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**Published First Online:**  
26.06.2026

**Pages:** 188-203

**DOI:**

[https://doi.org/10.37075/JOMS  
A.2026.1.11](https://doi.org/10.37075/JOMS A.2026.1.11)

# UNDERSTANDING THE INTERPLAY BETWEEN CONSUMER EMOTIONS AND BRAND RELATIONSHIPS: A SYNTHESIS OF PREVIOUS LITERATURE

## ABSTRACT

This article presents a literature review dedicated to the interplay between consumer emotions and brand relationships. For the purpose of this analysis, more than thirty-five papers have been reviewed. The earliest studies date back to 1987 and the latest to 2025.

The existing literature is organized into two main categories. The first broad group focuses on how consumer emotions influence brand performance. Among such publications, brand loyalty is the main focus. The second group examines the role of emotions in the interaction and experience consumers have with a brand.

Over the last three decades, authors have presented various perspectives on the subject. The consensus, however, is that emotions have a crucial role in shaping the consumer-brand bond. Positive emotions lead to measurable outcomes, such as brand loyalty. By contrast, negative emotions can cause negative word of mouth, brand switching and even retaliation.

**KEYWORDS:** consumer emotions; branding; brand relationships

**JEL:** M31, M37, D91

## INTRODUCTION

Technology and global logistics have made it easier than ever before to build a brand, however, many brands struggle to reach the consumers' hearts. People are faced with an ever-growing number of products to choose from. It is no longer enough for companies to offer high-quality products, as thousands of rivals are likely to sell the same product at a similar price. Today brands must emotionally resonate with people in order to be successful. The real battlefield of modern marketing is the human psyche.

This study's relevance stems from the way the consumer landscape has changed, making competitive advantages like functionality and price increasingly volatile. When companies are met with a large number of "functional clones", it becomes crucial for them to establish an emotional connection with consumers. As communication becomes increasingly less personal and more digital many people seek deeper connections with brands. This makes studying the interplay between consumer emotions and branding highly timely.

Since the late 80s of the 20th century, many authors have studied the consumer-brand dyad. In more recent years, researchers have begun to focus on themes such as brand love and brand

hate and the way emotions in general shape the relationship between customers and brands. Individual consumer emotions and the effect they have on brands are well-documented, however, the literature remains fragmented when it comes to the holistic interplay between emotional drivers and brand relationships.

The article aims to explore the connection between affective drivers and brand relationships in previous literature.

The methodology is a qualitative systematic review and a theoretical synthesis. Existing literature from 1987 to 2025 was analyzed; the major themes were outlined and guidelines for future studies were suggested.

## **1. LITERATURE REVIEW**

Emotions are the basis of every action, taken by humans. (Fornberg, 1986). In order for a consumer to carry out an action, such as making a purchase, they must first feel an emotion toward the product and/or brand.

Over the years, many researchers have delved into the connection between consumer emotions and branding. Jelev states that: “The brand lives not so much in the mind (associations are cognitive phenomena) as in the heart (feelings and emotions)” (Jelev, 2010 p.50).

Two types of emotions are typically differentiated between - positive and negative emotions. They are both significant in the sphere of branding but for vastly different reasons.

While the majority of authors differentiate between positive and negative emotions, some opt for more complex classifications. Holbrook and Batra (1987) outlined three emotional factors: pleasure, arousal and domination. Moriarty (1991) identified eleven types of emotional appeals: love, pleasure, poignancy, relief, family, nostalgia, pride, excitement, sorrow, fear and guilt.

Over the last couple of decades, a large body of literature has been accumulated concerning different aspects of the brand and its relation to human emotions. Previous studies can be divided into two main categories. The first broad group puts the emphasis on brand performance, while the second focuses more on consumer interaction and experience.

## **2. CONSUMER EMOTIONS AND BRAND PERFORMANCE**

The first group of studies, which focuses on brand performance, reminds us that a brand must be a stable and recognizable entity. Elements like brand quality, awareness and identity can be used as guidelines to see how well the brand is performing.

Previous publications, which have been sorted into this category, aim to show how emotional resonance with the brand can lead to measurable outcomes, such as consumer satisfaction and ultimately brand loyalty.

