A Bibliometric Study: Mapping the Intellectual Landscape of Emotional Advertising in Branding

1. Anshu, Research Scholar, Department of Commerce, Maharshi Dayanand university, Rohtak malikanshu.rs.comm@mdurohtak.ac.in
2. Ms. Ashima Jindal, Skill Assistant Professor, Skill Faculty of Management Studies and Research (Skill Department of Banking & Finance). Shri Vishwakarma Skill University,Dudhola, Palwal. ashimasvsu@gmail.com
3. Dr. Sheena, Assistant Professor, Department of Commerce, B.K Birla Institute of Higher Education Pilani. Sheena@bkbhie.in

Abstract

Purpose: This study aims to provide an overview of the development and conceptual structure of emotional branding through emotional advertising. It also summarises the leading authors, significant papers, journals, and future directions for this field.

Approach: The literature for this study was reviewed using bibliometric analysis, RStudio, and VOSviewer. Four hundred forty-seven articles from Scopus-indexed journals published between 2000 and 2024 were considered.

Findings: The foremost writers, organisations, nations, and sources in the field of emotional branding through the emotional advertising approach study are highlighted in this review. Furthermore, R Studio programming and VOSviewer were utilised for data analysis and discussion.

Limitations/implications: To ensure consistency in the results, Data for this study came from a single source: the Scopus database. As a result, by adding more databases, future studies may expand the purview of bibliometric analysis.

Originality: This work is innovative in offering insightful advice by assessing existing research and expanding our understanding of how branding emotions are affected by brand positions in countries where there are more emotional advertisements.

Keywords: Bibliometric analysis, branding, emotional advertising, emotions, and publishing.

1. Introduction

Advertising is an essential part of the marketing mix for any product. Psychology of emotion (Lazarus, R. S.1984; Zajonc, 1984). It was encouraged by arousal by the finding that ad-evoked feelings of the connected people influence brand emotion independently of attribute behavior (Batra & Ray, 1986; Burke & Edell, 1989; Mitchell & Olson, 1981; Stayman & Aaker, 1988).

Emotional satisfaction in advertising (Heath et al., 2006; Holbrook, 1987), Emotions in brand worth and buying behavior (Tsai, 2005), Emotional branding appears to be a method that develops strong brand ties between customers and brands (Akgun et al., 2013). Consumer perceptions of commercials with emotional appeals for fast-moving items were investigated to learn more about how branding and advertising convey emotional meanings to consumers (Kirti & Monika, 2018; Devi, et al., 2023, Monika et al. 2022). Consumers' attachment to a brand through powerful, particular, usage-relevant feelings like love, connecting, or camaraderie is known as emotional branding. In response to the growing trend of consumers seeking emotional connections with a brand, FMCG retailers use emotional branding to engage their customers and become more competitive.

The brand experience is determined by how much the brand offers emotive, personalized, and real-time material across various touch points (Lemon & Verhoef, 2016; Parise et al., 2016; Kirti et al., 2024). It constantly highlights the significant impact that ad-evoked emotions have on advertising reactions. Affective responses, as subjective states of the individual, can be separated from semantic judgments of stimulus advertisements, according to empirical study on ad-evoked feelings (Aaker, Stayman & Hagerty, 1986; Holbrook & Batra, 1987). Therefore, they identify significant impacts on attitudes about advertisements and brands, intentions to buy, and actual chosen

(Holbrook & Batra, 1987; Maclnnis & Park, 1991; Stayman & Aaker, 1988; Stayman & Batra, 1991; Aaker, Stayman, and Hagerty, 1986; Batra & Ray, 1986; Burke & Edell, 1989; Edell & Burke, 1987).

Research Questions

- ➤ This analysis was done as part of our effort to create a better understanding of this area of study in emotional branding through emotional advertising.

This study looks at the following research questions (RQs):

- ➤ RQ 1. What is the current publication trend with emotional branding through emotional advertising?
- ➤ RQ 2. Which are the top productive contributors (Journals, Authors, Leading countries, and their collaboration) in the process of emotional branding through emotional advertising?
- ➤ RQ 3. What is the conceptual framework of the studies on emotional branding through emotional advertising?
- ➤ The following portions of that examination are arranged this way: Section 2 of the paper covers details, and the approach used for the research; Section 3 covers the bibliometric outcomes and discussion. The inference is shown in section 4.

