End of cycle dissertation with a view to obtaining a Master's degree

Specialty: E-business

THEME :

The impact of emotions en online consumer brand engagement

CAS :

Sarl zone brand

Presented by: **Supervised by:**

SEBAA Oum El Kheir   **Mrs.BENGANA Feryel**

                                                                    Mrs.DJEDJIGA Malek

3rd Promotion

June 2025

الجمهورية الجزائرية الديمقراطية الشعبية
Ministry of Higher Education and Scientific Research
وزارة التعليم العالي والبحث العلمي
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HIGHER SCHOOL OF MANAGEMENT AND DIGITAL ECONOMY

H.S.M.D.E

المدرسة العليا للتسيير والاقتصاد الرقمي

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Dedication

To myself —

For the strength to rise when hope felt thin,

For the fire that burned within my soul's deep skin,

Every step I took against the tide and storm,

I found in myself a power raw and warm.

To my parents —

Your love is the quiet song that never fades,

The endless light that guided all my days,

Your sacrifices, roots beneath my wings,

In your embrace, my spirit sings.

To my brother and sisters—

A steady presence, a friend, a guide,

Through every joy and tear we've cried,

Your faith in me, a gentle flame,

That calls me always by my name.

To my beloved grandmother —

Though time has taken your gentle face,

Your love still fills my quiet space.

In every challenge, every climb,

I feel your presence beyond all time.

Your prayers, your warmth, still hold me tight,

A guiding star in the darkest night.

To my school and teachers —

You planted seeds of knowledge deep inside,

With patient hands and hearts open wide,

You shaped my mind, you fed my dream,

You made the impossible gleam.

To Zone Agency —

A place where passion dances with the night,

Where ideas take flight in boundless light,

You showed me courage, strength, and art,

And gave my restless heart a start.

To all of you who walked this path with me —

I carry your light inside,

Your faith, your love, your energy,

For every moment, every breath,

I thank you now, with all my depth.

Thanks

Before beginning this thesis, I would like to express my deepest gratitude to all those who have contributed, directly or indirectly, to the completion of this work.

First and foremost, I sincerely thank my supervisor, Madame Feriel BENGANA, for her availability, expertise, and kindness. Her attentive guidance, valuable advice, and constant support have been essential throughout this journey. Her rigor and patience enabled me to overcome obstacles and considerably improve this thesis.

I would also like to thank Zone Brand Agency for providing me with the opportunity to base this research on real-world professional experience. Their trust and partnership have provided priceless learning opportunities.

I would like to thank ESGEN, my school, for providing a high-quality education that equipped me with the knowledge and skills necessary to carry out this work.

Finally, I must thank my family and friends for their unwavering support, patience, and encouragement, which have provided me with invaluable strength and drive. Their presence with me has made this journey more peaceful and emotionally fulfilling.

To all these people, I dedicate these sincere acknowledgments as a testament to my deep appreciation and gratitude.

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List of abbreviations

- AI : Artificial Intelligence
- ANS : Autonomic Nervous System (système nerveux autonome)
- B2C : Business to Consumer
- BL : Brand Loyalty (fidélité à la marque)
- CBE : Consumer Brand Engagement (engagement du consommateur envers la marque)
- CEO : Chief Executive Officer
- CE : Customer Engagement (engagement client)
- CM : Community Manager
- CSR : Corporate Social Responsibility
- CTA : Call To Action (appel à l'action)
- DM : Digital Marketing
- EBA : Emotional Brand Attachment (attachement émotionnel à la marque)
- EEG : Electroencephalogram (électroencéphalogramme)
- FB : Facebook
- fMRI : Functional Magnetic Resonance Imaging (IRM fonctionnelle)
- IG : Instagram
- KPI : Key Performance Indicator (indicateur clé de performance)
- MSI : Marketing Science Institute
- OCBE : Online Consumer Brand Engagement (engagement du consommateur envers la marque en ligne)
- PFC : Prefrontal Cortex (cortex préfrontal)
- PM : Project Manager
- SET : Social Exchange Theory
- SMM : Social Media Marketing
- SM : Social Media
- SNS : Social Networking Sites
- SOR : Stimulus–Organism–Response (Stimulus–Organisme–Réponse)
- SDL : Service-Dominant Logic
- UI : User Interface (interface utilisateur)

- UGC : User-Generated Content
- UX : User Experience (expérience utilisateur)
- WOM : Word of Mouth (bouche-à-oreille)
- eWOM : Electronic Word of Mouth (bouche-à-oreille électronique)

Abstract

In today's fast-paced digital world, brands are increasingly challenged to connect with consumers on a deeper level. Rather than relying solely on product features, companies now leverage emotional resonance as a key strategy to drive meaningful engagement. This research investigates how emotional content shapes consumer interaction with brands in online spaces, focusing on the dynamics of Online Consumer Brand Engagement (OCBE).

The theoretical section of this study explores the psychological foundations of emotions and their relationship with cognitive processes, alongside a detailed overview of consumer engagement and its emotional, cognitive, and behavioral facets. Particular emphasis is placed on conceptual models such as the Stimulus–Organism–Response (SOR) framework, which helps explain how emotional stimuli influence user responses online.

The practical part centers on a qualitative and quantitative case study of the "Petits Pas Roses" digital campaign by Canbebe (Ontex Algeria), launched in October 2023. The analysis draws from emotional content shared on the brand's social media platforms and insights gathered through in-depth interviews with industry professionals. The goal is to assess how emotional storytelling, visual aesthetics, and message framing affect users' engagement behavior.

Results indicate that emotions like tenderness, pride, and hope foster active participation such as positive commenting, content sharing, and emotional bonding with the brand. Additionally, low-arousal emotions, such as nostalgia or softness, were found to build quiet yet lasting connections. The study further underscores the value of authenticity in emotional messaging as a driver of trust and consumer loyalty.

Key words ;

Résumé

Dans le monde numérique actuel en constante évolution, les marques sont de plus en plus confrontées au défi d'établir une connexion authentique et profonde avec les consommateurs. Plutôt que de se reposer uniquement sur les caractéristiques fonctionnelles de leurs produits, les entreprises misent désormais sur la résonance émotionnelle comme levier stratégique pour stimuler un engagement significatif. Cette recherche examine comment le contenu émotionnel façonne l'interaction des consommateurs avec les marques dans les espaces numériques, en se concentrant sur les dynamiques de l'engagement en ligne des consommateurs envers les marques (Online Consumer Brand Engagement – OCBE).

La partie théorique de l'étude explore les fondements psychologiques des émotions et leur relation avec les processus cognitifs, tout en proposant un aperçu détaillé de l'engagement du consommateur dans ses dimensions émotionnelle, cognitive et comportementale. Une attention particulière est accordée aux modèles conceptuels tels que le cadre Stimulus–Organisme–Réponse (SOR), permettant d'expliquer la manière dont les stimuli émotionnels influencent les réactions des utilisateurs en ligne.

La partie pratique repose sur une étude de cas qualitative et quantitative de la campagne digitale « Petits Pas Roses » menée par Canbebe (Ontex Algérie) en octobre 2023. L'analyse s'appuie sur le contenu émotionnel diffusé via les plateformes sociales de la marque ainsi que sur des entretiens approfondis réalisés avec des professionnels du secteur. L'objectif est d'évaluer comment la narration émotionnelle, l'esthétique visuelle et la formulation des messages influencent le comportement d'engagement des utilisateurs.

Les résultats montrent que des émotions telles que la tendresse, la fierté ou l'espoir suscitent une participation active à travers des commentaires positifs, des partages de contenu et un attachement émotionnel à la marque. Par ailleurs, des émotions à faible activation, telles que la nostalgie ou la douceur, permettent de créer des liens discrets mais durables. L'étude met également en évidence l'importance de l'authenticité du message émotionnel, perçue comme un moteur essentiel de la confiance et de la fidélité des consommateurs.

Mots-clé :

Branding émotionnel, Engagement en ligne du consommateur envers la marque (OCBE,(

Contenu émotionnel, Marketing sur les réseaux sociaux, Modèle Stimulus–Organisme–Authenticité, Canbebe,Réponse (SOR), Storytelling émotionnel, Fidélisation à la marque

الملخص

في ظل التطورات المتسارعة التي يشهدها العالم الرقمي اليوم، تواجه العلامات التجارية تحدِّيًا متزايدًا يتمثل في ضرورة بناء علاقة أعمق وأكثر صدقًا مع المستهلكين. فبدلاً من الاعتماد فقط على الخصائص الوظيفية للمنتجات، أصبحت الشركات تعتمد بشكل متزايد على البعد العاطفي كاستراتيجية رئيسية لتعزيز التفاعل والمشاركة الحقيقية. تسعى هذه الدراسة إلى فهم كيف يؤثر المحتوى العاطفي على تفاعل المستهلك مع العلامة التجارية في الفضاء الرقمي، من خلال التركيز على ديناميكيات الارتباط العاطفي للمستهلك عبر الإنترنت (OCBE).

