

Emotional Marketing in Digital Space: A Domain Review of Effective Factors

M.Sc. Huda Fadhil Gatea¹

hudafadhil@mtu.edu.iq

Abstract: This paper aims to identify a comprehensive landscape of theoretical and empirical development in the field of emotional marketing from 2010 to 2025. The methodology used is a Domain Review (Domain Review), which involves a systematic analysis of the content of 34 selected international articles sourced from prestigious academic databases. The data were extracted based on the subject criteria, methodology and Main results, and later classified in the Domain Review table. The thematic analysis identified nine macro-categories in the existing literature, the main of which are: the role of emotions in consumer behavior (29.4%) and the emotional bond/correlation between the brand and the consumer (26.5%). The results indicate that emotional marketing has escalated from a tactical level based on advertising messages to a strategic and technological one, and is now intertwined with concepts such as dynamic capabilities, organizational empathic ability, and new technologies such as artificial intelligence (AI) and virtual reality (VR). This study provides a theoretical and methodological basis for the development of new frameworks in emotional marketing.

Keywords: Emotional Marketing; Brand-Consumer Emotional Bond; Experientialism; Brand Empathy; Emotional Ethics.

1. Introduction

Since the 2010s, global marketing has witnessed a fundamental transition from a logic of rational effectiveness to one of experience and affect. This shift is rooted in the evolution of consumer psychology, the emergence of social media, and the changing nature of trust in digital markets [1]. In the traditional market space, emotions primarily played a marginal role, and rational arguments regarding price, quality, and efficiency dominated the purchasing decision. However, in the post-2015 digital ecosystem, the consumer has emerged not merely as a "benefit analyzer" but as an "emotional networked being"—an individual influenced by interpersonal interactions, online identity, and a sense of digital belonging. Consequently, Emotional Marketing (EM) is no longer merely an advertising technique but rather a cognitive and perceptual system predicated on behavioral data and virtual interactions, fundamentally transforming the path to loyalty formation and brand value [2].

Theoretically, EM is built upon the affective traditions in psychology and behavioral economics¹⁷. While the classical perspective views emotions as mediating variables in the customer decision-making process, recent semi-empirical studies [3, 4] have demonstrated that emotions are also formative drivers of 'brand mindshare' [5]. This development has necessitated the elevation of the concept of brand value from a cognitive value level to an emotional value level. In contemporary digital marketing, this emotional value is shaped through virtual identity markers, personalized tones, and human-centric narratives. The successful digital brand thus becomes a creator of a sustainable emotional experience, capable of being shared and reproduced across the network [6].

With the expansion of AI, social platforms, and data-driven marketing, the process of consumer affect formation in the digital space has transitioned from a linear to a multifaceted structure. The central challenge is how to systematically identify, model, and predict emotions in digital marketing [7]. Most existing studies are limited to a superficial analysis of emotions, whereas EM requires a deeper understanding of affective layers such as nostalgia, identity, empathy, and aesthetic sense. This emotional diversity complicates the design of meaningful campaigns, as users' emotional reactions are often context-dependent and reliant on cultural background, presenting unique theoretical and practical complexity [8].

Finally, it can be concluded that emotional marketing in the digital space is a hybrid field that emerged from the union of three theoretical domains—psychology of emotion, data science, and technology-based communication—and has not yet reached full theoretical and practical maturity. Examining the range of factors affecting this field can not only provide a new model for measuring consumer emotion but also be a basis for ethical and cultural brand policy-making in digital

environments. Addressing this issue scientifically is a crucial step towards the transformation of marketing from “one-way advertising communication” to “two-way human interaction,” where data only gain real meaning and effectiveness if accompanied by human emotions and values.

