Emotional Resonance in Fashion: Investigating the Path from Marketing to Purchase through Brand Perception

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Abstract
The beauty and personal care industry is a hyper-competitive landscape, characterized by rapid product innovation and a constant influx of new market entries. Dominant global players including L'Oréal, Unilever, Estée Lauder, P&G, and Shiseido continue to set the benchmark for industry growth. This study investigates the impact of emotional marketing on consumer buying behavior, specifically examining the mediating role of brand image within the beauty and personal care sector of Islamabad, Pakistan. Utilizing a quantitative approach, data was collected via a structured questionnaire. The empirical analysis employed multiple statistical techniques, including reliability, correlation, and regression analyses. To test for mediation, the Hayes Process Macro was applied. The findings reveal that specific emotional triggers namely fear, inspiration, and greed appeals exert a significant influence on consumer purchasing decisions. Furthermore, the results indicate that brand image serves as a vital mediator, significantly strengthening the relationship between emotional marketing strategies and final buying behavior. For future research, it is recommended to expand this study to other regions of Pakistan to facilitate a broader comparative analysis.

Keywords: Emotional Marketing, Brand Image, Consumer's Buying Behavior

Introduction
The beauty and fashion industry has greater competition in global markets. To attract customers towards beauty and care products, the companies are utilizing emotional appeals as a marketing strategy. Most of previous researchers have conducted their researches on different commodity sectors like FMCG, home appliances, beverage industry, clothing products, but little work has been observed in developing countries

like Pakistan, in beauty care industry related to emotional appeals and consumers buying behavior (Nurjaya, 2021 and Deshwal, 2021). Marketers in Pakistan may have limited information about effects of emotional tactics on consumer buying behavior. Predictors of customer acceptance towards a brand needed to be analyzed through the lens of emotional tactics (Ahmed and Rafique, 2019). According to Hashem & Ali (2020), organizations are unable to capture a big chunk of market due to lack of consumer awareness. Building a solid brand requires establishing strong relationship with customers through emotional appeal. Karim and Batool (2020) have stated that purchasing decisions motivated by emotions create a positive brand image in the mind of consumers.

Emotions are main driving force for humans to make everyday decisions or future choices. These emotions, once imprinted in the minds of consumers have an impact on their purchase intention, behavior and perception (Pan, 2019). Every advertisement catches their attention, leaves an impact emotionally and determines purchasing decision. Consumers believe that much of their buying decisions are made up of rational thinking when they are driven by emotions (Hashem, Ali & Allan, 2020). Paul Ekman (1972) has introduced six basic emotions; happiness, anger, sadness, disgust, surprise and fear. Inspiration, guilt, pride, contempt, satisfaction and greed are among the other emotions, identified later through scientific research (Plutchik, 1980).

Brand image refers to the general perception of a brand according to consumers and how they feel towards it (Mehra and Jain, 2021). A good brand image plays a positive role in developing a good relation with the consumers (Hermanda, 2019). The brand narrative is a part of brand image, which communicates a story to the consumer about whom they are and why should the consumer care about them, which results in affecting the brands emotional, appeal (Zeb, Rashid & Javid, 2011). Mehra and Jain (2021) have stated that brand association through brand image affects the consumer buying behavior. This association influences the choices of the consumer in favor of the brand promoting stronger brand equity.

Status of Beauty and Personal Care industry in Pakistan

Beauty brands like Glow, Fair & Lovely and Olivia are known to be the pioneers in this industry to persuade customers through emotional marketing. These old brands used to manipulate emotional triggers to attract their customers. According to Ashfaque, et al., (2015), beauty brands in Pakistan display unrealistic body standards, complexion obsession and inferiority complex amongst consumers Naseer, et al., (2020). The most highlighted examples includes Glow and Lovely, which focuses their advertisements on creating an obsession for fair skin color in both men and women. Another controversy is that of a popular personal care brand Veet. The brand's motto revolves around the concept of promoting a "hairless body" as a symbol of beauty and success in woman. Other brands like Tibet whitening cream, Stallman's, Golden Pearl and Rivaj are also using emotional appeals as marketing strategy to attract the customers.

