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Changing Emotions in Multisensory Marketing the Future Marketing Technique Creating Sustainability Perspective for Industry 6.0

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Abstract

For centuries, marketers have innately understood the value of multi-sensory marketing. From the scent of fresh bread luring hungry customers into a bakery to the "plop plop, fizz fizz" sound of Alka-Seltzer releasing its healing properties, brands have used elements of multi-sensory marketing, but have generally lacked a systematic approach to engaging the senses. In recent years, however, marketers have shown a renewed focus on forging emotional connections through all five senses—sight, sound, touch, smell, and taste. And learnings from behavioral science suggest that developing strong multi-sensory strategies will become essential for winning consumer loyalty in the near future. For the last decade, the five human senses have received increased attention in the field of marketing from both researchers and practitioners [1-4]. Research on the humans senses have shown that sensory cues of sight, sound, smell, taste and touch all can affect our preferences, memories and choices, where they play a crucial part in the creation of an emotional connection and experience of the process of purchase emphasizes the need to acknowledge the sensuality of products and defines sensory marketing as "…marketing that engages the consumers' senses and affects their behavior" [5,6].

Research Objective: While there is existing research on the human senses in the field of consumer behavior, there is a need to consider how multi-sensory interactions can affect consumers' consumption behavior.

Keywords: Industry 6.0; Sensory marketing; Willingness to purchase

Introduction

The marketplace of today has undergone a significant change, where we have gone from selling and promoting products and services to selling and enticing customers through experiences [7]. Consumers are spending more time making decisions about what to consume and the number of products to choose from has increased tremendously, making it harder and more time-consuming to decide what products to buy. Despite having such a huge spectrum of choices in regards to products and services, the customers of today have proven to be dissatisfied. States that the consumer's basic needs have started to become content, creating a great need to fully understand what it is that affect customers throughout the process of purchase [8]. It is a well-established thought that consumer behavior is about the act to buy a specific product, but the researchers of today have an interest that goes beyond that and they want to understand the process of searching and selecting as well as the process of service. Having previously been viewed as the interaction between a producer and its consumers at the time of purchase, the view on consumer behavior has therefore shifted. It is now looked upon as an ongoing process and not an isolated event of a consumer handing over money and thereby receiving the selected product (ibid.). Based on this, it is becoming important to understand what it is that influences the consumers and the choices they make, where knowledge of this can make it easier for companies and marketers to create an experience that provides the customer with satisfaction throughout the selection process [9]. Stated by Hoyer and MacInnis consumer behavior involves more than the actual purchase of a product and they elaborate their reasoning by stating that consumer behavior

also includes an understanding for why, where, when, how, how often etc. a consumer will buy, use and dispose a product (ibid.) [10]. Further, Prahalad and Ramaswamy explain that the customers of today want to be involved and shape their own experiences, both individually and together with other customers and experts. The importance of not forgetting the brand is therefore emphasized, where it is stated that "the experience is the brand". The authors explain that branding should be viewed as both a co-created and personalized experience and that the idea with experiential marketing is that it focuses on the symbolic and esthetic nature of consumption. As a response to experiential marketing, Reimann underline a growing need to use aesthetics as a way to compete. Companies should appeal towards customers feelings, enabling faster responses, but also providing an opportunity to create an unforgettable experience where both mind and body is involved. Creating an experience through the use of aesthetic design has been shown to trigger emotions and responses within the consumer that creates a willingness to purchase. Russo and Chaxel discusses the effect of different sensorial cues in form of persuasive messages as a successful way to alter a recipient's feeling towards an informational message, which has the ability to create an additional change of behavior. The authors underline that these messages can affect customers in both conscious and unconscious ways (ibid.). Taking a starting point in the experience logic, it has been recognized that the human senses play a crucial part for the experience as well as the emotional connection. The human senses have been identified as important factors in consumer behavior, where they have been acknowledged as powerful cues influencing our emotions, perception and behavior [11]. With this in mind, Hulten has emphasized the importance to create customer experiences through the human senses, where Kotler underlined that sensorial cues can affect consumers' decisions in regards to purchases.

