Available on: https://jsshrs.ep-journals.org/ E-ISSN: 3051-3561 P-ISSN: 3051-3553

Journal of Social Science and Human Research Studies

Volume: 01 Issue: 04 October-2025

Emotions in Entrepreneurial Marketing: Insights from Bagozzi's Model

Teresa Dieguez
Polytechnic Institute of Cávado and Ave, Portugal

Published Date: October 15, 2025

ABSTRACT: Using Bagozzi's self-regulation model as an analytical reference, this paper investigates the significance of emotions at the intersection of marketing and entreprenurship.Based on an organized literature review of eleven peer-reviewed papers, the study investigates how emotions work as mediators, moderators, and regulators in entrepreneurial behavior. The study centers four themes, namely: (i) Emotions as moderators of consumer and investor decision-making, (ii) Emotion as a strategic driver in narrative and experiential marketing, (iii) Emotions as quantifiable data through technology-mediated and digital entrepreneurship, and (iv) Emotions as regulative resources in entrepreneurial adaptation under adversity. These results highlight the fact that emotions are not marginally related to entrepreneurial actions but constitute central mechanisms of influence, motivation, and resilience for both value-creation processes as well as value communication.
Drawing on marketing and entrepreneurship literature, the study has implications for our analysis of Bagozzi's model as well as revealing important gaps in conceptual knowledge, suggesting a demand to even more systematically build upon an interdisciplinary empirical base. Viewing emotions as purposive, functional constructs contributes to increased insights into how emotions work in the context of entrepreneurial marketing and helps develop a foundation for theory advances and practical implications where market environments are emotionally charged.

KEYWORDS: Bagozzi's Self-Regulation Model, Emotion, Entrepreneurial Marketing, Digital Entrepreneurship

1. BACKGROUND

In the last decades, the relevance of emotions in economic behavior has been increasingly acknowledged, particularly in the fields of marketing and entrepreneurship. While emotions were once treated as marginal to rationality (Mercer, 2010), current thinking considers them structuring elements of human action that have ontological properties driving not just individual decisions, but also the creation, expression, and reception of value (Ortony et al., 2022).

In the marketing field, emotions are very important drivers when it comes to creating preferences and loyalty among consumers, as well as building brand relationships (Albert & Merunka, 2013). Indeed, in entrepreneurship, the investigation of emotions is less systematized and tends to focus primarily on fear of failure or entrepreneurial passion (Newman et al., 2021). Recently, however, measures have been taken to study the emotions that entrepreneurs experience in complex and uncertain environments (Fisher et al., 2023). While these are all important developments, a lack of studies that clearly and consistently combine the three elements of emotion, marketing, and entrepreneurship continues to persist.

A systematic search was conducted on Web of Science using the keywords "emotion," "marketing," and "entrepreneur*" that led to eleven peer-reviewed articles discussing these three concepts together. Rather than a limitation, this quantitative scarcity underscores a significant theoretical gap and reveals fertile ground for conceptual development. Although studies exist that separately examine emotions in marketing or in entrepreneurship, an integrative framework is still lacking to explain the functional role of emotions in entrepreneurial behavior and communication.

Against this backdrop, the present study seeks to bridge this gap through the theoretical lens of Bagozzi (1992, 1999), whose conceptual model positions emotions as central to the self-regulation of human behavior. According to this view, emotions act as mediators and moderators between cognitive appraisals, volitional states, and concrete actions; they are not mere by-products of experience but functional determinants of goal-directed human action. Although originally developed in the domain of consumer behavior, the model proves analytically useful when transposed to entrepreneurial contexts, where emotions are intensely experienced and strategically communicated (Kuratko et al., 2023).

Accordingly, this study undertakes a structured literature review that articulates the concepts of emotion, marketing, and entrepreneurship, interpreting existing contributions through the prism of Bagozzi's model. Based on a critical analysis of the 11 identified articles, the review maps approaches, identifies conceptual gaps, and proposes an integrative framework that positions emotion as a central pillar of entrepreneurial marketing.

