



Emotional Marketing is an Approach to Customer Happiness" an Exploratory Study of the Opinions of a Sample of Customers of Travel and Tourism Companies in the City of Mosul

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ABSTRACT

Purpose: The research aims to clarify the relationship between emotional marketing as an independent variable and customer happiness as a dependent variable, It was applied to a group of customers of travel and tourism companies in the city of Mosul.

Theoretical framework: The two researchers reviewed relevant references and research to crystallize the work of the theoretical framework to complete this study.

Design/methodology/approach: The two researchers applied the survey method Using a random sample of customers of travel and tourism companies in the city of Mosul; to collect primary data; Using (five Likertgraded questionnaire).

Findings: The study findings cleared that emotional marketing has a significant impact on customer happiness. Therefore, it is necessary to better train employees in order to provide better service to these customers.

Research, Practical & Social implications: supporting the final findings of this study Results of other studies. It is clear that customers have increased their happiness when dealing with these companies because they have marketed the service emotionally to them. The results indicated that The need for the organization to focus on marketing campaigns to inform the customer of all new and innovative services.

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INTRODUCTION

Organizations at the present time are working in a changing environment, which constitutes a great challenge for them, and therefore they must possess all the ingredients that enable them to continue in that environment. Competitors, on the other hand, the customer is the goal of the organization and the essence of its work. Seeking to satisfy him is no longer the goal that business organizations aspire to, but rather they are seeking to make him happy. Travel and tourism companies in the city of Mosul are trying hard to please the customer by adopting emotional marketing, which makes them more connected and close. With its customers, from here came the idea of research, which is concerned with the relationship between emotional marketing and customer happiness, as the research included the theoretical framework for the independent and approved variables, then the scientific methodology and hypothesis testing, leading to the conclusions and proposals for the research.

REVIEW OF LITERATURE

The research came as a complement to previous research that dealt with emotional marketing, and among these researches came (Deshwal, 2015,32), in which he discussed the importance of emotional marketing in gaining the customer's heart, and the study of DUSANG, (2017), which focused on the role of the customer's feelings when buying a commodity, as for what is related to the customer's happiness. The research has dealt with several studies such as the study (Magnini, et.al, 2011), which showed that customer happiness is followed by an emotional attachment to the organization, and the study (Gorelick, 2013), which showed that the feeling of happiness by the customer is preceded by an experience of the organization's product.

First: Problem of the Study

The problem of this study can be summarized by the following inquiries:

1. Is there any intangible relation of correlation between emotional marketing and happiness customer in the organizations under study?
2. Is there an intangible relation of effect between emotional marketing and happiness customer in the organizations under study?
3. Is there and dissimilitude of emotional marketing effectiveness in (the process of) happiness customer?

Second: Value of the Study

The value of our study consists in the fact that it discusses two new and important topics at the same time. Moreover, it attempts to uncover the nature of relationship between these two topics in the light of various variables within the environment or work so that it will concentrate on the concept of happiness customer rather than being satisfaction. In fact, this is the main target considered by the organizations, especially in the sector of travel and tourism in which a remarkable case of competition can be observed.

Third: Aims of the Study

The study aims at achieving the following targets:

1. Being acquainted with the concept of emotional marketing and its dimensions that may affect the case of happiness customer.
2. Clarifying the concept of happiness customer and the method of supporting this notion through the emotional marketing.
3. Testing the sample of study to know the range of existent relation of correlation and its effectiveness between the research variables. This test will be based on the response of the subjects working in several companies of travel and tourism in Mosul city. Accordingly, the study will set a group of conclusions and suggestions that are useful to those who are interested in such a domain.