Brand loyalty is seen by many as the holy grail of marketing – an achievement that companies across all sectors strive to reach. Its importance stems from the fact that loyalty can be a remedy against market volatility. Loyal customers are less likely to switch to another brand due to an increase in prices.

In 2014 Gallo established that attracting new customers can be as high as five to twenty-five times more costly than keeping current customers satisfied. The results of her study are an important reminder of how crucial brand loyalty is for a business.

Oliver (1999) described brand loyalty as: “a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same brand-

set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.” (Oliver, 1999, p. 34).

It is important to pinpoint the elements which build brand loyalty and highlight the role emotions have in this process.

Hardilawati and Ghani (2024) explored how competence, sincerity and excitement influence brand loyalty and brand love. Their research proved that competence and sincerity were essential when it came to brand loyalty, as well as brand love. Excitement, on the other hand, had no crucial role in the formation of either brand loyalty or brand love. According to Hardilawati and Ghani small and medium-sized enterprises in the traditional woven fabric industry must cultivate emotions in order to form a potent consumer-brand connection. The results of their study indicate that the combination of brand personality and brand love leads to enhanced brand loyalty.

Prasidha et al. (2024) explored the relationship between brand experience, brand image, and brand loyalty, taking into account the role of brand love. They focused on Samsung smartphone consumers as their research subjects. The data indicated that brand love has a partial role on the formation of brand loyalty through brand experience.

Over the years many scholars have investigated brand love. Bıçakcıoğlu et al. (2018) prove in their study that consumers’ love for a brand deepens when they have a positive experience with the brand.

Mostafa and Kasamani (2020) posed the question whether brand experience and brand loyalty are determined by emotions. To understand the connection between a consumer's loyalty, their study employed the stimulus–organism–response (SOR) model. According to the authors, a brand experience must first evoke a strong emotional bond before a customer can develop brand loyalty. The result of their research showed that by promoting brand passion, self-brand connection, and brand attachment, experiential brands achieve enduring brand loyalty. In terms of practical implications, Mostafa and Kasamani (2020) argued strongly in favor of experiential marketing, claiming that nowadays people prefer to make memories rather than to collect objects. Marketing specialists should focus more of their efforts on experiential marketing practices as they are shown to help build emotional connections with customers.

Tambosi et al. (2021) raised the question: what effect do non-decision emotions have on brand loyalty during a crisis? This question is especially important today, when the world is witnessing conflicts across the globe with increasing intensity, as well as an uncertain future where Artificial Intelligence will play a big role in every sphere of human life.

Tambosi et al. (2021) focused on the Covid-19 global pandemic. The authors collected data from 290 Brazilian respondents, thus showcasing how the crisis influenced one of the largest emerging markets in the world. Tambosi et al. (2021) divided emotions into two broad groups: integral and incidental, following the distinction made by Pham (2007). Tambosi et al. (2021) chose to focus on incidental, as opposed to integral emotions throughout their research. Their findings indicate that positive and negative emotions have no direct impact on brand loyalty and neither does risk perception. However, Tambosi et al. point out that consumers can become interested in products and services which help them deal with emotions they faced in times of crisis.

Huang (2017) conducted a survey about mobile phone brands, which included 237 respondents, aged between eighteen and thirty years old. He found that brand love and brand trust have a mediating role in the formation of brand loyalty, where brand experience is concerned. Attempting to answer what drives brand love, he found that it is the sensory experience that acts as the primary stimulus, leading to love and trust.

Golemecheva (2020) argued in favor of companies employing sensory marketing. She states that sensory marketing integrates consumer experiences and affective responses into the decision-making framework during brand and service evaluation.

Cleff et al. (2018) conducted a research which focused on the way consumers communicate with a brand online, how that impacts their loyalty toward it and the mediating role of emotions in the process. They differentiated between sensory, affective, relational and behavioral online brand experiences. According to the results of their study, it is affective and behavioral brand experiences that influence brand loyalty the most.