2. METHODOLOGY

2.1 Research Strategy

This study adopts a structured literature review, as outlined by Snyder (2019), combining elements of systematic analysis with critical interpretation. The Web of Science database was selected for its thematic breadth and rigorous indexing of high-impact scholarly publications. The search terms used were “emotion” AND “marketing” AND “entrepreneur*,” applied to the Topic field (title, abstract, and keywords). The research was conducted in April 2025 and, excluding research time, it was aimed solely at peer-reviewed journal articles that explicitly addressed all three domains. The initial screening was followed by full-text reading, which produced a final sample of eleven studies (comprising one systematic literature review, one conference paper, and nine peer-reviewed journal articles) that met all the established criteria.

2.2 Analytical Procedure

For each article, the following dimensions were extracted and analyzed: (i) main objective, (ii) theoretical framework, (iii) role of emotion (mediating, moderating, or regulating), (iv) relationship to marketing and entrepreneurship, and (v) methodology and key results. The analysis identified four thematic clusters reflecting recurrent patterns in the literature, which informed the structure of the results section. The analytical data are synthesized in Table 1 (comparative synthesis of the articles) and Table 2 (cluster distribution), both provided in the appendix.

3. REVIEW FINDINGS

3.1 Emotion as a Mediator of Consumer Behavior in Entrepreneurial Contexts

The literature highlights the central role of emotions as mediators between cognition and consumer behavior in entrepreneurial settings, in line with Bagozzi’s self-regulation model (1992, 1999). Emotions are understood as functional processes that purposefully influence purchase decisions and attitudes.

Yuan et al. (2025) found that emotions such as anger and sympathy caused by viewing philanthropic behavior significantly affect electronic word-of-mouth (eWOM). Ravi et al. (2022) confirm that perceived emotional value has an impact on purchase intent within social enterprises, thus determining both the symbolic and effective weight of choices and decisions. Falcão et al. (2023) observe that business angels’ investment decisions are guided by emotions such as pride and altruism.

Taken together, these studies indicate that entrepreneurial characteristics and social mission elicit emotions that mediate the behavior of consumers and investors. This pattern corroborates Bagozzi’s model for understanding the functional role of emotions in marketing and entrepreneurship.

3.2 Emotions and Experiential or Narrative Marketing Strategies

In this thematic cluster, emotions are strategically mobilized in entrepreneurial discourse and practice, reinforcing their communicative and volitional functions, as proposed by Bagozzi (1999).

Crittenden and Crittenden (2023) analyze Mary Kay Ash’s deliberate use of emotionally charged language to inspire and retain her audience. Balint (2018) shows how emotionally laden narratives strengthen consumer engagement on social media. Buran et al. (2024) demonstrate anger as a driver of mobilization in feminist campaigns, increasing digital engagement.

These studies demonstrate that emotions are felt, contrived on purpose, and used to strategic ends, therefore verifying their role as mediators and influencers of communication.

3.3 Technology, Emotional Analytics, and Digital Entrepreneurship

With technological advances, emotions have become quantifiable and analyzable, opening new possibilities for functional application in digital contexts while remaining consistent with Bagozzi’s model.

Chanchí-Golondrino et al. (2022) use affective computing to map emotional responses during virtual entrepreneurship events. Callarisa-Fiol et al. (2023) demonstrate that acceptance of social robots in tourism depends strongly on the emotions they elicit. Das and Pradip (2021) show that emotions such as trust influence the adoption of digital tools in rural settings.

Thus, emotion emerges simultaneously as a moderator and a regulator of the digital experience, confirming its relevance in technology-mediated, innovation-intensive environments.

3.4 Emotions in Adaptation and the Entrepreneurial Mindset Under Adversity

In this final cluster, emotions are examined as internal resources for self-regulation under adverse conditions, reaffirming their adaptive role in entrepreneurial action, as proposed by Bagozzi.

