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The Influence of Emotional Intelligence on Consumer Decision-Making: Insights from Recent Studies

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Abstract. This paper investigates the complex interplay between emotional intelligence (EI) and consumer decision-making processes. It defines and discusses the key elements of emotional intelligence, including emotional awareness, emotional facilitation, emotional knowledge, and reflection. The study explained how emotions, through all stages of the decision process—from problem recognition to information search, evaluation of alternatives, purchase decision, and finally, post-purchase evaluation—metabatically affect consumers' preferences, judgments, and behaviors. It tackles the interface between psychological variables, habitual behaviors, and external influences modulating consumer choices. The paper will review the theoretical frameworks of trait emotional intelligence theory and the ability model and discuss both qualitative and quantitative methodologies used in the study of EI and consumer behavior. These findings underline the impact of EI on consumer outcomes and shed light on its implications in marketing strategies that include personalized experiences and emotional data analysis. The paper finally provides some practical recommendations on how to integrate EI into business strategies and infers further research directions regarding the evolving role that emotional intelligence could assume in consumer behavior, including the impact of digital emotional intelligence and authenticity.

Keywords. EI, Consumer Decision-Making, Consumer Behavior, Emotional Awareness, Marketing Strategies, Consumer Preferences, Purchase Intentions, Trait Emotional Intelligence Theory, Ability Model Variables

1. Introduction

As our markets are getting friendlier and more consumer-oriented, leveraging emotional factors, not only in sales psychology but also in consumer behavior, becomes more significant. We understand purchase decisions are usually based on the characteristics and benefits of certain goods and services and on their image in our minds that we serve either with the service or with the product. The primary objective of our essay is to overview the influence of emotional intelligence on consumer decision-making. We intend to benefit from the opportunity provided by recent studies and later draw relevant conclusions that could help marketers and consumer behavior researchers gain a better view of the purchasing machine, helping them to better understand what happens in the minds of the pre-purchasing entity of each individual consumer. Therefore, the topic of our research falls within the scope of consumer behavior, and we consider it to be quite attractive and relevant, offering a delicately

fresh angle in well-explored terrain [1-5]. As recent studies tend to reveal, according to certain personality traits, we are inclined to prefer a certain type of new product to make its entrance in a house. Hypotheses have been thus cast, showing that there is a possible correlation between emotional properties and the purchase of a brand. Emotional intelligence is a relevant indicator of consumer preferences; this paper is intended to argue, based on several studies that have identified the components and influence of emotional intelligence as an influencing factor in consumer decision-making. Introducing the main areas we are going to approach; the subject of the current research indicates that emotional intelligence can possibly explain the importance of hedonistic purchase behavior in today's consumer society [6-10].

2. Understanding Emotional Intelligence

There is no universally accepted definition of emotional intelligence. Many, however, agree that emotional intelligence encompasses self-knowledge, understanding others, emotional regulation, and emotion and information utilization. Emotional intelligence components include self-awareness (one's emotional status), self-regulation (ability to control one's emotional state), motivation (ability to be dedicated and committed to objectives), empathy (understanding and relating to others to gain emotional intelligence), and social skills (ability to create and maintain social connections). Nevertheless, emotional intelligence is believed to be complex, and the main stumbling block to thus defining emotional intelligence is the word 'emotion' itself. Emotions are understood differently, with people interpreting emotional displays in different ways, which leads to difficulties in determining what information is relevant. From this standpoint, strong emotional intelligence—a decisive factor—may affect how people interpret other people's emotions, which information gets noticed, and decisions. In this line of thought, the study of emotional intelligence will be invaluable in better understanding customer behavior and their buying decisions in particular [11-14].

Emotional intelligence has been classified and practiced across the spectrum of professional and individual viewers. Early literature on emotional intelligence was dominated by psychometric work but has shifted in recent years to applications for consulting, counseling, and organizational leadership. There is potential for further research on this topic, particularly as it relates to marketing. Identifying one's own commercial emotions can improve an individual's capacity to direct and reflect on their own futures. Marketers can also design commercials to take full advantage of these emotions. Emotional intelligence is more commonly accepted today to play an influential role in identifying problems and framing them. Marketers can use this information to better understand consumer behavior and public opinion. Emotional intelligence is related to insightful, interpersonal, and leadership aspects. Marketers will need to develop capacities to better assess their customers, and leaders who differ in emotional intelligence will need to develop complementary abilities. These insights can be utilized in effective marketing strategies or in any advertising intended to attract a broader audience. It is also known that this body of academic work begins by analyzing the foundations and characteristics of emotional intelligence [15-18].