In last 10 years, beauty and personal care industry in Pakistan has flourished drastically. National and international brands are in tough competition due to the highly saturated market conditions. International companies like The Body Shop, M.A.C, Diana of London, Luscious Cosmetics, Etude, Maybelline and DGMG are highly valued by Pakistani customers due to their superior quality and strong brand image (Saeed, 2015).

In 2024, more than 500 beauty care brands were introduced in Pakistan. Beauty care brands now are focusing on forming healthy relations with its customers by setting high standards and elevating their marketing skills. Famous brands like Lurella, Conaturals, Jenpharm, Zay beauty, Mussarat Misbah, Molped and Entice Cosmetics are at the top of their game with strong brand image and using unique ways to attract their customers. Lurella, promotes skin acceptance by showcasing bare skinned models in its ads and emphasizing on loving your imperfections. The beauty industry thrives on emotional marketing. An analysis is required to understand relationship between emotional marketing and consumer buying behavior through brand image.

In the current study, brand image is considered as key driver in amplifying the effect of emotional marketing on consumer buying behavior. Furthermore, this study observes that how beauty brands in Pakistan use different emotional marketing appeals like fear, greed and inspiration to connect with consumer and establish their brand image in the most effective and influential manner.

Main objectives of the study are as follows:

To investigate the impact of emotional marketing on consumer buying behavior

To inspect the effect of fear appeal on brand image

To study linkage between greed appeal and brand image.

To explore influence of brand image on consumer buying behavior.

To determine mediating role of brand image in developing the relationship between emotional marketing and consumer buying behavior.

Above objectives are interrelated to each other and brand image helps in forming a stronger base for emotional marketing to impact the consumer's perspective of the brand.

Literature Review
Emotional Marketing

Emotional marketing is an approach, used by marketers, to attract and gain the attention of customers more efficiently. This method of marketing has been observed in several studies like Pan, 2019; Nurjaya, 2021, Deshwal, 2021, Sharma et.al, 2021; Hussain & Khan, 2021, to play an important role in the business industry as to significantly affect the consumers buying intention. Main idea behind introducing emotional marketing is to challenge orthodox beliefs of the marketers that the brand needed to establish a benefit driven method with clear and noteworthy advantages in the consumers mind to attract them (Aaker 1982). Roberts (2014) has explained the concept of emotional branding by focusing on inspiring and captivating customers through story telling that determines a unique understanding of audiences' lifestyle, goals and ambitions and signifies how brand can fulfill those needs. Researchers like

Moore and Nelson (2020) have described emotional marketing as an influential tool for triggering positive feelings about a stronger brand image once the effect is strengthened.

Consumer's Buying Behavior

Consumer's buying behavior is based on how consumers make their decisions based on different factors like time, money, resources, feelings, emotions and effort (Kanuk, 2000; Anderlova & Psurny, 2021; Sharma et.al, 2021). In examining fashion products buying behavior of the consumers, brands, pricing, quality and advertisements are considered as the main factors (Vidyapeetham, 2018). Cosmetic buying behavior of consumers has revealed that consumers are more likely to purchase from well-known global brands due to their high quality and low perceived risk (Hemapatil & Bakkappa, 2012; Majeed et.al, 2017; Tjahjono, Ellitan & Handayani, 2020; Hussain et.al, 2021). Chi et al. (2008) have studied that consumers have more purchase intentions for superior quality products as compared to low quality products. It has been observed that consumers are more quality conscious in the purchase of cosmetic products as compared to other FMCG products (Desai, 2014).

Emotional Appeal and Consumer Buying Behavior

Previous studies like (Suiulli, 2005; Japutra, 2022; Hindarsah, 2021) indicate that emotional appeals work better in advertising programs and have more persuasive powers as compared to information appeals. Bulbul (2010) examined different emotional appeals like humor, happiness, excitement, fear, pride, greed and inspiration and studied their impact on the attitude of a consumer towards brand recognition and purchase intention. Emotional appeals can be negative or positive and can even encourage unwanted feelings within consumers thus many researchers feel the need to study emotional appeals in detail (Robinette, 2020; Hakkak, 2016; Deshwal, 2015, Ngwenya & Muzadzi, 2014).