2. Research Methodology

2.1 Bibliometric Analysis

One popular strategy for organizing the ideas from earlier works into objective, systematic formats to map, explain, describe, and assess the contents is to review the body of existing literature. Using conventional past studies methods to extract the Intellectual structure of any domain is challenging (Zainuldin & Lui, 2022; Donthu et al., 2021); this methodology has recently gained popularity for assessing scientific output (Saini, M., & Jajoria, T 2023). Bibliometric analysis can readily assess scholarly work holistically (Kareena Saini & RR Saini, 2024). Bibliometric analysis comprises two primary tools: Performance Analysis and science mapping (Donthu et al., 2021; Jain et al., 2021; Yadav & Saini, 2023; Anshu & Arachna, 2024).

This study's bibliometric analysis uses science mapping and performance analysis approaches. Performance analysis is used to assess the contributions of research participants, including authors, sources, linkages, and countries. Science mapping uses the wisdom framework to identify possible avenues for further research (Donthu et al., 2021). This research paper uses the VOSviewer (Van Eck & Waltman, 2014) and R studio programming packages Bibliometrix (Aria & Cuccurullo, 2017).

The construction of this current study is depicted in Figure 1.
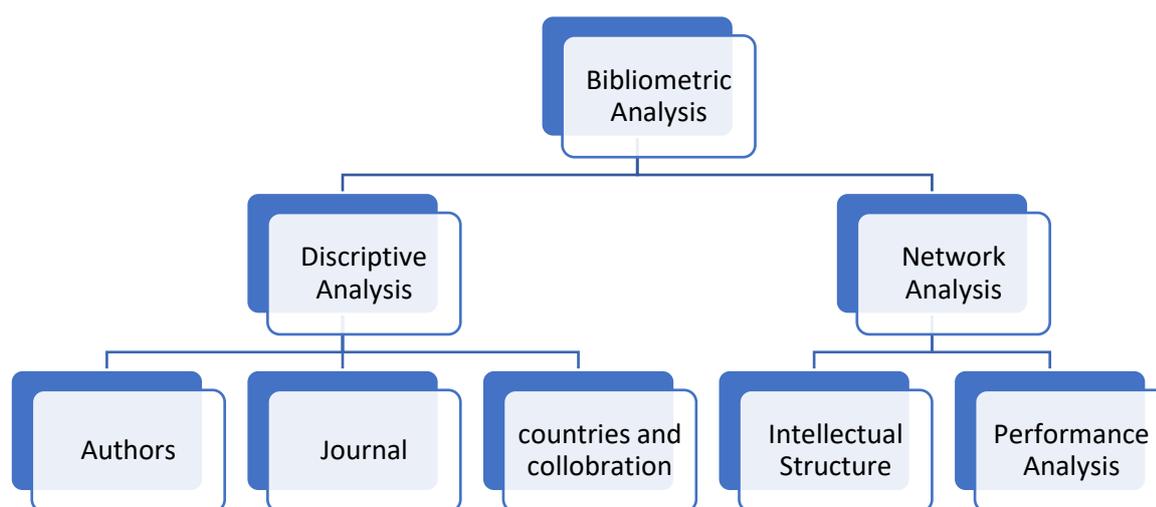
Source: Author's Creation   **Figure1.** Topologies of Current Study

2.2 Data

The bibliometric analysis should employ a clear, transparent, and repeatable search approach (Khatib et al., 2021). On July 02, 2024, we conducted our first search to extract our sample documents. Selecting relevant terms is tricky for running search queries in bibliometric Scopus databases (Jain et al., 2021). The current study identifies pertinent explore phrases by reviewing prior research about emotional advertising through emotional branding. We developed a search string that was ("Emotional Advertising" AND "Emotional Branding). To reduce the likelihood of missing any crucial articles, the exploration used to be restricted to the article's title. Our initial search renders 534. To reduce spurious results, the data should always be clean. By using a period 2000 to 2024 only filter, we could exclude 513. To this end, we combined criteria for inclusion and exclusion to hone our conclusions. The next step involved refining the articles through subject areas of "Business, management and Accounting," "Art and humanities," or "Social science," Or "Economics, Econometrics, and Finance," excluded 496. Afterward, the result was narrowed to 455 documents using a filter that only included English content. Lastly, select only those papers in the final publication stage 447. Consequently, as Figure 2 illustrates, the review is predicated on the final database of 447 articles.
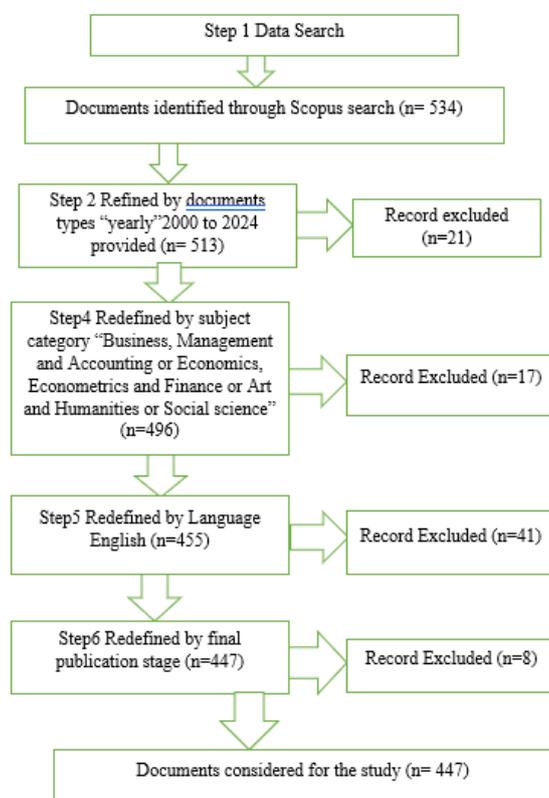
Source: Author's Creation   **Figure 2.** Documents search and infiltration process

