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ASST. PROF. DR. **RAMAZAN ASLAN**



**EFE ACADEMY
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PREFACE

Due to its dynamic nature, the concept of marketing is used with new concepts, strategies and tools by adapting to development and change. Especially because of the developments in the field of technology, new types of marketing have begun to be used. These types, which can be described as derivatives of the modern marketing approach, are accepted as the new normal in today's marketing world. With the technology taking place more in human life, it is inevitable to reinterpret existing marketing types and to emerge new marketing types. In this case, it is important for researchers and academics in the field of marketing to conduct research in these areas and analyze the changing consumer structure. In the light of the data to be obtained, reaching the consumers, understanding their consumers and producing marketing strategies suitable for the changing consumer structure are the basic conditions for their survival in an increasingly competitive environment.

In this book, the types of marketing that have been used extensively in recent times are explained in detail. Thus, it is aimed to create a basic source book where readers can access the information they need about these concepts. The sources in the book chapters can be considered as a guide for readers who want to reach more detailed information.

In this context, we sincerely thank all the authors who contributed to the development of the book. In addition, we would like to express our gratitude to the staff of Efe Academy Publishing House for their assistance in this process. We hope that our book will be useful to its readers.

Prof. Dr. Mehmet BAŞ
Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI
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COGNITIVE MARKETING

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“Integrated learnings from cognitive, social, and affective neurosciences, along with psychonomics, have culminated in the field of consumer neuroscience and its applied sister, neuromarketing.”

Clark, (2017). Future of Consumer Neuroscience. Consumer Neuroscience, 321.

Introduction

Gaining a clear grasp of the concept of cognition holds a notable significance as it pertains to establishing its linkages with decision-making processes. As time progresses, the academic body of work accumulates information from diverse fields, thereby facilitating a more profound investigation into the realm of cognition. In parallel, this inquiry brings to the fore the mysterious mechanisms that underlie consumers' decision-making, thereby illuminating the obscure forces that propel these processes.

Philip Kotler distinguishes two types of marketing strategies. The first type involves selling the company's current production and existing products in storehouses, while the second, more advanced approach focuses on studying and developing future products to secure a competitive market position. The proposed idea suggests implementing an innovative integrated marketing strategy that prioritizes user-centered design, considering human cognitive factors like "perceived" and "affordance." This approach also involves using communication sciences and semiotics to effectively communicate with consumers and emphasize their buying experience rather than solely relying on traditional company-driven selling tactics (Grossi, 2012; 3-7). Hence, comprehending the concepts related to cognition holds considerable significance for conducting traditional marketing activities in a more innovative manner and ensuring a more consumer-centric approach.

In the field of marketing, the interaction between human emotions and cognitive processes has long been the subject of exploration. Grossi (2012) highlights the persistent exploitation of the "emotional brain" in messaging, leveraging survival instincts and causing user stress and discusses the archaic brain's dominance, which has barely evolved over three million years and governs emotions, leading to deceptive thoughts of self-control. However, based on the neocortex or cognitive brain, cognitive marketing aims to connect customers with brands through values and personalized branding. Human emotional assessments are rapid and often unconscious, influenced by past emotional experiences. To counteract this, engaging the customer's neocortex is essential. Cognitive science plays a key role in problem-solving, reverse design, creating visual and cognitive models, and utilizing cognitive styles. Additionally, semiotics and virtual reality aid in quantifying competitive advantages and testing complex systems. The holistic cognitive marketing

working plan integrates these components to achieve superior results compared to individual efforts (Grossi, 2012; 3-7).

Understanding scientific perspectives on cognitive faculties, paradigms, and processes is important for clarifying the domains related to the intricate cognitive interaction involving both epistemic foundations and behavioral outcomes. Cognition engenders pivotal epistemic constructs and steers behavioral manifestations (Thoenig, 2015, p. 107). The cognitive faculties of humans hinge upon a state characterized by the equilibrium between complete uniformity and heterogeneity (Scott, 2015, p. 195). Cognitive paradigms endeavour to discern cognitive processes encompassing the manner in which individuals comprehend and cogitate upon the world, involving activities such as information processing, judgement and finally decision making (Feldman, 2015, pp. 19, 254). Information processing activities involve, or are at least supported by, actions related to defining and pursuing goals, as well as eliciting motivational and emotional reactions (Bagozzi, 1997).