Japutra (2022) has stated that emotional appeals are the way to grab a consumer's attention. A study by Anwar (2021) and Kamran (2019) focused on emotional appeals like fun, joy, fear, happiness, excitement, greed and love to understand its effect on consumer behavior. Hashem & Ali et al. (2020) pointed out 7 basic emotional appeals in their study, fear, guilt, greed, inspiration, love, happiness and pride. This study is focused on understanding the impact of emotional marketing on females in regard to beauty and personal care products. Based on the emotional appeals mentioned above in the literature review, we have focused on three emotional appeals in emotional marketing i.e., Fear, Inspiration and Greed.

Fear appeal and consumer buying behavior

Ledoux (2012) has defined fear as an emotional state trigged by presence of a stimulus in which threat does not actually exist but is predicted (Micahel S., et al.2023). Fear appeals have been shown to be very effective and popular in social media marketing (Lim & Leong, 2022) and have proven to aggravate both negative and positive reactions within the audience (Gomes, 2018). Beauty and Skin care

brands have been effectively manipulating woman emotionally and provoking them into purchasing beauty products out of fear of being left out of society (Gupta et.al, 2022; Richie, 2005; Lee & Li, 2018, Vidyapeetham, 2018; Shabib & Ganguli, 2017). With respect to fear appeal, it has been observed that threats involving physical well-being are more effective in generating a positive response from consumers This persuasion is a result of fear taking over the brain and transforming a consumer's desire into need for a particular product (Sullivan, 2019). Thus, it is hypothesized that:
H$_1$: Fear appeal in marketing is positively associated with the consumer buying behavior for beauty and personal care products

Inspiration appeal and consumer buying behavior
Feelings of inspiration associated with products tend to leave a strong impression in the minds of consumers, attracting them towards it. (Khanna, 2016). Kidwell (2011) argues that emotional marketing is all about what the customer loves and what they are pursuing to fulfill themselves. Anwer (2021) has explained that inspirational and love appeals in advertisements are revealed to be more memorable for people as compared to other appeals. Brands that focus on emotional marketing through targeting customers' desires have a stronger impact on customers' behavior and result in more Return on Investment (ROI) (Ali & Allan, 2020). Thus, it is hypothesized that:
H$_2$: Inspiration appeal in marketing is positively related to consumer buying behavior for beauty and personal care products

Greed appeal and consumer buying behavior
Greed appeal is commonly known trait in consumers all around the world. Greedy emotions in marketing are an effective tactic used by marketers to push the consumers towards purchase intention based on sales promotions like special deals, discounts, loyalty points, buy one get one and limited time offers (Doa, 2021). Coelho (2018) noted how beauty industry is using greed appeal to influence women across globe through price promotions and non-monetary promotions. Hashem et al. (2020) have found that out of all marketing strategies, greed appeal is the most effective in persuading consumers to buy product. It has been observed that when higher discounts are offered, consumers are more willing to make purchase decision (Chang, Hung, Chen & Chiu, 2021). Thus, it is hypothesized that:
H$_3$: Greed appeal in marketing is positively linked with customer buying behavior for beauty products

Brand Image
Brand image is described as general perspective of a consumer about any brand and its effect on consumers buying behavior (Zhang, 2015; Zeb et.al, 2011; Tjahjono et.al, 2020; Tiinaprilla, 2019). A successful brand image by marketers is when consumers are able to differentiate brands from its opponents (Hsieh, Pan & Setiono, 2004; Pan, 2019; Malik et.al, 2013,).
Vidyapeetham (2018) has examined that high brand awareness of a product amongst consumers compels them to buy from brand revealing that branded products seem to

influence consumers purchase decisions. Moreover, brand association was observed a strongly connected with brand performance. This may also include brand attitude, benefits and features. Keller (2011) defined brand image as "an idea associated with a brand". This may include relationship with the brand, brand power and brand preference. Jayswal (2019) claimed that customer needs to have knowledge about the brand first in-order to create brand association. Brand awareness and brand association have been found to be correlated having a direct impact on each other. This has led to higher brand image that promotes a trademark of desirability within the consumers (Habib Dada, 2021).

