

Emotional Branding and Consumer Purchase Decisions in Social Media: Examining the Mediating Role of Brand Attachment

Dr. Vibhuti Pareek

Assistant Professor

BANASTHALI VIDYAPITH

P. O. Banasthali Vidyapith 304022

Rajasthan, INDIA

Email : vibhutipareek@banasthali.in

Mrs. Oshin Grace Daniell

Research Scholar

BANASTHALI VIDYAPITH

P. O. Banasthali Vidyapith 304022

Rajasthan, INDIA

Email: danielloshin@gmail.com

Dr. Harish K G Nair

Director of Academic Planning

Skyline University

Kano, Nigeria

Email: harishkg@hotmail.com

Abstract

This study attempts to find out the impact of emotional branding on consumer buying behavior in social media, specifically looking into the role of mediation by brand attachment and moderation by social media engagement. This research follows a quantitative approach and primary data have been collected using a structured questionnaire from social media users. Emotional branding has been treated as an independent variable, consumer purchase decision as a dependent variable, brand attachment as a mediator, and social media engagement as a moderator. The results indicate that there is a strong positive effect of emotional branding on consumer purchase decisions and brand attachment. The latter also shows a strong positive effect on consumer purchase decisions and partially mediates the link between emotional branding and consumer purchase decisions. In addition, social media engagement moderates the link between emotional branding and consumer buying decisions. This paper emphasizes the importance of establishing emotional connections between the consumers and the brands within social media contexts. It also shows that brand attachment might be used to increase the power of the link between emotional branding and purchase decisions, as well as the role of social media engagement in it.

Keywords: Consumer purchase behavior, Emotional branding, Social media engagement, Brand attachment, Social media, Consumer behavior.

1 Introduction

Social media becomes an increasingly significant means through which brands can interact with customers nowadays. As internet technology is developing rapidly, the communication model between brands and customers has evolved from being a one-way interaction to a two-way interaction. Facebook, WeChat and TikTok have also become a significant means through which brands and customers are connected with each other. The transformation of information communication, brand marketing and consumer purchasing behavior cannot be separated from the impact of social media (Qiao, 2025). Through social media, brands are able to communicate with their consumers directly and use data for precise advertisements. This interaction fosters relationships, turning passive viewers into active participants and shaping brand identity.

In a time where consumers face a flood of choices and digital interactions form a crucial part of their lives, emotional connections need to be created instead of functional differences. Traditionally, branding is concerned more with physical elements like product features, price, and visual influence on consumer behavior (Prem & Chopra, 2025). Emotional branding is associated with emotional connection with the consumers with concepts like brand love, emotional connection, and symbolic interactionism creating loyalty through emotions instead of reason. Emotional branding has seen a remarkable rise in the pandemic period (Sajan & Giri, n.d.). Since social distancing measures have taken effect, there has been a steep increase in online consumption and the demands of the consumers are based on empathy, authenticity, and purposeful communication (Shah & Ali, 2022).

Emotional branding may be defined as a marketing strategy which focuses on creating emotional connections between brands and their consumers instead of emphasizing on the functional characteristics of products. Such connections create feelings of trust, love, pride and identity among consumers, which help in affecting consumer behavior. The interest in emotional branding as a factor that affects the decisions of consumers has gained importance in recent times (Kandel et al., 2026). Psychological concepts and emotional marketing are very important in affecting consumer behavior in the case of emotional branding (Verma & Rohan Agarwal, 2024). The combination of cognitive, emotional, and social dimensions in digital shopping settings, as noted in (Islam et al., 2024), points to the complex array of factors affecting the consumer decision-making process. The implementation of emotional marketing techniques, as investigated in (Kaushik & Choudhary, 2024), seeks to trigger an emotional reaction in consumers, one that overrides any rational deliberations in order to make consumers

purchase products or services. Emotional marketing helps build long-term relationships and consumer loyalty through building up an emotional connection with consumers. The integration of emotional branding techniques into marketing activities improves consumer engagement, making it easier to design marketing campaigns from an ethical perspective.

The relationship between a brand and its clients emotionally is called brand attachment. It is the total of experiences a client has with the brand and the emotions it brings up. Given the significance of this concept when it comes to making a client come back, it is an important factor affecting consumer preferences and creating brand loyalty (Ch et al., 2023). There are several factors that can affect loyalty of the client to the brand: the product itself, client's experience with the brand, and the essence of the brand itself. A good brand is able to create an emotional connection with its clients. The application of powerful promotional and PR strategies will assist in realizing this objective. The attachment of customers to a brand helps in reinforcing the feeling that the customers have towards the organization (Ghorbanzadeh, 2026). Organizations can work towards forming an emotional tie to the brand of the organization, thus boosting the loyalty and relationship of the customers. Customers are highly likely to purchase a product where they have an emotional attachment, and such a situation is referred to as brand attachment. Additionally, improved customer satisfaction may be realized due to a stronger relationship with a specific brand.

Brand attachment is one way that emotions can affect consumer decision-making through emotional branding. This is because emotional branding strategies allow the brand to connect with consumers on an emotional level by making use of their emotions, identities, memories, values, and experiences. Social media offers consumers the chance to form emotional connections with the brands through storytelling, personal communication, interactive content, influencer actions, and online brand communities, social-media platforms provide opportunities for consumers to develop stronger emotional bonds with brands. Therefore, brand attachment is the means by which emotional branding can influence actual purchases by consumers, rather than being based on a direct connection. Due to its ongoing and interactive process, social media makes such connection more important due to the frequent occurrence of emotions evoked by stories from brands, personalized information, interactions, and experience. This research attempts to explore the impact of emotional branding on consumer purchase decisions in social media context, as well as the effect of the mediating variable of brand attachment on the relationship between emotional branding and consumer purchase decision. This research will help to explore whether consumer-brand interaction that is

emotionally significant increases brand attachment and affects consumer purchase decisions. The contribution of the research in the body of literature will be in the exploration of the psychological mechanism behind the relationship between emotional branding and consumer purchase decision, especially in the light of fast evolving social media context. By examining brand attachment as a mediating variable, the study extends understanding of consumer–brand relationships and provides practical insights for marketers and brand managers seeking to develop emotionally engaging social-media strategies that strengthen consumer connections and support purchase-related behaviour.