Fourth: Hypothesized Plan of the Study

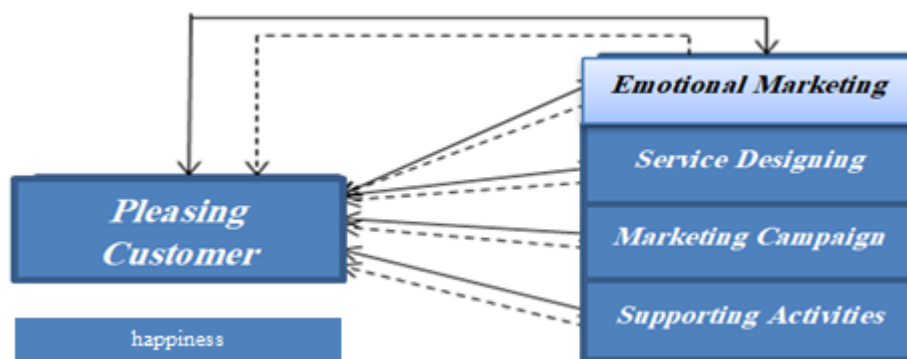


Figure (1): Hypothesized Plan of the Study (prepared by the researchers)

Correlation \longleftrightarrow The effect - - - - \rightarrow

Fifth: Hypotheses of the Study

The First Main Hypothesis: there is no relation of intangible statistical correlation between emotional marketing and happiness customer in general.

Based on this hypothesis, the study figures out the following minor points:

1. There is no relation of statistical intangible correlation between service design and happiness customer.
2. There is no link of statistical intangible correlation between marketing campaigns and happiness customer.
3. There is no link of statistical intangible correlation between supporting activities and happiness customer.

The Second Main Hypothesis: there is no influence of intangible statistical correlation between emotional marketing and happiness customer.

Depending on this hypothesis, the study comes up with the following minor points:

1. There is no influence of statistical intangible reference for service design concerning happiness customer.
2. There is no influence of statistical intangible reference for marketing campaigns concerning happiness customer.
3. There is no influence of statistical intangible reference for service activities concerning happiness customer.

The Third Main Hypothesis: there is no considerable difference of emotional marketing dimensions concerning happiness customer.

Study methodology

Scope and sample of the study: The scope of the study consists of clients of travel and tourism companies

The study sample consisted of 100 clients divided into males and females.

Study method: The survey method is applied to complete the study. In order to understand and analyze, understand and analyze the search variables, and understand what customers feel when marketing to them emotionally

Which supports the positive aspects and discuss the negatives and provide appropriate solutions to correct these negatives.

Data collection method

***Secondary data:** Secondary data was collected by reviewing books, Booklets, articles, websites, research and previous studies on the subject of the study and these tools. Assist the researcher in formulating the study problem, its objectives and hypotheses

Study variables.

***Primary data:** Primary data was collected using a questionnaire (LIKERT); In this way. The questionnaire is widely used in scientific and human studies.

Data analysis: The two researchers applied the statistical group (SPSS PC) for measurement. Correlation coefficient, mean and standard deviation to evaluate the correlation between Measuring the facts and attitudes of customers about the effect of emotional marketing on customer happiness.

Stability and reliability: the pursuit of stability and reliability; researcher formulated

20 different, collaborative phrases to cover the topic, taking a large random sample (approx60%) of customers in order to ensure stability and reliability.

Emotional Marketing (Theoretical Framework):

The rational aspects such as price, used techniques in producing the product, and even the function of that product do not only represent the relation between the organization and its customer. Besides, the emotional aspects are not less important than that of rational aspects aforementioned. The reason is simply attributed to the fact that whenever a customer is emotionally attracted to a specific product, he/she will definitely be supporter for it. On this basis, the concept of emotional marketing has emerged; it is basically dependent on the matter of evoking the customer's feelings and creating a positive experience between him/her and the organization (Consoli, 2010: 53). So, the emotional

marketing is a new criterion through which emotion between the customer and the organization is created, supported and assessed; this will be a kind of emotional commitment between them (Khuong & Tram, 2015: 524). In fact, the customer's emotional commitment will lead to behavioral loyalty and will make the competitive products less important as far as he/she concerns (Abdul-Rasool & Khadhim, 2019: 2009). Accordingly, there are three important components on which the emotional marketing depends in order to acquire the customer's emotion (Dusang, 2017: 43); they are as follows:

