

Influence of Emotional Marketing and Brand Loyalty of Cosmetics Products

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Abstract:

This study explores the nexus between emotional marketing and brand loyalty in the cosmetics industry, considering customer satisfaction as an intermediary factor. Emotion, a subjective and private facet, is integral to decision-making, imparting intangible value to products. The global cosmetics market's exponential growth underscores the sector's significance. Leveraging emotional marketing strategies, such as advertising, nostalgia, repeated purchases, luxury, and curiosity, can foster brand loyalty and customer satisfaction. A sample survey method involving 247 cosmetics customers in Kozhikode district forms the basis of this descriptive study. Marital status influences cosmetics usage types, emphasizing targeted marketing, while age and geographical location exhibit inconclusive impacts on emotional marketing factors. This study provides insights for marketers to build emotional connections, urging further exploration of specific emotional triggers and industry nuances to refine strategies in the dynamic cosmetics marketplace. The research establishes that emotional marketing significantly influences brand loyalty and customer satisfaction in the cosmetics sector.

Keywords: Emotion, Emotional Marketing, Brand Loyalty, Cosmetics Products

INTRODUCTION

Emotion is private and subjective to feel. It has given meaning to everyday individual's life and passed on intangible value to things (Smith et al. 2004) Emotion and image are the source of strength in the marketing world. (Jiang, Sun, and Tu 2023) Brands do play a prominent role in the market but emotions can be used as a strategic initiative for making it a successful brand. (Pandey and Kumar 2012) emotion is a necessary ingredient in nearly every decision we make. (Damasio, 1994) scientists frequently highlight the intricate nature of the human brain, the reality is that the majority of emotions originate from a small set of fundamental emotions. (Nael Hashem Associate Professor, Nimer Ali, and Allan 2020a) Building emotional connections with customers is the most brilliant marketing strategy any business should learn. It has helped a lot of brands grow their business fast. (Pandey and Kumar 2012) The success of a business and its future hinge on the capacity of enterprises to engage consumers' emotions through the implementation of emotional branding strategies.

Marketers need to continuously try this new approach to shape and satisfy the needs of the consumers for their purchase decisions (Banerjee 2011) Emotional marketing and advertising involve utilizing emotions to evoke customers' feelings and memories during the purchasing process. This approach aims to influence customers' emotions, such as eliciting happiness, sadness, anger, and fear, to elicit a

response and interaction from the customer (Deshwal 2015), positive attitudes towards a brand are likely to have a positive impact on purchase behaviour and brand loyalty (Walla, Brenner, and Koller 2011) brand loyalty is the level of interest between consumers and brands based on the advantages of each brand (Ting et al., 2021).

The global cosmetics market size was valued at \$299.77 billion in 2022 & is projected to grow from \$313.22 billion in 2023 to \$417.24 billion by 2030. (fortunebusinessinsights, 2022). The Indian cosmetics market is projected to exhibit a growth rate (CAGR) of 6.78% during 2023-2028. (imarcgroup, 2022) Cosmetics are used to enhance glamour and appearance and play a major role in the development of an image and appearance to others. Cosmetics have a significant impact on the skin and can either show effective or ineffective results depending on their rate of use. (Nayak et al. 2021) People have more self-confidence when they look good, both professionally and socially (Sari and Wijaya 2019) (Robinette, et al 2000).

Based on previous research, the present study aimed to identify the effect of emotional marketing and brand loyalty, and customer satisfaction. It sought to investigate how emotional marketing contributes to and shapes brand loyalty, ultimately influencing customer satisfaction.

2. LITERATURE REVIEW

2.1 Emotional marketing

Emotion and image are the source of strength in the marketing world (Jiang, 2023) Emotional marketing highlights the emotional bond that forms the link between the company and the client as the main factor influencing the latter's decisions to buy or consume (Rytel, 2010). Emotional marketing was defined by Consoli (2010, 2009) as the ability to communicate and deliver specific messages through various techniques that evoke feelings and emotions.