In the dynamic world of consumer behavior and marketing, understanding the factors that shape consumer attitudes, engagement, and decision-making is paramount for effective strategies and successful outcomes. This overview delves into various aspects of consumer behavior, including the influence of attitudes towards advertisements, the role of brand engagement, the interplay of emotions and motivations, the significance of sensory cues and brand experiences, and the impact of unconscious responses on technology usage. By exploring these diverse dimensions, we aim to unravel the intricate web of factors that drive consumer actions, perceptions, and loyalty in today's ever-evolving marketing landscape.

Cognition and Decision Making

Deciphering the intricacies of decision-making and the interplay between cognitive processes and emotions lies at the heart of understanding how individuals navigate their choices and judgments. The cognitive process of decision-making involves the intricate evaluation of options, the assessment of benefits, and the consideration of expected utility. However, this process delves far deeper than conscious perceptions, as the cognitive unconscious shapes perceptions, emotions, memories, and even the impulse behind decisions. Emotions, often seen as potential disruptors of rationality,

play a profound role in this process, guiding decisions through somatic markers and imbuing them with affective nuances that extend beyond the conscious realm. This inquiry endeavors to reveal the intricate interplay between cognition and affect that underlies human decision-making, elucidating the concealed the mind's impact on choices.

Cognitive Unconscious and Complexity of Decision-Making

Decision-making is a cognitive process involving choice selection through result evaluation, benefits assessment, and consideration of expected utility. This process is initiated by sensory system-acquired information from a Gestalt Perspective, behavior stems from personal perceptions, not solely external stimuli. This perspective elucidates why people can perceive the same fact differently. Clinical and laboratory research reveals that mental activity extends beyond conscious experience Relying solely on self-reported conscious opinions may be incomplete and subjective "Unconscious mental processes" and "conscious perception" are tied to memory, knowledge, emotions, impulses, and unconscious ideas (Kihlstrom, 1987; Kennerley et al., 2006; Hare et al., 2011; Burnes and Cooke, 2013; Venkatraman et al., 2015; Broche-Perez et al., 2016; Yön, 2018, p.86-87).

Kihlstrom's comprehensive exploration of the unconscious psyche (1999) delineated the concept of the "cognitive unconscious," emphasizing the influence of mental processes and conditions on actions, cognition, and subjective encounters. Implicit memory (unconscious memory) denotes the consequence of a previous occurrence on an individual's ongoing experience, cognition, and conduct, even in the absence of conscious recollection of said occurrence (Kihlstrom, 1999, p. 586). Implicit perception (unconscious perception) manifests when the individual remains oblivious to the event during its unfolding, and the present stimulus environment events are not consciously perceived by the individual (Kihlstrom, 1999, p. 587). Implicit thought encompasses mental representations that impact ongoing actions, cognitions, and experiences without conscious awareness of the originating thoughts (Kihlstrom, 1999, p. 589).

Emotions, Unconscious Mental Processes and Decision-Making

Damasio (1994) distinctly elucidated the roles of neural systems, encompassing functions such as emotional processing, decision-making, and strategic planning (p. 78), emphasizing that emotions and feelings are considered potential sources of interference in rational reasoning (p. xii). Within his publication "Self Comes to Mind," Damasio accentuated the concept that emotions and feelings are separate entities, delimiting the disparity between feelings and emotions as expounded below:

“While emotions are actions accompanied by ideas and certain modes of thinking, emotional feelings are mostly perceptions of what our bodies do during the emoting, along with perceptions of our state of mind during that same period of time. In simple organisms capable of behavior but without a mind process, emotions can be alive and well, but states of emotional feeling may not necessarily follow” (Damasio, 2010, p.290).

Emotions and feelings facilitate a spectrum of both rational and non-rational operations (Damasio, 1994, p. 131). Moreover, the phenomenon of "somatic markers" may manifest at varying levels of conscious and unconscious awareness (Adolphs et al., 1996, p. 158). Somatic markers safeguard against future losses and enhance decision-making efficiency (Damasio, 1994, p.173), aiding working memory while indicating potential gains and losses. These markers stem from secondary emotions, linked through learning to anticipated outcomes of specific scenarios (Damasio, 1994, p.174). Positive markers serve as encouragement, while negative markers act as warning signals (Damasio, 1994, p.174).