3   Results and Discussion

3.1   Summary Statistics

Description	Results
Timespan	2000: 2024
Sources (Journals)	252
Documents	447
Annual growth rate %	3.73
Average citations per doc	18.87
Author's	1056
Single-authored docs	89
Authors keywords	1229
Keywords Plus (ID)	840
Co-authored per doc	2.55
International co-authorships %	17.9
Documents average age	7.93

Source: Author's creation   **Table :1** Overall Statistics

3.2 Annual Publication Trend

Annual Scientific Production
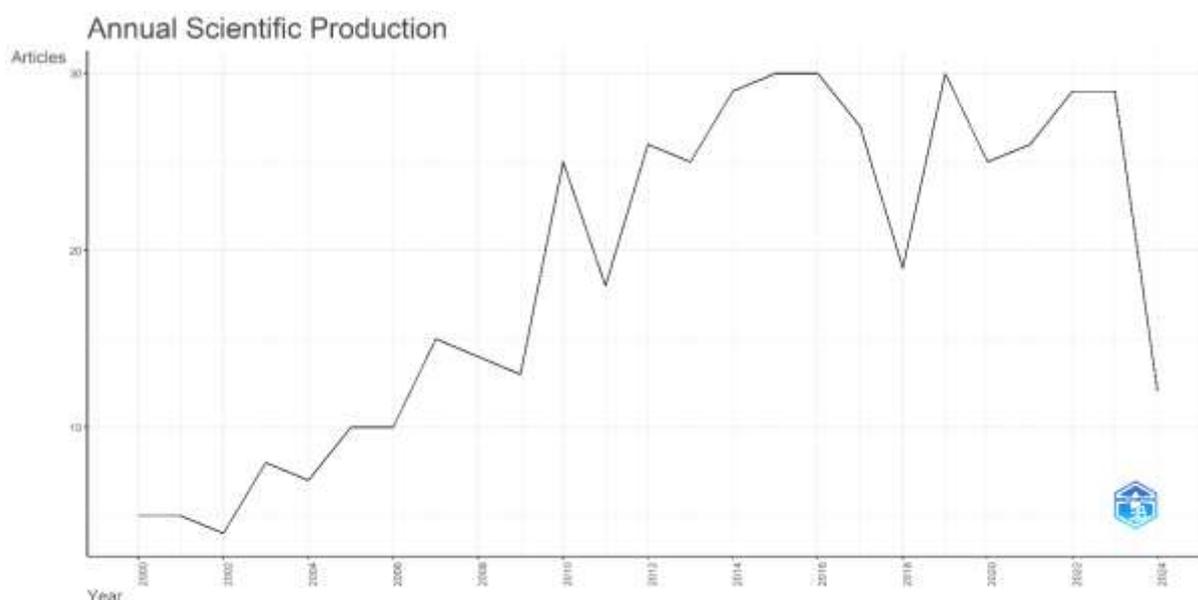
Source: Author's creation   **Figure:3** Annual Scientific Production

Figure 3 depicts the number of annual publications on emotional advertising of emotional branding in Scopus from 2000 to 2024. It depicts the chronological expansion of published documents, moving from 2 in 2000 to 47 in 2024. Figure 3 allows for the display of several periods, which is helpful for more thorough analysis and results. In the first period, 2000 to 2009, only a few numbers of papers were published. After 2018, there was a noticeable quick increase trend. In 2023,2024, the most significant quantity of articles was released. As a result, it suggested that although research in this area has increased over the years.

