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EXPERIMENTAL STUDY OF EMOTIONAL INTELLIGENCE IN NETWORK MARKETING CONSUMERS BEHAVIOR

Emotional intelligence, distributors, active consumers, network marketing, decision-making

Network marketing is the most common type of marketing in modern reality, in which becomes more obvious psychological mechanisms and principles of buyer-seller interaction. Features of the manifestation of consumer behavior in network marketing have certain peculiarities, as the main focus of marketing communications is the consumer and the sales advisor direct communication the result of which is a product purchase. Consumers often complain that they buy things they do not really need, sometimes paying twice the amount. This field of marketing includes number of psychological features the analyze of which will help to solve both economic and psychological issues of consumer behavior, such as the consumer market segmentation, in line with marketing standards, increasing the professional and psychological readiness of sales consultants to achieve the maximum sales result. The impact of emotions on judgments, evaluations, and decisions has long been important to psychology and consumer behavior. The field's focus has progressed from demonstrations that emotions, like cognitions, do have an impact on consumption, to more nuanced understandings of what drives the experience of discrete emotional states, how those discrete emotions uniquely affect decision making and the motivations that consumers might have to regulate their emotional states over time. Each specific emotion is associated with a set of cognitive appraisals that drives the influence of the emotion on decisionmaking through nuanced psychological mechanisms. We present an integrated view of the current literature on how emotions – both related and unrelated to the decision at hand – play an important role in shaping consumer decision-making. Emotions embedded in marketing stimuli influence decisionmaking via processes driven by cognitive appraisals. Emotions that

are unrelated to the decisions influence decision-making via carried over appraisal tendencies. We present perspectives on why and under what conditions emotions serve as antecedents to decision-making, and call for future research to examine how emotional influences can both undermine and help consumer decision-making. Based on the source of consumers' emotional experiences and its relationship to the decision at hand, emotional influences are classified into two broad categories: Integral emotions and incidental emotions. Integral emotions are experienced when marketers embed emotions in the marketing stimuli or contexts with the intention of influencing a particular decision [7]. Incidental emotions arise from sources that are unrelated to a particular decision, yet their influence carries over to that subsequent decision. This review is organized around such classification of emotions, beginning with an integrative model of how emotions influence consumer decision-making, followed by sections that detail the specific psychological processes. There is a wide range of psychological processes that drives consumer reactions to emotional appeals. Certain emotions increase the motivation to act in compliance with an appeal via accountability appraisals. For example, sunscreen ads that used specific emotions with appraisals of self-accountability (such as regret, guilt, and challenge) increased individuals' intentions to use sunscreen, relative to appeals that used emotions with low self-accountability (e.g., fear, hope) [11]. Emotional appeals could also influence subsequent decision-making through modifying one's concept of self relative to others. Emotions may also influence consumer behavior through contagion effects; individuals experienced more sadness when viewing a charitable appeal with victims' faces showing sad (versus happy) expressions and hence were more likely to feel sympathy [13]. When do emotional appeals influence decisions? Effectiveness of emotional stimuli may depend on their compatibility with many consumer-related factors, such as culture, consumers' salient self-identities, and their incidental emotional states. The influence of different discrete emotions across people belonging to different cultures varies; emotional appeals that are not compatible with the participants' culture may be more effective due to their novelty

The emotional impact on consumer decision-making process has been studied also by Deyneka. According to Deineka's approach, during consumer behavior, regardless of being a consumer or buyer, there are three components that are typical for both economic and social behaviors: **cognitive** component, **affective** component, **motivational** component.

An **affective** component of consumer behavior includes emotions, feelings, emotional perception of goods and services.

Cognitive component of consumer behavior constitutes opinions, comparisons, rational evaluations of products and services.

Motivational component is the desire to purchase or use goods and services. [2] The sales process in network marketing is carried out through direct turnover of the sales consultant and buyer. Here, the best-selling advertisement is the sales consultant / distributor who sells what he / she doesn't really need by reflecting on consumers' sensitive mental mechanisms / sometimes unconscious / due to his/her professional skills. In the context of consumers' unconscious psychological mechanisms we selected the field of emotions, its impact on consumer decision-making. Emotions play a key role in the choice and decision-making process. [4,1] Despite the awareness of the importance of emotions in the daily life of a person, very little is known about the impact of emotions on the effectiveness of marketing activities. [5] Over the last two decades organizations have seen a fundamental shift in management style. Roles have become more customer oriented and knowledge based with the need to work as a team. This has resulted in individuals having more overall autonomy, even at fairly low levels within organizations. This has created organizational cultures that are less autocratic with only a few levels of management. The very nature of such organizations has allowed those with highly developed social skills to be as successful as those who excel academically. The historical timeline of social or emotional intelligence shows this is not a new concept, but one that over time has gained general agreement as a key element of workplace success. Emotional intelligence can be abbreviated to EI and can be also referred to as Emotional Quotient (EQ)

