

# Digital Transformation And The Emotionalization Of Consumer Journeys

Boltaeva Zinora Mirdjonovna\*<sup>1</sup>

1. Associate professor, PhD "Management and Marketing" department, Alfraganus University

\* Correspondence: [zinora.mirdjanovna@gmail.com](mailto:zinora.mirdjanovna@gmail.com)

**Abstract:** The digital transformation has immensely changed the consumer journey structure by incorporating the latest technological devices like artificial intelligence, data analytics, and digital platforms into the marketing ecosystems. The emotionalization of consumer relations is also among the critical results of this change, and companies in this context are creating more and more experiences that provoke emotional response and psychological sense of brand connection. This paper identifies the impact of digital change on the emotional aspect of consumer experiences. The article suggests a model of relationship between digital capabilities and emotional consumer engagement throughout the purchase process using conceptual analysis and secondary data assessment. The results point to personalization algorithms, engaging environments, and immersion as digital platforms as the way to increase emotional resonance and customer loyalty. The digital transformation theory, the emotional marketing framework, and the consumer behavior framework are intertwined in the study, and it has contributed to the literature.

**Keywords:** Digital transformation, consumer journey, emotional engagement, digital marketing, customer experience

## 1. Introduction

The high rate of diffusion in digital technologies has changed the way companies communicate with customers. Digital transformation is the incorporation of digital technologies into business operations, organizational systems, and customer relationships tactics (Verhoff et al., 2021). The digital transformation in a marketing context allows a company to gather a lot of behavioral information, personalize communication, and develop interactive consumer experiences.

The consumer journeys were traditionally regarded as linear processes based on the stages of the consumer journey, including awareness, consideration, purchase, and post-purchase review[1]. These journeys have, however, been transformed by digital environments into an interactive, multi-channel experience. Consumers are accessing the brands simultaneously by means of the websites, mobile applications, social media and digital platforms.

The growing significance of emotions in digital marketing strategies is another crucial development. Emotionalization is when the brands deliberately shape relationships that provoke affective responses and build emotional contacts with consumers[2]. By implementing digital technologies, like AI-based personalization and immersive storytelling as well as interactive platforms, companies strive to impact not just the rational choice but also the emotional response.

The article explores the role of digital transformation in emotionalizing consumer journeys. In particular, it is going to theorize the nature of how digital technologies can be used to shape emotional engagement at various points in the consumer journey.

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## Literature Review

### *Digital Transformation in Marketing*

Digital transformation is commonly accepted as one of the basic changes in the business model and marketing. Verhoef et al[3]. assert that digital transformation is a strategic move that entails the utilization of digital technologies to transform the value creation and organizational processes and customer relations.

Digital technologies allow companies to capture real-time consumer data, analyze behavioral patterns, and provide individual experiences. The Internet is used to establish continuous contact between firms and consumers via e-commerce websites, social media, and mobile applications.

Studies propose that digital transformation transcends the level of operational efficiency and operational customer engagement strategies[4,5]. Companies are turning to the use of digital resources in order to support multifaceted consumer experience during their interactions, which encompasses multiple points of touch.

### *Consumer Journey Framework*

Consumer journey concept is defined as the interactions with a brand by consumers in various channels and decision-making phases[6,7]. The consumer journey approach, as opposed to the conventional model, does not pay much attention to the purchase decision, but puts more emphasis on pre-purchase, purchase, and post-purchase experience.

Consumer journeys in online space are interactive and non-linear. This is because consumers can switch online and offline channels many times before deciding to make a purchase[8]. This complexity makes firms deal with numerous touchpoints at a given time.

### *Emotionalization of Marketing*

Emotions are very important in consumer decision making processes. Hollebeek and Macky state that emotional involvement contributes to brand loyalty, satisfaction, and advocacy[9]. Emotional marketing plans strive to create a psychological relationship between consumers and brands.

Digital channels enhance the emotional appeal through the possibility of immersive storytelling, personalized content and interactive communication. As an illustration, social media campaigns can be based on emotional stories to generate viral content.

Research indicates that emotional online experiences have a massive impact on consumer perceptions and consumer buying behavior (Lemon and Verhoef, 2016). Therefore, emotionalization has become a key component of contemporary marketing techniques.