2.1.1 Advertisement

emotions have been linked to significant impacts on cognition as well as advertising effectiveness (Poels and Dewitte, 2006; Hamelin et al., 2017). the idea of emotional marketing extends beyond the mere association of emotions with branding and It encompasses the creation of emotional experiences within products and the increased visibility of the brand (Titz, 2009). This process is facilitated through advertising, which serves as a direct interaction point with the customer (Banerjee, 2013). A preliminary conceptual model was created to describe the efficacy of advertising back in the 1960s. According to Lavidge and Steiner's (1961) "Hierarchy of Effects" model, there are three stages in which customers respond to product spots: (1) cognitive, which involves consciousness and information gathering; (2) affective, which involves liking the spot and setting preferences for the product; and (3) behaviour, which involves propensity or actual purchase (Otamendi, 2020). (Otamendi, 2020).

2.1.2 Nostalgia

nostalgia encourages consumers to spend their money by promising an immediate return in the form of happy memories (Holotová, (2020)) The reason why retro marketing has become increasingly popular in recent years is the linking of the brand and the customer at a deeper, emotional level. can provide deeper insights into the dynamics of these relationships and their long-term effects on brand success. Brands, especially those that served as milestones of a particular generation should design a heart-warming nostalgia marketing strategy to make a product appeal to a target market. Invalid source specified. (Rana, 2022) reveal that Many businesses are reverting to retro marketing as a sales strategy, and they are reaping the benefits.

2.1.3 Repeated Purchase (RP)

RP denotes consumers' favorable disposition towards the specific product (Suhaily, 2017) Customer repurchases play a crucial role for businesses aiming to sustain and expand their operations, ensuring long-term profitability. (Dewi, 2018) Repurchase pertains to a customer's intention to acquire a specific product and the quantity required within a designated timeframe due to their satisfaction (Durianto & Liana, 2004).

2.1.4 Luxury

Creating a common definition of luxury brands is challenging since the concept of luxury is ever-evolving. (Hudders, 2013) Perceptions of luxury are highly contextual, subjective, and relative, highlighting that they vary in the eyes of customers. (Kauppinen-Räsänen, 2019) Adorning a luxury brand, as opposed to a non-luxury one, can enhance the perception of competence and garner increased social recognition, compliance, and economic rewards from others. (Dubois, The psychology of luxury consumption, 2021)

2.1.5 Curiosity

Its constructive emotional-motivational system linked to the identification, pursuit, and self-regulation of novel and challenging experiences (Kashdan, Rose, & Fincham, 2004) (Vogl, 2019) argues that curiosity is the fuel necessary for creativity to prosper and succeed. Curiosity will positively effect on consumer motivation and learning. (Daume, 2020)

2.2 Brand Loyalty

Brands are characterized as symbols that consumers can recognize, differentiating one producer from another. They possess the ability to link a product back to the manufacturer, attributing responsibility for its quality (Khuong and Tram 2015) and Brand loyalty is the ability of a customer to commit to continuously purchasing the same product (Khuong and Tram 2015) (Coelho, 2018) observed that a customer exhibiting brand loyalty perceives the brand's products as unparalleled and unbeatable. Over time, such a customer evolves into a brand ambassador for the product. Maintaining existing customers is better than attracting new customers (Alanazi 2023; Khuong and Tram 2015) According to Atulkar (2020), establishing profound emotional bonds with customers is crucial for fostering brand loyalty, as a strong emotional connection to a brand serves as a pivotal factor. (Belleau, 2007) observed that brand loyalty can be defined as a situation where a customer consistently purchases a particular product from a specific company. In the absence of the preferred product, the customer refrains from accepting substitutes and insists on exclusive ownership.

