

Evolution of Emotional Branding in Marketing: A Comprehensive Bibliometric Analysis¹

 Padam Bahadur Lama²

Recebido: 03.11.2025
Aceito: 15.12.2025
Publicado: 19.01.2026

Abstract: This research aims to analyze the emotional branding through bibliometric analysis, which utilizes Biblioshiny and VOS viewer for the analysis of the Scopus dataset covering the study period from 2000 to 2025. This study employs quantitative and bibliometric methods. It comprises 211 datasets representing the main keywords emotional branding, brand loyalty, and emotional value based on business, management, and accounting subject areas. The findings of this study reflect an increasing research trend that shows the importance of emotional branding in marketing. It depicts the significant role of an emotional branding strategy, which enhances customer loyalty and customer satisfaction. This research contributes to the existing theory, offering evidence on emotional branding and establishing a benchmark for practitioners to embrace emotional branding strategies in marketing endeavors to promote, retain, and serve customers. It contributes to revealing scientific publications on emotional branding, depicting its direction, trends, and scenarios that discover a gap in the existing literature.

Keywords: biblioshiny, brand loyalty, emotional branding, emotional value, marketing

JEL classification: M31, M37, M39

Evolução do Branding Emocional no Marketing: Uma Análise Bibliométrica Abrangente

Resumo: Esta pesquisa visa analisar o branding emocional por meio de análise bibliométrica, utilizando o Biblioshiny e o VOS Viewer para a análise do conjunto de dados Scopus, abrangendo o período de estudo de 2000 a 2025. Este estudo emprega métodos quantitativos e bibliométricos. Compreende 211 conjuntos de dados representando as principais palavras-chave branding emocional, lealdade à marca e valor emocional, com base nas áreas de negócios, gestão e contabilidade. Os resultados deste estudo refletem uma crescente tendência de pesquisa que demonstra a importância do branding emocional no marketing. O estudo retrata o papel significativo de uma estratégia de branding emocional, que aumenta a lealdade e a satisfação do cliente. Esta pesquisa contribui para a teoria existente, oferecendo evidências sobre o branding emocional e estabelecendo um parâmetro para que os profissionais adotem estratégias de branding emocional em seus esforços de marketing para promover, reter e atender os clientes. Contribui também para a divulgação de publicações científicas sobre branding emocional, descrevendo sua direção, tendências e cenários, e revelando uma lacuna na literatura existente.

Palavras-chave: biblioshiny, fidelidade à marca, emocional

Classificação JEL: M31, M37, M39

Evolución del Branding Emocional en Marketing: Un Análisis Bibliométrico Integral

Resumen: Esta investigación tiene como objetivo analizar el branding emocional mediante un análisis bibliométrico. Para ello, utiliza Biblioshiny y el visualizador VOS para el análisis del conjunto de datos de Scopus, que abarca el período de estudio de 2000 a 2025. El estudio emplea métodos cuantitativos y bibliométricos. Comprende 211 conjuntos de datos que representan las principales palabras clave: branding emocional, lealtad a la marca y valor emocional, basadas en las áreas de negocios, administración y contabilidad. Los hallazgos de este estudio reflejan una creciente tendencia de investigación que demuestra la importancia del branding emocional en el marketing. Describe el papel fundamental de una estrategia de branding emocional, que mejora la lealtad y la satisfacción del cliente. Esta investigación contribuye a la teoría existente, ofreciendo evidencia sobre el branding emocional y estableciendo un punto de referencia para que los profesionales adopten estrategias de branding emocional en las iniciativas de marketing para promover, retener y servir a los clientes. Contribuye a revelar publicaciones científicas sobre branding emocional, describiendo su dirección, tendencias y escenarios, lo que revela una laguna en la literatura existente.

Palabras clave: biblioshiny, lealtad a la marca, emocional

Clasificación JEL: M31, M37, M39

¹ DOI: <https://dx.doi.org/10.4314/academicus.v4i1.5>

² Tribhuvan University, Saraswati Multiple Campus, Kathmandu, Nepal / E-mail: padam.lama@smc.tu.edu.np

Introduction

Emotional branding is a powerful branding strategy in marketing that cultivates attachment of customers, shaping the buying behavior among its potential clients (Niharika & Yadav, 2023). Thus, emotional branding is considered a deeper inclination of the customer, including bonding, love, or companionship with any brand that contributes effectively to buyer participation and inspires prospective clients (Rossiter & Bellman, 2012). Moreover, emotional branding, recognized as a popular strategic mechanism, enhances customer involvement by fostering emotional connections with specific brands, thereby creating a lasting foundation for business that supports organizational sustainability (Roberts, 2005).

In addition, brand loyalty and the willingness of customers to engage are fundamentally influenced by emotional brand attachment, which encourages client participation and establishes a strong mental framework for accepting premium prices. This is particularly important for luxury brands, where aligning the brand's personality with customer expectations is crucial in today's marketing landscape (Malar et al., 2011). Interestingly, evidence shows that a brand's ability to evoke feelings differentiates it from other brands, ultimately driving customers towards those brands with which they have an emotional attachment (Park et al., 2010).

Evidences exhibit the significant role of emotional branding in the marketing field that enhances customer attachment and loyalty and boosts customer retention. Thus, this research emphasizes the bibliometric analysis on emotional branding that attempts to discover the scientific contribution and the growing trend of the study themes. Moreover, the research primarily focuses on how research trends reveal the gravity of emotional branding and explores the direction of the scientific production by adopting a bibliometric analysis of the Scopus dataset.

Furthermore, it assumes that an emotional branding marketing strategy is crucial in the highly volatile and competitive market scenario that constructs a perpetual strategic path to drive and lead in the market. Moreover, the rising growth in scientific publications on emotional branding manifests a growing interest among research scholars and its implementation in the corporate sector, which ultimately demonstrates the most adopted theme in brand loyalty, emotional branding, and emotional value. Additionally, this study intends to reflect the concentration of the research trends of emotional branding from highly contributing countries and geographical locations.

Therefore, an understanding of the emotions of customers from an organizational perspective is essential for navigating the market dynamically, generating innovative advertising ideas, predicting advertisement outcomes, and uncovering valuable customer opinions and attitudes towards the organization's brands, services, products, or campaigns (Pang & Lee, 2008; San Padro et al., 2012). Thus, the existence of a business in a volatile and highly competitive situation is challenging, in which emotional branding stands as a path for market differentiation and sustainable competitive advantage (Atkin, 2004). Moreover, as enthusiastic partners, customers engage in intimate dialogues with users of various brands, which enhances the distinctiveness of those brands (Gobe, 2001). It advocates paying sufficient attention to branding through advertising to develop emotional linkage with customers that ultimately determines organizational success and sustainability.

The bibliometric analysis on emotional branding helps to explore the highly contributing authors, sources of the scientific papers, most contributing countries, different clusters in emotional branding, and its links with several dimensions of marketing, especially in understanding behavior and building relationships with customers. Next, the bibliometric analysis scans the paradigm shift in the constructs consisting of emotional values, brand loyalty, and emotional branding (Sharma et al., 2023).

Furthermore, the bibliometric analysis of emotional branding in marketing provides a detailed overview that clarifies the current research direction and suggests pathways for future

studies. Moreover, several studies on emotional branding have been published in scientific journals (Yang et al., 2020; Mostafa & Kasamani, 2020; Marmat, 2023; Sung et al., 2023). However, a gap exists in the bibliometric analysis investigating research trends, highly impactful contributions, and the vibrant keywords in emotional branding. Therefore, this study attempts to address the gaps based on a bibliometric analysis consisting of an investigation on global contribution through the analysis of the Scopus database covering the time period of twenty-five years. Thus, this study addresses the research questions: What is the trend of publication in the field of emotional branding?, Which countries are mostly impactful on emotional branding? What are the most relevant journals in emotional branding research?, Which educational institutions have made major contributions in the field of emotional branding?, Which authors have published the most in emotional branding?, What have been the most prominent research keywords in emotional branding, and what is the most important subject areas involving emotional branding in marketing? To analyze the publication trends in emotional branding in marketing research, to identify the most impactful countries, institutions, and journals in the field, to highlight the key authors contributing significantly to this domain, to map emerging research trends, keywords, and thematic clusters, and to uncover the most influential subject areas and potential gaps in emotional branding in marketing research.