2 Literature review and Hypothesis development

2.1 Emotional branding and Consumer purchase decisions.

The study was investigated by (Dave et al., 2025) and focused on how storytelling and emotional branding affect the purchasing behavior of consumers in QSR and FMCG industries. With the use of exploratory research design, researchers examined the reaction of the participants to commercial advertisements of selected brands, where they utilized the "willingness to purchase" scale by White et al. (2016). Even though this is a relatively new scale, it is similar to previous scales related to willing and intention construct. Data visualization was done using the bar graph method where the effect of emotional branding and storytelling was clearly depicted. The one-way ANOVA test compared the response of males and females, which revealed that consumers are more likely to purchase QSR products due to emotional connection formed through branding.

(Sameer & Aluru, 2026) investigated emotional branding and its implications on consumer purchasing decisions within the urban population of Bengaluru. The primary aim was to analyze the impact of emotional dimensions, such as brand storytelling, self-brand congruency, nostalgia, emotional trust, and the attitudes of tech-savvy millennials and Gen Z. Data was gathered through a structured Likert-scale questionnaire using convenience sampling. The study employed Pearson correlation and multiple regression analysis via SPSS to determine relationships between independent branding variables and the dependent variable of buying decisions. Results revealed a significant positive correlation of 50.6%, denoting that these factors explain consumer behavior variability ($R^2 = 0.506$). Notably, self-brand congruency emerged as the strongest predictor ($r = 0.677$), while emotional trust recorded the highest mean score of 4.04, indicating its influence on brand preference. The research concluded that

emotional resonance is pivotal in modern decision-making within urban settings, encouraging businesses to prioritize identity-based narratives and transparent storytelling over mere functional claims to foster long-term customer loyalty. (Niharika & Yadav, 2023) focused on the construction of a multifactor measure of emotional branding and its predictive validity on consumer behavior. Additionally, this study will look at the mediating role played by celebrity endorsement (CE) in this relationship. This paper is organized into three main parts. First, the paper will cover scale construction and validation of multi-stage scales; second, the application of exploratory factor analysis (EFA) for identification of factors of the emotional branding scale (EBS); and lastly, confirmatory factor analysis (CFA) of the EBS. Study 1 provides information on the process of scale construction and also carries out zero- and first-order CFA. On the other hand, Study 2 looks at the mediation role played by CE on the link between emotional branding and purchase intention (PI). It was found that EBS involves 32 items divided into four main factors: sensory appeal, brand attachment appeal, communication appeal, and patriotism appeal. The findings demonstrate that emotional branding has a direct and statistically significant impact on PI, with CE serving as a partial mediator in this relationship.

Therefore, based on these studies the following hypothesis is considered, **H1: Emotional Branding has a significant positive effect on Consumer Purchase Decisions.**

2.2 Emotional branding and Brand attachment

A study demonstrated by (Ghorbanzadeh & Rahehagh, 2026) examined the mediating effect of emotional constructs, namely emotional attachment and love, on the transition from satisfaction to brand loyalty. Based on the analysis of 300 surveys taken by consumers on smartphone and apparel brands through the Partial Least Squares technique, it was found that brand love is the most significant predictor of brand loyalty, having a direct impact on it rather than satisfaction and emotional brand attachment. The findings supported the hypothesis about the mediating effect of emotional constructs during the transition from satisfaction to loyalty in a specific order. Nevertheless, the generalization of results for other consumer segments should be made because the survey took place in Iran. Further research should involve different cultures and product types. This research confirmed the mediating effects of emotional brand attachment and love and is one of the first researches aimed at creating a conceptual model of those emotional constructs in the process of loyalty transition. (Bona, 2026) analyzed the effect of emotions and experiences on consumers' attachment to the brand and its consequences on loyalty, engagement, and brand equity in the digital environment. In this paper, a quantitative

descriptive and correlational research approach was employed to analyze the emotional brand attachment in Gen Z using an online survey. It had been identified with the help of descriptive analysis and SEM-PLS that emotional branding played a vital role in consumer-brand relationship in the online environment. The most important emotional drivers of the emotional brand attachment include love, passion, affinity, and trust, and the experience drivers consist of quality, value, satisfaction, differentiation, and digital engagement. Emotional brand attachment increases loyalty, engagement, and brand equity in addition to being a very important mediator of emotions in providing value. It can be concluded from the research that emotional brand attachment is more of experience than emotional drivers. (Kl & M, 2024) examined the mediating role of brand commitment in the relationship between emotional branding and brand trustworthiness. Utilizing a convenience sample of 308 respondents through an online questionnaire, the study employed KMO and Bartlett's test for sampling adequacy and analyzed data using correlation, regression, and mediation analysis. Findings revealed a strong positive relationship among emotional branding, brand trustworthiness, and brand commitment, confirming that emotional branding strategies can enhance brand trustworthiness through brand commitment. Marketers are encouraged to focus on emotional branding to elevate brand trust and commitment. Further research was suggested to explore these dynamics in varied contexts and consider additional factors such as brand satisfaction and attachment.

Therefore, based on these studies the following hypothesis is considered, **H2: Emotional Branding has a significant positive effect on Brand Attachment.**

2.3 Brand Attachment and Consumer purchase decisions

This study investigated by (Gilal et al., 2021) and explored the impact of brand attachment and brand passion on the purchase intention of consumers using attachment and categorization theories. The data used in this research was obtained from 205 young consumers, and it was analyzed by use of AMOS 24.0 and SPSS 24.0 through exploratory factor analysis, confirmatory factor analysis, structural equation modeling, and moderation analysis methods. The results showed that brand passion is a more effective predictor of purchase intentions than brand attachment. In particular, brand attachment influenced the purchase intentions of low-involvement convenience products while brand passion predicts purchase intentions of high-involvement shopping products. This research made practical suggestions for enhancing purchase intentions for low-involvement convenience brands and high-involvement shopping

products in emerging markets. Moreover, it was the first research to prove that brand attachment enhances purchase intentions of low-involvement convenience brands while brand passion impacts high-involvement shopping products purchase intentions. (Rosadi et al., 2022) determined the impact of customer engagement and brand attachment on the purchase decision of customers. The research was conducted using a quantitative method where the population used is the customers of the local make-up brands in Yogyakarta, Indonesia. There is a total of 115 samples in this research which are chosen using the purposive sampling technique. Data collection was done by distributing the questionnaires using online platforms and then analyzed using descriptive and path analysis. From the findings, it can be concluded that customer engagement influences brand attachment, brand attachment influences purchase decision, and brand attachment moderate the relationship between customer engagement and purchase behaviour.