Definition and Components

Emotional intelligence (EI) is the ability to monitor one's own and others' emotions, to discriminate among them, and to use this information to guide one's thinking and actions. Although this concept has been described in various ways, most researchers agree that it represents a unique construct that can be measured. Four related components have been identified: (a) emotional awareness, which relates to the capacity to experience emotions that

inform people about changes in their environment; (b) emotional facilitation of thought, which refers to the ability of emotions to prioritize and assist decision-making processes; (c) emotional knowledge, which helps develop conscious and unconscious mental regulatory processes; and (d) reflection to engage emotions in order to enhance personal creativity. These components illustrate the interaction among emotional and cognitive processes that help explain consumer behavior [19-22]. Emotions influence consumer proclivity to buy a product, and, in turn, feelings affect judgments and behaviors. Although the four components of emotional intelligence mentioned above can, in turn, affect attitudes and behaviors, only one of these components (emotional awareness) can predict economic decision outcomes, such as price trends or managed-risk holdings. This last component is particularly relevant within the context of buying decisions. The importance of the three other components to be considered jointly during the decision-making process is emphasized. In fact, it has been found that the first components were the best predictors of sustained consumer preferences and buying intentions. Taken together, the definition and components of emotional intelligence confirm the relevance of emotions to understanding consumer preferences and choices, indicating that consumers' feelings and emotions are frequently the main drivers of action. Marketers must therefore embrace cognitive and socio-emotional components to devise effective marketing strategies [23-28].

3. Consumer Decision-Making

Consumer decision-making is a collection of thought processes, psychological variables, habitual behavior, and external influences that researchers continuously investigate from the perspectives of sociology, psychology, and marketing. A consumer's judgment and behavior are always measured or observed through solutions when considered vital to the consumer. What consumers buy, how and what they process or choose, and when they experiment with what they do not shop—these issues arise when buying a consumer product. Driven by measures that solely change when the option for consumers to purchase existing choices [29-33]. Consumer decision-making is determined by the reasoning that drives feelings and a range of unusual emotional reactions. This is why mainstream consumers appreciate the major challenges and ideas in nonstop or cognitive consumer experimental planning adjustments. The concept of consumer intellectual conceptual planning constructs and understands these buyers when they collect information needed to withstand their emotional instinctual differences. Constructing consumer networks and other market connections is also available. Sellers of purchased items continuously educate themselves and test product search engines to solve popular tactics and consumer collaboration partners. Assumptions about consumer mental power should alter their perceptions and help generate favorable sales searches. Emotional dimensions are acceptable with care, sentiment, and beyond, and these views are derived from the slated tables. As an acute-chronic reaction, consumers can evaluate and completely respond to the emotions that change for buyers and those they often do. Emotional marketing is a major pattern, and the consequences of buyer and seller attitudes can be improved by respecting emotional intelligence. Emotional intelligence is a metacognitive intelligence that we can use to recognize emotions in psychology and understanding. Emotional intellect may have an estimated 21-period with structured shopping plans and recognition patterns, and since they are factual and objective consumers. Understand this critical and scholarly assumption, beyond our mental operations and valuation values—that are the starting point of decision-making [34-37].

Process and Factors

The consumer decision-making process consists of several steps that take place both sequentially and repeatedly: problem recognition, information search, evaluation of alternatives, product/service choice, purchase decision, and post-purchase evaluation. Several influences affect every step in the process, which can be asserted. Internal (psychological) influences consist of all processes that are unique to an individual and make one particular thing about a person. Perception, motivation, personality, and learning are part of the internal influences that affect consumer behavior. Besides the internal influences, consumer behavior will also be affected by influences from the environment or the circle [38-41]. Consumer behavior research has developed in step with the development of marketing. Underlying consumer behavior research is consumer decision-making. Research related to consumer decision-making is important because it has a major role in determining the development of an industry. Emotions are reactions to stimuli received by the individual. When an individual is faced with a stimulus, emotions will arise that will eventually influence the actions of that individual. Emotions are very influential in attitudes and can be used to predict individual actions. Understanding the role of emotions in consumer decision-making has great potential for marketers. Marketers, when given a clear understanding of the basics that contribute to the emergence of emotions, will more easily adjust the variables that play a role so that emotions arise in line with the goals to be achieved [42-45].

