Emotional Marketing and Word-of-Mouth's Impact on Brand Loyalty Mediated by Customer Engagement for Mykonos

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Abstract

This study aims to analyze the effect of Emotional Marketing and Word of Mouth (WOM) on Brand Loyalty with Customer Engagement as a mediating variable on Mykonos products. This investigation employs a quantitative approach with a study strategy, where information is collected through surveys conveyed online and offline to 100 respondents in the Jabodetabek area. The examining strategy utilized is purposive examining, with the criteria that respondents are consumers who have used Mykonos products. The measuring instrument utilized may be a 5-point Likert scale, including statements related to Emotional Marketing, Word of Mouth, Customer Engagement, and Brand Loyalty. Information were analyzed utilizing the Fractional Slightest Squares-Structural Condition Modeling (PLS-SEM) strategy with the assistance of SmartPLS 4 computer program to test the relationship between factors and the importance of the impact. The analysis shows that Emotional Marketing has a significant influence on Customer Engagement (β = 0.52), as well as Word of Mouth (β = 0.47). In addition, Customer Engagement includes a positive impact on Brand Devotion (β = 0.60). The coordinate impact of Passionate Showcasing on Brand Loyalty is 0.45, whereas the coordinate impact of Word of Mouth is 0.40 . When mediated by Customer Engagement, the effect of Emotional Marketing increases to 0.55 and Word of Mouth to 0.50. These results suggest that building customer engagement can strengthen the effectiveness of emotional marketing strategies and consumer recommendations in increasing brand loyalty.

Keyword: emotional marketing, word of mouth, brand loyalty, customer engagement, mykonos.

1. Introduction

The worldwide fragrance industry has appeared noteworthy development in later a long time, fueled by an expanding request for personalized excellence and self-care items. Concurring to a report by Fortune Business Insights, the worldwide fragrance showcase is anticipated to reach a esteem of USD 50.45 billion by 2024 and is anticipated to develop to USD 77.52 billion by 2032. This growth trend reflects consumers' shifting preferences toward fragrances that not only smell pleasant but also express individuality and identity. As competition intensifies, brands like Mykonos, a premium perfume company, face the challenge of differentiating themselves and establishing deep, lasting relationships with their customers. One effective approach to achieve this is through Emotional Marketing. Emotional Marketing focuses on creating a connection that resonates emotionally with consumers, making them feel

valued and understood. This strategy goes beyond the functional aspects of a product and taps into the emotional needs and desires of consumers.

Additionally, Word of Mouth (WOM) plays a pivotal role in influencing consumer purchasing decisions. WOM, whether delivered through personal recommendations or digital platforms, is a highly trusted form of communication. Studies indicate that consumers are more likely to trust the experiences and opinions shared by their peers rather than traditional advertising. Positive WOM can enhance brand reputation and build trust, contributing significantly to Brand Loyalty.

Brand Loyalty refers to the consistent preference and commitment of consumers toward a particular brand, even in the face of competitive offerings. Building Brand Dependability is fundamental for long-term commerce victory, as steadfast clients are more likely to create rehash buys and advocate for the brand. However, achieving loyalty requires more than just delivering quality products; it necessitates creating meaningful engagements.

Customer Engagement serves as a bridge between Emotional Marketing, WOM, and Brand Loyalty. It represents the depth of the relationship between a brand and its customers, encompassing active participation, interaction, and emotional connection. By fostering Customer Engagement, brands can amplify the effects of Emotional Marketing and WOM, thereby strengthening Brand Loyalty.

This inquire about points to investigate the affect of Enthusiastic Promoting on Brand Loyalty and examine how Word of Mouth (WOM) impacts Brand Loyalty. Furthermore, it looks for to get it the impacts of Passionate Showcasing and WOM on Customer Engagement. At long last, the ponder looks at whether Customer Engagement intercedes the relationship between Enthusiastic Showcasing, WOM, and Brand Loyalty. The discoveries of this inquire about are anticipated to supply bits of knowledge for Mykonos and comparative brands to plan more compelling showcasing methodologies that upgrade client devotion through emotional connection and customer engagement.

2. Literature Review

2.1 Emotional Marketing

Emotional Marketing is a strategic approach that aims to create strong emotional bonds between consumers and brands. Robinette (2001) defines it as an effort to build lasting connections that make customers feel valued, driving loyalty. Unlike traditional marketing, which emphasizes product functionality, Emotional Marketing appeals to consumers' psychological needs through narratives and personalized experiences (Dao, 2020). Key indicators of Emotional Marketing include Money, representing the perceived value relative to cost, and Product, which emphasizes unique features and innovations (Hashem et al., 2020). Other indicators such as Equity, Experience, and Energy focus on building trust, positive interactions, and accessibility (Fianto et al., 2022). By leveraging these elements, brands can differentiate themselves and foster deeper relationships with their customers.

