Effectiveness of Emotional Marketing on Brand Loyalty in State Run Universities

Siphiwe P. Mandina* Tendai Ngwenya, Munesu Muzadzi
Department of Marketing, Midlands State University, P Bag 9055, Gweru, Zimbabwe
*mandinasp@msu.ac.zw

Abstract
This paper seeks to provide an in-depth understanding of how Emotional Marketing affects brand loyalty and how state universities like Midlands State University (MSU) can implement Emotional Marketing to maintain its long established name. This study provides an insight on how universities can implement emotional marketing as a strategic tool to gain competitive edge. Exploratory research was used in order to discover ideas and insights in the problem understudy. Descriptive research method was used because it helped to condense the vast amount of data obtained from the respondents into a few summary measures. A sample size of 129 respondents was chosen comprising 100 students, 23 academic staff and 6 non-academic staff. Findings revealed that MSU has not yet adopted the new marketing concept; emotional marketing. It owes its market dominance to excellence on innovation mainly, for instance it is the first to introduce the visiting school programs, and e-learning among other programs. This paper clearly shows that Emotional Marketing has become a contemporary service marketing strategy and is quite relevant in the university setup. The contribution of this paper is to demonstrate that Emotional Marketing can aid MSU to remain competitive in an environment where there are 7 other state run universities and 5 private owned universities.
Keywords: brand loyalty, emotional marketing, customer emotions, emotional intelligence, emotion measurement

1. Introduction

Globalisation has transpired to be the central point in higher education. Joined with the effects of globalisation and the growth of global knowledge economy, the competitive forces have resulted in the global competition occurrence that is at present reshaping higher education. There has been some developments, including, the use of global university rankings, declarations by nations to have a world class university, the development of regional units of control and reform, the development of cross boarder quality assessment practices and the internationalisation of universities, Stephanie, (2012).

Coming back home, as a result of stiff competition currently characterising the Zimbabwean higher education sector, institutions are tirelessly pumping out rational marketing appeals to try and win the hearts and minds of high school levers, this has directly impacted MSU in its quest to remain the first choice and maintain is long established name. MSU is located in Gweru, in the Midlands Province. The University commenced in 2000 as a fully-fledged University. MSU`s ultimate goal was to establish ten faculties by 2015. Currently the University offers degree programmes in ten faculties, which are Arts, Social Sciences, Science and Technology, Medical and Health Science, Commerce, Engineering, Education, Law, Natural Resources Management and Agriculture, (Midlands State University strategic and business plan, 2001-2015). The Zimbabwean learning environment has been characterized by stiff competition, which is despite of the harsh and unpredictable economic crisis being experienced, a lot of institutes of higher learning offering the same programmes at affordable fares and requiring at list lower points than the long established institutes such as Midlands state university have commenced operating.

Of the long established institutes, MSU is well known for its second to none honour's degrees, however there has been a lot of competition from institutes such as GZ, UZ and NUST now offering honour's degrees. Great Zimbabwe offers honours degree in social sciences, offers diplomas and master's programmes in Gender and Policy Studies, Human Resource Management, It also offers block release programmes and visiting students, (www.gzu.ac.zw). UZ offers honours programmes in Accounting, Business studies, Law among others,(uzweb.uz.ac.zw), and NUST offers honours programmes in Management and Marketing, Risk and Insurance, Finance and masters programmes in Marketing, Finance, to mention but a few,(www.nust.ac.zw). This move by these institutions to offer honours degrees have exposed MSU since a lot of students are now after these new offers.

The learning side has been performing very well. Since the introduction of the multicurrency system 2009, the Zimbabwean economy has been stable enough to achieve macroeconomic stability recovery and growth. The hyper-inflation was ended through the economy adoption of the multicurrency system and as result the Zimbabwean economy registered a positive growth of, however this has led to the opening up of competing institutions, exposing those with long established names.