Therefore, based on these studies the following hypothesis is proposed, **H3: Brand Attachment has a significant positive effect on Consumer Purchase Decisions.**

2.4 Brand attachment as a mediating variable

A study by (Chen & Lu, 2024) described how the influence perception impacts brand attachment (brand self-association and brand prominence) and brand credibility on word-of-mouth and purchase intention. The result showed that the influence perception positively influences two dimensions of brand attachment and brand credibility. Besides, this study also revealed the higher significance of brand credibility compared to brand attachment in influencing followers' behaviors (word-of-mouth and purchase intention). Lastly, this study conclude that parasocial relationship moderates the relationship between the three brand-related constructs and behavioral outcomes. This paper contributed to the existing literature by presenting more knowledge about the impact of social media influencers' influential power on followers' brand-related perceptions and behaviors towards the recommended brand. (Kim & Park, 2023) investigated the influence of attractiveness of a virtual influencer on purchase intention, the role of mimetic desire and brand attachment as mediators, and the moderating role of the product-endorser fit with the brand in this relationship. To test the hypotheses, an online survey of 364 women Instagram users was designed based on confirmatory factor analysis and PROCESS macro models 4 and 59. The results indicated that attractiveness of virtual influencers was not linked to purchase intention, but mimetic desire and brand attachment mediated this relationship. Furthermore, partial support for the conditional direct

effect and moderation of indirect effects of virtual influencers' attractiveness on purchase intention through mimetic desire and brand attachment were found. The current paper makes some significant contributions to the literature of the source attractiveness model, especially to the aspect of enhancing customers' positive attitudes towards advertisement through virtual influencers.

Therefore, based on these studies the following hypothesis is proposed, **H4: Brand Attachment significantly mediates the relationship between Emotional Branding and Consumer Purchase Decisions.**

2.5 Social media engagement as a moderating variable

The importance of branding in marketing cannot be overstated since the sustainability of products and services depends on how efficiently the vendor can create and maintain its brand. Brand loyalty is related to the brand personality, brand value, and brand engagement. A study conducted by (Ahmad et al., 2020) on 400 people sought to find the connection between brand engagement, which includes identification, interaction, absorption, enthusiasm, and attention, and brand loyalty, which comprises two elements: behavioral and attitudinal. Social media influence was considered from four aspects: brand usage intention, social presence, electronic word-of-mouth, and social brand engagement. The study was conducted on the youth who were assumed to be joining the market after employment. Surprisingly, the results obtained indicated that the level of social media involvement does not affect the relationship as expected. In addition, some findings were also made through focus group discussions. The role of social media in helping retailers interact with their consumers in an active manner has been made evident; however, there has been growing evidence of consumer preference for avoidance of interaction with social media marketing communications. The extent of consumer engagement through these social media sites is variable between different platforms. Nonetheless, very little empirical work has been done in this regard, analyzing the factors that could possibly affect the variation in behavior. In this regard, the variation in behavior related to consumption, contribution, and creation has not been analyzed. Thus, this research seeks to investigate the extent of engagement influenced by selected contextual factors in social media. These include media richness and content trustworthiness. With the use of 721 survey responses, partial least squares structural equation modeling has been used to identify the impact of media context on engagement behavior.

Therefore, based on these studies the following hypothesis is proposed, **H5: Social Media Engagement significantly moderates the relationship between Emotional Branding and Consumer Purchase Decisions.**

2.6 Research gap

While earlier studies have shown that emotional branding impacts consumer purchase decision and that brand attachment affects purchase-related behavior, there is little study about both these issues being studied together in the context of social media. Earlier studies have mainly considered single relationships like emotional branding and purchase intention, emotional branding and brand attachment, or brand attachment and purchase behavior. In addition, while the latest research considers the involvement of consumers in social media as a significant part of consumer-brand engagement, not much attention has been given to its moderating effect in the relationship between emotional branding and purchase decision. Moreover, there are limited empirical studies that discuss the indirect impact of emotional branding on purchasing decision through brand attachment in the context of the different levels of social media engagement. Hence, the current study focuses on filling this gap and investigates the direct impact of emotional branding on purchasing decision, mediation of brand attachment and moderation of social media engagement in the social media domain.

3 Research methodology

3.1 Research design

The research is based on the quantitative, descriptive, and causal approach that investigates the links between emotional branding, brand attachment, social media engagement, and consumer purchase decisions in social media environment. The primary data is obtained through a structured questionnaire distributed among 384 respondents, measuring emotional branding, consumer purchase decisions, brand attachment, and social media engagement. The research model considers emotional branding as the independent variable, consumer purchase decision as the dependent variable, brand attachment as the mediating variable, and social media engagement as the moderating variable. The collected data are analyzed through statistical procedures in order to evaluate the reliability and validity of the measures and also to examine the direct, mediating, and moderating hypotheses that have been presented. Specifically, the research explores the impact of emotional branding on consumer buying decisions, the role of

brand attachment in explaining the connection, and the moderating effect of social media engagement.