2.2 Word of Mouth (WOM)

Word of Mouth (WOM) refers to the process by which consumers share opinions and experiences about a product or service with others. WOM can occur through personal interactions or digital platforms like social media (Kim et al., 2014). According to Bond et al.

(2019), WOM is highly influential because consumers tend to trust recommendations from peers more than traditional advertisements. WOM is often measured through indicators such as consumers' willingness to speak positively about a product, recommend it to others, and encourage friends or family to make a purchase (Muhlis, 2021). Positive WOM enhances brand credibility, while negative WOM can damage a brand's reputation (Berger, 2019). Companies that encourage satisfied customers to share their experiences can leverage WOM as a powerful tool for increasing brand trust and loyalty.

2.3 Brand Loyalty

Brand Loyalty alludes to a consumer's reliable inclination for a particular brand, driven by positive encounters and enthusiastic associations. Gunawan (2018) describes it as a commitment to repurchase despite competitive pressures. Factors influencing Brand Loyalty include product quality, brand reputation, and customer satisfaction (Verma, 2023). Key indicators include Behavioral Measures, which reflect repeat purchase patterns, and Switching Costs, representing the effort or loss incurred when changing brands (Rangkuti, 2009). Other indicators, such as satisfaction, emotional attachment, and commitment, highlight the depth of the relationship between consumers and brands (Afiati et al., 2024). Hashem et al., in 2020 says, "Building Brand Loyalty is crucial for long-term success, as loyal customers not only make repeat purchases but also serve as brand advocates".

2.4 Customer Engagement

Customer Engagement is defined as the emotional and psychological connection between consumers and brands. It encompasses active participation, interaction, and a sense of belonging (Habib et al., 2022). According to Brodie et al. (2016), factors influencing Customer Engagement include customer satisfaction, trust, and commitment. Indicators of Customer Engagement include Enthusiasm, which reflects excitement about the brand, and Attention, which measures the focus given to brand activities (Suleman, 2024). Other key indicators such as Absorption, Interaction, and Identification represent the depth of involvement and the feeling of unity with the brand (Ginting & Haloho, 2021). High levels of Customer Engagement lead to stronger Brand Loyalty, as engaged customers are more likely to participate in brand activities, provide feedback, and recommend the brand to others (Rather & Sharma, 2019).

3. Material and Method

This ponder utilizes a quantitative approach through a study strategy to assess the effect of Emotional Marketing and Word of Mouth (WOM) on Brand Loyalty, with Customer Engagement acting as an mediation variable. The quantitative framework is chosen to realize the objective of evaluating these connections inside the setting of MyKonos Perfumery.

3.1 Design Study

This research utilizes a cross-sectional survey design, which involves gathering data at a specific moment to examine the relationships between various variables. The focus is on millennial consumers in Indonesia who have previously used Mykonos products. This demographic was selected due to their high engagement with digital platforms, their loyalty to brands, and their tendency to share experiences on social media and other online channels.

To qualify for participation, respondents must meet certain criteria: they should have purchased or used Mykonos perfume at least once and be aged between 18 and 35 years. The questionnaire was crafted to gather important information regarding Emotional Marketing, Word of Mouth (WOM), Customer Engagement, and Brand Loyalty. It was distributed through both online methods, such as social media and email, and offline methods, including physical distribution at selected retail locations. A purposive sampling technique was employed to ensure that the respondents met the established criteria.

3.2 Data Collection

The method of collecting information started with the creation of an organized survey, which was outlined utilizing approved scales from prior investigation. This survey was organized into five fundamental areas:

- Demographic Information: This segment assembled subtle elements with respect to respondents' sex, age, instructive level, and occupation.
- Emotional Marketing: It contained statements aimed at evaluating five essential indicators: Money, Product, Equity, Experience, and Energy, as identified by Fianto et al. (2020).
- Word of Mouth (WOM): This part focused on assessing participants' readiness to provide positive feedback, make recommendations, and motivate others, in line with the work of Muhlis (2021).
- Customer Engagement: Indicators such as Enthusiasm, Attention, Absorption, Interaction, and Identification were included, reflecting the research of Suleman (2024).
- Brand Loyalty: This section examined various indicators, including Behavioral Measures, Switching Costs, Satisfaction, Preference for the Brand, and Commitment, as discussed by Sakinah and Suhardi (2018).