“According to zoologist and biologist Richard Semon, every experience that has affected an organism for a certain period of time leaves a mark called an engram. Under the right circumstances, the energy stored in the engram is reactivated, and the accumulated energy is thus discharged. Hence, the reason we act in a certain way is because we recall a previous experience.” (Kaptan, 2022, p. 163). Beliefs might be swayed by an individual's antecedent encounters with the conduct in question or by indirect

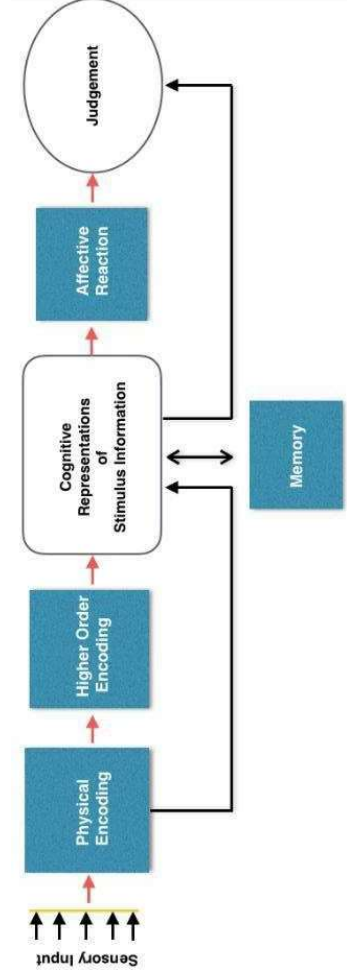
information, with behavioral convictions acknowledged as influential in shaping attitudes (Ajzen, 2005, p. 125). For example, brand names create a network of associations, including a central concept and related features in memory. These activate associations such as product experiences and attribute details. When brand and attribute data are presented together, the brand often takes precedence. Positive affect tends to broaden thinking based on general knowledge structures, while negative affect focuses on specifics. This suggests that brand names, as knowledge structures, are heavily relied upon in judgments, especially under positive affect. The impact of positive emotions on how brand names are perceived and valued during judgments is not solely based on their effects on judgments. Evaluation of a stimulus with multiple pieces of information involves a weighted average of their individual evaluative meanings (Adaval, 2003).

Cognition and Affect: Insights into How Emotions Influence Decision-Making

Zajonc (1980) posited that "affect," in its essence, emerges as a post-cognitive phenomenon, attainable solely after the culmination of information processing—a sequence of cognitive operations entailing attribute assessment, valuation, and eventual formation of an overall affective judgment encompassing sentiments such as liking, disliking, preference, evaluation, as well as experiences of pleasure or displeasure.

Figure 1 presents the Typical Information Processing Model of Affect. Furthermore, Zajonc (1980) underscored the indispensability of "knowledge, distinctive features, and recognition" as requisites for generating affinity towards something.

Figure 1 - Typical Information Processing Model of Affect with the permission of Zajonc, (1980).



Neisser (2014), recognized as the seminal figure in the inception of cognitive psychology (Belardinelli, 2012), expounds on the comprehensive scope of cognition in his seminal work "Cognitive Psychology." Within this treatise, he postulates that cognition permeates the entirety of human endeavors, signifying its involvement in a myriad of actions. Neisser's definition of "cognition" encompasses the multifaceted processes through which sensory input is transmuted, distilled, refined, archived, retrieved, and harnessed. Moreover, he illuminates conceptual constructs such as sensation, perception, imagery, retention, recall, problem-solving, and ruminative thought, among various others, function as conjectural phases or facets of cognition (Neisser, 2014, p.4).

The nervous system offers adaptive reactions to environmental cues. Initially, it collects and combines sensory data to create cognitive understandings. Subsequently, it chooses appropriate responses based on these interpretations (Uttal, 2017, p.39). For example, the designation "Organic" is commonly recognized as a potent cognitive heuristic ("*cognitive shortcuts that may lead to a solution*" - Feldman, 2015, p.283), serving as a signal of excellence (Vega-Zamora et al., 2013a; 2013b) and expediting decision-making for consumers, who can employ this heuristic to bypass evaluating other product attributes (Van Loo et al., 2015; Yön, 2018; p. 98).

Embodied cognition posits that human cognitive functioning extends beyond internal cerebral processes, highlighting the profound reliance of cognitive processing on bodily engagement, postural nuances, and corporeal movements within the physical milieu. This phenomenon unfolds through the intricate interplay between the human organism and its external environment

(Mangen and Balsvik, 2016). In essence, the manifestation of cognitive processes transcends neural confines, encompassing somatic and environmental dimensions (Aizawa, 2014, p.31).

