

# อิทธิพลของการตลาดเชิงอารมณ์ที่มีต่อการระบุตัวตนของลูกค้า กับแบรนด์เครื่องสำอางท้องถิ่นของจีน

## INFLUENCE OF EMOTIONAL MARKETING ON CUSTOMERS' IDENTIFICATION WITH CHINESE LOCAL COSMETIC BRANDS

ยฺยงซี ลิว<sup>1</sup> และ สุกนธ์ทิพย์ วงศ์พันธ์<sup>2</sup>  
Yingxi Liu<sup>1</sup> and Sukontip Wongpun<sup>2</sup>

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### บทคัดย่อ

ในยุคของสื่อสังคมออนไลน์แบรนด์ต่าง ๆ หันมาใช้กลยุทธ์การตลาดเชิงอารมณ์เพิ่มมากขึ้นเพื่อเพิ่มขีดความสามารถในการแข่งขัน การทำการตลาดของแบรนด์หากมีการผสมผสานองค์ประกอบทางอารมณ์จะช่วยทำให้สามารถตอบสนองความต้องการด้านจิตใจและอารมณ์ของผู้บริโภคได้ดีมากขึ้น ผู้คนมักพบว่ามันยากที่จะลืมอารมณ์หรือความรู้สึกที่เกิดขึ้นจากใครบางคน การตลาดเชิงอารมณ์เป็นกลยุทธ์ทางการตลาดแบบใหม่ที่สามารถช่วยให้ธุรกิจสามารถมีส่วนร่วมในการสื่อสารที่ลึกซึ้งยิ่งขึ้นกับลูกค้าและสร้างความสัมพันธ์ที่มีความหมายซึ่งจะช่วยสร้างแรงบันดาลใจในการระบุตัวตนของลูกค้า การส่งเสริมให้ลูกค้าของแบรนด์ระบุตัวตนถือเป็นสิ่งสำคัญสำหรับการพัฒนาองค์กรในระยะยาว บทความนี้นำเสนอความเข้าใจในเชิงลึกว่าการตลาดเชิงอารมณ์ส่งผลต่อการระบุตัวตนของลูกค้ากับแบรนด์เครื่องสำอางท้องถิ่นของจีนอย่างไร การศึกษานี้เป็นการวิจัยเชิงปริมาณโดยใช้แบบสอบถามออนไลน์ จากกลุ่มตัวอย่างคนจีนที่เคยใช้เครื่องสำอางท้องถิ่นของจีน จำนวน 468 คน วิเคราะห์ข้อมูลโดยใช้แบบจำลองสมการเชิงโครงสร้าง ผลการศึกษาพบว่าการตลาดเชิงอารมณ์มีอิทธิพลเชิงบวกต่อการระบุตัวตนของลูกค้าอย่างมีนัยสำคัญ

**คำสำคัญ:** การตลาดเชิงอารมณ์ เครื่องสำอางท้องถิ่นจีน การระบุตัวตนของลูกค้า

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<sup>1</sup> นักศึกษาปริญญาโทบริหารธุรกิจ, คณะบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี

Ph.D. Student, Faculty of Business Administration, Rajamangala University of Technology Thanyaburi.

<sup>2</sup> ผู้ช่วยศาสตราจารย์, ดร., คณะบริหารธุรกิจ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี

Assistant Professor, Ph.D., Faculty of Business Administration, Rajamangala University of Technology Thanyaburi.

Corresponding author email: sukontip\_w@rmutt.ac.th

## Abstract

In the era of social media, brands are increasingly adopting emotional marketing strategies to enhance their competitiveness in the market. In brand marketing, incorporating emotional elements allows for better satisfaction of consumers' psychological and emotional needs. People always find it hard to forget emotions that touch their hearts, or the feelings evoked by someone. Emotional marketing, as a non-traditional marketing strategy, can assist businesses in engaging in deeper communication with customers and establishing meaningful relationships, thereby inspiring their identification. Enhancing customer identification with the brand is crucial for the long-term development of an enterprise. This article seeks to provide an in-depth understanding of how emotional marketing affects customer identification with Chinese local cosmetics brands. Employing a quantitative approach, this study sampled 468 participants from online consumers of Chinese local cosmetics. Structural Equation Modeling (SEM) was utilized as a data analysis technique. The results of the study indicated that emotional marketing had a positive and significant impact on customer identification.