3.2 Conceptual framework

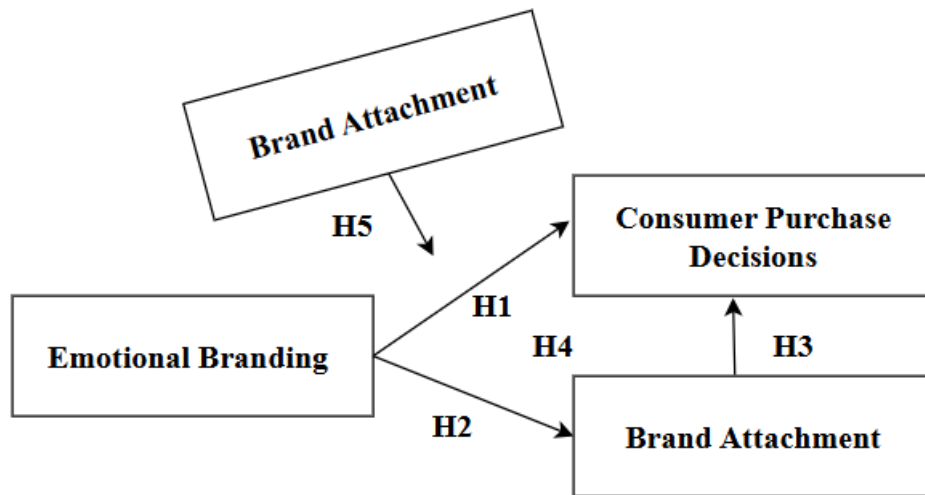


Figure 1 Conceptual frame work

3.3 Sample selection and Data collection

The survey used a sample of 384 individuals who regularly use social media and have experience of communicating with brands or any other branded material through social media channels. Selection of respondents was made based on the demographic factors such as gender, age, educational qualifications, monthly income, and social media usage frequency. Primary data collection was carried out through a structured questionnaire, which contained measures related to emotional branding, consumers' purchase decisions, and social media engagement. The data collection method utilized a questionnaire, which was conducted among participants using the online survey technique, thus allowing the researcher to access social media users easily and efficiently. Participation was purely voluntary; the participants were offered all the required information regarding the research purpose prior to answering the questionnaire. The total number of valid responses from participants was 384, which later on was used to test the validity and reliability of the research as well as testing the hypothesis developed. The demographic information in the current study shows a total of 384 respondents.

3.4 Measures

A systematic research questionnaire is used to gather data. All research questions in this survey use a 5-point Likert scale, which consist of "Strongly Disagree" to "Strongly Agree." toward

allow Participants to definite their opinions. There are a lot of closed-ended research questions that make up the research questionnaire. Every one of the research enquiries has been crafted to efficiently gather data pertaining to the study variables. This study includes variables such as Emotional branding has 5 items, Consumer purchase decisions has 6 items, Brand attachment has 5 items and Social media engagement has 6 items.

4 Results

The findings of the research are then shown to analyze the hypothesized relationships between emotional branding, consumer decision-making, brand attachment, and social media involvement. First, the measurement model is tested to ensure the reliability and validity of the constructs, and this is then followed by the descriptive analysis of the research variables. Next, the hypothesized direct relationships, the mediating effect of brand attachment, and the moderating effect of social media involvement will be tested to see how much these variables explain consumer purchase decisions in the context of social media.

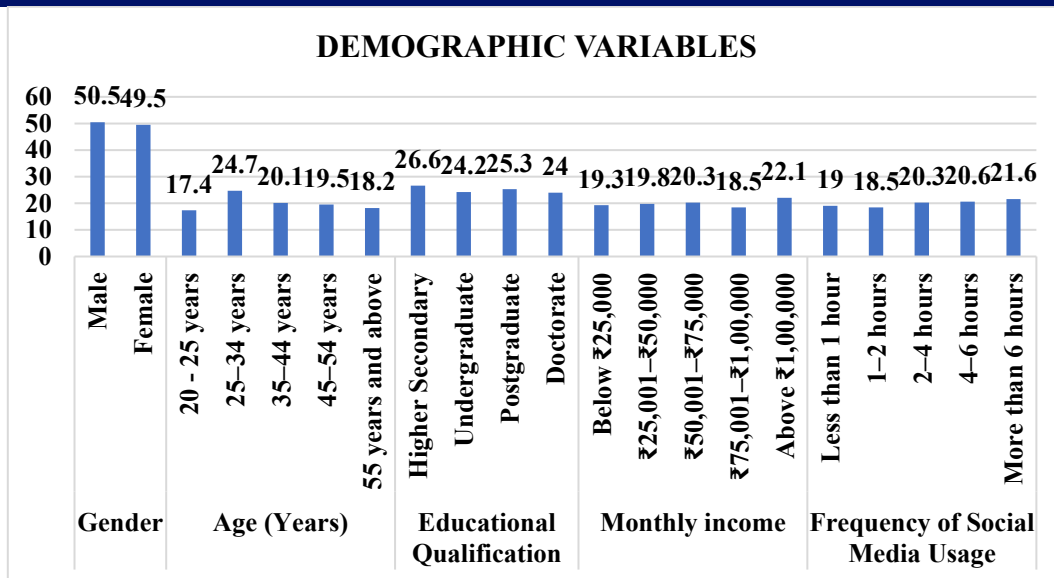
4.1 Demographic variables

Table 1 Demographic variables

	Frequency (n)	Percentage (%)
Gender		
Male	194	50.5
Female	190	49.5
Total	384	100
Age (Years)		
20 - 25 years	67	17.4
25–34 years	95	24.7
35–44 years	77	20.1
45–54 years	75	19.5
55 years and above	70	18.2
Total	384	100
Educational Qualification		
Higher Secondary	102	26.6
Undergraduate	93	24.2
Postgraduate	97	25.3
Doctorate	92	24

Total	384	100
Monthly income		
Below ₹25,000	74	19.3
₹25,001–₹50,000	76	19.8
₹50,001–₹75,000	78	20.3
₹75,001–₹1,00,000	71	18.5
Above ₹1,00,000	85	22.1
Total	384	100
Frequency of Social Media Usage		
Less than 1 hour	73	19
1–2 hours	71	18.5
2–4 hours	78	20.3
4–6 hours	79	20.6
More than 6 hours	83	21.6
Total	384	100

The demographic statistics of the 384 participants reveal a very even distribution across the chosen traits. Regarding gender, 194 participants (50.5%) identified as male, while 190 (49.5%) identified as female, indicating a nearly balanced distribution. The predominant age group among respondents was 25–34 years, including 95 individuals (24.7%), followed by the 35–44 years group with 77 respondents (20.1%), the 45–54 years category with 75 (19.5%), those aged 55 and above with 70 (18.2%), and the 20–25 years cohort with 67 (17.4%). In terms of educational attainment, 102 respondents (26.6%) had achieved Higher Secondary education, followed by 97 (25.3%) with postgraduate degrees, 93 (24.2%) with undergraduate degrees, and 92 (24.0%) with doctoral degrees. Regarding monthly earnings, the largest segment received over ₹1,00,000, with 85 individuals (22.1%), followed by the ₹50,001–₹75,000 bracket with 78 (20.3%), the ₹25,001–₹50,000 range with 76 (19.8%), those earning below ₹25,000 at 74 (19.3%), and the ₹75,001–₹1,00,000 category with 71 (18.5%). In terms of social media engagement, 83 participants (21.6%) used it for over 6 hours daily, while 79 (20.6%) engaged for 4–6 hours, 78 (20.3%) for 2–4 hours, 73 (19.0%) for under 1 hour, and 71 (18.5%) for 1–2 hours. The participants were evenly spread across all five demographic traits, ensuring representation in terms of age, gender, educational level, income, and social media engagement.