The theory of cognitive psychology proposes two kinds of knowledge: declarative knowledge and procedural knowledge. To expand different knowledge types, various methods can be used. For instance, the production representation theory can be utilized to expand procedural knowledge of consumer brand-related information (Wang & Lin, 2012). Brand knowledge is formed through consumer exposure to a brand, resulting in a set of associations. The number of associations depends on the consumer's knowledge and experience with the brand. More associations lead to a richer memory structure, making it easier to access the brand node. The favorability of brand associations, indicating positive or negative evaluations, plays a crucial role in building brand equity. Positive brand associations have been linked to stronger brand strength (Mühlbacher et al., 2016). The unified theory of implicit social cognition is built on an associative network model, explained using familiar ideas like concepts, association strength, and concept activation. This theory illustrates that a person's social knowledge can be depicted as a network of concepts and nodes, where social constructs are connections between these concepts. Concepts here refer to individuals, groups, or attributes, encompassing positive and negative valence attributes (Tietje & Brunel, 2006, p. 136-137).

The role of affect in information processing is commonly thought to be significant during judgments and decisions (Wyer, 2006; p:16). Alwi & Kitchen's (2014) study emphasizes that corporate brand promise shapes business school identity, with both cognitive and affective elements playing key roles. While traditional factors matter, affective attributes like brand values and personality strongly influence brand image and loyalty. Understanding and managing both cognitive and affective aspects are crucial for business success. Consumers evaluate brands through both cognitive and emotional processes, which can occur interchangeably. However, cognitive evaluation often precedes emotional reactions, leading to an overall brand assessment and influencing behavior. Brands consist of rational and emotional attributes, recognized through a hierarchical evaluation by consumers, with an initial focus on functional values during brand selection (Alwi & Kitchen, 2014).

Cognitive fit refers to how well product placements align with a story's structure or characters. When placements make sense within the narrative, they have a high cognitive fit. For example, the Maytag placement in "The Walking Dead" fits well with the setting, while the Pepsi placement in "World War Z" does not. Placements that fit enhance brand beliefs and story experience and reduce persuasive intent awareness. In contrast, unfit placements lead to negative evaluations, as consumers question relevance. High cognitive fit boosts brand accessibility and positive assessments. Affective fit is about aligning emotions between a narrative and product placement. High affective fit occurs when emotions match, while low fit happens when they don't. Positive narratives with repeated placements can create favorable brand attitudes. Emotional congruence between TV commercials and content is essential for enhancing viewers' moods, generating more positive responses. Consumers have both cognitive and affective consumption goals, and alignment between these goals leads to high cognitive fit and high affective fit. Incongruence occurs when either or both fit dimensions are low, resulting in null or negative shifts in consumer evaluations. Incongruent placements may distract consumers, increase elaboration, and lead to less favorable evaluations of the brand. (Gillespie, Muehling & Kareklas, 2018). This strategic framework comprises various approaches to tackle cognitive dissonance and enhance consumer decision-making. It involves redirecting focus towards positive beliefs to counteract discordant ones, minimizing the significance of conflicting beliefs, and aligning them with established cognitive frameworks. This includes identifying credible sources trusted by consumers and boosting word-of-mouth communication. The likability of selected sources is highlighted, along with the alignment with consumers' existing beliefs. Unexpected sources, occasionally, hold greater potential to influence consumer attitudes, adding complexity to cognitive dynamics (Sharma, 2014).

Satisfaction is defined as a pleasurable level of fulfillment related to consumption, and it is influenced by consumer reactions and experiences over time. Loyalty refers to students' behavioral intention as a dependent variable, which holds higher validity and diagnostic value compared to overall service quality when studying actual consumer behaviors (Alwi & Kitchen, 2014). Zhong & Mitchell's study expands on happiness-enhancing activities like optimism and gratitude by introducing consumption as a contributor to well-being. It underscores that consumption improves happiness when it enhances

relevant life domains and when consumers subjectively interpret their experiences positively. Notably, frequent low-cost hedonic consumption correlates with greater satisfaction compared to infrequent high-cost consumption. The findings highlight that the relationship between consumption and well-being depends on both objective behavior and subjective interpretation.

Product placement, or brand placement, involves integrating logos, brand names, or products into various forms of entertainment media. It impacts individuals' cognitive, affective, and conative responses to the placed products across different mediums like television, film, novels, music, and music videos. Studies show that the prominent placement of congruent brands within the genre and culture of the media tends to enhance brand recall and favorable brand evaluations (Gillespie, Muehling & Kareklas, 2018).

The theory of implicit social cognition is built on an associative network model, explained using familiar ideas like concepts, association strength, and concept activation. This theory illustrates that a person's social knowledge can be depicted as a network of concepts and nodes, where social constructs are connections between these concepts. Concepts here refer to individuals, groups, or attributes, encompassing positive and negative valence attributes (Tietje & Brunel, 2006, p. 136-137).