Godjali and Supramaniam (2024) analyze how informal entrepreneurs rely on emotional strategies such as hope and rationalization to cope with the COVID-19 pandemic. Yim and Weston (2007) identify emotional traits that foster resilience among bio-entrepreneurs.

In these contexts, emotions are fundamental to persistence and goal redefinition in extreme situations, reinforcing their regulatory function in volitional behavior.

4. THEORETICAL DISCUSSION: EMOTIONS AS INTEGRATIVE MECHANISMS IN ENTREPRENEURIAL MARKETING

The thematic and bibliometric analyses of the 11 selected articles reveal an emerging yet still fragmented field in which the role of emotions in entrepreneurial marketing is acknowledged, though not always within a unified conceptual frame. The identification of four thematic clusters - emotions as mediators, strategic communicators, digitally interpreted data, and coping mechanisms - shows that emotions are not peripheral; they assume central functions of regulation, motivation, and communication in entrepreneurial behavior.

While the literature reviewed here reveals diverse perspectives and methodologies, one theme recurs: that emotions function within patterned behavioral systems. Bagozzi’s self-regulation model provides an effective conceptual framework for explaining this operation. Emotions mediate the transition from cognition to volition, regulate internal states in the face of adversity, and moderate how communication itself affects decision processes. Each cluster identified in this review serves one or more of these functions. As mediators, emotions link cognitive appraisals to behavior, as seen in consumer and investor behavior (Yuan, 2025; Falcão et al., 2023). As moderators, they influence how audiences read and react to corporate narratives or eco-travel texts (Balint, 2018; Buran et al., 2024). And as regulators, they maintain resilience and ongoing motivation even when facing uncertainty (Yim & Weston, 2007; Godjali & Supramaniam, 2024). Such an integration advances beyond traditional perspectives that reduce emotion into mere irrationality or affective residue. On the contrary, emotions are shown to be intentional, dynamic, and context-sensitive constructs that affect Entrepreneurial Marketing outcomes at both individual and systemic levels. Future research could benefit by making the existence and function of emotions clearer in volitional behavior, by taking models like Bagozzi's as explicit guides.

5. CONCLUSION

This overview examines the emotional aspect in advertising research as that functions. Employing Bagozzi's model of self-regulation (1992, 1999), it extrapolates from emotions crossing boundaries between marketing and entrepreneurship.

While summarizing eleven papers on the three subjects of emotion, marketing, and entrepreneurialism, they were found to fall into four main thematic categories, namely: (i) Emotions as intermediaries in investment or consumption behavior, (ii) Emotions used strategically within narrative marketing, (iii) Feelings as data in digitally mediated environments, and (iv) Emotions serving as 'inner capital' to tide entrepreneurs through difficulties.

The research confirmed that emotions are not some side issues or an ancillary matter in entrepreneurial action. Instead, they play essential roles. They affect how entrepreneurs act, communicate, and persist in a climate characterized by uncertainty and dynamism. Emotion acts not only as an automatic response but also to exert influence or control and as the basis of strategy.

The significance of these findings is not uniform: First, the drive to integrate emotion, entrepreneurial processes, and marketing has produced concepts of very variable (and speculative) quality. Second, there is still only a handful of eligible studies, partly due to the novelty inherent in working across disciplines and partly because this approach requires more specific tests.

Further scope could lie in making deeper probes into emotional dynamics, one example being to draw from strong theoretical models and experimentally investigate what difference emotions make in handling entrepreneurial decisions, ways of communicating, and consumer responses across different contexts. Designs using mixed methods, long-term studies, and approaches sensitive to context might enrich this emerging line of research.

In summary, realizing and understanding the practical role of emotions in the entrepreneurial process of marketing is not merely to study this aspect for academic purposes. It represents a fundamental step toward comprehending human behavior, value creation, and product innovation in today's markets that are full of emotion.

