

MIXED FEELINGS



how to cultivate emotional engagement in web design

PSYCHOLOGY SUGGESTS that most people buy according to how they *feel* about a product (their emotions) rather than logic. Cultivating an emotional bond with your customers is important—and it's becoming more difficult to do. If your website isn't tuned to resonate with your audience's emotions, you could be losing business.

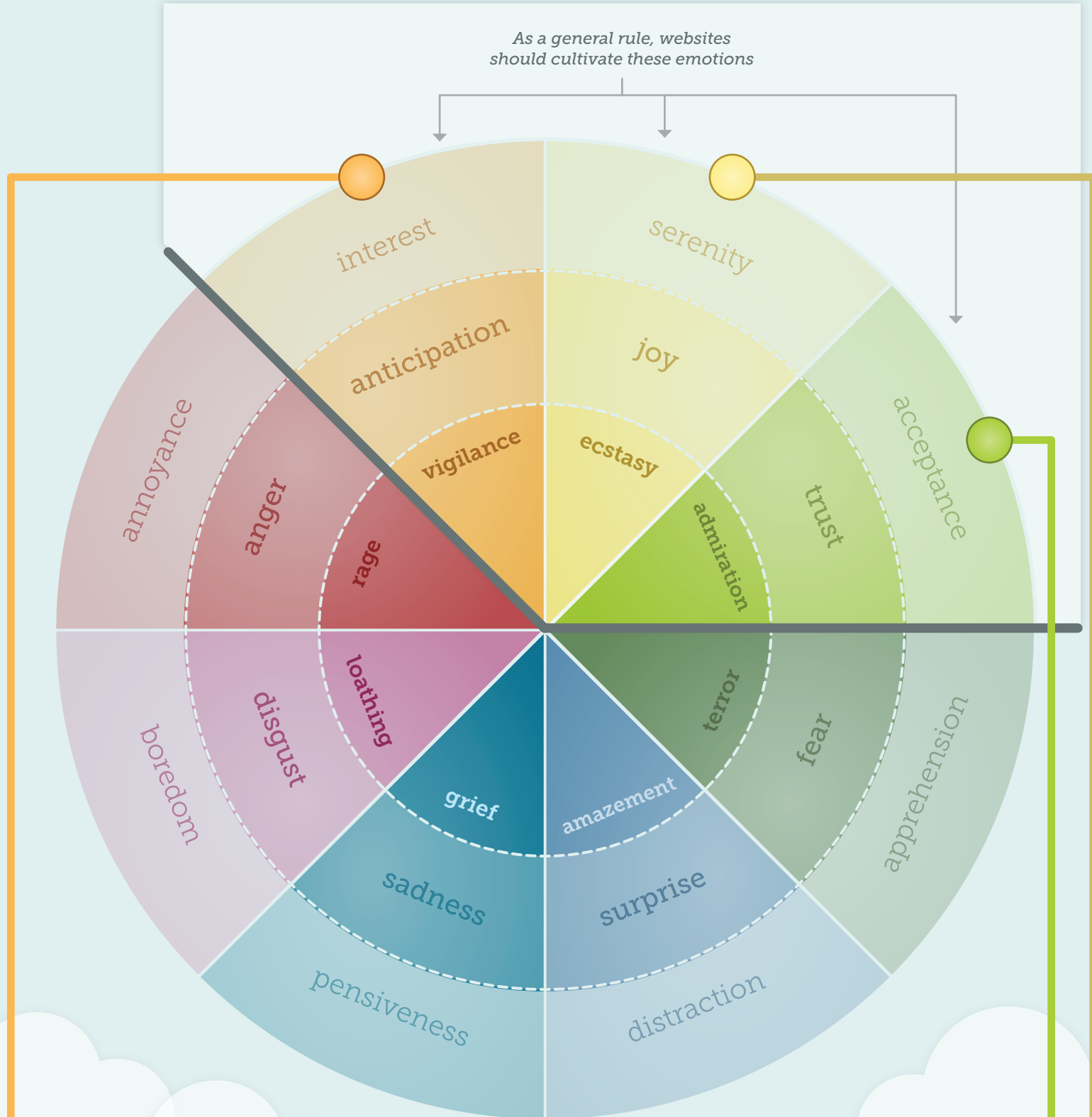
In this graphic, we'll briefly explore how to best cultivate these emotions in your customers, and how these (and other factors) influence purchase decisions.