يتناول الإطار النظري للدراسة الأسس النفسية لفهم العواطف، وعلاقتها بالعمليات المعرفية، بالإضافة إلى تحليل شامل لمفهوم ارتباط المستهلك، من حيث أبعاده العاطفية والمعرفية والسلوكية. كما يتم تسليط الضوء على نماذج مفاهيمية مثل نموذج المنبه – الكائن – الاستجابة (Stimulus–Organism–Response SOR)، والذي يشرح كيفية تأثير المحفزات العاطفية في استجابات المستخدمين على المنصات الرقمية.

أما في الجانب التطبيقي، فتعتمد الدراسة على دراسة حالة نوعية و كمية لحملة "خطوات وردية صغيرة" (Petits Pas Roses) التي أطلقتها علامة Canbebe التابعة لشركة Ontex الجزائر في أكتوبر 2023. تستند التحاليل إلى مراجعة المحتوى العاطفي المنشور على حسابات التواصل الاجتماعي الخاصة بالعلامة، إلى جانب مقابلات معمّقة مع مختصين في المجال. وتهدف هذه المقاربة إلى تقييم كيف تؤثر سردية القصة العاطفية، الجماليات البصرية، وصياغة الرسائل في سلوك المستخدمين من حيث التفاعل والارتباط بالعلامة.

وقد أظهرت النتائج أن العواطف مثل الحنان، الفخر، والأمل تساهم في تعزيز المشاركة الإيجابية من خلال التعليقات، والمشاركة، وبناء علاقات وجدانية مع العلامة. كما تبين أن العواطف منخفضة الاستثارة كـ الحنين والدفء، تُعزز روابط عاطفية هادئة ولكن طويلة الأمد. وتؤكد الدراسة كذلك على أن الصدق والواقعية في الخطاب العاطفي يمثلان عاملًا أساسيًا في بناء الثقة والولاء لدى المستهلك.

الكلمات المفتاحية:

العلامة التجارية العاطفية، تفاعل المستهلك مع العلامة التجارية عبر الإنترنت (OCBE)، المحتوى العاطفي، التسويق عبر وسائل التواصل الاجتماعي، نموذج المُثير - الكائن - الاستجابة (SOR)، السرد العاطفي، ولاء العلامة التجارية، الأصالة، كانبيبي

GENERALE INTRODUCTION

GENERALE INTRODUCTION

In today's rapidly evolving digital landscape, where the rise of the internet, the explosion of digital platforms, and the emergence of social media have profoundly transformed consumer behavior, emotional marketing has emerged as a strategic approach to creating meaningful and lasting connections between brands and their audiences. These digital transformations have empowered consumers with unprecedented access to information, giving them greater autonomy, critical awareness, and influence over their purchasing decisions.

As a result, traditional marketing methods based solely on product features are no longer sufficient. Brands must now engage consumers on a deeper level by appealing to their emotions. Emotions have the power to influence attention, perception, memory, and ultimately, behavior. In this context, emotional content shared by brands plays a pivotal role in fostering stronger engagement in online environments, particularly on social media platforms.

Throughout my academic journey and specialization in *E-Business*, I have been particularly drawn to new trends in digital marketing trends and evolving strategic approaches in the field. I was particularly struck by the power of content marketing to influence purchasing decisions and even shape consumer aspirations.

These observations sparked my curiosity and led me to choose the following research topic: **"The Impact of Emotions on Online Consumer Brand Engagement."**

My goal is to explore how emotional cues embedded in digital content influence consumers' cognitive, affective, and behavioral responses toward brands online. I was especially interested in understanding how emotional storytelling, visual elements, and tone of voice contribute to digital engagement.

In this thesis, i address the following main research question: How do emotions conveyed in digital brand content influence online consumer engagement?

To answer this central question, i developed a set of sub-questions, especially within the framework of my case study of the *Canbebe Algeria* campaign "Petits Pas Roses":

- What types of emotions (positive, negative, high/low arousal) are most effective in driving   online   consumer   brand   engagement?

- How do consumers perceive and respond to emotionally driven content shared on social   media?

- To what extent does emotional authenticity influence trust and long-term engagement with a brand?

To guide my research, I proposed the following hypotheses:

- **Hypothesis 1:** The emotional intensity of a social media post positively influences online   consumer   engagement.

- **Hypothesis 2:** A strong thematic alignment between the emotional message and the audience's   values   enhances   online   engagement.

- **Hypothesis 3:** Emotionally driven content centered around a cause, rather than the brand itself, fosters greater consumer interaction and engagement.

To explore these hypotheses, I adopted a qualitative and quantitative research approach. The theoretical part of my thesis is based on academic literature, scholarly articles, and established models particularly the Stimulus-Organism-Response (S-O-R) framework, which explains how external stimuli (emotional content) affect internal processes (emotional states) that lead to behavioral outcomes (engagement).

The practical component of this research focuses on the analysis of emotional branding strategies implemented in the "Petits Pas Roses" campaign by Canbebe Algeria. This campaign was selected for its emotionally rich narrative and its strong alignment with the core themes of my study. The investigation was carried out within Zone Agency, the communication agency overseeing Canbebe's brand image in Algeria, allowing direct access to strategic insights and internal practices. The analysis combined an emotional content review of the brand's social media publications with a series of expert interviews involving professionals in digital marketing and communication, to triangulate findings and deepen the understanding of the campaign's emotional impact.

GENERALE INTRODUCTION

This thesis is structured in two main chapters:

1. Theoretical Framework

    - **Section 1:** Fundamental concepts of Emotion

    - **Section 2:** Consumer Engagement with Brands

    - **Section 3:** The Influence of Emotions on Online Consumer Brand Engagement (OCBE)

2. Practical Study

    - **Section 1:** Presentation of the host organization
    - **Section 2:** Methodology of the Survey
    - **Section 3:** Case Study Results Canbebe's "Petits Pas Roses" Campaign

Through this research, i aim to contribute to a deeper understanding of how emotional strategies in digital communication influence consumer behavior and brand relationships in the online space.

Chapter 01: Theoretical framework

Chapter I: Theoretical framework

Consumer engagement with brands, particularly in digital environments, is no longer determined exclusively by the quality of the products or services provided. Today, emotions have a significant impact on how people perceive, engage with, and build ties to businesses online. Emotions, whether positive or negative, have a direct effect on attention, message retention, and engagement behaviors. As a result, knowing emotional mechanisms is critical for studying customer reactions to brand content in the digital setting.

In this chapter, we will lay the theoretical foundation necessary to understand this emotional dynamic. We will begin with a first section focused on emotions, exploring their origins, core characteristics, and the main models used to represent them.Next, we will move to a second section dedicated to consumer engagement with brands, where we will examine its dimensions, theoretical foundations, measurement methodologies, and impact on brand relationships.

Finally, we will end with a third section on the impact of emotions on online consumer brand engagement, drawing on explanatory models to identify the emotional mechanisms involved and examine the significance of emotional content in digital branding.

Section 1: Fundamental concepts of Emotion

Perception, decision-making, and social interactions are all influenced by emotions, which are a fundamental aspect of human experience [1]. Rather than being simple fleeting feelings, emotions involve cognitive, physiological, and behavioral responses to different situations[2]. Each type of emotion has unique characteristics that shape how individuals react to their surroundings [3].

From an evolutionary perspective, emotions have allowed humans to respond quickly to situations requiring decisive action, aiding in survival and adaptation[4]. As mechanisms developed over time, emotions help individuals navigate recurring challenges in their environments[5]. Today, researchers analyze emotions to better understand their triggers, expression, and function[6].

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[1] Ekman, P. (1999). Basic emotions. In T. Dalgleish & M. Power (Eds.), *Handbook of Cognition and Emotion* (pp. 45–60). Wiley.

[2] Lerner, J. S., Li, Y., Valdesolo, P., & Kassam, K. S. (2015). Emotion and decision making. *Annual Review of Psychology, 66*, 799–823.

[3] Plutchik, Robert. (1980). "A General Psychoevolutionary Theory of Emotion." *In* R. Plutchik & H. Kellerman (Eds.), *Emotion: Theory, Research, and Experience, Vol. 1: Theories of Emotion* . Academic Press, New York,P.4.

[4] Darwin, C. (1872). *The expression of the emotions in man and animals.* John Murray.

[5] Tooby, J., & Cosmides, L. (1990). The past explains the present: Emotional adaptations and the structure of ancestral environments. *Ethology and Sociobiology, 11*(4), 375–424.

[6] Barrett, L. F. (2006). Are emotions natural kinds? *Perspectives on Psychological Science, 1*(1), 28–58.

However, scholars continue to debate how emotions should be defined and classified. While some argue that emotions arise from conscious cognitive processes[1], others view them as innate responses shaped by evolution[2]. The following sections will explore various definitions and key theories that attempt to explain the nature and function of emotions.

1.Theories of Emotions:

Emotion is a vague concept and is difficult to define. It has the particular characteristic of being idiosyncratic, meaning that it is unique and specific to each individual. As a result, multiple definitions of emotion have been proposed[3]. Some authors have pointed out, however, that it may be beneficial not to have an overly strict definition of emotion, given the current stage of development in this field. Thus, numerous questions have arisen, with many scientists attempting to provide answers based on the knowledge of their time[4].