Literature Review Industry 6.0

Industry is defined as the production of goods and services through the transformation of raw materials and resources into valuable products. It involves the creation of finished products or services through various stages of production that may include manufacturing, processing, assembly, packaging, and distribution. Industries have played a significant role in the economic growth and development of nations throughout history. They have contributed to the creation of employment opportunities, the development of new technologies, and the improvement of living standards. Over the years, the industrial sector has gone through numerous changes, and each of these changes has been termed as an "Industry Revolution."

Industry 1.0: The Birth of the Industrial Revolution

Industry 1.0, also known as the first industrial revolution, began during the late 18th century and lasted until the mid-19th century. It was characterized by the widespread use of mechanized production, the utilization of energy sources such as coal and steam-power, and the emergence of the first factories. This revolution allowed for mass production to become possible and saw the emergence of the first industrial giants such as the cotton mills and ironworks.

Industry 2.0: The Era of Mass Production

Industry 2.0 was marked by the introduction of electricity and the invention of new technologies such as the assembly line. This revolution led to increased productivity, efficiency, and quality in the production of goods, as well as the emergence of new industries such as the automobile industry.

Industry 3.0: The Rise of Automation

Industry 3.0, also known as the digital revolution, saw the use of electronic technologies to create computer-based systems, robotic production lines, and automated factories. This revolution allowed for the emergence of the internet, as well as the development of new technologies such as 3D printing, big data, and cloud computing.

Industry 4.0: Automation and Digitization

Industry 4.0, also known as the fourth industrial revolution, began in the early 21st century and is characterized using automation and data exchange. This revolution has allowed for the development of the internet of things (IoT), artificial intelligence, and machine learning. It has also enabled the use of 3D printing, big data, and cloud computing. The growth of Industry 4.0 is driven by several factors, including the need to increase productivity and efficiency, the emergence of new technologies such as artificial intelligence and machine learning, and the increasing use of the internet of things (IoT). The use of automation and data exchange allows for faster and more accurate data processing, as well as increased efficiency in the production of goods. Additionally, the development of new technologies such as artificial intelligence and machine learning allows for more efficient decision-making and problem-solving capabilities. Finally, the use of the internet of things (IoT) allows for improved communication and data-sharing between connected devices.

The Evolution of Industry 5.0: Humans and Machines Working Together

Industry 5.0, also known as the Human-Tech partnership, aims to bring together the benefits of Industry 4.0 with the human touch. It emphasizes the importance of human creativity, innovation, and

problem-solving skills, while also utilizing advanced technologies such as AI, robotics, and IoT. Industry 5.0 aims to create a work environment where machines and humans work in collaboration, with machines performing repetitive and dangerous tasks while humans focus on more complex and creative work. This approach is expected to lead to increased efficiency, productivity, and job satisfaction, while also promoting social responsibility and sustainability.

The need for Industry 5.0 is driven by the need to remain competitive in the global market, as well as the increasing demand for increased efficiency, productivity and quality. Additionally, the use of advanced technologies such as cognitive computing, artificial intelligence and machine learning allows for improved decision-making and problem-solving capabilities, as well as the potential for new business models.

Unique characteristics of Industry 5.0

Collaboration: Industry 5.0 emphasizes the importance of collaboration between humans and machines. This means that humans and machines will work together to achieve common goals, with each one complementing the other's strengths and weaknesses.

Customization: Industry 5.0 is characterized by the customization of products and services. This means that products will be designed and produced based on the specific needs and requirements of individual customers.

Sustainability: Industry 5.0 places a strong emphasis on sustainability. This means that manufacturing processes will be designed to reduce waste and minimize the impact on the environment.