To degree reactions, the survey utilized a 5-point Likert scale, which extended from 1 (Emphatically Oppose this idea) to 5 (Unequivocally Concur). The study was conducted over a two-week time period, resulting in the collection of 100 valid responses. Steps were taken to ensure that the distribution of respondents was balanced in terms of gender and other demographic variables. Additionally, to enhance participation, small incentives, such as discount vouchers for Mykonos products, were offered to respondents.

3.2 Data Analysis

The ultimate dataset experienced investigation utilizing Partial Least Squares Basic Condition Modeling (PLS-SEM), encouraged by SmartPLS 4.0 program. The analysis process consisted of several key steps. Initially, Descriptive Statistics were utilized to summarize demographic details and response trends, providing a clear overview of the sample. Following this, the Measurement Model Evaluation (Outer Model) was conducted, which included assessing Internal Consistency through Cronbach's Alpha and Composite Reliability (CR) to confirm reliability, with an acceptable threshold set above 0.7. Convergent Validity was evaluated using Average Variance Extracted (AVE) to ensure that each construct accounted for at least 50% of the variance (AVE > 0.5). Additionally, Discriminant Validity was checked using the Fornell-Larcker Criterion to confirm that each construct was distinct from the others.

Transitioning to the next phase, the Structural Model Evaluation (Inner Model) was performed. Here, R-Square (R^2) was measured to determine the explanatory power of the independent variables on the dependent variable. Path Coefficients were also assessed to evaluate the strength and significance of the relationships between constructs. This analytical approach not only provided a comprehensive examination of both direct and indirect effects but also allowed for a focused investigation into the proposed hypotheses.

The hypotheses guiding this research are as follows:

- H1 indicates that emotional marketing has a direct positive and significant effect on brand loyalty for Mykonos products.
- H2 indicates that word of mouth (WOM) also has a direct positive and significant impact on brand loyalty.
- H3 indicates that emotional marketing positively influences customer engagement.
- H4 indicates that WOM contributes positively to customer engagement.
- H5 indicates that customer engagement directly enhances brand loyalty.
- H6 and H7 indicate the indirect effects, suggesting that emotional marketing and WOM positively influence brand loyalty through customer engagement.

By examining these hypotheses, the analysis aims to clarify the relationships among emotional marketing, WOM, customer engagement, and brand loyalty. The discoveries will give important bits of knowledge into the viability of the showcasing procedures utilized for Mykonos items, subsequently upgrading our understanding of how these components connected to impact buyer behavior.

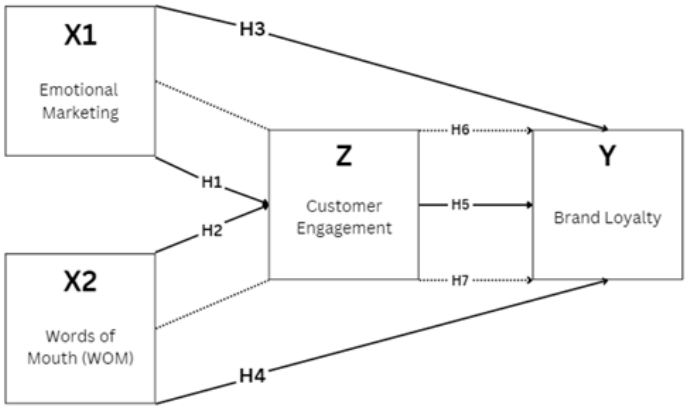

Figure 1. Research Model

4. Result

This inquire about incorporates a point by point depiction of the respondents, highlighting their characteristics over different categories such as sex, age, occupation, salary, and the number of reactions for each variable. A add up to of 100 respondents taken part within the think about, which was conducted through the conveyance of surveys.

Description	Total
Questionnaires distributed	100
Returned questionnaires	100
Damaged/incomplete questionnaires	-
Total Respondents	100

Table 1. Questionnaires

The subsequent calculation table specifies that the sample size for this study is set at 100 individuals. Consequently, 100 questionnaires were distributed among the respondents. The results of the data collection indicated that all questionnaires were successfully returned, resulting in a total of 100 completed forms, with none being damaged.