2. Theoretical Literature

2.1. The Concept of Emotional Marketing

Emotional marketing has emerged as a transformative trend in marketing theory and practice since the 1990s. It assumes that purchasing decisions are not simply rational processes, but rather a set of emotional, intuitive, and symbolic responses that are shaped by the interaction between the brand and the consumer. Its theoretical roots can be found in cognitive-emotional psychology, behavioural economics, and consumer anthropology, disciplines that share a common belief in rejecting the “rational consumer” assumption and accepting the central role of emotions and feelings in creating market value [9]. From a psychological perspective, emotion and feeling are part of the human cognitive system, not peripheral factors. Theorists such as Antonio Damasio and Paul Ekman have argued that every human decision, especially in choice situations, is based on the interaction between cognitive and emotional processes [10, 11]. This connection led to the concept of “Emotional Capital,” the capacity of a brand to create lasting emotional responses in the mind and heart of the consumer. From this perspective, emotions are not only a consequence of marketing communication but are also the mechanism for creating value [12].

Theoretically, emotional marketing contrasts with rational models such as AIDA, because it assumes that the customer's decision-making process does not follow a linear path of awareness-interest-desire-action, but changes direction under the influence of emotional data. This approach, by accepting the existence of a dynamic and networked individual, turns emotion into a multi-level interaction factor instead of the traditional single customer. In this way, emotional marketing makes sense not only at the individual level, but also at the collective level and social networks, and the role of emotion in the formation of the "brand-society identity connection" becomes more prominent [13].

2.2. Models of Emotional Marketing

Theoretical models of emotional marketing attempt to explain the mechanism of emotion transmission and maintenance in brand-consumer interactions. The most important of these models can be classified into four key categories: the brand

experience model, the emotional loyalty model, the emotional interaction model, and the emotional contagion model [14].

First, the Brand Experience Model, proposed by Brakus, Schmitt, and Zarantonello in 2009, essentially addresses the sensory, emotional, cognitive, and behavioral dimensions of the consumer experience. This model assumes that each interaction with a brand is a combination of multisensory experiences that ultimately evoke a specific emotional response in the consumer. According to this view, creating a powerful sensory and emotional experience can strengthen brand loyalty and value even in the absence of product performance superiority [15].

Second, the Emotional Loyalty Model is based on human attachment theory. In this model, customer loyalty is the result of a customer's emotional attachment and trust to the brand. This feeling can be created through relational cues (such as an intimate tone in digital communications or human brand narratives). Unlike rational loyalty, which is dependent on benefits and functional quality, emotional loyalty is more specialized and resilient because it is based on social relationships and personal identity [16].

Third, the Emotional Engagement Model, which gained importance in the 2010s with the growth of social media, emphasizes the two-way path of emotion. This model explains that users' emotions on social networks are not only the result of reactions to brand messages, but also the result of social reflection among users. Brands that create emotional interactive content (such as social happiness or social empathy campaigns) leverage the psychological capacity of "virtual empathy" to strengthen relationships [17].

Fourth, the Digital Emotional Contagion Model assumes that users' emotions are transmitted in online environments through behavioural feedback (likes, shares, comments). In terms of network psychology, emotions spread like an information virus in the digital ecosystem. This model takes emotional marketing to the level of network systems analysis, where group influence, time of publication, and cultural context also play a role [18].

In addition to these models, the Brand Emotional Value model and the Multisensory Experience Management model are also complementary models and help organizations balance the relationship between sensory, cognitive, and emotional elements in campaign design. Together, these models emphasize a common principle: that emotions should be considered as a source of value, not simply a means of advertising [19].

2.3. Integrated and Foresight Models of Emotional Marketing

In the 2020s, emotional marketing has evolved from a stand-alone approach to a unified framework of data, technology, and people. New hybrid models are

attempting to bridge the gap between human emotion and digital interaction by leveraging cognitive science, artificial intelligence, and behavioural economics. These models can be categorized into three broad futures research categories: cognitive-emotional, data-driven, and cultural-value models [20].

First, the Digital Affection Experience Model (DAEM) is the foundation of cognitive-emotional studies. It assumes that users are in a multisensory field in the digital space, influenced by audio, visual, and linguistic data. Therefore, marketing must create not just a message but an “affective space.” In this model, emotions are considered as data that can be designed and measured. Through mood analytics and the design of a coordinated sensory experience, brands create an environment that leads to the formation of structured emotional loyalty [12].

