

## ROLE OF EMOTIONAL SATISFACTION IN DIGITAL ERA

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### ABSTRACT

*The Information age also commonly known as the Computer Age or Digital Age, is a period in human history characterized by the shift from traditional industry that the industrial revolution brought through industrialization, to an economy based on the manipulation of information, i.e., an information society. Digital age has a mammoth impact on the growth of several industries across the globe in terms of revenue, stability and profitability. It has now paved way to marketing on social media platforms. Customers in this era, have been so particular on what they want. They do not get satisfied easily. Hence, adding extra pressure to the business people. The business people are in a position to grab the nerves of their customer and satisfying their needs. It comes to down to grabbing the customer's feelings. Emotional feelings have a crucial aspect in this era. This paper furnishes a brief information on the digital era and emotional quotient. And also, the need of understanding these feelings in this digital world and various measures to get through the nerves of the consumers. It may be concluded that emotional feelings do matter in this rapid growing information age. Digital era is moving forward to a new phase called Experience Age which is primarily based on the understanding of human minds.*

### INTRODUCTION

The fast development in digital technologies during the digital era confronts individuals with situations that require the utilization of an ever-growing assortment of technical, cognitive, and sociological skills that are necessary in order to perform effectively in digital environments. In this fast growing world, it is required to have knowledge on the digital areas. It does not stop there. In order to carry on a profitable business it is a must for the employer or the employees to have knowledge about their customer's emotional feelings. Emotional quotient and digital era are inseparable factors. It's crucial to satisfy a consumer based on their needs.

## EMOTIONAL QUOTIENT:

**Emotional intelligence (EI)** or **emotional quotient (EQ)** is the capacity of individuals to recognize their own, and other people's emotions, to discriminate between different feelings and label them appropriately, to use emotional information to guide thinking and behaviour, and to manage and/or adjust emotions to adapt environments or achieve one's goal(s).

Studies have shown that people with high EI have greater mental health, job performance, and leadership skills although no causal relationships have been shown and such findings are likely to be attributable to general intelligence and specific personality traits rather than emotional intelligence as a construct.

It is defined as the skill to identify and manage your own emotions as well as the emotions of others. It has the following components:

- **Self-regulation:** The ability to control your emotions and responses
- **Self-awareness:** Having a good understanding of your emotions
- **Motivation:** The willingness to overcome emotional challenges and make wise decisions
- **Empathy:** The ability to understand emotions of others
- **Social skills:** The ability to interact well with your audience

## DIGITAL ERA:

The **Information Age** (also known as the **Computer Age**, **Digital Age**, or **New Media Age**) is a period in human history characterized by the shift from traditional industry that the Industrial Revolution brought through industrialization, to an economy based on information computerization. The onset of the Information Age is associated with the Digital Revolution, just as the Industrial Revolution marked the onset of the Industrial Age.

During the information age, the phenomenon is that the digital industry creates a knowledge-based society surrounded by a high-tech global economy that spans over its influence on how the manufacturing throughput and the service sector operate in an efficient and convenient way. In a commercialized society, the information industry is able to allow individuals to explore their personalized needs, therefore simplifying the procedure of making decisions for transactions and significantly lowering costs for both the producers and buyers.

## WHY EMOTIONAL FEELINGS MATTER?

Considering the emotional motivations of shoppers provides an additional factor to help guide your business plans. Even though customers will claim that logic and rational thinking is what guides their choices, evidence suggests that emotional responses are a much greater influence.

The role of emotions explains why customers have a preference between brands or projects that provide identical services or features. Another important issue to remember is that customers cannot turn off their emotions. Emotions are the background noise that persuades customers to make a certain selection, even if that choice is made subconsciously.

## WHAT KIND OF EMOTIONS EXISTS IN THE DIGITAL ERA?

When considering the possible emotions of customers, there are many to choose from—and they often exist in groups. However, certain groups value some feelings more than others.

For example, research shows that men and women can have different values when it comes to products. Likewise, age groups have different needs they are looking to fill with products. Young adult males tend to value feelings such as status and belonging to a “cool” group. Women usually value issues such as security and safety.

One of the more common company strategies is to create a space where customers can feel as if they belong to something. This idea can go in a few directions. For example, if companies use testimonials, this lets customers know that other people are using and are happy with the product or service.

The customer thinks something like, “that person is like me, and they are doing well with the item, so maybe it would work for me.” Another way to use belonging is to create a sense of a “club” that only certain people can be in. The Mac/PC commercials are a good example of this idea—here, the product is tied to how the customer thinks of themselves and how they think about others.

A second feeling companies think of is the customer’s need to feel like a significant individual instead of an insignificant part of an entity. This can sometimes go with the sense of belonging. If we go back to the examples of the Mac/PC ads, someone who self-identifies as more artistic or hip wants a product that reflects that.

This aim works even if the trait isn’t actually part of the customer—if the customer wants to think of themselves in a certain way, they will look for the products that reflect their ideal self. Essentially, a customer wants to feel as if the company cares about them as a person instead of just another potential sale.

## HOW TO UTILIZE EMOTIONAL INTELLIGENCE IN DIGITAL ERA:

### 1. Listen to your audience:

When listening to your audience, you should:

- Gather information on behaviours and trends
- Gather efficient feedback through surveys, questionnaires, and other methods (phone calls maybe)
- Discover reasons why audiences don't or do business with you

### 2. Leverage empathy:

Empathy is a crucial aspect of human nature and a vital skill possessed by emotionally intelligent organizations. Sure, you may know what messages may persuade your audience, but most brands aren't aware of how their marketing campaigns make consumers feel.

To be emphatic, ask what your core offer will do for the prospect's emotional self and identity. Also, you need to create an experience that helps consumers take charge and make them feel they are not at the mercy of a brand campaign and marketing messages. Empathy will reach your audience at a deeper level and help you improve the company's ROI.

### 3. Offer help:

You can answer questions including:

- Account-related or direct technical
- Complaints
- Queries regarding defects, outages, etc.
- Product and service requests
- General references to your offerings

## CONCLUSION:

Emotional quotient is vital and cannot be inseparable from this modern digital era. By employing these types of digital skills, users can improve their performance and "survive" the large variety of obstacles and stumbling blocks that lie in the way in the digital world. The sooner one realizes the importance of emotional intelligence in digital era and why it will impact the future of digital marketing, the better will be the chances to improve one's business. Employing emotional quotient to digital world, pavesway for new business opportunities and survive sustainably for a longer time.



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