Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

FUTURE FOCUS

CONSUMER PSYCHOLOGY

FOCUSING ON EMOTIONAL AND LOGICAL BUYING FACTORS

EUROPEAN SOLIDARITY CORPS

WHAT IS CONSUMER PSYCHOLOGY?

Consumer Psychology studies how people think, feel, and behave when making purchasing decisions. It explores how emotions, perceptions, motivations, and cognitive biases influence **what consumers buy, why they buy it, and how they justify their choices**.

Unlike purely rational models, consumer psychology shows that:

- Most decisions are emotion-driven
- Logic is often used after the decision



PERCEPTION IN CONSUMER BEHAVIOR

DEFINITION & KEY ELEMENTS

Perception is the process through which consumers select, organize, and interpret information to create meaning about products, brands, and prices.



Marketing doesn't compete for truth; it competes for mental space.

EMOTIONAL VS LOGICAL BUYING FACTORS

EMOTIONAL BUYING FACTORS

- Feelings (joy, fear, excitement, pride)
- Identity and self-expression
- Social belonging
- Trust and familiarity
- Status and recognition



EMOTIONAL VS LOGICAL BUYING FACTORS

LOGICAL BUYING FACTORS

- Price
- Quality
- Features
- Functionality
- Risk reduction



Even when purchases seem logical, emotions usually trigger the decision first.

DECISION-MAKING PROCESSES

DUAL-SYSTEM THEORY

Consumer decisions rely on two interacting systems:

System 1
Automatic
Intuitive
Effortless
Emotion-driven
Dominates everyday purchases

System 2
Analytical
Deliberate
Requires effort
Used in complex or high-risk decisions

Research in consumer psychology shows that System 1 drives most purchasing behavior, even when consumers believe they are being rational.

DECISION-MAKING PROCESSES

KEY ELEMENTS

Perception is the process through which consumers **select, organize, and interpret sensory information** to form a meaningful picture of a product or brand.



ANCHORING EFFECT

First price seen influences perceived value

LOSS AVERSION

Fear of losing is stronger than the desire to gain



CHOICE OVERLOAD



Too many options reduce satisfaction

EMOTIONS IN CONSUMPTION

WHY EMOTIONS MATTER

Emotions are central to:

- Brand attachment
- Memory formation
- Loyalty and advocacy



The emotional brain (limbic system) often overrides rational evaluation, especially in impulse or low-involvement purchases.

EMOTIONS IN CONSUMPTION

CORE EMOTIONAL DRIVERS

- Pleasure – Enjoyment, satisfaction
- Fear – Urgency, risk avoidance
- Trust – Security, reliability
- Belonging – Identity, community
- Status – Recognition, prestige



EMOTIONS IN CONSUMPTION

EXEMPLES

Brands that **tell stories, use relatable characters, or align with values create strong emotional bonds.**
When consumers emotionally identify with a brand's story or values, they don't just buy once; they stay loyal, which leads to higher lifetime value.



Pantagonia



Nike



Dove

ACTIVATY

WHAT DO YOU FEEL WHEN YOU HEAR THIS BRAND?

ACTIVATY

WHAT DO YOU FEEL WHEN YOU HEAR THIS BRAND?

FUTURE FOCUS

Zara

Adidas

H&M

Vans

EUROPEAN SOLIDARITY CORPS

Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

ACTIVATY

WHAT DO YOU FEEL WHEN YOU HEAR THIS BRAND?

FUTURE FOCUS

Google

Samsung

TikTok

Instagram

ACTIVATY

WHAT DO YOU FEEL WHEN YOU HEAR THIS BRAND?

FUTURE FOCUS

Nutella

Starbucks

Red Bull

ACTIVATY

WHAT DO YOU FEEL WHEN YOU HEAR THIS BRAND?

FUTURE FOCUS

Airbnb

Ryanair

Uber

EUROPEAN SOLIDARITY CORPS

Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

KEY TAKEAWAYS

- Consumers perceive selectively, not objectively
- Emotions usually trigger decisions
- Logic often justifies decisions afterward
- Psychological biases shape perceived value



Effective marketing aligns:

- Emotional triggers
- Cognitive shortcuts
- Rational reassurance

Consumer Psychology helps explain not just what people buy, but why.

FUTURE FOCUS

Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

THANK YOU
FOR THE ATTENTION



EUROPEAN SOLIDARITY CORPS