Emotional Marketing

Sharma (2012) defines emotional as marketing based on emotions; it is the language of hearts, he went on to say emotional marketing is the quest by companies to create an emotional link with customer and establishment of deep relationship with customers as they acquire their products and services. Emotion marketing refers to an enterprise-wide pursuit of dependable link that makes consumers sense are being valued and are cared for and thus will become loyal, (Robinette, et al 2000). In addition to this Rytel (2009), view Emotional marketing as a new classic approach, new marketing move, where management of emotional connections between the corporation as well as the clients (or other market players) turn out to be exchange-stimulating feature, this idea implies that the customers purchasing choices are more and more affected by no sensible, he went on to say that emotional features of products, brand symbols along with other exchange fundamentals, whose symbolic attributes determine purchasing levels along with the type as well as length of relationship.

Based on the above definitions, we can see that all the authors have commonalities in that they all view emotional marketing as based on creation of a bond or link between the service providers and users. The researchers believe that in today's marketing environment, for a company to remain relevant and competent or not for it to lose market share over other players emotional marketing is not a an option but a must. Furthermore the definitions emphasise creation or establishment of relations as an important aspect in marketing.

Experiential Marketing

Smilansky (2009), experiential marketing is the process of identifying, satisfying customer needs as well as aspirations profitably, engaging clients through two-way communications that convey brand personalities to life as well as enhancing value to the target audience. In addition to this Consoli (2010) cited that experiential marketing represents a new basis of competitive advantage, which is based both emotional involvement along with creation of experiences. Sharma (2011),put forward that experiential marketing can be well-defined as a media mix promotional discipline used to inspire sensual interaction and physical fascination of consumer into brands (goods and services). However Grundey (2008) says experiential marketing present these features: orientation to the consumer experience, looking to the consumer experience holistically, and point of view to the consumer as rational thinker and emotional too, exclectizm of methodical, "from Stimulus to Reaction.

The above definitions the researchers noted that, in contrast to the traditional promotion mix process experiential marketing tend to promulgate personal as well as emotional touch which consequently results in maximum conversion rate of clients at very low cost, therefore experiential marketing helps to get the most out of the return on investment pertaining to promoting the brand.

Experiential Marketing and Brand Loyalty.

In today's marketing environment, as marketers look for innovative means to engage their clients, experiential marketing steps into the mix with the unique as well as fresh ways to reach secretive consumers. The experiential marketing brings real experiences to clients with goods along with services that drive sales as well as enhancing the brand image and also brand awareness among the consumers. It is actually the difference between telling people about features of goods and services along with letting them experience the benefits. When achieved in right direction it is the most influential tool out there to catch brand loyalty (Smilansky, 2009).

However the researchers are of the opinion that, in as much as experiential marketing facilitates effective communication which entails relationship building, it might be costly to implement as it might involve a complete transition from the traditional marketing principles of doing work. In the business world Smilansky (2009), went on to say that commoditization is a practice where unique brands along with products compete. As an end result, standards are raised as well as matched, compelling brands into consistent price competition. Smilansky, (2009) went on to say that, initially marketing as well as advertising, differentiation was based on product features along with benefits. However as competition forced challenging brands to come up with competitive products, price wars began sinking the cost of products as well as driving clients to make cost-based purchase decisions. Through the customer-directed marketing messages, they stimulated clients to desire a lifestyle that the brand itself represented. Eventually the move from a product-focused era to the customer-focused begun, brand along with lifestyle inspired advertising era. Conclusively this marked a shift from a rational or logical message to an emotional message and sometimes a blend of both.

Experiential marketing present the actual experiences to clients with product so as to boost sales as well as increase brand image along with brand awareness amongst the customers. It is reality the difference involving telling the attributes of goods along with services as well as letting them enjoy the benefits. More over when archived in precise course it is more powerful instrument to gain brand loyalty, (Sharma, 2011). More over Majumdare (2012), went on to say, in today's competitive age, company concern is able to survive with relationship marketing, he suggest Relationship can only be developed with front-line employee's behaviour as well as attitude towards clients, He went on to say that, all stakeholders must be emotionally devoted to the plan then ultimate objective that is how winning heart of clients can be attained.