REFERENCES

1) Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing, 30*(3), 258–266.
2) Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions, and behavior. *Social Psychology Quarterly*, 178–204.
3) Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the Academy of Marketing Science, 27*(2), 184–206.
4) Balint, S. A. (2018). Narrative marketing in the digital age and the future of social enterprise communication. *4th COMSYMBOL International Symposium on Believe in Technology—Mediatization of the Future and the Future of Mediatization*, Aradia, Romania.
5) Buran, İ., Sabah, Ş., & Koçak, A. (2024). The relationship between feminist collective action and social media engagement. *Journal of Social Marketing, 14*(3/4), 301–327.
6) Callarisa-Fiol, L. J., Moliner-Tena, M. Á., Rodríguez-Artola, R., & Sánchez-García, J. (2023). Entrepreneurship innovation using social robots in tourism: A social listening study. *Review of Managerial Science, 17*(8), 2945–2971.
7) Chanchí-Golondrino, G. E., Hernández-Londoño, C. E., & Ospina-Alarcón, M. A. (2022). Application of affective computing in the perception analysis of attendees of a SENA entrepreneurship fair. *Revista Científica*, (44), 215–227.
8) Crittenden, V., & Crittenden, W. (2022). The power of language to influence people: Mary Kay Ash the entrepreneur. *Journal of Research in Marketing and Entrepreneurship, 25*(3), 349–373.
9) Das, P., & Pradip, D. (2021). Usability and effectiveness of new media in agricultural learning and development: A case study on the southern states of India. *Journal of Social Marketing, 11*(4), 357–377.
10) Falcão, R., Moreira, A. C., & Carneiro, M. J. (2023). What's in it for me? The perceived investment value of business angels. *The International Journal of Entrepreneurship and Innovation*, 14657503231213310.
11) Godjali, M. G. B., & Supramaniam, S. (2024). Entrepreneurial mindset strategies in times of crisis: A qualitative study on street food vendors. *Qualitative Research Journal*.
12) Kuratko, D. F., Burnell, D., Stevenson, R., Neubert, E., & Fisher, G. (2023). Enacting entrepreneurial hustle. *Business Horizons, 66*(2), 237–249.
13) Mercer, J. (2010). Emotional beliefs. *International Organization, 64*(1), 1–31.
14) Newman, A., Obschonka, M., Moeller, J., & Chandan, G. G. (2021). Entrepreneurial passion: A review, synthesis, and agenda for future research. *Applied Psychology, 70*(2), 816–860.
15) Ortony, A., Clore, G. L., & Collins, A. (2022). *The Cognitive Structure of Emotions*. Cambridge University Press.
16) Ravi, N., Subramoniam, S., & Chinta, R. (2022). Consumer purchase intention of social enterprise products: Mediating role of emotional value. *Social Enterprise Journal, 18*(4), 691–710.
17) Yim, J. W., & Weston, R. (2007). The characteristics of bioentrepreneurs in the Australian biotechnology industry: A pilot study. *Journal of Management & Organization, 13*(4), 383–406.
18) Yuan, B. (2025). The influence of consumers' lay rationalism on electronic entrepreneur-related word of mouth. *Journal of Consumer Behaviour, 24*(2), 906–918.
19) Zayadin, R., Zucchella, A., Anand, A., Jones, P., & Ameen, N. (2023). Entrepreneurs' decisions in perceived environmental uncertainty. *British Journal of Management*, *34*(2), 831-848.