Decentralization: Industry 5.0 emphasizes decentralization, with a focus on distributed production and manufacturing. This means that production will be closer to the point of consumption, reducing the need for transportation and logistics.

Flexibility: Industry 5.0 emphasizes flexibility, with the ability to quickly adapt to changing market conditions and customer needs. This means that manufacturing processes will be designed to be easily reconfigured and adapted to meet changing demands.

Industry 5.0 is a revolutionary advancement in the industrial sector, with the potential to drastically improve productivity, efficiency, and quality across various industries. This revolution is characterized by using advanced technologies such as artificial intelligence, machine learning, and the internet of things (IoT). The prospects of Industry 5.0 are promising, as the use of advanced technologies and automation will continue to improve productivity and efficiency across various industries. Additionally, the development of new technologies such as blockchain, quantum computing, and advanced robotics will allow for the potential for new business models and the development of new products. Overall, Industry 5.0 is focused on creating a more sustainable, collaborative, and customer-centric manufacturing environment that leverages the strengths of both humans and machines.

Industry 6.0: Advancements and Challenges

Industry 6.0 (Future Concept), also known as the sixth industrial revolution, is characterized by using advanced technologies such as quantum computing, and nanotechnology over the pre-built Industry 5.0 architecture. These technologies will enable more efficient and effective solutions to solve complex problems, as well as the potential for new business models.

The use of Industry 6.0 technologies will also provide the potential for advanced robotics, and increased safety and security in production and manufacturing processes. Additionally, the use of blockchain technology will enable secure and reliable data-sharing and communication between connected devices, as well as the potential for new economic models. Ultimately, the use of Industry 6.0 will continue to revolutionize the way we produce, manage, and consume goods, services, and information but as with any technological advancement, Industry 6.0 may also have some potential drawbacks or negative impacts.

Addressing the Drawbacks of Industry 6.0: Strategies and Solutions

The advent of Industry 6.0 presents a multitude of challenges that require substantial investment in the development of technological, social, and economic infrastructures to ensure their smooth integration into society. The development of new technologies and automation is likely to have a profound impact on employment, with many jobs being rendered obsolete or transformed. This may exacerbate existing inequalities in society and result in job displacement for many people, particularly those with lower levels of education or training. Additionally, the widespread adoption of Industry 6.0 technologies may also result in increased environmental degradation, resource depletion, and pollution, which could have serious consequences for future generations. To address these challenges, policymakers must take a proactive approach to ensure that Industry 6.0 is implemented in a socially and environmentally responsible manner. This may involve the implementation of new regulations and policies aimed at mitigating the negative impacts of automation and ensuring that the benefits of technological progress are shared equitably across society.

Potential directions for Industry 6.0 could involve advancements in areas such as:

1. Biotechnology Integration: Further integration of biotechnology into industrial processes, including bioengineering, biomanufacturing, and bioinformatics.

2. Sustainable and Circular Economy Practices: Greater emphasis on sustainable manufacturing practices, resource efficiency, and circular economy models to minimize waste and environmental impact.
3. Quantum Computing and Quantum Technologies: Utilization of quantum computing and other quantum technologies to solve complex optimization problems, enhance data security, and revolutionize computation capabilities.
4. Advanced Robotics and Autonomous Systems: Development of more sophisticated robotics and autonomous systems capable of handling complex tasks in diverse industrial settings.
5. Augmented Reality (AR) and Virtual Reality (VR): Expanded use of AR and VR technologies for training, maintenance, design, and collaboration in industrial settings.
6. Advanced Materials and Nanotechnology: Continued development of advanced materials and nanotechnology for applications in manufacturing, energy, healthcare, and other industries.
7. Decentralized Manufacturing and 3D Printing: Increased adoption of decentralized manufacturing models enabled by advancements in additive manufacturing (3D printing) and distributed production networks.
8. Cyber-Physical Systems and Digital Twins: Integration of cyber-physical systems and the widespread adoption of digital twin technologies for real-time monitoring, optimization, and predictive maintenance.

