



THE EFFECT OF EMOTIONAL INTERACTION ON PURCHASING INTENTION

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Abstract:

The current "study tests the correlation and influence relationship between the emotional interaction (emotional intensity, Emotional persistence, Deep acting, Surface acting) and the purchasing intention. Between the emotional interaction and the purchasing intention, from which four sub-hypotheses emerge, and then a sample of 95 staff was selected at the Telecom companies in AL-Diwaniyah, which is of vital and prominent importance in the field of education and knowledge and its diverse practices in creating an educated, civilized and educated generation. The data were collected through a questionnaire prepared For this purpose, 95 questionnaires were distributed to the employees, 87 were retrieved, and the recovery rate was 92%. SPSS vr 24 programs were used. To extract the results of correlation and influence and test hypotheses, as the validity of the hypotheses was found in the light of the results of the statistical analysis, and a number of recommendations were reached, perhaps the most prominent of which is the existence of a vital and prominent effect of emotional interaction in the purchasing" intention.

Keywords: Emotional interaction, purchasing intent

INTRODUCTION.

Today, organizations operate in an environment characterized by change, which constitutes one of the challenges that In order to survive in such an environment and keep pace with development and change, it must possess the basic ingredients that enable it to continue and face these challenges and competition, and the most important of these ingredients is emotional marketing, which represents the basic approach through which various organizations, including telecommunications companies, can survive, develop and achieve Long term vision. Telecom companies are currently looking for the use of all means, through which they can To establish or develop the relationship between it and its customers. And one of the most important of these ways is Emotional interaction, which is the most powerful way, through which customers can be aroused by delivering products and services faster and closer to them, through various channels, which is expected to contribute to increasing their number. Therefore, Emotional interaction plays a role in the

growth and expansion of the scope of work of telecommunications companies and in obtaining new customers who are keen to request the products or services that you provide to them (Jasim et al.,2022). Therefore, telecommunications companies are trying to resort to using interactive marketing activities, through which new sources of profits can be generated, as it is distinguished by increasing the proximity of these companies to customers in general, but this feature does not mean its success in this sector because it requires companies to use Emotional interaction activities. With high efficiency and dealing with opportunities and threats with flexibility, as well as the ability to confront competitors providing the same services, hence the idea of the study, which is based on the analysis of active activities, which must be taken into account by these companies in the process of Emotional interaction and its impact on increasing consumer orientation towards the services of telecommunications companies. Here emerges the importance of purchasing intent,



which is one of the basic indicators used by marketing managers to predict and determine future sales, and how the actions they take will affect the purchasing behavior of customers. Between 71 and 11 percent of market research experts indicate in a study that they regularly measure and use purchase intent (Jamieson & Bass, 1989).

First, the theoretical framework

1. emotional interactionin: The emotional interaction between workers in the organizational work environment is based on harmony and harmony This makes the senior management or managers work to create a climate in the organization that makes them feel in harmony with their co-workers (Verhoef & Lemon 2016, al et Rippera 2018). He believes that the emotional interaction of workers depends on the existence of The distinguished environment in which the work is in a spirit of cooperation and obliges the workers, individuals and groups, to work according to the approach of personal communication and the creation of an emotional atmosphere based on seeing the relationships between the leader and subordinates and between the workers themselves, which contributes to creating a suitable ground for achieving growth and progress and thus achieving a united creative work environment aimed at growth and prosperity And success (Kadhim et al.,2021).

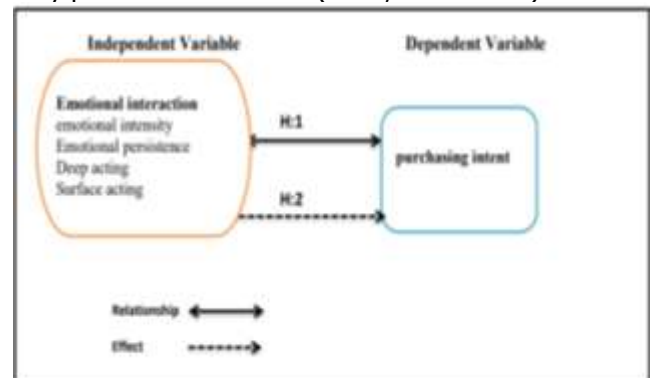
(Espinosa & Maglajlic-Kadic 2015) confirms that the emotional interaction between co-workers is of great importance at the organizational level or the internal environment of organizations, as it leads to participation in decision-making and honest and frank interaction between the boss and subordinates and contributes to the exchange of opinions freely and objectively and has a major role in the delegation of powers For the lower levels of employees, because it is based on an important foundation in the work environment, which is the organizational trust resulting from the spirit of cooperation as a result of the emotional interaction between co-workers.

Dimensions of emotional interaction are:
emotional intensity, It is a prominent feature of the emotional response and indicates the presence of individual differences in individuals and the extent of their influence, whether positive or negative. Individuals who suffer from negative emotions are more intense to negative interaction(Boyes,2017:220.