Several researchers have attempted to conceptualize emotion, focusing on its components, determinants, effects on behavior, and functions. Various schools of thought have emerged, each with its own research paradigm. These include theories based on physiological changes, the neurobiological theory, which examines the fundamental mechanisms of the nervous system that give rise to emotions , constructivism, which explains emotion through social context, the cognitive approach, which focuses on the conscious aspects of emotions and the concept of evaluation, Darwinism, or the evolutionary approach, which primarily studies the adaptive function of emotions, and Lang's dimensional approach, which focuses on the organization of emotions.

[1] Lazarus, R. S. (1991). *Emotion and adaptation.* Oxford University Press.

[2] Zajonc, R. B. (1984). On the primacy of affect. *American Psychologist, 39*(2), 117–123.

[3] Rivière, A. & Godet, B., *L'affective Computing : rôle adaptatif des émotions dans l'interaction Homme–Machine*, Rapport, Université Charles de Gaulle, Lille, France, 2003, pp. 9-10.

[4] Ochs, M., 2007. *Modélisation, formalisation et mise en œuvre d'un agent rationnel dialoguant émotionnel empathique*. PhD thesis. Université de Paris, France, pp. 17–21.

1.1 Physiological theories : The first theories on emotions, which emerged in 1884, predicted that physiological activation plays a major role in triggering emotions. Two key authors, James [psychologist, philosopher, later physician, and physiologist] and Lang, developed this concept. According to them, peripheral changes occur following the perception of a stimulus, and it is the perception of these changes that constitutes the emotion.

Furthermore, different peripheral physiological changes lead to different emotions, and bodily feedback (i.e., visceral perception) is necessary for an emotion to emerge. This theory can be summarized as follows:

Stimulus → physiological responses → sensation of these peripheral changes → emotion.

For this reason, physiological changes are studied to develop an emotion recognition model .

In 1927, physiologist Cannon proposed instead a central theory of emotions. He believed that physiological changes are the consequences of emotional experience rather than the causes. His research showed that different emotions can induce similar physiological reactions .

1.2 Neurobiological theories: Papez introduced a first model in 1937, defining three different circuits for thought, movement, and feelings. He presented the so-called Papez loop, which is considered the foundation of the emotional circuit .

In 1990, MacLean developed a neuropsychological model of emotion, incorporating the major parts of the central nervous system.

Additionally, in 1994, Damasio proposed the somatic marker theory, which describes conscious bodily perceptions originating in cortical areas that guide our reasoning [1].

The presence of different theories on emotion indicates that no single framework can adequately capture its complexities. This diversity of perspectives reflects the topic's depth and emphasizes the significance of looking at it from multiple angles to better understand how emotions function and influence human behavior in various contexts.

2.Definitions, principles and Key Characteristics of Emotion:
2.1 Definition of Emotions:

The word "emotion" comes from the Latin "emovere", which is composed of: "e", meaning "outward," and "movere", meaning "to move" or "motion," which implies movement.

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[1] Rivière, *op.cit.*, pp.11.

Therefore, this word is described in terms of "movement," that is, in a behavioral vocabulary [1].

Based on the various definitions provided by different schools of thought, a comprehensive operational definition is extracted

Emotions are the result of the interaction between subjective and objective factors, processed by neuronal or endocrine systems, which can:

a) Induce experiences, such as feelings that correspond to the subjective experience of emotion, often conscious and expressible in words.

b) Generate cognitive processes, such as perceptual reorientations and evaluations of events, which trigger the emergence of emotions.

c) Induce behaviors, which are most often expressive (in facial expressions, speech, voice, and gestures) and directed towards an adaptive goal, such as the tendency to act that allows an individual to cope with their emotion.

d) Activate overall physiological adjustments, such as neurophysiological reactions in the nervous system [2].

Based on the physiological behavior of emotions, we can define an emotion in a way that serves as a basis for emotional prediction An emotion is a high-intensity physio-psychological process in response to a stimulus or a significant event. It lasts a few seconds to a few minutes[3].

An emotion can be defined as the conscious perception of a particular somatic state, produced by the activation of specific limbic structures by emotionally significant objects from the external environment or the internal state of the organism. This, in turn, leads to the activation of the somatosensory system, which can be explained by "peripheral" or physical effects[4].

Emotions are psychological states that have evolved to serve adaptive functions in response to fundamental life challenges. Each emotion has unique features: signal, physiology, and antecedent events. Each emotion also has characteristics in common with other emotions: rapid onset, short duration, unbidden occurrence, automatic appraisal, and coherence among response systems. These unique and shared features are shaped by evolutionary processes, distinguishing emotions from other affective states such as moods and attitudes[5].

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[1] Ochs, *op.cit.*, pp. 37

[2] Ibid, pp.12.

[3]Idem

[4] Lalanne, C. (2005) *La cognition : l'approche des neurosciences cognitives*. Rapport. Département d'informatique, Université René Descartes, Paris, France, pp. 26–28.

[5] Ekman, P. (1992). *An argument for basic emotions*. Cognition and Emotion, 6(3-4), p.169.

Since then, a large number of definitions have been proposed and classified into ten categories:

- ❖ **Affective :**focus on physiological activation perception and/or hedonic value
- ❖ **Cognitive :**focus on cognitive assessment and/or labelling processes
- ❖ **Situational :**focus on situations that can trigger emotion
- ❖ **Physiological :**focus on internal physical mechanisms of emotion
- ❖ **Behavioural :**focus on externally observable emotional responses
- ❖ **Focused on disruptive effects :**focus on the dysfunctional effects of emotion
- ❖ **Adaptive :**focus on the organizing or functional effects of emotion
- ❖ **Multicomponent :**focus on the various interconnected components of emotion
- ❖ **Restrictive :**differentiating emotion from other psychological processes
- ❖ **Motivational :**focus on the relationship between emotion and motivation[1]

Different scholars describe these fundamental life tasks in various ways[2]

Table 1: fundmental life tasks

Scholar	Description of Life Tasks
Johnson-Laird & Oatley	link emotions to universal human predicaments, such as achievements or losses, where emotions guide adaptive responses.
Lazarus	connects emotions to common adaptational tasks, like facing danger or experiencing loss.
Stein & Trabasso	associate emotions with goal attainment: happiness when a goal is achieved, sadness when it's lost, anger when an obstacle arises, and fear when failure is anticipated.
Tooby & Cosmides	emphasize that emotions evolved from past adaptive situations (e.g., escaping predators, falling in love) and shape how we interpret present events.

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[1] http://www.universalis.fr/encyclopedie/psychologie-des-emotions/(07/03/2025 à 08 :24min)

[2] Ekman, *op.cit.*, pp. 170–175.

Ultimately, emotions are deeply rooted in evolutionary history, influencing how we appraise and respond to current experiences.

2.2 Fundamental Principles:[1]

- **Emotions as discrete psychological states:**Emotions are discrete psychological states that differ significantly in several aspects, such as expression, cognitive appraisal, physiological responses, and behavioral tendencies. Each emotion has different characteristics that affect the way an individual perceives his surroundings and responds to them.Each emotion has different characteristics that affect the way an individual perceives his surroundings and responds to them.In contrast to dimensional models that classify emotions along a continuum of excitement and valence, the discrete emotions perspective asserts that emotions function as different entities, each with unique features. For example, both fear and anger can occur as a response to a threat, but they have triggered a different response - fear usually causes avoidance behavior, whereas anger often motivates conflict. This distinction underscores the idea that emotions are specialized mechanisms designed to facilitate adaptive responses to various situations.

- **Evolutionary basis of emotions:** Emotions have been shaped by evolutionary processes, serving as adaptive responses to fundamental survival and social challenges. Evolution has played an essential role in the structure of emotional systems to help individuals navigate in periodic lives, such as dangerous response, maintenance of social relations and achieve personal goals.. Emotional responses are not arbitrary but rather reflect evolutionary strategies that have historically enhanced survival and reproductive success. For instance, fear activates physiological changes that prepare the body for escape, while joy fosters social cohesion and cooperation. This evolutionary perspective highlights the functional meaning of emotions in human behavior, emphasizing their role as biologically ingrained mechanisms that have been refined through natural selection.

The perspectives presented suggest that emotions are more than just spontaneous reactions, but rather serve specific functions determined by both psychological architecture and long-term adaptation. Recognizing these functions leads to a better understanding of how emotions influence human responses in everyday and social situations.

2.3 Key Characteristics of Emotions:
- **Universality :**Emotions are a fundamental aspect of human and non-human species, exhibiting cross-cultural consistency and biological universality.Their presence through different populations and continuous evolution in animals shows that emotions are deeply rooted in human natureThese shared emotional expressions and

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[1] Ibid,P.170-171.

responses indicate an adaptive function that has been preserved throughout evolutionary history to enhance survival and social cohesion.

● **Adaptive function :**Emotions have an important adaptation role by preparing individuals for specific actions necessary for survival and well-being. Each emotion is associated with separate physiological reactions and behaviors that allow effective environmental interaction. For instance, fear elicits avoidance and protective behaviors in response to threats, whereas anger mobilizes confrontational responses to address perceived injustices or obstacles. These mechanisms have evolved to optimize decision-making and behavioral strategies in response to recurring challenges.