2.3 Customer Satisfaction

customer satisfaction is a critical element in the success of a business, influencing consumers' consumption patterns, loyalty, and attitudes toward their purchasing behavior (Zhang, 2020) (Dinnie, 2010) it was observed that the concept of customer satisfaction extends beyond purchased products to encompass various services. This includes government services, the effectiveness of operating a purchased product, customers' overall contentment with products from a specific brand, and the evaluation of satisfaction with the logistical services offered by the organization. These logistical services involve managing customer affairs, interactions between employees and clients, and the organization's responsiveness to customer complaints and feedback. In addition (Oliver, 2014) customer satisfaction doesn't necessarily equate to consistently purchasing products from a specific brand. When

another brand offers a product or service with similar specifications, customers may choose the alternative brand without harboring any loyalty towards the initial brand they used to patronize.

3. RESEARCH METHODOLOGY

The present study is a descriptive one based on the sample survey method. The study basically depends on primary data. The required primary data will be collected by means of structured Questionnaire administered to the customers of selected cosmetics consumers in Kozhikode district. As the population is quite large and spread throughout the district. It is not possible to conduct a population survey. Hence a sample survey will be conducted among randomly selected 270 cosmetics customers from Kozhikode district.

3.1 Population and Sample

The research included all individuals who were customers in Calicut in 2023. A subset of 270 males was selected from various locations such as malls, commercial complexes, and retail stores in Calicut. After the application process, the final sample for the study consisted of 247 participants, with a response ratio of 91.4%, signifying a statistically valid representation and coverage

4. DATA ANALYSIS AND INTERPRETATION

The analysis of various factors that influence emotional marketing and brand loyalty of cosmetics products to use emotional marketing would be a great help to the marketing field to develop an appropriate strategy to encourage sales and profitability. Hence, the influence of emotional marketing and brand loyalty is analysed in two parts. First part deals with the demographic profile of customers and variables used to measure. The classification of banking customers based on demographic factors is given below. The data were collected and processed using a quantitative methodology. Because the quantitative technique helps to cover a big sample in a shorter amount of time, (Nael Hashem Associate Professor, Nimer Ali, and Allan 2020b)

Table 4.1 Demographic profile

Socio economic factors		Frequency	Percentage
Age	10-20	12	4.9
	20-30	166	67.2
	30-40	37	15
	40-50	32	13
	Total	247	100
Marital status	Married	53	21.5
	Unmarried	194	78.5
	Total	247	100
Education	Below SSLC	9	3.6
	SSLC& +2	71	28.7
	Graduation	82	33.2
	Post Graduation	68	27.5
	PhD	17	6.9
	Total	247	100

Income	Below 10000	113	45.7
	10000-20000	42	17
	20000-30000	35	14.2
	30000-40000	57	23.1
	Total	247	100
Geographical area	Rural	87	35.2
	Semi-urban	72	29.1
	Urban	75	30.4
	Metropolitan	13	5.3
	Total	247	100

Source: primary data

Table 4.2 Descriptive statistics

Factors	N	Mean	Std. Deviation
type of cosmetics product	247	2.7895	1.33595
Brands of cosmetics product	247	3.2024	1.55897
Factor contributing to emotional marketing	247	2.7247	1.65190
the factors contributing to Brand loyalty	247	2.5911	1.01553
Emotional Marketing Contribution to Brand Loyalty	247	2.0202	0.93465
Customer satisfaction	247	1.9433	0.84874
Valid N (listwise)	247		

Source: primary data

Marital status and Usage type of Cosmetics Product

To study whether there is any difference between the marital status group and usage type of cosmetics product, an independent sample t-test is done for which the following hypothesis is formulated.

H1: There is a significant difference between marital status and Usage type of Cosmetics Product.

Table 4.3 Group Statistics of marital status and usage types of cosmetics

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Usage types of cosmetics	married	53	2.3396	.93938	.12903
	unmarried	194	2.9124	1.40227	.10068

Source: primary data

Table (4.3) shows that the mean scores of married and unmarried are different. To check whether this difference is statistically different or not independent sample t-test is carried out and the result is shown in the table below

Table 4.4 Independent sample t-test of marital status and usage type of cosmetics

		Levene's Test for Equality of Variances	t-test for Equality of Means					
			F	Sig.	t	d.f	Sig. (2-tailed)	Mean Difference
Usage type of cosmetics	Equal variances assumed	20.238	.000	-2.804	245	.005	-.57275	.24209
	Equal variances not assumed			-3.500	122.366	.001	-.57275	.23642

Source: primary data

The table (4.4) shows the result of Levene’s test for homogeneity of variance indicating that the p-value is less than the acceptance level of 0.05. Hence the null hypothesis is rejected and it is concluded that there is a significant association between marital status and usage type of cosmetics.