- **Emotion**, attracting customers toward a limited product creates a firm correlation between the customer(s) and that product, since feelings result in making a remarkable approach and a mutual communication means among both sides.
- **Distinction**, a customer always wishes to feel that he/she is a distinct figure in the organizations, i.e., to gift a customer such feeling will safeguard his/her loyalty to that organization and to its products. This point can be realized via sending special invitations by organization to its customers to attend special events or to gift them special discount concerning its products.
- **Customer's experience**, it starts with the first time the customer enters the organization and lasts until he/she buy its products; this will be accompanied by the emotion along this experience. In fact, this experience can cause positive feelings and high attraction between the customers and the organization. In this respect, (Plutchik 1980: 62) signifies that the customer's special feelings are various and numerous and the organization has to know how to control this point via what he call it 'emotion cycle'. Consider figure (2) below:

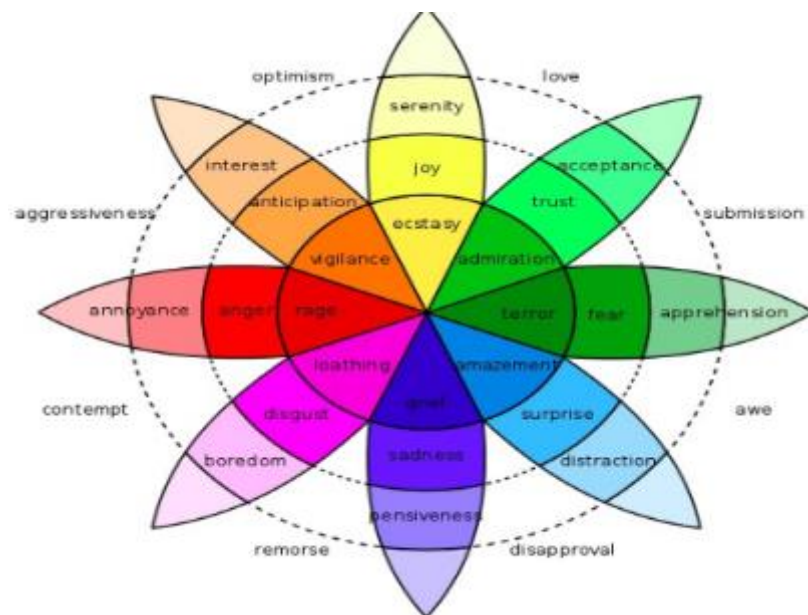


Figure (2): Emotion Cycle

Resorce: Plutchik, R. 1980. Emotions: Theories, Research, and Experience Vol. 1. New York: Academic, 1

Here, emotion is realized by colors; the more color degree the more emotion level. So, the emotion marketing attempts to affect these feelings via six steps (Rouge, 2017: 19); (Suyoto & Tannady, 2022, 12) they are as follows:

1. **Encounter**, the first encounter between the organization and its customer is a worthy chance to convince him/her. In this case, the organization is keen on convincing the customer and making him/her feel positively from the first encounter. In this step, the customer's feelings are various, like being pleased, fearful, and surprised.
2. **Testing**, in this step the organization is keen on evoking the customer's curiosity towards its products in order to pay his/her attention to test them.
3. **Being affected**, in this step the customer starts to be emotionally affected to the product; his/her desire is to have one of it.
4. **Preference**, here the customer is to prefer the product rather than other ones.
5. **Participation**, via this step the customer reflects to other customers his/her own experience and feelings towards the organization.
6. **Thankfulness**, here the organization attempts to express its acknowledgement which is characterized by giving gifts and making discounts to the customer(s).