Methods

The fundamental objective of the study is to analyze the trend and status of emotional branding in the marketing domain through bibliometric analysis. Thus, this study employed quantitative approaches consisting of analysis of contributing authors, analysis of citation trends, and analysis of major keywords based on a bibliometric database accumulated from the source of Scopus. Thus, aiming to conduct a comprehensive bibliometric analysis in emotional branding and marketing, this study discovered the leading countries, highly contributing academic institutions, highly publishing journals, most prolific authors, and most trends and keywords in the research field. A Bibliometric technique was adopted utilizing the R tool “Biblishiny” Aria and Cuccurullo (2017) and the VOS viewer software to study the research trends, thematic structure, and highly contributing authors in emotional branding research in marketing. Further, this study reflected the visualization of the network in co-authorship and co-occurrences of keyword structures.

The database was extracted from Scopus, covering the period from 2000 to 2025, including only 211 final published articles. As Scopus data is considered a mostly prestigious and reliable database in academic publications, the data were mainly based on the Scopus data source (Alrefaee, 2025). Thus, research articles covering the business, management, and accounting subject area, including journals as sources with branding, emotional branding, and other relevant keywords, encompass the study. The database was filtered on several bases, including a time horizon that covers mainly from the year 2000 to 2025, subject areas covering business, management, and accounting, selecting document types only research articles, including the dataset only from Journal sources, and published in the English language only. Finally, this study utilized the 211 Scopus dataset for the bibliometric analysis.

Table 1. Search strategy

Description	Information
Time	2000 to 2025
Subject Area	Business, Management and Accounting
Document Type	Article
Keywords	Branding, Emotional Branding, Brand, Brands, Brand Loyalty, Brand Image, Brand Equity, Emotion, Brand Experience, Brand Attachment, Emotional Attachment, Brand Trust, Brand Engagement, Emotional Brand Attachment, Emotional Value
Source	Journal
Language	English
Data	211
Data Source	Scopus

Erro! A origem da referência não foi encontrada. shows the search strategy of the Scopus database for the analysis of emotional branding in marketing. A total of 211 databases were included in the study, representing the period from 2000 to 2025, covering business, management, and accounting as subject areas. The main document included only research articles published in the English language, including only the journal as the main source. The data source included only the Scopus data. Further, the keywords included in the study were “branding,” “emotional branding, brand, brands, brand loyalty, brand image, brand equity, emotion, brand experience, brand attachment, emotional attachment, brand trust, brand engagement, emotional brand attachment, and emotional value.

Results

Descriptive statistics

The descriptive statistics in the bibliometric analysis encompass main information about the data, document contents, and authors. Table 2 shows the descriptive statistics for the analysis of the bibliometric analysis of the Scopus database. The main information about data contains timespan, sources of research works, number of documents included in the study, annual growth rate, document average age, average citations per document, and references.

Table 2. Descriptive statistics

Description	Results
Main Information About Data	
Timespan	2000:2025
Sources (Journals, Books, etc.)	139
Documents	211
Annual Growth Rate (%)	10.07
Document Average Age	7.6
Average Citations per Document	46.47
References	1545
Document Contents	
Keywords Plus (ID)	159
Author's Keywords (DE)	825
Authors	
Authors	1089
Authors of single-authored docs	0
Authors Collaboration	
Single-Authored Documents	0
Co-Authors per Documents	7.52
International co-authorships %	23.22
Document Types	
Article	211

Similarly, Table 2 shows the time span of the study, covering from 2000 to 2025. Further, sources of the journal include 139 with a total of 211 articles and documents. The annual growth rate of articles found was 10.07 percent, with an average age of the document of 7.6. Similarly, the average citations per document was 46.47, and the total number of references was 1545. Additionally, keywords in document contents were 159, comprising the author's keyword 825. A total of 1089 authors were found in the study, showing a co-authorship per document of 7.52 and an international co-authorship of 23.22 percent. The main documents included in the study were mainly articles published in the English language only.

Annual scientific production

Annual scientific production reflects the total number of research publications during the study period from 2000 to 2025. The trend of publication found an increase in the study.

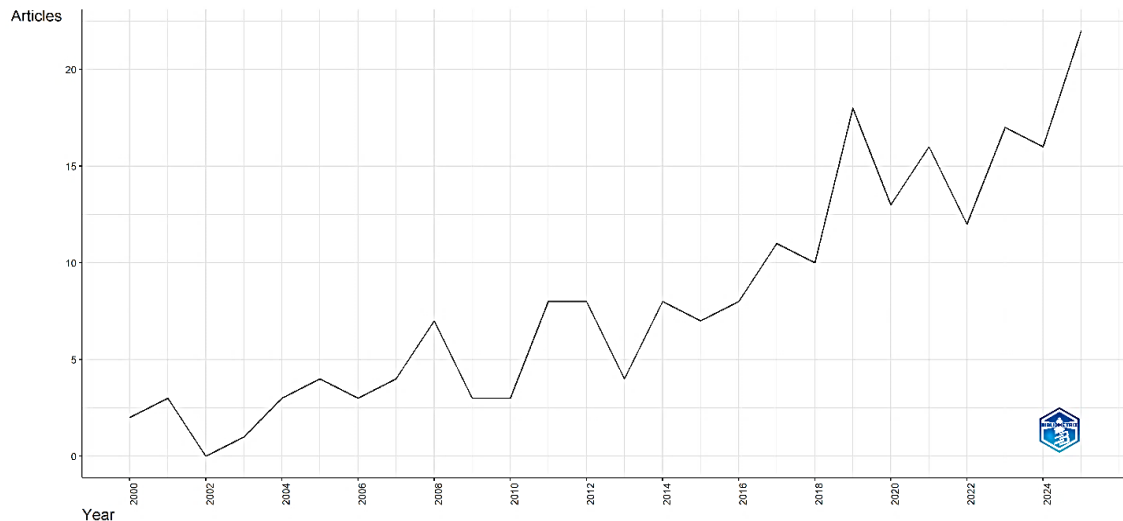


Figure 1: Annual scientific production

Figure 1 shows the annual scientific production that depicts an increasing trend of publications. Total production of articles in 2000 found only two and revealed fluctuation in the scientific publication till 2010, manifesting a maximum publication of seven articles in the year 2008. Moreover, the maximum production till 2016 was eight scientific publications. Additionally, the years 2017 to 2025 depicted higher production, ranging from a minimum of ten publications in the year 2018 to the highest number of publications, 22 articles in the year 2025. This shows that the scientific production increased in the field of emotional branding during the study period.

Table 3. Average citations per year

<i>Year</i>	<i>Mean TC per Article</i>	<i>N</i>	<i>Mean TC per Year</i>	<i>Citable Years</i>
2000	20.00	2	0.77	26
2001	11.00	3	0.44	25
2003	112.00	1	4.87	23
2004	30.00	3	1.36	22
2005	150.50	4	7.17	21
2006	256.67	3	12.83	20
2007	95.00	4	5.00	19
2008	39.71	7	2.21	18
2009	684.00	3	40.24	17
2010	67.00	3	4.19	16
2011	148.50	8	9.90	15
2012	59.50	8	4.25	14
2013	35.50	4	2.73	13
2014	110.62	8	9.22	12
2015	20.14	7	1.83	11
2016	35.75	8	3.58	10
2017	20.00	11	2.22	9
2018	47.90	10	5.99	8

2019	13.56	18	1.94	7
2020	33.92	13	5.65	6
2021	28.50	16	5.70	5
2022	12.42	12	3.10	4
2023	6.24	17	2.08	3
2024	1.81	16	0.90	2
2025	0.27	22	0.27	1

Table 3 depicts average citations per year for the research articles. The mean total citation per article was 20 in 2000 and declined to 11, while mean total citation per year was 0.77 and 0.44. Further, the total citation per article increased to 112, with a mean total citation per year of 4.87 in 2003. Moreover, the average citations per article during the study period revealed 0.27 in the year 2025, with 0.27 mean total citations per year, and the highest mean total citation per article was 684 in 2009, with 40.24 mean total citations per year as the highest citation.