Emotional persistence, It is working on tasks that require cognitive effort for a long time, which lasts for hours, which leads to mental fatigue that affects the performance of the

task(Lindenand&meijman,2003:2). **Deep acting,** It is the adaptation of individuals with their feelings and emotions and showing them to the outside, meaning that individuals are more honest in expressing their feelings, on the basis of the interaction between co-workers. It must be based on the principle of mutual trust in dealing with them, especially the feelings and emotions that you control within the organizational work environment(Lutz,2018:637). **Surface acting,** It is drawing or acting through feelings and actions, in contrast to what goes on inside individuals of feelings and emotions in order to influence co-workers(medler,2016).

2. purchasing intention: is the probability that consumers plan to purchase a specific product within a specified period of time ,It is considered an important factor in purchasing behavior ((Baker& Fulford, 2016), Also known as an intent to purchase, it is a plan to purchase an ongoing good or service in the future(Business Dictionary.com 2010), The process of evaluating alternatives is known when it does not lead to a purchase decision. Sometimes the consumer is ready to change the intention to purchase to an actual purchase. Companies must facilitate the customer to act with the intent to buy. The provision of credit or terms of payment may encourage a purchase, or promoting sales such as an opportunity to purchase a premium or competition may provide an incentive (2000, Sandhusen).



"Figure (1) hypothetical model"

V. Research Hypothesis

The first main hypothesis / (there is a significant, statistically significant relationship between emotional interactionin of its dimensions (emotional intensity, Emotional persistence, Deep acting, Surface acting) and the purchasing intent and stems from it the following sub-hypotheses:

1. A strong correlation exists between emotional intensity and the intention to buy.
2. There is a considerable association between emotional persistence and purchase intention.



3. There is a considerable association between deep acting and the intention to buy.
4. There is a strong correlation between surface acting and purchase intent.

Third: Study methodology and procedures

1. Description of the research sample

The research sample was randomly selected from the the opinions of a sample of Employees in Telecom companies in ALDiwaniyah, which amounted to (95) employees, and the faculty was chosen because they are the most capable of monitoring reality and identifying the problems facing them at work, and they have accumulated experiences that contribute to answering the research questions realistically and far from bias. The characteristics of the research sample in terms of age, gender, scientific title, and academic achievement are also shown in Table 1. To describe the research sample, frequencies and percentages were calculated.

1. Study scales

The study consisted of two variables, the opposite of

Table (2) Coding and characterization of the questionnaire

No.	Variables	Target categories	F	%
1	Gender	Males	50	50%
		Female	50	50%
		Total	87	100%
		- 30	10	11%
2	Age	31-40	15	17%
		41-50	25	29%
		51-60	35	40%
		61-	2	3%
		Total	87	100%
		Information systems specialist	32	37%
3	Job titles	legal	15	17%
		programmer	23	26%
		programmer assistant	17	20%
		Total	87	100%
4	Academic qualification	B.A	55	63%
		Higher Diploma	25	29%
		M.A	7	9%
		Total	87	100%

2.- MEASUREMENT TOOL

There are two key aspects to the search measurement tool. The first section contains demographic and functional information. The study

the independent variable (Emotional interaction (in four dimensions representing the Emotional interaction by (6) items for each of them by adopting a scale (Rippert et al .,2018), while the dependent variable is represented in (purchasing intent (A monometric scale with 8 paragraphs), , through the adoption of a scale (Hussein ,2020).

2. Study sample

The sample of the study was a group of employees in communication companies in Diwaniyah Governorate/Iraq, to which (95) questionnaires were distributed, and (87) questionnaires were retrieved, with (8) damaged and unfit for analysis, while the number of formulas that were not returned was represented by (8) images, so the number of formulas valid for analysis was (87), i.e. with a response rate equal to (92%) and with a level of significance less (0.930),which indicates the harmony, consistency and consistency of the study paragraphs and its dimensions with the studied sample.

variables are represented in the second part, and Table (2) gives a full description of these measurements.



Table (2) Coding and characterization of the questionnaire form

No.	Variable	No. of item
1	Emotional interaction	1-6
	emotional intensity	12-7
	Emotional persistence	18-13
	Deep acting	14-24
	Surface acting	30-25
	purchasing intent	38-13

Source: Prepared by researchers

3. SCALE SELECTION

The act of preparing for and evaluating the integrity of search metrics is a critical step in achieving accurate results. This requires the verification of two basic criteria, Reliability and Validity, in order to achieve this goal. Researchers in

this study used a number of previously used standards in management literature that are known for their consistency and high trust. The current research's measurement tool's structural stability was confirmed. It's been used before. Cronbach's alpha, as seen in Table (3).

Table (3) Cronbach alpha coefficients for search variables

Variable	Cronbach's Alpha for Variable	Dimension	Cronbach's Alpha for dimension
Emotional interaction	0.87	emotional intensity	0.802
		Emotional persistence	0.773
		Deep acting	0.786
		Surface acting	0.889
purchasing intent	0.83	Monometric	0.81

The scales are characterized by internal stability, as seen in the table above, because their value is larger than (75%).