**Keywords:** Emotional Marketing, Chinese Local Cosmetics, Customer Identification

## Introduction

With the development of social media, information dissemination occurs at an exponential rate, significantly impacting traditional marketing concepts (Sharma & Sheth, 2004). On one hand, more convenient information delivery systems create a closer-knit audience, enabling businesses to convey market information to consumers in the shortest time possible, eliminating the traditional marketing “window period” and undoubtedly enhancing the enterprise's market communication capabilities (Zhao, 2021). On the other hand, the explosive growth of information also makes it easy for customers to become distracted. A phenomenon of information “flash” has emerged in contemporary marketing, and the forgetful nature of internet opinions significantly shortens the life cycle of marketing information, intensifying market competition. But people may not remember exactly what someone said or did, but they almost never forget the emotions they felt or how someone made them feel (Hashem et al., 2020).

When Chinese sportswear brand Erke, facing operational challenges, donated 50-million-yuan worth of supplies to the flood-affected areas in Henan in 2021, it unexpectedly triggered a surge in emotions on the Internet. Fueled by emotions, people rushed to the brand's livestreams and stores, leading to a frenzy of purchases. The number of livestream viewers reached nearly 9 million and the total sales skyrocketed to around 206 million yuan within two days — a 52-fold year-on-year increase.

Additionally, Erke's offline stores were bustling, prompting the company to issue an urgent stock announcement (Zhao & Zhang, 2022). Holbrook and Hirschman (1982) pioneered

the integration of emotions into cognitive theory, shaping the Cognitive-Affective-Behavioral theory. They highlighted the crucial role of emotions triggered by the environment and consumers. To turn mere participation and cognition into loyal behaviors, emotional experiences are essential. In the realm of emotional marketing, enterprises can establish emotional connections by paying attention to customers' needs, interests, and feelings. By fostering emotional connections with customers and reinforcing their engagement, enterprises can make customers feel the warmth and care of their brands, thereby increasing emotional identification and loyalty towards the brand. Currently, the key factor in selling a product is the connection consumers have with the brand and the emotions conveyed by the product or service (Deshwal, 2015). Consumers are happy to buy luxury goods even at high prices, largely due to emotional factors.

China has significant potential for growth within the cosmetic industry, leading it to one of the largest cosmetic markets globally. According to Ma (2022), the market size of Chinese cosmetic industry accounted for 20.6% of the global cosmetic market in 2021 and nearly 50% of the Asia-Pacific cosmetics market. China has remained the world's largest cosmetics market. Along with the excellent performance, potential is huge as the average expenditure per capita on cosmetic products of Chinese people was only \$50, below the global average level, indicating there exists much room for future growth. While foreign brands have dominated the Chinese cosmetics market for a long period in the past, recent years have witnessed rapid growth of Chinese local brands.

Local cosmetic brands in China have captured a substantial market share, reaching 56%. Remarkably, within a mere four years since their inception, leading brands such as Perfect Diary and Florasis achieved Gross Merchandise Volumes (GMV) surpassing 3 billion Yuan by 2020. Financially, several emerging brands, including Perfect Diary and Winona, have successfully gone public in less than five years. Apart from Initial Public Offering (IPO) milestones, increased investments in these brands further underscore the significant value of Chinese local cosmetic brands.

Therefore, research and exploration of the role and value of emotional marketing in enterprises are necessary. This study attempted to provide a better understanding of how emotional marketing enhances customers' identification with Chinese local cosmetic brands, and to answer the question that to what extent does emotional marketing play a role in the sustenance of customer identification?

Based on Self-congruity Theory and Flow Theory, the conceptual framework of this study depicted in figure 1 was shown below.

