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How emotions can influence customers' Decision Making Process via Social Media?

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Abstract

Background: Nowadays, the consumption of social media has become the most popular online activity that people are engaged in. Facebook, Instagram, Twitter and many other apps play a big role in the lives of people around the world. Moreover, social media platforms have become a marketing tool for businesses. It is mainly used for product promotion, to inform customers about up-to-date sales or changes related to the product or service. In other words, social networks are a great tool for interaction and communication between the business and its customers. However, one of the main driven factors that businesses benefit from social media platforms is based on the customer's emotions. Emotions are a broad concept of the mood, behavior or tone of customers. In the industry of the new generation of social networks, where such persons as influencers are also a phenomenon, consumers listen to their emotions and feelings, due to which there is a faster decision-making process.

In the new generation industry of the social media platforms, where popular people known as influencers are also a phenomenon. Therefore, the consumer decision-making process is being speeded up due to being emotionally followed by the feelings of those influencers.

Purpose: The purpose of the thesis is to study the emotions of the clients on social networks and to understand how consumer behavior depends on one's emotions. To find out how emotions affect customer behavior to avoid any negative consequences for the businesses and get an effective return from the actions of the business. Customer emotions are explained as their mood, that is, their attitude to viewing ads, buying a product and interacting with businesses in any way that involves the decision-making process. Mainly, to study how businesses affect people by using influencers and emotional ads as a marketing tool.

Method: High-quality work has been done in order to find out the relationship between consumer behavior and their emotions. This study uses a mixed-method: a quantitative and a qualitative method in order to answer the research questions. The data were collected by a questionnaire with both open and closed questions to study the impact of marketing tools on consumer behavior. The interviewees were both male and female buyers of different ages to ensure the accuracy of the research data.

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1. Introduction

In the current time, the population is already genetically capable of absorbing a great deal of information on a daily basis. Even children who have just learned to walk, let alone the lack of ability to speak at such an early age, handle using smartphones with amazing dexterity, despite the fact that they do not quite understand what it is. Being at such an early age, a child who just started to say their first words can possess information regarding social networks and the latest trends much more quickly compared to a 50-60-year-old adult.

In the 21st century, humanity has adapted to modern realities. Daily numerous tasks are performed regularly acting different parts of our brain. Messengers, social media platforms, online shopping, and Wi-Fi available at every turn is the daily routine of absolutely everyone these days. With such a great flow of information, it is completely understandable for various brands to attract the attention of customers using those platforms.

Mankind now has a huge selection of all the necessary services on various marketplaces. However, they are still in search of the "wow" service that will meet all their needs and wants. It is no longer about the cost of services. The reason is that today everything is progressing rapidly. Meaning, the possibility of making payments in installments or even taking out a loan in seconds to purchase the product or service wanted by a consumer without a need of leaving home.

Based on these facts, brands need people's trust and desire to buy fast produced products and need to arouse emotions in people: the hope that the brand will exceed customer expectations and satisfaction from use. The stores and services around the world are now actively engaging in providing a user-friendly website or an app instilling the belief that exclusively their product is the most "fashionable" and "necessary" on the market from which customers will have a "wow" effect after using.

Every day, without noticing it, humanity is confronted with sophisticated algorithms in social networks. Considering all the actions of a customer it selects the appropriate entertainment content, where the advertising interest is integrated accordingly. Marketers by taking into account the interests of users can influence emotions and push them to make rash purchases according to Martin Lindstrom, a well-known expert in branding. Also, he assures us that 90% of the purchases made online are driven by emotions. Basically, marketers work with basic emotions such as joy, sadness, fear, surprise, and anger, which appear differently in different cultures and contingents. The main channels used by marketers to influence emotions are social media platforms. Nowadays, the concept of social media networks has many definitions. For some users it is just a tool used for communication with friends, for others, it is a place to keep up with the latest news from the world of sport and show business. Let's consider the concept of social networks as a platform for selling and promoting products. Today, it is impossible to imagine any business without owning an account on the same Instagram. In fact, it is the main platform to find out the basic information about the company's goods and services they provide. It is a well-known fact that owning a good quality product is not enough. The companies create advertising strategies to make their brand recognizable and to be sure their product is noticed and as a minimum, given a chance to be tested. Each company or individual entrepreneur does it in their own way. It can be using automatic ads promotion on the Instagram app itself or placing ads on pages of famous bloggers or influencers on various social networks. The ad placement on bloggers' social pages means consumers can get feedback on the product from their influencers. One thing can be certain today a customer does not want to go out and drive a long distance to buy the product that was seen in the advertisement on social media. Also, it is a known fact that the sellers do not benefit from owning physical stores in several cities. Instead, it is enough for customers to use an application on a smartphone: Amazon, Ozon, Wildberries, Lamoda or use

the link under the video from popular YouTube bloggers, where another advertising campaign has been placed for buyers to make rash purchases.

In general, global trends also arise due to the so-called “wow” effect when a customer is so delighted with the service or product offered to reorder it again and again. In addition to the global trend on the marketplaces of the so-called bazaar of the 21st century, which has replaced the shopping trips. There is another no less global trend as taxi services. If earlier it was normal to stand by the road and try to catch a taxi for 15 minutes or more, now the global trend for online taxi ordering services such as Uber, Lyft, Yandex Go has come to the fore. They are leading in all indicators: the time of car delivery, the convenience of ordering the car, and traditional taxis. Probably everyone knows about the famous yellow taxis of New York, which have become one of the Big Apple city tourist attractions. There are about 13,000 yellow taxis throughout New York whereas, more than 500,000 cars are available at the Uber and Lyft services. Respectively, the time of car delivery and the service is much better and more convenient with modern services.

When it comes to the Kazakhstan market, the undisputed leaders of online platforms for food deliveries are Glovo and Wolt. The urgent need and high demand for courier service and food delivery have grown during the pandemic. If in 2019 consumers resorted to food delivery through a direct call to a restaurant, then during the pandemic to this day, customer habits have changed. They have started using the above applications. However, these companies have not been successful without an emotional impact on the thinking of consumers. It's no secret that smartphones have become a highly effective channel for attracting and engaging potential customers nowadays. During the quarantine society mostly stayed home and most of them naturally spent a huge amount of their free time on smartphones. Consumers often choose those companies that give a 100% guarantee for high-quality service and convenient use, as well as performing easy and fast operations. It is

undeniable that buyers will show great loyalty and trust to the company that will instantly solve our problems with certain needs and wants with its product/service.

Thus, in this paper, the subtleties of emotions' influence on decision-making will be studied. Everything depends not only on the feeling of hunger or haste, starting with most basic needs, the case includes depression, increased suggestibility, social culture and people's interests. Analysis of the features of specific emotions that subsequently prompt certain clicks and actions. It is time to realize the value of cognitive research in marketing and study them to turn on the mind and control actions. While store sales are growing, playing on the strings of human suspiciousness, a certain part of people unconsciously and uncontrollably, and most importantly regularly, see notifications about funds being debited from their card in an instant. The humanity of the 21st century is still slaves to emotions. Realizing how much people rely on emotions during the decision-making process, marketers turn to the feelings of customers to increase the number of leads and sales. This study is necessarily not to deprive the earnings of marketers, but to excite those areas of the brain that are responsible for finding threads, connections and analyzing the impact of advertising on people. The role of emotions in the decision-making process of consumers cannot be ignored, yet it is possible and important to study this field as much as possible.

1.1 Hypothesis

H1: Social media is the key instrument in digital channels which affects the most in the decision-making process

H2: Consumers make mostly impulsive purchases because of their emotions

H3: Consumers of Gen Z are more emotionally affected by the opinion of influencers affecting the final purchase

1.2 Research Objectives

Research objective #1: Identify how emotions can influence on consumer decision-making process through social media

Research Objectives #2: Identify how advertising on social media makes emotional purchases more possible.

Research Objectives #3: Identify how influencers, celebrities and bloggers emotionally affect the consumers while shopping

1.3 Research Questions

Research question #1: How does Social Media affect Customers' Decision-Making process?

Research question #2: How do customers make impulsive (rush) purchases because of emotions in Kazakhstan?

Research question #3: How do influencers, celebrities and bloggers emotionally affect the customers while they shop?

2. Literature review

2.1 Primary Data

Concepts

According to Kotler's and Armstrong's book Principle of Marketing, Digital marketing refers to a type of direct marketing which connects customers with sellers in an electronic way, leveraging interactive technology for example e-mail, websites, online forums and newsletter groups, interactive televisions, mobile phones, and so on.

Emotional marketing - is the capacity for effective communication by the application of a variety of methods that stimulate emotion. (Kotler, 2017)

As mentioned earlier, the 21st century is the era of digital technology and innovation. In today's reality, thanks to technology, now individuals can digitally export all documents and make purchases by transferring or using QR codes. There is no need to carry a thick wallet with cash and loyalty cards, only with ID and a driving license. It is already considered old-fashioned.

Our smartphones have become more than just a means of communication to keep in touch. They have become an integral and important part of our daily routine. This can be seen with the unseen eye by taking a closer look at the new habits of today's population. If parents used to tell their children that spending a long time on a smartphone is a waste of time and harmful to their health. Now parents themselves began to use smartphones without noticing for the most basic daily activities. They are no longer standing in a long queue required to pay utility bills and fines, fill out the paperwork, or buy groceries. Even grandmothers and our mothers are no longer calling their friends for feedback before purchasing a new vacuum cleaner or washing machine. Today, even elders started reading reviews on the social media pages of brands and companies, because customers are no longer just passive targets, they

have evolved into active media. About 15-20 years ago, there were “complaint books” where customers could write their negative experiences with a product/service or contact the hotline directly. Even though this process has gone digitally: now under each new publication of a brand/company on a social media page users can read both positive reviews left by a customer and negative ones. By leaving comments consumers create a community that is based on user experience and reveals the image of certain products, often different from the one that brands/companies try hard to create the WOW effect. The effect is explained as a consumer being left speechless and amazed by the purchased product by three mainly characteristics: pleasure, experience and engagement (Kotler, 2017).

It is a sign of greater success for companies and brands when buyers experience this effect. Once the product or service meets the expectations of consumers then they are psychologically ready to return again and again from where they enter a protective phase, which is another indicator of success. This effect can occur after a high level of product quality.

According to Kotler's book Marketing 4.0, an AIDA based upon basic social psychological science. At all phases of sales, the marketing team expertly deploys selling and cognitive distortions. These are essential in order to encourage customers to get as deeply into the sales funnel as feasibly achievable. Accordingly, four stages are four objectives:

A (attention) - to get the potential customer to pay attention to the advertising strategy;

I (interest) - to attract the consumer's interest in a uniquely commercial offer;

D (desire) - to create a willingness to possess the product;

A (action) - to encourage the action required, or more precisely, to commit the purchase.

The idea behind this technology is very straightforward: capturing the prospective consumer's interest in the selling proposition, making an effort to conduct a transaction and pushing him towards it.

The model of AIDA in marketing is aimed at the purchase through an individual's mental pattern, not relying on the demands of the individual user. Hence, AIDA commercials stimulate the targeted action via favorable emotions. Therefore, it is essential for the prospective client to experience the ownership of the product after seeing it. Based on the AIDA equation, the desire to get in touch with the seller arises only after the customer has been introduced to the product.

According to The Oxford English Dictionary, the origin word “*emotion*” was founded in the middle of the sixteenth century: derived originally the French word *émotion*, by *émouvoir* 'to excite', from the Latin *emovere*, from *e-* (variant *ex-*) 'to go out' + *movere* 'to move'.

Emotions - a powerful sense, in the form of passion, anxiety, or frustration; a part of a human being's nature that is made up of feelings.