Reward System, the Executive System and Neurobehavioral Decision Systems

The intricate landscape of decision-making is intricately governed by a symphony of neural systems, cognitive intricacies, and neurobehavioral dynamics. The frontal cortex's neurons, acting as conductors, orchestrate higher-order cognitive processes, including top-down influences in selective attention and the intricate interplay of reward and decision-making. This intricate orchestration is shaped by a complex interplay of expectations, past experiences, motivation, and accumulated knowledge, which exerts a profound influence over top-down processing and the perceptual mechanisms that guide the differentiation of relevant signals from the sea of irrelevant noise. In this multifaceted symphony, the reward system, the executive system, and the neurobehavioral decision systems emerge as key players,

harmonizing to elucidate the nuances of cognitive engagement and decision-making.

Neurons located within the frontal cortex assume a pivotal role in orchestrating higher-order cognitive phenomena such as top-down influences related to selective attention, as well as processes governing reward and decision-making (Hsiao & Gomez Ramirez, 2011, p. 143). Furthermore, the interplay of expectations, past experiences, motivational factors, and accumulated knowledge also exerts a significant sway over the top-down processing and perceptual mechanisms (Feldman, 2015, p. 118), which are integral for the discrimination of pertinent information and the exclusion of irrelevant data (Guerreiro et al., 2015). The significance of prior knowledge in sensemaking lies in its role as a bridge between new information and existing mental frameworks. Sense makers rely on their prior knowledge to establish connections and make sense of new information. This involves using existing knowledge to create mental representations in a top-down manner. The attributes of prior knowledge, like its strength, coherence, and commitment, influence how information is selectively accessed and processed during the sensemaking process (Zhang & Soergel, 2020).

The attentional mechanism plays a pivotal role in discerning pertinent information while filtering out extraneous details (Konen & Kastner, 2011, p.171). Within the realm of "psychological models of decision-making," a central focus lies on the scrutiny respondents allocate to individual attributes and the subsequent evaluation of "stimulus value signals" (Hare et al., 2011). This allocation of attention holds sway over the precision of distinguishing target stimuli, amplifying perceptual acuity (Konen & Kastner, 2011, p.171).

Grasping the concept of reward holds paramount importance in comprehending the principal catalysts and motivational elements that influence and steer consumer conduct. The Reward system, particularly pertaining to primary rewards, impels human endeavors for survival and procreation. Primary rewards are intricately linked with biological necessities, such as water, sustenance, and sexual stimuli (Murray et al., 2011, p. 62), reinforcing actions devoid of the necessity for explicit instruction (Walter et al., 2005). In contrast, secondary rewards, like authority and monetary gain, are more abstract in nature (Haber, 2011, p. 235), and they also share an association with primary rewards (Murray et al., 2011, p. 62).

According to Schultz et al. (2011), rewards encompass "entities that hold advantages or are imperative for the survival of individuals across various environmental contexts, possessing distinctive values and generally manifesting probabilistically." Schultz (2006) accentuated that rewards engender a constructive reinforcement of behavioral patterns (instrumental conditioning), often intertwined with subjective sensations of positive emotion or gratification (the hedonistic facet of rewards). However, Schultz's interpretation regarding the precise role of pleasure remains somewhat unclear. The favorable aftermath of a specific action might lead to behavioral repetition, or pleasure might be regarded as an "epiphenomenon" (Schultz, 2006).

The predicted value denotes the anticipated benefit or satisfaction that a consumer foresees as a gratification (Plassmann et al., 2012), exerting a pivotal function in the process of decision-making (Balleine et al., 2011). Experienced value pertains to the pleasure derived from the consumption encounter and the satisfaction derived from the brand. The synergy between encountered and anticipated value engenders a motivational value (Plassmann et al., 2012). Remembered value emerges at the subconscious stratum, influenced by both implicit and explicit memory, and intertwined with the process of learning. This cognitive progression steers unconscious motivated behaviors (Plassmann et al., 2012).

Berthoz (1996, p. 86) asserted that "decision is an intrinsic part of active perception or that perception is a decision." Bottom-up processing, delineated as the progression of recognizing and processing discrete elements of stimuli before integrating them into a holistic perception, is characterized as a rapid and readily assessable procedure (Clement et al., 2013). While bottom-up processes, encompassing aspects such as perceiving shape and color (Husić-Mehmedović et al., 2017), are influenced by immediate stimuli (Clement et al., 2013), top-down processes, exemplified by factors like familiarity (Husić-Mehmedović et al., 2017), are modulated by cognitive factors (Clement et al., 2013).