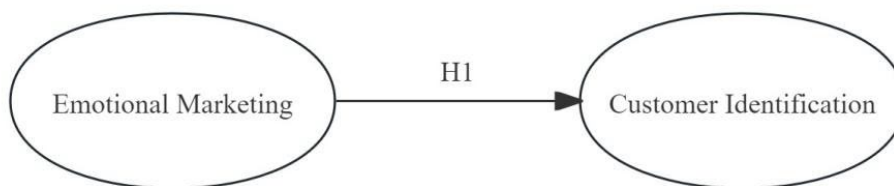


Figure 1 Conceptual Framework

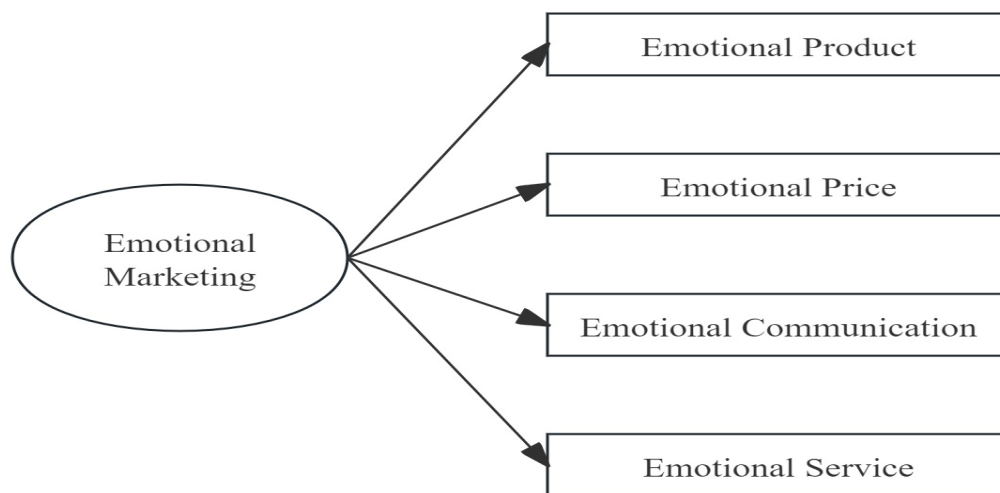
## Review of Literature and Hypothesis Development

### Emotional Marketing

Emotions play a crucial role in shaping the customer experience (Rageh Ismail et al., 2011). Nevertheless, Positive emotions do not directly result in positive consuming behaviors while negative emotions may not necessarily lead to negative outcomes (Malhotra et al., 2014). Wong and Shoal (2006) pointed out that the higher customer satisfaction is with the retailer, the greater the likelihood of customer revisit. Swinyard (1993) found that mood significantly affected consumption experience. Establishing an emotional connection with customers can help a brand transcend price and features, providing customers with a higher level of meaning (Berry & Carbone, 2007).

Emotional marketing is a marketing strategy where companies use social media to publish content, organize events to attract the attention of customers, aiming to transform consumers' purchase intention into substantial purchase, as well as developing a stronger emotion which attaches consumers to their brands (Li & Li, 2005).

This study, following the approach of Bin (2023), proposed four dimensions of influencing factors in emotional marketing on social media: emotional product, emotional price, emotional communication, and emotional service. Emotional products incorporate emotional packaging, concepts, and functions into products or brands to meet consumers' emotional and psychological needs. Emotional price refers to reasonably priced products that align with the quality, brand, and reputation of emotional products, satisfying consumers. Emotional communication involves conveying product features or service concepts in a differentiated manner to foster consumer understanding and identification, emphasizing positive two-way interaction, and stimulating emotional evaluations. Emotional service involves marketers utilizing emotional factors to promote and sell products.



**Figure 2** Dimensions of Emotional Marketing

### Customer Identification

Customer identification is a new perspective of customer-brand relationship developed from social identity theory (Tajfel & Turner, 2004) and organizational identification theory (Whetten & Godfrey, 1998; Dutton et al., 1994). Based on social identity theory, individuals form their self-identity based on collective attributes extracted from the groups to which they belong (Ahearne et al., 2005; Hossain & Chonko, 2018).

The literature emphasized the importance of identification, defined as the extent to which individuals perceive shared attributes with another entity. This perception facilitated strong connections with organizations, brands, employers, and others (Ahearne et al., 2005; Keh & Xie, 2009). Keller (2001) suggested that customer responses varied based on brand identification. Consumer identification occurred when brands reflect their personality, values, and lifestyle, or when brands represent specific group attributes (Jin, 2006; Belén del Río et al., 2001).

In the measurement of customer identification, it was primarily divided into two views. One is the two-dimensional approach that categorizes a brand identified by individual and social dimensions, as represented by studies from Belén del Río et al. (2001) and Jin (2006). Individual identification signified alignment between consumers' values and traits with those of the brand, while social identification referred to the brand's ability to distinguish a particular group of consumers when associated with that brand. The other one is the three-dimensional approach, rooted in psychological and cognitive perspectives, which suggested dividing customer identification into cognitive, emotional, and evaluative dimensions, in alignment with social identity theory. Additionally, Ingham (1971) identified three major dimensions of customer identification as similarity, membership, and loyalty.

This study adopted the two-dimensional approach proposed by Belén del Río et al. (2001), which has gained wide recognition among scholars. In their approach, personal identification refers to the extent to which customers perceive similarity between themselves and the brand, while social identification represents the brand’s ability to assist customers in expressing their membership in a social group and showcasing their social status.