3.3 Most Relevant Authors

Based on the quantity of publications they have written and their fractionalized contributions, Table 2 identifies the authors who have most frequently contributed to the research. Each article is divided among its co-authors according to their respective contributions, yielding the fractionalized total of published papers. This method accounts for each author's degree of involvement in the overall number of co-authors by reflecting the number of articles ascribed to them. An author's contribution to the work is accurately represented by it (Sanchez-Garcia et al., 2023). With seven papers and a fractionalized contribution of 2.83, "Septianto F" is in the lead in this table, demonstrating a significant impact in the field.

Six articles and a fractionalized contribution of 2.33 and 1.42 are followed closely by "De Pelsmacker P and Orth Ur," who have made a significant but marginally smaller contribution than "Septianto F." "Bandyopadhyay A" and "Sarkis J," who have five articles and a fractionalized contribution of at least 0.92; "Dens N," who has written four articles, has contributed 1.50 fractionally; and "Erguncu S," who has also published four articles but has a marginally smaller fractional contribution of 1.33. With two articles, "Lee S" makes up a fraction of 1.16.

Authors	Articles	Articles Fractionalized
Septianto F	7	2.83
De Pelsmacker P	6	2.33
Orth Ur	6	1.42
Bandyopadhyay A	5	0.92
Dens N	4	1.50
Erguncu S	4	1.33
Gallardo-Echenique E	3	1.17
Hartmann P	3	1.33
Huhmann Ba	3	1.17
Lee S	2	1.16

Source: Author's search Table 2**.** Top contributing authors

3.4 Top Journals/ Sources

Knowing which journals publish high-quality papers on a given topic is essential to understanding the current and future scope of research in that domain. The entire 447 articles on the theme of emotional advertising through emotional branding are published in 252 journals. Figure 4 shows the leading journals in the field; "Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science" positioned first with 26 articles, followed by "Journal Of Advertising Research," hearing research holds the second position, with 14 articles, away from (252) Journals, the prominent 10 published 96 articles, contributing 21.47%. "International Journal of Advertising," "Journal of Marketing Communications," And "Smart Innovation, Systems, and Technologies" hold the same position, with seven articles.
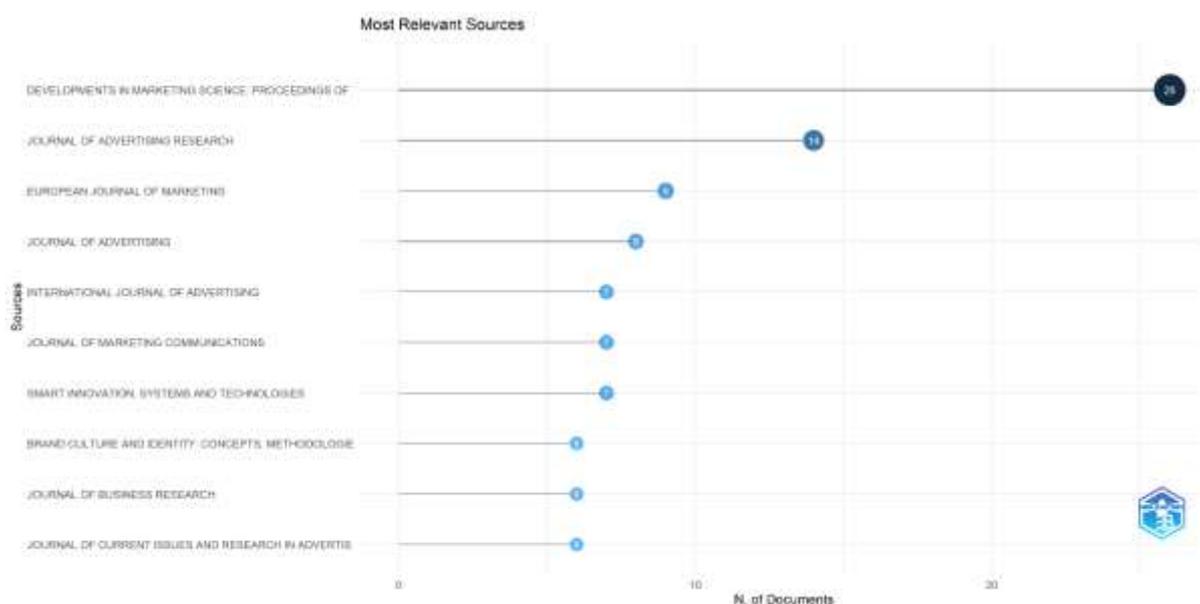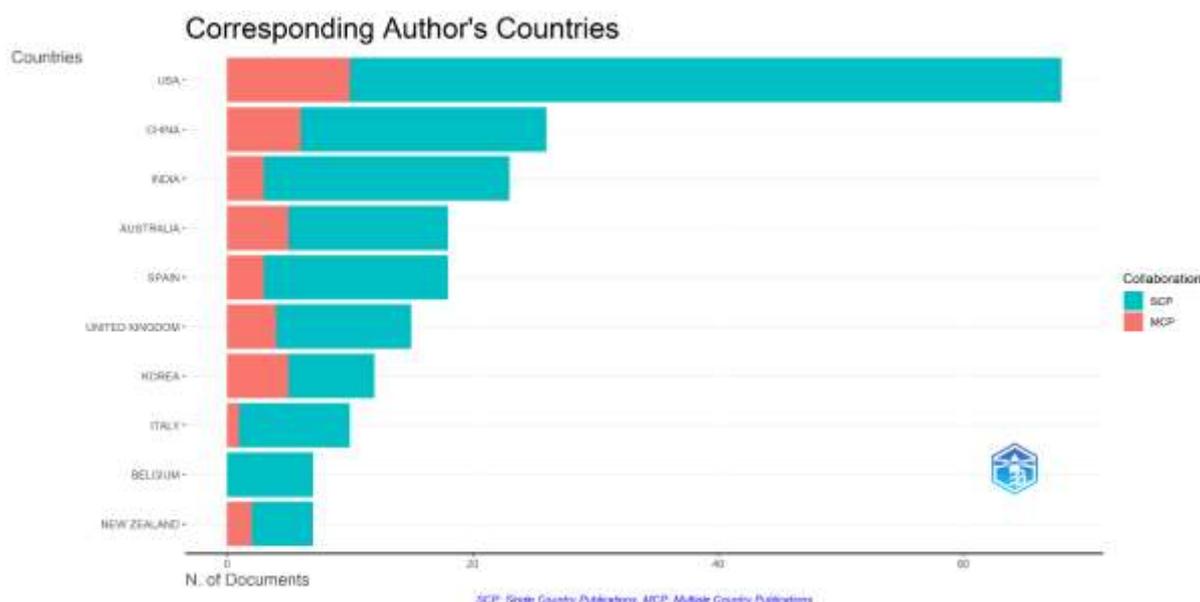

