Unconsciously, the mixed feeling that most people buy according to how they feel about a product (their emotions) rather than what they think about it is difficult to do. If your website isn’t tuned to resonate with your audience’s emotions, you could be losing business.

Psychology suggests that most people buy according to how they feel about a product (their emotions) rather than what they think about it. In this graphic, we’ll briefly explore how to best cultivate emotional engagement.

By cultivating all 3 emotions in your web design, you’re able to boost conversion rates, decrease bounce rates, and grow your business.

**Emotions of greater intensity**

- **Trust**
  - Make your name endorsements, well-known marketers, and trusted reviews available on your website.
  - Ensure that a positive impression is conveyed through your imagery, trigger words, and premium content.
  - People will follow the crowd. Unconsciously, the mind likes to move with the herd and see what other people like. People want social proof before they purchase something.

- **Joy**
  - Build desire by forming an emotional bond with your customers. In 1965 it was estimated that consumers used to—an indication that it’s more important than ever to form an emotional bond with your customers!
  - Enjoyable as possible.
  - Build loyalty. A customer’s first encounter with your product or service is preoccupied with safety. The unconscious mind is primed by first impressions and the first things people say about a product.

- **Anticipation**
  - ‘validity’ factor
  - What to do: Consider positioning your product as being the “safe” option over being the “new” option or the “revolutionary” option.
  - Anticipation factor
  - ‘impulse’ factor

**Emotional factors that influence purchase decisions**

- **Engagement.** People will follow the crowd. Unconsciously, the mind likes to move with the herd and see what other people like. People want social proof before they purchase something.

**USE THESE EMOTIONS TO…**

1. Build desire
   - Use these emotions to…
   - Anticipation
   - Joy

2. Build loyalty
   - Use these emotions to…
   - Trust
   - Joy

3. Build your business
   - Use these emotions to…
   - Trust
   - Anticipation

**THE DECLINE OF AD RECALL**

With the continued decline of ad recall, it’s more important than ever to form an emotional bond with your customers. In 2007, according to the Nielsen National Consumer Panel, only 2% of U.S. adults could recall the last TV commercial they had seen. This number has been consistently dropping since 1980. How can you stay ahead of the curve? By cultivating emotional engagement.出让的约 />