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Editors: Dr. Nidhi Mishra  
Dr. Teena Bharti  
Dr. Vinita S. Sahay

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# The Role of Emotional Marketing in Mindful Marketing and Consumption

Tania Chauhan<sup>1</sup>, Dr. Sarvesh Kumar<sup>2</sup>

*Research Scholar, HPKVBS, School of Commerce and Management Studies (SCMS),  
Central University of Himachal Pradesh, Dharmshala, Kangra, H.P., India*

*<sup>2</sup>Assistant Professor, HPKVBS, School of Commerce and Management Studies (SCMS),  
Central University of Himachal Pradesh, Dharmshala, Kangra, H.P., India*

*JEL Classification: M31; M37*

*E-mail: <sup>1</sup>taniachauhan08@gmail.com, <sup>2</sup>sarveshkumar@hpcu.ac.in*

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**Abstract**—The dynamic situations in today's time has made human beings more cautious, more aware, considerate and mindful about how they lead their lives thus making them extremely cautious about what they purchase and consume in order to lead healthy and purposeful life. The recent pandemic times have surely affected many individuals mind-set and have led to a psychological drift after which people have become even more considerate and mindful about their buying and consumption related behaviour. This chapter focuses on understanding how the brands are and can touch the lives of the consumers by fulfilling their unstated emotional needs and thus by doing so how it can further lead to mindful marketing and consumption. The direct observation and the participant observation methods used in the study shows that consumers have become even more thoughtful and mindful about their purchase and consumption decisions ever since the pandemic and highly associate themselves emotionally with the brands thus requiring for more emphasis on the part of marketers to be mindful while offering their services in the market.

**Keywords:** Consumption Decisions, Emotional Marketing, Mindful Marketing, Purchase Decisions

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## 1. INTRODUCTION

The focus on fulfilling the unstated emotional needs might lead the producers, marketing channels, selling and advertising agencies to be more sensitive and adopt more of the human approach while rendering their services to their potential customers which demands to seek the buyers as not only the source of generating revenue and making profits but demands for building the human relation with them by taking care of their emotional needs. Though it is not easy to track down the emotional requirements of the buyers since they mostly remain