

# A BIBLIOMETRIC ANALYSIS OF EMOTIONAL MARKETING AND BRAND LOYALTY IN THE COSMETIC INDUSTRY

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## ABSTRACT

In recent times, brand loyalty has gained recognition as one of the most important intangible assets for businesses, regardless of their sector. Because of its significance, academics became interested in determining how various elements affect brand equity and creating a financial scale to gauge its influence on the company. This bibliometric study utilizes secondary data sources to investigate the enduring effects of emotional marketing tactics on brand loyalty within the cosmetic product industry across the economy. Understanding the long-term effects of emotional appeals on consumer behavior is critical for both practitioners and researchers as the cosmetics business develops. This research work synthesizes a thorough overview of the body of research on emotional marketing and brand loyalty in the cosmetics sector by utilizing keywords, publications, and historical analysis. The study is limited to exploring emotional marketing and brand loyalty within the cosmetic industry. Using information from the Google Scholar, N LIST, and Scopus databases, this study examines the scholarly literature on brand equity that has been published in the last 6 years. Using content analysis, which involves systematically analyzing various types of content like advertisements, social media posts, website content, customer reviews, and promotional materials related to cosmetic products in published articles. The study's time frame was limited to the years 2018–2025.

**Keywords:** Emotional Marketing, Brand loyalty, Cosmetics Industry, Bibliometric.

## 1) INTRODUCTION

A key trend in marketing, emotional branding aims to establish strong, meaningful bonds between brands and their customers. This strategy goes beyond conventional marketing by emotionally connecting with customers and encouraging preference, trust, and brand loyalty. A growing number of industries, including beverages and cosmetics, are implementing emotional branding techniques to improve consumer identification and brand impression.

According to statistics from Statista, the global Beauty & Personal Care market is forecasted to achieve a revenue of US\$650 billion by 2025. Over the period from 2024 to 2028, it is anticipated to experience a compound annual growth rate (CAGR) of 3.33%. The cosmetic industry produces a wide range of goods, from foundations and powders to eye liners, eye shadows, blushers, mascaras, cleansers, toners, serums, and moisturizers. The list continues to expand as better and newer products are becoming more and more accessible on the market. In addition, the market for cosmetics has grown to encompass men and children in addition to women.

The cosmetics sector in India has seen tremendous growth because of shifting lifestyles and increased consciousness. In terms of revenue generated from the beauty and personal care market in 2024, India is ranked fourth in the world. Few companies, like Unilever, Procter & Gamble, and L'Oréal, dominate the global cosmetics sector. Despite their enormous success in India, domestic competitors now have a level playing field as more recent organic brands join the market. Nevertheless, local businesses like Mama Earth, Khadi Essentials Plum, and Soul Tree were able to market their handmade cosmetics and personal care goods because the foreign brands were unable to meet the demand for products appropriate for Indian skin types.

Emotional branding serves as a potent marketing strategy within the cosmetics industry, aimed at fostering profound emotional connections between brands and their customers (Jennifer D. Chandler, 2019). To boost brand equity, it entails appealing to consumers' emotions. Empirical studies have showcased the significant impact of emotional marketing on consumer behavior and brand equity, incorporating strategies such as storytelling, experiential marketing, and the integration of visual and sensory elements (Marianne E. K. Larrson 2013). The focus of emotional marketing is on how feelings can modernize a company and create deep connections with customers, which foster brand equity and satisfaction. Customer pleasure serves as a mediating factor between the impact of emotional marketing and brand equity. In the cosmetics sector, visual packaging plays a significant role in emotional marketing since it influences attitudes and perceived emotional value in a favourable way. Emotional appeals like dread, guilt, or genuine pride. In spite of the cosmetics industry's growing adoption of emotional marketing, a thorough bibliometric study in this field is still lacking. There is a lack of organized insights into the intellectual, thematic, and citation tendencies that define this field since the majority of studies rely on primary methodologies like surveys. To map the body of current literature, pinpoint important ideas, and monitor research advancements, a bibliometric evaluation is essential.

❖ **This study aims to:**

- Understand the research trends in emotional marketing and brand loyalty;
- Identify the core concepts and patterns emerging from existing literature;
- Explore how emotional branding contributes to memorable customer experiences in the cosmetics industry.