Three-field plot

The three-field plot demonstrates the sources of scientific publication in the field of emotional branding, the countries of authors, and major keywords in the study areas. The sources consist of the Journal of Business Strategy, the Journal of Brand Strategy, and the Journal of Islamic Marketing, comprising the top twenty sources of scientific publication. Figure 2 reflects the three-field plot.

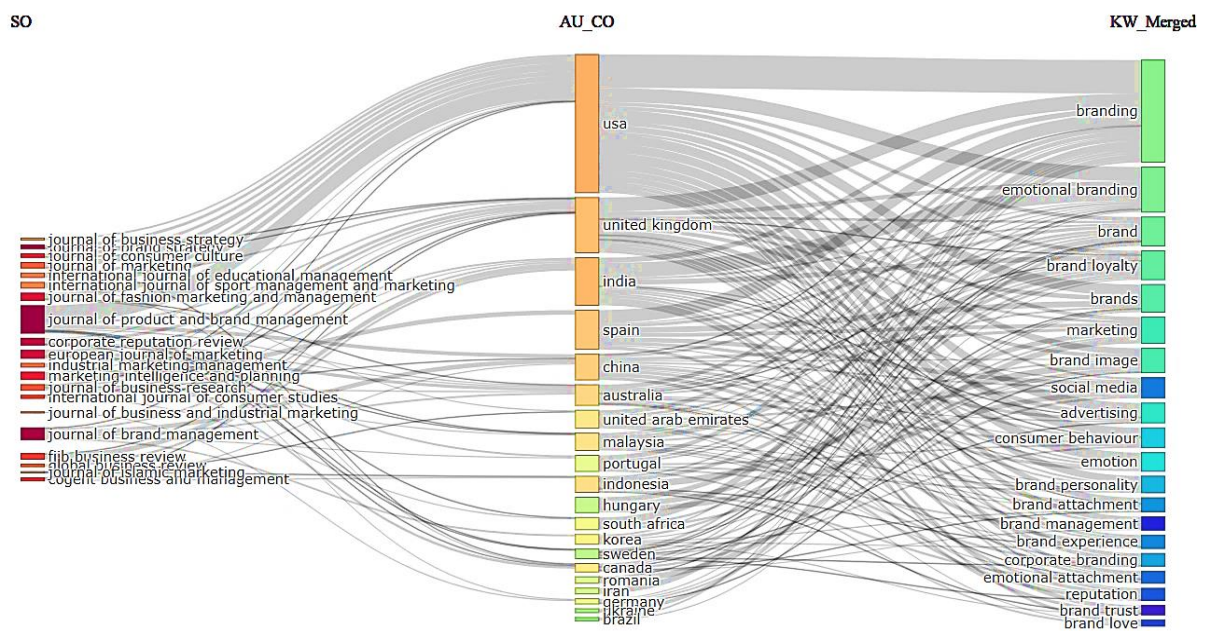


Figure 2: Three-field plot

Similarly, the three-field plot in Figure 2 depicts the USA as the leading country of authors, followed by the United Kingdom, and subsequently appearing India, Spain, China, and other leading countries. Moreover, major keywords found in the study were “branding,” “emotional branding,” “brand,” “brand loyalty,” “marketing,” and so on.

Most relevant sources

Most relevant sources represent the foundation of the scientific publication in the field of emotional branding in marketing. This encompasses the top ten leading sources and the total number of scientific publications during the study period.

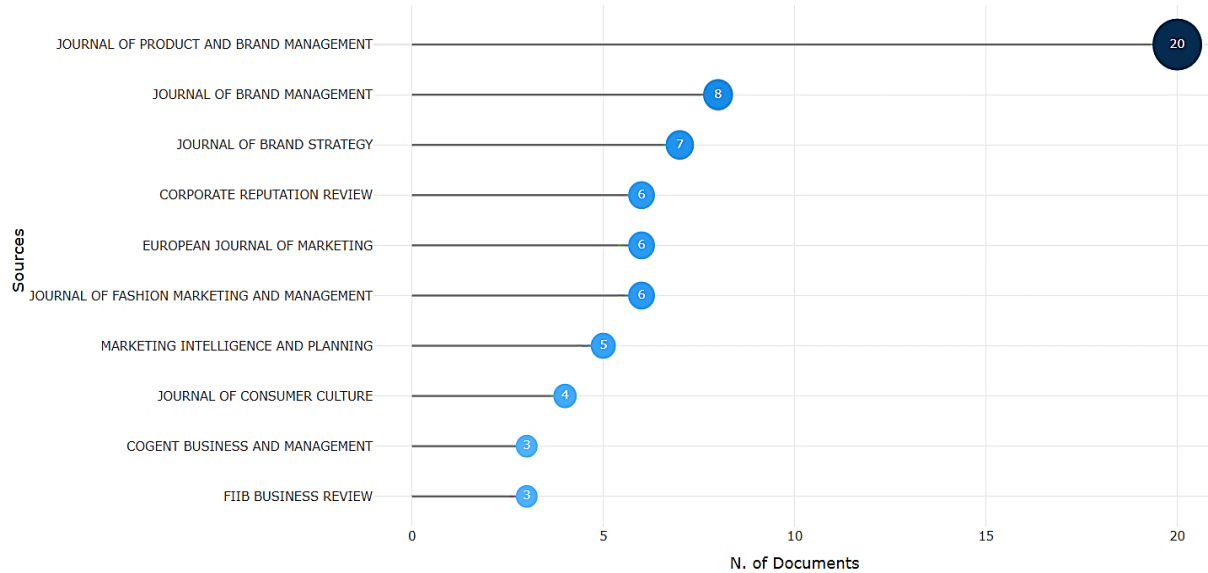


Figure 3: Most relevant sources

Figure 3 shows the most relevant sources that contain the ten highest-contributing sources of scientific documents. The Journal of Product and Brand Management, as the highest source of scientific publication, contains a total of twenty publications in the field of emotional branding during the study period. Similarly, the second highly contributing source was the Journal of Brand Management for the production of research articles, and the Journal of Brand Strategy stands in the third position with a total production of seven. Further, the Corporate Reputation Review, European Journal of Marketing, and Journal of Fashion Marketing and Management revealed six scientific documents for each source. Moreover, Marketing Intelligence and Planning and Journal of Consumer Culture represent five and four articles, respectively. Finally, Cogent Business and Management and FIIB Business Review represent three research articles for each source.