4. Theoretical Frameworks

Within the field of emotional intelligence, numerous models and theories have been proposed that aim to explain its psychological underpinnings. The concept of emotional intelligence has been mainly linked to the field of psychology. Over the years, a variety of new insights have been gained, and emotional intelligence has increasingly been used for marketing, which is why this Special Issue is solely dedicated to establishing the connection between emotional intelligence and customers. Researchers in the field of psychology develop theories related to the construct, and current theories of consumer behavior either adopt frameworks from major theories in psychology or develop their own conceptual frameworks. Theories are mainly behavioral-based, meaning they posit how choices are actually made in real life based on empirical research findings rather than on logical formulations of how decisions should be made if consumers act rationally and have perfect information [46-48].

Four main theories of judgments and choice under risk lie at the heart of the earlier empirical research: expected utility theory, prospect theory, heuristics for decision-making from descriptive research, and various types of reference-dependent theories of decision. The theory of Allais' paradox is usually considered a signal for loss and regret aversion or diminishing sensitivity in the making of decisions. Corresponding to the Allais Paradox are theories of risk, ambiguity, and heuristics, such as variations of prospect theory and reference-dependent theories. These theories help define the parameters for what constitutes a good or bad choice: hard-wired behavioral propensities and brain processes, reference points for defining value, and intuitive heuristics used in the absence of motivation, ability, or opportunity to make trade-offs in more rational ways. Decision criteria are based largely on the interaction of non-conscious and conscious processing that is not fully or accurately captured by self-reports, interviews, or traditional means of market research. This early work helps define the boundaries of theories, and thus the areas of application for each kind of theory. It also suggests in more general terms where marketing interventions could be most effective in increasing consumer decision quality. A priori, the area in which researchers have the least information about what goes on in the

emotional intelligence black box would seem to be the most promising. By understanding how cognitive and affective information processing relate to judgments of value, behavior, or reaction, a basis for identifying good and bad choices could be crafted that improves upon self-reports by getting behind what people know and surveying with good accuracy. Measuring the subconscious aspects of judgment is especially highly valued when self-reports are the least effective predictor of behavior: in the case of low-involvement, habitual, routinized, impulse, or affective decisions. This linking of theory to practice might, for instance, foster more effective and efficient marketing interventions where executives want to change consumer habits, upgrade program loyalty, and enhance response at the point of purchase. It shows an innovatively practical research domain for marketing scholars [49-53].

Emotional Intelligence Theories

Emotional intelligence can be conceptualized using a variety of frameworks. Theories of emotional intelligence have been conflated or confounded as different operationalizations were used or were subconsciously used in their creation. We review these theoretical models and discuss their implications for consumer behavior. These implications are mainly developed for the decision-making dimension as this has received the most focus in terms of linkages with consumer behavior. However, discussion is also given to the relevance of scholars of different types of emotional intelligence models when they are examining and developing the literature's application. Below, we provide examples of operationalizations used for each theory to link them to the findings in the following sections. The different theories of emotional intelligence are [54-58]: The trait emotional intelligence theory consists of personality traits demonstrating the individual's differences in emotional behaviors. It has been proposed only a few years following the first operationalization in the form of an ability-based model of emotional intelligence. In contrast, the ability model proposes emotional intelligence to consist of a fixed set of abilities. As such, the differences found between individuals reflect the differences between ability levels. This approach has been highly influential leading to the creation of a variety of different operationalizations based upon its concepts and measurement methods. Mixed models comprising personality traits related to one's behavior and internal and external emotional experiences are another approach which has also seen rapid growth. Moreover, they consolidate the heuristics and representativeness of the behavioral domain of emotional intelligence and the experiential domain comprised of internal and external emotions. This model, therefore, presents a solution to the empirical challenge posed by previous models [59-65].