Accordingly, the business organizations endeavor to depend on emotional marketing in order to increase the customers' concerned positive feelings. In addition, they adopt the concept of uncertainty to reflect a thorough vision concerning the customers' needs and wishes. This step will make the organization have profound insight to the extent of effect of various marketing communications on the customer's mentality (Rai Utama, et al., 2023, 4). Consequently, this matter will provide the best ways for marketing managers to improve their marketing performance and to comprehend greatly the needs and wishes of customers (Zurawicki, 2010: 90). (Srinivasan 2009: 2) identifies that the organization always attempts to analyze the market to pinpoint two divergent directions: the first one represents the environment with its internal and external types, and the second direction is to divide the market into a group of customers and how to satisfy their needs and wishes; and this is the point that is tackled by emotional marketing. On this basis, the emotional marketing is a group of dimensions that can be illustrative as follows (Negle et al., 2012: 52):

1. **Service design**, in this respect various thoughts emerged by the organization are adopted, whether they are suggested by the individual workers or by the customers. If the service design has been prepared properly, it will definitely attract the customer's feelings taking into account that this product will submit all what the customer desires like authenticity and renewing matters in addition to significance.
2. **Marketing campaigns**, in this connection, Lewis et al. (2011: 80) signifies that the most successful promotional campaigns are those of functioning emotion in the marketing processes in order to cause the customer's positive feelings which lead him/her to test this service. According to the UK researchers' views, 1400 case studies concerning the successful marketing campaigns have been based on the emotional and rational principles; the results uncover the campaigns' effectiveness based on emotions and size of challenges that may face these campaigns. Consider figure (3) below:

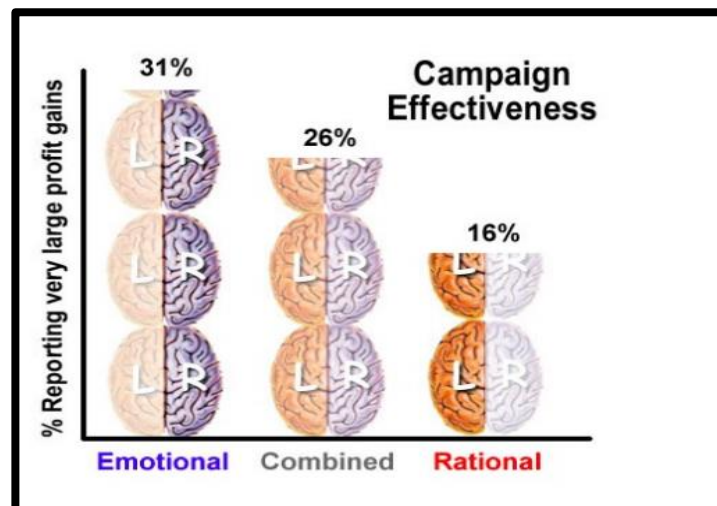


Figure (3): Emotional and Challenging factors

*Resorce: Dooley, R. 2009. Emotional Ads Work Best. Accessed 19 December 2019
<https://www.neurosciencemarketing.com/blog/articles/emotional-ads-workbest.htmsthash.yu8l31Jn.dpuf>*

It is clear that 31% represents the emotional campaigns in contrast to the rational ones which represent 16% and the combined ones which represent 26%. This proves that the customer's purchase attitude is highly affected by his/her own emotion.

3. Supporting Activities, this point is realized by all the organizational activities through which it submits the customer's consultation, technical support, transportation, ... etc. which are all reflected on his/her emotion and pushes him/her to repeat his/her experience with that organization (Kim and Yoon, 2004: 757).