Sources' local impact

Sources local impact analyze the impact of the sources utilizing the H-Index (Sahabuddin et al., 2023). Similarly, this demonstrates the different sources that contributed to the field of emotional branding in the marketing sector, measuring its impact on the basis of the H-Index. Figure 4 below depicts local impact:

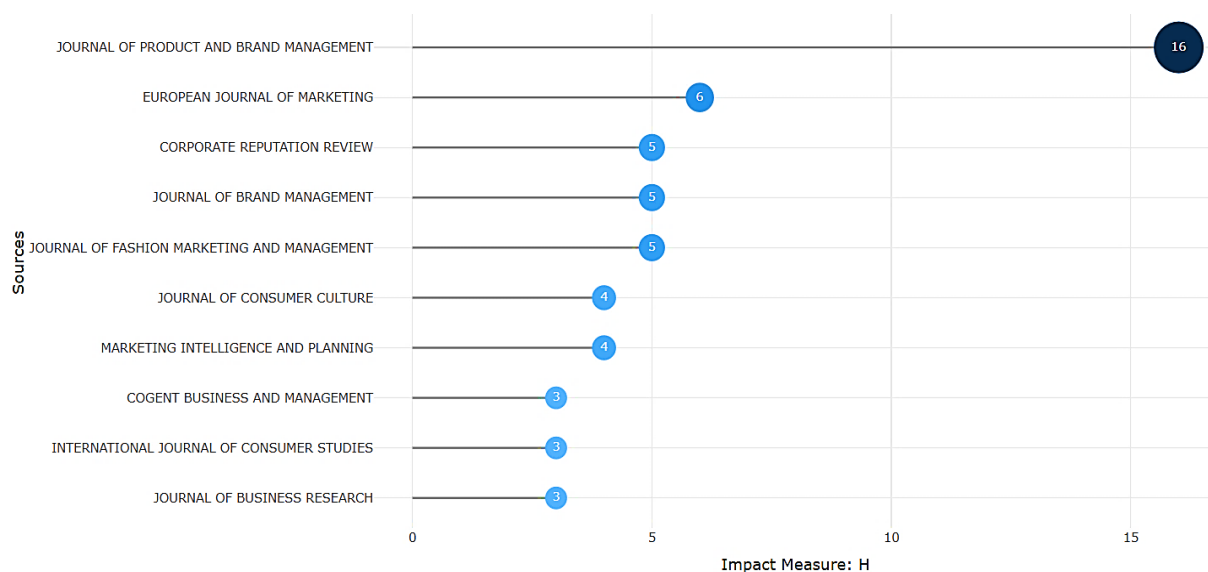


Figure 4: Sources' local impact

Figure 4 depicts the local impact of the scientific publication in the field of emotional branding. Thus, this result contains mainly the top ten sources of publication scoring the higher H-index. Journal of Product and Brand Management stands in the first position with an H-index of 16, followed by European Journal of Marketing with an H-Index of 6. Further, Corporate Reputation Review, Journal of Brand Management, and Journal of Fashion Marketing and Management represent the same H-index of five for each source. Next, the Journal of Consumer Culture and Marketing Intelligence and Planning represents the same H-index of four for each source. Finally, the Cogent Business and Management, International Journal of Consumer Studies, and Journal of Business Research represent 3 H-Index for each source.

Most relevant affiliations

The most relevant affiliations consist of the academic institutions and the production of scientific papers by the institutions. Thus, emotional branding in the marketing field emerges from different academic sources as scientific publications. Figure 5 below represents the top ten highly contributing affiliations, and Figure 6 depicts the affiliations' production over time.

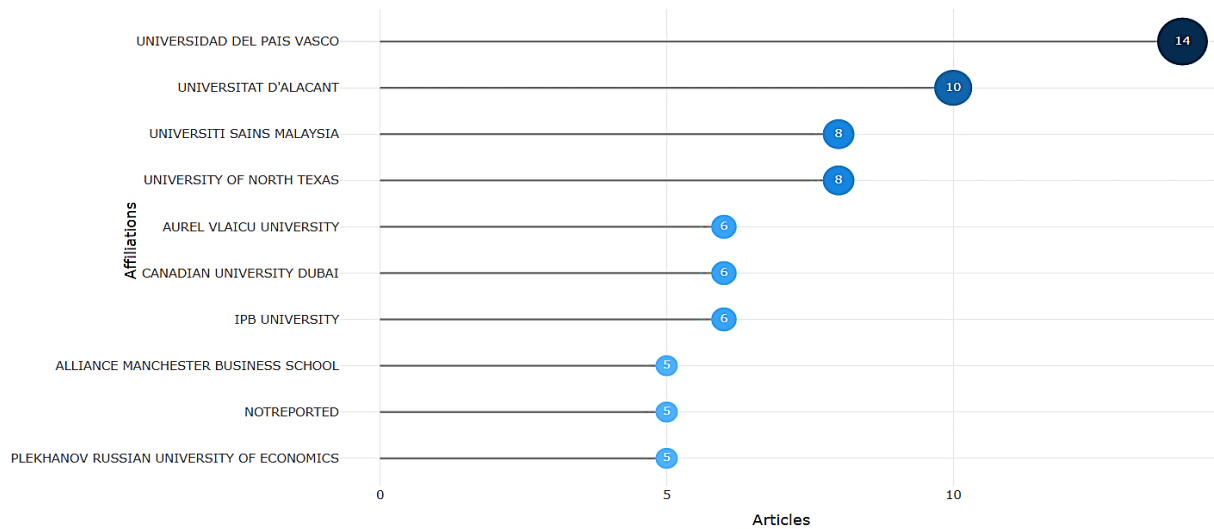


Figure 5: Most relevant affiliations

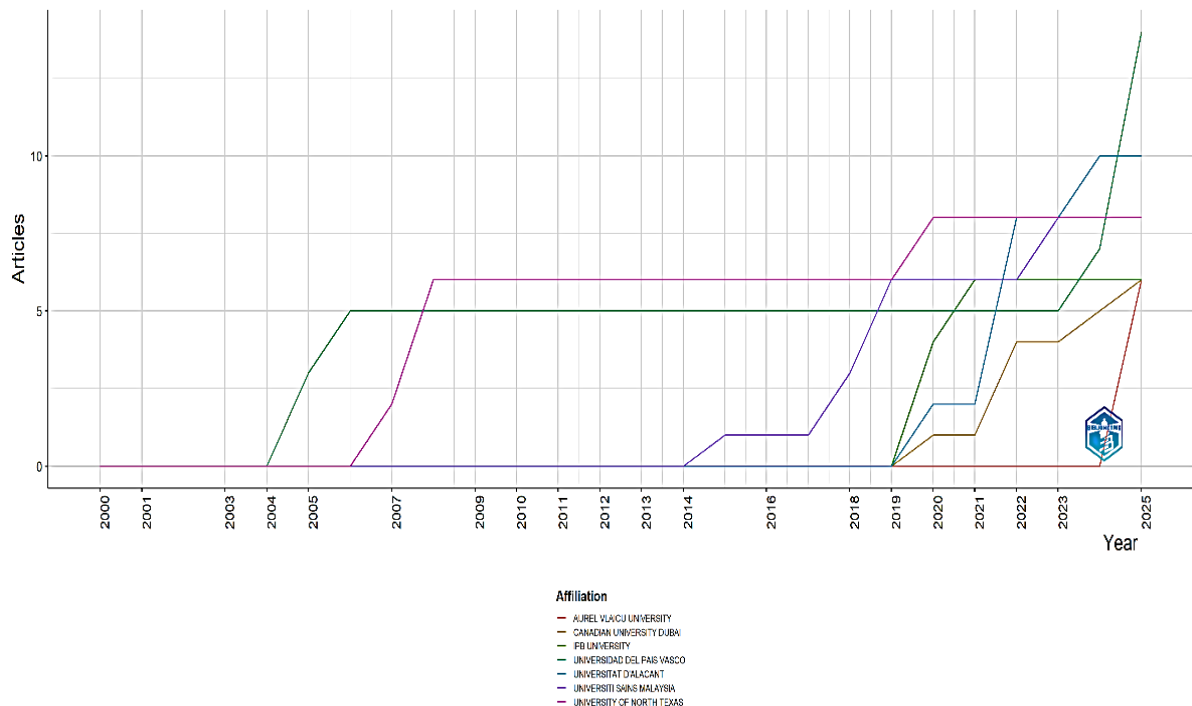


Figure 6: Affiliations' production over time

Figures 5 and 6 depict the most relevant affiliations and their production over time. Universidad Del País Vasco stands in the first rank with a total production of 14 scientific papers in the field of emotional branding during the study period. Similarly, the Universitat D'Alacant consists of ten research papers. Next, Universiti Sains Malaysia and the University of North Texas represent eight documents for each affiliation. Aurel Vlaicu University, Canadian University Dubai, and IPB University represent 6 scientific publications for each affiliation. Similarly, Alliance Manchester Business School, Notreported, and Plekhanov Russian University of Economics represent 5 scientific publications for each affiliation during the study period.