*According to Cambridge Advanced Learner's Dictionary & Thesaurus, Emoji - is an online digital image which is attached directly to a communication message to convey a certain point or sentiment. The origin of the word was in 1980: Japanese, from *e* 'picture' + *moji* 'letter, character'. (The Oxford English Dictionary)*

Consumer behavior - based on the book Principles of Marketing (P.Kotler and G.Armstrong, 2018), is influenced by cultural, social, personal, and psychological factors.

The cultural and social are more external factors, concentrating on what kind of person the customer wants to seem like and what group he or she belongs to. Personal and psychological factors are more internal and concentrate on whom the buyer sees himself as and whom he or she wants to be.

The buyer's decision-making process is a continuous action of a consumer affecting his decision to purchase a product or service. Those actions include recognition of needs,

seeking information and analyzing alternatives. The customer's need or issue can arise from internal and external stimuli. Internal stimuli come from the basic needs of consumers known as thirst or hunger. Whereas external stimuli come from outside factors such as friends, family, or others (Kotler and Armstrong, 2017).

Information search – consumers can get any information from personal sources like talking to friends and family or even co-workers. Also, information is received from commercial sources: ads, packaging and sales assistants (Kotler and Armstrong, 2017).

The next step is the evaluation of alternatives. Consumers evaluate alternatives and compare products or services to one another, presumably. In evaluating alternatives, customers are comparing such items as specifications. (Kotler and Armstrong, 2018). Once a buyer has completed all three steps, they are ready to move to the last stage – the decision to make a purchase. During which the consumer will purchase the most favored brand. The buyers can either be satisfied or dissatisfied with the product or service they have received. Their decision is purely based on expectations and performance of the product or service received. Additionally, the buyers can undergo a feeling called cognitive dissonance. Cognitive dissonance is when the consumer has discomfort caused by post-purchase conflict. After the purchase has been done some consumers often have doubt when they start thinking “what if” they instead purchased the products of another brand. The basis of cognitive dissonance occurs in the consumers' decision-making process when consumer fully accepts the advantages and disadvantages of certain brands compared to other ones available on the market (Kotler and Armstrong, 2017).

Research has revealed that emotions have a major impact on a number of cognitive processes. Among these are attention, perception, memory encoding (encoding, storing and retrieving information) and associative learning. Remarkably, emotions are essential for activating the motivational system of tendencies to act (as approach or withdrawal).

Consumer behavior relates to actions directly related to obtaining goods or providing services, and to decision-making processes that precede and directly lead to the onset. This leads to the fact that advertising communication messages can have a psychological impact that encourages the consumer to want and, as a result, purchase a particular product or service. (Wertenbroch et al., 2020).

Impulse purchasing has been studied from a variety of angles, including: first, logical processes; second, emotional resources; third, cognitive currents derived from the theory of social judgment; fourth, persuasive communication; and lastly, the impact of advertising on consumer behavior (Malter et al., 2020).

Impulsive behavior is characterized by an insatiable need for purchase and the inability of the consumer to weigh the implications. Notwithstanding awareness of the adverse outcomes of the buying behavior, an intense desire arises to satisfy the consumer's most urgent needs right now. (Meena, 2018).

As reported by Burton et al. (2018), impulse purchases arise when an individual has a high emotional need that is triggered by a reactive behavior with limited cognitive control. This proclivity for buying on the spur of the moment and without thought can be explained by the buyer's quick enjoyment (Pradhan et al., 2018).

An unforeseen necessity, a visual stimulus, an advertising impact, and/or a decline in cognitive capacity to weigh the benefits and drawbacks of purchase can all trigger impulse purchases.

The sensory and psychological variables related to product types, expertise, and brand loyalty sometimes overlap the importance assigned to the physical environment (Platania et al., 2016).

Impulse purchasing results in an emotional lack of control due to the tension between the immediate reward and the potential negative repercussions of the purchase, which can lead to persistent and pathological obsessive behaviors (Pandya and Pandya, 2020).

Emotions also play an important role in advertising decisions. A study presented by Dankwa showed the influence that online marketing on social media has on consumer purchasing behavior and the function of consumer engagement as a mediating factor. To analyze the impact of enterprises' social media advertising on customer decision-making, three characteristics were used: emotional appeal, informativeness, and advertising originality. Consumer engagements in social media advertising and consumer decision-making were found to influence the link between informativeness (full mediation) and advertising creativity (partial mediation) in the study. Researchers proposed that the amount of information and newness of the advertisement played a major role in customers' decision-making process. In addition, results revealed that emotional appeals on social media no longer affect customers' decisions.

One of the crucial stages of the purchase decision-making process is the evaluation of attributes. At this stage, the consumer establishes which characteristics of the product or goods are most valuable to him and uses them in the choice of products. Studies conducted in different fields of psychology allowed us to distinguish three likely directions of the influence of the emotional state on the importance of attributes.

They have shown that, first, individuals in a good mood feel and remember positive information about an object better, while users in a bad mood perceive negative information better. In the research paper, there are two major explanations for this pattern. Some specialists believe that emotions play the role of priming. For instance, relevant information to the emotion increases it in the mind of a customer (Abele, Petzold, 1994). Other researchers

claim that buyers in a good mood want to extend their feelings longer, therefore they focus on the positive parts of what is happening (Bagozzi, 2008).

Second, consumers experiencing positive feelings perform less careful analysis of information compared to those experiencing negative emotions, using heuristic and less often systematic information processing strategies (Ruder, Bless, 2003).

Third, individuals experiencing positive feelings make more optimistic forecasts and riskier actions than consumers who are experiencing negative feelings, particularly when the chance of loss is low (Nygren et al., 1996;).

2.2 Secondary Data

The secondary data part will show approximately the same research, which has already been analyzed and collected. The use of secondary data helps authors collect more information about the topic from other research papers. The secondary data consists of surveys, documentary data and multiple sources. The authors are employing existing academic publications, journals, and books to fulfill the goal of this thesis.

2.3 Forbes

According to an article from Forbes (2018)

So, to review, it's stimuli, then emotions, then hormones and, finally, feelings. In other words, your emotions impact your decision-making process by creating certain feelings.

Customer emotions influence, sometimes completely determine the outcome of many decisions that are confronted in a day. This article talks about consumer emotions by collecting data by qualitative methods from famous scientists. According to them every feeling born from different external facts generate hormones in the brain which sometimes create negative and positive feelings. Therefore, these emotions control the decision-making processes.

2.4 Generation Z has immune to advertisements

Since the pandemic, humanity staying more time at home resulted in e-commerce exploding in ways we've never seen before. According to the research, the number of consumers who shop online has increased by 15 to 30 percent in the United States alone. In addition, the profits generated from e-marketplaces have increased in numbers by 17% in the last five years. Many buyers, particularly millennials and Gen Z, are concerned with their image and purchase goods as a form of self-expression. These socially concerned shoppers are looking for businesses that are ethical, long-lasting, and contribute to a better society. To be relevant, consumer-goods companies must imbue their brands with meaning and uniqueness (McKinsey, 2020).

For this generation, it is much more willing to express thoughts and feelings through social media with its enormous buying power and unique interests. The brands are often out of time with this audience when it comes to using it (Daniel Newman, Forbes, 2015).

It is convenient for it to have full control of the content that is at hand in its daily life. An online engagement with companies is no exclusion. This particular generation desires to have complete control over their socializing online. In addition, it is easy to motivate one. For their commitment: for following, or likes, they expect to be rewarded. They love to receive coupons. They have an urge to be among the first to learn about new developments. They

want to be a part of a company's marketing activities. Traditional marketing will no longer work. The generation of millennials is extremely good at filtering out almost all the things except what is needed in an age where information is instantly exchanged. Every time Millennials make a decision about whether to buy something, instead of buying it, for advice and information, citizens look to their friends and social networks. Rather, it is a common filter used to screen out research and other word-of-mouth information when making judgments (Daniel Newman, Forbes, 2015).

69 % of Gen Z consumers purposely avoid commercials, and even those who watch them prefer it to be under 10-seconds long. This might be an unintended consequence of YouTube's 5-second skip advertisement option. (Cambridge Web Marketing Co, 2021)

With reduced attention skills and a larger tendency to ignore advertising, younger consumers are more likely to be one of the most difficult to target. Funny commercials are three times more likely to be accepted by Gen Z, and they also prefer music to be added and a compelling story to be included. (CNBC, 2017)

2.5 PricewaterhouseCoopers

A worldwide Consumer Insights study of roughly 22,000 customers in 27 countries was done by PricewaterhouseCoopers. The survey included about 9,700 respondents from 11 European nations that give vital information about consumer behavior.

A study conducted by PWC shows that Gen Z is so engrossed in digital media that consumers expect unlimited products and services anytime, anywhere. Generation Z buyers are far more affected by digital ad channels and online reviews compared to other generation consumers. In addition, a quarter of Gen Z respondents are influenced by influential figures

and celebrities. Surprisingly, the research by PricewaterhouseCoopers revealed that Gen Z consumers actually visit the physical stores for shopping compared to any other age group.

Also, the survey results show that Gen Z customers are more interested in digital financial services or virtual currencies than others. Contactless payments and self-service checkouts are preferable among these consumers.

Undoubtedly, it is very important to receive your product or service on time after payment. According to research, give Generation Z what it takes to build decent customer service to be above competitors.

One of the key findings of this study is that Generation Z expects seamless connectivity and consistent customer service across all touchpoints.

2.6 Harvard business school

Research by Harvard Business School was written by using information purely from official sources and previous research without using any qualitative and quantitative data analyses. This study focuses more on the psychological direction of how exactly emotions influence decision making. In accordance with the authors of this research, the emotional science practice of psychology, which was initially developing slowly, has experienced a groundbreaking stage which has grown to influence theories of decision management.. By analyzing previous research and starting from the theory they came to the conclusion that emotions are powerful and predictable driven factors of the decision-making process.

According to the authors of this work, while emotions can influence decision-making through numerous tools, much evidence shows that the impact comes through changes in content, depth of reflection, and content of ulterior objectives - three arrangements summarized under the concept of Appraisal-Tendency Framework.

With reference to this study, when an emotional impact is objectionable, it is challenging to minimize its effect solely by effort. There have been a number of suggested approaches, including some that focus on decreasing the intensiveness of emotion, others that focus on minimizing the reliance on emotion for decision making, and some that focus on countermanding an emotion-based prejudice in the reverse direction.

The work also provides the Affect Integrated Model of Decision-making (Exhibit 1), which implies that the decision-maker is confronted with a single choice among specified choices, unable to seek any further details or options. The AIMD model aims to provide an explanatory framework for either conscious or unconscious decision-making process, though not for the entirety of individual human behavior.