❖ **The scope of this study** is limited to secondary data sourced from databases such as Scopus and Google Scholar. Future research can expand by incorporating primary data

collection, exploring cross-cultural perspectives, and including other industries and marketing dimensions to gain deeper and more diverse insights.

## 2) LITERATURE REVIEW

The literature review explores the interplay between emotional marketing strategies and brand loyalty within the cosmetics industry. Multiple studies have been conducted to investigate various aspects of this relationship, shedding light on factors influencing consumer behavior, purchase intention, and loyalty.

Digital marketing strategies like influencer partnerships, quality service, and product innovation boost customer engagement and loyalty (Ancello G. O. Kalaij, 2025). Perceived value plays a key role in driving loyalty toward Taiwanese plant-based skincare products. Emotional value most strongly influences repurchase intention, while functional value primarily affects willingness to pay and receive information, followed by product and situational involvement (IH Wu, C Liang, 2025). Emotional marketing strategies like nostalgia, luxury, and curiosity effectively engage customers, prompting repeat purchases and boosting brand loyalty. Marketers should focus on creating emotional experiences to enhance brand visibility and consumer connection (Muhammed Rafi K K, 2024). Brand messaging that appeals to emotions enhances authenticity and trust, especially among women drawn to themes of self-love, empowerment, and ethics, fostering stronger brand loyalty (Deepika Chaudhary 2024). Research highlights that emotion-focused marketing strategies play a key role in fostering brand loyalty among young adults in the cosmetic sector (Abass, Nada 2024). Evidence shows that product quality, religious belief, and trust in halal cosmetics shape consumer attitudes, leading to repurchase intention and brand loyalty. Repurchase intention also mediates the attitude–loyalty relationship (K Hussain, 2024). Beauty and personal care companies benefit from strategic influencer partnerships, active customer engagement, strong CSR initiatives, and consistent product quality to build consumer loyalty and strengthen brand reputation (E Rachmawati 2024). Emotional marketing is highlighted as a pivotal factor in shaping brand loyalty among female consumers in the cosmetics sector (Philipp Robinson Rossner, 2023). Factors such as age, income, purchasing frequency, and product types positively impact consumer loyalty (Annisa, 2023). Sustainable marketing practices also enhance brand trust and affect, contributing to attitudinal and behavioral brand loyalty (Sujata, 2022). It emphasizes creating lasting connections with consumers by tapping into their emotions, impressions, and aspirations (Tareq, N, 2020). Positive emotions are particularly significant, with a striking 91% of respondents acknowledging their importance in consumer behavior (Sasa Virijevic-Jovanovic, 2020). However, emotional intelligence does not notably influence trust levels (Le Vo Lieu Hoang, 2020). Specific consumer segments prioritize emotional connection and social prestige, indicating the importance of tailored marketing strategies targeting distinct consumer clusters (Dorota, Anderlová, 2020).. There exists a positive correlation between brand loyalty and purchase intention, highlighting the influential role of brand loyalty in shaping consumers' intentions to purchase (Abhimanyu, 2020). Word-of-mouth, trust, and perceived value are identified as key predictors of consumers' purchasing decisions (Le Vo Lieu Hoang, 2020). The customer experience is found to positively influence emotional brand attachment and customer trust, which in turn significantly impact customer loyalty (Endah, 2019). Additionally, brand loyalty is positively influenced by various factors, including brand name, promotion, design, product quality, price, and retail environment (Shahid, 2018). Emotional marketing factors also influence consumer behavior in beauty service consumption, with effective communication leading to increased sales in the beauty industry (So-Eun Yeon,

2018). Emotional branding cultivates strong brand bonds, and interactive features intensify these emotional branding elements (Chandra, 2018).

This comprehensive review underscores the significant role of emotional marketing in shaping brand loyalty within the cosmetics industry, offering insights into consumer behavior, purchase intention, and effective marketing strategies.