● **Complexity :**Emotions do not function in separation but are associated powerfully to produce complex emotional states. This interaction contributes to the emergence of secondary emotions, such as love, which results from a combination of joy and trust, or guilt, which arises from the interplay of fear and remorse. The intricate relationships among emotions influence cognitive processing, decision-making, and social behavior, demonstrating their multifaceted role in shaping human experience and psychological well-being.[1]

Table 2: ten key postulates [2]

N°	Postulates
1	The concept of emotion is applicable to all evolutionary levels and applies to animals as well as to humans.
2	Emotions have an evolutionary history and have evolved various forms of expression in different species.
3	Emotions served an adaptive role in helping organisms deal with key survival issues posed by the environment.

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[1] Idem

[2] Plutchik, Robert. (1980). "A General Psychoevolutionary Theory of Emotion." *In* R. Plutchik & H. Kellerman (Eds.), *Emotion: Theory, Research, and Experience, Vol. 1: Theories of Emotion* . Academic Press, New York, pp. 8–9.

4	Despite different forms of expression of emotions in different species, there are certain common elements, or prototype patterns, that can be identified.
5	There is a small number of basic, primary, or prototype emotions.
6	All other emotions are mixed or derivative states; that is, they occur as combinations, mixtures, or compounds of the primary emotions.
7	Primary emotions are hypothetical constructs or idealized states whose properties and characteristics can only be inferred from various kinds of evidence.
8	Primary emotions can be conceptualized in terms of pairs of polar opposites.
9	All emotions vary in their degree of similarity to one another.
10	Each emotion can exist in varying degrees of intensity or levels of arousal

Source: Plutchik, R. (1980) 'A general psychoevolutionary theory of emotion', in Plutchik, R. and Kellerman, H. (eds.) *Emotion: Theory, research, and experience: Vol. 1. Theories of emotion.* **New York: Academic Press, pp. 8–9.(15/03/2025 à 10:53)**

[1]

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[1]Plutchik, R. (1980) 'A general psychoevolutionary theory of emotion', in Plutchik, R. and Kellerman, H. (eds.) *Emotion: Theory, research, and experience: Vol. 1. Theories of emotion.* New York: Academic Press, pp. 8–9.

The various characteristics and postulates explored here suggest that emotions are far from being isolated or random experiences. Instead, they appear to follow regular patterns based on biological evolution and psychological complexity. This confirms the view that emotions play important roles in human interaction, adaption, and decision-making.[1]

2.4 Emotions KEY dimensions:

- **Emotions, Feelings, and Moods:**

The distinction between emotions and feelings has been a topic of extensive discussion in psychology and neuroscience. Emotions are automatic physiological reactions triggered by external or internal stimuli, whereas feelings emerge as a result of the brain's interpretation and conscious awareness of these responses, making them a subjective experience. While emotions can occur without conscious recognition, feelings involve a self-referential process that integrates bodily perceptions into cognitive awareness[2].

From a neurological perspective, emotions are processed in subcortical brain structures, particularly the amygdala, which enables rapid, instinctive responses to potential threats. In contrast, feelings originate in the neocortex, where conscious thought and reflection take place. This distinction suggests that emotions serve a survival function, whereas feelings are higher-order processes shaped by cognitive engagement[3].

Facial expressions and body language play a fundamental role in emotional communication, as emotions are biologically ingrained and universally recognizable. However, the way emotional experiences are interpreted and assigned meaning varies across individuals, influenced by personal history and cultural context. Rather than being purely innate, emotions are also shaped by cognitive processing and environmental factors[4].

An alternative perspective challenges the traditional separation between emotions and feelings, proposing that they are dynamically constructed based on past experiences, social influences, and predictive brain mechanisms. Instead of merely reacting to stimuli, the brain actively constructs emotional states through interpretation and anticipation[5].

Understanding this distinction is essential for analyzing how emotions impact consumer engagement and decision-making. While emotions may drive immediate, instinctive reactions, feelings contribute to deeper emotional connections, influencing long-term brand attachment and loyalty.

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[1]Damasio, A. R. (1999). *The Feeling of What Happens: Body and Emotion in the Making of Consciousness* (pp. 42–43). Harcourt Brace.

[2] LeDoux, J. E. (1996). *The Emotional Brain: The Mysterious Underpinnings of Emotional Life* (pp. 167–169). Simon & Schuster.

[3] Ekman, P. (2003). *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life* (pp. 38–41). Henry Holt and Co.

[4] Barrett, L. F. (2017). *How Emotions Are Made: The Secret Life of the Brain* (pp. 28–31). Houghton Mifflin Harcourt.

● **Emotion and Cognition:[1]**

Cognitions are considered more or less synonymous with thinking, including functions like perceiving, conceptualizing, and remembering ,all of which play a crucial role in shaping emotional experiences.

The functional perspective on emotions emphasizes the ability of an organism to distinguish the beneficial and harmful aspects of its environment depending on the evaluation process, forming the cognitive component of emotions. This process plays a crucial role in shaping response patterns, guiding adaptive reactions based on the perceived significance of stimuli. While cognitive perspectives on emotion explore the factors influencing this evaluation, it is essential to differentiate evaluation from emotion itself.

While evaluations are part of a broader adaptive mechanism, allowing an organism to interact effectively with its surroundings, rather than constituting emotions as independent states.

Table 3: postulats about cognition-émotion relation [2]

N°	Postulates
1	The existence of any emotion presupposes the prior occurrence of a cognition or evaluation. However, although all emotions presuppose evaluations, not all evaluations produce emotions.
2	Cognitions may be based on information obtained from external or internal stimuli.
3	Cognitions are concerned with whether a stimulus is beneficial or harmful, although there are different types of benefits, just as there are different types of harms.
4	Most events are evaluated as both good and bad, beneficial as well as harmful. This is the basis for the wide existence of conflict.

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[1] Ibid,P9-10.

[2] Ibid,P.10.

5	In most lower animals, certain cognitions occur without prior learning or experience (e.g., imprinting or courtship rituals).
6	In higher animals, most cognitions depend on learning and can be modified by experience.
7	Cognitions are not always conscious or reportable; they are hypothetical constructs or "maps" whose properties can be inferred on the basis of various kinds of evidence.
8	Cognitions can be in error. It is possible for an individual to evaluate a certain stimulus as beneficial when it is really harmful or, conversely, to evaluate a stimulus as dangerous when it is not (as in most phobias).
9	On the average, most cognitions must be reasonably accurate if an individual is to survive.
10	There are a limited number of cognitions necessary for survival in the face of major life problems.

Source: Plutchik, R. (1980) 'A general psychoevolutionary theory of emotion', in Plutchik, R. and Kellerman, H. (eds.) *Emotion: Theory, research, and experience: Vol. 1. Theories of emotion*. New York: Academic Press, pp. 10.(15/03/2025 à 10:53) [1]

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[1] Plutchik, R. (1980) 'A general psychoevolutionary theory of emotion', in Plutchik, R. and Kellerman, H. (eds.) *Emotion: Theory, research, and experience: Vol. 1. Theories of emotion*. New York: Academic Press, pp. 10.(

cognition and emotion are deeply interconnected, with cognition influencing emotional evaluations, and emotions, in turn, shaping cognitive decision-making and behavioral outcomes. This evolutionary view emphasizes the role of emotions as biologically ingrained mechanisms designed to improve the effectiveness of an organism to navigate in its environment.[1]

Some of the ideas represented by these postulates can be illustrated by means of a diagram showing the sequence of events that occurs in relation to the development of an emotion.[2]

Figure 1: the sequence of events related to the development of an emotion

STIMULUS EVENT	→	COGNITION	→	FEELING	→	BEHAVIOR	→	EFFECT
Threat by enemy	→	Danger	→	Fear	→	Run	→	Protection
Loss of parent	→	Isolation	→	Sadness	→	Cry for help	→	Assistance

Source: Plutchik, R. (1980) 'A general psychoevolutionary theory of emotion', in Plutchik, R. and Kellerman, H. (eds.) *Emotion: Theory, research, and experience: Vol. 1. Theories of emotion*. New York: Academic Press, pp. 11.(15/03/2025 à 10:53)   (15/03/2025 à 10:53)

- The following diagram shows an attempt to describe the hypotheses that are related to all cognitive events. This schema is based on the ideas that have been discussed about cognition as an evolving set of functions based on brain mechanisms, which are designed to make maps, predict the future, and organize appropriate actions.In general, for a successful adaptation organization with a potential dangerous environment, it must be able to store information about this environment in memory and it must be able to retrieve stored information when necessary, it must be able to use the retrieved signals as a basis for actions. The details are summarized in Figure. [3]