The main purpose of this research is focused on revealing the role and importance of emotional intelligence in consumers' decision-making, the ability of consumers to recognize, understand, express and manage their emotions already studied, as well as examine their confidence in their own emotional capabilities and their classification. The role of emotions in marketing has become widespread, but scientists are only beginning to understand how emotions affect specifically the manifestations of a person. To date, scientists have been asking questions for further research, such as how emotions affect interpersonal relationships. How do consumers apply emotional information for marketing decisions [6]. Within

our research, we have implemented emotional intelligence research. For the research we used Kohl's emotional Intelligence test. The study included 3 groups of 30 people. The first group was active consumers of network marketing; the second group included 30 consumers who did not use this type of marketing diversity and finally 30 network marketing consultants../distributors/ After analyzing the results of the research we have following results.

The emotional intelligence of distributors is on the average. The emotional awareness is also at an average level, that is, they are partly aware of their emotions and feelings, partly realize their emotions and feelings. The self-motivation index is at an average level, that is, in some situations can control behavior through awareness of emotions. Indicators of empathy are also on the average. The empathy implies the understanding of other people's emotions, as well as the ability to understand the emotional state of a person, and willingness to help .It is understanding ones emotional state by for the body language gesture, speech. In other words, they can understand the emotions and feeling of others, to encourage them, to influence them. Distributors emotion management is weak

Thus, typical for distributors,

- Managing of their emotions with difficulty
- Low self-motivation.

Here we will show the results of the emotional intelligence of active consumers

Active consumers' emotional intelligence is low. They partly realize and understand their emotions and feelings, in some situations they only understand the emotions and feelings of others. The level of self-esteem is very low,they can manage their emotions and feelings with difficulty, hardly controll their behavior by realizing their own emotions. They are able to hit the emotional state of other people with difficulty. Thus, active consumers are characterized by low emotional intelligence.

Here we can see the results of emotional intelligence of non-users

Indicators of the emotional intelligence of non-users are also at a low level. In this case they are unaware of their emotional state, can not deal with

emotional states of themselves and others, can not control their own emotions as well as others. The self-motivation index is also low, it means that they have difficulty in controlling their behavior by emotions. We find it appropriate to compare the average of the emotional intelligence of distributors and active consumers.

Comparison of the average results of emotional intelligence among distributors and active consumers

N	The Elements of Emotional Intelligence:	Distributors	Active consumers
1	Emotional Awareness	10,0	10,0
2	Own emotion management	3,0	0,9
3	Self-motivation	9,6	5,7
4	empathy	12,4	9,4
5	Recognizing other people's emotions	11,3	8,9
6	Total sum of emotional intelligence	46,4	34,9

The emotional awareness indicators are at the middle level both in distributors and active consumers. They partly realize and understand their emotions and feelings, little aware of their emotional state. Management of their emotions in both cases is low, but it is lower among active consumers who manage their emotions with difficulty. The rate of self-motivation is at the average level for active consumers, and passive consumers are low, which means that they have difficulty controlling behaviors by emotions. In the field of network marketing, this is a low level of emotion management that makes the consumer more vulnerable to external influences. Indicators of affirmative action on other people's emotions are higher for distributors (according to the criterion of the criterion, the difference is significant), that is, they are able to understand the emotions of other people, to encourage and support them. It is the ability of man to understand signs, gestures, speech tones, and body position. They are also able to influence the emotional state of other people. And active consumers can hardly influence the emotional state of other people.

Comparing with the average of emotional intelligence of distributors and non-users, it becomes clear that emotional intelligence is at an average level with both distributors and non-users, while managing own emotions is low, even though the self-management of non-users is very low. Self-motivation is at an average level with active consumers, and low-income people, that is, they have difficulty controlling behavior through awareness of emotions. The indicators of recognition of emotional and other people's emotions are in both cases at the average.

Comparison of the average results of emotional intelligence of distributors and non users

N	The Elements of Emotional Intelligence	Distributors	Non users
1	Emotional Awareness!	10,0	8,5
2	Own emotion management	3,0	-2,4
3	Self-motivation	9,6	4,5
4	empathy	12,4	10,7
5	Recognizing other people's emotions	11,3	10,3
6	Total sum of emotional intelligence	46,4	31,6

We find it appropriate to compare the average of the emotional intelligence of active consumers and non-users. The comparison is presented in the chart

Comparison of the average results of emotional intelligence of active consumers and non users

N	The Elements of Emotional Intelligence	Active consumers	Non users
1	Emotional Awareness	10,0	8,5
2	Own emotion management	0,9	-2,4
3	Self-motivation	5,7	4,5
4	empathy	9,4	10,7
5	Recognizing other people's emotions	8,9	10,3
6	Total sum of emotional intelligence	34,9	31,6

