
Beyond Reason - The emotions that drive consumer behaviour in 2024

Are people's emotions behind buying as easy to predict in 2024 as they once were?

The Marketing to Buyers Summit | Gillian Jones @ Gillian Jones Copywriting

Overview

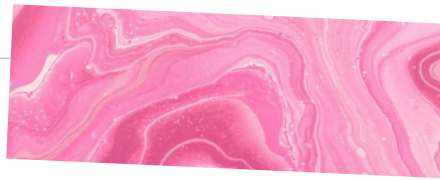
The climate both buyers and marketers are experiencing in 2024

Rational vs emotional buying - does it still ring true?

Value is key - more thoughtful buying than ever before

Will emotional intelligence help drive your business forward in 2024 and beyond?





The climate both buyers and marketers are experiencing in 2024

→ Wary

→ Customers are wary about spending, possibly up until mid-summer, possibly beyond, equally business reluctant to spend

→ Emotional vs rational buying?

Yes, but both motivated by the events of the past few years

→ Value is key

We'll look at how value is more important than ever before...whether it's emotional or rational buying

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“Harvard Business School professor Gerald Zaltman once said that **95 percent of our purchase decision making takes place in the subconscious mind.” back in 2003**

<https://hbswk.hbs.edu/item/the-subconscious-mind-of-the-consumer-and-how-to-reach-it>

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**Yes this is still the case. But
the consumer's mind is now
preoccupied with bigger
things.....**

Consumers are reluctant to spend because they're concerned, as we all are in the world we live in today..

People are concerned with
**inflation, the cost of
living, social
instability, and the
environment.**





Emotions & Instincts

“The majority of customer decisions are propelled by emotions and instincts. While quality products, optimal pricing, and brand image all play an important role, a stellar customer experience driven by **emotional intelligence** is what makes a rational customer a happy customer, and thereby, a recurring customer. This is because such an experience connects the customers with the brand at an emotional level. **It is the brand differentiation that’s going to help you thrive during the difficult times.**”

→ <https://www.feedbackly.com/blog/top-cx-trend-in-2024-emotional-experience-as-the-change-maker/>





Are you tuned into your audience's concerns?

“The answer lies in understanding the drivers behind rational and emotional purchases”

<https://www.tokinomo.com/blog/rational-emotional-purchases>

And **emotions** in 2024 matter more now than **ever** before

What we need to be doing in order to understand emotional buying in 2024

“Look for predictive and quantifiable emotional intelligence to emerge as among the most critical new currencies driving business forward in 2024”

<https://www.fastcompany.com/90981445/closing-the-gap-in-customer-emotional-understanding-to-reimagine-the-future-of-marketing-strategy>

**How do you tap into
consumer's emotions,
into how they are feeling
in order to make them
buy?**

Greg Becker | UnSplash

Know your audience

- ◇ What are their concerns today and how do they differ from four years ago?
- ◇ What kind of emotions are driving them to buy?
- ◇ How well are you tuned into your customer's dreams, hopes and aspirations?
- ◇ Have you kept in touch with the changes the world has seen and how its impacted your customer's buying habits?





Buyers are cautious, but they're still buying

They want value for money

Buying is more thoughtful

Stellar customer service all the way through the buying journey

Emotional engagement and validation

“Experts have noted, however, that building emotional connections through marketing is becoming a lost art for businesses, as an emphasis on digital interactions, automation and data-driven approaches often overshadows the importance of **human emotions** and **personal connections** in brand-consumer relationships.”

<https://www.forbes.com/sites/forbesagencycouncil/2024/02/27/how-to-rekindle-the-lost-art-of-emotionally-connecting-with-consumers/?sh=1def4f7a1785> (Forbes)

What can we do about this?

[Forbes](#) argues for more:

Storytelling

Understanding what customers **feel** and **think** (ask them, do research!)

Understand what your customers are experiencing and feeling now, understand the subtle nuances of what emotions customers are feeling - **demonstrate empathy**

Talk to people face-to-face.



What kind of emotions are behind buying in 2024?

Stories that embrace myth, dreams and aspirations.

<https://www.studioid.com/springboard/trends/the-psychology-of-conversions-5-consumer-behavior-insights-for-2023/#:~:text=He%20cites%20three%20factors%20that,empathy%2C%20passion%2C%20and%20emotion.>

Sensuality – sight, taste, touch, sound.

<https://www.studioid.com/springboard/trends/the-psychology-of-conversions-5-consumer-behavior-insights-for-2023/#:~:text=He%20cites%20three%20factors%20that,empathy%2C%20passion%2C%20and%20emotion.>


Intimacy – empathy, passion, emotion.

<https://www.studioid.com/springboard/trends/the-psychology-of-conversions-5-consumer-behavior-insights-for-2023/#:~:text=He%20cites%20three%20factors%20that,empathy%2C%20passion%2C%20and%20emotion.>



**Key words to consider behind
customer's emotions in 2024**

Value & Emotional Intelligence



**Any Questions?
Thank you for your time!**