## Methodology

This study employs a conceptual analytical approach based on secondary literature analysis and marketing theory synthesis. The methodology focuses on integrating digital transformation frameworks with consumer behavior models.

The conceptual relationship between digital transformation and emotional engagement can be represented by the following analytical model:

$$E=f(DT,P,I,C)$$

Where:

- E = Emotional engagement level
- DT = Degree of digital transformation
- P = Personalization capability
- I = Interactive digital platforms
- C = Content emotional appeal

This functional model assumes that emotional engagement is influenced by the degree to which firms utilize digital technologies to personalize and emotionally enrich consumer interactions.

Data for the conceptual model were derived from existing academic literature and empirical findings in digital marketing studies.

**Results**

Results section gives the conceptual findings of the analysis as the relationship between digital transformation and emotionalization of consumer journeys. The tables and diagram below show the impact of digital technologies on emotional involvement in various consumer journey phases, and which processes are the most important ones that define how consumer experiences are formed by the use of digital tools.

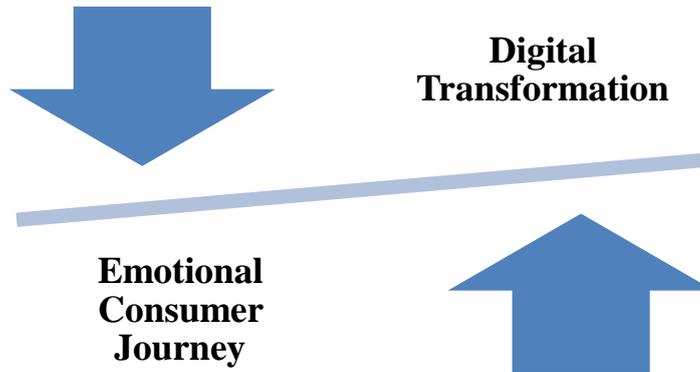
**Table 1.**

Digital Technology	Consumer Interaction Mechanism	Emotional Outcome
Artificial Intelligence	Personalized recommendations	Feeling of relevance
Social Media Platforms	Interactive communication	Sense of belonging
Mobile Applications	Continuous engagement	Convenience satisfaction
Immersive Technologies (AR/VR)	Experiential storytelling	Emotional immersion

**Table 2. Digital Technologies and Emotional Engagement Mechanisms**

Table 1 shows how different digital technologies influence consumer interaction mechanisms and emotional responses. These technologies enable personalized communication, interactive engagement, and immersive experiences that strengthen emotional connections between consumers and brands.

**Figure 1.**



**Figure 2. Relationship Between Digital Transformation and Emotional Consumer Journey**

Figure 1 illustrates the conceptual relationship between digital transformation and the emotional dimension of the consumer journey. Digital technologies such as artificial intelligence, digital platforms, and data analytics enable firms to enhance emotional engagement, customer satisfaction, and long-term brand loyalty[10,11].

**Table 3.**

Consumer Journey Stage	Emotional Driver	Digital Tool
Awareness	Curiosity	Social media campaigns
Consideration	Trust	Customer reviews and ratings
Purchase	Confidence	Secure digital payment systems

Post-purchase	Satisfaction	Customer service chatbots
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#### **Table 4. Emotional Drivers Across the Consumer Journey**

Table 2 illustrates how emotional responses develop across different stages of the consumer journey. Digital tools support these emotional drivers by enhancing curiosity, trust, confidence, and post-purchase satisfaction.

Overall, the findings indicate that digital technologies are vital in improving emotional appeal during the consumer process. Individualization systems, interactive platforms, and virtual worlds overall will help build more emotional relationships between consumers and brands, which will impact consumer behavior and loyalty.

#### **Discussion**

The findings of the current research point to the great importance of digital transformation in terms of its role in forming the emotional aspect of consumer experiences. The theoretical framework that is described in the results indicates that digital technologies do not only enhance the efficiency of operations and accuracy of marketing but also change the manner in which consumers respond to the brands emotionally. The observation confirms what other studies have pointed to, that digital transformation has a fundamental change in the way customer experience management and consumer engagement strategies are pursued[12].