4.2 Reliability and Validity

Table 2 Reliability and Validity

Variables	Statements	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE
Emotional Branding	EB1-EB5	0.725-0.630	0.879	0.837	0.702
Consumer Purchase Decisions	CPD1-CPD6	0.700-0.504	0.895	0.826	0.67
Brand Attachment	BA1-BA5	0.654-0.722	0.892	0.837	0.701
Social Media Engagement	SME1-SME6	0.665-0.536	0.895	0.824	0.664

The findings on reliability and validity suggest that all four constructs exhibit acceptable measuring characteristics. Emotional Branding comprises five assertions (EB1–EB5), exhibiting factor loadings between 0.630 and 0.725, a Cronbach's alpha of 0.879, composite reliability of 0.837, and an AVE of 0.702. Consumer Purchase Decisions, evaluated via six statements (CPD1–CPD6), exhibit factor loadings between 0.504 and 0.700, with a Cronbach's alpha of 0.895, composite reliability of 0.826, and an AVE of 0.670. Brand Attachment, assessed using five statements (BA1–BA5), has factor loadings ranging from 0.654 to 0.722, a Cronbach's alpha of 0.892, composite reliability of 0.837, and an AVE of 0.701. Social Media Engagement, assessed using six statements (SME1–SME6), exhibits factor loadings between 0.536 and 0.665, a Cronbach's alpha of 0.895, composite reliability of 0.824, and an AVE of

0.664. The constructs exhibit robust internal consistency, as seen by Cronbach's alpha values over 0.80, and the composite reliability values further confirm adequate dependability. The AVE values beyond 0.50 indicate sufficient convergent validity across all constructs.

4.3 Mean and Standard deviation

Table 3 Mean and Standard deviation

Variables	Mean	Std. Deviation
Emotional Branding	3.607	0.783
Consumer Purchase Decisions	3.703	0.782
Brand Attachment	3.742	0.791
Social Media Engagement	3.642	0.812

The descriptive statistics reveal the overall response trends for the four constructs used in the research. Emotional Branding has an average score of 3.607 and a standard deviation of 0.783, indicating a relatively positive consensus among participants. The Consumer Purchase Decisions dataset reveals a mean of 3.703 and a standard deviation of 0.782, indicating a generally favorable inclination toward purchase decisions conditioned by the elements analyzed in the research. Brand connection has the highest average score of 3.742 among the four categories, accompanied with a standard deviation of 0.791, suggesting that participants generally expressed a considerable degree of connection to brands. Social Media Engagement has an average of 3.642 and a standard deviation of 0.812, indicating a reasonably favorable degree of interaction with companies or brand-associated endeavors on social platforms. The average values between 3.607 and 3.742 suggest mostly favorable reactions across all dimensions, although the standard deviations reflect a considerable level of variability in the perspectives of respondents.

4.4 Hypothesis Implementation

H1: Emotional Branding has a significant positive effect on Consumer Purchase Decisions.

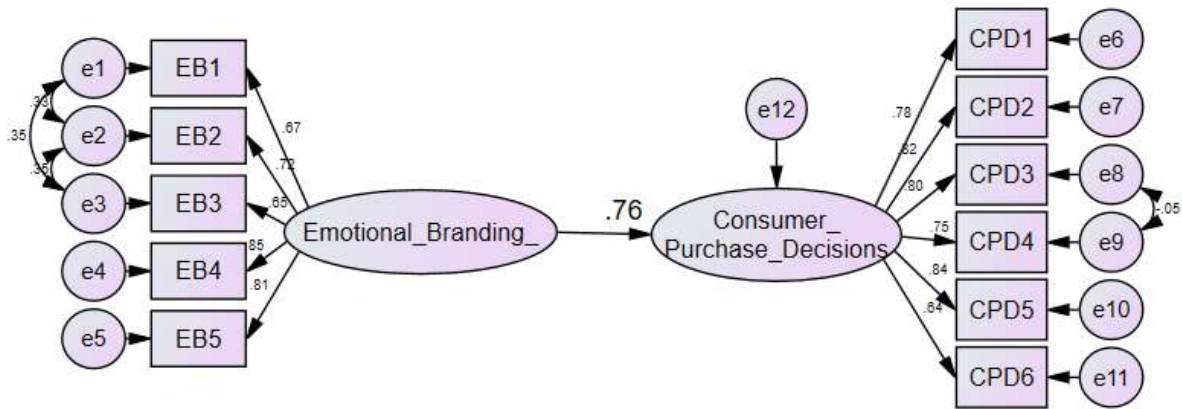


Table 4 Regression Weights: (Group number 1 - Default model)

Path	Standard Estimate	P
Consumer Purchase Decisions <--- Emotional Branding	0.76	***

The findings demonstrate that Emotional Branding has a considerable beneficial influence on Consumer Purchase Decisions, shown by a standardized path coefficient of 0.76 ($p < 0.001$). The notably elevated positive standardized estimate suggests that enhanced emotional branding correlates with increased customer purchasing behavior. Given that the p-value is under the traditional threshold of 0.05, the association is statistically significant. This finding shows that emotional attachments established by branding may significantly influence customers' purchase decisions. Consequently, H1 is supported.