Smilansky (2009),suggests that experiential marketing can accrue many objectives, experiential marketing is

chiefly good at achieving the following aspirations, bringing the brand personality to life, Positioning or repositioning the brand, forming a memorable experience, communicating complex brand messages, gaining high long-term ROI, increasing customer loyalty, gaining credibility with specific target audiences, driving word-of-mouth, creating brand advocacy, increasing sales, raising brand awareness as well as propelling website traffic or impelling traffic in-store.

Based on the above schools of thoughts it was noted that the researchers agree that experiential marketing can result in excellent brand loyalty. However the researchers wish to contribute by bringing in views from contradicting researchers such as Majumdare (2012), who is of the opinion that, experiential marketing has got an impact on appearance and this covers all aspects from buildings to reputation, that is for instance, if a retailer does not have eye-catching site and also if the merchandise display is not remarkable then how much advantageous and value adding that produce is, it may not be competent to exert a pull on customer attention.

Emotional Intelligence (EI)

Goleman (1996) says that EI is intelligence based on pure reasonableness, is only one aspect of more general skills that cause people to react to various situations and to solve relative problems, he also defines EI as the ability to perceive emotion, integrate emotion of make easy thought, understand emotions and to control emotions to promote personal growth. Additionally, Mayer et al., (2008), puts forward that emotional intelligence has been conceptualised both as an ability best assessed through test measures of maximal performance. According to Mayer et al (2008) emotional intelligence describes the capability, capacity, skill, or self-perceived ability to identify, assess, as well as manage the emotions of one's self, of others, and of groups. The ability based model considers emotions as useful sources of information that help one make sense of the social environment, (Mayer et al 2008). Emotional intelligence describes the ability, capacity, skill, or self-perceived ability to identify, assess, and manage the emotions of one's self, of others, and of groups.

Based on the above thoughts, we can see that emotional intelligence refers to one's ability to manipulate one`s emotions. More over the researchers have expressed commonalities in that they are all of the view that EI is the ability to control oneself as well as other people's emotions. People who possess a high degree of emotional intelligence know themselves very well and are also able to sense the emotions of others, (Serrat, 2009).

Dimensions of EI

Perceiving Emotions

Kidwel et al, (2012) refers perceived emotions to one's ability to precisely recognise and appraise affect more over relating to marketing exchange in particular; perceiving entail for instance, and recognising emotions as of facial expressions.Mayer, (2008) views perceived emotions as the ability to perceive as well interpret emotions be it faces, pictures, voices, as well as cultural artefacts. Furthermore Larson (2007) put it across as the ability to perceive emotions in oneself as well as others as well as in objects, art, stories, music, and other stimuli.

Based on the above illustration, it is clear that the researchers are in agreement that perceived emotions refer to the ability to detect ones emotions or expressions. However Kidwel et al, (2012) left out or did not mention such important facts as emotions in voices, pictures and cultural artifacts as depicted in Mayer (2008) definition.

Facilitating (or Using) Emotion

Larson (2007) defines emotion facilitation as the ability to produce, use, as well as feel emotion as necessary to communicate feelings or utilize them in other cognitive processes. Furthermore Kidwel et al (2012) defines it as the capability to access, generate and make use of emotions and relating to marketing `exchanges, using emotion entails knowing which affects are suitable in sales communications. In addition to this facilitating emotion is the capacity to control emotions to facilitate diverse cognitive activities, such as thinking as well as problem solving, (Mayer, 2008). Based on the above definitions or board of knowledge, the researcher noted that the researchers have commonalities in that they all view it as one's ability to control ones emotions the key word to be noted from the definitions is capability or ability or capacity.Even though emotional expression, bodily changes, as well as reported feelings vary distinctively according to dispositional along with situational factors, many theorists claim that the emotional system has evolved from a motivational basis that has much simpler two-facto organisation (Cacioppo, Gardner, & Berntson, 1999; lang, 1995; lang, Bradely & Cuthbet, 1990, 1997) cited in (Schupp, 2003)