In summary, Industry 6.0 is a futuristic industry that transcends previous revolutions, emphasizing sustainability, intelligence, and holistic integration. Its impact will be profound, shaping the way we work, interact, and live in the coming decades.

Consumer Behavior

As a research field, consumer behavior mainly focuses on behavior in relation to the purchase and consumption of products, a focus that more and more is moving its attention to factors that precede and follows the buying behavior. According to Broniarczyk consumer behavior is connected to the process where the consumer makes a decision to purchase [11]. Supporting this reasoning, Gabbot and Hogg explains that: “Consumer behavior defines a wide range of activities and behavior, the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences” - Gabbot and Hogg. Therefore, Bettman emphasize the importance to understand what it is that influences the consumers and the choices they make, where knowledge of this can make it easier for companies and marketers to provide an experience that provides the customer with satisfaction throughout the selection process. Having previously been viewed as the interaction between a producer and its consumers at the time of purchase, the view has shifted and is now looked upon as an ongoing process that should not be isolated to the event of a consumer handing over money and thereby receiving the selected product. This underlines the reasoning that consumer behavior involves more than the actual purchase of a product, where researchers and practitioners need to recognize underlining factors like why, how often or when customers purchase their products. It is stated by Baumgartner and Pieters that the behavior of consumers is goal directed, meaning that our consumption could have the goal of providing us with happiness in the end, or other examples where an internal desired state is sought after. Motivation is therefore a fundamental term when it comes to human behavior and can be identified as a driving force that encourages people to act in specific ways. This is agreed upon by Hoyer and MacInnis who explains that consumer behavior is depending on different motivating factors, which can be defined as inner forces that are directed towards individual goals. These inner forces can provide us with the motivation to consume a specific product if an ad informs us about benefits that appeal to us (ibid.). Postulated by Jones and Fazio, motivation and opportunity are two important determinants that will have an impact on the process of purchase and these determinants are likely to occur in different situations. This is why consumer behavior often is linked to Maslow´s Hierarchy of Needs. As pointed out, the view of consumers has shifted and consumers are now viewed as active in the process, communal and social beings’ states that there is a close connection between consumer behavior and social aspects, where the choices consumer makes can have a central function for their social identity. This reasoning is supported by Hulten as well as Belk who explains that products can be viewed as an extended self, where products and brands can make individuals fit into specific social groups. Wanke underlines that consumption can provide people with joy and satisfaction as well as dislike or dissatisfaction, where the product itself together with the meager act of choosing are two sources that affect the customers experience and thereby their behavior. Lofgren also states that these are all examples of factors that represents a change that has occurred which is affecting consumers behavior. According to Wanger there is a close link between consumer psychology and consumer behavior, where the first is the science of consumer behavior with both its inner and outer prerequisite [12]. This indicates that consumers will evaluate their experiences of a specific situation depending on factors like their own and others experiences, price and advertising etc. (ibid.). Further, Vargas argues that consumer’s behavior can be, and often is, affected by different factors and forces that are outside consumers’ conscious awareness. Wolven continues this reasoning by stating that the behavior of consumers is linked with received information from the surrounding environment, where the overall

behavior of the recipient can be influenced by this information [13].