Table 4. Countries' scientific production

S.N.	Country	Frequency	S.N.	Country	Frequency
1	USA	117	16	Iran	9
2	India	43	17	Hungary	8
3	UK	41	18	Sweden	6
4	Spain	38	19	Ukraine	6
5	China	29	20	Brazil	5
6	Australia	21	21	Italy	5
7	Indonesia	21	22	Pakistan	5
8	Malaysia	20	23	Slovenia	5
9	United Arab Emirates	13	24	Thailand	5
10	Canada	11	25	Japan	4
11	South Africa	11	26	Jordan	4
12	South Korea	11	27	Norway	4
13	Germany	10	28	Czech Republic	3
14	Portugal	10	29	Finland	3
15	Romania	10	30	New Zealand	3

Table 4 depicts countries' scientific production, which includes the top thirty countries. The United States of America (USA) stands in the first position with 117 research publications in the field of emotional branding in marketing during the study period, followed by India with 43 research publications. In the third ranking, the United Kingdom reflected 41 research articles. Similarly, Spain, China, Australia, Indonesia, Malaysia, United Arab Emirates, Canada, South Africa, South Korea, Germany, Portugal, and Romania remained in the top 15 position, ranging the total publication from 38 to 10 research articles. Moreover, the remaining fifteen countries reveal nine to three publications.

Most globally cited documents

Most globally cited manuscripts from the field of emotional branding in the marketing sector depicted the trends of global citations. Figure 7 below depicts the most globally cited scientific publication during the study period:

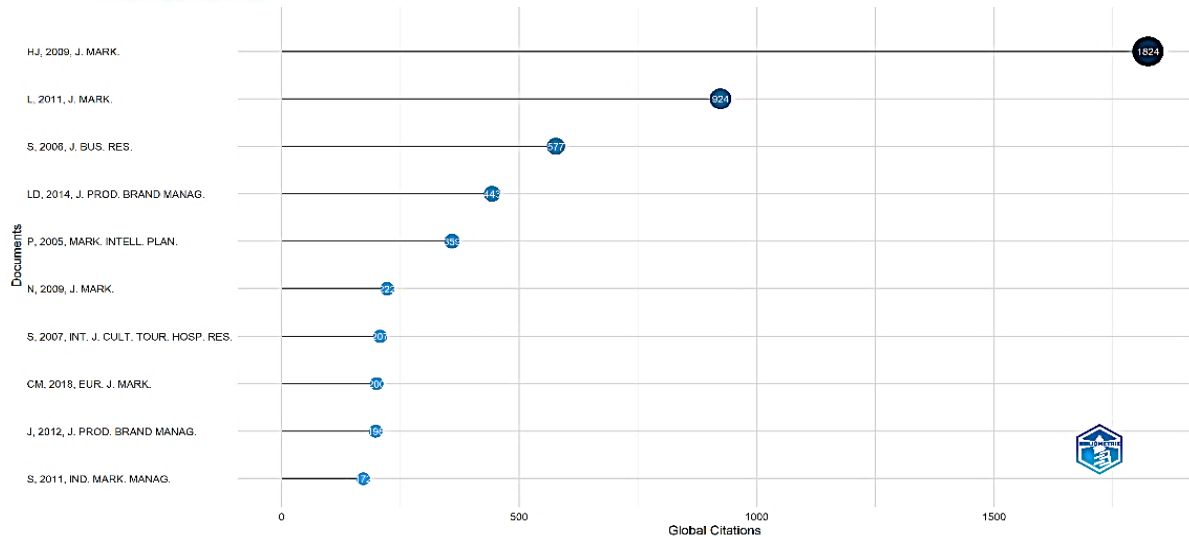


Figure 7: Most globally cited documents

Figure 7 shows the most globally cited documents, revealing the top highly cited scientific publications. The research work by Schau et al. (2009) published in the Journal of Marketing stood in the first rank with 1824 global citations. Similarly, the publication by Malar et al. (2011) published in the Journal of Marketing remained the second-highest globally cited document with 924 citations. Next, the scientific publication by Hosany et al. (2006) published in the Journal of Business Research revealed 577 citations. Additionally, the research paper by D. Hollebeek and Chen (2014) published in the Journal of Product and Brand Management manifested 443 global citations. Further, the scientific manuscripts by Hartmann et al. (2005), published in Marketing Intelligence and Planning; Diamond et al. (2009) published in the Journal of Marketing; and Hosany et al. (2007), published in the International Journal of Culture, Tourism and Hospitality Research, depicted 359, 222, and 207 global citations, respectively. In addition, the research paper by Bairrada et al. (2018) published in the European Journal of Marketing, Hwang and Kandampully (2012) published in the Journal of Product and Brand Management, and Leek and Christodoulides (2011) published in Industrial Marketing Management demonstrated 200, 198, and 172 global citations, respectively.

Most local cited references

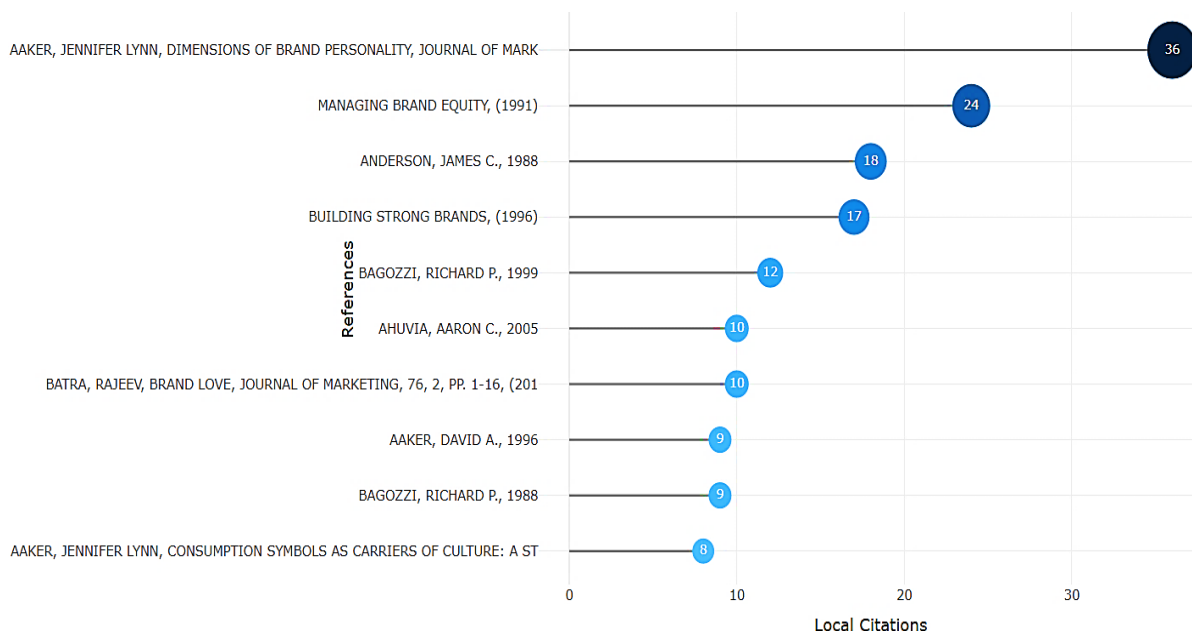


Figure 8: Most local cited references

Figure 8 represents the most locally cited references that include the authors and sources with the total number of local citations. A research work by Yang and Gu (2025) published in the Journal of Pragmatics ranked in the first position with 36 local citations. Similarly, research work by Laghari et al. (2025) published in the Journal of Retailing and Consumer Services, Liu et al. (2025) published in the Journal of Rural Studies, Dhawan and Singh (2025) published in Studies in Media and Communication, and Nguyen (2025) published in the Journal of Business & Industrial Marketing depicted 24, 18, 17, and 12 local citations, respectively. Moreover, research work by Rodrigues et al. (2024) published in the Journal of Creative Communications and research work by Majzoub et al. (2024) published in Place Branding and Public Diplomacy manifested nine local citations for each manuscript and author. Further, research work by Dicu et al. (2025) published in Sustainability, Mujahid and Khandai (2025) published in the Journal of Creating Value, and Verma (2024) published in the International Journal of Quality and Service Sciences consists of nine, nine, and eight local citations, respectively.