Emotional appeals and brand image
According to Budiman (2021), emotional appeals have significant positive impact on brand image. Kenneth (2017) and Alwashali (2015) have found that using targeted emotional appeals in marketing for young audience has shown major increase in brand image of a company. Hafiz and Ali (2020) argued that both brand image and emotional advertising have positive influence on consumers buying intentions because emotional advertising is the main force, which works for conveying strong messages, and reach hearts of the audience, whereas brand image is the hidden tool that positively changes the perception of consumers into buying intentions.

Inspiration appeal and brand image
Marketing via social media platform showed that inspirational advertisements including celebrities have a stronger impact on developing distinctive brand image in the mind of consumers. Robert (2016) has observed that brand marketing by focusing on personal aspirations of consumers may result in positive associations with brand. Lian and Yoong (2018) argued that emotional appeals have positive influence on brand image where they evaluated the impact of advertisements on brand perception in tourism sector. Hashem et al (2020) have argued that brands, which are successfully fulfilling consumer's desire, are held at higher standard in the minds of consumers. Advertisements concentrated on amplifying desire within consumers have been observed to enhance the relationship between consumers and a brand, which helps them remember the brand and form a connection with it (Kamran et.al, 2019). Thus, it is hypothesized that:
H_4: Inspiration appeal in marketing is positively related to brand image for beauty and personal care products.

Fear appeal and brand image
Negative emotions like fear, guilt and threat have been observed to provoke positive reactions from consumers, where wants are converted into needs thus creating a positive brand image in a controlled environment (Hattem, 2020). Yu, Lui and Soutar (2018), have examined controversial impact of fear appeal on brand image and observed that first world countries show uncertainty towards negative appeals in advertising while third world countries are more open to accepting imposed insecurities and have favorable perception towards such brands. While many brands

have been observed to avoid fear appeal in marketing, Kim and Sullivan (2020) recommends that negative emotions can have dominant effect on creating positive brand image by pushing the consumer into purchasing a product and sticking to it. Once the need is fulfilled, consumers are overwhelmed with a sense of accomplishment, which forms a positive brand impression.
Thus, it is hypothesized that:

H$_5$: Fear appeal in marketing is positively associated with brand image for beauty and personal care products

Greed appeal and brand image

Greedy emotions in marketing are an effective tactic used by marketers to push the consumers towards purchase intention based on free gifts and sales promotions like special deals, discounts, loyalty points, buy one get one and limited time offers (Doa, 2021). Gerwal, Baker & Borin (1998) have revealed that monetary and non-monetary promotions like price discounts and gifts have positive impact on consumers' perception towards a brand. Additionally, multiple studies have argued that sales promotions are important in developing strong brand image (Blattberg & Neslin, 1990). Raji and Ishak (2018) have stated that sales promotions via social media and traditional channels are more effective in forming a positive brand image. Thus, it is hypothesized that:

H$_6$: Greed appeal in marketing is positively linked with brand image for personal care products

Brand image and consumer's buying behavior

Grewel, Krishnan, Baker & Borin (1998) have described brand image as extrinsic cue for evaluating products price and quality and a stronger brand image results in higher perceived quality by consumer. Zhang, (2015) argued that good brand image results from customer satisfaction. When a product exceeds consumers' expectations, customer satisfaction increases. This results in an increase in perceived product performance. Since product performance plays significant role in developing brands image, good performance leads to better brand image (Bird, Channon & Ehrenberg, 2009).). Holt (2018) concluded that consumers having positive brand affiliation are more likely to trust and likely to purchase more despite a brands mistake. Lastly, Verma (2020) has explored that a good brand image has a positive impact on customers' loyalty and increases level of commitment of customers with the brand. Hence, it is hypothesized that:

H$_7$: Brand image is positively related to consumer buying behavior for beauty and personal care products

Emotional marketing and consumer buying behavior with mediating role of brand image

Stylidisa (2015) argues that brands with stronger brand image better influence consumers through emotional appeal into provoking their purchasing intentions. Using emotional appeal to act as communication between consumer and brand helps

promote positive brand image and endorses the brand (Kent L, 2015). Green (2019) has observed that brand image amplifies the effects of emotional marketing on consumers purchasing decisions.