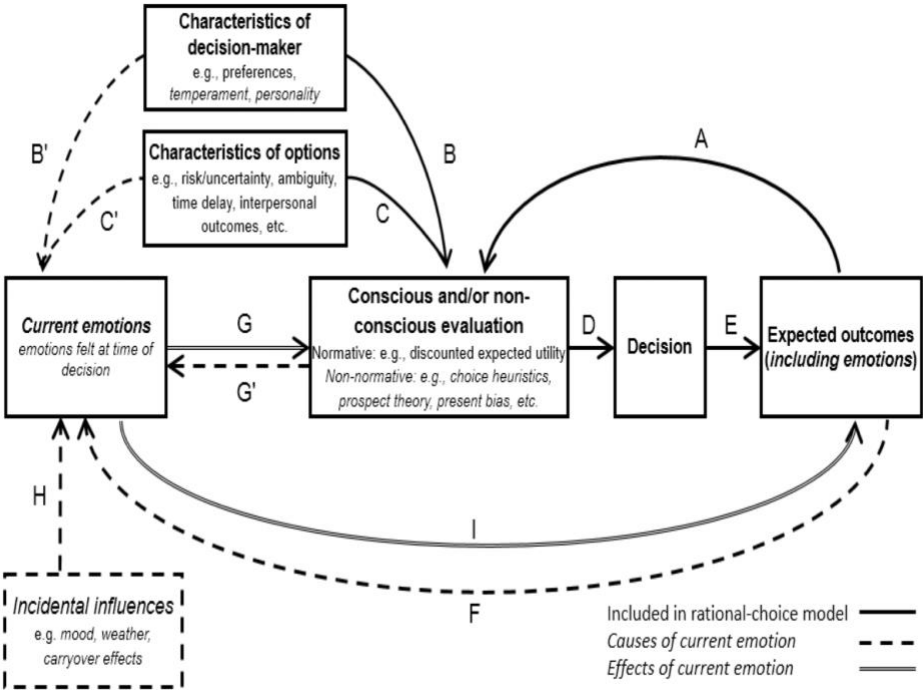


Exhibit 1. The Affect Integrated Model of Decision-making (AIMD)

Source: Emotion and decision making, page 31, 16 June 2014

2.7 JÖNKÖPING

In a JÖNKÖPING article, designed on gathering a focus group and conducting a survey among two different generations, the authors clearly saw that the time spent on Instagram varies greatly that time devoted exclusively to Instagram. The prevailing part of Generation Z usually spends over two hours per day scrolling Instagram. In juxtaposition, millennial users spend about one hour per day on the platform. In addition, each person follows at least one authoritative influencer. In addition, Generation Y is more likely to follow more than one influencer on Instagram. There is a cognitive and emotional impact on members of this generation. It also was found that the majority of participants agree that the social platform - Instagram is all about pictures, luxury and wealth, which is not quite the same as the reality.

JÖNKÖPING's empirical research shows that the first and the second enumerated generations appreciate the significant advancement of social media and technologies that have contributed to the online shopping experience more convenient and has led to an increase in impulse purchases.

The data generated during Generation Z focus group interactions demonstrated to JÖNKÖPING that influencers on social media have a huge impact on purchasing decisions. This updated model demonstrated above showed the goals of this paper to look for the possible influence social media influencers are looking for during the decision-making process of Generation Y and Generation Z in the fast fashion industry.

Cognitive dissonance is a condition that every member has experienced and continues to experience on a regular basis. Because new models are constantly emerging and there is a need to keep up with the new trends. Participants of the study are more likely to experience this syndrome when purchasing fast fashion items.

To summarize, social media influencers have a strong influence among Generation Z shoppers. That lead generation has a great willingness and demand for sharing their latest acquisitions on the platforms of social media. For this group of consumers, social media influencers don't waste time evaluating each step, but get consumers of this generation to go directly to the purchase step, which affects the traditional decision-making process. Therefore, these individuals tend to shop more often than Generation Y and make purchase decisions faster.

2.8 Ipsos

According to the research of multinational market research and consulting firm Ipsos (the role of emotions in human decision-making 2020) emotions classify into four categories: ambient or incidental emotions; task-integral emotions; affective reactions that happened in relation to the actual experienced result, affective reactions that appear in relation to the expected anticipated outcome.

In an article by Ipsos "Why is customer emotion data so important right now?" shares that whether customers complete a purchase, leave a review, or mention a brand on social media there is always an emotional state connected to their actions. Capturing and analyzing this emotion is at the heart of understanding, measuring, and improving customer relationships.

The Canada Post article, "Connecting for action," (2016) in conjunction with Ipsos, conducts research to give readers an in-depth understanding of different types of ads and their impact. This research uses methods such as EEG (eye tracking), post-survey, equipment removal and farewell. According to an article, direct mail provides a personalized, sensory experience that efficiently attracts and maintains customer attention, elicits action-inducing

emotions, and boosts recall. Email helps businesses and offers stay top-of-mind by reinforcing important marketing messages and encouraging recall. However, minimal motivation is elicited, and excessive communication might lead to customer disengagement. By increasing emotional involvement with the medium, direct mail helps to reduce email fatigue.

Consumers might be intrigued and motivated by displays. However, it merely holds their attention for a few seconds at most, resulting in limited action and recall. Pre-roll provides an engaging, multimodal media experience that encourages brand interaction when it is seen. It also necessitates little active participation, which aids in shifting customers into the deeper, thought-provoking mentality that direct mail so effectively exploits. This article gives an idea of how each type of advertising affects the potential buyer, what emotions it awakens and whether it prompts action.

2.9. Cultural Differences in Emoji Usage across the East and West

In this paper for collecting data about emoji usage based on frequency, context, and topic associations, social media was used in east and west countries. For east countries, Japan and China users, for west countries the United States, United Kingdom and Canada. For collecting data about the US, UK, Canada and Japan the social media platform Twitter has been used. Meanwhile, for data collection in China a Chinese social media platform called Weibo has been used since Twitter is not widely popular at this destination. In this research, 24,52 million posts from 5,92 million users have been collected from western countries. Whereas 222,71 million posts from 3,06 million users of eastern countries have been collected. After processing all the information gathered from 1281 defined emojis only 528 of them appeared

more than 1000 times repeatedly. Therefore, the top 15 most frequently used emojis have been identified which have the most effect on users from west and east countries, which shown below in Exhibit 2

Rank:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
West															
	16.3	4.1	4.0	2.9	2.5	2.1	2.0	2.0	1.7	1.5	1.5	1.4	1.4	1.4	1.3
East															
	14.2	4.2	4.2	4.0	3.3	3.2	2.9	2.2	2.1	2.1	1.6	1.6	1.5	1.4	1.4

Exhibit 2. Top 15 frequent Emojis in the East and in the West

Source: Studying Cultural Differences in Emoji Usage across the East and the West, page 229, 2019

Was identified similarities in top 15 emojis used between countries. The lowest level of similarities in emojis used in the “food and drinks” category, “symbols” and “activities” ones as well. An element of communication is being recreated online through the use of emoticons and emoji. 74% of U.S. residents use stickers and emojis while communicating online. Users around the world send each other 6 billion emojis and stickers every day. Thus, there is a high correlation when it comes to the consumption of emoticons and the influence of social networks.

An analysis of more than 31 million messages on Twitter showed that emoticons are a common component of the text. There was also an experiment in which participants had to communicate online. It was found that the experts who used emoticons while communicating were considered to be friendlier and more competent.

Numerous ways exist to integrate emoticons into your marketing campaigns. Famous brands such as Coca-Cola, Burger King, Ikea, and Comedy Central actually developed brand emojis which are now happily used online.

Moreover, it was identified that western users use emojis more than eastern users. Generally, the biggest number of similarities was identified in the “Smiles” and “People” category, and the biggest number of differences was identified in the “Symbols” category.

2.10 Facebook and Meta

On the 28th of October 2021 Mark Zuckerberg, founder of Facebook rebranded the Facebook to Meta. The reason for the renaming is that the Facebook name doesn't show everything that the company can offer to users and what users need to form a company. At the same time, all the company services remain the same. However, instead of a social network, a metaverse is coming - a global virtual reality platform where all users will communicate with each other without having to be physically in the same place and tied to special gadgets developed for the social network. The remaining Facebook-owned apps like Instagram, Messenger and WhatsApp services.

The most successful Internet companies work on our most basic and powerful emotions. People can feel the same things in different ways and with different strengths, but the spectrum of feelings is still the same.

As Gabbe correctly pointed out in his 2006 article, the first Facebook users felt the need to return to the site every day.

Facebook's popularity is based on effective services that nurture internal triggers in users, causing them to want to return to the site or app again if certain conditions are met. Such

connections keep users coming back to services again and again without the need for external stimulation. The service becomes a basic means of satisfying a person's emotional needs.

Meta has products that help to satisfy basic emotional needs, such a property helps to open the widest possibilities for being in the leading position in the world in comparison with other social platforms.

2.11 Instagram, Snapchat: Stories

Instagram is the most popular social networking platform, particularly among young women. Users of Instagram may exchange videos and photographs with one another.

Like Instagram, Snapchat is a visual-based social networking platform where users may share movies and photos with their contacts. Snapchat photographs and videos vanish 24 hours after being posted, which is one distinction between the two social networking platforms. (CSUSB, 2020)

A survey of social media app users was conducted by Snapchat in partnership with Murphy Research. The study interviewed over 1,000 users between the ages of 13 and 44 to find out which social networking applications human beings use when it usually launch them on the phone, and how users feel after interacting with various social media apps.

The key conclusion for marketing is that Instagram interaction is mutual: sharing stories with the audience feels wonderful, and, likewise, helping the audience feel great by paying attention to the content. Humans' faces are natural for the brain to identify and memorize, which are frequently used in stories to attract the viewers' attention immediately. Individual neurons in our brains preserve information on familiar faces, according to a study headed by CalTech researchers. The findings suggest that our brains see faces in a unique way, which is supported by earlier research. The truth is the brain may be dedicated to locating and recognizing faces in the surroundings. It is simple to acquire short updates from a

large group of individuals using stories. Live Stories, first-person in Instagram allow users to look at what is already known and unknown, satisfying a basic desire for gossip. The stories are just as fascinating, if not more so, than a good thriller as the storylines unfold in real time. Users look forward to what happens next. When watching Stories the user feels eavesdropping on other people's lives, that is the case. However, it can be directly related to human genetics. Research conducted at the University of Turku in Finland looked at how to get pleasure from both voyeurism and exhibitionism when using social media. The essential takeaway was that one satisfaction could not exist without the other on social media networks. It was explained as "a two-sided market," according to the experts. If users could only see stuff and not publish it, or vice versa, individuals would not get the same neurological rewards. Eyal wrote that the Stories provide us solace from loneliness and other bad feelings, however it doesn't stay long (B2C, 2018).

2.12 WhatsApp

A Statista Research Department study ranked the most popular messengers in 2022. The first one in the ranking is WhatsApp. In second place by popularity is Chinese social media platform called WeChat. The Messenger application from Facebook closes the top three messengers list. In Kazakhstan, as well as in Russia and Kyrgyzstan, the most popular messenger is WhatsApp according to SimilarWeb.

Whatsapp has additional WhatsApp Business, which is developed especially for entrepreneurs. In the application, the businesses can add catalogs of products and services to their profile, sort chats to track new orders and receive payment and create automatic answers to frequently asked questions from customers.

The main reason for the success of WhatsApp is its simple use, friendly interface without any issues and good quality video and audio calls. Moreover, whatsapp was one of the first messengers which were able to gain popularity and keep it to this day.

The International Journal of Human-Computer Interaction has published a study that explains how messengers like WhatsApp affects a user's emotions. The study, "Psychosocial Outcomes Associated with the Use of Online Chat Systems," was conducted by Dr. Lyndon Kay and Professor of Psychology at Ed Hill University along with Dr. Sally Quinn of the University of York. The study involved 200 users, where both women and men with an average age of 24 participated. The researchers found that the more time a reporter spent on the app, the more feeling of being closer to their friends and family. Finally, reporters felt less lonely and their self-esteem increased. This means that using a messenger such as WhatsApp was seen to stimulate existing relationships, increasing users' positive self-esteem.

2.13 Telegram

According to Similarweb, Telegram has 500 million monthly active users; and 540 million total downloads in the AppStore and Google Play as of 2020. Nearly 70% of social media users choose Telegram, in part because it is more convenient than its counterparts.

By 2022, Telegram is becoming an increasingly popular platform to use as a business messenger, though it does not yet offer advanced paid features for businesses.

One of the reasons for the popularity of Telegram channels is the ability to find the personal channel (blog) of an influencer in Telegram. This way, it is possible to get unique information from a person who is authoritative for users.

2020 was the most eventful year for Telegram. Numerous COVID-19-themed channels appeared because of the coronavirus. At the same time, Durov marked official ones with a blue tick, even though it contradicted the policy.

In Kazakhstan, the number of users increased because of the quarantine mode and social payments of 42500 tenge, which were available after registering with a Telegram bot.