The methodology for calculating the scale range and scoring the respondents' answers is outlined as follows:

$$RS = \frac{m - n}{b}$$

Definitions:
RS = Scale Range
m = Highest score on the scale
n = Lowest score on the scale
b = Number of categories created

$$RS = \frac{5 - 1}{5} = 0,8$$

Based on the calculated scale categories, the scale range is defined as follows:
1.00 – 1.80 = Very Low
1.81 – 2.60 = Low
2.61 – 3.40 = Medium
3.41 – 4.20 = High
4.21 – 5.00 = Very High

The study surveyed 100 respondents, with a majority of 61 (61.0%) being male and the remaining 39 (39.0%) being female. The age distribution was skewed towards the younger demographic, with 61 respondents (61.0%) falling within the 18-24 age range. The study also included 29 individuals (28.6%) aged between 25 and 34, and a smaller group of 10 respondents (10.0%) aged between 16 and 18. The majority of the respondents were students or university attendees, accounting for 51 individuals (50.6%), while 31 (31.2%) were employed in the public or private sectors. The study also included 9 unemployed individuals (9.1%), 5 self-employed (5.0%), and 1 entrepreneur (1.0%). In terms of income, the largest group, consisting of 40 respondents (40.3%), reported earning more than IDR 3,000,000. There

were also 33 respondents (32.5%) earning less than IDR 1,000,000. This data suggests that the majority of respondents fall into the upper-middle-income category.

X1					X2					Y					Z				
5	**4**	**3**	**2**	**1**	**5**	**4**	**3**	**2**	**1**	**5**	**4**	**3**	**2**	**1**	**5**	**4**	**3**	**2**	**1**
0	0	8	54	38	0	0	6	37	57	0	0	5	49	46	0	0	5	52	43
0	0	8	43	49	0	0	4	41	55	0	0	6	41	53	0	0	5	46	49
0	0	7	34	59	0	0	5	40	55	0	0	6	40	54	0	0	7	48	45
0	0	7	43	50	0	0	7	41	52	0	0	3	34	63	0	0	7	33	60
0	0	8	41	51	0	0	5	41	54	0	0	4	43	53	0	0	6	45	49
0	0	8	34	58	0	0	4	35	61	0	0	5	40	55	0	1	9	33	57
0	0	6	39	55	-	-	-	-	-	0	0	5	38	57	0	0	8	43	49
0	0	6	39	55	-	-	-	-	-	0	0	3	30	67	0	0	3	43	54
0	0	4	34	61	-	-	-	-	-	0	0	4	35	61	0	0	5	39	56
0	1	4	32	64	-	-	-	-	-	0	0	8	43	49	0	0	8	39	53
44,72					**27,03**					**45,09**					**44,5**				

Table 2. Score Questionnaires

4.1 Internal Consistency and Reliability

The inner consistency of the builds was evaluated utilizing Cronbach's Alpha and Composite Unwavering quality (CR). All develops met the unwavering quality criteria, with Cronbach's Alpha and CR values surpassing 0.7. The comes about are displayed underneath.

Konstruk	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Emotional Marketing	0.898	0.898	0.916
Word of Mouth	0.852	0.852	0.890
Brand Loyalty	0.898	0.899	0.916

Customer Engagement	0.900	0.902	0.917

Table 3. Internal Reliabilities

4.2 Average Variance Extracted (AVE)

Convergent validity was assessed using Average Variance Extracted (AVE). All constructs achieved AVE values above the threshold of 0.5, indicating that the constructs explain over 50% of the variance in their indicators. The AVE results are shown in table below.

Konstruk	Average Variance Extracted (AVE)
Emotional Marketing (X1)	0.521
Word of Mouth (X2)	0.574
Brand Loyalty (Y)	0.521
Customer Engagement (Z)	0.525

Table 4. Average Variance Extracted (AVE)

4.3 Discriminant Validity

The Fornell-Larcker Criterion was used to assess discriminant validity. The square root of each construct's AVE is higher than the correlations between constructs, confirming discriminant validity (Table 5).

Konstruk	Y	Z	X1	X2
Y	0.722			
Z	0.668	0.725		
X1	0.704	0.693	0.722	
X2	0.698	0.694	0.755	0.758

Table 5. Fornell-Larcker Criterion

4.4 R-Square

The R-Square (R^2) is a measure of the proportion of variance in the dependent (endogenous) variables that can be explained by the independent (exogenous) variables. The criteria for interpreting R-Square are as follows:

$R^2 = 0.75$: Substantial (Strong)

$R^2 = 0.50$: Moderate (Medium)

$R^2 = 0.25$: Weak (Low)

	Original sample (O)	Sample mean (M)	Standard deviation	T statistics (|O/STDEV|)	P Values

			(STDEV)		
Y	0.589	0.602	0.084	6.981	0.000
Z	0.548	0.556	0.085	6.438	0.000

Table 6. R-Square

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P Values
Y	0.576	0.590	0.087	6.622	0.000
Z	0.539	0.547	0.087	6.201	0.000

Table 7. R-Square Adjusted

In this study, the R-Square value for Brand Loyalty (Y) is 0.589, indicating that 58.9% of the variance in Brand Loyalty is explained by Emotional Marketing, Word of Mouth, and Customer Engagement. This suggests the model effectively captures key factors influencing Brand Loyalty. For Customer Engagement (Z), the R-Square value is 0.548, meaning 54.8% of the variance in Customer Engagement is explained by the model. While external factors may also play a role, this result shows the model reliably identifies the primary drivers of Customer Engagement.