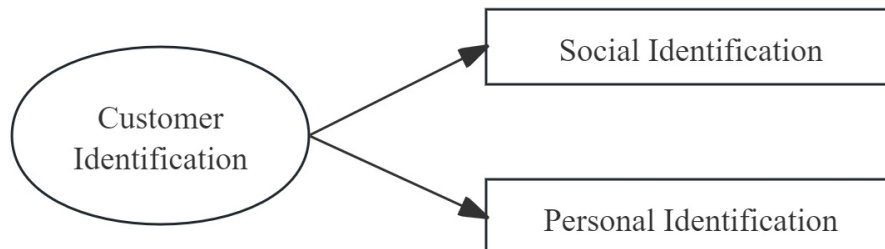


Figure 3 Dimensions of Customer Identification

### Emotional Marketing and Customer Identification

Csikszentmihalyi (2013) posited that individuals experience peak happiness when fully immersed in activities, as observed by Wang (2022) in the context of physical bookstore visits. This immersive experience fosters identification among readers. Sirgy (1985) found that alignment between consumers’ self-concept and a brand’s image influences responses, deepening brand impression. Khuong and Tram (2015) emphasized emotional marketing’s impact on brand awareness and consumer perception, highlighting its role in fostering customer self-identification. Yoo and Park (2016) further emphasized the connection between emotional experiences and customer identification in the context of fast-food restaurant service. Moreover, in a similar era context, Li and Zhang (2023) found in their study on TikTok short-form video marketing for tourist destinations that the enhanced emotional experience gained by consumers while browsing short videos featuring destinations promoted consumer identification. Similarly, Jiang et al. (2023) stated that the brand fan page, as a specific form of emotional marketing, stimulated consumer emotional resonance through interactive content, thereby forming consumer identification. Based on above, this study hypothesizes that:

*H1: Emotional marketing positively affects customer identification with Chinese local cosmetic brands.*

### Chinese Local Cosmetic Brands

Cosmetics in China have a history of approximately 3000 years, dating back to the pre-Qin dynasty. Chinese cosmetics have unique qualities deeply rooted in Chinese traditional culture, owing to their rich historical heritage and traditional craftsmanship (Li et al., 2023). As China’s economy continues to develop, service, reputation, and cultural identity have become

defining features of local Chinese cosmetic brands. China has now become the world's second-largest cosmetics consumer market. Many local Chinese cosmetic brands have thrived as a result. Some domestic cosmetics businesses have incorporated ethnic elements into their product designs and promotional strategies, with a strong emphasis on oriental cultural traits. Local Chinese cosmetic brands such as Florasis, Flower Knows, and Perfect Diary are becoming increasingly popular among Chinese consumers. Recently, domestic cosmetics retail sales in China have been steadily increasing, with an average annual growth rate of over 10% in the size of China's cosmetics market (Tang, 2023). During the period from January to June 2023, the total sales of cosmetics in China amounted to 207.1 billion yuan, representing an 8.6% increase compared to the previous year (National Bureau of Statistics, 2023).

## **Methodology**

### **Population and Sampling**

This study adopted a quantitative approach to the research methodology. Based on the initial literature analysis, quantitative research used a questionnaire as the instrument to collect survey data. The population of this study were consumers aged 18 and above who had purchased Chinese cosmetic products on social media platforms as well as received information online.

Since the number of people who have purchased Chinese local cosmetics is unknown, the sample size was estimated at 400 people using the Cochran formula. Questionnaires were mainly distributed online. Considering a low response rate is common in online surveys, a hand-delivery and subsequent method was used in the meantime to obtain sufficient effective data for later analysis.

The population was divided into four subgroups (east region, central region, west region, and northeast region) according to geographic distribution of China's population. Due to the infinite population, a non-proportional quota sampling method was chosen, and the researcher divided the quotas equally. Then convenience sampling was conducted to collect the predetermined sample size.

### **Measurement**

The questionnaire of this study was designed according to hypotheses, based on existing mature scales, including 18 measurement items for six factors of two variables. All questions except for general information questions were rated by a Five-point Likert scale ranging from 1 to 5, where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree. Items in the questionnaire were reviewed by 3 experts in marketing and information systems and the final score of the Index of Consistency (IOC) ranged between 0.67 to 1.00, indicating items in the measurement scale had a satisfying internal consistency and was congruent with research objectives and definitions of terms.

### Validity and Reliability

Convergent validity was examined through average variance extracted (AVE) and composite reliability (CR). Following Bagozzi and Yi (1988) and Fornell and Larcker (1981), the AVE exceeds 0.50 and CR exceeds 0.70; these were acceptable to support the convergent validity in this study. Besides, a standardized factor loading higher than 0.70 indicates an acceptable level of composite reliability of the measurement model (DeVellis & Thorpe, 2021). Moreover, to assess discriminant validity, this study used Fornell-Larcker criterion. The correlation between items  $\leq 0.85$  while the square root of the AVE for each construct exceeded the correlation coefficient associated with that construct, indicating each construct differs from other constructs in the model and has discriminant validity.