Nowadays, 21 services are available through the bot of the e-government portal of the Republic of Kazakhstan (Egov).

Thus, the main reason for the popularity of Telegram is the emotions that people experience from using the application: complete privacy and security. Besides, having some official channels on the platform, which are only on Telegram, people feel trust in the system and confidence in the credibility of the information. Furthermore, users are not worried that their messages can be read and audio calls can be listened to, while focusing on the great functionality of the application for both everyday chats and for conducting business.

2.14 Clubhouse

Paul Davison and Rohan Seth, both Stanford University grads, created Clubhouse. The software, which is now only available on iOS. One of the platform's primary values, according to the developers, is "sincere communication and expression." (Forbes)

The main reason for Clubhouse's popularity is the illusion of talking directly to the star (KFConsulting).

According to BusinessInsider in a period of pandemic and lack of human communication Clubhouse quickly gained popularity and gathered millions of users. In

February 2021, the app was downloaded nearly 10 million times. That is 300% more than in January. Also, according to Clubdata.ru and Out Digital, the young generation between the ages of 25 to 34 account for 51.3% of the Clubhouse audience, followed by the 18 to 24 age group (31.1%). The platform was quite unpopular among the over-55s, who accounted for less than one percent of user registrations.

According to Sber.Pro in terms of audience growth Clubhouse stopped in its development, but the audio social networking format itself will clearly evolve. Audio conferencing capabilities have appeared on Telegram, the Stereo network, and other platforms. Whoever is able to offer a format of communication that is optimal for listeners will gather a significant audience.

LinkedIn Content Strategist notes the following problems with Clubhouse's success. First, the ill-conceived algorithmizing of the "hallway". Having mistakenly followed a few ones in large rooms at the beginning, similar rooms will pop up again in the app, whether it is relevant to users or not.

In addition, there was a clear problem with the software. The Clubhouse has not thought through the notification system to a level that users were comfortable with. Soon after endless and unattractive notifications, there was never a better way to inform users about relevant/excellent content and speakers.

The next big reason for the decline in interest in the Clubhouse app is the lack of speaker ratings. Clubhouse did not award speakers a rating of how much applause had received during the registered time. Users need artificial intelligence to rate how much the speakers were being knocked down/repeated/talked about/annoyed. At the very least, the "thumbs up/fingers down" option is used in all apps to rate the performance.

Lack of smart data. Users need to know how often someone attends a room, how often speak, how often the speaker gets applause or a thumbs down, which rooms consistently get

high ratings from the audience. Without such features, people think everything is pointless, a receptacle of useless information that takes up a lot of precious time.

The absence of maximum and quality editing was also noted by Clubhouse users. A large number of rooms were created with unregulated and, in most cases, adventurous comfortable numbers of moderators. Clubhouse should have allowed no more than 6 moderators at a time. And in addition to the above, give the ability to rate or remove users from moderating.

The lack of new features, downloads on Android, messenger functionality, monetization, the departure of opinion leaders, the end of the hype and the pandemic - all this affected the same sharp decline in the success of the application. (Sber.Pro)

2.15 My Space

Myspace is best known as a social networking platform where musicians and bands can showcase their abilities and interact with fans. Artists can upload their entire discography in mp3 format and sell their music directly from their account. Since 2009, as Facebook grew in popularity, Myspace went through a series of layoffs and redesigns, trying to reinvent itself as a social entertainment network.

With the revival of the project, users had more reasons to complain. Mostly they were unhappy with the removal of old content: uploaded videos, photos, message archives, and so on. The audience of social networks does not tolerate such changes, and soon the Internet bemoaned the removal of the "old" MySpace. The revived social network did not gain much popularity. It was mainly visited by music lovers who wanted to cross paths with their favorite artists. In January 2015, the network had only 50 million users. In February 2016, it became known that the project changed owners again - this time it was the publisher Time.

MySpace unofficially died in 2022. Society moved to alternative platforms of social networks, such as Facebook, Twitter, Instagram and others. One by one, the MySpace team began to leave its founders, advertisers began to lose faith in the service's prospects, and since 2011, many of them stopped renegotiating deals with the resource. Advertising soon began to irritate MySpace users with its intrusiveness, causing negative emotions. Thus, from the moment the old content was removed, users began to lose confidence in the social network, and when the number of ads on the site exceeded the comfortable norm, there was a feeling of irritation. This further led to a permanent loss of users of the platform.

2.16 Kakaotalk

KakaoTalk is a messaging service that connects individuals and the world, with over 150 million users globally. (Similarweb).

Company decided to make the main features of the product: high loyalty to the user, direct socialization, and the presence of games - the main element of entertainment. Thus, the formula of Kakao's success now includes a set of facts and emotions: loyalty + socialization tools + games.

The best way to talk about loyalty is to look at the "100 Improvements" initiative that was launched in 2011. As a part of it, Kakao accepted suggestions and concepts on how to improve the service from its users. Based on 60 thousand ideas submitted to Kakao developers only 100 best have been chosen to put them into practice. One of these concepts was KakaoStory that is very popular even today. KakaoStory is a very popular concept that uses the "social" approach.

The KakaoStory service is very similar to Facebook. It is a photo microblogging application that allows users to share news, photos and find mutual acquaintances. The main

difference is its closed nature. KakaoStory microblog is visible only to friends (only those who are in the contact list of KakaoTalk users can become friends). Speaking of emotions, based on The Dissolve article, users often use Kakaotalk to express emotions using status messages. Accounts that stumble across friends' statuses often want to ask about how they feel. Mostly these statuses are calls for someone to listen, comfort, or share joy. Only during the first year of its existence (the launch was held in March 2012), more than 1 billion posts were published, and 32.5 million users installed the application. However, now the situation is slowly changing: the messenger begins to conquer foreign markets. The most active growth is seen in Indonesia, the Philippines, and Malaysia.

In addition to the messenger, users enjoy KakaoTalk's "Plus Friend" function, which allows them to follow businesses and celebrities to get special messages, coupons, and other information in real time via KakaoTalk chat rooms. Users may also purchase physical goods, such as Starbucks coffee or jewelry, using the "Gifting" platform.

2.17 Line

Originally released as an app for Android and iOS smartphones in June 2011. LINE's audience is 60.50% male and 39.50% female. The majority of visitors are between the ages of 25 and 34. (SimilarWeb)

The app makes the most money only in Japan, Thailand and Malaysia, but is still one of the top downloaded apps on the App Store. One of the strengths of the app is that it tries to be more than just a messenger, yet regularly expands its functionality and looks for new sources of income as well as user retention. Although LINE is a social network and publishes games on its platform, a significant part of the profits still comes from the sale of digital stickers, of which there are thousands available in the application. Also, users can draw their own stickers and sell them in the store available within the app. Additional features include

the ability to create a PR page with official content, as well as a page where users can leave questions or reviews.

In addition to chat, the company Line offers its users more than fifty applications, including games, utilities and photo applications (editors and camera).

Every Asian messenger, in addition to the messenger itself, has its own ecosystem, a line of complementary products that bring revenue. The Chinese were the first to try this approach (WeChat and QQ Mobile), and then the Japanese (Line) and Koreans (Kakaotalk) successfully copied it.

Moreover, the Line team at different times and in different regions experimented with the internal service of food delivery from restaurants and video streaming services.

Unlike Western messengers, the Japanese decided to add as many additional services to their product as possible. On the other hand, the product is "too Japanese", which explains why users from Japan are happy with the application and actively use it as their main one. This fact explains the reason why users outside Japan lack interest and understanding of the application, thus influencing the choice in favor of other, more localized social networks.

2.18 WeChat

WeChat is a versatile platform that has social networking features while also obviously moving beyond them. WeChat is now China's largest social network, with a user base of over 1 billion users. In this app not including messenger users can find such services as search engine, money transfers, e-wallet, WeChat pay, public services such as weather forecast, traffic status, hospital registrations, booking train and flying tickets, taxi services, booking movie tickets and hotels. Due to a lot of features on WeChat platform this social media provides unsurpassed marketing opportunities for Chinese companies. WeChat is the most popular and comfortable app for Chinese users, but it does not have such success on the

global market. In 2012 WeChat team started a global advertisement program. The ads focused on Latin America and India and Southeast Asia and were broadcasted in 15 countries by featuring influencers such as football players Neymar, Messi and especially for the Indian market Bollywood actors. Unfortunately, the advertising campaign was unsuccessful.

According to App Annie, a platform for analytics and market research of mobile applications, WeChat is not among the top 100 Google Play apps in every country's market in which the company was focused. There were several reasons identified why WeChat did not achieve the desired result. Firstly, it was too late to enter the messenger market, WeChat was presented in 2012 when the main messengers were presented earlier (WhatsApp 2009, Facebook messenger 2011). During the time when WeChat entered the market, the majority of users were already registered on other messengers. It did not even matter what celebrities the company collaborated to attract users. For instance, when all friends and acquaintances use a different application, it does not make sense to switch to another messenger. Secondly, it is only in China WeChat where the full features are available such as ordering food, booking hotels and flights, money transfers etc. However, the version for international users cannot enjoy the features as it is unavailable outside of China. Due to this fact WeChat is no better than other messengers and users see no reason to switch to WeChat. Thirdly, is bad localization for the international version of the app. WeChat perfectly knows the Chinese market along with customer needs and wants which work well for the local market, but not suitable for the international one. For example, American users cannot share funny pictures received on WeChat messenger which is a usual feature often used on WhatsApp. Moreover, stickers available to purchase in the app have not been adapted for other countries' users like American users less likely to need stickers in the Chinese New Year theme.

The same situation is happening with the famous Chinese app called Weibo with more than 511 million active users. Weibo provides microblogging services similar to Twitter but

for Chinese users only. It has the same functions as the possibility to subscribe to other users and read their posts, put likes and make their own posts without word limits. The main difference is that app users can use Weibo wallet to make payment, book cinema and flight tickets, and hotel customers need only link credit or debit card to their account.

Weibo has faced the same problems as WeChat on the international market at the time when the application was launched in 2013 as the main competitor Twitter was already in the market since 2006. Inaccessible services of Weibo made the social media platform more flexible and bad localization for international users, almost like the company did not have the goal of entering the international market. Currently, the application is only focused on Chinese users. The app is in second place after the most popular Chinese app – WeChat. However, more businesses in China prefer to use Weibo for advertising and product promotion because of the microblogging concept.

Users prefer a simple and comfortable interface, and it is hard for customers to switch the messenger because all friends, family and colleagues use a certain app. Also, it makes no sense to move to another one.

2.19 TNS Kantar

According to a paper by Kantar research agency, the amount of internet advertisements in Kazakhstan is rapidly increasing. Exhibit 3 represents the top 10 advertisers in the Internet on Kazakhstan market.



Exhibit 3. The top 10 advertisers in the Internet on Kazakhstan market

Source: Overview of the advertising market (TV, Radio, Press, Outdoor advertising, Internet). Kazakhstan. January – December 2020, page 2, 2020

Furthermore, the most frequent categories of advertising are food, medicine and pharmaceuticals, services, soft drinks, perfumes, cosmetics and personal hygiene products, and household and industrial chemicals.

3. Methodology

In the current research, Qualitative and Quantitative Data is going to be performed. In Quantitative data, it will be a questionnaire with around 15 questions, targeting respondents from different cities of Kazakhstan, with different interests, ages, occupations, and income levels. The sample size will be around 100 and above.

As for Qualitative Data, there will be in-depth interview questions with Industry Experts.

That all will provide the objective research question of this dissertation and to test the hypothesis.

3.1 Quantitative method - Online survey

The survey consisted of 22 questions (Appendix A), half of which focused on basic information about the interviewees: gender, age, salary. The other half is mainly focused on the regularity of social media use, the number of pop-up ads and their success, their personal assessment of the impact of emotions and trends on shopping. The survey was carried out as a part of the study using Google form by next platforms: WhatsApp, email, Facebook. The series of questions were asked to identify what role emotions play in customer decision making process.