Source: author's creation   **Figure 4.** Top contributing journals

3.5 Top Countries and Their Collaboration

The top countries for emotional advertising through emotional branding approach research are included in this section. Ten different countries produced the complete global set of documents for this investigation. It indicates that certain nations are interested in this field. The top countries regarding influence and contribution are listed in Tables 3 and 4. With 68 articles added to the data set, the USA is the country that produces the most. It suggests that the USA and China have substantially contributed to this field's growth, whether with or without collaborations. Then India is in third position, published 23 documents. Australia and Spain each have eighteen articles after this. In addition, table 3 displays the number of

individual publications for each nation. USA has independently published 58 publications. Each country, including China, India, Australia, Spain, United Kingdom, etc., published its pieces independently.

Source: Author's creation   **Figure 5.** Ten creative countries

Country	Articles	SCP	MCP
USA	68	58	10
China	26	20	06
India	23	20	03
Australia	18	13	05
Spain	18	15	03
United Kingdom	15	11	04
Korea	12	7	05
Italy	10	9	01
Belgium	07	7	00
New Zealand	07	5	02

Notes: Collaboration between one country (SCP) and multiple countries (MCP)

Source: Author's Creation   **Table 3.** Ten productive countries

Country	Total citation	Average Article citations
USA	2086	30.70
Korea	576	40.00
Spain	489	27.20
Austria	368	73.60
United Kingdom	332	22.10
Belgium	292	41.70
China	284	10.90
Australia	229	12.70
Poland	200	40.00
India	168	7.30