Comparison of the average level of emotional intelligence of active consumers and non users shows that the level of emotional intelligence of consumers and non-users is low. In both cases, emotional awareness is at an average level, that is, they can understand and realize their emotions and emotions in some situations. Own emotion management is low on both consumers and non-users. Self-motivation is also low, that is, they manage to manifest their emotions and emotions with difficulty, control behavior, and awareness of emotions. In both cases indicators of affirmation and recognition of other people's emotions are on the average. They can understand in some situations the emotions and emotions of others, to encourage them to influence the emotional state of people. Thus, the emotional intelligence of active consumers is on the average, and non-users are low, that is, non-users can hardly understand their emotions, manage them, control their behavior, and emotions. From the analysis it becomes apparent that the distribution of emotional intelligence with

distributors is also higher than that of non-users, which indicates the presence of emotional intelligence and the importance of development of the distributors in their professional activities and is directly related to the efficient formulation of their marketing communications.

Thus, there is no significant difference between the emotional intelligence of active consumers and non-users according to the Student critical criterion the difference is not significant), the research findings show that although emotional intelligence did not show significant differences between network marketing consumers and non-users, it was clear that the differences between the sales consultants and the consumers had been evident, awareness of their own emotions as well as self-motivation and Awareness of their own emotions and the level of self-motivation and affiliation are emotional qualities characterizing sales consultants, affecting their ability to work effectively and affect the emotional state of consumers. Emotional Intelligence here is also a professional psychological characteristic that needs development, as it is at the middle level among distributors. In our upcoming work it is envisaged to examine the emotional intelligence of network marketing high level sales consultants /distributors/ and compare the results with midlevel distributors indicators that will make more obvious the relevance of emotional components with professional growth.

ՄՊԱՌՈՂԱԿԱՆ ՎԱՐՔՈՒՄ ՀՈՒՉԱԿԱՆ ԻՆՏԵԼԵԿՏԻ ՓՈՐՁԱՐԱՐԱՐԿԱՆ ՈՒՍՈՒՄՆԱՍԻՐՈՒԹՅՈՒՆԸ ՑԱՆՑԱՅԻՆ ՄԱՐՔԵԹԻԿՈՒՄ

Սպառողական վարք, հոլզական ինտելեկտ, ցանցային մարքեթինգ, վաճառքի խորհրդատու

Մեր հետազոտության շրջանակներում իրականացրել ենք հոլզական ինտելեկտի հետազոտություն ցանցային մարքեթինգի սպառողների, դիստրիբյուտորների և վաճառքի այս տեսակից ընդհանրապես չօգտվող մարդկանց շրջանում: Հետազոտության արդյունքների վերլուծությունից ակնհայտ է դառնում, չնայած հոլզական ինտելեկտի ցուցանիշները ցանցային մարքեթինգի օգտվողներին չօգտվողների պարագայում է ական տարբերություններ չգրանցեց, սակայն ակնհայտ էր վաճառքի խորհրդատուների և սպառողների մոտ առկա ցուցանիշների տարբերությունները, որը ակնհայտորեն վկայում է այն մասին, որ սեփական հոլզգերի մասին տեղեկացված լինելը ինչպես նաև ինքնամոտիվացիայի և ապրումակցման մակարդակը այն հոլզական որակներն են, որոնք բնութագրում են վաճառքի խորհրդատուներին, ազդում վերջինների սաշխատանքի արդյունավետության և սպառողների հոլզական վիճակի վրա ներազդելու տունակության վրա:

ЭКСПЕРИМЕНТАЛЬНЫЙ АНАЛИЗ ЭМИЦИОНАЛЬНОГО ИНТЕЛЛЕКТА ПОТРЕБИТЕЛЕЙ СЕТЕВОГО МАРКЕТИНГА

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В рамках нашего исследования мы провели анализ эмоционального интеллекта для потребителей сетевого маркетинга, дистрибьюторов и людей которые не пользуются товарами этого типа маркетинга. Результаты исследования показали, что несмотря на незначительные различия между показателями эмоционального интеллекта среди потребителей и людей которые не пользуются данным видом маркетинга, явная разница была выявлена среди потребителей и дистрибьюторов, что показывает важность многих компонентов

эмоционального интеллекта для эффективной работы дистрибьюторов и их умения влиять на эмоциональное состояние потребителей.

EXPERIMENTAL STUDY OF EMOTIONAL INTELLIGENCE IN NETWORK MARKETING CONSUMERS BEHAVIOR

Emotional intelligence, distributors, active consumers, network marketing, decision-making

Within our research, we have implemented emotional intelligence research among network marketing consumers, distributors and people who do not generally use this type of sales. The research findings show that although the results of emotional intelligence test did not show significant differences between network marketing consumers and non-users, it was clear that the differences between the sales consultants /distributors/ and the consumers had been evident. Awareness of their own emotions and the level of self-motivation and affiliation are emotional qualities characterizing sales consultants, affecting their ability to work effectively and affect the emotional state of consumers.

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