Second, the Artificial Emotional Intelligence Framework is in the data-driven branch. This futuristic model refers to an interactive concept between marketing and technology, where artificial intelligence systems can recognize users’ emotions in real time and adjust the brand message according to the individual’s emotional state. In the marketing of the future, emotion recognition algorithms will play a key role, and emotional marketing will be implemented in real-time (real-time emotional personalization) [21].

Third, the Emotional Economy Model, which is the result of combining behavioural economics and social marketing, emphasizes the management of emotions as a type of capital. In this approach, consumer emotions are as valuable as monetary value and can be converted into loyalty and positive word-of-mouth. Brands that succeed in generating positive collective emotions—for example, trust, pride, or empathy—can create a deeper network effect in the market. This model will be the theoretical basis for future studies in the field of “organizational emotional investment” and measuring emotional return (Emotional ROI) [22].

Fourth, in the cultural-value domain, the Emotional Authenticity Model of the brand is proposed, which emphasizes the necessity of maintaining honesty in expressing brand emotions. In a future where consumers are smarter and more sensitive, a fake or artificial emotional message will quickly create distrust. Therefore, future brands must institutionalize their emotions within the framework of the organization’s true values—authenticity, respect for cultural identity, and social commitment [23].

Fifth, the Human–Brand Symbiosis Theory has a special place in the future of emotional marketing. According to this theory, future brands are not just economic entities but semi-human beings living in emotional social networks. Users will establish a human-like emotional relationship with them (anthropomorphism). Artificial intelligence and emotional interaction will play a similar role in this relationship between the human brain and the brand’s digital identity [24].

Finally, the Post-human Emotional Connectivity model goes beyond human interactions, where autonomous AI systems communicate with each other based on exchanged emotional data and automatically adjust the emotional space of the market. This approach will be part of the future of marketing in the metaverse ecosystem [2].

In sum, forward-looking, integrated models of emotional marketing emphasize that emotions should be both data and meaning analysable for decision-making and a source of shaping human loyalty. In the next decade, marketing managers will be forced to create a “Corporate Digital Emotional Intelligence Unit”—an interdisciplinary entity tasked with shaping brand emotional strategies based on behavioural data, cultural analysis, and emotional simulation.

3. Research Methodology

In this study, the Domain Review Analysis approach was used to comprehensively and systematically study the literature related to the topic of “Emotional Marketing”. The aim of this method was to identify, classify, and analyse conceptual, methodological, and applied patterns in research published between 2010 and 2025 to determine the paths of theoretical evolution and research gaps in this field in a scientific and documented manner. Given the focus of the study on the evolution of the EM approach from the tactical to the organizational and technological levels, the choice of the domain review method allowed for the diversity of perspectives and theoretical frameworks to be examined without limitation of the type of study (quantitative, qualitative, or conceptual).

The implementation process consisted of four main stages: First, identifying and collecting data from reputable scientific databases such as ScienceDirect, Emerald, Springer, SSRN, Google Scholar, and journals with Scopus and Sinta rankings. The search was conducted using a combination of keywords including “Emotional Marketing”, “Brand Loyalty”, “Consumer Emotion”, “Empathic Marketing”, “AI-based Marketing” and “Experiential Marketing”. Then, 43 selected articles were screened from more than 300 primary sources, and after applying the inclusion and exclusion criteria (duplication, irrelevance, or lack of empirical data), 34 final articles were included in the analysis.

In the second stage, data extraction and Domain Review Table were performed. For each article, complete information including title, authors, year of publication, subject area, type of research method, population and analysis tool, and key findings were extracted and recorded. The data were then categorized based on central concepts and theoretical variables to enable category frequency analysis.

The third stage was thematic analysis and index classification, which extracted 9 macro categories through comparative comparison between the results of the

studies; Including "The role of emotions in consumer behaviour", "Brand-consumer loyalty", "Aesthetics and emotional experience", "Technology and innovation", and "Philosophical and ethical foundations of emotional marketing". To calculate the frequency of categories, direct counting of articles related to each theme and percentage analysis were used to determine the share of each concept in the existing literature.