Concurrently, the mechanisms of bottom-up and top-down processing function in concert, interweaving their influences, wherein essential attributes of stimuli are processed via bottom-up pathways, while an individual's personal experiences, motivations, and anticipations exert an impact on their perceptual outcomes (Feldman, 2015, p. 118).

Stanovich and West (2000) introduced the Dual Process Theory, outlining a dichotomy within cognitive functioning termed as "System I" and "System II," which corresponds to Default-interventionist theories (Evans, 2011). The former is characterized by unconscious, automatic, heuristic, and minimally demanding computational processes (Stanovich & West, 2009, p. 385). This "System I" prompts personalized, socialized, and contextually influenced interpretations. Conversely, "System II" relies on principles and rules, embodying more deliberate cognitive mechanisms (Stanovich and West, 2000). "System I" operates automatically, and associatively, is challenging to govern or modify, functions swiftly and with ease, and is responsible for generating perceptual and cognitive impressions of object attributes (Kahneman, 2002). Emotions and experiences exert a profound impact on this system, primarily encompassing unconscious processes. Notably, during decision-making processes, individuals predominantly engage in "System I," influenced by desires and heuristics that wield a pivotal role in the decision-making mechanism (Sebastian, 2014).

Conversely, "System II" assumes a role in supervisory processes concerning overt behaviors, mental operations, and judgments (Kahneman, 2002), effectively representing the mechanism of self-control (Sebastian, 2014). Judgments conducted within "System II" are distinguished by their explicitness and purposefulness. The operations of "System II" are described as sequential, gradual, controlled, and demanding (Kahneman, 2002). For example, when it comes to food purchasing decisions, both "System I" and "System II" are implicated. For instance, rapid cognitive processes (System I) come into play when evaluating the packaging attributes of food products, wherein the purchasing environment influences emotions and potentially leads to impulsive buying. Conversely, assessments related to health claims and pricing can be managed by "System II" (rational thinking) (Jiang et al., 2014) in other meaning 'metacognitive system II' (Foxall, 2016, p. 237-238).

Litt et al. (2008) introduced the Neural Affective Decision Theory with the aim of elucidating the interrelation between preferences, decisions, and cerebral mechanisms. This theory is founded upon four core principles encompassing affect, valuation, framing, and brain function. According to this theory, the process of decision-making is characterized as a cognitive-affective phenomenon, intricately reliant upon the emotional assessment of potential courses of action. The Prefrontal Cortex (PFC) and subcortical

systems emerge as primary loci manifesting distinctive neural activation patterns. Essential roles are attributed to serotonin and dopamine (DA) mechanisms in shaping preferences, decision-making, and judgment processes. The role of DA neurons, predominantly situated in midbrain, nucleus accumbens, and ventral tegmental regions, in computing disparities between anticipated and realized rewards associated with selected options has been substantiated within the literature (Litt et al., 2008). Moreover, pivotal regions implicated in reward processes encompass the Ventromedial Prefrontal Cortex (VMPFC), the Orbitofrontal Cortex (OFC), and the Anterior Cingulate Cortex (ACC), as expounded upon by Monteleone et al. (2017) (Yön, 2018, p. 85-86).

Research on single-alternative decisions underscores the importance of various processing stages. This applies notably to people's emotional reactions affecting responses to product information and evaluations. Individuals experiencing positive emotions tend to rate stimuli more favorably. Emotional sources can be misattributed, affecting judgments (Schwarz & Clore, 1983; Schwarz & Clore, 1988; Wyer, 2006, p:15-16). The use of emotion as information has contingencies; mood's impact differs between hedonic and utilitarian evaluations. Affective reactions have diverse potential influences, from situational details to goal pursuit. When specific attribute details evoke emotional reactions, people tend to integrate these emotions to form evaluative meanings. This tendency is subject to two conditions. Initially, the attribute should primarily be appraised using hedonic criteria, such as comfort or taste, rather than utilitarian factors like durability, craftsmanship, or warranty. Secondly, the emotional responses to these attributes must be seen as reliable signals for making judgments. The influence of external emotions becomes crucial in this context. If these external emotions align with the emotions triggered by the attribute itself, individuals might assign significant importance to that attribute when making overall assessments. Conversely, if conflicting external emotions arise, it could result in mixed feelings and a decrease in the significance given to the attribute (Adaval, 2001; Adaval, 2003; Wyer, 2006; p:15-16;20). According to Ong et al., (2015) observers use domain-general reasoning similar to other cognitive processes to reason about pairs of variables (such as emotions and their causes) and combine information from various sources to understand emotions (emotional cue integration).