### Data Collection

A pilot test was conducted to verify the reliability of the instrument by distribute 50 questionnaires randomly to consumers who had ever bought Chinese local cosmetics online and received information via social media platforms. As shown in Table 1, the Cronbach's alpha of all latent variables ranged from 0.928 to 0.977, exceeding the acceptable level of 0.7, thereby indicating content reliability was high and the instrument was appropriate for further analysis. Afterwards, the formal questionnaire survey was conducted online by using Sojump.com. The final sample size was 468 respondents, comprising both male and female aged between 18 and 65, residing in various regions within China.

**Table 1** Reliability Coefficients

Variable	Item	Cronbach's Alpha
Emotional Product	3	.961
Emotional Price	3	.969
Emotional Communication	3	.977
Emotional Service	3	.969
Overall Emotional Marketing	12	.965
Personal Identification	3	.959
Social Identification	3	.928
Overall Customer Identification	6	.935

## Research Results

### Data Preparation

The normal distribution of the data was examined after completing the questionnaire collection. The result of normality testing showed that the absolute values of skewness for all items in emotional marketing ranged from 0.435 to 0.229 and the absolute values of kurtosis for all items in emotional marketing ranged from 0.956 to 0.227. For customer identification, the absolute values of skewness ranged from 0.521 to 0.312 and the

absolute values of kurtosis ranged from 0.595 to 1.052. This finding aligns with the normal distribution criteria outlined by Curran et al. (1996) where the data is considered symmetrical when skewness is less than 3, and the data exhibits a normal distribution when kurtosis is less than 10.

### Descriptive Statistics

Means and standard deviation of two variables were summarized as shown in Table 2 and Table 3.

**Table 2** Mean and standard deviation for Emotional Marketing

Items	Mean	SD
Emotional Marketing		
Good packaging on advertisements. (Pro1)	3.17	1.296
Perceived high quality product. (Pro2)	3.20	1.259
The perceived product is unique. (Pro3)	3.29	1.319
The product price online meets my expected pricing. (Pri1)	3.22	1.034
Pay attention to the promotion price. (Pri2)	3.20	1.038
Prices are suitable for the product quality. (Pri3)	3.26	1.091
Understand the service concept or product feature. (Com1)	3.10	1.206
Willing to participate in sharing activities on social media platforms. (Com2)	3.12	1.263
Learn more about the enterprise or product from communication with social media users. (Com3)	3.14	1.266
Service is accurate. (Ser1)	3.19	1.186
Service is timely and appropriate. (Ser2)	3.21	1.196
Terms of service are easy to understand. (Ser3)	3.27	1.246
Average	3.20	1.200

*Note: SD = standard deviation*

**Table 3** Mean and standard deviation for Customer Identification

Customer Identification	Mean	SD
The personality image of Chinese local cosmetic brands aligns with my personality image. (PI1)	3.19	1.376
I agree with the values represented by Chinese local cosmetic brands. (PI2)	3.09	1.301
Chinese local cosmetic brands are totally in line with my lifestyle. (PI3)	3.16	1.351
Chinese local cosmetics are in fashion. (SI1)	3.37	1.166
My friends have Chinese local cosmetic brands. (SI2)	3.31	1.146
Chinese local cosmetics have a good reputation. (SI3)	3.36	1.202
Average	3.25	1.257

*Note: SD = standard deviation*

### Exploratory Factor Analysis

Considering that the questionnaire was translated into Chinese and collected within China, the translated scales may not contain the same factor structure as the original version. Thus, exploratory factor analysis was conducted to avoid this uncertainty and second order confirmatory factor analysis was performed to test and explain the overall information. As shown in Table 4, the KMO value of the questionnaire in the measurement of emotional marketing and brand loyalty were 0.918 and 0.862 respectively, indicating that the data were suitable for principal component analysis. Meanwhile, Bartlett's test of sphericity was significant ( $p < 0.001$ ), indicating that the data were suitable for subsequent factor analysis.

**Table 4** KMO and Bartlett's Test of Emotional Marketing and Customer Identification

Variable	Kaiser-Meyer-Olkin	Bartlett's Test of Sphericity		
	Measure of Sampling Adequacy.	Approx. Chi-Square	df	Sig.
Emotional Marketing	.918	8653.647	66	.000
Customer Identification	.862	3019.069	15	0.000

A total of four common factors were extracted from the group of independent variables consisting of four dimensions (12 items) with a cumulative variance explanation rate of 92.284%. Two common factors were extracted from the group of dependent variables consisting of two dimensions (6 items). Two extracted factors explained the variance of variables by 85.415%.

### Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was conducted by using Amos 23.0 and the results were presented in Figure 4 and 5 below.

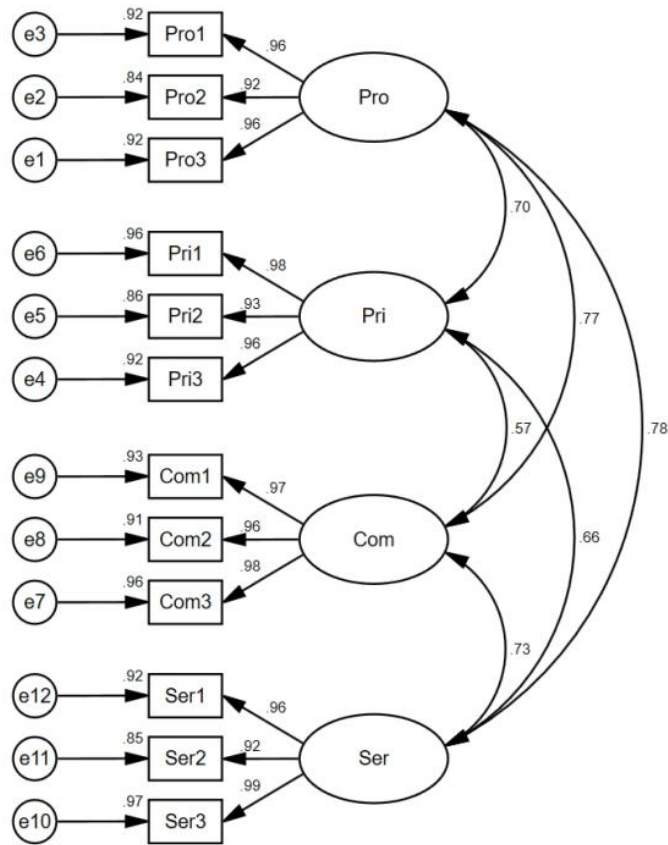


Figure 4 CFA Model of Emotional Marketing

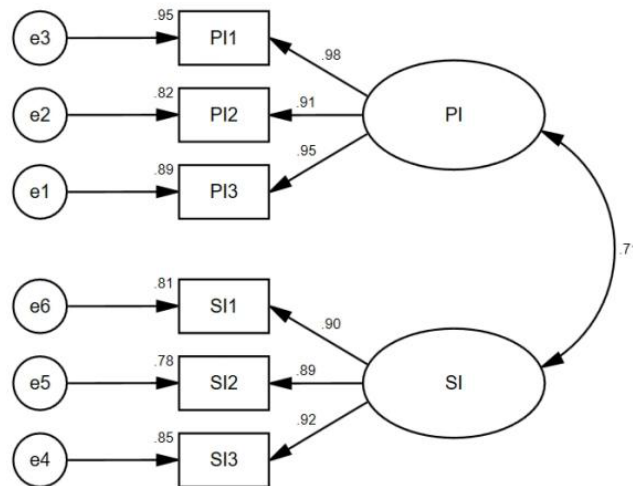


Figure 5 CFA Model of Customer Identification

As shown in Table 5, Composite reliability (CR) ranged from 0.929 to 0.978 and average variance extracted (AVE) ranged from 0.813 to 0.936, which were acceptable (Fornell & Larcker, 1981). Additionally, the factor loading of measurement items in emotional marketing and brand loyalty were all above 0.5. These results indicated good composite reliability and convergent validity.

**Table 5** Summary of CFA of Emotional Marketing and Brand Loyalty

Observed Variable	Item	Factor Loading	AVE	CR
Emotional Product	Pro3	.958	.893	.962
	Pro2	.916		
	Pro1	.961		
Emotional Price	Pri3	.960	.914	.970
	Pri2	.930		
	Pri1	.978		
Emotional Communication	Com3	.980	.936	.978
	Com2	.955		
	Com1	.967		
Emotional Service	Ser3	.985	.913	.969
	Ser2	.921		
	Ser1	.960		
Personal Identification	PI3	.945	.889	.960
	PI2	.907		
	PI1	.975		
Social Identification	SI3	.920	.813	.929
	SI2	.885		
	SI1	.899		

It was observed in Table 6 that the square root of AVE exceeded the correlation coefficient, indicating each construct differs from other constructs in the model and has discriminant validity.