Figure 2: schematic flow diagram of cognitive-emotional functioning

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[1] Idem

[2] Ibid,P.14.
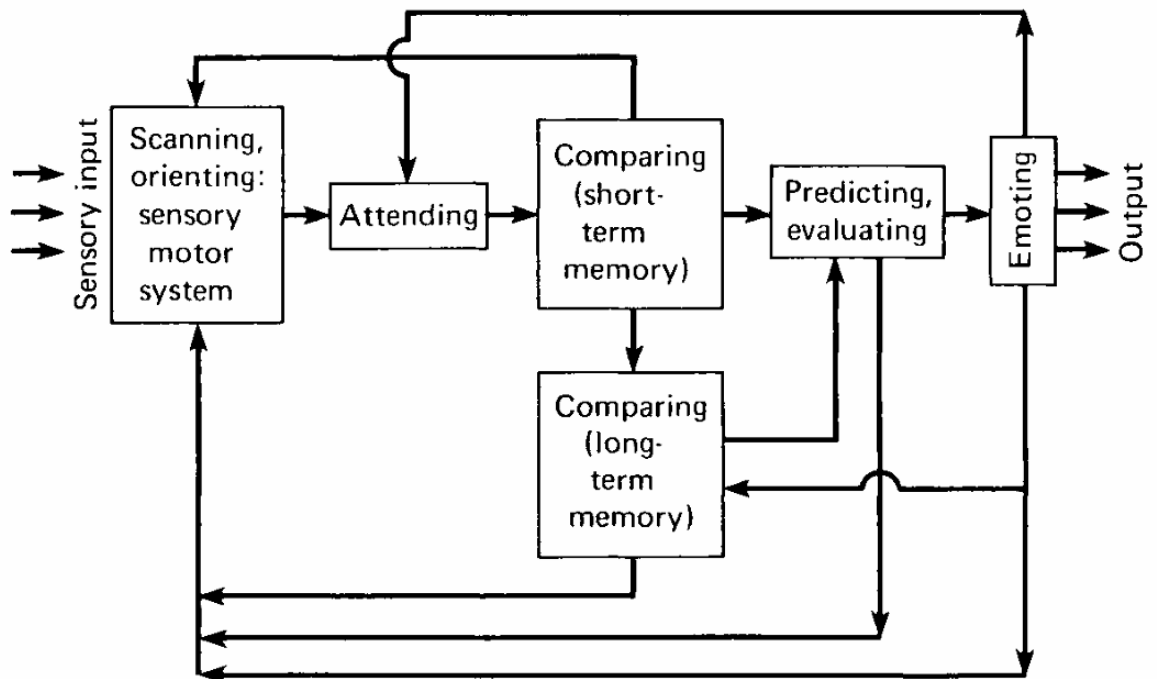
Source: From Plutchik, R. Cognitions in the service of emotions: An evolutionary perspective. In D. K. Candland, J. P. Fell, E. Keen, A. I. Leshner, R. Plutchik, & R. M. Tarpy. Emotion. Monterey, Calif.: Brooks/Cole, 1977. Reprinted by permission. (15/03/2025 à 10:53)

3.Typology and Representation of Emotions:
There are two types of emotions: primary or so-called basic emotions and secondary emotions.

3.1 Typology of emotions:

❖ **Primary Emotions:**

Certain environmental stimuli (which are not necessarily consciously recognized) are analyzed by limbic structures and trigger an innate reaction[1] .

These innate reactions form primary emotions, which are considered universal, not strictly human, and do not require cognitive evaluation of the context [2].

However, primary emotions are identified by seven properties[3] :

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[1] Rivière, *op.cit.*, pp.33.

[2] Chung S. J. (2000), *L'expression et la perception de l'émotion extraite de la parole spontanée : évidences du coréen et de l'anglais*, Thèse de doctorat, Institut de Linguistique et Phonétique Générales et Appliquées, Université de la Sorbonne Nouvelle, France, pp. 40.

[3]Rivière, *op.cit.*, pp.34.

-They must be triggered by universal stimuli.

-They must appear spontaneously.

-The reaction must emerge and disappear quickly.

-The cognitive processing of the stimulus must be automatic.

-They must trigger specific thoughts or sensations.

-They must be present in other primates besides humans.

-They are biological, instinctive, and found in all cultures.

Each emotion has its own purpose.

There are eight primary emotions that are innate and universally experienced across cultures[1]:

- **Joy**: A feeling of happiness and contentment.
- **Trust**: Confidence in others and a sense of security.
- **Fear**: A response to perceived threats or danger.
- **Surprise**: A reaction to unexpected events.
- **Sadness**: Feelings of loss or disappointment.
- **Disgust**: Revulsion toward something unpleasant or offensive.
- **Anger**: A strong feeling of displeasure or hostility.
- **Anticipation**: Expectation or prediction of future events.

These primary emotions are considered universal and have evolved to help organisms adapt to their environment.

- **Multiple languages of emotion:[2]**

Each primary emotion **exists on a spectrum of intensity**, meaning they can range from mild to extreme:

- **Annoyance → Anger → Rage**
- **Apprehension → Fear → Terror**
- **Boredom → Disgust → Loathing**

An emotion is a complex sequence of reactions, and different aspects of this sequence can be described using different languages or terms. There are:

- A language for describing the stimulus events that produce emotions

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[1]Paultchik, *op.cit.*, pp.5.

[2] Ibid,P.15.

- A separate language for describing the inferred cognitions that interpret these events
- Another language for describing the feeling states
- A language of behavioral reactions

Table provides examples of these different languages used to describe the eight primary emotions. The stimuli are important life-related events connected to survival. The inferred cognitions are probable interpretations of these events. The feeling states and associated behaviors can vary in intensity. The "Effect" column refers to the functions of each emotion-complex.

Figure 3:the complex, probabilistic sequence of events involved in the development of an emotion

| Stimulus event	Inferred cognition	Feeling	Behavior	Effect
Threat	"Danger"	Fear, terror	Running, or flying away	Protection
Obstacle	"Enemy"	Anger, rage	Biting, hitting	Destruction
Potential mate	"Possess"	Joy, ecstasy	Courting, mating	Reproduction
Loss of valued person	"Isolation"	Sadness, grief	Crying for help	Reintegration
Group member	"Friend"	Acceptance, trust	Grooming, sharing	Affiliation
Gruesome object	"Poison"	Disgust, loathing	Vomiting, pushing away	Rejection
New territory	"What's out there?"	Anticipation	Examining, mapping	Exploration
Sudden novel object	"What is it?"	Surprise	Stopping, alerting	Orientation

Source:Plutchik, R. (1980) 'A general psychoevolutionary theory of emotion', in Plutchik, R. and Kellerman, H. (eds.) *Emotion: Theory, research, and experience: Vol. 1. Theories of emotion.* **New York: Academic Press, pp. 16.(15/03/2025 à 10:53)**

This model highlights how emotions function as adaptive tools, helping organisms interpret and respond to their environments effectively.[1]

This overview illustrates that emotions are not only varied in intensity but also expressed and understood through multiple interpretive layers. The presence of multiple "languages" for describing emotional experiences underlines their complexities and the significance of context in how emotions are triggered, felt, and articulated. Such a perspective deepens the understanding of emotional processes as multidimensional and functionally connected.

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[1] Ibid,P.16.

● **Emotional polarities: positive vs. negative**

The primary emotion dimensions can be conceptualized in terms of pairs of opposites.

❖ Anger and fear are opposites, with anger implying attack and fear implying flight.
❖ Joy and sadness are opposites, with joy implying possession or gain and sadness implying loss.
❖ Acceptance and disgust are opposites, with acceptance implying a taking in and disgust implying an ejection or riddance.
❖ Surprise and anticipation are opposites, with surprise implying the unpredictable and anticipation implying the predictable.

● **Characteristics of basic emotions: universal, biologically rooted**
❖ **Distinctive Universal Signals** Each basic emotion has a unique facial expression recognized across cultures. These expressions are biologically programmed, not culturally learned, making them a universal mode of communication.[1]
❖ **Presence in Other Primates**Basic emotions are not exclusive to humans, they are also observed in primates like chimpanzees, who express fear, anger, and playfulness in ways similar to humans. This suggests an evolutionary basis for emotions, aiding survival through instinctive reactions.[2]
❖ **Distinctive Physiology** Each emotion is linked to specific physiological changes. Fear increases heart rate and prepares the body for escape, while anger raises blood pressure and primes muscles for confrontation. These physiological patterns ensure rapid, adaptive responses to environmental challenges.[3]
❖ **Universal Antecedent Events** Specific emotions are triggered by common types of situations across cultures. For example, fear typically arises in response to threats, while sadness is linked to loss. This universality suggests that emotions have adaptive functions that have been conserved throughout human evolution.[4]
❖ **Coherence Among Emotional** Responses Basic emotions involve coordinated changes across multiple systems, including facial expression, physiological response, and subjective experience. These responses work together to facilitate adaptive behavior, although individual differences may influence their intensity and manifestation.[5]
❖ **Quick Onset** Emotions arise rapidly in response to relevant stimuli, allowing for immediate action. This rapid onset is crucial for survival, as it enables individuals to react swiftly to danger or opportunities in their environment[6]

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[1] Ekman, *op.cit.*, P.175-178.
[2] Ibid,P.178-179.
[3] Ibid,P.179-183.
[4] Ibid,P.183-184.
[5] Ibid,P.184-185.
[6] Ibid,P.185.

❖ **Brief Duration** Unlike moods, which last longer, emotions are short-lived, typically lasting seconds to minutes. This allows for flexibility and adaptability in responding to changing environments.[1]

❖ **Automatic Appraisal** Emotional responses occur automatically without requiring deliberate thought. The brain evaluates stimuli rapidly, determining whether they are beneficial or harmful, and triggering the appropriate emotional reaction.[2]

❖ **Unbidden Occurrence** Emotions arise spontaneously and cannot be controlled at will. While people can regulate their emotional expressions, they cannot prevent the initial emotional response from occurring.[3]

Basic emotions emerge spontaneously and cannot always be consciously controlled. Individuals may try to repress or restrict emotional manifestations, but the underlying emotional experience is generally spontaneous.