Personalization is one of the most significant processes that digital transformation has on the emotional involvement. Artificial intelligence and data analytics enable companies to gather and process vast amounts of consumer data, and enable a highly individualized marketing communication. Customized suggestions and personalized online information give the illusion that brands know what needs individual consumers allowing the further strengthening of the emotional connection and perceived relevancy[13]. This observation coincides with the conclusion of Kannan and Li, who state that digital marketing technologies lead to increased customer interaction because they allow communicating personally and depending on contextual factors.

The other important element is the consideration of online mediums and interactive relationships that enable unending communication between companies and customers. Social media networks, mobile applications and digital communities bring about real time interactions which would never have been achieved in the traditional marketing environment. These sites enable consumers to exchange experience, give their view and engage in brand-related conversations. Consequently, the consumer experience is more interactive and emotional. These interactive environments are proven to have a great potential to enhance brand trust and customer satisfaction, as it is clear that they increase the strength of the psychological relationships between consumers and brands[14].

It is also shown in the results that digital transformation brings about the growth of consumer journey touchpoints, which further enhances emotional engagement. Consumer journeys made in traditional marketing models were usually characterized as linear processes in which they made few interactions with the firm. Nonetheless, online and offline worlds have developed a complex system of touchpoints with digital transformation. Before consumers make a purchase decision, they may come across a brand via social media advertisement, online reviews, online e-commerce or an app on their mobile device. All these touchpoints give companies a chance to generate consumer feelings and impressions. Lemon and Verhoef note that the management of such touchpoints is the key to the provision of the consistent and emotionally investing customer experiences[15].

Moreover, digital technologies can help companies to integrate immersive and experience-based aspects into marketing campaigns. The use of technologies like augmented reality, virtual reality, and interactive digital storytelling enable consumers to have an innovative experience with products and services. These experiential engagements arouse emotional reactions like fascination, interest, and fun that can have a profound impact on the decision to buy. In such a context, emotionalization is used as a strategic element of digital marketing where companies strategically create experiences that would help build emotional bonding with consumers.

The results also indicate that emotional involvement is a very important factor in the development of a long-term customer relationship. Consumers are likely to build a loyalty and advocacy behavior when they have positive emotions in the course of their interaction with the brands. Emotional appeal enhances brand loyalty and also promotes repeat buying, word of mouth and recommending. This fact is in line with studies that have shown that emotional attachments tend to be more relevant to consumer loyalty as compared to their functional product qualities (Rust and Huang, 2014).

Concurrently, the increasing emotionalization of consumer journeys creates a number of managerial and ethical major issues. Companies should be very cautious when handling consumer data and personalization algorithms to achieve transparency and privacy. Excessive invasive personalization policies can cause consumer uneasiness or data abuse suspicions. This is why organizations need to strike a balance between digital personalization and responsible data management or ethical marketing.

In general, the discussion indicates that digital transformation is not only a technological process but also strategic transformation of consumer experience design. With a combination of digital performance and emotional engagement strategy, companies could develop meaningful and memorable consumer experience. These observations can be added to the rising stock of knowledge on the subject of digital marketing, customer experience management, and emotional consumer behavior.

Future studies ought to be dedicated towards empirical testing of the conceptual framework proposed based on quantitative data. Further methods of analytical research like structural equation modeling or panel data analysis may give more insight into the causal effect of digital transformation capabilities and emotional engagement outcomes. Furthermore, cross-industry and cross-cultural analyses can contribute to the determination of differences in the emotional consumer experience with the impact of digital transformation in various market settings.

### Conclusion

The digital transformation has fundamentally altered the consumer journey structure by establishing new interaction and engagement forms. The experience that customers can be developed by incorporating digital technologies can allow firms to create emotionally driven experiences which can impact customer perceptions, satisfaction and loyalty.

This paper has revealed that emotionalization has been instrumental in the current digital marketing approaches. Emotional response is achieved through personalization, interactive platforms, and immersive content at various levels of the consumer journey.

The next round of research ought to be done empirically on the proposed conceptual model through the utilization of quantitative data and more elaborate analytical methods like structural equation modeling.

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