Attention

Attention has been acknowledged as an important part of social psychology and has also been identified as an important factor and determinant when consumers are making their buying decisions. Based on this, Hoegg and Alba underline the connection between attention and perception and further acknowledge it as a part of the field of consumer behavior and psychology. Humans rarely focus and react on only one single stimulus at a time, even though one specific stimulus can appear stronger and thereby draw the majority of our attention. The process of attention therefore starts when we screen our surroundings, where multiple sensory inputs from around us are registered creating an awareness. Depending on what interests us we will then select what to pay attention to which is referred to as the narrowing phase. From this phase we then move on to the decision phase where we decide whether and how to act on the information, we received in the attention stage or not, putting us in the final stage of the attention process – action (ibid.). In reference to William James, Groome defines attention as a mental concentration on something specific that excludes everything else. Discussed by Pashler, attention has to do with people's perception and their ability to be selective in what they experience and what it is that affects their behavior. Noted by Nilsson we are flooded with information that is received by our senses, where only a small fraction of all information is pertinent for us and our behavior. It can thereby be argued that people see and hear what they want to hear, something that according to Pashler can be connected with attention that is selective. Selective attention is when an individual consciously focuses on specific stimulus which is caused by a sensorial stimulation of one or more of our sensory organs. One example of selective attention can be when you are listening to a person in a room full of people that are all talking at the same time where you still hear and focus on the person you are talking to Pashler. Apart from selective attention, Klingberg mention that there are at least three types of attention, where the first is called controlled attention that a person with its own power of will can control. The second type of attention is stimuli driven attention, where our attention constantly is drawn to new things in our surroundings and finally our third type of attention is connected to our level of alertness that easily can be affected be our level of tiredness (ibid.). Further, Gazzaniga explain that human often react to stimuli and factors in an unconscious way. This has to do with the fact that most of the processes in our brain are unconscious, where we do not react and acknowledge all things that happen in our body and brain (ibid.). Rapaille continues this reasoning and states that the unconscious processes play an important part in consumer behavior, where products can attract us in an unconscious way through different imprints. This further means that the unconscious processes play a big role when answering questions and evaluations, where we do not always respond accordingly to what we reacted to or how we felt, which is why some polls or studies might be misleading (ibid.).

Emotional Engagement

Emotions are an important factor in today's marketing where advertising and marketing of different kind is characterized by a content that is used with the purpose of putting us individuals in a specific emotional state. Examples of emotions that are used to attract and affect customers are humor, joy, beautiful people, sex or elements of surprise. The reason for applying emotions to marketing, is according to Lindstrom that they can help us to better understand consumer behavior and why consumers chose to be loyal to a specific brand. Hulten emphasizes the importance of emotional segments by explaining that they are of great importance for the customer's total experience. According to Ohman emotions are managed in the right side of our brain where an emotion can be explained as a subjective experience that only is available for the individual that experiences that specific emotion. This reasoning is supported by Soderlund who states that some emotions bring life to previous episodes of our life, where an interaction between the previous experienced emotions and currently felt emotions occur. This means that every individual will respond in different ways to the same stimuli (ibid.) and it is further stated by Ohman that an emotion often is integrated in a social context, which will have an impact on our reaction as well. Our emotions are stimulated by our human senses that activate our amygdala and send out signals that determine how our body should react. It is further explained that our emotions can be seen as a way to navigate through life, where emotions help us evaluate whether a situation is positive or negative. Martin underlines that it is our emotions that let us know what is worth noticing and remember, emphasizing that it is important to become aware of the emotional components that affects and attracts us. This is in line with the reasoning of Ohman who argues that our emotions help us evaluate alternative ways to act, where our emotions get the power to hold the balance. Further, it is argued that emotions provide us with information that is behavior- and attitude specific and that the experienced emotion can influence our mood and thereby has an impact on how we behave. Carver explains that if a person is in a good mood, positive emotions have the ability to create bigger attention and give them positive associations to what they are experiencing. This is supported by Gordon who declares that an emotional codification can decide our reaction to a brand and its stimuli, where our emotions are guided by our previous lived experiences and