Most goods offer multiple sources of reward, though some depend on the context. For instance, a thirsty person in a desert wouldn't question the type of water offered. Goods often provide both utilitarian and informational reinforcement, shaping consumer choices. A proposed framework, supported by research, defines patterns of reinforcement and associated consumer behaviors. Aversive consequences in consumer behavior, utilitarian or informational, also exist. Opportunity costs, like choosing a meal over a theater trip, illustrate this. Aversion is termed punishment if infrequent yet escape and avoidance from aversive outcomes are negatively reinforced (Foxall, 2016, p. 129).

Foxall (2016) mentions Fessler's (2001) postulation which suggests emotions impact decision-making through cost-benefit assessments. Economic behavior, optimizing inclusive fitness, requires evaluating competing rewards. Linking emotions to decision-making, enabling response-range definition and outcome evaluation. Emotions serve functions in decision-making: status awareness, attention, memory retrieval, prioritization, defining choices, directing decisions, cost-benefit weighting, and interaction (Fessler, 2001, p. 191; Foxall, 2016, p. 155-156).

Engagement and Cognition

Attitude-toward-an-advertisement (ATOA) has been explored as a key predictor of customer purchasing intentions and behavior. It is defined as a predisposition to respond favorably or unfavorably to a particular advertising stimulus during exposure. Understanding customer attitudes is important as they can predict purchasing intentions and behavior. Consumers' purchase intentions are influenced by positive reactions to online advertisements, which are unique in their interactivity. Attitudes toward online advertising are shaped by cognitive and affective factors, including consumer beliefs about its benefits and costs, as well as emotional responses. The relationship between attitudes and purchase intentions is evident in both traditional and online advertising studies, with brand attitude serving as a potential mediator, whose significance may vary based on the product type (Hwang et al., 2011).

Research on product placements has focused on understanding how individuals choose and consume narratives, considering factors like mood management theory. While mood management theory suggests people prefer media that sustains a positive mood, the affective disposition theory offers an

alternative perspective. This theory proposes that consumers may also select media based on judgments of characters in action and the positive mood states generated by the situational context, allowing them to experience pleasure and maintain a positive mood state even with somber narratives. The primary reason for consuming a narrative is often attributed to the factor of "enjoyment." (Gillespie, Muehling & Kareklas, 2018).

Interacting with customers on brand pages offers several advantages: satisfaction, trust, loyalty, and value. Social media brand pages play a crucial role in digital marketing, as they enable the sharing of product information, managing customer relationships, building communities, handling feedback, and promoting word-of-mouth recommendations (Ma et al., 2022).

Consumer engagement with brands can be categorized into three forms (Ma et al., 2022):

- Cognitive engagement in the context of brand-related information refers to consumers' active mental involvement and attention towards assessing a brand's features, benefits, weaknesses, and innovative characteristics. New consumers often rely on information-processing patterns to judge product quality and services. Brands, especially on social media pages, offer informative content like new product introductions, promotions, educational content, and tips. This content stimulates consumers' cognition and encourages them to engage more with the brand.
- Emotional engagement in brand-consumer relationships involves capturing consumers' emotional feelings towards a brand and fostering affective commitment. These feelings can include love, passion, curiosity, excitement, sadness, and anger. It goes beyond the evaluation of a brand's functional attributes and is rooted in psychological connectedness to the brand. Emotional engagement is influenced by gratifications such as trust, commitment, belonging, and pride, leading to increased loyalty, word-of-mouth, tolerance to service failures, and deeper brand relationships. Brands often use various strategies on social media, such as images, videos, storytelling, and celebrity endorsements, to evoke emotions and create emotional connections with consumers.
- Behavioral engagement in the context of consumer behavior refers to consumers voluntarily investing effort, time, and energy in brand-related activities such as word-of-mouth, blogging, providing reviews, helping other consumers, and offering feedback on product

innovation. These behaviors are driven by consumers' needs to express their voices and self-identity, ultimately benefiting brands' marketing performance. Brand pages play a crucial role in facilitating consumers' behavioral engagement more easily and rapidly. Actions like liking, sharing, and commenting on brand pages are considered as indicators of consumer engagement.

Marketers face the "product placement paradox," where they encounter a dilemma in how to present their products. For example, if products are prominently placed in a blatant manner, consumers become aware of the placement but may react negatively. On the other hand, if products are subtly placed, consumers may not even notice the placement, leading to minimal impact on their awareness and evaluations of the product. This challenge highlights the difficulty in finding the right balance between visibility and consumer acceptance in product placement strategies (Gillespie, Muehling & Kareklas, 2018).

