

# **EMOTIONS THAT INFLUENCE PURCHASE DECISIONS AND THEIR ELECTRONIC PROCESSING**

*Domenico Consoli, Università Politecnica delle Marche Ancona*

*ABSTRACT: Recent studies have shown that most of our purchasing choices and decisions are the result of a careful analysis of the advantages and disadvantages and of affective and emotional aspects. Psychological literature recognizes that the emotional conditions are always present and influence every stage of decision-making in purchasing process. Consumers establish with company brands an overall emotional relationship and express, also with web technologies, reviews and suggestions on product/service. In our department we have developed an original algorithm of sentiment analysis to extract emotions from online customer opinions. With this algorithm we have obtained good results to polarize this opinions in order to reach strategic marketing goals.*

*Key words: emotions, emotional marketing, emotional brand, emotions measurement, sentiment analysis.*

*JEL codes: M31*