4.5 Path Coefficient

	(O)	(M)	(STDEV)	(|O/STDEV|)	P values
X1 -> Y	0.314	0.313	0.119	2.633	0.008
X1 -> Z	0.393	0.395	0.097	4.057	0.000
X2 -> Y	0.287	0.292	0.117	2.462	0.014
X2 -> Z	0.397	0.397	0.098	4.071	0.000
Z -> Y	0.251	0.247	0.107	2.349	0.019

Table 8. Path Coefficient

In this study, Emotional Marketing (X1) has a significant positive effect on Brand Loyalty (Y), with a path coefficient of 0.314 and a p-value of 0.008. This indicates that stronger Emotional Marketing strategies lead to higher levels of Brand Loyalty. Similarly, Word of Mouth (X2) also positively influences Brand Loyalty (Y), with a path coefficient of 0.287 and a p-value of 0.014, showing that customer-shared information enhances brand loyalty.

Furthermore, both Emotional Marketing (X1) and Word of Mouth (X2) significantly impact Customer Engagement (Z), with path coefficients of 0.393 and 0.397 ($p < 0.000$), respectively. This highlights their importance in boosting customer engagement. In turn, Customer Engagement (Z) positively influences Brand Loyalty (Y), with a path coefficient of 0.251 and a p-value of 0.019, reinforcing the idea that customer engagement strengthens brand loyalty.

5. Discussion

5.1 Emotional Marketing's Impact on Brand Loyalty

The significant positive effect of emotional marketing on brand loyalty (H1) reinforces existing theories that suggest emotional connections are fundamental in fostering loyal customer relationships. By tapping into emotions, brands can create memorable experiences that resonate deeply with consumers, leading to enhanced loyalty.

5.2 Influence of WOM on Brand Loyalty

The findings supporting H2 highlight the pivotal role of WOM in shaping brand loyalty. As consumers increasingly turn to peer recommendations, brands must prioritize the cultivation of positive customer experiences that encourage sharing. This reinforces the idea that satisfied customers are the best advocates for a brand.

5.3 Customer Engagement as a Mediator

The validation of H3, which states that emotional marketing positively influences customer engagement, underscores the importance of engaging consumers emotionally. Furthermore, the findings related to H5 demonstrate that customer engagement directly contributes to brand loyalty. This mediating role is crucial, as it suggests that brands should strive to enhance engagement to capitalize on the effects of emotional marketing and WOM effectively.

5.4 Indirect Effects Through Engagement

The analysis corroborated H6 and H7, showing that both emotional marketing and WOM positively influence brand loyalty indirectly through customer engagement. This insight indicates that brands must focus on creating engaging experiences that not only connect emotionally but also inspire customers to actively participate in brand-related activities.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

In summary, this research affirms the significant relationships between emotional marketing, WOM, customer engagement, and brand loyalty for Mykonos products. The data analysis provided robust evidence that emotional marketing and WOM are essential drivers of brand loyalty, with customer engagement acting as a vital mediating factor. These findings

contribute to the understanding of effective marketing strategies in enhancing consumer loyalty.

6.2 Implications

The implications of this study are substantial for marketing practitioners. Emotional marketing should be prioritized in branding strategies, as it fosters deeper consumer connections. Additionally, the influence of WOM emphasizes the need for organizations to focus on customer satisfaction to encourage positive word-of-mouth.

6.3 Recommendations

The following recommendations are proposed based on the study's findings:

- Develop Emotional Marketing Campaigns: Brands should create campaigns that resonate emotionally with their target audiences, utilizing storytelling and relatable content.
- Leverage Positive WOM: Implement strategies such as referral programs that reward customers for sharing their positive experiences with others.
- Enhance Customer Engagement: Organizations should focus on interactive marketing strategies, such as social media engagement, community building, and personalized customer experiences, to foster stronger relationships.
- Regularly Evaluate Marketing Strategies: Continuous monitoring of customer feedback and engagement metrics is essential to adapt marketing strategies effectively and meet changing consumer preferences.

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