In the final stage, integrative analysis was conducted based on deductive-inductive reasoning. Data extracted from articles aligned with the theoretical framework of emotional marketing were integrated at three levels: micro (consumer), meso (organizational), and macro (cultural-technological). Also, the cross-comparison method was used to examine differences in regional approaches (Asia, Europe, Latin America) to explain the cultural diversity of the impact of emotions on behaviour and loyalty.

The validity of the analysis was confirmed through a two-stage review of sources and control of linguistic and conceptual equivalence in APA format. This systematic approach allowed the findings to shed light not only on the quantitative relationships between emotion and loyalty, but also on more philosophical concepts such as brand empathy and organizational emotional intelligence. Ultimately, this mixed methodology, while maintaining the comprehensiveness of the data, provided a valid foundation for presenting the proposed three-level model in the discussion and conclusions section.

4. Research Findings

The systematic review stages in this study include five main steps: first, identifying and selecting relevant studies; then, extracting and coding qualitative data; then, analysing data and identifying patterns and trends; finally, combining the results and providing a comprehensive interpretation of the dimensions of emotional marketing. In this process, all reliable and relevant sources on the subject, including scientific articles published in reputable journals and research reports, were considered to obtain accurate and complete analyses of this topic. This method, by using various data analysis, allows all dimensions of the subject to be examined accurately and coherently and effective conclusions to be drawn to identify the factors affecting social responsibility of citizenship. A seven-step method was used in this study.

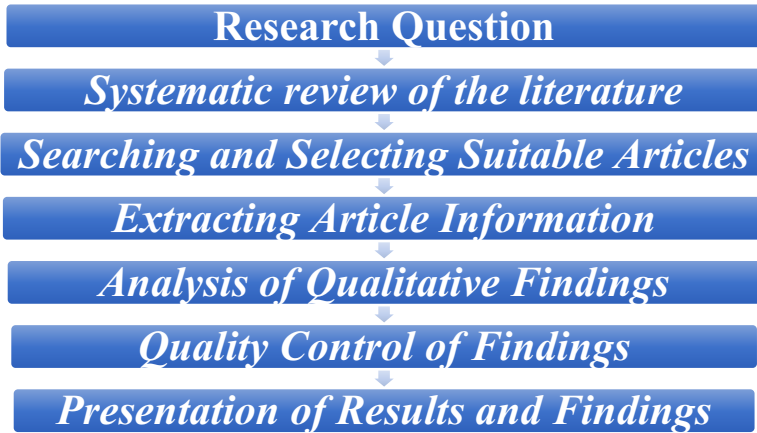


Figure 1. Meta synthesis steps

To understand the frequency and relative importance of each of the identified influential factors on emotional marketing, this section analyzes the number of times each key factor is mentioned in the selected systematic review articles. Table 2 shows which groups of factors were most frequently mentioned in the reviewed studies, and in this way, it is possible to identify the most important drivers and research priorities in the field of emotional marketing. This analysis helps to understand more clearly the level of attention researchers have paid to each factor and the priorities for organizational actions or policymaking in the field of emotional marketing.

Table 1: Classification of indicators and dimensions

Row	Macro-Category	Sub-Codes and Dominant Theme	Number of related articles	Relative Share (%)
1	Theoretical and philosophical foundations of emotional marketing	Postmodern transformation, anthropocentrism, distinction from rational marketing	5	14.7
2	The role of emotions in consumer behavior	Positive emotions and purchase intention, the mediation of emotions in satisfaction and loyalty	10	29.4
3	Brand-Consumer Emotional Bond and Loyalty	Brand identity, emotional attachment, brand trust	9	26.5