4 . STATISTICAL DESCRIPTION

This paragraph contains the diagnosis and description of the research variables in Telecom companies in ALDiwanayah research sample using the arithmetic mean and standard deviation to show the extent of the concentration and dispersion

of the research sample members' answers, and the level of the answers was determined in light of the arithmetic averages by belonging to any category and to determine the values of the arithmetic averages within a category.

first. Statistical description of the emotional interaction variable

Table4 : Means, Standard deviations and Relative Significance off emotional interaction variable (N=87)

emotional interaction					
No.	Dimensions	Mean	Std. Deviation	Level answer	Relative significance
1	emotional intensity	4505.	0.188	very High	2
2	Emotional persistence	.3877	1.311	High	3
3	Deep acting	.488	0.444	very High	1
4	Surface acting	3.503.	1.813	high	4
Average		41.191	.939	High	First

It is also noted in this table (4) that the general average of the Deep acting dimension has reached

(4.88), with a general standard deviation of (0.444), and this dimension obtained a high response level,



and the relative importance of this dimension was compared with other dimensions of the emotional marketing variable in the sequence (The first), followed by the Deep acting with a general rate of (4.219) and a standard deviation (0.458), then after the exchange with a general rate of (4.88) and a

standard deviation (0.444), and finally after Surface acting comes in the fourth place with a general rate (3.503) and a standard deviation (1.813).) .

first. Statistical description of the purchasing intent variable

Table 5 : Means, Standard deviations and Relative Significance of purchasing inten variable (N=87)

purchasing inten					
No.	Dimensions	Mean	Std. Deviation	Level answer	Relative significance
1	1-8	4.431	0.717	High	1-8
Average		4.431	0.717	High	

The "relative significance of this dimension was compared with the other dimensions of the emotional interaction variable defined in the sequence (1–8), and it is also noted in this table (5) that the overall average of the dimension reached (4.431), with a general standard deviation of (0.717), and this dimension obtained a "high" response level (0.717).

5. HYPOTHESES TESTING

For the purpose of testing the research hypotheses and showing the validity of the hypothesis, the Pearson correlation coefficient was used. pleasant cooperation, emotional interaction, purchasing intent ,from this hypothesis four sub-hypotheses and the matrix in Table (7) tests the validity of these hypotheses:

Table (7) Correlation Matrix (N = 87)

Var.	X	X1	X2	X3	X4	Y1	Y2	Y3	Y5	Y6	Y7	Y8
X	1											
X1	.533*	1										
X2	.481**	.481*	1									
X3	.492**	.736**	.480**	1								
X4	.592*	.691**	.673**	.715**	1							
Y	.783*	.766**	.578**	.624**	.650**	1						
Y1	.561**	.799**	.496**	.682**	.493**	.540**	1					
Y2	.511*	.752**	.762**	.735**	.738**	.782**	.811**	1				
Y3	.498*	.886**	.655**	.710**	.586**	.668**	.713**	.821**	1			
Y4	.641*	.662**	.788**	.578*	.462**	.814**	.533**	.453**	.610**	1		
Y5	.571**	.655**	.552**	.658*	.625**	.622**	.656**	.630**	.576**	.650**	1	
Y6	.641**	.688**	.684**	.571*	.678**	.665**	.602**	.606**	.718**	.513**	.643*	1
Y7	.578*	.710**	.578*	.630**	.511*	.578*	.511*	.630**	.578*	.511*	.511*	.710**
Y8	.710**	.552**	.552**	.630**	.710**	.630**	.511*	.710**	.630**	.630**	.511*	.630**

* $p < 0.05$; ** $p < 0.01$.

We can conclude from Table (7) the following:

- There is a statistically significant positive link

between emotional interaction and purchasing inten, and this strength has reached a total of (.763 *) and this is evidence of the harmony, correlation and



stable interaction between the two variables of the study, that is, it can be said that the relationship is direct, that is, the effectiveness of the achievement of emotional interaction increases with a significant increase. purchasing inten. Thus, it shows the validity of the first main hypothesis.

- The dimensions of emotional interaction and the purchasing inten have a statistically significant positive association., that is, it can be said that the relationship is direct, that is, the effectiveness of the dimensions of achieving emotional interaction increases with a significant increase in the dimensions purchasing inten. Thus, it shows the validity of the sub-hypotheses (1-6).

6. RESULTS

-emotional marketing has a significant impact on all levels of the organization as it works to create interaction

-The human interaction necessary to achieve its goals. Emotional marketing has a great impact on all levels of the organization as it works to create the necessary human interaction to achieve its goals

-The analysis's findings revealed a focus on emotional communication, along with a philosophy that emphasized the relevance of the purchase intent within the study population.

- The responses of the respondents were analyzed, and it was shown that there is a strong correlation between the emotional engagement and the intent to buy.

- Putting an emphasis on the sharing and trading of emotional engagement by emphasizing openness and buying into others and creating healthy social bonds within the study group.

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