Source: Author's creation   **Table 4.** Top prominent countries

Overall, these results highlight the benefits of cooperation and encourage other nations to work together to exchange knowledge, progress the field, and move up the system. With 2086 citations, the United States leads the list of nations regarding influence (Table 3). Korea and Spain come next, with 576 and 489 citations, respectively. These figures demonstrate how far both nations have come in this regard.
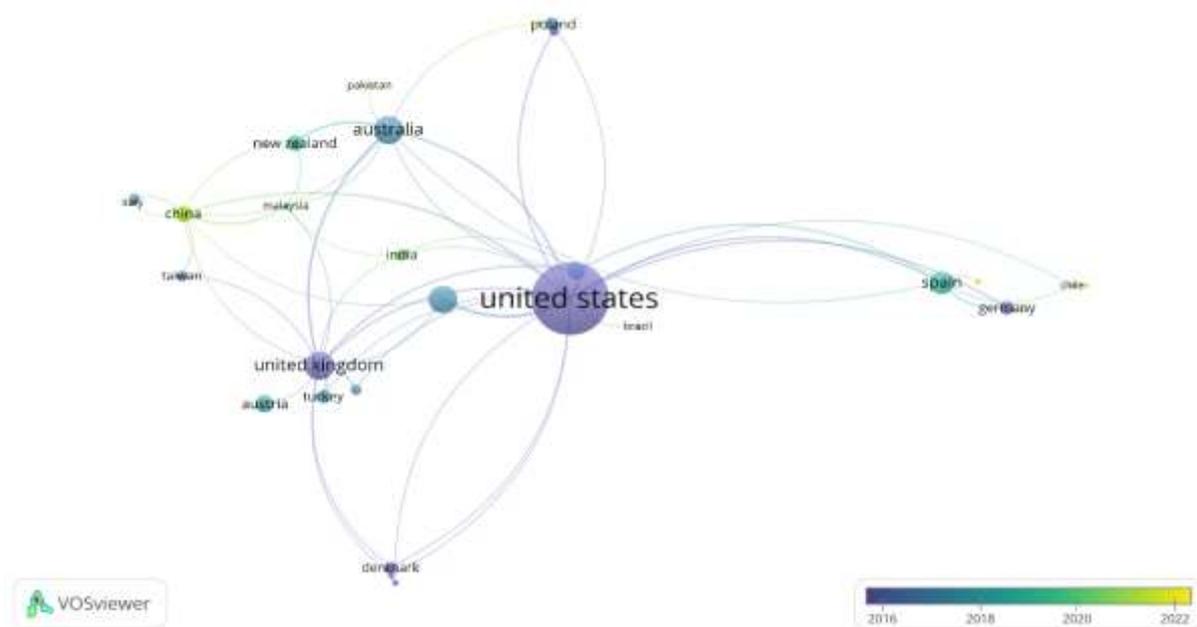
Source: Author's creation   **Figure 6.** Co-authorship network of countries' collaboration

We analyze the co-authorship network of countries' collaboration of publications from 2000 to 2024 using VOS viewer at the country level. Figure 6 depicts the co-authorship network of

74 countries/regions in the journal with minimum numbers of publications and citations of 5 and 10, respectively. There are a total of 24 items (6 color clusters). The relationship's thickness, nodes, and color in Figure 6 represent the strength of these nations' research ties (Umar et al.,2022). It shows that the USA has the most co-authorship countries. The collaboration total link strength is 33, 15 links and documents are 114, and the UK and India shadow the other countries with 13 and 04 links, correspondingly. Countries/regions in the same color cluster will likely collaborate more effectively, such as India's collaboration with Malaysia, China, and Portugal.

3.6 Lotka's Law

Lotka's Law, first proposed by Alfred J. Lotka in 1926, is a bibliometric theory that looks at author production in a particular field of study (Lotka, 1926; Monika, 2018). This is demonstrated in Figure 7. It demonstrates how the quantity of publications and the frequency of authors' production are inversely correlated (Farooq, 2022; Sun, 2021). It finds the most prolific writers and examines productivity trends. In Figure 7, the y-axis displays the proportion of writers, while the x-axis shows the total number of papers authored (from 0 to 8). With the curve beginning close to 94.12% and falling precipitously, the figure shows a dramatic decline in writers following their first publication. According to this, the majority of authors only provide one document.