Figure 4: characteristics which distinguish basic emotions from one another and fromother affective phenomena

	Basic with regard to:	
	Distinctive States	Biological Contribution
1. Distinctive universal signals	x	x
2. Presence in other primates		x
3. Distinctive physiology	x	x
4. Distinctive universals in antecedent events	x	x
5. Coherence among emotional response		x
6. Quick onset		x
7. Brief duration		x
8. Automatic appraisal		x
9. Unbidden occurrence		x

Source: Paul Ekman (1992): An argument for basic emotions, Cognition & Emotion, 6:3-4,P175. (15/03/2025 à 10:53)

● **Link between emotions and personality:[1] :**One of the important implications of the theory is the concept of derivatives of emotions.The language of emotions also

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[1] Ibid,P.185-187.

[2] Ibid,P.187-189.

[3] Ibid,P.189.

includes the language of personality traits, if personality is defined as interpersonal relations. Words like friendly, hostile, gloomy, and impulsive can be used to describe either a brief, emotional state or a long-term personality trait.This duality suggests that emotions are not only momentary reactions but can also manifest as stable tendencies over time.

Additionally, when primary emotions blend, the outcome combination can be explained using terms that apply to both states and traits.Table provides an illustration of the terms used by raters to describe the results of mixing primary emotions. This finding extends beyond anxiety and applies to all emotions, reinforcing the idea that personality traits may stem from frequent emotional experiences.

The distinction between state and trait emotions does not apply to each particular emotion. Rather, it shows a broader, universal component of how emotions are expressed, emphasizing the close relationship between emotional patterns and personality development throughout time

Figure 5: emotion components of a sample of personality traits

Personality trait	Emotion components	
	First	Second
Affectionate	Accepting	Joyful
Aggressive	Angry	Expectant
Anxious	Expectant	Afraid
Cautious	Timid	Expectant
Cruel	Rageful	Disgusted
Envious	Angry	Sad
Pessimistic	Sad	Expectant
Resentful	Angry	Dissatisfied

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[1] Paultchki, *op.cit.*, P.18-19.

Source: Plutchik, Robert. (1980). "A General Psychoevolutionary Theory of Emotion." *In* R. **Plutchik & H. Kellerman (Eds.),** *Emotion: Theory, Research, and Experience, Vol. 1: Theories of Emotion P.19* **. Academic Press, New York.(15/03/2025 à 10:53)**

❖ **Secondary Emotions:**

Secondary emotions, which are more complex – also known as social emotions – are the result of both conscious and unconscious cognitive evaluations (i.e., cognitively generated) .[1]

These emotions are processed in the prefrontal cortex, which responds based on learned experiences [2]. The responses from the prefrontal cortex are then transmitted back to the limbic system. These emotions are combinations of basic emotions[3]: nostalgia, hatred, envy, gratitude, resentment, anticipation, trust, embarrassment, shame, distrust, contempt, approval, disdain, pride, humiliation, insincerity, deceit, guilt...

Mixed emotions is another term used to refer to secondary emotions. For example, shame is considered a mixed emotion, fundamentally a combination of fear and anger[4] .

Secondary emotions arise from combinations of primary emotions and are often more complex. Plutchik introduced the concept of "dyads" to describe these combinations.[5]

- Primary Dyads: Combinations of two adjacent primary emotions on the wheel.
    - Anticipation + Joy = Optimism (with its opposite being disapproval)
    - Joy + Trust = Love (with its opposite being remorse)
    - Trust + Fear = Submission (with its opposite being contempt)
    - Fear + Surprise = Awe (with its opposite being aggression)
    - Surprise + Sadness = Disapproval (with its opposite being optimism)
    - Sadness + Disgust = Remorse (with its opposite being love)
    - Disgust + Anger = Contempt (with its opposite being submission)
    - Anger + Anticipation = Aggressiveness (with its opposite being awe)

These secondary emotions provide a more nuanced understanding of human feelings and behaviors.

- **Plutchik's Wheel of Emotions:[6]**

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[1] Chung, S.J. (2000). *L'expression et la perception de l'émotion extraite de la parole spontanée : évidences du coréen et de l'anglais.* Thèse de doctorat, Institut de Linguistique et Phonétique Générales et Appliquées, Université de la Sorbonne Nouvelle, France, soutenue en juin 2000, pp. 40.

[2] Rivière, *op.cit.*, P.35.

[3] Ibid,P.41.

[4] Rivière, *op.cit.*, P.36.

[5] Plutchik, *op.cit.*, P.19.

[6] Idem

Plutchik's Wheel of Emotions is a graphic depiction to describe how primary and secondary emotions are related. This model illustrates how emotions can vary in intensity and how they blend to form complex emotional states,as shown in Figure

a combination of several primary emotions would explain the complexity of what you're experiencing. Emotions are compared to a color palette,the primary emotions corresponding to the primary colors, and more complex emotions to a mixture of these primary colours .These emotions vary in intensity (see Figure)

Figure 6: plutchik's wheel of emotions
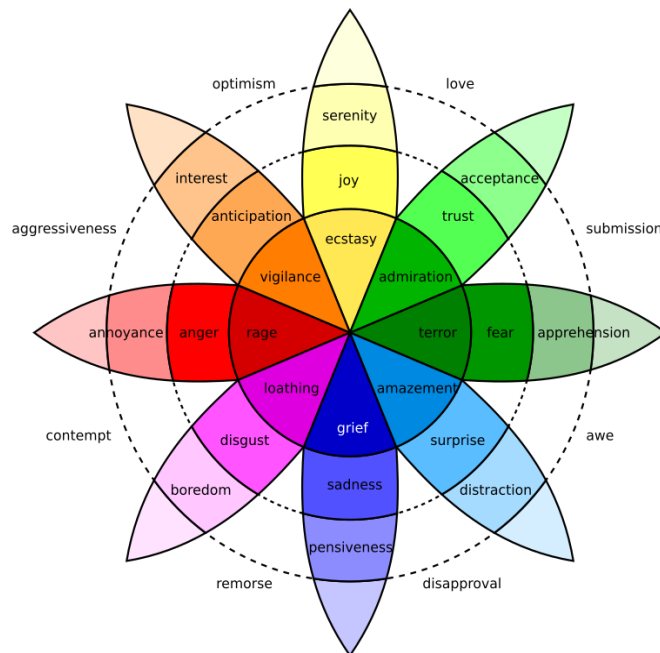
Source:https://www.6seconds.org/2025/02/06/plutchik-wheel-emotions/ (1/03/2025 à 10:53)

3.2 Models of Emotional Representation:

The manipulation of emotions in a machine raises numerous challenges. First, in terms of emotion representation, it is necessary to establish a formalism that aligns with existing psychological findings while allowing for simple manipulation within the machine. Additionally, for a given event, it is essential to determine the emotional potential associated with it .Based on psychological research, some models consider affective states as categories, while others view them as a multidimensional construct .[1]

The most well-known approaches are the categorical (or discrete) approach and the multidimensional approach

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[1] Chung, *op.cit.*, P.41.

The eight basic emotions, widely accepted by the psychological community, provide an initial discrete set of emotions on which to base further studies.

- **Categorical approach:**

This is the most widespread approach, which considers emotions as episodic and universal characteristics. Each emotion can then be associated with a specific word in language. The universal nature of emotions leads to the definition of a small number of basic emotions [1].

This approach primarily distinguishes between these emotions and classifies them into discrete categories. Consequently, affective expressions that do not fit within these classifications are considered combinations of primary emotions [2].

The main justification for this approach is that basic emotions are clearly identifiable in most individuals, particularly through non-verbal communication. However, the exact number, names, and classification of basic emotions remain open questions.

The key advantage of the categorical approach is that once the emotions to be processed are clearly identified, they become easy to manipulate, both for humans and machines [3].

- **Dimensional approach:**

A second way to categorize emotion is based on a continuous emotional space. The dimensional perspective, on the other hand, proposes to model all affective reactions from several dimensions [4]. This approach consists in considering emotions as a point in a multidimensional space, and even interpreting the similarity between various types of emotion as proximities in space.

In general, two axes are sufficient to represent a large number of emotions. The two axes of this multidimensional space represent attributes that are, a priori, common to all emotional manifestations such as valence or pleasure of emotion (positive, negative) and activation or excitation of emotion (active, passive) [5].

According to theories relevant to this approach, these two dimensions clearly emerge.

- ❖ **Valence (pleasure/displeasure):**

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[1] Maaoui, C., & Pruski, A. (2008). *Comparative study of SVM kernel applied to emotion recognition from physiological signals. IEEE Transactions on Neural Networks*, Université de Metz, Laboratoire d'Automatique et des Systèmes Coopératifs, France, pp. 1.

[2] Riviére, *op.cit.*, P.36.

[3] Maaoui, *op.cit.*, P.1.

[4] Riviére, *op.cit.*, P.36

[5] Maaoui, *op.cit.*, P.1.