Table 5 Model fit

CMIN	DF	CMIN/DF	GFI	NFI	RFI	IFI	CFI	RMR	RMSEA
44.192	39	1.133	.979	.982	.975	.998	.998	.020	.019

The model fit indices suggest that the suggested model shows an excellent overall alignment with the observed data. The CMIN statistic is 44.192 with 39 degrees of freedom, providing a

CMIN/DF ratio of 1.133, suggesting an excellent fit between the proposed model and the empirical data. The GFI (.979), NFI (.982), RFI (.975), IFI (.998), and CFI (.998) are very elevated, indicating an effective model fit. Additionally, the RMR value of .020 is minimal, however the RMSEA value of .019 indicates a very accurate representation of the model in relation to the population data. The indices provide compelling proof that the model adequately fits the data.

H2: Emotional Branding has a significant positive effect on Brand Attachment.

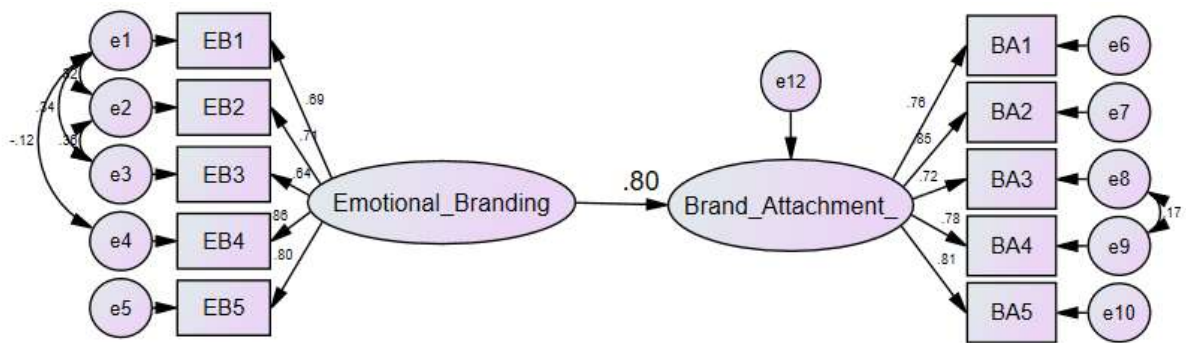


Table 6 Regression Weights: (Group number 1 - Default model)

	Path		Standard Estimate	P
Brand Attachment	<--- Emotional Branding		0.80	***

The SEM findings indicate that Emotional Branding has a substantial positive influence on Brand Attachment, shown by a standardized path coefficient of 0.80 ($p < 0.001$). The coefficient demonstrates a robust positive correlation between emotional branding and customer connection to the brand. The statistically significant p-value substantiates that the association is improbable to have arisen by mere coincidence. This indicates that emotionally driven branding might enhance customers' psychological connection and attachment to a brand. Consequently, H2 is recommended.

Table 7 Model fit

CMIN	DF	CMIN/DF	GFI	NFI	RFI	IFI	CFI	RMR	RMSEA
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71.832 29 2.477 .965 .969 .953 .982 .981 .023 .062

The table illustrates a satisfactory and commendable overall model fit. The CMIN value is 71.832 with 29 degrees of freedom, resulting in a CMIN/DF ratio of 2.477, which is within the generally recognized parameters for a satisfactory model fit. The values of GFI (.965), NFI (.969), RFI (.953), IFI (.982), and CFI (.981) suggest that the model aligns well with the empirical data. The RMR value of .023 is minimal, indicating somewhat residual inaccuracy. The RMSEA rating of .062 indicates a satisfactory degree of approximation fit. Collectively, these indicators indicate that the model exhibits an adequate fit and appears suitable for further structural examination.

H3: Brand Attachment has a significant positive effect on Consumer Purchase Decisions.

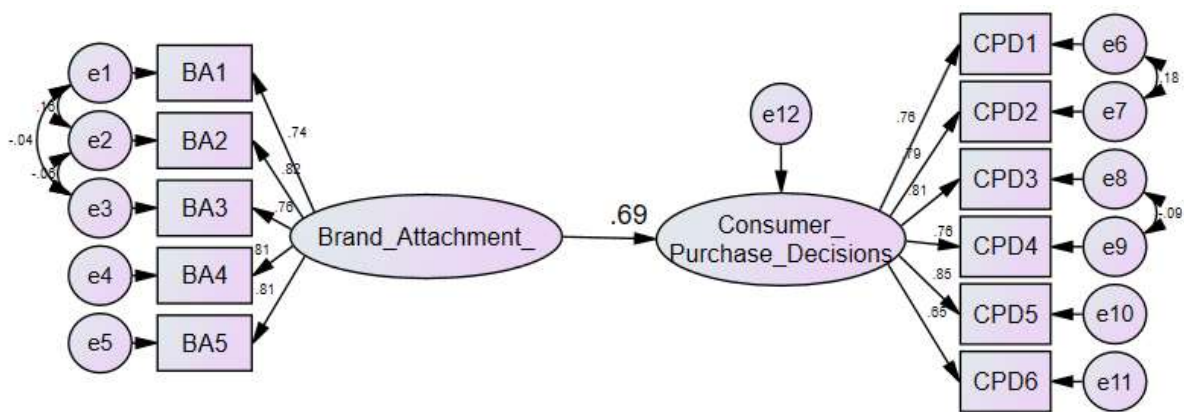


Table 8 Regression Weights: (Group number 1 - Default model)

Path	Standard Estimate	P
Consumer Purchase Decisions <--- Brand Attachment	0.69	***

The results indicate that Brand Attachment has a considerable positive influence on Consumer Purchase Decisions, shown by a standardized path coefficient of 0.69 ($p < 0.001$). The affirmative coefficient indicates that increased brand attachment correlates with higher-quality customer purchasing decisions. The p-value being less than 0.001 indicates that the association is statistically significant. The findings indicate that customers who cultivate a deeper connection with a brand are more inclined to exhibit positive purchasing behaviors toward brand. Consequently, H3 is validated.

Table 9 Model fit

CMIN	DF	CMIN/DF	GFI	NFI	RFI	IFI	CFI	RMR	RMSEA
48.854	38	1.286	.978	.981	.972	.996	.996	.021	.027

The model exhibits strong overall fit with the empirical data. The CMIN statistic is 48.854 with 38 degrees of freedom, yielding a CMIN/DF ratio of 1.286, which indicates an excellent model fit. The model further indicates elevated metrics for GFI (.978), NFI (.981), RFI (.972), IFI (.996), and CFI (.996), validating the strong alignment between the suggested model and the empirical data. Furthermore, the RMR value of .021 is small, signifying no residual discrepancies, and the RMSEA value of .027 denotes an exceptionally close approximation match. In general, the fit indices indicate that the third model offers a reliable and adequate depiction of the observed data.