Two documents are written by only .45%. Beyond this initial drop, the curve becomes more gradual, signifying that fewer authors produce two or more publications. The curve shows low and high, sparkly, with only a few highly productive authors contributing six or more documents.
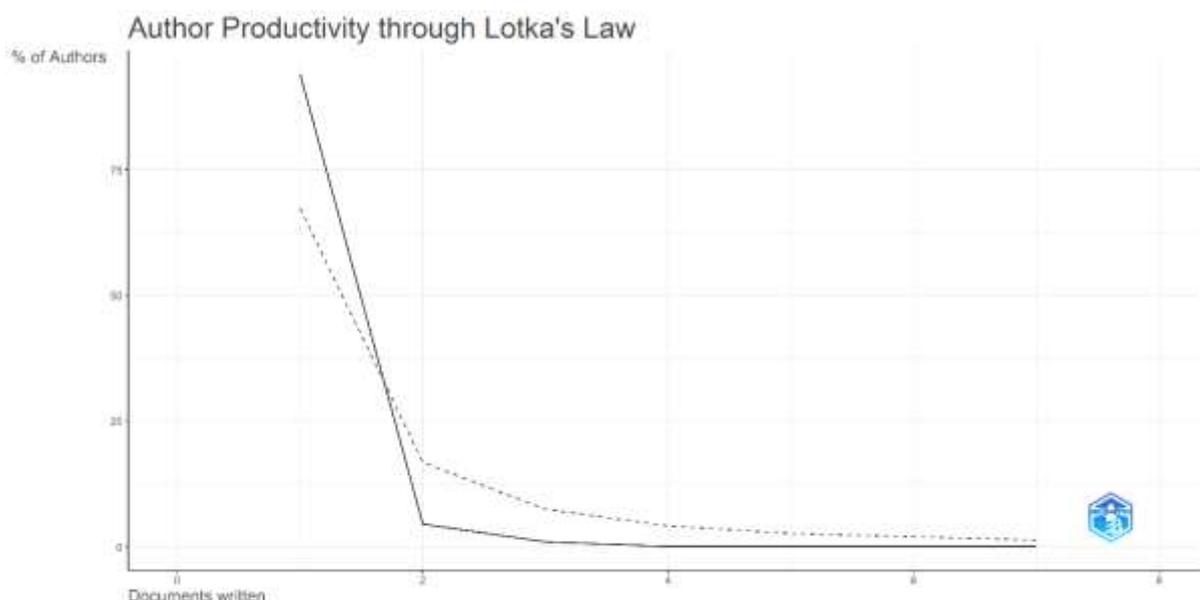
Source: Author's creation   **Figure 7.** Lotka law

4. Conclusion

Research in emotional branding through emotional advertising has obtained distinguished popularity during the previous few decades. This study used a bibliometric analysis of the publications from the Scopus database, adding to the knowledge. The data set of 447 articles from the Scopus database, spanning the years 2000 to 2024, was examined in this study.

The research highlights the annual patterns in publications, prominent articles, top journal, influential countries and their collaboration, the Co-authorship network of country collaborations, and Lotka's law of related topics that have significantly contributed to the branding domain through emotional advertising. Besides this, Performance analysis is the most significant contribution: It depicts the chronological expansion of published documents, moving from 2 in 2000 to 47 in 2024. "Septianto F" leads with seven articles and a fractionalized contribution of 2.83; leading journals in the field; "Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science; the USA (country). Co-authorship network of 74 countries/regions in the journal with minimum numbers of publications and citations of 5 and 10, respectively. The findings of the social structure analysis show that the USA has the highest multiple-country collaboration. Lotka's law Key themes are identified through the conceptual structure of the co-authorship network of country collaboration analysis.

This study shows that appreciably to literature on emotional advertising and branding. Nevertheless, the research also has some limitations. Firstly, the Scopus database does not include all publications. The sample size for this study was most likely selected from a single Scopus database. Therefore, adding more databases could enhance the research's findings. Furthermore, the study is limited to the abstract, keywords, and article title, where there is a chance of delaying some publications. Future research must take into account each of these factors. Demonstrating this limitation, this research shows a greater comprehension of emotional advertising and suggests a new direction for future researchers.

References

[1] Aaker, D. A., Stayman, D. M., & Hagerty, M. R. (1986). Warmth in advertising: Measurement, impact, and sequence effects. *Journal of consumer research*, *12*(4), 365-381.

[2] Akgün, A. E., Koçoğlu, İ., & İmamoğlu, S. Z. (2013). An emerging consumer experience: Emotional branding. *Procedia-Social and Behavioral Sciences*, *99*, 503-508.

[3] Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, *11*(4), 959-975.

[4] Batra, R., & Ray, M. L. (1986). Affective responses mediating acceptance of advertising. *Journal of consumer research*, *13*(2), 234-249.

[5] Burke, M. C., & Edell, J. A. (1989). The impact of feelings on ad-based affect and cognition. *Journal of marketing research*, *26*(1), 69-83.