4	Experiential and Aesthetic Emotional Marketing	Environmental design, packaging, aesthetic pleasure, multisensory experience	6	17.6
5	Social media and emotional digital communication	eWOM, the impact of network interactions, social brands	5	14.7
6	Moral, cultural and human dimensions	Transparency, accountability, unethical consequences of emotional stimulation	4	11.8
7	Technology and innovation in emotional marketing	Artificial Intelligence, Virtual Reality, Emotion Analysis, Neuromarketing	5	14.7
8	Dynamic capabilities and organizational competitive advantage	sensing-seizure, marketing ambidexterity, environmental responsiveness	3	8.8
9	Future research directions and theoretical gaps	Lack of a single definition, incompatibility of models, proposal for unified modeling	2	5.9

Based on descriptive data from a scoping review of 34 articles published between 2010 and 2025, a frequency analysis of the nine broad categories of emotional marketing shows that this research area has expanded from the conceptual, philosophical and value levels to the technological and organizational layers and has now acquired a multi-level and interdisciplinary structure.

At the top of this distribution, the role of emotions in consumer behavior has the highest research density with a relative share of approximately 29%; this focus indicates that the main root of emotional marketing still lies in examining how positive emotions, empathy and enjoyment of the consumption experience affect the purchase decision and customer loyalty. These studies show that emotions act not as a side variable, but as the main driver of consumer decision-making, and assume the role of mediator between cognitive perception and behavioral action.

After that, brand-consumer emotional connection and loyalty are in second place with about 26% of the studies. This axis represents the conceptual maturity of emotional marketing theories from merely arousing emotions to creating lasting and meaningful relationships between the brand and the customer. The main elements of this cluster include brand identity, emotional attachment, and brand trust,

indicating that emotions have become a platform for creating long-term loyalty and social brand identity.

At the third level, experiential and aesthetic emotional marketing (around 18%) is identified with the focus on multisensory design, packaging and the beauty of the marketing experience; this pattern outlines the transition from cognitive interaction to tangible experience in brand strategy and confirms that the feeling of the product and environment is a fundamental part of the customer's perceived value.

The next four categories, namely social media and emotional digital communication, technology and innovation in emotional marketing, and ethical-human dimensions, each have a share of between 12 and 15%. This overlap indicates the transition of emotional marketing from traditional channels to a digital and data-driven space, where emotions are integrated with artificial intelligence, neuromarketing and virtual reality. At this level, ethical questions about the boundary between emotional arousal and psychological manipulation are also emerging, and the normative gaps in this area are not yet fully clarified.

The final two areas, Dynamic Capabilities and Organizational Competitive Advantage ($\approx 9\%$) and Future Research Directions and Theoretical Gaps ($\approx 6\%$), emphasize the shift of the emotional marketing perspective from the consumer marketing level to the organizational performance level and emerging theoretical paradigms. These results suggest that future research should move from a purely consumer-centric focus towards organization-centric models that combine emotional appeal with technological efficiency and ethical sustainability.

Overall, this distribution reflects the evolution of emotional marketing from a symbolic and postmodern approach to a multidimensional construct—encompassing emotion, experience, media, technology, and ethics—that is now considered the foundation for the next generation of marketing based on human emotions and artificial intelligence.

5. Conclusion and discussion

At the beginning of the 2010s, emotional marketing was rooted in postmodern thinking; an approach that presented the consumer not as a rational agent but as a meaningful being. Early theories (such as Rytel, 2010) separated this axis from rational marketing and introduced the concept of “human-centered marketing” as a main premise. According to this view, human emotions change the customer's perception of value, trust, and satisfaction, and even redefine brand identity. Thus, the emotional marketing process evolved from the emotional stimulation of advertising to the creation of a multisensory experience-oriented process; where aesthetics, authenticity, and social interaction were added value.