Second: Happiness Customer

Despite the fact that the evidences concerning the impact and significance of satisfying customer have been being increased, most of the researchers think that satisfaction is not enough to keep customers. To add, many researches signify that customers can purchase a product of different trade mark, even though they express their satisfaction in previous experiences before transferring to another service, while many others reflect their dissatisfaction yet they still dealing with the same trade mark and haven't transferred into other marks (Souca, 2014: 3; Kwong & Yau, 2002: 4). In the light of these contradictories, researches deal with adopting a new notion termed 'happiness customer'. It is the highest level of satisfaction and the essential factor to achieve loyalty to customer, since it is considered an indicator for competitive superiority of the organization due to the positive feelings and the emotional correlation towards it. These feelings emerge from the comparison made for the service performance expecting that it is a contemporary and simultaneous positive emotion for customers which provides an organization's principle for superiority and distinction. Moreover, it seems an emotional response for customer's experience towards unexpected level (Magnini et al., 2011: 535; Gorelick, 2013: 13). Both researchers view that happiness customer is a positive emotional case resulted from the customer's experience for the service, where he/she makes a comparison between what he/she used to expected and what is his/her own actual impression. So, he feels totally pleasant and happy. The sketch of happiness customer can be illustrated in figure (4) shown below:

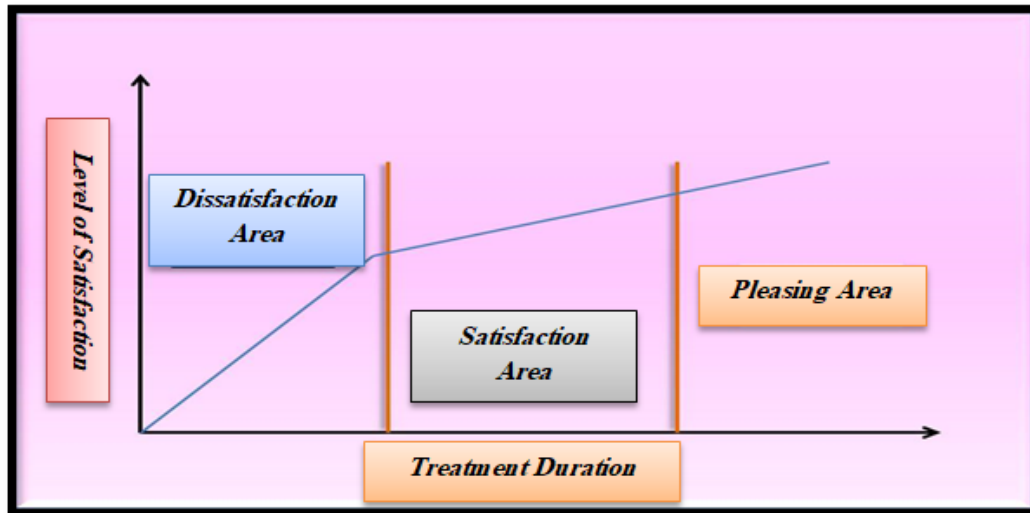


Figure (4): Sketch of Happiness Customer

Source: Vidhya, K., & Rajkumar, D.C.S, (2013), "Satisfaction To Delight-A Review", Asia Pacific Journal Of Marketing & Management Review, 2(4).

The significance of happiness customer can be identified by the following points:

1. The customer is the first target of the modern organizations; they ought to take care of the notion of happiness customer and providing a proper service because there are sever competitive organizations that submit the same service. That is, customers may resort to transfer to them in case of delaying response to customers' complaint. Increasing problems may make customer quit the organization and move to another competitive one.
2. Free promotion and services are to be submitted by the organization, since happiness customer coincides with the positive spoken work about the facilities provided by the organization. In so doing, the organization will properly promote its services and products (Al-Khafaji, 2018: 346).
3. Happiness customer contribute to the manifestation of positive feelings. In this respect, researches denotes that repeated experiences of positive feelings create pleasure, but at the same time this does not mean that there are negative feelings.
4. It is just like a real resource for competitive feature in a time where satisfying customer is a competitive necessity (Abdul-Rasool and Hamza, 2018: 245).
5. The organization can create a long term relations with the customer throughout its ability to speed response to the custmers' needs efficiently (Vidhya & Rijkumar: 2013: 65).