Most frequent words

The most frequent words reflect the words that occur most frequently in the research of emotional branding in the marketing field. Figure 9 represents the highly repeated ten words in this study.

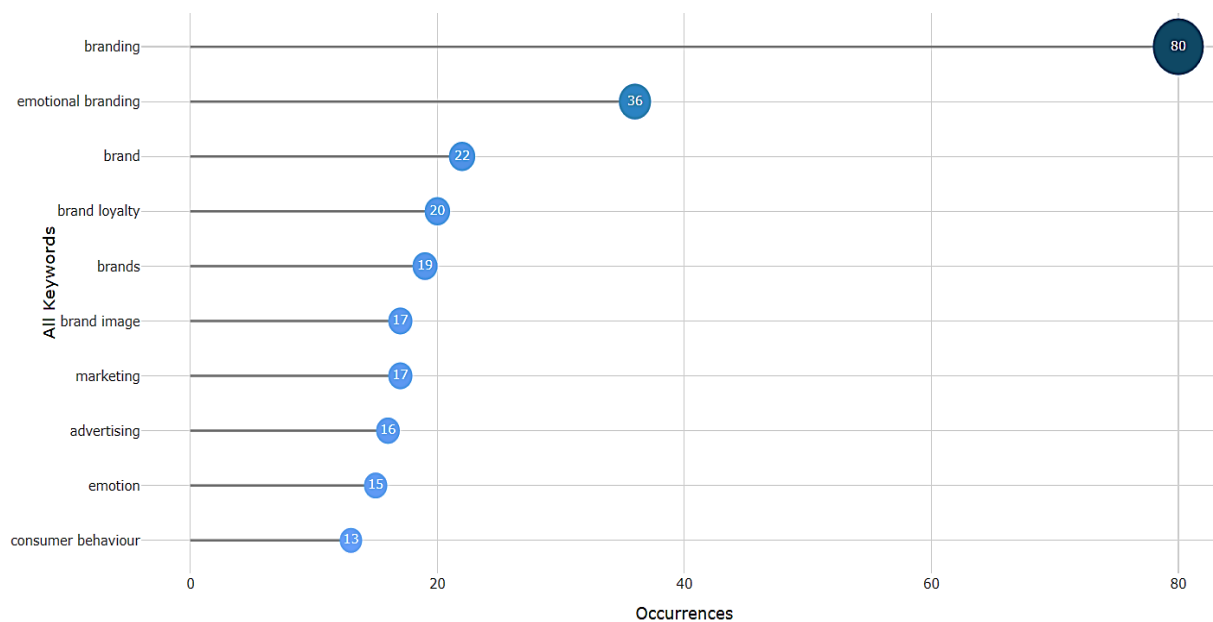


Figure 9: Most frequent words

Similarly, Figure 9 depicts the most frequent words manifested in occurrence in the horizontal axis and major keywords in the vertical axis. The most occurring words are branding, emotional branding, brand, brand loyalty, brands, brand image, marketing, marketing, advertising, emotion, and consumer behavior. The keyword branding depicted 80 occurrences, emotional branding with 36 occurrences, and brand with 22 occurrences. Similarly, brand loyalty manifested 20 occurrences, brands with 19 occurrences, and brand image 17 occurrences. Furthermore, marketing keyword shows 17 occurrences, advertising 16, emotion 15, and consumer behavior with 13 occurrences.

Trend topics

Trend topics show the direction of trends in the field of study, comprising the occurrence during the study period. Figure 10 below depicts the trend topics in marketing research. The horizontal axis represents the year and the vertical axis represents the term frequently occurring during the study period. The frequency occurrence of each term is reflected by color dots, with blue shades indicating 20, 40, 60, and 80 occurrences, linking dots with a line demonstrating the trends.

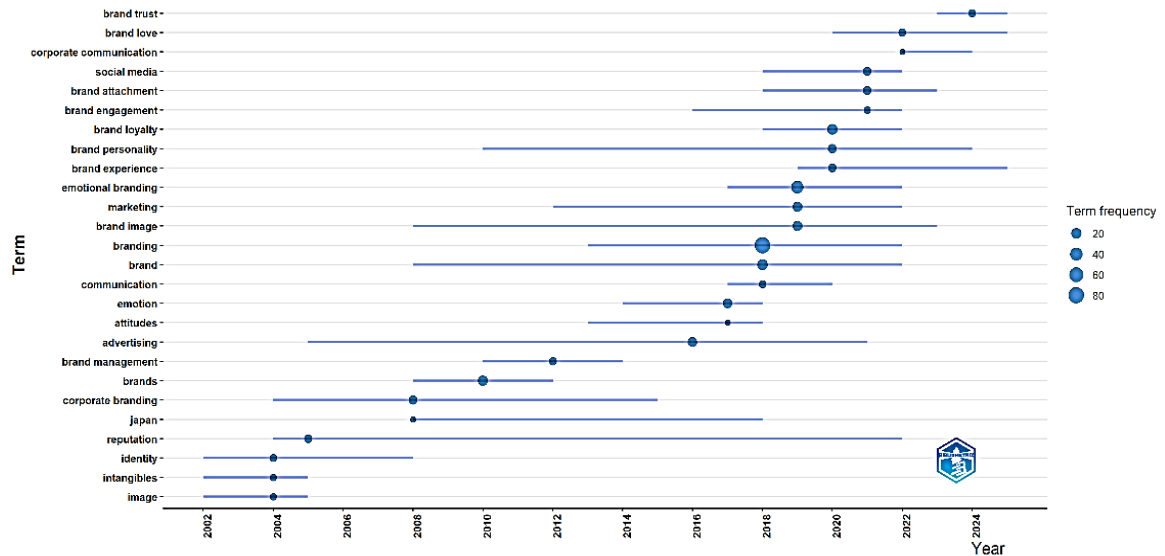


Figure 10: Trend topics

Similarly, Figure 10, showing trend topics, represents brand trust, brand love, corporate communication, social media, brand attachment, brand engagement, brand loyalty, brand personality, brand experience, emotional branding, marketing, brand image, branding, brand, communication, emotion, attitudes, advertising, brand management, brands, corporate branding, reputation, identity, intangibles, and image topics. The term branding depicted 80 as a highly occurring frequency among the terms, indicating the most popular term in marketing research. Similarly, emotional branding remained in the second-highest position of popularity with 36 occurrences in the marketing research field, which depicts emotional branding as a trending topic. The least occurring terms were attitudes and corporate communication, with 5 occurrences for each term during the study period.