A review of the literature showed that a significant portion of the research (about 29% of the total) focuses on the role of emotions in consumer behavior. In this

category, positive emotions such as happiness, pride, and a sense of belonging have emerged as drivers of behavioral actions. A clear example of this is the research of Jiang et al. and Rahayu & Setiyadi have shown that positive emotions directly enhance purchase intention and loyalty, while cognitive or spiritual stimuli alone are not effective. These findings indicate the role of emotion as a link between satisfaction and behavioral motivation; a link that is considered statistically and conceptually stronger than the logical price-value relationship [25, 26]. At the same time, the brand-consumer emotional bond and loyalty as the second main cluster (26.5% of studies) shows that emotional marketing has provided a platform for the conceptualization of brand identity beyond transient stimulation. Research by Li & Wang and Al-Hadrawi et al. showed that brand identity and emotional attachment shape the loyalty construct more sustainably than trust; in such a way that brand identity became a stronger mediator than other variables ($\beta = 0.47$). Thus, emotional attachment to a brand not only drives repeat purchase behavior but also creates “emotional brands” that are elevated to the level of meaning and social identity [1, 27].

The third and fourth clusters, namely experiential and aesthetic marketing (17.6%) and social media and emotional digital communication (14.7%), practically represent the transition from physical to digital interaction. In this area, designing multisensory experiences and emotional environments is considered part of the brand strategy. Aesthetic emotions in bank managers enhance marketing ambidexterity and organizational creativity, while functional emotions are more effective in operational decisions. These findings indicate the transition of the role of emotion from the advertising level to the managerial decision-making level. In the digital space, emotional marketing has moved beyond physical platforms with the increase in online interactions [14]. It was reported that online emotional interaction between the brand and the consumer is now one of the strongest mediators in the formation of digital loyalty. Social media platforms have fostered empathetic communication and the spread of “emotional eWOM,” a phenomenon that rapidly transmits emotional messages across social networks and makes the brand image part of the cultural discourse of consumers [27].

Since 2018, the advent of AI, VR, and neuromarketing technologies has reshaped the concept of “emotion” in marketing. AI is now able to analyze users’ emotional data to personalize the shopping experience, so that every digital interaction with a customer becomes a reflection of their psychological state. This development ushers in the era of “computational emotion”—the union of data analytics and emotion [28]. In a similar vein, Faris et al., compared neuromarketing and emotional marketing in the Indonesian fashion industry and showed that emotional marketing has a stronger effect on impulse purchase intention [24]. Neuromarketing

enables biological understanding of emotions, but only emotional marketing can transform those emotions into meaning and lasting loyalty.

However, ethical challenges have also emerged. Research on infertility treatments suggests that the use of emotional stimulation without ethical transparency may lead to distrust and psychological harm [1]. Fajardo et al. also highlighted the risk of “forced inclusion” in social campaigns, which if not reflecting the true values of society, can have a negative impact on brand credibility [8]. As a result, technology and emotion must be managed simultaneously within a framework of honesty and responsibility so that “emotion” does not cross the border into psychological manipulation. Another subset of studies (about 9%) has combined emotional marketing with Dynamic Capabilities and the organizational reciprocity model. This perspective moves emotional marketing from a tactical to a strategic level—where sentiment becomes an input for managerial decision-making. The intelligent organization in this model is not just about selling sentiment, but also about creating “emotional solidarity” with stakeholders. Overall, the empirical consistency of the existing studies should be considered a strength of this area: many studies have been conducted with large sample sizes and powerful analytical tools such as SPSS, AMOS, and PLS-SEM. For this reason, little evidence is well-documented about the relationships between sentiment, trust, and loyalty. On the other hand, conceptual weaknesses remain. First, the lack of a single definition of emotion in marketing has led to inconsistency across studies—some have defined it as emotion, some as affect, and some as experience. Second, the lack of longitudinal and qualitative research that can track the persistence of emotional experience over time. Third, the lack of a direct link between emotional indicators and brand financial performance. Fourth, the lack of understanding of cultural differences between collectivist and individualist societies in responding to emotional messages.

Based on the findings, the proposed emotional marketing model can be divided into three levels:

Micro level: Focus on consumer psychology, where emotions act as a mediator of purchase and loyalty.

Meso level: Focus on organizational structure and dynamic capabilities; sensing, understanding, and responding to emotional changes in the market.

Macro level: Ethical and cultural frameworks for using emotional data and artificial intelligence while respecting human cognitive boundaries.