[6] Devi, S. Monika, Kirti, Singh, J. and Monika (2023). Revolutionizing fraud detection: unleasing the power of AL and ML. International Conference on Intelligent Computing, Simulation and Optimization ICICSO 2023. IEEE, Page 240-246. OI 10.1109/ICICSO61837.2023.00057.

[7] Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, *133*, 285-296.

[8] Heath, G. W., Brownson, R. C., Kruger, J., Miles, R., Powell, K. E., & Ramsey, L. T. (2006). The effectiveness of urban design, land use, and transport policies and practices to increase physical activity: a systematic review. *Journal of Physical Activity and Health*, *3*(s1), S55-S76.

[9] Holbrook, M. B. (1987). What is consumer research? *Journal of Consumer Research*, *14*(1), 128-132.

[10] Jumper, J., Evans, R., Pritzel, A., Green, T., Figurnov, M., Ronneberger, O., ... & Hassabis, D. (2021). Highly accurate protein structure prediction with AlphaFold. *nature*, *596*(7873), 583-589.

[11] Khatib, S. F., Abdullah, D. F., Elamer, A. A., & Abueid, R. (2021). Nudging toward diversity in the boardroom: A systematic literature review of board diversity of financial institutions. *Business strategy and the environment*, *30*(2), 985-1002.

[12] Kirti & Monika (2018). A study to analyze the job satisfaction of employees in Life Insurance corporation. *International journal of research in social science, 8,12*(1), 580-585.

[13] Kirti., Monika., Sheena., Kumar, M., Devi, S. & Deepa (2024). "Identification of Best Employee Performance Assessment Technique: A Systematic Approach". International Conference on Intelligent Computing, Simulation and Optimization ICICSO 2023. IEEE, Page 273-277. DOI 10.1109/ICICSO61837.2023.00063.

[14] Lazarus, R. S. (1999). The cognition-emotion debate: A small quantity of history. *Handbook of cognition and emotion*, *5*(6), 3-19.

[15] Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, *80*(6), 69-96.

[16] Lotka, A. J. (1926). The frequency distribution of scientific productivity. *Journal of the Washington academy of sciences*, *16*(12), 317-323.

[17] Maclnnis, D. J., Moorman, C., & Jaworski, B. J. (1991). Enhancing and measuring consumers' motivation, opportunity, and ability to process brand information from ads. *Journal of Marketing*, *55*(4), 32-53.

[18] Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude? *Journal of marketing research*, *18*(3), 318-332.

[19] Monika, Kirti, & Pawaria, N. (2022). Employee engagement: A review study on factors affecting employee engagement. *International journal of advance and innovative research, 9*(3 II), 158- 163.

[20] Monika. (2018). The influence of information technology for developing HRM services: an assessment. *Deepak: An international social science research journal*, 4(1), 240-244.

[21] Parise, S., Guinan, P. J., & Kafka, R. (2016). Solving the crisis of immediacy: How digital technology can transform the customer experience. *Business Horizons*, *59*(4), 411-420.

[22] Saini, M., & Jajoria, T. (2023). The Relationship Between Employee Engagement And Employee Performance In The Banking Sector Of Haryana. *Journal of Namibian Studies: History Politics Culture*, *33*, 3095-3111.

[23] Saini, R. R., Saini, M., & Monika. (2023). *Human Resource Planning and Development*. Academic University Press.

[24] Stayman, D. M., & Aaker, D. A. (1988). Are all the effects of ad-induced feelings mediated by an ad? *Journal of Consumer Research*, *15*(3), 368-373.

[25] Stayman, D. M., & Aaker, D. A. (1988). Are all the effects of ad-induced feelings mediated by an ad? *Journal of Consumer Research*, *15*(3), 368-373.

[26] Stayman, D. M., & Batra, R. (1991). Encoding and retrieval of ad affect in memory. *Journal of Marketing Research*, *28*(2), 232-239.

[27] Tsai, S. P. (2005). Impact of personal orientation on luxury-brand purchase value: An international investigation. *International Journal of Market Research*, *47*(4), 427-452.

[28] Van Eck, N. J., & Waltman, L. (2014). Visualizing bibliometric networks. In *Measuring scholarly impact: Methods and practice* (pp. 285-320). Cham: Springer International Publishing.

[29] Yadav, M., & Saini, M. (2023). Environmental, social and governance literature: a bibliometric analysis. *International Journal of Managerial and Financial Accounting*, *15*(2), 231-254.

[30] Zainuldin, M. H., & Lui, T. K. (2022). A bibliometric analysis of CSR in the banking industry: a decade study based on Scopus scientific mapping. *International Journal of Bank Marketing*, *40*(1), 1-26.