5. Methodologies in Studying Emotional Intelligence and Consumer Behavior

There are various methodologies one can apply to research emotional intelligence and how it impacts the decision-making process of consumers, which is also a part of the behavior they demonstrate as they are in the market. Qualitative research is used to understand consumers' reasoning in their behavior, often aimed at understanding the components of emotional intelligence and the feelings involved. The drawbacks of qualitative research include the lack of substantiation that can confirm the findings, as they are formed depending on the sample. Additionally, carrying out qualitative research is time-consuming, since information is normally gathered from a greater number of sources, which complicates the process of analysis. Generally, the quantitative research approach is conducted using questionnaires, interviews, and surveys. There are many strengths in conducting quantitative research: due to the large amount

of data collected, findings can be argued in several cases, and databases can be widely applied in other examinations. The drawbacks to carrying out quantitative research include the possible difficulty in gathering a response, and indeed, in knowing if a questionnaire is honestly completed [66-72]. Using this data and turning it into management data is a difficult and challenging process, and it is vital that management likewise have the tools and ability needed to interpret the data. The reason for carrying out measurement research in the emotional intelligence field is based on the change's intelligence has experienced, while the mechanisms of managing such a change have been the focus of a broader survey of emotional behavior, which states that changes are only going to occur with several measurements also being made. Study overviews state that while the emotional intelligence model is supported generally, its dimensions have not been clarified. This follows research showing that different realms do exist, and that it is possible to develop tools for investigation into emotional variables. There are claims that the measurement of emotional intelligence for business can vary and be influenced by various factors such as one's own situation, including personal experiences, gender, age, and local culture, among others. The tools for obtaining and measuring the items of emotional intelligence are designed to be as easy and fast as possible to administer, and to correspond with a range of the relevant processes [73-76].

Quantitative Research Methods

Quantitative research methods produce numerical data or data that can be converted into numbers, which can be analyzed using statistical techniques. For researchers in marketing who are interested in the empirical investigation of emotional intelligence and its impact on consumer behavior, this means measuring the impact of one or more EI variables on decision-making or preferences, or the impact of decision-making preferences on relevant marketing outcomes. Quantitative methods are particularly useful in addressing questions of correlation, causality, magnitude of effect, and underlying patterns, and so are often suited to research questions operating at the explanatory level. Common statistical techniques used in quantitative consumer behavior research include structural equation modeling, experiments, and even stepwise regression [77-81].

Two of the most widely used methods for measuring EI are surveys and experiments. Surveys are questionnaires that participants respond to, with the most frequently employed approach being self-reporting. In a coding or rating task, trained coders or researchers—often aided by a set of standard criteria—rate behavior from video, audio, or written texts. Quantitative methods are often associated with the ability to collect objectively observed data, increasing the likelihood of findings that are both replicable and verifiable by other researchers. Objectivity is enhanced through data that can be measured using standardized tools, increasing the likelihood that the data and findings can be subjected to reliable scientific critique. However, other common critiques include the potential for researcher bias and the over-indexing of rationalist, Western cultural traits. In investigations of emotions and emotional intelligence, quantitative data capture may risk oversimplifying complex emotional experiences, reducing them to numbers and metrics that could lack the rich, descriptive complexity needed to capture the wide range of feelings and nuances they might represent. This is an important consideration for consumer researchers studying emotions and emotional intelligence that is not necessarily addressed in data collected through surveys, questionnaires, and experiments. The quantitative researcher may usefully complement this approach with qualitative data techniques to present a rich and in-depth account of the data [82-87].

6. Empirical Findings

Since multiple new studies have examined and empirically verified insight in this area, the empirical findings construct further understanding of how much of the variance in consumers' predictions and behaviors (relating to purchasing intentions, product preferences, time shortcuts in gambling video games, and leisure activities) can be attributed to the EI construct. The studies conducted focus on both consumer samples and students as potential future customers. Based on these new findings, emotion training and development suggestions are outlined [88-90]. Current research suggests that the extent of an individual's emotional intelligence (EI) can positively impact their decision-making considering services, products, marketing strategies, and service environments. Empirical findings from three recent studies show a direct cause on consumer outcomes attributed to the consistently confirmed construct of EI across financial investment, luxury cruise, gambling, and virtual gambling contexts. When examining EI in depth, the following major findings emerged from the collected data. The results confirm that the lead era in relation to the five-factor EI model can predict or explain consumers' choices. Such perspective provides empirical confirmation of the significance of EI (either via psychological associations, process, or judgment) as practiced by global marketing practitioners and suggests that training in emotional knowledge may help marketers in an objective determination concerning the intellect of consumers [91-94].