Corresponding Author: Teresa Dieguez

Appendix

Table 1. Comparative Synthesis of Articles

Authors	Title	Summary
Chanchí-Golondrino et al., 2022	Application of Affective Computing in the Perception Analysis of Attendees of a SENA Entrepreneurship Fair	Study on the analysis of emotions in opinions collected at a virtual entrepreneurship fair. Identifies emotional distribution through affective computing.
Balint, 2018	Narrative Marketing in the Digital Age and the Future of Social Enterprise Communication	Explores the role of narrative marketing in social enterprise communication, using new technologies and artificial intelligence.
Buran et al., 2024	The Relationship Between Feminist Collective Action and Social Media Engagement	Examines the influence of emotions (such as anger) on online collective action and social participation, focusing on feminist social marketing.
Yuan, 2025	The Influence of Consumer's Lay Rationalism on Electronic Entrepreneur-Related Word of Mouth	Shows how entrepreneurs' philanthropic behaviors foster positive word-of-mouth, mediated by emotional perceptions of altruism.
Das & Pradip, 2021	Usability and Effectiveness of New Media in Agricultural Learning and Development	Participatory study with farmers on the use of social networks and emotional sharing for behavioral change in agricultural contexts, through social marketing.
Falcão et al., 2023	What's in it for Me? The Perceived Investment Value of Business Angels	Analyzes the perceived value of business angel investors based on emotional factors such as self-esteem and altruism - emotions associated with satisfaction and reinvestment.
Crittenden & Crittenden, 2023	The Power of Language to Influence People: Mary Kay Ash the Entrepreneur	Rhetorical analysis of Mary Kay's influence as an entrepreneur, focusing on the use of emotions in leadership and influence marketing.
Ravi et al., 2022	Consumer Purchase Intention of Social Enterprise Products	Planned behavior model in which emotional value mediates purchase intention. Emotions increase both the intention and acceptance of social products.
Callarisa-Fiol et al., 2023	Entrepreneurship Innovation Using Social Robots in Tourism	Social listening study on emotions and technological innovation with social robots in tourism, in a post-pandemic context.
Yim & Weston, 2007	The Characteristics of Bioentrepreneurs in the Australian Biotechnology Industry	Identifies psychological profiles of bio-entrepreneurs, emphasizing emotional stability and emotional skills for attracting investment.
Godjali & Supramaniam, 2024	Entrepreneurial Mindset Strategies in Times of Crisis	Qualitative study on entrepreneurial mindset and emotional management among street vendors during the pandemic. Emotion as a factor of resilience.

Table 2. Cluster Distribution

Authors	Title	Thematic Cluster	Emotional Function (Bagozzi)	Methodology
Yuan, 2025	The Influence of Consumer's Lay Rationalism on Electronic Entrepreneur-Related Word of Mouth	Cluster 1 – Emotion as Mediator	Mediator	Quantitative
Ravi et al., 2022	Consumer Purchase Intention of Social Enterprise Products	Cluster 1 – Emotion as Mediator	Mediator	Quantitative
Falcão et al., 2023	What's in it for Me? The Perceived Investment Value of Business Angels	Cluster 1 – Emotion as Mediator	Mediator	Quantitative
Crittenden & Crittenden, 2023	The Power of Language to Influence People: Mary Kay Ash the Entrepreneur	Cluster 2 – Emotion in Strategic Communication	Moderator	Qualitative
Balint, 2018	Narrative Marketing in the Digital Age and the Future of Social Enterprise Communication	Cluster 2 – Emotion in Strategic Communication	Moderator	Conceptual
Buran et al., 2024	The Relationship Between Feminist Collective Action and Social Media Engagement	Cluster 2 – Emotion in Strategic Communication	Moderator	Quantitative
Chanchí-Golondrino et al., 2022	Application of Affective Computing in the Perception Analysis of Attendees of a SENA Entrepreneurship Fair	Cluster 3 – Emotion and Technology	Regulator	Quantitative

Callarisa-Fiol et al., 2023	Entrepreneurship Innovation Using Social Robots in Tourism	Cluster 3 – Emotion and Technology	Regulator	Qualitative
Das & Pradip, 2021	Usability and Effectiveness of New Media in Agricultural Learning and Development	Cluster 3 – Emotion and Technology	Regulator	Qualitative
Godjali & Supramaniam, 2024	Entrepreneurial Mindset Strategies in Times of Crisis	Cluster 4 – Emotional Management in Adversity	Regulator	Qualitative
Yim & Weston, 2007	The Characteristics of Bioentrepreneurs in the Australian Biotechnology Industry	Cluster 4 – Emotional Management in Adversity	Regulator	Quantitative