Azizah et al. (2024) decided to explore how customer emotions influence purchase intention. They found that there is a positive correlation between emotions and purchasing intention. When customers feel excitement, happiness and satisfaction, the chances of them making a purchase increase. The authors point out that product quality, brand image and perceived value affect consumer emotions and thus purchasing intentions. The researchers indicate that the retail environment plays an important role when it comes to repurchase intention. When it is visually appealing and pleasant, consumers are more likely buy the products once again. Sensory fulfillment during a shopping experience can generate positive emotions and affect the intention to make a repeat purchase.

The majority of previous studies has focused on the relationship between a brand and positive human emotions. (Khatoon and Rehman, 2021). Few studies have paid close attention to negative emotions and how they shape consumer-brand relationships. Over the last few years and especially in the aftermath of the global COVID-19 pandemic, this tendency has started to shift as more and more authors have begun to research the role of negative emotions in relation to branding.

Negative emotions can have a strong effect on consumers' decision whether to purchase or not. (Walter, et al., 2023).

According to Wu et al. (2018), if the company does not negate consumers' negative emotions towards the brand, this can result in negative word of mouth, brand boycotts and consumer avoidance.

Authors which have delved into the effects of negative emotions in relation to customer-brand relationship, have focused on several main emotions. They include fear, hate, anger and disappointment (Khatoon and Rehman, 2021).

Nasab and Abikari (2016) identified that the main negative emotions consumers experience are anger, anxiety and disconnect. Negative emotions led to negative word of mouth and reduced brand loyalty in the form of brand switching. The authors highlight the importance of corporate social irresponsibility and claim that it can raise the possibility of brand switching by a staggering 40 %. When consumers perceive a company as socially irresponsible, feelings of hostility emerge, which can induce them to replace the brand.

Shahzad et al. (2023) researched the connection between brand perception and corporate social responsibility. According to the results of the study, corporate social responsibility plays an important role in the formation of both consumer attitudes, as well as the emotions consumers feel towards a brand. The authors recommend that firms should prove their commitment to environmental causes, in order to attract customers who are becoming increasingly conscious of the impact brands have on nature.

Setiawati and Novrianto (2025) highlighted the role of authenticity in branding communication, particularly when it comes to Key Opinion Leaders. The authors view authenticity as being composed of transparency, value congruence and emotional resonance. According to their study, brand authenticity acts as a conduit that translates into positive consumer attitudes.

Positive consumer attitudes can drive brand equity and increase purchase intentions. The authors warned that when audiences suspect a lack of transparency or exaggerated promotional tactics, their trust is weakened which leads to lower brand loyalty.

Liakou-Zarda and Tzafilkou (2024) conducted a study where they linked mouse movements, consumer experience and consumer emotions with brand awareness and purchase intent. The results of their experiment indicate that when consumers move the mouse quickly, they have intention to buy the product. Conversely, moving the mouse slowly, as well as making long or frequent pauses were related to unpleasant emotions. The authors argue that mouse movements can be used to judge brand engagement as well as the emotions consumers experience.

In today's polarizing times, many authors have delved into the realm of brand hate.

Walter et al. (2023) gave the following definition for brand hate: "Brand hate can be described as a set of negative emotions on the part of consumers concerning a certain brand whose implications involve a reduction in the profitability of companies, as well as of their market shares." (Walter et al., 2023, p.1). Walter et al. (2023) conducted a thorough literature review, analyzing in depth thirty-five articles, relating to brand hate. They concluded that the majority of the papers were focused on determining the precursors of brand hate, while fewer authors have studied the effects of brand hate on consumer behavior.

Hegner et al. (2017) demonstrated how negative emotions crystallize into brand hate and transition across the online-to-offline divide. Their study examined the anatomy brand hate in the service sector. The authors highlighted negative past experience, symbolic incongruity and ideological incompatibility as the key elements of brand hate. They in turn generate negative word of mouth, brand avoidance and even brand retaliation.

By analyzing how 265 consumers behave across both digital and physical environments, the researchers found that brand hate manifests as a multi-level attack. Brand hate can lead not only to negative word of mouth, but a serious decrease in brand loyalty as well. (Hegner et al., 2017).

According to Zhang and Laroche (2020) brand hate is caused by the following emotions: disgust, anger and fear.

One possible gap in the previous literature is the lack of focus on developing countries. The majority of authors who have studied brand hate and its consequences, have focused on developed markets. Fewer researchers have delved into the results of this phenomenon in emerging markets.