PLUTCHIK'S EMOTION WHEEL



In 1980, Robert Plutchik (a psychologist) created what is now known as "Plutchik's wheel of emotions" to describe how emotions are related. A simplified version of this wheel is shown below. According to Plutchik, there are 8 primary bipolar emotions: joy versus sadness; anger versus fear; trust versus disgust; and surprise versus anticipation. These emotions can also be expressed at different intensities. *Note: the color values used in this emotion wheel are arbitrary and don't necessarily foster the emotions they inspire visually.*

As a general rule, websites should cultivate these emotions

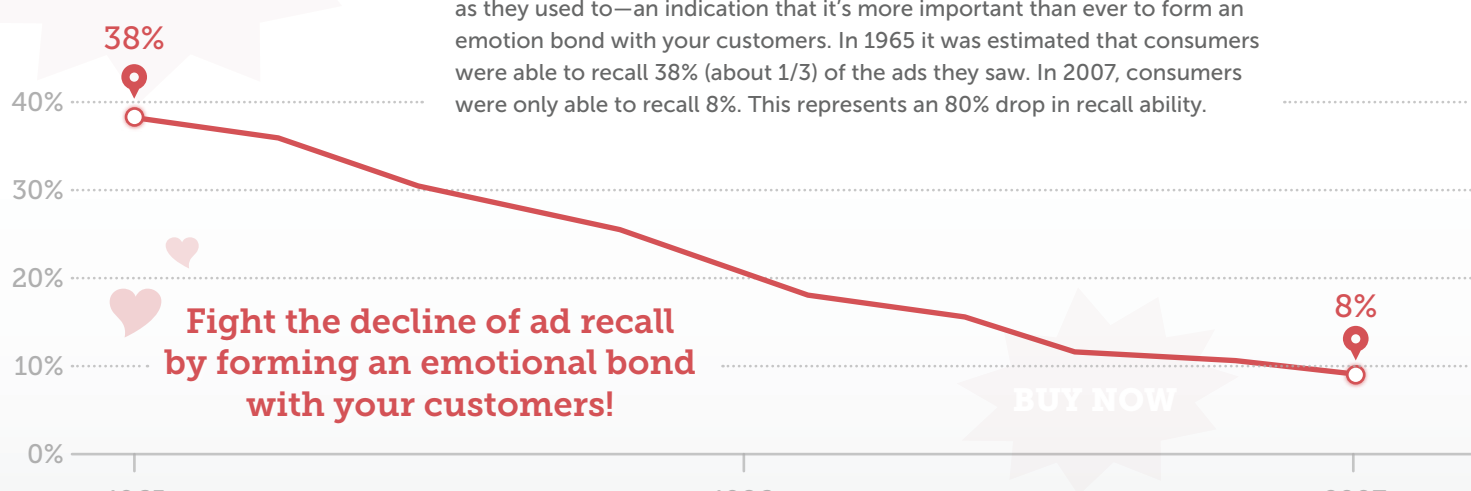


3 EMOTIONS TO CULTIVATE



THE DECLINE OF AD RECALL

Studies show that consumers aren't able to recall advertisements as much as they used to—an indication that it's more important than ever to form an emotional bond with your customers. In 1965 it was estimated that consumers were able to recall 38% (about 1/3) of the ads they saw. In 2007, consumers were only able to recall 8%. This represents an 80% drop in recall ability.



EMOTIONAL FACTORS THAT INFLUENCE PURCHASE DECISIONS

Up to 90% of purchase decisions are motivated by unconscious emotional response. Research suggests that the majority of purchase decisions are made unconsciously and in a matter of seconds—sometimes at the point of sale—by relying on mental shortcuts and unconscious emotional associations. Below are some emotional factors that can influence purchase decisions. Special thanks to @jayehret.



SPECIAL THANKS TO

@jayehret, @smashingmag

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