According to Purba (2021), marketers have been focused on amplifying the consumers purchase intention through emotional marketing, backed by strong brand image. Highly perceived brands serve more effectively in leading towards purchase intention (Affandi, 2020; Prahiawan, 2021).

Hence it is hypothesized that:

H$_8$: Brand image mediates the relationship between emotional marketing and consumer buying behavior for beauty and personal care products.
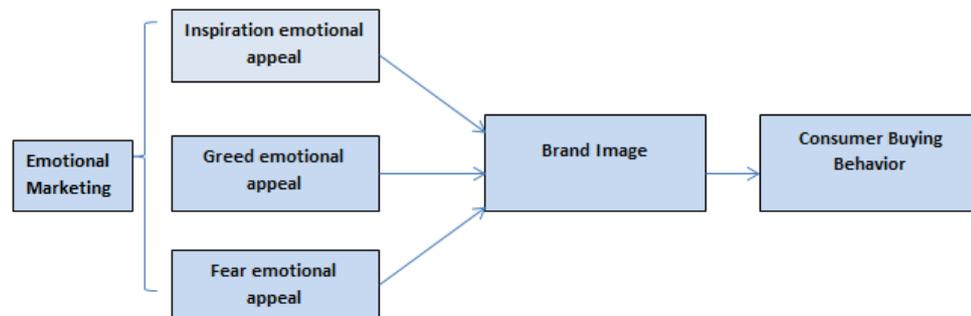
Figure 1. Theoretical Framework

Data and Methodology

The data have been collected through questionnaire method from 400 consumers, including male and female (18 above), associated with beauty and personal care products in Islamabad. A pool of 32 items, consisting of three main variables involved in present study i.e., emotional marketing appeals, brand image and consumer buying behavior, have been used to collect data. For the measurements of items, a five-point Likert scale is adopted.

Data Analysis and Discussions
Reliability Analysis

Reliability analysis refers to checking whether same results can be reproduced multiple times following same research methods. Reliability analysis is also known as Cronbach's Alpha test determined to check level of reliability of a questionnaire. High level of questionnaire reliability can be indicated through lower deviations during repeated intervals. The results of reliability analysis of current study is as follows:

Table 1. Results of reliability Analysis

Variable	Cronbach's Alpha	No of items
Consumer Buying Behavior	.727	6
Emotional Appeal: Fear	.754	4
Emotional Appeal: Inspiration	.806	4
Emotional Appeal: Greed	.755	4
Brand Image	.786	14
Total	**0.77**	**32**

According to reliability test, coefficient value closer to 1 or greater than 0.6 is an indication of high reliability of questionnaire. Gilem (2003) has stated that alpha value closer to 0.8 is considered as a rational goal. Higher values of alpha indicate decent internal dependability of items in the scale. Consumer buying behavior has reliability of 0.72. Fear appeal has reliability of 0.754. Inspiration appeal has reliability of 0.806. Greed appeal has reliability of 0.755. Brand image has reliability of 0.786. All respective alpha values (0.72, 0.754, 0.806, 0.755 and 0.786) are closer to 0.8 which is a good indicator of high reliability of questionnaire. The overall alpha value is 0.77 which shows that data collected are reliable and consistent.

Correlation Analysis

Correlation analysis is performed to determine the link between variables. Correlation value is expected to be high when there is significant relationship concerning two or more variables. However, in regards to weak relationship between two or more variables, correlation value is expected to be low. Meanwhile, a moderation relationship between two or more variables is defined as moderate correlation. Correlation coefficients range is from -1 to +1.