Understanding Emotion

Kidwel et al, (2012), views it as one's ability to examine complex emotions as well as form affect knowledge that is for instance, salespeople have a distinct gain when they realize that nervous consumers are likely to turn out to be frustrated. More over Larson (2007) view it as the ability to understand emotional information, to understand how emotions combine along with progress through relationship transitions, as well as to appreciate such emotional meanings. However Mayer (2008) postulates it is the capability to understand emotion language as well as to appreciate difficult relationships along with emotions. Based on the above definitions we can conclude to say that understanding emotion refers to one's ability examine complex emotions. In addition the awareness of individual emotions as well as their appreciation is an important element to create a bond based on

the social exchange as well as ability to build empathy, one-to-many relationship, (Consoli, 2009)
Managing Emotions
Kidwel et al, (2012), views managing emotion as one's capacity to control emotions of one and in others to archive a preferred outcome and in marketing exchanges, this dimension entails salespeople's capability to uphold composure in existence of negative affect being capable to positively manipulate consumers' emotional responses. furthermore Managing emotions can also be referred to one's ability to control emotions in ourselves as well as in others, (Mayer, 2008), based on the above descriptions it can be seen that managing emotions is all about one's ability to normalize emotions of one and others. More so Totterdell, (2002) went on to say that managing emotion refers to the ways in which people influence their own feelings and expressions and the ways in which they influence other people feelings.

Emotion management refers to the ways in which individuals manipulate their own feelings as well as expressions along with the ways in which they influence other people's feelings. Employees engage in emotion management as part of their work as well as employers often play a important role in determining emotion management (Totterdell 2002). According to (Andrieş 2009) emotions management incorporations is meant to habilitate the workforce in managing the emotional resources aiming at the correct adaptation to the organizational environment as well as the necessities in the work activity. Emotion regulation comprise of extrinsic as well as intrinsic processes responsible for monitoring, evaluating, and also modifying emotional reactions, especially their intensive and temporal features, to accomplish objectives (Thompson 2005)

Emotional Intelligence and Relationship Creation
According to Golman (1998), emotional intelligence, includes, social skills which are proficiently in administering relationships as well as building networks to get the needed result from others along with reach personal goals as well as the aptitude to find common ground and build relationships. Society is a network of relationships and so is business (Gummerson 1983). In institutes of higher tertiary education learning, the environment is charaterised by a high degree of contact between the service provider and the customer, this means customer spends much time in custody of the service providers, this however implies for institutes to remain the first choice, there must invest in relationship building strategies. Totterdell (2002) postulated that there is an array of ways of which employers can profit from making use effective emotion internal merits in the form of enhanced internal process as a result of improved communication along with well-being.

Serrat (2009) is of the view that, by developing emotional intelligence individuals are capable of becoming more productive along with successful at what they do, more so help others develop into being productive plus successful too. Furthermore the process along with products of emotional intelligence development consists a lot of essentials known to lower stress for people as well as institutions by controlling conflict; uphold understanding as well as relationships, promoting stability, continuity, harmony, it bond strongly with concepts of love as well as spirituality.

In addition Jones (2012) also cited the following merits of excellent emotional management, effective leadership skills, enhanced communication, a lesser amount of workplace conflicts, better problem solving skills as well as better likelihood of promotion. Furthermore awareness of human being emotions along with their appreciation is an important element to create a bond based on the social exchange as well as ability to build empathy, one-to-many relationship, (Consoli, 2009).

Oliver (1997) suggests that human interactions are always more engaging than impersonal ones, and that it is possible for a customer to display mixed attitudes towards a service firm and its employees. To the existing board of knowledge the researchers noted the area of convergence among scholars; which is the assertion, that effective managing or strategic placing of emotional intelligent can yield excellent internal relationships backed by the fact that emotional intelligence facilitate effective communication an essential ingredient for relationship building also supported by Lindstrom (2005) ascertain that in trying to develop brand exclusiveness, it is mandatory to pass from conventional means of communication to sensual, emotionally-based communication . However the researcher noted that the researcher failed to link emotional intelligent and brand loyalty. The researcher also promulgate or wishes to contribute the fact that emotional intelligent in small firms with challenges in liquidity can be a challenge since it involve employing new capable staff or embarking on training programs both of the job as well as off the job which might need more capital. The study aimed at establishing at establishing the relationship between Emotional Intelligence and Relationship Creation