### 3) METHODOLOGY:

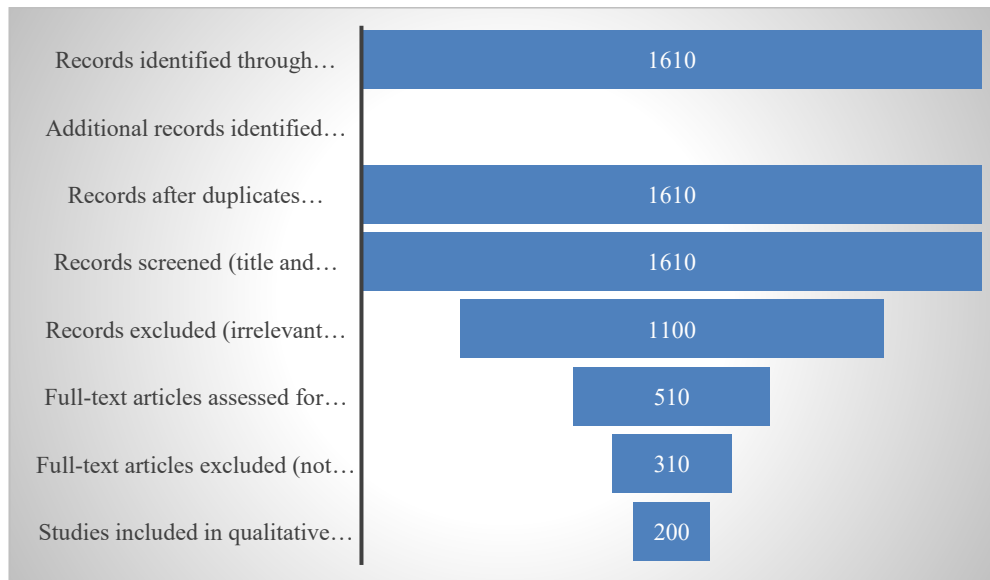
This research employs a quantitative bibliometric analysis to systematically explore scholarly literature on emotional marketing and brand loyalty in the cosmetic industry. Data were retrieved from Scopus and Web of Science using a structured search query combining the terms “emotional marketing,” “brand loyalty,” and “cosmetic industry,” limited to English-language publications from 2018 to 2025. Relevant bibliographic information—including titles, authors, abstracts, keywords, citations, and publication details—was extracted for analysis. Bibliometric techniques such as citation analysis, co-authorship mapping, and keyword co-occurrence were applied using VOSviewer. Studies unrelated to the cosmetic industry or lacking relevance to emotional or brand-related themes were excluded. This methodological approach facilitates the identification of key contributors, emerging themes, and research trends within the domain.

### 4) RESULT AND DISCUSSION

**Table I. PRISMA.**

Details	Count
Records identified through database searching	1610
Additional records identified through other sources	0
Records after duplicates removed	1610
Records screened (title and abstract)	1610
Records excluded (irrelevant topics, etc.)	1100
Full-text articles assessed for eligibility	510
Full-text articles excluded (not aligned with criteria)	310
Studies included in qualitative and quantitative synthesis	200