3.2 Qualitative method – Online interview

The qualitative research (Appendix B) method consisted of an interview of two parts: the first is closed and brief questions, and the second part is open—ended questions that touch on the research topic in more depth. The interview was conducted offline and online via Zoom and WhatsApp.

4. Research Findings and Analysis Results

4.1 Research Findings and Analysis Quantitative method

The authors of this study conducted an online survey in which 304 respondents participated. According to the results of the study, the ratio of respondents between female and male representatives is 56.8% (173 respondents) to 43.2% (131 respondents). The 49 % age category among the respondents is citizens of generation Y (25 - 44 years old). Predominantly living in the cities of Nur-Sultan (36.4%), Aktau (29.8%), and Almaty (18.25). The 37.6% of income range from 150 - 250 thousand tenge and the dominant position is occupied by entrepreneurs (23.4%) and employees of the companies (40.5%).

Based on the results, which were determined after conducting an online survey, it can be concluded that an equally large number of people daily spend an average of 1-2 hours (38.2%) and 3-5 hours (37.8%) for viewing social networks. At the same time, 23.4% of respondents allocate time to social networks on a daily basis due to their formed habits.

However, a significant percentage (42.1%) of respondents do it in search of new emotions.

According to the survey, such new emotions evoke educational, valuable content from the brand for 60.9% (for example, to see content that confirms the environmental friendliness of the brand and reveals interesting facts about it).

And 30 % note a strong impact of having emoji in content on mood, while 16.1 % of respondents indicate average importance of having this option.

Among the suggested social networks, Instagram (76.2%) proved to be the most used platform, as consumers find its content interesting and informative, and see it as a source of inspiration and distraction from reality. Moreover, social media Meta, among which Instagram is rapidly popular with consumers, is most often used to make online purchases for 46.9% of respondents. When it comes to advertising, the majority of social media users have a

40.1% neutral attitude toward daily pop-up ads. Similar numbers of respondents also have positive (28.6%) and negative (28%) attitudes towards advertising. For 11.2% of respondents marketing in social networks is directly related to the type of activity and earnings. This figure explains not a small percentage of people who showed a positive attitude to advertising that pops up frequently.

Based on the survey, 31.4% of individuals tend to trust the advertising of Influencers and bloggers. At the same time, brand advertising has nearly the same (29.3%) rate of trust among consumers.

Recommendations and reviews by opinion leaders have some influence on purchasing decisions for 75.2% of those surveyed. Whereas a quarter of consumers do not value the opinion of influential people and note the lack of influence of others on their decision-making. 39.6% of decision-makers tend to make their choice in favor of products from well-known brands. At the same time, 33.3% said that awareness of a brand has no influence on the choice, since only the main advantages, the best characteristics, and practicality of the product matter to them in making a purchase. The study found that more than half (53.8%) of the respondents had positive experiences and emotions at the time of impulse purchases. Thus, after the post-purchase process, consumers had no doubts about their choice; on the contrary, the feeling of satisfaction with the purchase remained. On the other hand, 43% of the network users had a feeling of regret as a result of making an impulse purchase, after which forced to make a return.

31.9% of users have an instant desire to buy a product immediately after seeing an advertisement, after which 38.9% of the persons in this survey proceeded to the distributors' site. However, almost half of the respondents (48%) did not think about simplifying the online purchase process by having a buy button, justifying it by the fact that they do not pay attention to this detail. This suggests that the process of online shopping is no longer time-

consuming and less energy-consuming as compared with a physical trip to the stores. This finding, based on the above analysis, is supported by the 44.7% of network users who have made 5 or more purchases after viewing targeted ads over the past six months. At the same time, 41.4% of admitting that these actions were based on emotions and the WOW effect. However, it should be noted that 28.6% of that number do not recognize emotion as a motivator of impulse purchase decisions.

All things considered, the authors of the current research believe that social media has become an integral part of everyday life and directly influences consumer behavior.

Advertising content encourages us to buy, but sometimes it is the emotional reaction to the advertisement that makes us make a purchase. First is the emotional response to the brand - how it makes potential customers who have not used it feel, and how it makes real customers who have used it feel. The second emotional predictor is emotional identification - how much respondents identify with the brand and see it as a reflection of themselves. This model fits both real and potential customers.

Humanity is programmed to respond to emotions. Thus, people are highly motivated to participate in positive emotional experiences, whether through interactions with individuals or through products and services. Consumers will remember companies that provide a strong positive emotional experience and will engage more with them. Companies that give him negative emotional experiences will also be remembered and avoided.

Social media content does a wonderful job of appealing to both the rational and emotional realms. Based on the fact that in the expanse of digital spaces there is a large number of different content: from useful, educational, and humorous, to advertising, both directly from the brand, and from opinion leaders in a personal blog. Advertising is a special form of mass

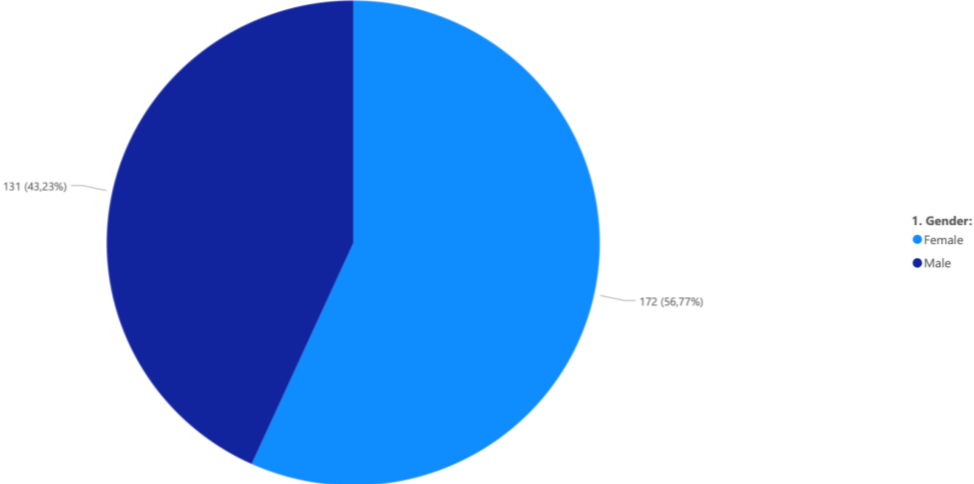
communication, which is the process of disseminating information about goods or services to a mass audience through a variety of technical means, the purpose of which is to influence consumer choice. The results of the study confirmed the positive impact of advertising from media persons on the consumer preferences of surveyed citizens of Kazakhstan.

Social media is used by people to distract themselves from the current realities and inspired by the idea of an ideal life, this further encourages the pursuit of the best and the limited, even if it is not an urgent need.

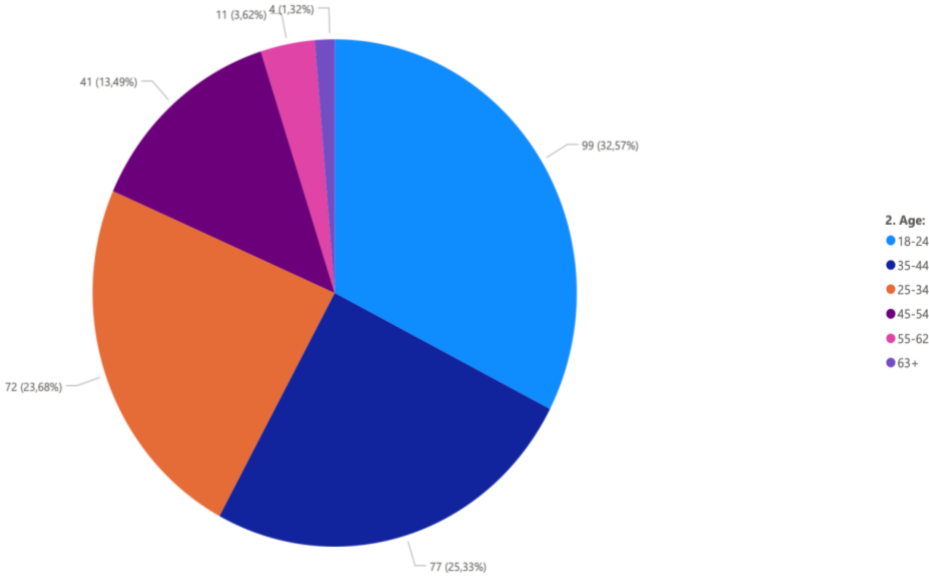
Impulse buying is a battle between desire, self-control and need. The key factor that triggers impulse buying is the emotional state of the buyer. When there is an immediate desire to instantly buy a product, self-control fails and ignores such factors as rationality and financial planning, so that the consumer does not even think about the reality of need in the decision to make the purchase.

4.2 Research findings and analysis Quantitative method (Appendix A)

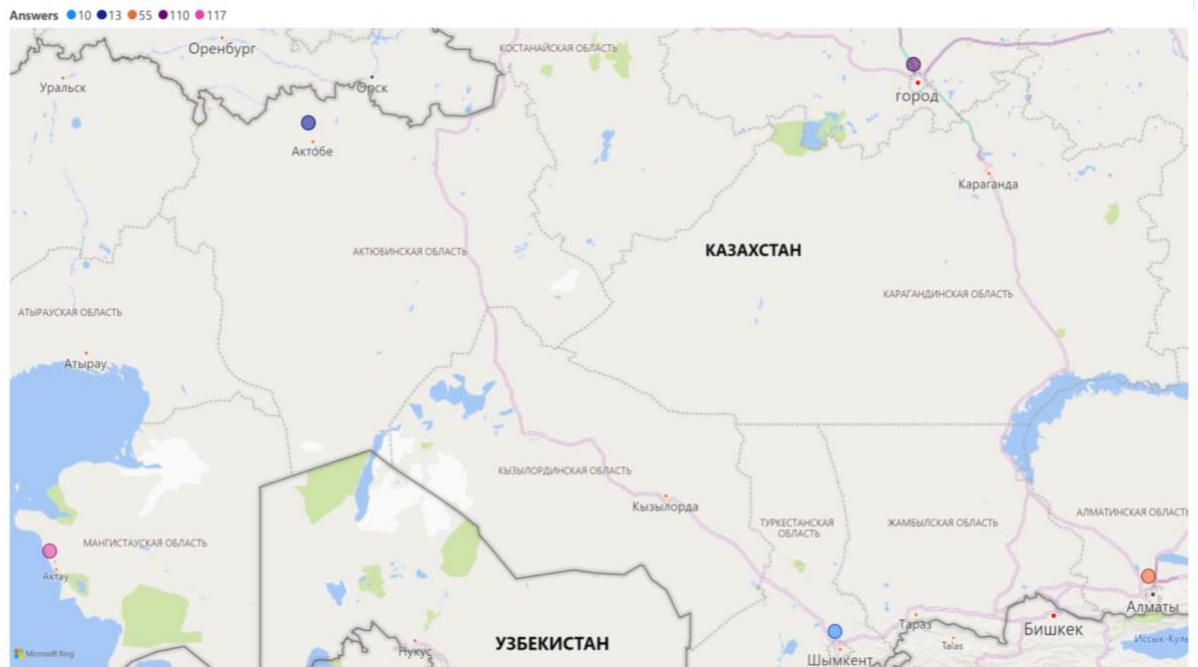
1. Gender:



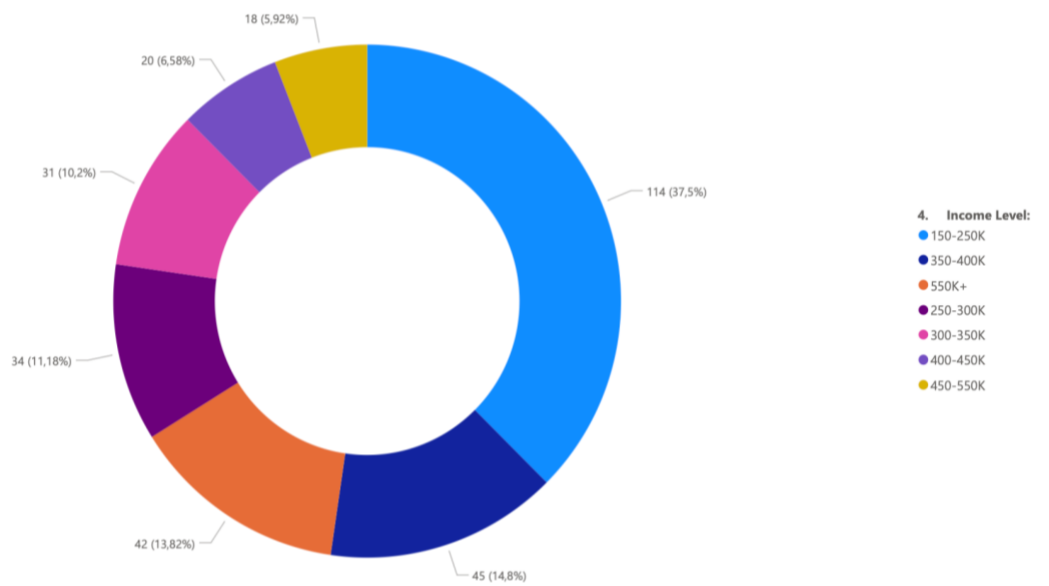
2. Age:



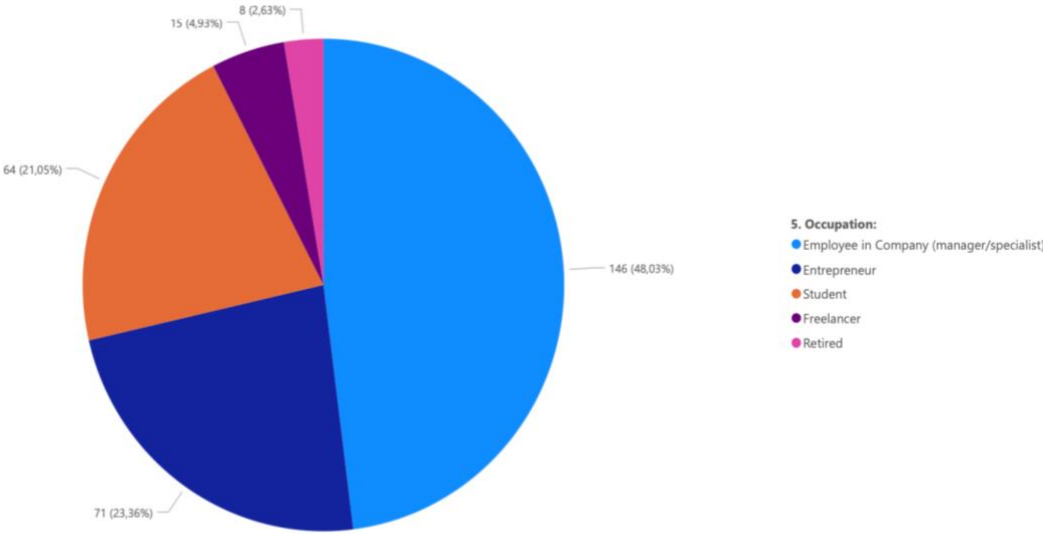
3. City:



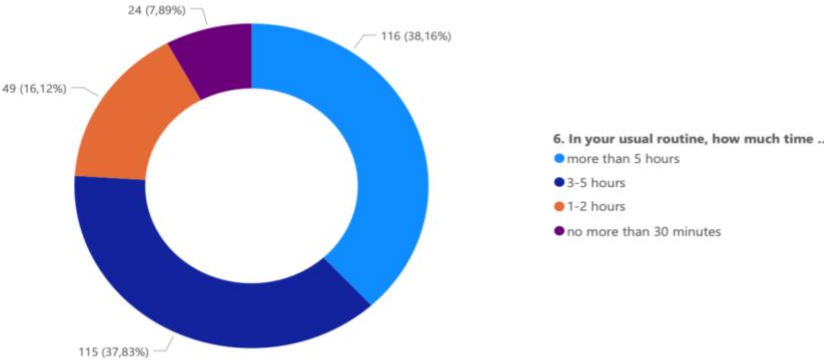
4. Income Level:



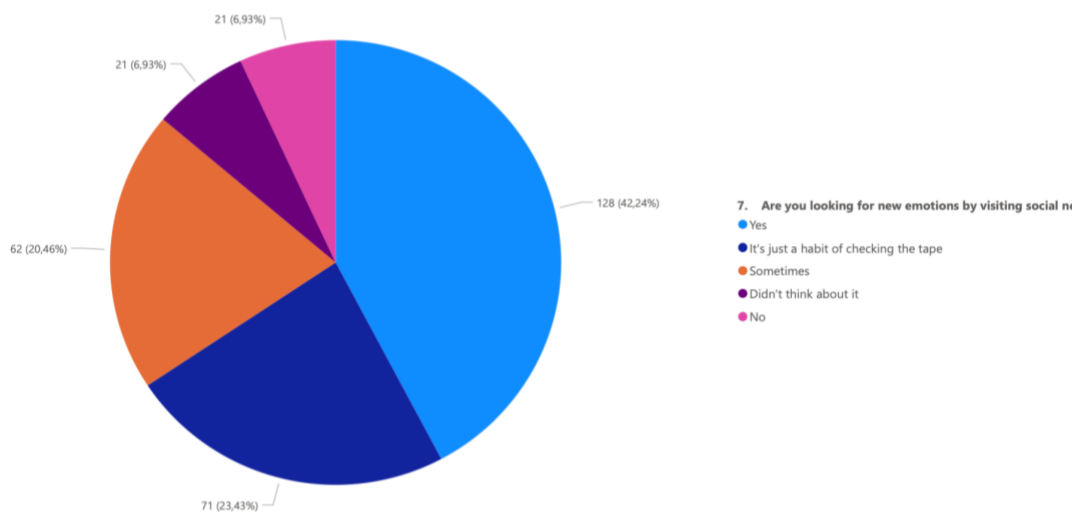
5. Occupation:



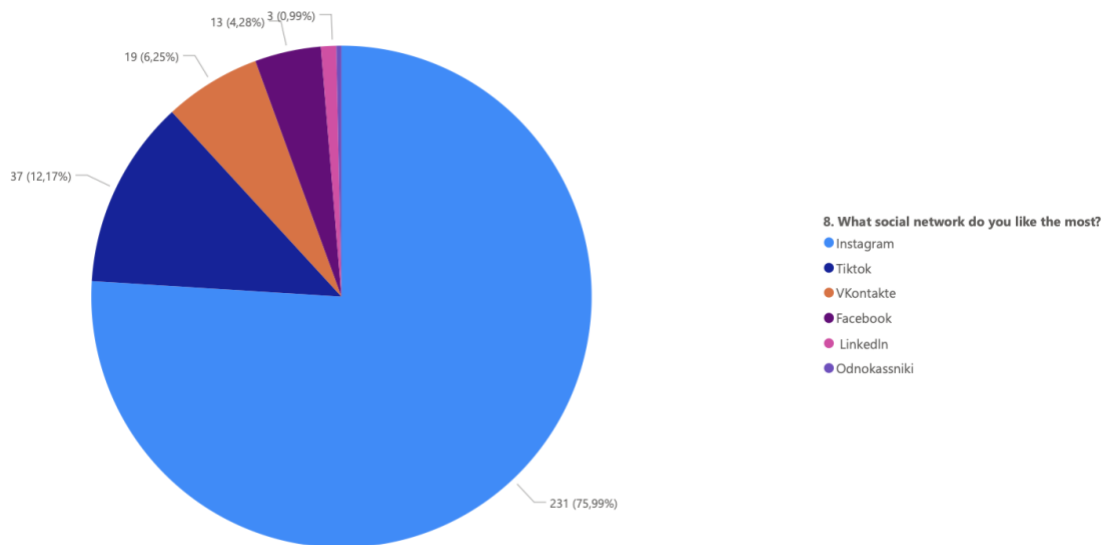
6. In your usual routine, how much time do you spend on social networks?



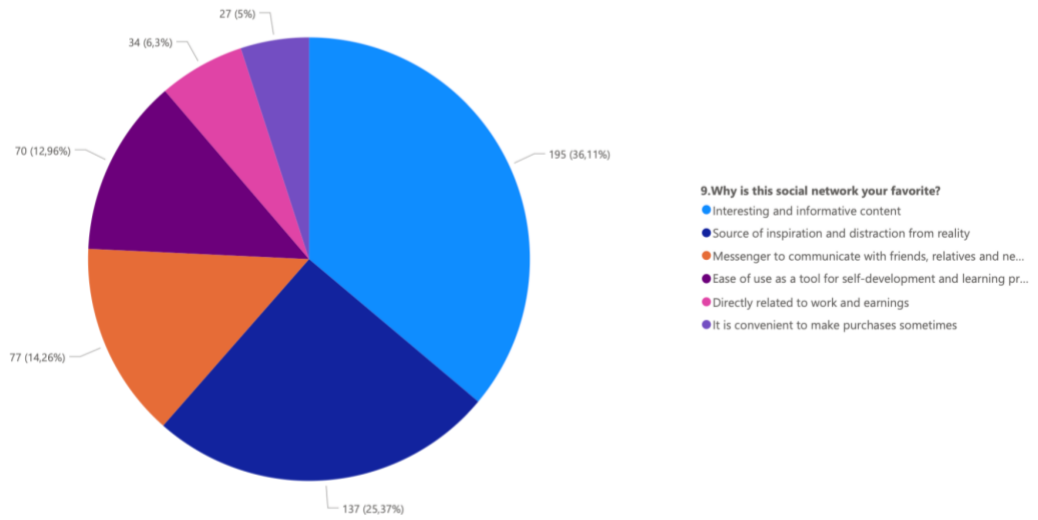
7. Are you looking for new emotions by visiting social networks?



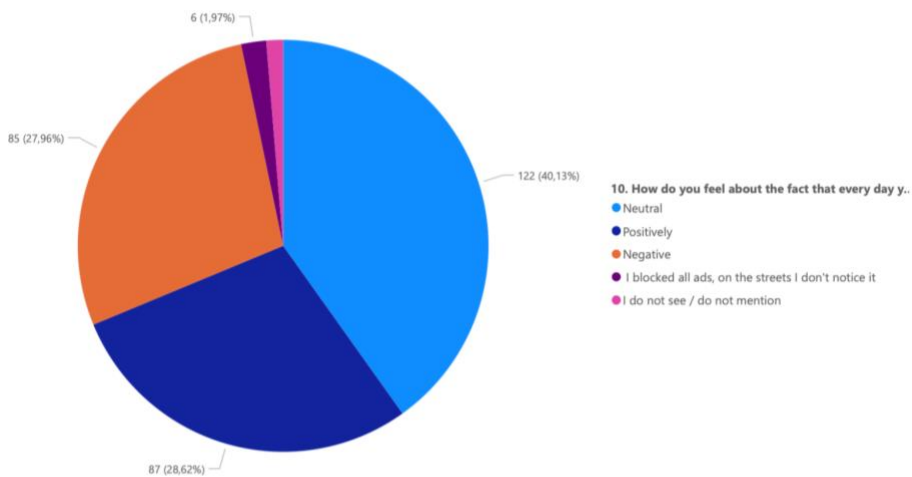
8. What social network do you like the most?