emotions. Rapaille concludes that there is a close relationship between emotions and learning, where the stronger an emotion is, the more likely we are to learn and remember something. According to Soderlund our reactions to emotional messages are an important part of our everyday decision making. This makes emotionally charged marketing a powerful tool that can trigger many kinds of actions and feelings that leads to the customer making a purchase of a product that was part of the emotional marketing (ibid.). Hulten argues that companies must recognize the increased importance of performing strategies that enables active customers to develop emotional bonds to a brand. The author continues his reasoning by stating that the customers need to feel something for the brand in order for a loyal relationship to be built (ibid.). Further, emotions are a key player in regards to judgments and opinions, and emotions are by many viewed as a mean to control our actions. Clore and Glasper also argue that emotions play an important part in regards to where we direct our attention. According to Murray emotions have a motivational effect on people's behavior, where they influence our perception, learning and performance. How we react to different stimulus around us will therefore be affected by previous experiences and taught stimuli as well as social situations (ibid.). This means that our emotions are both intimate and subjective and can provide us with feelings of anger, joy, shame, laughter etc. where a person's emotional response is highly unique.

The Power of Emotions

Many of the most successful marketing campaigns and initiatives are focused on emotions. Take Dove's "Real Beauty" campaign, which was an attempt to change the conversation around women's beauty. Or Nike's "Just Do It" campaign, firing up the inner-athlete in everyone. Or MasterCard's "Priceless" campaign, which has been powering brand success for a whopping 19+ years. All of this marketing aims to move your heart, and then relies on the experience to build a lasting bond with the brand. What it doesn't do is rely on feature sets, discounts, or new technology to move you to a sale. None of it speaks to the number of offices, employees, or years in business of the brand. Google Senior VP of Global Marketing, Lorraine Twohill, states, "If we don't make you cry, we fail. It's about emotion." Twohill is not alone with this sentiment. Multiple studies point to emotional marketing as more effective than other forms of marketing (e.g., product-focused marketing). Based on an analysis of 1,400 successful ad campaigns, the book Brand Immortality by Hamish Pringle and Peter Field reveals that advertising campaigns focused on emotional content performed approximately twice as well (31% vs. 16%) as those with only rational content. The power of emotional content should not come as a surprise. After all, emotions drive us to action. As consumers, we first decide on a purchase based on emotion, and then try to justify it through the more rational parts of our brain. Longer-term, emotions are what cause people to prefer brand names, even if generic alternatives are available. Findings from a 2015 Nielsen Consumer Neuroscience study of 100 ads across 25 brands in the consumer goods market revealed that ads with the best emotional response generated a 23% lift in sales, meaning that emotional marketing is not merely effective as an engagement vehicle but also as a true business driver. And don't think that emotion-based marketing is applicable to only B2C marketing and individual consumers. Business buyers are also creatures of emotion. In fact, successful B2B companies like GE, Cisco, IBM, Autodesk, and Qualcomm all focus on emotions in their marketing. Similar to the Pringle and Field findings, the research report "From Promotion to Emotion: Connecting B2B Customers to Brands" by CES and Google explains that B2B brands achieve roughly twice the impact with a target audience when appealing to the personal value to the buyer including emotional benefits.

A Mountain of Investment

In consideration of the power of emotional marketing, it should be no surprise that the emotion detection and recognition market is projected to be worth $22.65 Billion by 2020, according to the market research firm Markets and Markets. As a result, investment in the space is exploding. Apple, one of the most valuable companies on the planet, has been keenly interested in emotion recognition for years. In 2014 the company filed a patent that described software for analyzing and identifying a person's mood based on a variety of signals, including facial expression. Earlier this year, Apple acquired Emotient, an emotion-recognition technology company. Emotient has a patent for a method of collecting and labeling up to 100,000 facial images a day, supporting a computer's ability to recognize facial expressions. It's reasonable to believe that Emotient's emotion recognition technology will start appearing in iPhones and iPads before you know it, and then possibly used as a platform for more targeted and dynamic engagement when users are in their browsers. Last year the consumer-research company Nielsen bought Interscope, which uses biometrics such as brain scans and galvanic skin response (GSR) to measure subconscious emotional responses to media and marketing. Affective, an emotion recognition technology developer, raised $14 million just a few months ago. Affective boasts the world's largest emotion data repository, with 40 billion data points and close to 4 million faces analyzed using its technology. Overall, those using emotion analysis to test audience reaction to their marketing include major marketers such as Unilever, P&G, Mars, Honda, Kellogg, and Coca Cola. For