Kavaliauskė and Simanavičiūtė (2015) researched the connection between brand-related stimuli, negative emotions and brand avoidance. Among the brand-related stimuli they studied were unacceptable trade-off, symbolic incongruity, ideological incompatibility and unmet expectations. They focused on negative emotions such as anger, embarrassment, dislike and worry. Their inquiry was innovative as it explored emerging markets, rather than Western countries. The results of their study indicate that dislike is the only negative emotion which leads to brand avoidance.

Attiq et al. established that brand hate causes brand avoidance and even retaliation in the Pakistani market. (Attiq et al., 2023).

Different authors classify different types of brand hate. For example, Fetscherin (2019) lists cool hate, hot hate, simmering hate, burning hate, and boiling hate. Hegner et al. (2017) differentiates between attitudinal and behavioral brand hate.

Regardless of differentiation, however, the consensus among the majority researchers is that brand hate can translate into negative consequences for brands and it should not be underestimated or left unchecked.

While the majority of authors focus on either positive or negative emotions and their relation to branding, Kohli et al. (2021) looked at brand love and brand hate as two aspects of branding. They conducted a study which attempted to measure the influence of brand love and brand hate on the relationship between brand experience and brand loyalty. They focused on the sphere of fashion apparel in India. The authors made a distinction between attitudinal and behavioral loyalty. Their findings suggest that “brand love mediates the relationship between brand experience and attitudinal loyalty and for brand hate, ideological incompatibility and symbolic incongruity mediate the relationship between brand experience and attitudinal loyalty, as well as, behavioral loyalty.” (Kohli et al., 2021, p.1). The authors’ research has not only theoretical, but practical implications as well. Kohli et al. suggest that today people in the fashion sector should focus not only on the design of the clothing, or the promotions they offer, but on the mindset of their consumers. They stress the importance of getting to know your audience, in order to build brand experience and ultimately brand loyalty. Furthermore, brands should aim to appeal to their clients’ personalities, as well make sure no to conflict with their ideologies.

Modern consumers are no longer just looking at the price tag or a list of features. Many are interested not only in what a brand sells but what it stands for. This trend is particularly strong with Millennial buyers. Today’s buyers support brands whose values align with their own. When a company represents something meaningful, it can create positive emotional resonance with its customers, which in turn can lead to brand loyalty. However, the opposite is also true, if a brand’s actions clash with a consumer’s ethics, active rejection can arise.

The consensus among researchers is that emotions play a significant role in consumers’ relationship with a brand. Positive emotions lead to favorable results for brands. These results can be measurable, particularly in the form of brand loyalty. While positive emotions encourage retention, negative emotions serve as a catalyst for retaliatory behaviors, namely negative word of mouth and brand switching.

### **3. THE ROLE OF EMOTIONS IN CONSUMER INTERACTION AND EXPERIENCE**

A brand comes to life through its interactions with the people who use it. The next section of this paper portrays the brand as a dynamic participant in a consumer’s life.

Fournier (1998) had a pivotal role in building a conceptual framework concerning the consumer-brand relationship (CBR). She differentiated between fifteen types of CBR, drawing inspiration from the kinds of relationships people have with one another. Among the types of CBR, she included not only best friendships, committed partnerships, but also secret affairs and rebounds. Fournier asserted that not all relationships between a brand and a consumer are built on positive emotions. She characterized enmities, as developing from negative affect.

Since Fournier’s ground-breaking work, a growing body of research has been dedicated to exploring how emotional responses and brand experiences relate to each other. (Mostafa and Kasamani, 2021; Sykora et al., 2022).

While a consumer might cognitively judge a brand based on its performance it is often emotions which anchors that judgment.

In the second half of the 1980s, researchers began to study the connection between consumer emotions the attitude towards an advertisement. The emotional response which consumers have toward an ad can have a direct effect on how they perceive the ad, their intention to make a purchase, the attitude to the advertisement and in turn the brand attitude (Edell and Burke, 1987).

Rice (1997) identified emotions and feelings as one of the three core elements that form brand attitude. Schiffman and Kanuk (2004) differentiated between three main elements which form attitude as well: intentions, emotion, and cognition.