H4: Brand Attachment significantly mediates the relationship between Emotional Branding and Consumer Purchase Decisions.

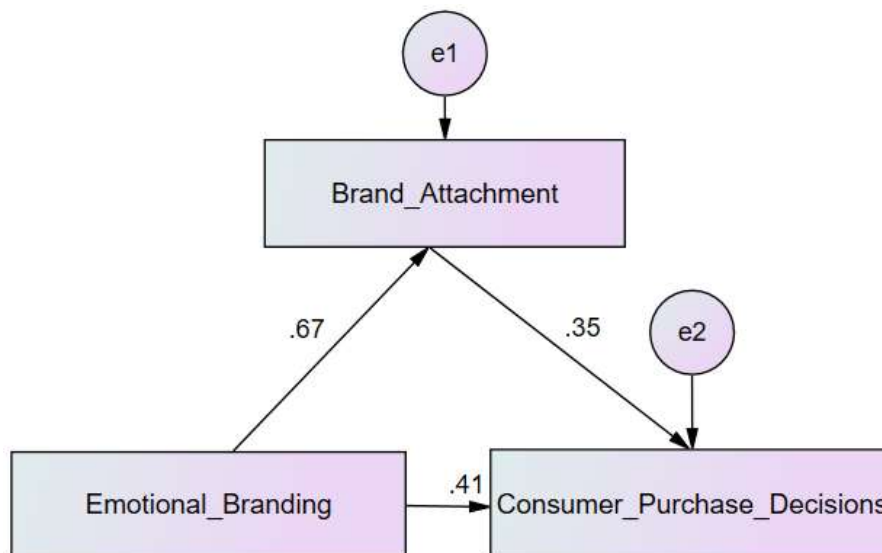


Table 10 Regression Weights: (Group number 1 - Default model)

Path	Standard Estimate	P
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Emotional Branding	<---	Emotional Branding	0.672	***
Consumer Purchase Decisions	<---	Emotional Branding	0.413	***
Consumer Purchase Decisions	<---	Brand Attachment	0.35	***

The mediation findings illustrate the significance of Brand Attachment in the connection between Emotional Branding and Consumer Purchase Decisions. The direct correlation between Emotional Branding and Consumer Purchase Decisions is notable at 0.413 ($p < 0.001$), but the relationship from Emotional Branding to Brand Attachment is 0.672 ($p < 0.001$), and the connection from Brand Attachment to Consumer Purchase Decisions is 0.35 ($p < 0.001$). These significant connections suggest that Emotional Branding affects Consumer Purchase Decisions both directly and through Brand Attachment. Consequently, Brand Attachment serves as an important partial mediator, since the direct correlation between Emotional Branding and Consumer Purchase Decisions remains substantial even with the inclusion of Brand Attachment in the model. Consequently, H4 is corroborated.

H5: Social Media Engagement significantly moderates the relationship between Emotional Branding and Consumer Purchase Decisions.

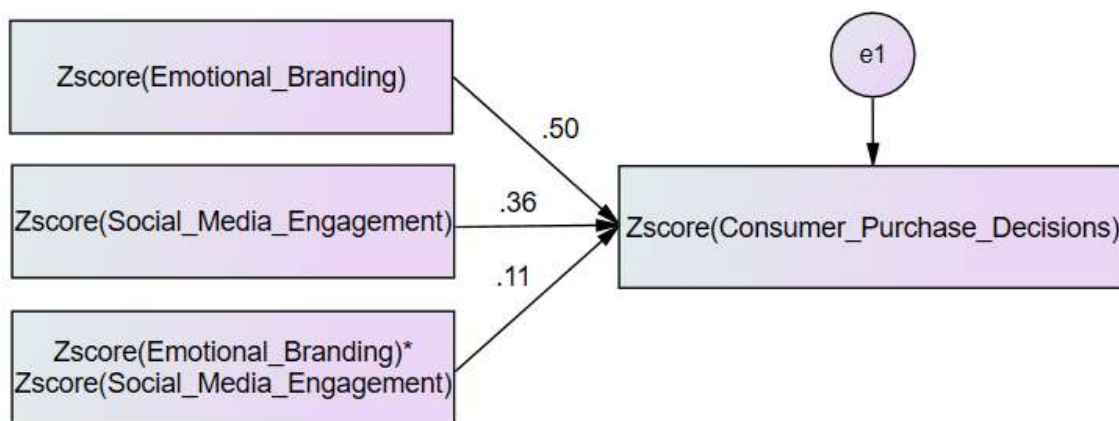


Table 11 Regression Weights: (Group number 1 - Default model)

	Path		Standard Estimate	P
ZConsumer Purchase Decisions	<---	ZSocial Media Engagement	0.362	***
ZConsumer Purchase Decisions	<---	ZEmotional Branding	0.500	***