Table 2. Results of Correlation Analysis

Correlations		brandimage	ConsumerBuyingBehavior	inspiration	fear	greed
brandimage	Pearson Correlation	1	.724**	.775**	.693**	.762**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	300	300	300	300	300
ConsumerBuyingBehavior	Pearson Correlation	.724**	1	.726**	.760**	.699**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	300	300	300	300	300
inspiration	Pearson Correlation	.775**	.726**	1	.667**	.797**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	300	300	300	300	300
fear	Pearson Correlation	.693**	.760**	.667**	1	.696**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	300	300	300	300	300
greed	Pearson Correlation	.762**	.699**	.797**	.696**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	300	300	300	300	300

The results of correlation analysis show that there is a strong significant association between brand image and consumer buying behavior with a magnitude of .724 in a positive direction. Similarly, there is a moderate significant association between brand image and inspiration, brand image and fear, brand image and greed with magnitudes of 0.775, 0.693 and 0.762 respectively (in the positive direction). Furthermore, in regards to consumer buying behavior and inspiration appeal, consumer buying behavior and fear appeal, consumer buying behavior and greed appeal, there is a strong significant association with a magnitude of 0.726, 0.760 and 0.699 respectively (in positive direction). Upon analyzing correlation coefficients, there is encouraging confirmation, which proves that positive correlation exists between variables of the current study.

Regression Analysis

Regression analysis is conducted to investigate the linkage between independent and dependent variables and to observe magnitude of the relationship between variables. Following are findings of linear regression analysis for each hypothesis.

Table 3. Results of REGRESSION ANALYSIS

Dependent Variable: BIMAGE					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	19.895	1.534		12.969	0.000
inspiration	1.014	0.147	0.386	6.898	0.000
Fear	0.588	0.120	0.232	4.917	0.000
Greed	0.772	0.153	0.293	5.047	0.000

Table 3 explains that fear appeal, inspiration appeal and greed appeal have a strong positive impact on brand image. The regression results indicate that T. Stat. values for greed appeal, fear appeal and inspiration appeal are above 2.0 for brand image which indicate significant positive impact on brand image. According to the regression model, the inspiration appeal (T. Stat =6.89) is significant along with a positive coefficient indicating that stronger brand image is related to high inspiration appeal. Similarly, fear appeal (T. Stat= 4.917) is also significant along with positive coefficient which indicates that stronger brand image is related to high fear appeal. Greed appeal (T. Stat= 5.047) is also significant indicating that stronger brand image is related to high greed appeal.

Table 4. Results of Regression Analysis: Impact of brand image on consumer buying behavior

Dependent Variable: CBB (Consumer Buying Behavior)						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
(Constant)	3.062	1.16		2.64	0.009	
Brand image	0.359	0.02	0.724	18.12	0.000	

Table 4 shows significant value of brand image for consumer buying behavior is less than 0.05. There is positive significant impact of brand image on CBB which reflects from T. Stat value of brand image (T= 18.12).

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	5.445	0.778		6.999	**0.000**
	inspiration	0.416	0.075	0.320	5.575	**0.000**
	Fear	0.579	0.061	0.460	9.540	**0.000**
	Greed	0.162	0.078	0.125	2.094	**0.037**

Table 5. Impact of fear appeal, inspiration appeal and greed appeal on consumer buying behavior

Table 5 shows that fear appeal, inspiration appeal and greed appeal have strong positive impact on consumer buying behavior. In regression model, the inspiration appeal (b=0.416) is significant along with a positive coefficient indicating that high consumer buying behavior is related to higher inspiration appeal. Similarly, fear appeal (b= 0.579) is also significant along with positive coefficient which indicates that high consumer buying behavior is related to higher fear appeal. Greed appeal (b= 0.162) which is slightly less but still significantly indicates that consumer buying behavior is related to higher greed appeal. T-stat values of all the variables are above threshold level which indicate that these variables have positive and significant impact

Mediating role of brand image between emotional marketing and consumer buying behavior

Hayes (2013) model has been used to investigate mediating role of brand image between emotional marketing and consumer buying behavior.

Table 6. Regression Results: Role of Emotional Marketing on Brand Image

	Coeff.	se	t	p	LLCI	ULCI
constant	19.9739	1.5391	12.9779	.0000	16.9450	23.0027
em	.7918	.0315	25.1126	.0000	.7298	.8539
R^2	F		df2	p		

.6791   630.64   298.00   .00

According to Hayes for mediation analysis, path coefficient is highly significant as p is 0.00 < 0.001. R-square value 0.6791 shows that there is a 67.91 percent change in brand image as a result of emotional marketing. Thus, it proves that emotional marketing has a significant impact on brand image.