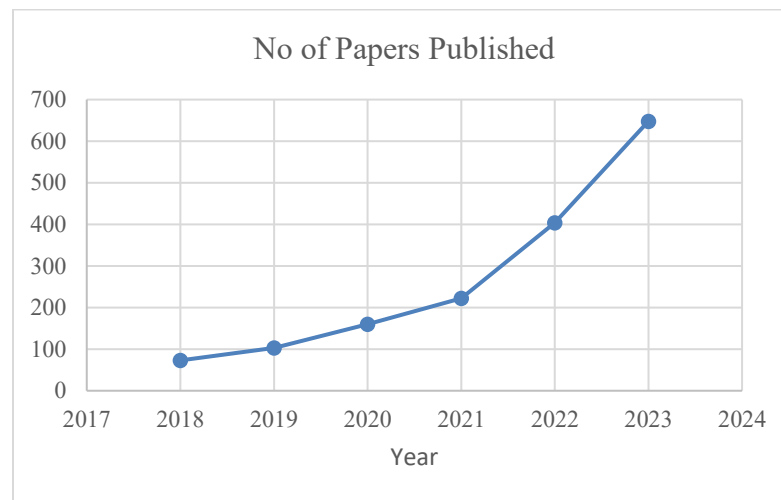
**Figure I. PRISMA.**



**Table II. Publication Trends.**

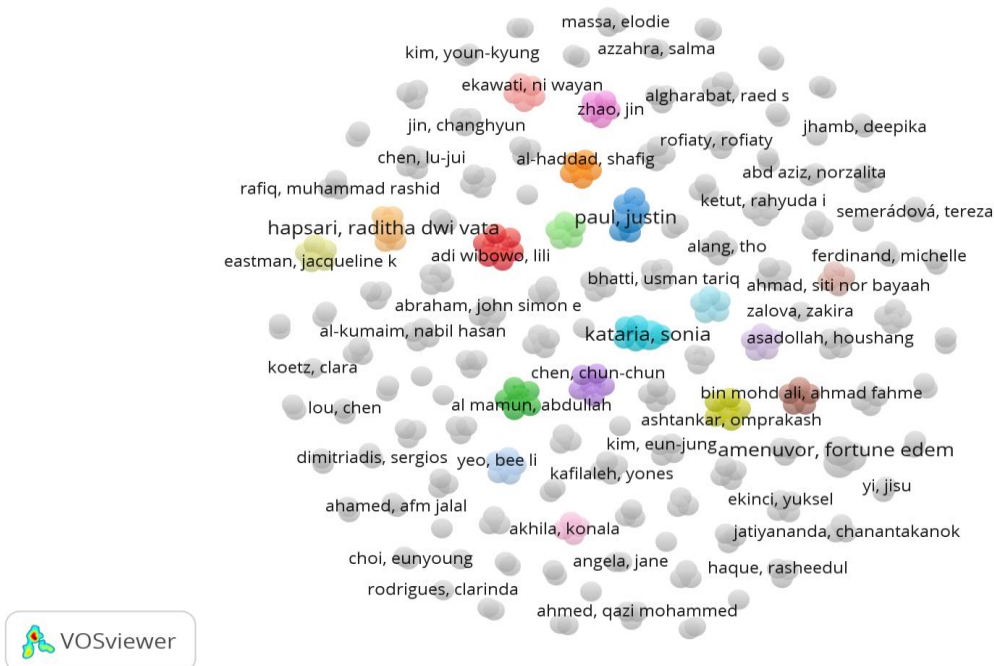
Year	No of Papers Published
2018	73
2019	103
2020	160
2021	222
2022	404
2023	648
<b>Total</b>	<b>1610</b>

**Figure II. Publication Trends.**



The table displays the progression of bibliometric research papers published on the correlation between emotional marketing and brand equity within the cosmetic industry, spanning from 2018 to 2023. Initially, the number of publications was modest, with approximately 73 papers in the first year. However, over time, there was a steady increase in the adoption of bibliometric analysis, culminating in around 648 publications by 2023. Over six years, a total of 1610 bibliometric analyses were conducted, shedding light on the interplay between emotional marketing strategies and brand loyalty within the cosmetics sector.

**Figure III. Top Authors Contribution towards Emotional Marketing and Brand Loyalty.**

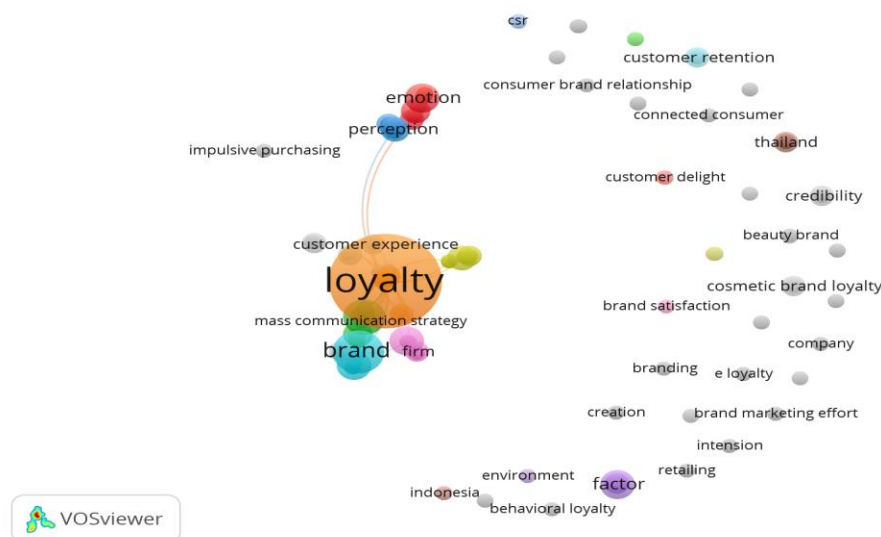


The following researchers, including Dewi Dirgantari, Puspo, Yusary, Sarah, Adi Wibowo, Lili, Murtadlo Hidayat, Yusuf, Soeryanto Soegoto, Eddy, Halim bin Mahphoth, Mohd, Aulia Martha, Jefry, have significantly contributed to the research on emotional marketing and brand loyalty within the cosmetic industry between 2018 to 2023. Their scholarly work sheds light on the dynamics of emotional branding strategies and their impact on consumer behavior and brand allegiance in the cosmetics sector during this period.

