

# The Business of Emotions: How AI is Learning to Monetize Your Mood

Raamiz<sup>1</sup> and Reshma S<sup>2</sup>

First Year, B.Com Student, Department of Commerce, Don Bosco College, K R Puram, Bangalore<sup>1</sup>

Assistant Professor, Department of Commerce, Don Bosco College, K R Puram, Bangalore<sup>2</sup>

**Abstract:** *The rapid advancement of Artificial Intelligence (AI) has transformed modern marketing by enabling businesses to analyze and interpret consumer emotions through facial recognition, voice tone analysis, text sentiment evaluation, and online behavioral tracking. This study examines how AI-driven emotional intelligence influences consumer purchase decisions and how businesses monetize consumer moods through personalized marketing strategies. Primary data were collected from 150 respondents using a structured questionnaire. Statistical tools such as percentage analysis, correlation, chi-square test, and regression analysis were applied to examine the relationship between emotional AI factors and consumer buying behavior. The findings reveal that emotional personalization significantly enhances purchase intention, impulse buying, and brand loyalty. Trust and perceived accuracy of AI systems play a mediating role in shaping consumer acceptance. However, concerns regarding privacy and ethical use of emotional data remain significant challenges. The study concludes that AI-powered emotional analytics contributes substantially to revenue generation by improving customer engagement and decision efficiency. Businesses adopting transparent and ethical AI practices are more likely to sustain long-term consumer trust and competitive advantage in the evolving digital marketplace.*

**Keywords:** Artificial Intelligence, Emotional Analytics, Consumer Behavior, Personalization, Purchase Decision