Thematic map

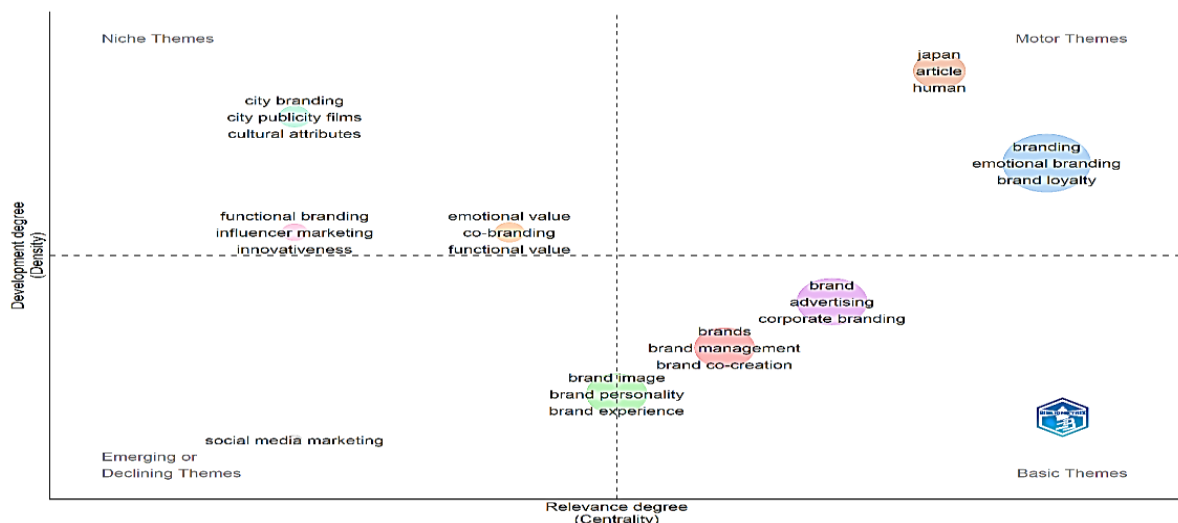


Figure 11: Thematic map

Figure 11 manifests the thematic map of several themes within the study domain. The horizontal axis represents the relevance degree, or centrality, and the vertical axis shows the development degree, or density. Similarly, the thematic map depicts the four quadrants in which each segment represents distinct thematic groups, including motor, basic, emerging or declining, and niche themes. The relevance or centrality ranges from lower to higher, depicting the influence of the theme within the study areas. Moreover, the motor quadrant in the map manifests high development and high relevance which consists of branding, emotional branding, and brand loyalty. Similarly, the basic theme in the next quadrant represents brands, advertising, corporate branding, brand, brand management, and brand co-creation. Similarly, the emerging segment in the thematic map contains social media marketing. Niche thematic cluster represents the functional brands, influencer marketing, innovativeness, emotional value, co-branding, and functional value.

Co-occurrence network

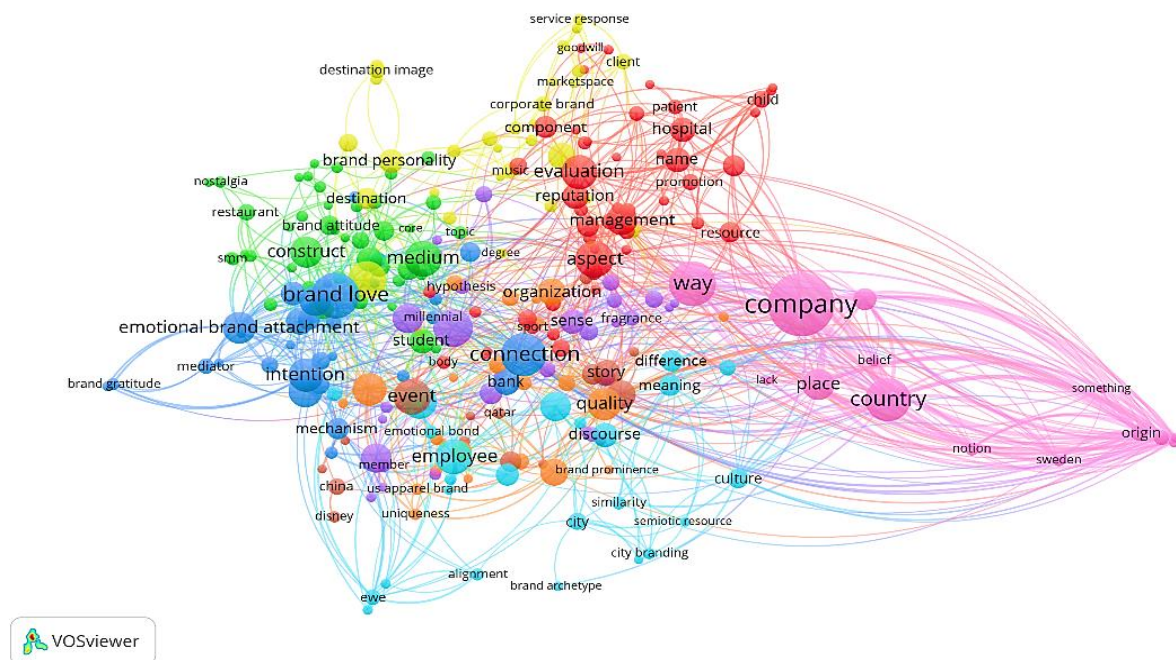


Figure 12: Co-occurrence network

Figure 12 shows a co-occurrence network that depicts the themes with several keywords represented by distinct nodes and colors, including their interlink. Thus, different keywords are linked to each other within the field of study. Moreover, the interlink of keywords of the study area and other significant information reflected through the co-occurrence network, in which each node in the network reflects a keyword and edges show co-occurrence, represents the weight with the number of joint appearances. Further, this network provides a foundation of trends, patterns, and links in study areas, highlighting the significant title, collaboration with thematic groups. The bigger nodes, including brand love and emotional branding, represent the study areas represented with blue color nodes. Other important keywords revealed in the network were company, connection, intention, evaluation, reputation, quality, and brand performance.

brand trust, brand love, corporate communication, social media, and brand attachment. Similarly, the thematic map showed branding, emotional branding, and brand loyalty as highly popular keywords found during the study period. These results of the bibliometric analysis on emotional branding depicted as a growing theme, as it plays a vital role in shaping the behavior of the consumer that guides consumption and buying decisions and determines their involvement, revealing the indispensability of scientific investigation in the field of emotional branding areas of marketing (Judijanto, 2025). Further, it also demonstrates that promotion through emotional branding adequately develops perpetual brand relations, boosting loyal customers that drive the buying decisions among customers (Bhatia, 2024).

Conclusion

This research analyzes the significance of emotional branding theme which crafts a path for bridges between corporate and its customer with effective marketing strategy mainly focusing on the emotional branding. In addition, the bibliometric study on emotional branding in marketing aims to identify trends, directions, and future paths within the relevant research areas. Thus, this study analyzed the Scopus database to reflect the annual scientific production, average citation per year, three field plots, most relevant sources, sources' local impact, most relevant affiliations, scientific production, most globally cited documents, most locally cited references, most frequently used words, trend topics, thematic map, co-occurrence network, and co-citation network. The study shows growing trends in the field of emotional branding during the study period. It means that scholars emphasizing emotional branding research offer sufficient evidence to investigate emotional branding in the research. This concludes that emphasis on the emotional branding and organizational endeavors to retain customer and enhancement of better relation could continuously benefit both corporate and its major stakeholders including the customers. Thus, it reflects the crucial role of emotional branding in which organizational priority and implementation is equally indispensable.

Similarly, the average citations per year and per document demonstrate that scholars are significantly attracted to this area of research. Moreover, the tree-field plot shows "branding" and "emotional branding" as highly populated keywords, revealing the growing interest of the research scholar as part of research in marketing. In addition, the most relevant source in the study is the Journal of Product and Management. This indicates that the majority of published scientific work originates from this source, which has the greatest local impact. The most relevant affiliation shows Universidad del País Vasco as the leading association. The United States of America is the leading country in terms of the highest number of publications. This research demonstrates branding, emotional branding, the most frequent words, trends, topics, and a thematic map revealing the highly significant areas of research. Therefore, it can be concluded that the research scholar can heavily emphasize these highly vibrating keywords while conducting research in the marketing field. However, this research is limited merely to bibliometric analysis based on Scopus data, utilizing the research articles published in the English language covering a short period while analyzing the study trends and directions, and projecting future paths for the study. Therefore, future research can conduct adopting database from Web of Science as the exclusive use of the Scopus database restricts the scope of the study results. Moreover, this research embraces merely the quantitative bibliometric analysis, which restricts the deeper analysis of themes.

References

- Alrefaee, S. (2025). A bibliometric analysis of online education research in India (2014–2024): Trends, patterns, and future directions. *Discover Education*, 4(1), Article 67. <https://doi.org/10.1007/s44217-025-00677-2>
- Aria, M. & Cuccurullo, C. (2017) Bibliometrix: An R-tool for comprehensive science mapping analysis, *Journal of Informetrics*, 11(4), pp 959-975, Elsevier.