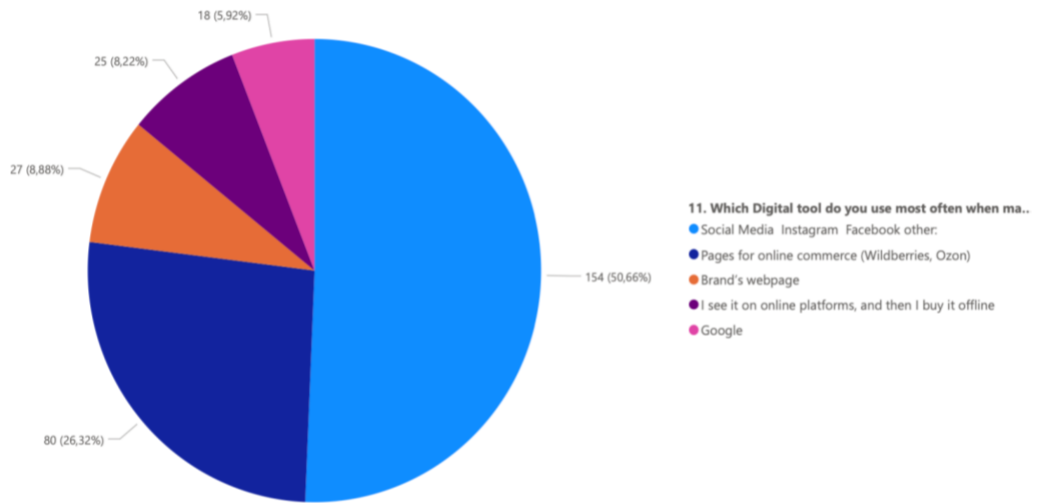
9. Why is this social network your favorite?



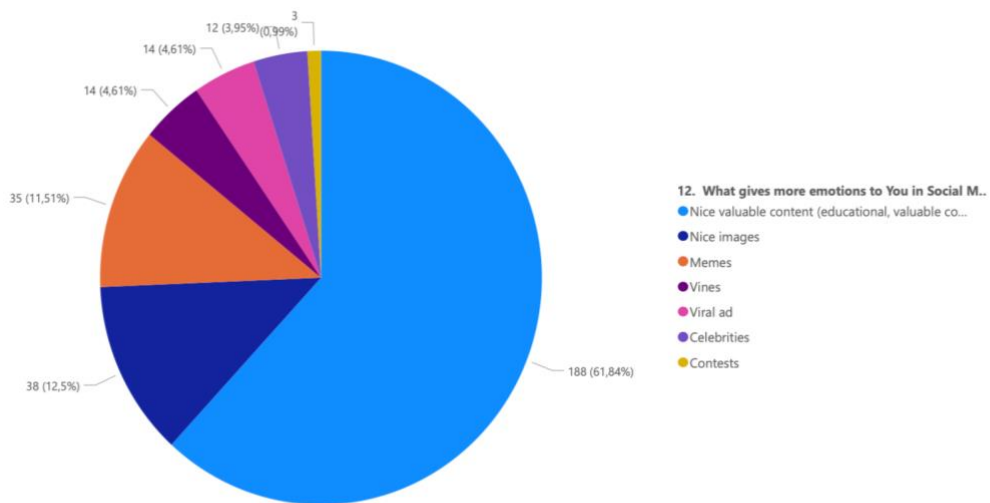
10. How do you feel about the fact that every day you are faced with a lot of advertising?



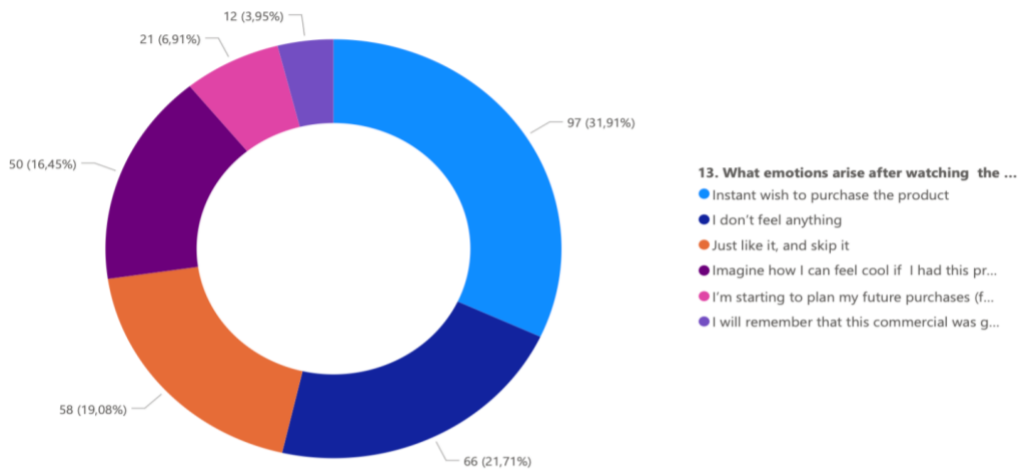
11. Which Digital tool do you use most often when making an online purchase?



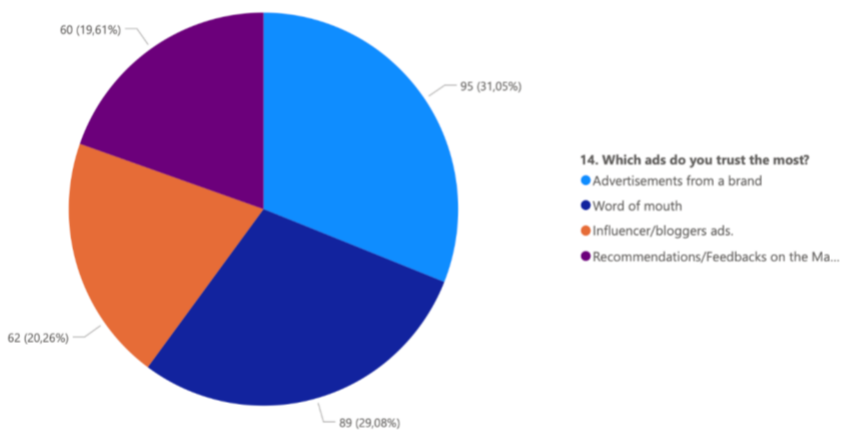
12. What gives more emotions to You in Social Media, in terms of content?



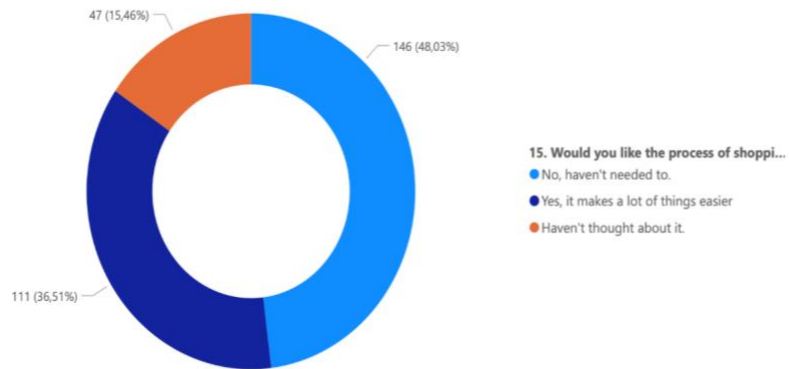
13. What emotions arise after watching the commercial/advertising, do you like it?



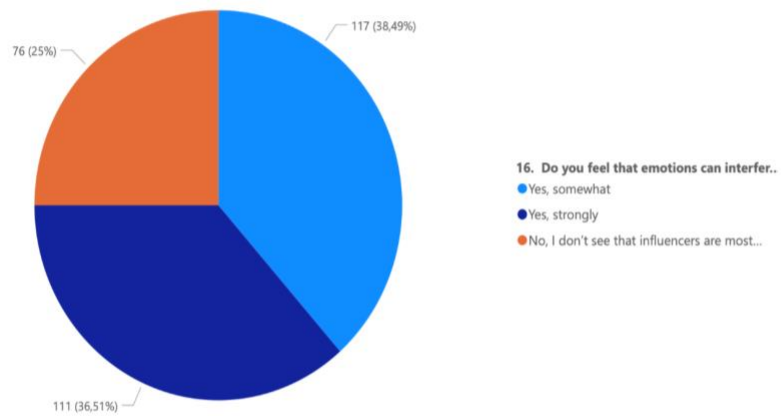
14. Which advertising do you trust the most?



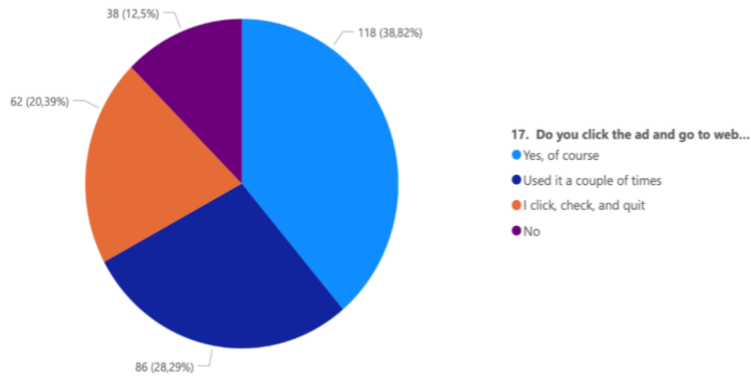
15. Would you like the process of shopping on social media by purchase button to be simplified sooner than it already is?



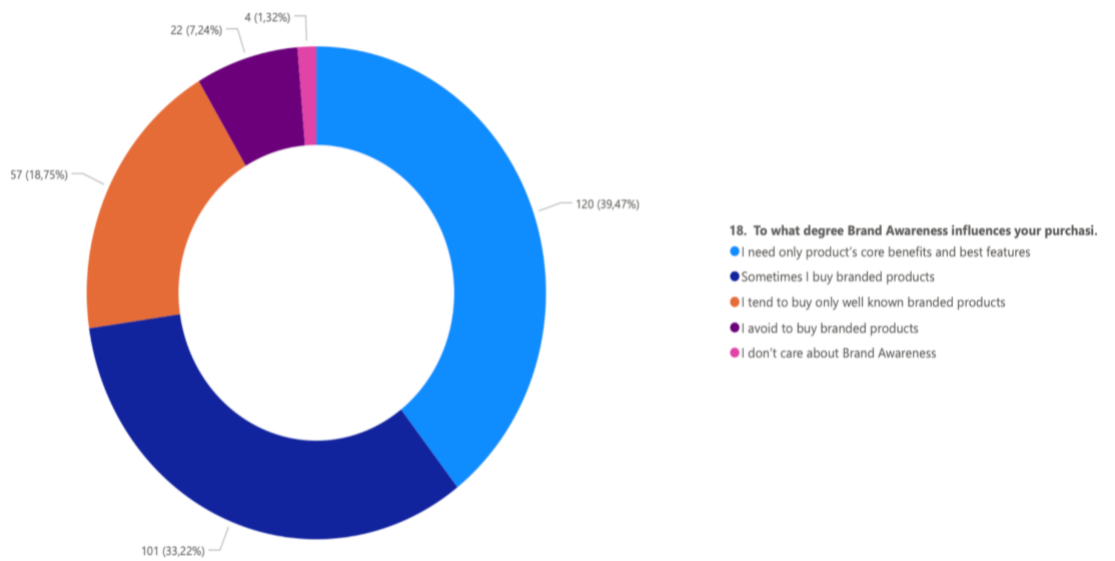
16. Do you feel that emotions can interfere more in your decision making by seeing influencers in social media?