It forms the foundation of affective experience and gives this experience its specific character [1].

 This dimension reflects the degree of well-being and satisfaction.

> ❖ **Arousal (intensity, energy):**

It is a physiological component characterizing the physical activity of an organism. It includes two extreme poles (sleep and overexcitement). It was long considered the essential manifestation of affection for the sole reason that the affective state was nothing more than high activation [2].

Emotional experience could be transcribed using three dimensions. The dimensions of **pleasure (positive/negative)** and **arousal (active/passive)** are identified, while the third dimension is **power (tension, relaxation).[3]**

> ❖ **Control/power (mastery of the emotion):**

It refers to the sensation of power, control, or influence versus a lack of power or an inability to control or influence a situation[4] .
 It appears to be less stable.

Overall, both category and dimensional models contribute to a better understanding of emotional representation, with each having distinct advantages. Combining these methodologies may provide a more comprehensive understanding of emotions, particularly in fields where both explicit identification and emotional nuance are required, such as communication, marketing, and user interaction design.

3.3 Components of Emotion:

According to the definition of emotion, three fundamental components can be identified: the **behavioral component**, the **physiological component**, and the **cognitive/subjective component** [5].

> ❖ **Physiological Component[6]:**
> ● **Bodily changes:**

The behavior and state of the organism are affected by peripheral physiological reactions that accompany every emotion. In fact, neurophysiological activity establishes an adaptive function attributed to emotions. This involves sympathetic activity, which enables an individual to react quickly to external stimuli.

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[1] Chung, *op.cit.*, P.42.

[2] Idem.

[3] Ibid,P.43..

[4] Idem.

[5] Ibid,P.37.

[6] Idem.

The autonomic nervous system (ANS) undergoes modifications associated with emotional states, as it controls our internal organs independently of our will.

The hypothalamic centers, which are part of the sympathetic nervous system, regulate autonomic activation. Measuring this activation can be highly valuable in the study of emotional expression and the neural circuits involved. However, these physiological variations serve as temporal markers of somatic changes, which are well known to be related to emotional state variations, even though no fixed pattern exists for a given emotion .

Most emotions in all individuals are characterized by undeniable autonomic nervous system responses. However, while it is proven that the same person often reacts in a similar way to the same emotional process, it is also certain that two individuals experiencing the same emotion do not physiologically react in the same manner.

❖ **Behavioral Component:**

Emotions are expressed through specific behavioral traits that make them identifiable. These manifestations include voice intonation, crying, smiling, and facial expressions. These behavioral indicators play a crucial role in emotional communication, allowing others to interpret emotional states[1] .

The primary function of emotional expression is to generate a detectable and understandable language for others, facilitating social adaptation and regulating interactions[2] . According to Ekman and Friesen (1971)[3], certain facial expressions are universal, enabling the recognition of basic emotions (joy, sadness, anger, fear, surprise, and disgust) across different cultures.

● **Facial Expressions:**

Facial expressions are a central element of emotional expression. They are controlled by the central nervous system and involve the activation of specific facial muscles[4]. For example, the contraction of the orbicularis oculi muscle around the eyes accompanies a genuine smile (Duchenne smile), differentiating it from a social (polite) smile [5].

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[1] Ekman, P. (1999). *Basic Emotions.* In T. Dalgleish & M. J. Power (Eds.), *Handbook of Cognition and Emotion* (pp. 45-60). John Wiley & Sons.

[2] Darwin, C. (1872). *The Expression of the Emotions in Man and Animals.* John Murray, pp. 27–49.

[3] Ekman, P., & Friesen, W. V. (1971). Constants across cultures in the face and emotion. *Journal of Personality and Social Psychology, 17*(2), 124-129.

[4] Ekman, P., & Friesen, W. V. (2003). *Unmasking the face: A guide to recognizing emotions from facial expressions* (pp. 19–27). Malor Books.

[5] Frank, M. G., & Ekman, P. (1993). Not all smiles are created equal: The differences between enjoyment and nonenjoyment smiles. *Journal of Personality and Social Psychology, 64*(3), 377-384.

Additionally, the study of micro-expressions—brief, involuntary facial expressions—has revealed their role in detecting concealed emotions, particularly in clinical and forensic settings[1] .

- **Prosody:**

Prosody refers to the rhythmic and melodic characteristics of speech that convey emotional information. It includes parameters such as:

  - ❖ **Pitch:** A high-pitched voice may indicate fear or excitement, while a low-pitched voice may express anger or sadness[2] .
  - ❖ **Volume:** A loud voice may signal enthusiasm or anger, whereas a soft voice can indicate fear or sadness.
  - ❖ **Speech rate (tempo):** A fast speech rate is often associated with excitement, while a slow rate may suggest sadness or fatigue[3] .

These prosodic cues are crucial for emotion recognition, even in the absence of explicit verbal content[4] . For example, a neutral phrase like *"I'm here"* can express entirely different emotions depending on the intonation used.

Nowadays, it is possible to detect and measure the various manifestations that define the nature of emotions. However, this detection remains imperfect due to, on one hand, the complexity of emotional signals, and on the other hand, the variability among individuals. Currently, there is no comprehensive model that fully defines emotions.

Nevertheless, several studies have focused on data collection to enhance this model. In general, existing emotion recognition systems consider all available data, whether complete or incomplete, in order to accurately determine an individual's emotional state.

In summary, emotions are complex psychological phenomena involving physiological, cognitive, and behavioral components. Various theoretical models, including physiological, neurobiological, categorical, and dimensional approaches, offer insights into their nature and functions. Emotions are universal, adaptive, and distinct from related states such as feelings and moods. The interaction between cognition and emotion emphasizes their complementary roles in forming human experience. Understanding the typology and representation of emotions is crucial for investigating their impact on behavior and social interactions, especially in contexts like consumer engagement and brand connections.

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[1] Porter, S., & ten Brinke, L. (2008). Reading between the lies: Identifying concealed and falsified emotions in universal facial expressions. *Psychological Science, 19*(5), 508-514.

[2] Scherer, K. R. (2003). Vocal communication of emotion: A review of research paradigms. *Speech Communication, 40*(1-2), 227-256.

[3] Banse, R., & Scherer, K. R. (1996). Acoustic profiles in vocal emotion expression. *Journal of Personality and Social Psychology, 70*(3), 614-636.

[4] Juslin, P. N., & Laukka, P. (2003). Communication of emotions in vocal expression and music performance: Different channels, same code? *Psychological Bulletin, 129*(5), 770-814.

In this regard, the following section will examine how consumer engagement with brands is conceptualized, structured, and affected, setting the groundwork for understanding the function of emotions in brand-customer interactions.

Section2:Consumer Engagement with Brands

Consumer Brand Engagement (CBE) has emerged as a crucial subject in marketing and consumer behavior research[1] . This growing interest is largely driven by the Marketing Science Institute's designation of consumer engagement as a priority research area (2010, 2014), emphasizing its significant role in brand performance and customer loyalty. Over time, researchers have focused on defining and measuring CBE . Among the most influential measurement frameworks,A widely referenced scale was introduced in 2014, primarily utilized in digital environments like social media and online communities. Nevertheless, consumer engagement extends beyond digital interactions , encompassing offline brand experiences as well. This highlights the importance of understanding the emotional factors that drive engagement across various contexts.

Defining Consumer Engagement and Its Theoretical Foundations:

Engagement has been explored across various research domains. The term **"engagement"** has been present in academic literature since 2005[2] and remains a relevant subject of study for researchers and scholars worldwide.

Among the primary disciplines examining engagement are marketing, management, and information system management[3]. The concept appears in numerous studies, including job

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[1] Gómez-Suárez, M., Martínez-Ruiz, M. P., & Martínez-Caraballo, N. (2017). Consumer-brand relationships under the marketing 3.0 paradigm: A literature review. *Frontiers in Psychology, 8*, 252.https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2017.00252/full

[2] Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 66(1), P.105.

[3] Chan, T. K. H., Zheng, X., Cheung, C. M. K., Lee, M. K. O., & Lee, Z. W. Y. (2014). Antecedents and consequences of customer engagement in online brand communities. Journal of Marketing Analytics, 2(2), P.83.

engagement[1] and user engagement[2]. More specifically, it is explored in the context of **customer engagement[3]**, **brand engagement[4]**, and **consumer brand engagement[5] (CBE)** .

The consumer-brand relationship originates from relationship marketing theory[6]. Within this relationship, engagement extends beyond mere transactions and is defined as a customer's behavioral expressions toward a brand or company beyond purchases, driven by motivational factors[7]. Literature on engagement emphasizes its psychological dimension, as it is largely influenced by customer emotions and feelings[8]. The concept has gained increasing attention in branding literature[9], with a growing focus on interactive customer-brand relationships.

Consumer brand engagement (CBE) has become a key topic in academic discussions on brand relationships[10]. Rooted in relationship marketing, CBE is considered an essential component of customer engagement[11] . It remains a strategic priority for brand management [12] as it fosters a customer base emotionally committed to the brand[13].