Customer Emotions
Sharma (2012) defines emotions as a psychological arousal with cognitive aspects that depends on the specific context. furthermore Consoli (2009) is of the opinion that in today's world, customers doesn't look for a product or service that meet both the needs and rational processes, but for an object which will become a centre of symbolic meanings, psychological and cultural, a source of feelings, relationships and emotions, Organizations or institutions with their products and service want to create emotional link and attachments with consumers and

establish deep relationship and experience, (Barnes et al, 2003). Watchman and Johnson (2009) are of the opinion that as companies strives to create strong and lasting bonds with customers over competition; the researchers suggest company should awaken their emotions. More over the authors discover the challenges being faced by company in their quest to accrue competitive advantage, effective ways of reaching end users of products and services as well as wining their attention and more crucially persuading them to acquire product and services.

The authors (Watchman and Johnson, 2009) went on to say that, efforts by company's or institutes are now being inconsistent, as more and more companies advertise; customers are becoming more plagued with products and service choice. According to the authors, advertising is everywhere, thus instead of being persuaded consumers are responding by tuning out massages. Consumers today are immersed with facts and figures, there is little attempt to capture their thoughts, and make them want really listen to what we are saying and therefore there is little chance the behaviours and actions we are looking for will happen thus to create meaningful bonds with customers the authors suggest massages should target customer emotions.

Customer Emotions and Purchase Decision

Jordan, (2001) suggest that, nowadays products of different corporations are equals; it is necessary to vary them with other factors. For example people don't consider only the product or services universities offer but the environment as well which is emotionally engaging. Sharma (2012), suggest that emotions plays a paramount role in purchase decision, furthermore he is of the opinion that emotions are the reason why we purchase products. Consoli (2009), also suggested that customer emotions influence purchasing decision, he suggest that customers these days are not in search of products and services that meet both the needs and logical process, but for object that becomes a canter of figurative meanings, mental and cultural, a cause of feelings, interaction and emotions. Emotions have revealed to be playing an imperative function in other circumstance such as complaining (Stephens and Gwinner1998), services failures (Zeelenberg and Pieters 1999), and attitudes (Dube et al., 2003), cited by (Laros et al, 2005).

According Liljander and Strandvik, (1997); Cronin et al, (2000) cited by Martin et al (2008), satisfaction constructs may not be clearly explained without considering the effect of customer emotions. In addition to this Martin et al (2008), suggested that cognitive as well as emotional responses have to be viewed as different plus having dissimilar control on contentment formation. Furthermore emotions has come out as a significant subject in the wide field, however the importance have not been taken note of in service quality along with customer satisfaction Gronroos, (2001), cited by (Martin et al 2008) The corporations, with their product as well as services want to create emotional bond with consumers along with establish a deep relationship as well as experience (Barnes et al., 2003).

Nowadays, on client purchasing, emotional factors are imperative as classic functional facet of product or service. Ventures with their marketing operations try to arouse the emotions for tying the consumer to brand of the company (Consoli 2009). The purchase choices of clients are determined by two types of needs: functional needs contented by product and services functions along with emotional needs linked with the psychosomatic feeling of product possession (Consoli, 2009)/ Baumiste et al., (2007), postulated that emotions play a vast role in our lives, yet as business managers we frequently turn a blind eye to the implication emotions have in customer behaviour and attitude. This implies that when a product or service is being delivered business people tend to focus much on other force not taking into consideration the implication of customer emotions on buying behaviour.