The model identifies three key mechanisms—understanding, empathy, and emotion re-creation—that should become the foundation of organizational strategy design. Thus, the emotional marketing of the future will evolve from persuasive advertising to empathic marketing.

6. References

- [1] Al-Hadrawi, B. K., Al-Hadrawi, K. K., Alshawabkeh, M. A., & Ezzerouali, S. (2025). The impact of emotional marketing strategies on patients' decisions regarding infertility treatment options: A study of legal and ethical aspects. *Pakistan Journal of Life and Social Sciences*, 23(1), 729–746.
- [2] Alhamad. I.A. (2022). The Role of Emotional Marketing and eWOM in Sustaining Competitive Advantage in the Digital Era: A Dynamic Capabilities-Based Strategic Framework. *Amazonia Investiga*, 11(51), 281-290.
- [3] Brakus, J. J., Schmit, B. H. and Zarantonello, L., 2009.
- [4] Deshwal, P. (2015). Emotional marketing: Sharing the heart of consumers. *International Journal of Advanced Research in Management and Social Sciences*, 4(11), 254–261.
- [5] Bin, S. (2023). Social network emotional marketing influence model of consumers' purchase behavior. *Sustainability*, 15(6), 5001.
- [6] Chenjeri, M. (2024). The role of emotional marketing in brand engagement. Senior Honors Thesis, Eastern Michigan University, Honors College. DigitalCommons@EMU.
- [7] Dao, B. (2020). The power of e
- [8] emotional marketing: Case Visit Lapland Tours [Bachelor's thesis, Lapland University of Applied Sciences].
- [9] Fajardo, G. B., Tacanga, S. P., & Calanchez Urribarri, A. (2024). Emotional marketing and forced inclusion: Impact on Peruvian millennial and centennial users in audiovisuals. *Revista Publicando*, 11(44), 1–24.
- [10] Jiang, Y., Sun, Y., & Tu, S. (2023). Economic implications of emotional marketing based on consumer loyalty of mobile phone brands: The sequential mediating roles of brand identity and brand trust. *Technological and Economic Development of Economy*, 29(4), 1318–1335.
- [11] Greenberg, P. (2001) CRM at the speed of light: Essential customer strategies for the 21st century New York, NY: McGraw-Hill.

- [12] Kaushik, M., Choudhary, S., & Choudhary, M. (2024). Impact of emotional marketing on consumer decision making: A review. *International Journal for Multidisciplinary Research (IJFMR)*, 6(2), 1–6.
- [13] Rodrigues, C., Brandão, A., & Duarte, P. (2020). Understanding digital emotional connections: How social media interactions impact brand attachment. *Computers in Human Behavior*, 112, 106464.
- [14] Shukri, A. T., & Hamid, N. A. (2025). The role of emotional marketing in achieving marketing ambidexterity: An analytical study of opinions from a sample of commercial bank managers in Duhok Governorate. *Journal of Business and Management Studies*, 3(1), 61–73.
- [15] Talafubieke, M., Mai, S., & Xialifuhan, N. (2020). Evaluation of the virtual economic effect of tourism product emotional marketing based on virtual reality. *Journal of Economic and Management Studies*, Shihezi University, China.
- [16] Tampi, M. G., Pesaerang, D., & Trumeau, F. J. (2022). The influence of emotional marketing on brand loyalty of The Body Shop Manado. *Jurnal EMBA*, 10(1), 1210–1218. Sam Ratulangi University, Manado.
- [17] Wu, Y. (2024). A study of the effect of emotional marketing on consumers' impulsive purchase intentions. *Guangdong University of Finance and Economics Working Paper Series*, 1–4.
- [18] Yakub, R., Saleh, K., & Putra, M. (2022). The effect of experiential marketing and emotional marketing on customer loyalty in “LGS” showroom. *Jurnal Ilmiah Bisnis dan Keuangan*, 7(1), 67–75.
- [19] Zhang, Z., & Luo, Y. (2024). Study on influence of emotional marketing on consumers' purchase intention. *Sichuan Agricultural University Journal of Management Studies*, 12(3), 501–509.
- [20] Zhu, L., Gao, Y., Chen, W., & Ren, H. (2024). Consumer satisfaction-oriented emotional marketing in foreign trade. *Frontiers in Psychology*, 15, 1–18.
- [21] Iriarte Ramírez, E., Lino, K., Medranda Vera, C. E., & Lemoine Quintero, F. Á. (2024). Emotional marketing on social networks: How to humanize an effective connection. *Revista Gestion Social y Ambiental*, 18(12), 1–22.