Impact of Emotional Intelligence on Purchase Intentions

In a series of studies, it has been shown that emotional intelligence positively affects proneness to ambivalence, risk and chance perceptions, and therefore helps facilitate purchase decisions. In line with these findings, it is noted that the ability to accurately identify, assess, manage, and appropriately express emotions, and the emotional conditions of others, plays an important role within many consumer contexts. To support these contentions, empirical data shows that consumers' proneness to ambivalence and multiple category-specific evaluations is indeed a significant predictor of their purchase intentions. It is also shown that consumers with a high ability to competently process and regulate their emotions report heightened purchase intentions [95-97]. In conclusion, these studies suggest that emotional intelligence is more likely to predict behavioral purchase intentions among potential consumers. From a managerial perspective, the results support the development of emotional intelligence as a promising avenue for sales force training. Lastly, the ability of consumers high in emotional intelligence to self-regulate their emotions and behave competently, as well as show empathy toward salespersons and be attuned to their needs, suggests that longer-term loyalty and repeat purchasing could be cultivated and nurtured through enhanced consumer satisfaction [98-99].

7. Implications and Recommendations

In our results, we see that emotional intelligence can serve as a predictor of purchasing decision-making when consumers feel strong perceptions of 'emotional value' for a product. This has practical ramifications for corporations, particularly marketing and communication departments. Specifically, multiple strategies should be deployed at stakeholder and target-audience levels. Through the training of employees, emotional intelligence can be fostered and developed to build an 'emotionally charged' marketing strategy mainly based on an 'emotional marketing strategy.' Within a growing market of similar products as substitutes for each other, businesses-to-consumers in Italy and around the world should enhance their communication with customers and entice new clients: one way to do this would be by unleashing an emotional approach to doing business. Human-staff emotional intelligence is experienced and perceived

by the client in any kind of business relationship and consumer-manager interaction and engagement. Clients seeking consumer goods exercise their 'emotional options' and, as a result, they expect to be considered by the companies for their own emotions. A true 'emotional company' concerned with the consumer is expected to handle his or her own emotions and, as of now, can turn the growing role of CRM strategies on emotional intelligence of human resources into a human CRM and CRM of the consumer goods of 'Human and Brands.' As a result, companies should naturally focus on their employees to enhance their emotional intelligence as well as on their own [100-102].

Marketing Strategies

Many marketing strategies aim to create emotional connections between a brand and its consumers. The following marketing tools and strategies emerged as more suitable for incorporating emotional intelligence in marketing: (1) Creating personalized experiences; (2) Employing storytelling; (3) Employing 'out-of-the-box' emotional data analysis [103-107]. Personalized experiences aim to differentiate a brand and to make consumers feel special. In addition, they allow for a more intimate exploration of the primary needs of consumer groups, such as the quest for status, love, and freedom, and thus enable a targeted emotion-based campaign. Market research and data analytics offer helpful insights into the emotions of consumers and thus serve as the basis for strategies to increase marketing success. This allows a brand to align its marketing strategies with market demand and consequently to increase effectiveness. Personalization helps qualify leads and prospects in relation to the mid-stage of the sales funnel. More recently, benefit segmentation has found applications not only in person-tailored advertising but increasingly in other sensory-tailored experiences as well [108-111]. Storytelling. Truly successful brands don't nickel and dime on data or product features. They lead with their values and tell memorable stories that endear them to their customers. Businesses employing such strategies can rely on higher net promoter scores and future purchase intentions, as well as reduced advertising expenditures. A chocolate maker launched a million-dollar ad campaign without spending a million dollars on media support. Rather than pushing the product or highlighting its quality details in the ad, the campaign emphasized the brand, telling a three-dimensional storyline about the early twentieth-century chocolate process: bean selection, small-batch processing, and chocolate crafting. Firms launching and advertising their products in broadcast television, radio, print, or interactive media; performance-driven advertisers must confront customers at the 'center of their consciousness' with compelling, highly personal, and exclusive product messages. A range of well-known brands have taken advantage of this concept. For decades, a company has successfully reached consumers with emotive messages based around happiness. Similarly, campaigns aim to connect with and ultimately influence emotions [112-114].

Future Research Directions

The variety and number of published studies using the main construct and measure of emotional intelligence in marketing and customer behavior research is testament to the intuition that it has a key role to play in understanding consumer behavior. Furthermore, the fact that we only have published studies from 2009 onwards indicates that this is a relatively new field, which is only going to grow over the next few years. While the influence of emotional intelligence on behavior in the areas of psychology, consumer behavior, and marketing continues to grow, the complexity of emotional intelligence will soon exceed the current focus regarding the primary dimensions and outcomes related to this intelligence. Initial research has

just dipped its toe in terms of understanding and empirically investigating the impact participant emotional intelligence has on affective response, and then behavior. Ultimately, studies of the role of emotional intelligence in consumer behavior may focus on the interaction of consumer behavior's key underlying disciplines: psychology and marketing. As there is a current growth in researching the impact of the enormous change emerging technologies will have on these disciplines, the future research information is difficult to predict. Longitudinal studies would also provide more insights into the involvement of emotional intelligence in consumer decision making, as this process involves experiences, learning, and memory, which will either strengthen or weaken the involvement of emotional intelligence over the life of consumers [115-116].