Authors have argued that the weight that emotions carry in shaping our attitudes often depends on how much skin we have in the game. Not every purchase is equally important to a consumer. Different purchases require different levels of not only intellectual, but also emotional efforts. This was explored in detail by Batra and Stephens in 1994. They proved that “moods and emotions appear to influence brand attitudes more in low personal relevance (“low motivational involvement”) situations than under high-motivation conditions, by suppressing counterargumentation more in such low motivation situations” (Batra and Stephens, 1994, p.199).

Banytè et al. (2007) studied how emotions influence the formation of the attitude towards the brand. In their research, they focused on the world-famous alcohol-free beverage brand Pepsi. The authors examined how the five senses affect the emotions of the consumer. According to the results of their study, senses have a large role in the formation of emotions, as well as attitude towards the brand.

Anastasiei and Chios (2014) focused on how the following emotions: arousal, pleasure and domination affect the attitude a consumer has towards an advertisement or the brand itself. The pleasure dimension contains feelings, such as friendly, loving and grateful, while the arousal dimension - excited, entertained, active and interested. The domination dimension refers to emotions such as suspicious, sad and fearful.

The authors stated that “individuals are persuaded by information that appeals to their emotions” (Anastasiei and Chios, 2014, p. 44). In their research they outlined six different hypotheses. The first three hypotheses suggested that pleasure, arousal and domination have a positive effect on the attitude towards the advertisement. The remaining three hypotheses suggested that they have a positive effect on the attitude towards the brand. Their final hypothesis argued that attitude towards the ad affects attitude towards the brand. They found that pleasure and arousal significantly influence the attitude towards the brand, while domination does not. Finally, the results of their study proved that there is a positive relationship between the attitude towards the advertisement and the attitude towards the brand.

In terms of practical implications, Anastasiei and Chios (2014) advise marketers to keep in mind the pleasure and arousal emotions when creating advertising campaigns.

Rao et al. (2024) focused their research on brand storytelling and the way it shapes favorable attitudes towards brands with the help of emotions and cognition. They differentiated between two types of storytelling - brand and consumer storytelling. With the help of comparative analysis, they found that consumer storytelling was more powerful when it came to establishing a positive attitude towards the brand, cognition and emotion.

People have a particular attitude towards most of the brands they consume and even some which they do not. However, brand love is something very few brands manage to achieve.

Fournier (1998) ranked brand love at the highest place in the hierarchy of relations between the brand and the consumer. She emphasized that brand love exceeded brand preference.

In 2006 Carroll and Ahuvia gave a comprehensive definition of brand love, stating it is the “degree of passionate emotional attachment a satisfied consumer has for a particular trade name” (Carroll and Ahuvia, 2006, p. 81). The authors listed the different facets of brand love, such as attachment to the brand, declarations of love for the brand, passion for the brand and positive emotions in response to the brand.

Carroll and Ahuvia (2006) differentiated between brand love and satisfaction, stressing that the two terms signify different things. Their research revealed a fascinating paradox in consumer behavior - satisfaction does not always translate into loyalty, particularly when it comes to hedonic product categories. Another key finding was that consumers are more likely to engage in positive word of mouth, when they view the brand as self-expressive.

Ferreira et al. (2019) explored the intersection between brand love, brand loyalty and brand experience, focusing on the retail sector. They drew inspiration from Fournier's CBR Theory (1998) and through interviewing 560 customers, discovered that the way a person experiences a brand is a precursor to brand love. Physical sensations and emotional reactions were the most powerful drivers of brand love. Brand love acted as a central emotional state that translates into loyal behavior in two distinct ways. While it could trigger loyalty directly, it also worked by filtering through customer satisfaction.

According to Desmet and Hekkert (2007), two elements factor in customer's decision to make a purchase. The first factor is the functional need they feel for using a product, while the second factor is the satisfaction of the emotional needs which buying the product would lead to. In terms of practical implications, it can be said that brands should aspire to make their products and services not only useful for consumers, but also appeal to their emotions, positive or negative.

In 2024 Schivinski et al. researched brand experience in connection to sports brands which have their business operate in Australia (Schivinski et al., 2024). They found out that "Brands investing in comprehensive experiences effectively generate positive emotions among consumers, increasing consumer engagement." (Schivinski et al., 2024, p.553).