**Table 6** Result of Discriminate Validity

	Social Identification	Emotional Service	Personal Identification	Emotional Communication	Emotional Price	Emotional Product
Social Identification	<b>.902</b>					
Emotional Service	.372	<b>.956</b>				
Personal Identification	.713	.472	<b>.943</b>			
Emotional Communication	.352	.734	.392	<b>.967</b>		
Emotional Price	.428	.659	.380	.570	<b>.956</b>	
Emotional Product	.435	.785	.501	.771	.696	<b>.945</b>

Note: Square root of AVE in bold on diagonals.

### Model Fit Testing

Through the analysis of fit indices for the variables, it was observed that the CMIN/DF was 1.996. Other indices include GFI = 0.946, AGFI = 0.928, RMSEA = 0.046, NFI = 0.979, RFI = 0.975, CFI = 0.989, PNFI = 0.819 and PGFI = 0.708. All these indices met the criteria. Thus, it could be concluded that this model is appropriate to explain the relationships between independent variable emotional marketing and dependent variable customer identification.

### Hypothesis Testing

The results of the impact of emotional marketing (EM) on customer identification (CI) and the impact of observed variables on latent variables were shown in Table 7 and the path diagram of the structural model was presented in Figure 6. The relationship between emotional marketing and brand loyalty was verified. The standardized coefficient for the impact of emotional marketing on brand loyalty is 0.585 ( $Z = 11.806$ ,  $p < 0.001$ ). That is, when emotional marketing increases by one unit, customer identification correspondingly increases by 0.585 units. Among four observed variables, emotional products has the largest impact on emotional marketing with a standardized coefficient of 0.923. Emotional price has the smallest impact on emotional marketing with a standardized coefficient of 0.743. For customer identification, standardized coefficients of personal identification and social identification are 0.901 and 0.792, respectively. These results indicate significant positive effects exist between emotional marketing and customer identification.

**Table 7** Results of Path Analysis

Path Relationship	Unstandardized Coefficients	S.E.	C.R.	P	Standardized Coefficients
CI <--- EM	.607	.051	11.806	***	.585
Pro <--- EM	1.000				.923
Pri <--- EM	.667	.036	18.436	***	.743
Com <--- EM	.879	.040	22.199	***	.826
Ser <--- EM	.911	.038	24.080	***	.866
PI <--- CI	1.000				.901
SI <--- CI	.686	.058	11.789	***	.792

Note: \*\*\*  $p$ -value < 0.001

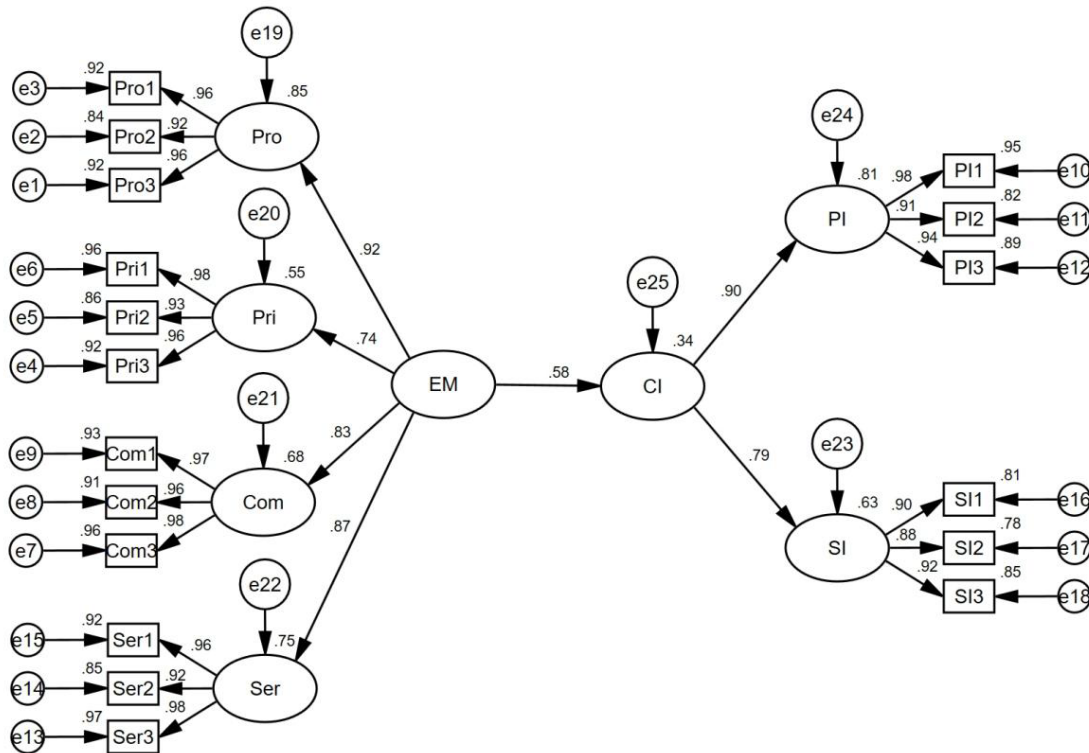


Figure 6 The Path Diagram

EM is emotional marketing, CI is customer identification, Pro is emotional product, Pri is emotional price, Com is emotional communication, Ser is emotional service, PI is personal identification, SI is social identification.