Emerging Trends in Emotional Intelligence Research

Various trends are currently emerging in emotional intelligence research. Current trends now speak to digital emotional intelligence and the captured signals of social media to strengthen the understanding of emotions and behavior. This includes studying consumer engagement and social media engagement that has significantly impacted recent consumer behavior. The use of artificial intelligence in assessment and interpretation of emotional intelligence is beginning to emerge. Research is showing a renewed interest in measuring the artificially intelligent systems in the areas of recruitment and human resources. Research continues for understanding consumer preferences, particularly for brands that can offer them a strong emotional connection [117-120]. Authenticity continues to be an area of research focus, though highlights on the current studies imply that authors need to narrow focus away from the broad term of authenticity to better understand implications. Evolving from school-related studies, new research examines the changing values therein, as a generational shift is recorded. The youngest generation, known variously as Gen Z and 'iGen', were raised in a digital era, found the internet permeable if not fully integrated with schooling, and as such demonstrate an inherent exposure to and grasp on metadata, stored content, and an unprecedented amount of real-time data on emotions [121-125]. In the age of digital insight, applied researchers cautiously surf the latest developments in educational vocabulary, assessing trends from both a consumer and academic point of view, and adjusting their research techniques and services accordingly. Real-time analytics utilize instantaneous data driven through social media into a learner-centric record-keeping system to gauge their emotional engagement, satisfaction, problems, preferences, and to track engagement over time and learner development, amongst other data captures more commonly associated with learning real-time assessment. This assurance of student satisfaction is part of the engagement and retention mechanism employed by educational institutions system wide. The current climate also gives insight into younger consumers who are known to be the powerhouse influencers and are key to future market segments due to their control over family finances and education choices. As with all emerging research standpoints, applied researchers must stay apprised of the changing landscape of emotional intelligence and have the flexibility to be adaptable and to study research trends in a way that keeps this information alive and mutably relevant [126-131].

8. Conclusion

As discussed in this essay, an increasing number of consumers are now paying attention to the performance of the sales staff of the companies or the brands from which they purchase. Sales staff who possess emotional intelligence can significantly affect consumer decision-making. Despite the growing importance of emotional intelligence in consumer

decision-making, this field is still in the relatively early stages of development. This essay seeks to describe and synthesize the key insights in this emergent complementary area and articulates nine research propositions that distill the current state of knowledge on the topic. Emotional intelligence is considered one of the essential factors that influence consumer decision-making. Such a statement is based on the following theoretical evidence. Describing the methodology of nine research papers, this essay introduces the rationale for why emotional intelligence should be considered as a new factor in models that explain which products and brands are preferred by customers. The empirical aspects of the essay, which are emphasized in the analysis, aim to establish relations between the level of emotional intelligence of the sellers, brand managers, or CEOs on one hand, and the preferences of consumers on the other. The approach is demonstrated in the context of both classical retail branding of premium and luxury products and by high-level B2B quality approach manufacturers in an international B2B market. For each methodological part, the seminal paper that initiated the work is also mentioned. Further studies that establish consumer preferences, recommendations, and strategic implications are indicated for both categories. In the theoretical and empirical contributions, these nine research papers are useful for recommending a new focus and some guidelines for strategic marketing. Because emotional intelligence impacts consumer behavior and leads to the certainty that the choices they make will satisfy essential needs, this essay concludes that emotional intelligence deserves to be developed and implemented as a daily business practice in companies. Furthermore, consumer preferences are changing and can change on an impulse. Therefore, while it is paramount to consistently optimize the primary values of status, quality, awareness, ethics, and image associated with the brand, these same features must be adapted to specific target clienteles, and the brand's strategy should be envisioned to fit perfectly with local unsatisfied needs. This essay encourages future research to address ongoing developments in emotional intelligence and how these new aspects of emotional intelligence might impact consumer behavior.

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