An important part of a consumers' holistic experience with a brand is the way they interact with its online presence. The vast majority of brands have their own website, as well as various social media pages. In recent years, academic researchers have begun to explore the role emotions have in consumers' interaction with brands in the digital world.

The profound shift towards influencer marketing has been well documented. Consumers tend to trust online influencers, whom they like and admire, more than companies, which are often perceived as self-congratulating or even dishonest about their products and services.

Despite the growing importance of influencer marketing, few studies have attempted to test whether or not and how much influencers' emotions affect consumer engagement.

Holiday et al. (2023) assessed the emotions displayed by influencers of different size in 402 video posts. They employed facial expression analysis and computational linguistic analysis. The results of their experiment indicate that the degree of expressed emotions affect engagement.

In 2020 Trump and Newman conducted a study which centered around emotion regulation in the marketplace and pleasant brand personalities. They established that consumers who feel a certain negative emotion are drawn to brands who embody the opposite emotion, as a means to overcome the negative emotion. For example, when consumers experience boredom, they are more attracted to a brand which they perceive as exciting. Additionally, consumers who suffer from anxiety, are more likely to engage with a brand which they identify as calm. According to their study, this phenomenon is observed only when consumers are not presented with a chance to repair the negative emotion they feel.

A particularly interesting phenomenon is the tendency people have to give human-like characteristics to brands. One example of this is when consumers associate a brand with a specific gender.

Boeuf (2020) delved into the connection between brand gender and emotions. His research demonstrated how brands, which are typically perceived as masculine, can be linked to emotional control. Consumers may disapprove of masculine brands expressing emotions, seeing this as less sincere. He stresses that this can lead to functional outcomes, affecting people's willingness to give recommendations about the brand.

While the majority of previous studies focus on the way emotions influence a brand, some explore this relationship in reverse. For example, Saini et al. (2023) established how a strong symbolic brand identity can help consumers maintain their positive emotions towards the brand. Another contribution of their study is the establishment of brand jealousy as an intermediary between brand love and brand hate.

The role of emotions is well established when it comes to buying hedonistic products. Inoni and Okorie (2022), however, demonstrated that emotions play an important part in purchasing highly functional, utilitarian items as well.

The authors found that when household appliances, such as washing machines, are bought, consumers go beyond comparing technical features. Inoni and Okorie explored the connection between brand quality, consumption emotions and purchase decisions.

Inoni and Okorie (2022) emphasize that in today's saturated markets, a consumer's mindset and internal feelings are the ultimate deciders of brand success. They placed consumers' desires above their needs.

The results of their study show how essential it is for companies which sell utilitarian products to create products that evoke positive emotions in consumers. The importance of affect is not limited to hedonistic products.

#### **4. METHODOLOGY**

For the purposes of this paper, more than thirty-five publications regarding the interplay between consumer emotions and brand relationships have been analyzed through the content analysis method.

Previous studies from various countries, including the USA, UK, China, Nigeria, Portugal and many more were analyzed. The earliest publication, which was examined can be traced back to 1987 and the latest to 2025. The main focus of the research was publications from the last decade, with the exception of foundational texts, such as the ones written by Fournier (1998).

The methodology process has the following four phases:

**Identification and selection:** An extensive search was conducted in academic databases such as EBSCO and Google Scholar. Search terms such as “consumer emotions”, “brand love”, “brand hate”, “consumer-brand relationship”, etc. were used.

**Comparative analysis:** The selected articles were further examined employing the technique of thematic analysis.

**Classification of previous studies:** Previous publications were classified into two major groups. The first group explores themes related to brand performance. The second revolves around consumer interaction and experience with the brand.

**Theoretical integration and strategic forecasting:** In the final stage of the methodology, the major themes of previous literature were synthesized and guidelines for future studies were offered.

## 5. RESULTS

The analysis of forty years of previous research relating to consumer emotions and brand relationships has revealed certain patterns regarding the way affective triggers influence brand relationships.

To present these findings with empirical clarity, previous literature was categorized into two core dimensions, namely studies related to brand performance and ones related to consumer interaction with the brand. The classification of the previous studies from 1987 until 2025 is provided in chronological order (see Table 1).