## Discussion and Conclusions

### Conclusions

This study investigated into the impact of emotional marketing on customer identification among Chinese customers of Chinese local cosmetic products. Through detailed analysis of the collected data, it was found that the coefficient of emotional marketing on customer identification was 0.585 ( $Z = 11.806, p < 0.001$ ). From the analysis, it was clear that all emotional marketing factors played a role in improving customer identification, with products that matched consumers' emotional or psychological needs having the greatest impact ( $\beta = 0.923$ ), emphasizing its significant role in evoking emotional responses. Communication and service had a somewhat lower but still significant effect, while price had the lowest impact ( $\beta = 0.743$ ). Therefore, it can be concluded that emotional marketing played a positive and significant role in fielding customer identification within this specific field, supporting H1.

### Discussion

Consumers are increasingly choosing brands based on emotions rather than logic (Kujur & Singh, 2018). Through their passion, businesses are able to connect with customers

by satisfying their emotions, going beyond just selling products or services. For businesses, having excellent promotional activities is not enough; they need to inspire consumer personal or social identification through conveyed emotional awareness and values to foster connections between brands and consumers.

The study found that emotional marketing influenced customer identification. According to the findings, paying attention to emotional experiences helps brands increase customer identification. It aligns with the viewpoint of Balaji et al. (2021), which was even if the product or service failed to meet customer expectations, their dissatisfaction with the company would decrease because of their higher level of identification with the company. Following this logic, to enhance emotional connection, businesses should promote products with packaging, concepts, and functionalities that strongly evoke consumer emotions. For example, some Chinese local cosmetics incorporate traditional Chinese cultural artifact patterns into their packaging design, while some others creatively integrate traditional Chinese medicinal theories into their product concepts (Yang, 2022). Despite the smaller impact of price on emotional marketing, clever pricing strategies, such as emotionally charged shopping experiences, can compensate for this.

With respect to customer identification, while social identification had a certain degree of influence, the impact of personal identification was more significant, indicating that customers influenced by emotional marketing are more inclined to develop personal identification. That is, emotional marketing is better at prompting consumers to perceive similarities between themselves and the brand. The research findings of Khuong and Tram (2015) have been further confirmed in the context of the social media era and a different cultural environment.

Meanwhile, customer social identification fostered by emotional marketing also reflects from another perspective that integrating emotional elements into marketing strategies enables companies to better enable customers to express their membership identity in a particular social group, enhancing customers' sense of belonging. This may explain why customers of Chinese local cosmetics, while sharing product usage information on some social media platforms, also express satisfaction, or pride in the progress of traditional Chinese products. Furthermore, this is consistent with Zhang and Zhang (2022) who suggested that Chinese consumers were becoming increasingly confident in their national identity and cultural belonging, as the popularity of Chinese pop culture, known as "Guochao" was on the rise.

### **Implications.**

This study explored the influence of enterprise-lead emotional marketing on customer identification and identified the effectiveness of enterprise-driven emotional marketing strategies, not only by offering theoretical support for research concerning the practical implications of enterprise-lead emotional marketing but also by expanding the scope

and perspective of customer identification-related research into the rapidly developing Chinese local cosmetics industry in the context of social media.

This study examined the influence of emotional marketing on customer identification while also clarifying the interplay among various factors, providing a more comprehensive explanation for the necessity of enterprise emotional marketing. For brand managers and marketing practitioners, an understanding of the importance of emotions in customer responses can be used to adjust strategies to evoke and benefit from emotions. Given that Chinese cosmetics industry possesses tremendous potential, this study will offer Chinese cosmetic enterprises valuable support for formulating corporate emotional marketing strategies and constructing management policies for customers and products. Moreover, it will be beneficial for them to reinforce their brand management frameworks and enhance the awareness of brand value control in the social media environment.

### Limitations and Future Research

It is worth noting that this study concentrated on the Chinese domestic cosmetic market, which exhibits unique features relative to the global market. Besides, samples were exclusively collected within China due to geographical constraints, limiting on-site investigations. Thus, the sample size may not represent the entire population. Future research can bridge regional gaps by further exploring the impact of emotional marketing on a global scale.

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