Motivation is also another crucial factor affecting behaviors. For example, Strahan, Spencer, & Zanna's (2006) research on subliminal priming shows that combining it with specific motives can impact behavior. In the case of restrained eaters, subliminal priming with overeating-related words prompts them to abandon restraint and consume more high-calorie beverages. Thirst-related subliminal primes lead motivated individuals to drink more and prefer thirst-quenching ads. Similarly, subliminal priming with a sad-face influences those motivated to improve their mood, making them prefer mood-enhancing music. Motivation activates relevant concepts, shaping behavior unconsciously. When primed with thirst or sadness, motivated people's activated thoughts align with goals, guiding their actions. This insight has implications for using subliminal priming in persuasion, highlighting the need for primes that align with actionable goals (Strahan, Spencer, & Zanna, 2006, pp. 276-277).

Shahid et al., (2022) conducted a series of three studies and revealed conclusive evidence of the significant impact of sensory marketing cues and brand experience on emotional attachment and subsequent brand loyalty within luxury retail stores. The findings underline the importance of leveraging all senses to engage consumer emotions and indicate that brand experience fosters emotional attachment. Additionally, emotional connection, or brand attachment, significantly influences brand loyalty. Hwang et al.,

(2020) mentions that both music and interactive cues can positively or negatively influence cognitive aspects of user experience. Integrating sensory and interactive elements can enhance immersion and cognitive engagement. Their study reveals that interactive music enhances consumer experience significantly, especially for low-involvement consumers. However, when using interactive music in designing virtual stores, it's important to be cautious. For less-involved consumers, excessive sensory control features can hinder elaboration and purchase intent due to cognitive load. This highlights the need for careful implementation of novel technology in design.

Nguyen et al.' (2022) research highlights that consumers' intention to continue using technology is influenced by both conscious evaluations (perceived value, satisfaction) and unconscious responses (habit). While rational evaluations related to utilitarian and hedonic values significantly predict technology continuance intention, the impact of habit ($\beta = 0.385$) is notably stronger than that of perceived value ($\beta = 0.286$) and satisfaction ($\beta = 0.302$). This emphasizes the substantial influence of unconscious responses on technology continuation, supported by literature suggesting that habit is a more robust determinant than conscious evaluations. Habit's dominance arises from increased technology use during the pandemic, leading to habitual behavior. Additionally, habit formation is shaped by perceived value and satisfaction, mediating their effects on continuance intention. This reveals that consumers' automatic technology use is reinforced by reasoned evaluations.

CONCLUSION

In conclusion, the exploration of cognition and decision-making unveils the intricate interplay between cognitive processes and emotions that shape human choices and judgments. Decision-making involves an array of conscious and unconscious processes, guided by implicit memory and implicit perception. Emotions, intricately linked with decision-making through somatic markers, play a dual role in rational and non-rational operations, influencing responses and behaviors. The integration of cognitive and affective elements within decision-making emphasizes the role of both rational evaluation and emotional interpretation.

The interplay between cognitive and affective dimensions extends to embodied cognition, where bodily engagement further influences cognitive processing. The harmony of cognition and affect is evident in the significance

of cognitive fit and affective fit in various contexts, including narrative consumption and product placement. Overall, this journey into the nexus of cognition and affect underscores the multi-layered nature of human decision-making and the profound interplay between the conscious and unconscious realms of the mind.

Decision-making is a complex interplay of neural systems, cognitive processes, and emotional dynamics. The frontal cortex orchestrates cognitive functions and reward-driven choices, influenced by expectations, experiences, and motivation. Prior knowledge and attention mechanisms shape information processing, while the reward system impacts behavioral motives. The Dual Process Theory highlights automatic and deliberate cognitive processes' roles in decisions. Emotions play a vital role in judgments, guided by specific attributes and cost-benefit evaluations. Goods offer diverse sources of reward, affecting consumer choices. This intricate symphony of mechanisms, intricacies, and dynamics governs the intricate process of decision-making.

In advertising and marketing, consumer attitudes, purchasing intentions, and behavior are foundational. The relationship between narrative consumption and emotional engagement reflects diverse consumer preferences, shaped by mood management and affective disposition theories. Social media brand pages are crucial for engaging consumers cognitively, emotionally, and behaviorally, facilitating exchange and connections. Finding the right balance in product placement is challenging. Marketing professionals need to consider that sensory cues and brand experiences foster loyalty, especially in luxury retail, with careful sensory integration needed. Unconscious responses driven by technology use and habit heavily influence behavior, highlighting the need to understand conscious and unconscious factors in consumer decision-making.

This chapter written on Cognitive Marketing can shed light on limited areas related to the topic. There are still many subjects that need to be explored.

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