**Table 1** Classification of Previous Studies according to Area of Study

Area of Study	Authors
Studies related to human emotions and brand performance	Kavaliauskė and Simanavičiūtė (2015), Nasab and Abikari (2016), Hegner et al. (2017), Huang (2017), Cleff et al. (2018), Wu et al. (2018), Fetscherin, M. (2019), Golemecheva (2020), Mostafa and Kasamani (2020), Zhang and Laroche (2020), Khandai et al. (2021), Khatoon and Varisha (2021), Kohli et al. (2021), Tambosi et al. (2021), Attiq et al. (2023), Shahzad et al. (2023), Walter et al. (2023), Azizah et al. (2024), Hardilawati and Ghani (2024), Liakou-Zarda and Tzafilkou (2024), Prasadha et al. (2024), Setiawati and Novrianto (2025)
Studies related to human emotions and consumer interaction with the brand	Edell and Burke (1987), Batra and Stephens (1994) Rice (1997), Fournier (1998), Carroll and Ahuvia (2006), Banytė et al. (2007), Desmet and Hekkert (2007), Anastasiei and Chios (2014), Ferreira et al. (2019), Boeuf (2020), Trump and Newman (2020), Inoni and Okorie (2022), Sykora et al., (2022), Holiday et al. (2023), Saini et al. (2023), Rao et al. (2024), Schivinski et al. (2024)

*Source: Author's Research*

Studies which explore the way consumer emotions influence brand performance have a slight edge over the ones which delve into consumers' interaction with the brand. This can be explained with the fact that companies are very interested in the way affective triggers translate into real world metrics, such as brand loyalty. The majority of previous research which falls into the first category of studies in fact deal with the way emotions can either amplify or decrease brand loyalty. Such studies have practical implications which can help firms learn to employ certain affective triggers to help them generate loyalty. In today's turbulent environment, this is of prime importance.

Ultimately, the two groups of research of research are not separate pillars of the consumer-brand dyad, but rather two halves of a single whole. When a brand manages to build a healthy relationship with customers, particularly one that is built upon emotional resonance, this translates into measurable outcomes, such as brand loyalty.

The analysis of previous literature shows that there is continuous interest regarding the way emotional states affect the bond between a brand and its consumers.

The emergence of new technologies over the last few decades is reflected in the topics researched. Authors such as Liakou-Zarda and Tzafilkou (2024) are exploring the role of emotions in brand awareness and purchase intention with the help of technology. Other authors,

such as Holiday et al. (2023) analyzed the way influencers' emotions shape consumers' engagement.

The predominant values of the times are echoed in previous research as well. Many authors highlight the importance of corporate social responsibility. Others emphasize the need for companies to align their values with those of their target audiences. This trend can be linked to the integration of the Millennial generation into the labor market. Many scholars view this generation as one of the most ideologically driven ones in modern history.

Beyond the classification outlined above, reviewed literature can be categorized through an affective lens defined by the specific emotions analyzed in previous studies (see Table 2).