## 5) IMPACT OF EMOTIONAL MARKETING AND BRAND LOYALTY ON COSMETIC INDUSTRY

Emotional marketing exerts a notable influence on the loyalty of female consumers within the cosmetic industry. Effective strategies encompass narrative-driven approaches, active engagement on social media platforms, and the integration of sensory elements. Emotional marketing within the cosmetics industry shapes brand loyalty among female consumers. Integrated marketing communication enhances brand campaign awareness. Emotional branding within the cosmetic industry cultivates brand loyalty by resonating with customers' emotions, fostering deep connections beyond product attributes, thereby stimulating engagement and fostering long-term loyalty. The brand name, promotional activities, design, product quality, pricing, and the retail environment collectively contribute positively to brand loyalty. Furthermore, brand loyalty significantly influences purchase intentions in a favorable manner.

Figure IV. Network Visualization



In the network analysis of these concepts, we observe a complex interplay of factors influencing consumer behavior and brand success. At the core lies loyalty, a key outcome sought by brands, intricately linked to customer experience, brand satisfaction, and customer retention. These factors are mutually reinforcing, forming a foundation upon which successful brands build lasting relationships with their consumers.

Surrounding this core are elements of brand strategy and consumer psychology. Mass communication strategy serves as a conduit for shaping perception and credibility. Through



strategic communication efforts, brands aim to influence consumer perceptions and establish credibility, which in turn impacts brand trust and loyalty.

The role of emotions is significant in driving impulsive purchasing, a phenomenon often triggered by emotional responses to brand messages or experiences. This impulsive behavior is influenced by brand marketing efforts, which leverage emotional appeals and persuasive tactics to drive consumer actions.

Within this network, the specific context of beauty brands is highlighted, indicating how these dynamics manifest within a particular industry. Beauty brands navigate consumer preferences, trends, and aspirational desires, employing tailored strategies to foster consumer-brand relations and cultivate brand loyalty.

Furthermore, the digital landscape introduces e-loyalty, reflecting the importance of online interactions and experiences in shaping consumer loyalty. E-loyalty intertwines with traditional loyalty measures, highlighting the evolving nature of consumer-brand relationships in the digital era.

## 6) LIMITATIONS OF THE STUDY

This study is not without limitations. The bibliometric analysis was based exclusively on data sourced from Scopus and Google Scholar, which, while reputable, may not capture all relevant literature from other scholarly databases such as Web of Science, PubMed, or ScienceDirect. As a result, some influential studies may have been unintentionally omitted. Furthermore, the analysis primarily focused on quantitative metrics, such as citation counts, keyword co-occurrence, and co-authorship networks, without exploring the qualitative depth of emotional branding strategies in detail. Another limitation is the lack of regional specificity, which means cultural nuances in emotional marketing within different geographic markets cannot be assessed. Finally, the time frame considered for the publications may have excluded the most recent or emerging research contributions in this fast-evolving field.

## 7) FUTURE SCOPE

Future research could broaden the perspective offered in this study by including additional academic databases, thus capturing a more comprehensive view of the literature. Extending the publication time frame may also help uncover newer trends and emerging themes. There is significant value in incorporating qualitative research approaches, such as content analysis, in-depth interviews, or expert surveys, to better understand the emotional dimensions of branding strategies. Comparative studies involving cross-cultural or regional analyses can help reveal how emotional marketing is received in diverse consumer markets. Lastly, applying bibliometric methods to other industries—such as food and beverages, fashion, or technology—may provide a comparative outlook on how emotional marketing influences brand loyalty across sectors.

## 8) CONCLUSION

In recent years, the cosmetic industry has experienced rapid development and is regarded as an important tool for driving economic growth. With the increasing importance of consumer attitudes and preferences towards brands in purchase decisions, emotional marketing and brand loyalty. This paper aims to explore the impact of different emotional marketing and brand loyalty appeals on consumer behavior. Through bibliometric analysis methods and in-depth analysis of



different research papers on emotional marketing and brand loyalty, this research aims to provide new creative insights to conduct more bibliometric studies in the cosmetic industry.

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