example, Kellogg's used Effective's software to determine its ads for Crunchy Nut cereal, with the goal of generating high engagement rates with the audience. Viewers were shown multiple versions of a commercial featuring animal. A version of the ad featuring a snake produced the most laughs, but low engagement rates when viewing the ad a second time. The facial recognition software revealed that an alternative version of the ad featuring an alien produced the desired engagement levels. Kellogg's therefore decided to rollout the alien-based ad instead, helping to drive the cereal's sales.

Nothing Short of a Revolution

Being able to adjust one's marketing dynamically, based on the real-time reactions of your audience, will empower marketers to provide the right message at the right time to the right person. In the future, it's likely that you'll be able to calibrate your marketing mid-stream with just about any digital experience -- no two prospects may experience a brand's marketing in the same exact way. Going beyond advertising, you can already see how Facebook is on a path to incorporating emotional reaction into a user's News Feed by introducing "Reactions" this past February. Rather than simply "Liking" a post, users can now designate their reaction across six emotions: Like, Love, Haha, Wow, Sad, and Angry (Figure 1).



Figure 1: *"Liking" a post, users can now designate their reaction across six emotions: Like, Love, Haha, Wow, Sad, and Angry.*

Facebook interprets the use of Reactions as an indication that a person's network on the social platform wants to see more of those types of posts. That type of primitive application is sure to evolve moving forward. Sammi Krug, Product Manager at Facebook, explains, "Over time we hope to learn how the different Reactions should be weighted differently by News Feed to do a better job of showing everyone the stories they most want to see." As of the time of this writing, Facebook Ads treat Reactions the same as Likes. Ad reports do not include a breakdown of individual Reactions, although the breakdown can be found in Page Insights. For ad delivery, as well, Reactions are treated the same as Likes. Of course, the next logical step will be for Facebook to treat different emotional reactions differently, rewarding Love more than like, for example, and demoting an ad's visibility if users express anger [14-36].

Result & Findings

It's safe to say that we should expect a great deal of change in the world of marketing moving forward. Gabi Zijderveld, CMO at Affective, provides a peek into the future by explaining the evolution of emotion recognition technology: Initially, the technology was used to understand how consumers engage with their brand content and advertising, and how these emotions then influence brand awareness and purchase intent. Now the technology is also used to infuse consumer experiences, apps and interactive advertising with Emotion AI. This will help to transform the face of marketing and advertising by reading human emotions and then adapting consumer experiences to these emotions in real time. The technology gives marketers the power to truly delight and engage their customers with uniquely dynamic and personalized interactions." Web development is already on the path towards more personalization. As emotion recognition technology becomes more sophisticated and more deeply embedded in our array of devices, it will become expected that our computers and phones provide us with a continual progression of customized triggers and messaging. The technology will be found even in future car dashboards, refrigerator doors, and conference room walls -- essentially any surface will become a possible means for detection of emotions.

Conclusion

Social media will constantly focus on each user's emotions. For example, in the future expect Facebook's algorithm to focus just as much on one's emotional reactions as it does to one's historical click behavior, providing a unique social environment that goes far beyond prediction of the types of posts, pages, and ads one would like. Expect Facebook Ads to provide advertisers with the ability to hyper target not only based on age, geography, and job titles, but also on the individual's emotional state or progression of emotional states. Online marketing will likely evolve into sequential experiences, with deeper engagement upon recognition of positive emotional reactions. You can also expect more deeply embedded forms of marketing similar to product placement. Ultimately, expect emotion recognition to be just another core component of marketing, similar to how "digital marketing" is now really just "marketing." Emotion recognition technology is clearly bringing about a revolution in marketing.

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