Moreover Cronin and Taylor (1992) and Liljander and Strandvik (1997), cited in Martin et al, (2008), are of the opinion that perceived service excellence as well as satisfaction are dissimilar concepts, perceived services quality leads to satisfaction which is strongly correlated to clients behavioural responses. Based on the above description, the researchers agree that emotions play an important role in customer's satisfaction. In other words, consumer satisfaction is an intervening variable that pedals the relationship between service quality and behavioral intentions (Cardozo, 1965; Fornell, 1992; Halstead and Page, 1992; Taylor and Baker, 1994).
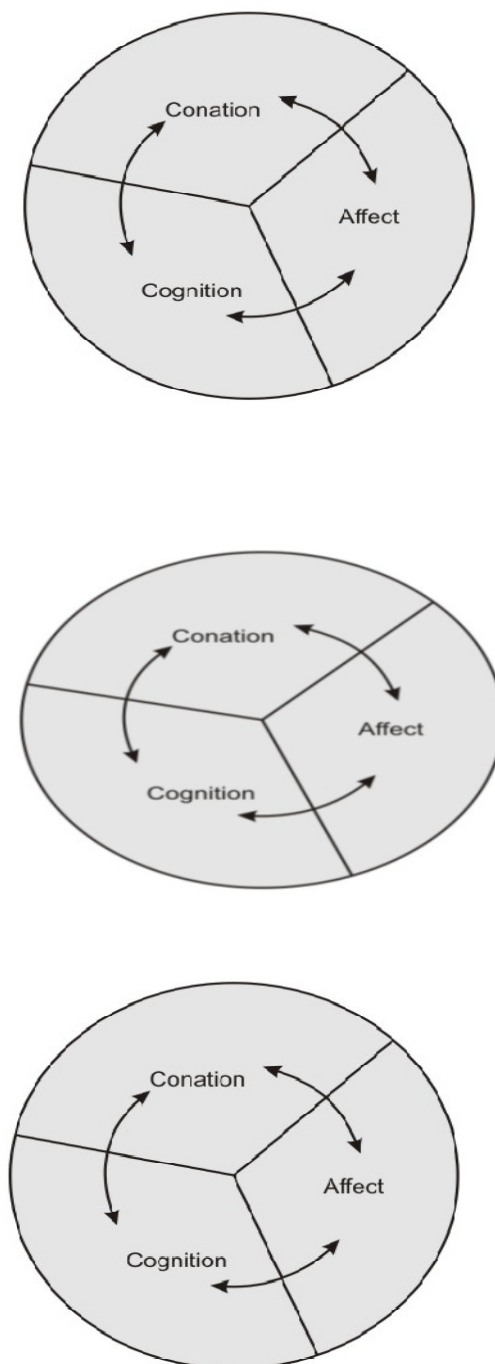
Figure 1: Tricomponent Attitude Model

Figure 1: Tricomponent Attitude Model
Source: Schiffman and Kanuk (2004)
From figure 1 above, the researchers suggest that based on knowledge gained from customer familiarity with products and services offering, knowledge is accrued. From the knowledge the consumer now has, attitudes are created. The authors went on to say that the attitude is a subject of information from word of mouth, family, friends etc. as well as impersonal sources memorised by a customer. The emotional or customers spirit about product or services and the marketing mix, thus result eventually in expressions about the offers that are positive, negative or neutral. These expressions will eventually affect the purchasing decision. These reclamations, recalls and] recollect will thus have an impact in the future purchase decision making, (Schiffman and Kanuk, 2004).
From the above discussion on the relationship between customer emotions and purchase decision, it was noted

that the researchers have a lot of commonalities in that all of the researchers believe emotions are imperative in the purchase decisions customer make. However the researcher would want to bring to the existing board of knowledge important points to note, that is the researchers failed to directly link customer emotions and customer emotions. Nevertheless the researcher wishes to contribute some important aspect no addressed above as put forward by Majumdare (2012), who suggested expectation mismatch, he suggested that many times companies believe that consumers buy attributes alone. The researcher went on to say, if products are having extra-ordinary attributes and offer unique price to the clients, it might fail as consumers always weigh up products benefits as well as features related to other products.

Furthermore a customer does not buy because of emotions alone but because of self-control failure there are actually three causes of self-control failure are described, these are conflicting goals as well as standards weaken control, such as when the ambition of feeling better immediately clash with the goal of saving money. Second, failure to keep track of one's own behaviour renders control hard. Third, self-control depends on a resource that operates like strength, as well as depletion of this resource makes self-control less efficient as put forward by (Baumeister, 2002). The research sought to address the relation between customer emotions and purchase decision.

Measuring Emotions

A significant issue in the study of emotions in consumer research is how to measure them. Diverse methods have been used to measure emotions in consumer emotions. These methods have diverse strengths along with weaknesses. The methods are divided into three overall groups which are Self- report, autonomic measures as well as brain imaging.