Table 7. Regression Results: Role of Emotional Marketing and Brand Image on Consumer Buying Behavior (CBB)

	coeff	se	t	p	LLCI	ULCI
constant	3.606	.978	3.687	.000	1.682	5.532
EM	.314	.0283	11.098	.000	.258	.369
Bimage	.089	.029	3.045	.000	.032	.147

R^2	F	df2	p
.664	293.14	298.00	.000

According to Hayes, direct effect has been examined between emotional marketing and consumer buying behavior. Table 7 indicates that emotional marketing has significant impact on consumer buying behavior where $p < 0.000$. Similarly, brand image has positive and significant effect on consumer buying behavior. The R square value of 0.664 shows that there is a 66.40% change in consumer buying behavior accounted by emotional marketing and brand image.

Table 8: Results of Mediation Analysis

Relationship	Total Effect	Direct Effect	Indirect Effect	Conclusion
Emotional marketing → Brand image → Consumer Buying Behavior	0.463	0.314	0.149	Partial Mediation

In mediation analysis, direct and indirect effects have been presented. The results indicate that there is partial mediation present between variables, which mean that some of the impact of emotional marketing appeals on consumer buying behavior exists through brand image (indirectly) and some are happening directly. Partial mediation has been observed which a combination of indirect and direct influence is.

Conclusions and Future Research

The current study aimed to investigate the impact of emotional marketing on consumer buying behavior with mediating role of brand image for beauty and personal care products in Islamabad. To make empirical analysis, four statistical tests; reliability, regression, correlation and mediation analyses have been applied. The results of reliability analysis indicate that there are high reliability values above the threshold level, which means that data is internally consistent. For instance, alpha values of key variables; consumer buying behavior (0.72). Fear appeal (0.754). Inspiration appeal (0.806), greed appeal (0.755) and brand image (0.786) are closer to 0.8, which is a good indicator of high reliability.

The results of regression analysis prove that there exists a significant impact of emotional marketing appeals and brand image on consumer buying behavior for beauty and personal care products. These findings are consistent with prior studies like Hashem et.al (2020), Anwar (2021) and Majeeb et al. (2017).

To test the relationship of fear appeal, inspiration appeal and greed appeal with brand image, empirical testing is performed. Correlation analysis shows that fear appeal, inspiration appeal and greed appeal are significantly correlated with brand image with magnitude of 0.775, 0.693 and 0.762 respectively. Correlation analysis also shows that brand image is positively related to consumer buying behavior with a scale value of 0.724. Similarly, consumer buying behavior and inspiration appeal, consumer-buying behavior and fear appeal, consumer-buying behavior and greed appeal, there is a strong significant association with a magnitude of 0.726, 0.760 and 0.699 respectively. Furthermore, regression analysis has proved our hypotheses when it comes to relationship between brand image and consumer buying behavior, fear appeal and brand image, inspiration appeal and brand image, greed appeal and brand image, fear appeal and consumer buying behavior, inspiration appeal and consumer buying behavior, greed appeal and consumer buying behavior.

The results of mediation analysis are also consistent with the findings of prior studies like Sanny et al. (2020) and Purba (2021) which support positive mediating effect of brand image on the relationship between emotional marketing and consumer buying behavior. Findings of the present study also revealed that brand image has direct impact on consumer buying behavior for beauty care products. Lastly, mediating role of brand image between emotional marketing and brand image also proved to be effective for beauty and personal care products.

Future Research

This study has covered multiple aspects of consumer behavior in beauty and personal care products but for future researchers there are certain proposed areas. For instance, in the present study, data was collected from federal capital territory, Islamabad. Future research may enlarge sample size at provincial or at country levels. Current research has focused on just the beauty and personal care industry, although similar analysis might be done on other industries of Pakistan for better understanding the change in relationship between emotional marketing, consumer buying behavior and brand image. Furthermore, sample size can be stretched given a longer time for data gathering and analysis. Moreover, other emotional appeals like happiness, love and joy are being explored to broaden the research spectrum. Finally, longitudinal research might be conducted for in depth analysis.

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