To Al-Atrooshi (2021: 53), there are some other factors that contribute to happiness customer:

1. Submitting services with faithfulness.
2. Prompt delivery.
3. Quicker services with short wait.
4. Personal interesting with each customer (i.e. to personalize services).
5. Dealing with the costumers' impressions and listening to their opinions.

As for Al-Khafaji (2018: 347), there a group of effective factors for happiness costumer:

1. **Relationship marketing:** relationships of organization-to- customers are served for customers retention for longer term.
2. **Cultural aspect:** the organization submits services taking into account the norms and traditions that make customer please and satisfy.
3. **Value of Customer:** while giving services, the organization considers the value of customer in contrast with the competitive organizations. This point may please customer; i.e., the customer will have addition care and features with low-costs.
4. **Situation:** happiness customer depends on his/her own situation; each condition has its own circumstances and characteristics. On this basis, the individual may feel sad or happy according to the effects of such a situation.

Al-Ta'ee (2007: 50-51) states a variety of principles for happiness customer:

1. How to please the customer rather than making him/her only satisfy and be convinced, how to motivate him/her to repeat the process of purchase again, and how to level up his/her feeling of loyalty towards organizational trends based on happiness customer in addition to uncovering the hindering points that prevent achieving this goal.
2. Observing the results of happiness. It consists of the following:
 - a. Measuring the returns and their sustainability.
 - b. Drawing specific curves for investment concerning the field of happiness customer.
 - c. Decreasing resources for pleasure continuity.

Practical Part

Examining the Research Hypotheses

First: Correlation relationships between emotional marketing and happiness customer:

1) The relevant relation at the macro-level:

Table (1) shows that there is an acceptable intangible positive relationship of correlation illustrated by the value of correlation coefficient (0.548*) with moral level of (0.05). in so doing, the first main hypothesis will be refuted; instead, the alternative one can be accepted, namely “there is a correlation relationship between emotional marketing and happiness customer at the macro-level”.

Table (1): results of correlation relationship between the two research variables

Independent variable Dependent variable	Emotional marketing
Happiness customer	0.548*
Size of sample	100

*Source: prepared by the two researchers depending on the results of SPSS program ($p \leq 0.05$) / * = significant*

2) Exhibiting the results of correlation relationship between emotional marketing and happiness customer at the micro-level:

Table (2): results of correlation relationship at the micro-level

Depending variable	Independent variable	Happiness customer
Emotional marketing	<i>Service design</i>	0.440*
	<i>Marketing campaigns</i>	0.420*
	<i>Supporting activities</i>	0.371*

Source: prepared by the two researchers depending on the results of SPSS program ($p \leq 0.05, n=100$) /
* = significant

Form the above data, table two shows the following:

1. The correlation relationship between service design and happiness customer:

Table (2) denotes that there is an intangible positive relationship of correlation between service design regarding it as one of the specific dimensions of emotional marketing and happiness customer; the value of coefficient correlation is (0.490*) at the moral level of (0.05). this means that the more taking care of service design in the domain under study the more effective of happiness customer. On this basis, the first minor hypothesis emerged from the first major one will be refuted. Instead, the alternative hypothesis will be adopted, namely “there is an intangible relationship of correlation between service design and happiness customer”.

2. The correlation relationship between marketing campaigns and happiness customer:

The data in table (2) shows that there is an integral correlation relationship between the marketing campaigns, considering it one of the specific dimensions of emotional marketing and happiness customer. In this connection, the value of coefficient correlation is (0.440*) at the moral level of (0.05). Hence, the second minor hypothesis resulted from the first major one will be refuted. Instead, the alternative one will be adopted, namely “there is an intangible correlation relationship between marketing campaigns and happiness customer”.

3. The correlation relationship between supporting activities and happiness customer:

According to the data stated in table (2), there is an intangible correlation relationship between support activities, regarded as one of the special dimensions of emotional marketing and happiness customer; the value of correlation coefficient is (0.371*) at the moral level of (0.05). That is, the third minor hypothesis based on the first major one will be refuted and replaced by the alternative hypothesis “there is an intangible correlation relationship between supporting activities and happiness customer”.