Self-Report

This measure is the most commonly used method for measuring emotions especially linked with consumer behavior. The major reason being that self-report involves fairly smaller expenses moreover does not demand skills that are unusual to find among consumer researchers. The Scholars have found that the use of scenarios in experimental research generate discrete emotional response (Gopinath and Bagozzi, 1999; Roseman 1991). On the other hand, self-report is hard to apply to measuring emotions since emotions are often insensible or simply tough to define causing bias to the reported emotions, (Sorensen, 2008)

Autonomic Measures

The Psychological measurements have been used in consumer research as early as the 1920s more often than not to measure response to advertising (Bagozzi, 1991). Autonomic measures rely mainly on bodily reactions which are partially beyond personal control. It therefore defeat the cognitive bias connected with self-report. The majority of autonomic measures are conducted in laboratory setting, which it is frequently criticised for, as it is deemed out of social framework. Nevertheless lab experiments are usually used both in psychology as well as in cognitive neuroscience along with consumer research. The merits of lab experiments being that you can control for diverse noise limitations that otherwise be hard to detect. More over technological development made it possible to relate some of the methods in a consumer framework for instance in grocery stores, (Sorensen, 2008)

Brain Imaging

This is a new method in consumer research. Brain imaging has entered from neuroscience as well as offers opportunity for interesting fresh insights. Emotions are pointed out as an area of particular relevance. On the other hand the method is very expensive, BM requires expert knowledge in addition, has relentless technological confines for experimental designs. More over knowledge within neuroscience is still somewhat young thus the complexity of the problems investigated has got to be relatively simple. BM use in consumer research is at the moment relatively limited, thus are the case in point of use associated with measurement of emotions in consumer research (Sorensen 2008).

Emotions scales (Izard 1978), or the Need for Cognition Scale (Cacioppo along with Petty 1982). These scales focus on personal reactions to explicit stimuli, for instance well designed goods or tasks for example abstract thinking. They apply multi-faceted items to measure exact sensations, for instance, I enjoy seeing displays of merchandise that have better-quality design, being capable of seeing subtle variations in product designs is one skill that I have developed over time. However Izard's Differential Emotions Scale has been criticized for being too narrow and with too much emphasis on negative emotions (Richins, 1997). This makes it unsuited for measuring emotions related to many consumptions situations e.g. experiential consumption, where positive emotions play a central role.

Research Methodology

This study used exploratory research as well as descriptive research.

Exploratory Research

The explorative research helped clarify the problem definition and lay the groundwork for more extensive marketing research that supported the research questions. The researchers used exploratory research to discover

ideas and insights in the problem understudy.

Descriptive Research

The researchers used descriptive research method because it helps to condense the vast amount of data obtained from the respondents into a few summary measures. Descriptive studies also help in determining the relationship between two variables in this case Emotional Marketing and Corporate Branding. In this study, descriptive research design was used to judge morale of employees and attitudes of students towards MSU. A descriptive research design was chosen due to the fact that it permits the use of measuring instruments like interviews and questionnaires that allow for triangulation in which the two data collection techniques can be used to collect the same data from both the management and employees thereby enhancing validity.

Population

The target population consists of students, academic and none academic staff. Table 1 shows the population under study.

Table 1: Target Population

Students	12737
Full time lecturers	419
Part time lecturers	37
None academic staff	825
Grand total	**14018**

Source: Midlands State University HR Section (11-09-13), 2013

Sampling

Sampling Frame

This is a representation of elements of the target population which consists of MSU staff and students. The sample frame is shown in table 2 below.

Table 2: Sampling Frame

Respondents	Population	Sample size selected	Sample size %
Students	12737	100	0.01
Academic staff	456	23	0.05
None academic staff	20	6	0.30
Total	**13213**	**129**	**0.36**

Sampling Procedure

Probability and non-probability sampling methods were used such that the weakness of one method would be overcome by the other.

Simple Random Sampling

Random sampling from a finite population refers to that method of sample selection which gives each possible sample combination an equal probability of being picked up and each item in the entire population to have an equal chance of being included in the sample. The researchers chose this technique because it is easily understood and sample results are free from bias.

