brand should use a consistent voice and color design not endangers its existing ways or at local bland tones. Past experience certainly counts for a lot in people's book and the development of your brand. Second, marketing workers must also intentionally design their efforts to circumvent cognitive biases (Chang, Chih, Liou, & Yang, 2016). So, if – of the two factors which are scarcity and social proof it's all they do instead is deepen the customer's perception value rather than uncover psychological weaknesses. Third, when using digital tools to change consumer emotions, organizations should establish ethical guidelines for emotional response. This is necessary for ethical oversight and clear agreement. We also need to make people more aware of emotional appeal and buying bias. It is anticipated that not only the media but also scholars and marketers will be interested in interdisciplinary studies that integrate fields such as psychology and marketing, with the overarching goal of enhancing strategies and communication to be more emotionally intelligent balancing brand satisfaction with the well-being of society at large.

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Online ISSN

3007-3197

Print ISSN

3007-3189

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Online ISSN

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