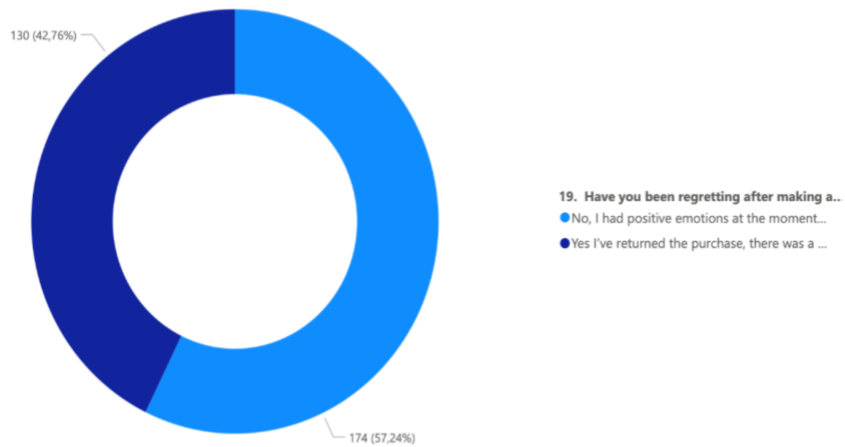
17. Do you click the ad and go to website after that ad?



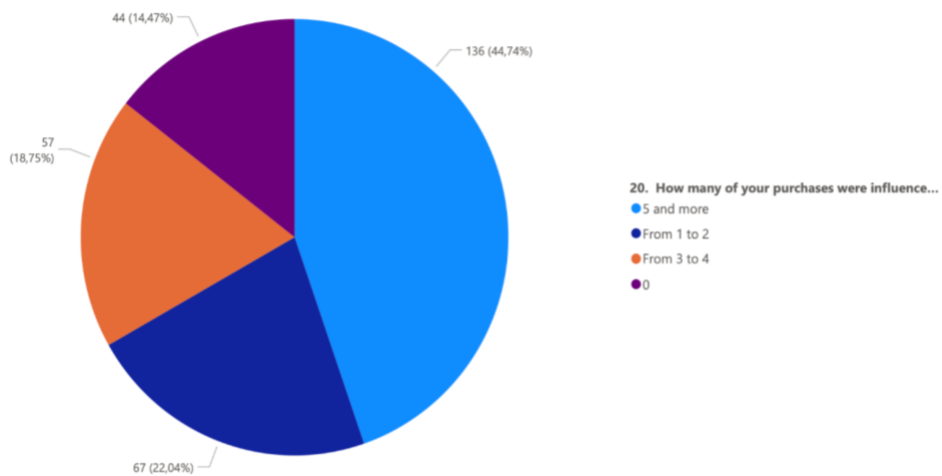
18. To what degree Brand Awareness influences your purchasing decision?



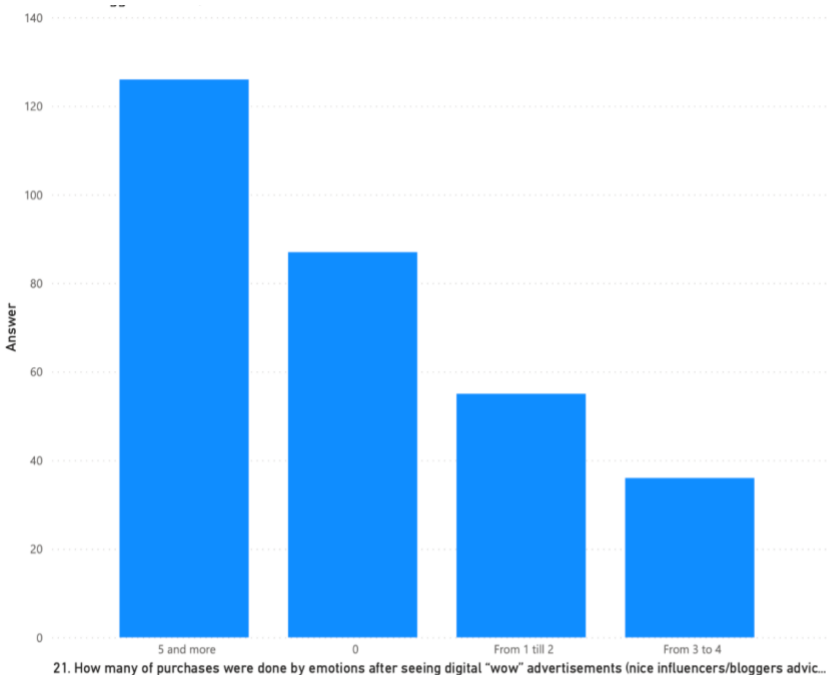
19. Have you been regretting after making an emotional purchase? Did you have an idea of returning the product?



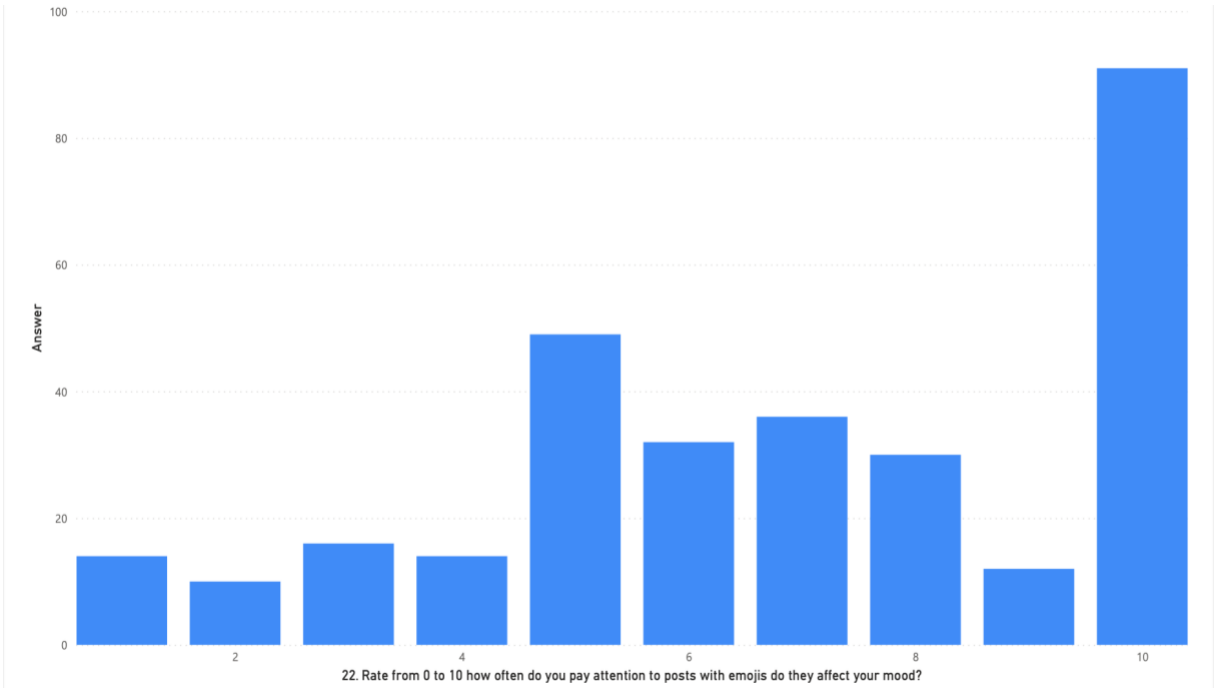
20. How many of your purchases were influenced by Social Media



21. How many of purchases were done by emotions after seeing digital “wow” advertisements (nice influencers/bloggers advice)



22. Rate from 0 to 10 how often do you pay attention to posts with emojis do they affect your mood?



4.3 Research Findings and Analysis Qualitative method

Based on an interview with in expert Tarlan Useinov, the head of Tik-Tok Kazakhstan, it can be revealed that the emotional component is the basis for this platform. The expert gives recommendations always in favor of native content on social platforms. In comparison with classic advertising, native advertising brings more results in the market. The algorithm of the Tik-Tok platform is constantly updated, as a result of the most viewed videos and likes committed by users. To all this, the algorithm selects relevant content for users to be interested in, including content with integrated ads, not only Tik-Tok, but also other social platforms such as Instagram, Facebook, Youtube. In conclusion, a video based and aimed at the emotions of the users through entertaining and touching content makes the implementation of advertising much easier and more effective. Thus, influencing the decision-making process of the users through algorithms selecting content individually for each consumer, based on his personal preferences and interests, then successfully provoking emotions that induce a desire to take action to purchase products or services.

4.4 Research Findings and Analysis results Qualitative method (Appendix B)

In-depth interview questions for Industry Experts

1. What emotions are you trying to provoke in people with your advertising? What emotions do you think have a better effect on sales?
2. Why is the emotional connection between the brand and the customer important?
3. Based on your experience, how brands can build better emotional connections with consumers online?
4. Have you observed an overwhelming increase in online shopping over the past two years?

5. How does emotional marketing help you retain loyal customers and attract new ones?

5. Conclusion

Three hypotheses were identified at the beginning of this research:

H1: Social media is the key tool in digital channels that has the greatest impact on decision making

H2: Customers make impulse purchases mostly influenced by emotion

H3: Generation Z customers are more emotionally influenced by the opinions of authority figures that influence the final purchase.

According to the results of the online survey, all three hypotheses were confirmed. The authors can conclude that social media influences generations Y and Z in making purchasing decisions, but the greatest impact it has on generation Z. The greatest impact that social media has on this generation is to create more immediate buying decisions and generate an ongoing desire to buy other products.

Currently, social media is the main tool to influence the emotions of customers through advertising. It is also concluded that pop-up advertising does not cause a trigger for users of online media, while high-quality advertising induces an immediate desire to purchase a product. This chapter also uncovered the communicative features of advertising and examined the mechanisms of its influence on consumer choice. It was also found that influencers broadcasting information about a product or service increases the level of consumer confidence in the advertising message, demonstrates the best ways to meet various needs, emotionally colors the product and information about it, and draws attention to the advertising in general. The mechanism of advertising influence is realized in three aspects: direct, aimed at attracting attention, ensuring that the advertised product falls into the zone of

consumer choice and directly persuading to purchase the advertised product; social, affecting the needs and informing about the ways of their satisfaction; and indirect, aimed at changing the value systems of social groups.

Strong connections and community are part of human nature: everyone strives to avoid feelings of loneliness. Social media can offer a sense of belonging, forming a community of users who share common interests and passions. As new media channels, devices and platforms emerge, brands have additional opportunities to leverage emotional marketing, which has proven to be effective.

Emotional marketing appeals to the feelings, values, and concerns of audiences so that brands can better engage with their target market and even build customer loyalty. After all, brand loyalty stems from behavioral, rational, and emotional loyalty: emotional marketing works by building on the latter. Emotional loyalty deals with engaged customers who are excited about, recommend and even advocate the brand.

Thus, emotionally engaged consumers are of great value to businesses because they are not just inclined to buy more, but also become true adherents of the brand they love.

Emotional marketing connects audiences with brands on a deeper level: users begin to associate the brands themselves, their products and advertising campaigns with certain feelings. Among many products, consumers tend to choose the ones that best suit their personality, as well as brands that consistently work on their marketing channels, communicating their philosophy and values through them, rather than the ones selected in accordance to logical thought.

Thus, Emotional Marketing is much stronger than Rational Marketing, which focuses on product (service) features. This, by the way, does not invalidate rational marketing.

In the final analysis, by tapping into emotions and using psychology in the right way, it is realistic to make people feel more satisfied and happier, and therefore more grateful to the brand for which these feelings have arisen.

The results of this research would be valuable to organizations preparing and launching advertising campaigns across multiple communication channels, as the results will help select more effective advertising messages that take into account the desires and emotions of potential customers. The influence mechanisms outlined above will help to maximize the economic effect of advertising used in social networks. In addition, consumers with difficulties in controlling impulse purchases will have the opportunity to focus on the development of weaknesses and pay attention to financial and rational planning of further purchases.

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