Judgmental Sampling

Judgmental sampling is a non-probability sampling technique in which researchers control sampling down to the element level and also actively use judgment regarding the representativeness of elements. The researchers made use of their knowledge of the participants in choosing the sample units. This technique was used in selecting academic and non-academic staff because the researchers are familiar with the MSU environment and as a result spend most of the time at the institution.

Sample Size

The sample size was calculated as follows:

456*5%= 23 respondents for the academic staff.

For non-academic staff the researcher used the rule of the thumb, thus the sample size will be:

20*30%=6 respondents.

100 students were selected as the sample out of a total of 3000.

Research Instruments

Interviews, questionnaires as well as observations where all used as research instruments.

Questionnaires

The researchers made use of face to face self-completion questionnaire. The questionnaire was preferred since it is mainly used in gathering opinions, behaviour as well as attitude of the population; therefore since this study seeks to investigate academic and non- academic staff as well as students' perceptions on the proposed strategy of Emotional Marketing, hence questionnaire is ideal. The researchers used a closed ended questionnaire which only permits certain responses thus making it easier for the researcher carrying the study in data compilation.

However to reduce the limitations with the questionnaire, such as biased results along with reluctance by respondents to fill in the questionnaire, interviews were made use of.

Interviews

This is a face to face communication whereby the researchers asked the respondents to respond to the questions asked. The time schedule for interviews was booked for. The feedback from the interviews assisted the researchers to determine views from respondents concerning emotional marketing. Interviews were held with the non-academic staff in occupying key positions at MSU.

Summary of Findings and Conclusions

The objective of the study sought to find out the effectiveness of experiential marketing on brand loyalty, to determine the significance of emotional intelligence on relationship creation as well as to ascertain the relevance of customer emotions on purchase decision.

Impact of Experiential Marketing on Brand Loyalty

The researchers concluded that experiential marketing has got a positive impact on brand loyalty. If customers accrue peak experience in as far as service delivery is concerned they will be turned in loyal disciples of the corporation.

Students desire individual attention and to be engaged in the institutes operations. This is supported by a positive result from an average of 96% respondents.

Effect Of Emotional Intelligence On Relationship Creation

Relating to the emotional intelligence effect on relationship creation, respondents generally have a positive view. Respondents rated highly the proposed strategy with an average of 79% response rate in favour. The researchers can therefore conclude that respondents generally are positive about the marketing concept.

Relationship between Customer Emotion and Purchase Decisions

Respondents rank as high the assertion that customer emotions have a positive impact on customer purchase decision. This is evidenced by their positive ranking of the various dimensions that they were given as questions to give ratings. However the respondents gave an average rating on the tangibility dimensions of emotions and attentiveness implying that there are not satisfied.

Recommendations

Considering the conclusions above the following recommendations were made:

Experiential Marketing

The researchers in addition recommend MSU to invest in customer experience management. Most customers as justified by the findings are happy to acquire services at certain institutes because of the peak experience they would have formerly accrued. More so if a customer feels good about the way service was delivered to them they act as point of reference to others, in other words they will market the organisation on behalf of the institute itself. This is supported by Smilansky, (2009) who cited that when achieved in right direction experiential marketing is the most influential tool out there to catch brand loyalty.

Emotional Intelligence

MSU is recommended to introduce emotion management; which refers to one's ability to control oneself and others' emotions and employees should be capable of understanding their customer emotions. This will also result in student's satisfaction and retention. Emotion management is also important as also supported by Serrat (2009) who is of the view that, by developing emotional intelligence persons are able to become more productive as well as successful at what they do, furthermore help others develop into being more productive plus successful too.

Customer Emotions

As another facet or dimension of emotional marketing, the researcher therefore recommends MSU to invest more on customer emotions management programmes. As supported by Consoli, (2009), who is of the opinion that, the purchase choices of clients are determined by two types of needs: functional needs contented by product and services functions along with emotional needs linked with the psychosomatic feeling of product possession.

Areas for further research

This study recommended further on areas such as emotions and differential ways of emotions manifestation not included in this research.

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