ZConsumer Purchase Decisions	<---	Interaction (ZEmotional Branding*ZSocial Media Engagement)	0.108	0.007
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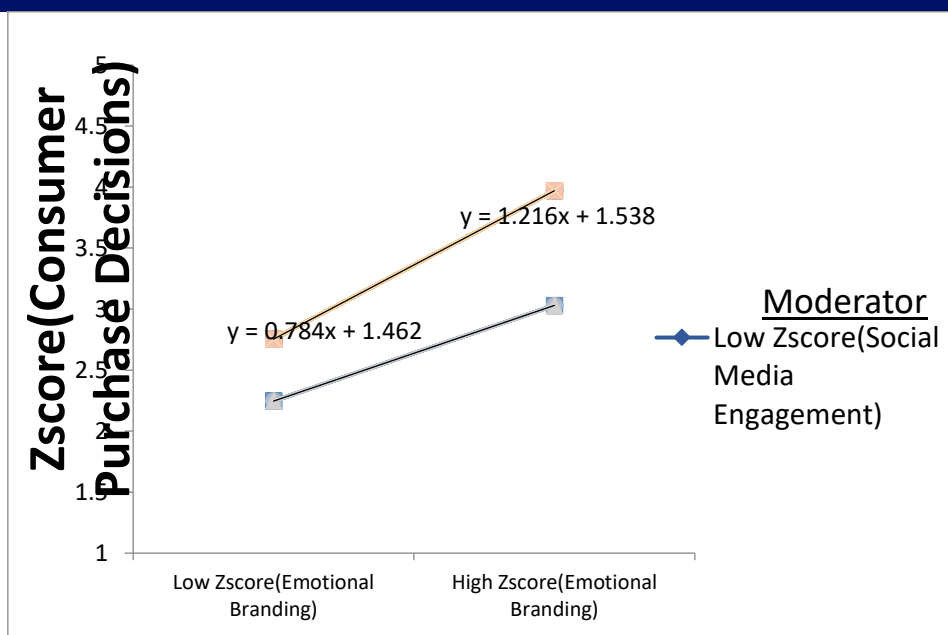
The Structural Equation Model (SEM) examining the association between Z score (Emotional Branding) and Z score (Consumer Purchase Decisions), with moderation by Z score (Social Media Engagement), is presented in table 11. This all-encompassing study lets you examine every possible route, taking into account measurement mistakes and input from within the model itself. Hypothesis resulting based on path analysis shows that Z score (Emotional Branding) is Positively and significantly associated with Z score (Consumer Purchase Decisions) ($\beta=0.500$, $P<0.05$). Z score (Social Media Engagement) is positively and significantly associated with Z score (Consumer Purchase Decisions) ($\beta= 0.362$, $P<0.05$).

Moderation testing:

The moderation analysis is conducted by treating, Z score (Emotional Branding) as independent variables, Z score (Consumer Purchase Decisions) as dependent variable, and Z score (Social Media Engagement) as moderator variable. Using SPSS, we create interaction terms from the standardized scores of the variables, and then we compute the results.

Table 12 Regression Weights: (Group number 1 - Default model)

	Path		Standard Estimate	P
ZConsumer Purchase Decisions	<---	Interaction (ZEmotional Branding*ZSocial Media Engagement)	0.108	0.007



We tested the Zscore (Social Media Engagement) as a moderator. Result indicates that interaction term of Zscore (Emotional Branding) and Zscore (Consumer Purchase Decisions) exerts Positive and a significant influence on Zscore (Consumer Purchase Decisions) ($\beta = 0.108$, $P < .05$). Based on the results, Zscore (Social media impact) does really have a moderating function in our data.

4.5 Discussion

This study confirms that there is a significant positive correlation between Emotional Branding and Purchase Decisions made by Consumers ($\beta = 0.76$; $p < 0.001$) which supports Hypothesis 1. The results of this study are in line with those of (Niharika & Yadav, 2023) where they found that emotional branding had a significant impact on purchase intention and celebrity endorsement was found to partially mediate that impact. Results of the present study can also be compared to those of (Sameer & Aluru, 2026) where they found that emotional branding explained about half of consumer purchase intention variability ($R^2 = 0.506$) and self-brand congruency is one of its strong correlates ($r = 0.677$). Therefore, a comparatively high value of the coefficient of $\beta = 0.76$ in the present study also serves to add empirical validity to the argument about how emotionally meaningful brand experiences can lead to purchase behavior responses. Additionally, in the present study, Emotional Branding significantly influenced Brand Attachment ($\beta = 0.80$, $p < 0.001$). This suggests that there is a strong correlation between

emotional branding and consumer brand attachment. This conclusion is also supported by current studies related to digital branding which have identified emotions and experiences as drivers of emotional brand attachment.

The results have also shown that Brand Attachment has a significant impact on Consumer Purchase Decisions ($\beta = 0.69$, $p < 0.001$), proving H3. The result is more significant than $\beta = 0.18$ ($p < 0.01$) as reported by (Gilal et al., 2021) concerning the impact of brand attachment on purchase intention, although the conditional effect size had been higher for low-involvement convenience products ($\beta = 0.950$) and high-involvement shopping products ($\beta = 0.451$). The possible reason might be the difference in product type and context of the study. In a similar way, (Rosadi et al., 2022), considering 115 respondents, reported the impact of brand attachment on consumer purchase decisions and mediation of customer engagement in purchase behavior. This study builds on the above results by establishing that there is partial mediation of the emotional branding–consumer purchase decision relationship through Brand Attachment. The direct relationship between emotional branding and consumer purchase decisions was statistically significant at $\beta = 0.413$, while the path between emotional branding and brand attachment ($\beta = 0.672$) and the path between brand attachment and consumer purchase decision ($\beta = 0.35$) were also significant ($p < 0.001$). Moreover, Social Media Engagement moderated the relationship between emotional branding and consumer purchase decisions (interaction $\beta = 0.108$, $p = 0.007$), implying that this relationship is contingent on the degree of engagement via social media. This corroborates with the findings of (Chen & Lu, 2024), who established that social-media influence had a positive effect on the dimensions of brand attachment and a relational construct, parasocial relationship, moderated relationships in this context.

5 Conclusion

The research determines that emotional branding significantly influences customer buying choices in the context of social media. The results indicate that emotionally driven branding might enhance positive purchasing behaviors and fortify customers' emotional connections to businesses. Brand attachment serves as a crucial process by which emotional branding affects customer purchasing choices, suggesting that fostering a significant consumer-brand connection may convert emotional brand encounters into buying actions. The mediation results also indicate that brand attachment does not completely explain the connection between

emotional branding and purchasing choices, as emotional branding still exerts a direct impact on customer buying behavior. This suggests that both emotional branding and the connections formed via it are crucial to comprehending customer choices. Moreover, social media interaction significantly influences the connection between emotional branding and customer purchasing choices. The discovery underscores the significance of evaluating customers' engagement and participation with social media in assessing the efficacy of emotional branding. The research offers a cohesive viewpoint by illustrating that emotional branding, brand connection, and social media interaction jointly enhance the comprehension of customer purchasing choices. The results indicate that emotionally significant marketing messaging, the cultivation of robust consumer-brand connections, and proactive participation in social media contexts are crucial aspects for comprehending modern consumer purchasing behaviors.

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