Marital Status and usage of branded cosmetics

To study whether there is any difference between the marital status group and usage of branded cosmetics products, an independent sample t-test is done for which the following hypothesis is formulated.

H1: There is a significant difference between marital status and Usage type of branded Cosmetics Products.

Table 4.5 Group statistics of marital status and usage of brand cosmetics

	Marital Status	N	Mean	Std. Deviation	Std Error Mean
Usage of branded cosmetics	married	53	3.1509	1.51145	.20761
	unmarried	194	3.2165	1.57524	.11310

Source: primary data

Table (4.5) shows that the mean scores of married and unmarried are different. To check whether this difference is statistically different or not independent sample t-test is carried out and the result is shown in the table below

Table 4.6 Independent sample t-test of marital status and usage of brand cosmetics

		Levene's Test for Equality of Variances	t-test for Equality of Means					
			F	Sig.	t	d.f	Sig. (2-tailed)	Mean Difference
Usage of brand cosmetics	Equal variances assumed	2.598	.108	-.271	245	.787	-.65555	.24209
	Equal variances not assumed			-.277	85.414	.782	-.65555	.23642

Source: primary data

Table (4.6) shows the result of Levene’s test for homogeneity of variance indicating that the p-value is more than the acceptance level of 0.05. Hence the null hypothesis is accepted and it is concluded that there is no significant association between marital status and usage of brand cosmetics.

Age and factors contributing to emotional marketing

To study whether there is any relationship between the age group and emotional marketing factors cross-tabulation is done and the following hypothesis is formulated.

H1: There is a significant difference between age and emotional marketing factors

Table 4.7 Group statistics of age and usage of factors of emotional marketing

		Factors of emotional marketing					
		Advertisemen t	Nostalgi a	Curiosit y	Luxury	Repeated Purchase	Total
Age	10-20	7	0	4	0	1	12
	20-30	64	12	35	16	39	166
	30-40	18	2	4	0	13	37
	40-50	10	3	6	1	12	32
	Total	99	17	49	17	65	247

Source: primary data

The table shows how different age groups prefer different factors of emotional marketing. Curiosity is the most common factor, followed by repeated purchases. The 20-30 age group is the most frequent, followed by 30-40. Customer service is the most important factor for brand loyalty.

The difference in mean scores is analysed statistically using ANOVA and the results of mean scores are given in Table 4.8

Table 4.8 One-way ANOVA Test of age and emotional marketing factors

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.210	1	1.210	2.063	.152 ^b
	Residual	143.721	245	.587		
	Total	144.931	246			

a. Dependent Variable: Age

Source: primary data

b. Predictors: (Constant), factors of emotional marketing

The above table 4.7 shows the output of the ANOVA analysis and whether there is a statistically significant difference between our groups means. The significance value is 0.152 which is above 0.05. Therefore, there is no significant difference between age and emotional marketing factors.

Geographical location and cosmetics brand

To study whether there is any relationship between the Geographical location and cosmetics brand factors ANOVA is done and the following hypothesis is formulated.

H1: There is a significant difference between age and emotional marketing factors

Table 4.9 One-way ANOVA Test of geographical location and usage of cosmetics brand

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.214	1	3.214	3.749	.054 ^b
	Residual	209.993	245	.857		
	Total	213.206	246			

a. Dependent Variable: geographical

Source: primary data

b. Predictors: (Constant), brand

The above table 4.9. The significance value, The p-value is 0.054, which means that there is no significant relationship between geographical location and usage of cosmetics brands.