Atkin, D. (2004). *The culting of brands: When customers become true believers*. Portfolio.

Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities. *European Journal of Marketing*, 52(3/4), 656–682. <https://doi.org/10.1108/ejm-02-2016-0081>

Bhatia, Dr. A. (2024). The role of emotional advertising in building emotional connections with customers. *International Journal of Recent Research and Review*, XVII(3), 69–89. <https://doi.org/10.62233/ijrrr18>

D. Hollebeek, L., & Chen, T. (2014). Exploring positively-versus negatively-valenced brand engagement: a conceptual model. *Journal of Product & Brand Management*, 23(1), 62–74. <https://doi.org/10.1108/JPBM-06-2013-0332>

Dhawan, D., & Singh, A. (2025). Brand love in the scroll economy: Emotional dimensions of online consumer–brand engagement. *Studies in Media and Communication*, 13(3), 325. <https://doi.org/10.11114/smc.v13i3.7739>

Diamond, N., Sherry, J. F., Muñoz, A. M., McGrath, M. A., Kozinets, R. V., & Borghini, S. (2009). American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research. *Journal of Marketing*, 73(3), 118–134. <https://doi.org/10.1509/jmkg.73.3.118>

Dicu, A. M., Rad, D., Barbu, F., Cuc, L. D., Feher, A., Roman, D., Mazuru, L., Sanda, G., & Pîrvulescu, L. (2025). From attachment to action: Consumer identification and the sustainable buying of rural brand products like “pită de pecica”. *Sustainability*, 17(9), 4133. <https://doi.org/10.3390/su17094133>

Gobe, Marc (2001), *Emotional branding: The new paradigm for connecting brands to people*. New York: Allworth Press.

Hartmann, P., Apaolaza Ibáñez, V., & Forcada Sainz, F. J. (2005). Green branding effects on attitude: functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9–29. <https://doi.org/10.1108/02634500510577447>

Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research*, 59(5), 638–642. <https://doi.org/10.1016/j.jbusres.2006.01.001>

Hosany, S., Ekinci, Y., & Uysal, M. (2007). Destination image and destination personality. *International Journal of Culture, Tourism and Hospitality Research*, 1(1), 62–81. <https://doi.org/10.1108/17506180710729619>

Hwang, J., & Kandampully, J. (2012). The role of emotional aspects in younger consumer-brand relationships. *Journal of Product & Brand Management*, 21(2), 98–108. <https://doi.org/10.1108/10610421211215517>

Judijanto, L. (2025). Feel first, buy later: A bibliometric exploration of emotion-driven decision making in marketing. *West Science Interdisciplinary Studies*, 3(09), 1597–1605. <https://doi.org/10.58812/wsis.v3i09.2260>

Laghari, A. H., Ping, H., Memon, S., & Makhdoom, Z. H. (2025). Human vs. virtual influencers in crisis: How attribution and crisis response shape brand trust. *Journal of Retailing and Consumer Services*, 87, 104410. <https://doi.org/10.1016/j.jretconser.2025.104410>

Leek, S., & Christodoulides, G. (2011). A literature review and future agenda for B2B branding: Challenges of branding in a B2B context. *Industrial Marketing Management*, 40(6), 830–837. <https://doi.org/10.1016/j.indmarman.2011.06.006>

Liu, X., Qiao, X., Liu, X., & Chen, M. (2025). Misaligned perceptions: Reverse effect of

agricultural product brand image on consumer purchase intentions. *Journal of Rural Studies*, 119, 103739. <https://doi.org/10.1016/j.jrurstud.2025.103739>

Majzoub, R., Tawil, M., & Abuhassan, L. (2024). Investigating brand archetypes: unveiling the perceived image of Jabal Al-Weibdeh neighborhood. *Place Branding and Public Diplomacy*, 21(2), 207–222. <https://doi.org/10.1057/s41254-024-00364-3>

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing*, 75(4), 35-52. <https://doi.org/10.1509/jmkg.75.4.35>

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing*, 75(4), 35-52. <https://doi.org/10.1509/jmkg.75.4.35>

Marmat, G. (2023). A framework for transitioning brand trust to brand love. *Management Decision*. <https://doi.org/10.1108/md-04-2022-0420>.

Mostafa, R., & Kasamani, T. (2020). Brand experience and brand loyalty: is it a matter of emotions?. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-11-2019-0669>.

Mujahid, S., & Khandai, S. (2025). From Affection to Action: The Role of Brand Love in Facilitating Co-creation in Online Brand Communities. *Journal of Creating Value*, 11(1), 121-134. <https://doi.org/10.1177/23949643251337519>

Nguyen, G. T. T. (2025). Bridging functionality and emotion: the role of brand image in cultivating loyalty among logistics partners through brand love and engagement in Vietnam's B2B sector. *Journal of Business & Industrial Marketing*, 40(5), 1208–1222. <https://doi.org/10.1108/jbim-08-2024-0609>

Niharika, & Yadav, R. (2023). Influence of emotional branding on consumers' purchase intention: A study on scale development and mediating role of celebrity endorsement. *FIIB Business Review*, <https://doi.org/10.1177/23197145231177578>

Pang, B., & Lee, L. (2008). Opinion mining and sentiment analysis. Foundations and trends in information retrieval, 2(1–2), 1–135. <https://doi.org/10.1561/1500000011>

Park, C. W., Macinnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, 74(6), 1–17. <https://doi.org/10.1509/jmkg.74.6.1>

Roberts, K. (2005). *Lovemarks: The future beyond brands*. Powerhouse books.

Rodrigues, P., Sousa, A., & Borges, A. P. (2024). Do you love me, or do you hate me? Bad communication's effect on low-cost airline brand. *Journal of Creative Communications*, 20(2), 188-208. <https://doi.org/10.1177/09732586241249653>

Rossiter, J., & Bellman, S. (2012). Emotional branding pays off: How brands meet share of requirements through bonding, companionship, and love. *Journal of Advertising Research*, 52(3), 291–296. <https://doi.org/10.2501/JAR-52-3-291-296>

Sahabuddin, M., Sakib, Md. N., Rahman, Md. M., Jibir, A., Fahlevi, M., Aljuaid, M., & Grabowska, S. (2023). The evolution of fintech in scientific research: A bibliometric analysis. *Sustainability*, 15(9), 7176. <https://doi.org/10.3390/su15097176>

San Pedro, J., Yeh, T., & Oliver, N. (2012). Leveraging user comments for aesthetic-aware image search reranking. *Proceedings of the 21st International Conference on World Wide Web*, 439–448. <https://doi.org/10.1145/2187836.2187896>

Schau, H. J., Muñoz, A. M., & Arnould, E. J. (2009). How brand community practices create value. *Journal of Marketing*, 73(5), 30-51. <https://doi.org/10.1509/jmkg.73.5.30>

Sharma, K., Trott, S., Sahadev, S., & Singh, R. (2023). Emotions and consumer behaviour: A review and research agenda. *International Journal of Consumer Studies*, 47(6), 2396–2416. Portico. <https://doi.org/10.1111/ijcs.12937>

Sung, B., La Macchia, S., & Stankovic, M. (2023). Agency appraisal of emotions and brand trust. *European Journal of Marketing*. <https://doi.org/10.1108/ejm-06-2021-0402>.

Verma, P. (2024). FOMO driving brand nostalgia and brand personality for building trust in a food enthusiast: A serial multiple mediation model.

Yang, K., Kim, H., & Zimmerman, J. (2020). Emotional branding on fashion brand websites: harnessing the Pleasure-Arousal-Dominance (P-A-D) model. *Journal of Fashion Marketing and Management*, 24, 555-570. <https://doi.org/10.1108/jfmm-03-2019-0055>.

Yang, N., & Gu, J. (2025). Emotion and self-branding in YouTube travel vlogs: A corpus-based analysis. *Journal of Pragmatics*, 247, 16–28. <https://doi.org/10.1016/j.pragma.2025.07.014>