- [22] Hou, Y. (2024). Research on the application of emotional marketing strategy in the brand development process of Nongfu Spring. *Journal of Business and Marketing Insights*, 6(1), 1–9.
- [23] Gaur, P. (2024). Influencer marketing unveiled: A conceptual exploration of emotional marketing, consumer connections, and future AI trends. *Shanlax International Journal of Management*, 11(1), 90-183.
- [24] Faris, G. A., Khotimah, K., & Fatimah, S. E. (2025). The influence of neuromarketing and emotional marketing on the purchase intention of the Cirebon community in the fashion industry. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 8(2), 7083–7099.
- [25] Jiang, Y., Sun, Y., & Tu, S. (2023). Economic implications of emotional marketing based on consumer loyalty of mobile phone brands: The sequential mediating roles of brand identity and brand trust. *Technological and Economic Development of Economy*, 29(4), 1318–1335.
- [26] Zhu, L., Gao, Y., Chen, W., & Ren, H. (2024). Consumer satisfaction-oriented emotional marketing in foreign trade. *Frontiers in Psychology*, 15, 1–18.
- [27] Zhang, Z., & Luo, Y. (2024). Study on influence of emotional marketing on consumers' purchase intention. *Sichuan Agricultural University Journal of Management Studies*, 12(3), 501–509
- [28] Chenery, M. (2024). The role of emotional marketing in brand engagement. Senior Honors Thesis, Eastern Michigan University, Honors College. DigitalCommons@EMU.

التسويق العاطفي في الفضاء الرقمي: استعراض مجالي للعوامل المؤثرة

م. م . هدى فاضل كاطع¹ⁱ

hudafadhil@mtu.edu.iq

المستخلص: تهدف هذه الورقة إلى تحديد المشهد الشامل للتطور النظري والتجريبي في مجال التسويق العاطفي من عام 2010 إلى عام 2025. والمنهجية المستخدمة هي مراجعة المجال (Domain Review)، والتي تنطوي على تحليل منهجي لمحتوى 34 مقالة دولية مختارة مستمدة من قواعد بيانات أكاديمية مرموقة. تم استخراج البيانات بناءً على معايير الموضوع والمنهجية والنتائج الرئيسية، ثم تم تصنيفها لاحقاً في جدول مراجعة المجال. حدد التحليل الموضوعي تسع فئات كبرى في الأدبيات الحالية، أهمها: دور العواطف في سلوك المستهلك (29.4%) والرابطة العاطفية/الارتباط بين العلامة التجارية والمستهلك (26.5%). تشير النتائج إلى أن التسويق العاطفي قد تطور من مستوى تكتيكي قائم على الرسائل الإعلانية إلى مستوى استراتيجي وتكنولوجي، وهو الآن متشابك مع مفاهيم مثل القدرات الديناميكية، والقدرة التنظيمية على التعاطف، والتكنولوجيات الجديدة مثل الذكاء الاصطناعي (AI) والواقع الافتراضي (VR). علاوة على ذلك، تلعب المكونات الأخلاقية والثقافية، مثل الأصالة وسرد القصص، دوراً وسيطاً في تشكيل تجربة المستهلك ذات مغزى. توفر هذه الدراسة أساساً نظرياً ومنهجياً لتطوير أطر عمل جديدة في مجال التسويق العاطفي.

الكلمات المفتاحية: التسويق العاطفي، الفضاء الرقمي، المستهلك

مدرس مساعد ؛ قسم تقنيات ادارة الاعمال- الجامعة التقنية الوسطى/ الكلية التقنية الإدارية - بغداد العراق¹