Emotional Marketing and brand loyalty

To study whether there is any relationship between Emotional Marketing and brand loyalty ANOVA is done and the following hypothesis is formulated.

H1: There is a significant difference between Emotional Marketing and brand loyalty

Table 4.10 One-way ANOVA Test of Emotional Marketing and Brand Loyalty

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.05	1	64.05	74.09	.002 ^b
	Residual	214.834	245	.877		
	Total	278.839	246			

a. Dependent Variable: emotional marketing

Source: primary data

b. Predictors: (Constant), factors of brand loyalty

Table 4.09 explains that ANOVA findings, predicting "emotional marketing" from "factors of brand loyalty," reveal high significance ($F(1, 245) = 74.09, p = 0.002$). The regression model, explaining a

substantial variance ($R^2 = 64.05/214.899$), emphasizes the significant contribution of "factors of brand loyalty" in predicting "emotional marketing" in this analysis.

Emotional Marketing and Customer Satisfaction

To study whether there is any relationship between Emotional Marketing and customer satisfaction ANOVA is done and the following hypothesis is formulated.

H1: There is a significant difference between Emotional Marketing and customer satisfaction.

Table 4.11 One-way ANOVA Test of Emotional Marketing and Customer Satisfaction

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.234	1	51.234	76.695	.000 ^b
	Residual	163.665	245	.668		
	Total	214.899	246			

a. Dependent Variable: emotional marketing

Source: primary data

b. Predictors: (Constant), satisfaction

Table 4.9 shows that emotional marketing based on the predictor "satisfaction" is highly significant ($F(1, 245) = 76.695, p < 0.001$). The regression model explains a substantial portion of the variance ($R^2 = 51.234/214.899$). The predictor "satisfaction" significantly contributes to predicting "emotional marketing" in this context.

DISCUSSION

The research indicates that emotional marketing can significantly influence the brand loyalty of cosmetics products. (Hashem, 2020)(Khuong and Tram 2015) (Mandina, 2014)) The utilization of emotions in marketing has surfaced as a novel tool for marketers to establish their visibility in the modern world. The results reveal nuanced insights. Marital status significantly influences the usage type of cosmetics, while no such association is found with the usage of branded cosmetics. The impact of age on emotional marketing factors is inconclusive, emphasizing the complexity of emotional responses across age groups. Geographical location shows no significant relationship with the usage of cosmetics brands.

Notably, emotional marketing significantly influences brand loyalty, corroborating its strategic importance in fostering consumer allegiance. Additionally, emotional marketing significantly contributes to customer satisfaction, affirming its role in enhancing overall consumer contentment. (Hashem, 2020) The study navigates the intricate dynamics of emotional marketing, brand loyalty, and customer satisfaction within the cosmetics industry, providing valuable insights for marketers. Future research could delve deeper into specific emotional triggers and explore industry-specific nuances to refine marketing strategies.

CONCLUSION

this study has shed light on the pivotal role of emotional marketing in shaping brand loyalty and customer satisfaction within the cosmetics industry. Emotion, being a subjective and private experience, plays a crucial role in decision-making, and harnessing it strategically can transform a brand into a success story. The findings emphasize that emotional marketing significantly influences both brand

loyalty and customer satisfaction. Notably, the emotional connection formed through advertising, nostalgia, repeated purchases, luxury, and curiosity contributes to the success of cosmetics brands.

Marital status was found to influence the usage type of cosmetics, emphasizing the need for targeted marketing strategies based on demographic factors. However, no significant association was found between marital status and the usage of branded cosmetics. The impact of age on emotional marketing factors was inconclusive, highlighting the complex nature of emotional responses across different age groups. The geographical location did not show a significant relationship with the usage of cosmetics brands.

This research provides valuable insights for marketers aiming to build emotional connections with consumers in the cosmetics industry. Moving forward, further exploration into specific emotional triggers and industry-specific nuances can refine marketing strategies and contribute to the continued success of emotional branding in the dynamic marketplace.

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