**Table 2.** A Taxonomy of Consumption Emotions and Associated Literature in Brand Research

Emotion Studied	Authors
Hate	Hegner et al. (2017), Kucuk (2019), Fetscherin, (2019), Curina et al., (2020), Zhang and Laroche (2020), Kohli et al. (2021), Walter et al. (2023), Attiq et al. (2023), Saini et al. (2023)
Fear	Thomson et al. (2012), Anastasiei and Chios (2014), Zhang and Laroche (2020)
Anger	Beverland et al. (2010); Lee et al. (2013), Ben Mrad et al. (2014), Kavaliauskė and Simanavičiūtė (2015), Nasab and Abikari (2016), Zhang and Laroche (2020)
Disconnect	Nasab and Abikari (2016)
Disappointment	Huber et al., (2010)
Boredom	Trump and Newman (2020)
Embarrassment	Kavaliauskė and Simanavičiūtė (2015)
Disgust	Zhang and Laroche (2020)
Anxiety	Nasab and Abikari (2016), Trump and Newman (2020)
Dislike	Kavaliauskė and Simanavičiūtė (2015)
Worry	Kavaliauskė and Simanavičiūtė (2015)
Suspicion	Anastasiei and Chios (2014)
Sadness	Anastasiei and Chios (2014)
Jealousy	Saini et al. (2023)
Love	Carroll and Ahuvia (2006), Anastasiei and Chios (2014), Huang (2017), Bıçakcıoğlu (2018), Ferreira et al. (2019), Kohli et al. (2021), Hardilawati and Ghani (2024), Prasadha et al. (2024), Saini et al. (2023)
Excitement	Anastasiei and Chios (2014), Trump and Newman (2020), Hardilawati and Ghani (2024), Azizah et al. (2024)
Satisfaction	Carroll and Ahuvia (2006), Azizah et al. (2024)
Happiness	Azizah et al. (2024)
Calmness	Trump and Newman (2020)
Arousal	Anastasiei and Chios (2014)
Pleasure	Anastasiei and Chios (2014)
Gratitude	Anastasiei and Chios (2014)
Entertainment	Anastasiei and Chios (2014)
Interest	Anastasiei and Chios (2014)
Passion	Mostafa and Kasamani (2020), Prasadha et al. (2024)
Trust	Huang (2017)
Affection	Mostafa and Kasamani (2020)

Source: Adapted and expanded from Khatoun and Rehman (2021)

The papers reviewed cover a wide emotional spectrum, spanning from high-affect positive emotions, such as love, passion, and excitement to negative, low-affect ones such as fear, anger and ultimately hate.

Organizing the research based on specific emotions shows that while initially researchers were more interested in positive consumer emotions, there is a strong trend for them to analyze how negative consumer emotions affect the brand. The number of studies dedicated to brand hate, for example, is equal to those relating to brand love. However, it should be noted that research related to brand hate appears to be a trending topic among scholars in the last decade or so with many recent studies focusing on it.

The review of previous literature reveals that love and hatred for the brand attract the highest amount of scholarly interest and empirical investigation. Such intense academic focus can be explained with the fact that these two emotions are the two extremes of the emotional spectrum. Previous literature shows that love can lead to very positive outcomes for the brand. Brand love can transform consumers from passive buyers into brand loyalists. Conversely, brand hate can manifest itself into numerous negative behaviors, such as negative word of mouth, retaliation or brand switching.

A significant characteristic of the current literature is its compartmentalized nature. The majority of authors choose to focus entirely on positive or negative emotions in isolation. It remains rare for scholars to choose to explore these opposing emotional forces in a unified study. A notable exception is the work of Kohli et al. (2021). They investigated both brand hate and brand love in relation to brand experience. Such research is important as it offers a more holistic approach to studying the emotional aspect of the consumer-brand dyad.

## **CONCLUSION**

Nowadays firms no longer compete solely within the borders of their country or broader region; instead they must contend with rivals across the globe. Technological advancements have in many ways leveled the playing field and it is easier today to start a brand than ever before. The real question is how do brands compete against competitors who can possess nearly identical characteristics. The commoditization of the marketplace has made traditional functional differentiation obsolete in many sectors. Brands are forced to search for a different form of competitive advantage.

Companies are increasingly choosing to focus on affective differentiation. More and more often we see brands of various degrees' appeal to people's emotions, rather than (just) their logic.

It is highly advisable for companies to focus not only on producing high quality products and services, but also ones which resonate with their consumers' emotions.

The consensus among researchers is that emotions play a significant role in consumers' relationships with a brand. Positive emotions lead to favorable outcomes for brands. These outcomes are measurable, particularly in the form of brand loyalty. While positive emotions encourage customer retention, negative emotions serve as a catalyst for retaliatory behaviors, such as negative word-of-mouth communication and brand switching.

With the improvement of Artificial Intelligence and its implementation into virtually all spheres of life, we are likely to see more studies dedicated to the importance of sincerity and authenticity in branding. The question of whether AI generated content can evoke strong emotions from consumers remains open and should be explored in the coming years by scholars.

The world is rapidly changing before our eyes. Shifts in the sphere of politics, economy and technology inevitably influence firms and their marketing practices. In the volatile environment we live in, one thing remains constant - humans' need for emotional connection. Companies should strive to build lasting emotional resonance with their target audiences as a way to counter the uncertainty of our times.

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