Second: The Relation of emotional marketing impact on happiness customer

1. The impact of emotional marketing on happiness customer at the macro-level:

- The second major hypothesis states that “there is no impact of emotional marketing on happiness customer”.

Table (3): Coefficients of macro-level impact of emotional marketing on happiness customer

Independent variable Dependent variable	Emotional marketing			F	
	β_0	β_1	R^2	<i>Calculated</i>	<i>tabular</i>
Happiness customer	1.429	0.548 (6.490)	0.301	42.116	3.938

Source: prepared by the two researchers depending on the results of SPSS
df (1,98) program ($p \leq 0.05, n=100$) * = significant

the data of table (3) concerning the results of analyzing the decline shows that there is an intangible impact of emotional marketing connected to happiness customer. The value of calculated (F) is (42.116); it is higher than its tabular value which is (3.938) at the degrees of freedom (1.98) and the moral level of (0.05). The coefficient of determination value (R^2) is (0.301), i.e., (30%) of illustrated differences for happiness customer is attributed to emotional marketing and (70%) is attributed to random uncontrolled variables that may be originally included in the sample of decline. Following the coefficient (β) and its test (T), it is found that the value of accounted (T) is (6.940); it is an intangible value and larger than its tabular value (1.660) at the moral level of (0.05) and the degrees of freedom (1.98). Accordingly, results refer to refuting the second main hypothesis. Accordingly, this hypothesis will be refuted and replaced by the alternative one, namely “there is an intangible impact of emotional marketing on happiness customer”.

Table (4): The impact of emotional marketing on happiness customer at the micro-level

Dimensions of Emotional Marketing	Value of β_0	Value of β_1	Value of R^2	Value of T	Value of (F)		Value of (Sig)
					Calculated	tabular	
Service design	1.459	0.581	0.240	7.072	50.016	2.699	0.00
Marketing campaigns	1.679	0.420	0.177	4.587	21.040	2.699	0.00
Supporting activities	1.932	0.371	0.137	3.950	15.603	2.699	0.00

Source: prepared by the two researchers depending on the results of SPSS df (3,96) program ($p \leq 0.05$ $n=100$)

2. The impact of emotional marketing on happiness customer at the micro-level:

Data in table (4) shows the following:

a. The impact of service design on happiness customer:

Table (4) denotes that there is an intangible impact of service design on happiness customer, where the value of calculated (F) is (50.016). it is in fact higher than its tabular value (2.699) at the degrees of freedom (3.96) and moral level of (0.05). The coefficient of determination value (R^2) is (0.420); it means that (24%) of interpreted differences concerned with happiness customer is uncovered by service design. The rest percentage is attributed to random uncontrolled variables, or it is basically excluded from the decline sample.

Observing the coefficient (β) and test (T), it is found that there is an intangible impact of dimension of service design on happiness customer in general. The value of (β_1) is (0.581) and the value of (T) is (7.072); it is in fact moral value and higher than its tabular value (1.660) at the degrees of freedom (3.96). hence, the first minor hypothesis based on the second main hypothesis will be refuted and replaced by the alternative one, namely “there is an intangible statistical impact of service design on happiness customer together in the companies of travel and tourism in Mosul city”.

b. The impact of marketing campaigns on happiness customer:

Table (4) shows that there is an intangible impact of service design on happiness customer, where the value of calculated (F) is (21.040). This means that it is higher than its tabular value (2.699) at the degrees of freedom (3.96) and moral level of (0.05). Its determination coefficient (R^2) is (0.177); i.e., it is (18%) of the interpreted differences of happiness customer illustrated by marketing campaigns. The

rest value is attributed to random uncontrolled variables, or it may be originally excluded from the decline sample.

Observing the coefficient (β) and test (T), it is found that there is an intangible impact of dimension of marketing campaigns on happiness customer in general. The value of (β_1) is (0.420) and the value of (T) is (4.587); it is in fact a moral value and higher than its tabular value (1.660) at the degrees of freedom (3.96). Hence, the second minor hypothesis based on the second main one will be refuted and replaced by the alternative hypothesis, namely “there is an intangible statistical impact of marketing campaigns on happiness customer together in the companies of travel and tourism in Mosul city”.

c. The result of testing supporting activities on happiness customer:

Table (4) shows that there is an intangible impact of supporting activities on happiness customer, where the value of calculated (F) is (21.15.603). This means that it is higher than its tabular value (2.699) at the degrees of freedom (3.96) and moral level of (0.05). Its determination coefficient (R^2) is (0.137); i.e., it is (14%) of the interpreted differences of happiness customer illustrated by supporting activities. The rest value is attributed to random uncontrolled variables, or it may be originally excluded from the decline sample.

Observing the coefficient (β) and test (T), it is found that there is an intangible impact of dimension of supporting activities on happiness customer in general. The value of (β_1) is (0.371) and the value of (T) is (3.950); it is in fact a moral value and higher than its tabular value (1.660) at the degrees of freedom (3.96). Therefore, the third minor hypothesis based on the second main one will be refuted and replaced by the alternative hypothesis, namely “there is an intangible statistical impact of supporting activities on happiness customer together in the companies of travel and tourism in Mosul city”.

3. Variance test of impact of independent variables :

The third main concerned hypothesis “there is no variance of impact of emotional marketing dimensions on happiness customer in the companies of travel and tourism in Mosul city” has been tested. Using the (SPSS V26) program and adopting the stepwise decline analysis technique, the results of decline analysis are shown in table (5). They refer to the fact that there is variance impact of dependent variables (i.e. service design, marketing campaigns, and supporting activities) on happiness customer.

Table (5) Results of stepwise decline analysis

<i>Stage</i>	<i>Variables included in the sample</i>	<i>Determination coefficient (R^2)</i>
First	Service design	0.338
Second	Service design , marketing campaigns	0.373
Third	Service design , marketing campaigns , supporting activities	0.374

Source: prepared by the two researchers depending on the results of SPSS

The service design separately uncovers (34%) of changes made through the realization of happiness customer and (66%) is attributed to included and excluded random variables in the sample of this stage. In this respect, the dimension of marketing campaigns is inserted in addition to service design, since the interpreting capability of sample will be increased relatively from (34%) to (37%). At the same time, the dimension of supporting activities is inserted in addition to service design and marketing campaigns, since the interpreting capability is to be as it is. Therefore, it can be said that service design, marketing

campaigns, and supporting activities are interpreted as (37%) of changes made in the realization of happiness customer and (63%) of variables is attributed to variables excluded from scope of the study. accordingly, the third main hypothesis will be refuted and replaced by the alternative one, namely “the impact of emotional marketing dimensions on happiness customer are variant”.

Section Four

Conclusions and Recommendations

Conclusions

According to the results shown in the practical part, the following conclusions have been formulated as follows:

1. The analysis results uncover that there is an intangible correlation relationship between emotional marketing and happiness customer at the macro-level.
2. The analysis results signify that there is an intangible correlation relationship between emotional marketing dimensions and happiness customer.
3. The analysis results assert that there is an intangible impact relationship of emotional marketing dimensions at the macro-level.
4. The analysis results confirm that there is an intangible impact relationship of emotional marketing dimensions on happiness customer after primarily considering the service design followed by marketing campaigns and then supporting activities at the third stage.

Recommendations

It is preferred for the organizations under study to be highly dealt with including various supporting activities such as providing more developed transporting buses for tourists.

1. the organizations have to enroll their employees in training courses for being continuously innovated as far as service design is concerned.
2. The organizations must greatly focus on their marketing campaigns in order to inform customer(s) with all new of trips and services.

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