Various definitions of CBE exist in the literature. One of the earliest is Bowden's (2009), describing it as a psychological process that explains how customer loyalty develops for new

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[1] Maslach, C., Schaufeli, W. B., & Leiter, M. P. (2001). Job burnout. Annual Review of Psychology, 52,p. 416-417

[2] O'Brien, H. L., & Toms, E. G. (2010). The development and evaluation of a survey to measure user engagement. Journal of the American Society for Information Science and Technology, 61(1), p. 3-4.

[3] van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. Journal of Service Research, 13(3), P.254.

[4] Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. Journal of Business Research, 63(9-10), P.3.

[5] Hollebeek, L. D. (2011a). Demystifying customer brand engagement: Exploring the loyalty nexus. Journal of Marketing Management, 27(7-8),P.790.

[6] Bilro, R. G., & Loureiro, S. M. C. (2020). A consumer engagement systematic review: synthesis and research agenda. Spanish Journal of Marketing - ESIC, 24(3),p. 295.

[7] van Doorn et al., op. cit.

[8] Paruthi, M., & Kaur, H. (2017). Scale Development and Validation for Measuring Online Engagement. Journal of Internet Commerce, 16(2), p.137.

[9] Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. Journal of Product & Brand Management, 28(2), p.275.

[10] Idem.

[11] Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. Journal of Interactive Marketing, 28(2), p.152.

[12] Ibid,p.162.

[13] Fernandes & Moreira, op. cit.

customers and is maintained for repeat customers[1] . Hollebeek defines customer engagement as the extent to which an individual's brand-related motivation, state of mind, and level of involvement manifest through activation, identification, and absorption in brand interactions[2]. In another definition, Hollebeek describe CBE as a consumer's positively valenced brand-related cognitive, emotional, and behavioral activity during or related to brand interactions[3]. Cheung, Pires, Rosenberger, and Oliveira further conceptualize CBE as a psychological state that reflects a consumer's passion for a brand[4].

The widespread recognition of CBE is attributed to its effectiveness in predicting brand-related outcomes better than traditional metrics like quality or satisfaction, as it captures the depth of consumer-brand relationships[5]. Broadly, CBE represents the interaction between a brand and its potential or existing customers. It is based on the relationship between an **"engagement subject"** and an **"engagement object"**[6], where the engagement object can be a brand[7]or brand-related content[8] , while the engagement subject varies depending on the research focus[9].

CBE is considered a critical component for companies seeking a competitive advantage[10] and is thus regarded as a key priority in branding strategies[11]. However, CBE is conceptualized differently across the literature. Some studies define it from a behavioral perspective, while others view it as a psychological state. Hollebeek proposes an integrated approach, arguing that CBE encompasses both behavioral and psychological dimensions.[12]

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[1] Bowden, J. (2009). Customer Engagement: A Framework for Assessing Customer-Brand Relationships: The Case of the Restaurant Industry. Journal of Hospitality Marketing & Management, 18(6), p.65.

[2]Hollebeek,2011a, op. cit., p. 151.

[3] Hollebeek,2014, op. cit., p. 154.

[4] Cheung, M. L., Pires, G. D., Rosenberger, P. J., & Oliveira, M. J. de (2020). Driving consumer brand engagement and co-creation by brand interactivity. Marketing Intelligence & Planning, 38(4),p. 524.

[5] Fernandes & Moreira, op. cit, p. 274-275.

[6] Audy Martínek, P. (2021). Mapping methods of research on consumer engagement with brands on social media: A literature review. Methodological Innovations, 14(1),p.2.

[7] Hollebeek,2014, op. cit.

[8] Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. Journal of Marketing Communications, 22(2), p. 204.

[9] Audy Martínek, op. cit.

[10] Cheung et al., op. cit.

[11] Nyadzayo, M. W., Leckie, C., & Johnson, L. W. (2020). The impact of relational drivers on customer brand engagement and brand outcomes. Journal of Brand Management, 27(5),p. 562.

[12] Hollebeek,2014, op. cit.

1.1. General Definition of Engagement:

The concept of "engagement" can have several meanings. the most common understanding of engagement refers to a couple's promise to marry, and the period between proposal and marriage[1]. So engagement is a multidimensional concept whose definition varies across academic disciplines. In its general sense, engagement refers to a commitment between two parties in a reciprocal social relationship characterized by participation and shared interest.

This divergence can be illustrated by the debate that took place in the *Journal of Service Research* in the autumn of 2011, where researchers adopted two different perspectives on the concept[2]:

- Some researchers focused on the **"act"** of engagement, referring to consumer behaviors such as liking, sharing, or commenting on content .

- Others emphasized **"the state"** of engagement, viewing it as an internal psychological state that reflects the consumer's emotional and cognitive attachment to a brand .

This perspective suggests that engagement might be better understood not only through visible actions like likes or shares, but through the emotional and cognitive bond that motivates such behaviors. It emphasizes the idea that what happens inwardly can be just as important if not more so than what we perceive on the outside.

 1.2. Theoretical Foundations of Consumer Engagement:

Research on consumer brand engagement (CBE) is primarily conducted within three key theoretical perspectives:

- ❖ **Relationship Marketing Theory**
- ❖ **Service-Dominant Logic Perspective (SDL)**
- ❖ **Social Exchange Theory (SET)**

While relationship marketing theory and the service-dominant logic perspective serve as foundational frameworks for analyzing consumer-brand engagement from a marketing

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[1] https://www.thefreedictionary.com/engagement
[2] https://journals.sagepub.com/doi/10.1177/1094670511414585

perspective, SET provides a psychological lens to understand consumer behavior in brand interactions .

- **Relationship Marketing Theory[1]:**

Relationship marketing theory emphasizes the importance of long-term relationships between consumers and brands. It suggests that sustained consumer engagement is driven by emotional connections, trust, and commitment . By fostering strong relationships, brands can encourage consumers to engage beyond simple transactions, leading to loyalty and advocacy.

- **Service-Dominant Logic Perspective[2]:**

The service-dominant logic (SDL) perspective views engagement as part of the value co-creation process between consumers and brands . Unlike traditional product-based marketing, SDL highlights that value is not created solely by firms but emerges from consumer participation in brand interactions. Engaged consumers play an active role in shaping their brand experience through feedback, co-creation, and advocacy.

- **Social Exchange Theory :**

SET, originally developed in sociology[3], explains consumer engagement as an exchange-based relationship where individuals interact with brands expecting reciprocal benefits.

According to SET, consumers engage with brands because they anticipate rewards—either tangible (e.g., discounts, product value) or intangible (e.g., social recognition, emotional satisfaction) [4]. This exchange can be viewed in two ways:

➔ **Brand-to-consumer exchange**: A brand provides value to a consumer, such as prestige, social status, or personalized experiences, in return for loyalty and advocacy.

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[1] Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice, 20*(2), 122–146.

[2] Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research, 14*(3), 252–271.

[3] Homans, G. C. (1958). Social behavior as exchange. Am. J. Sociol. 63, 597–606.

[4] Emerson, R. M. (1976). Social exchange theory. Annu. Rev. Sociol. 2, 335–362.

➔ **Consumer-to-brand exchange**: Consumers contribute to the brand through positive engagement, such as word-of-mouth marketing or brand loyalty, expecting benefits in return (e.g., exclusivity, rewards).

SET posits that exchange partners strive to maintain balance in the relationship, meaning consumers will remain engaged as long as the perceived benefits outweigh the costs[1] . While economic exchanges involve direct, tangible rewards, social exchanges incorporate psychological benefits such as trust, social belonging, and brand affiliation[2].

Although SET is typically confined to symmetrical exchanges (where both parties offer similar value), research suggests that asymmetrical exchanges are also possible . For instance, consumers may engage with a brand without immediate rewards, driven by habit, emotional attachment, or brand identification .

Recent studies confirm that SET aligns with the interactive nature of customer engagement, where engagement is a continuous, evolving process influenced by past experiences and brand-consumer interactions[3]. This supports the notion that a series of interdependent brand interactions can foster deep emotional attachment and long-term consumer loyalty [4].

1.3 Definition of Consumer Brand Engagement (CBE):

Consumer Brand Engagement (CBE) is a relatively new concept in marketing , yet it has garnered significant attention from academic researchers. Although CBE has emerged as a specific construct in its own right, it is rooted in the broader concept of consumer engagement, which has been defined in various ways within the literature.

There are various definitions of CBE in literature:

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[1] Hollebeek, L. D. (2011b). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing, 19*(7), 555–573.

[2] Chan, K. W., & Li, S. Y. (2010). Understanding consumer-to-consumer interactions in virtual communities: The salience of reciprocity. *Journal of Business Research, 63*(9–10), 1033–1040

[3] Hollebeek,2011b, op. cit.

[4] Cropanzano, R., & Mitchell, M. S. (2005). Social exchange theory: An interdisciplinary review. *Journal of Management, 31*(6), 874–900.

- **Bowden [1]**: Defines CBE as "a psychological process that models the underlying mechanism by which customer loyalty forms for new customers of a service brand, as well as the mechanisms by which loyalty may be maintained for repeat purchase customers."

- **Hollebeek [2](2011)**: Describes customer engagement as "the level of expression of an individual customer's motivational, brand-related, and context-dependent state of mind characterized by a degree of activation, identification, and absorption in brand interactions."

- **Hollebeek et al. [3](2014)**: Define CBE as "a consumer's positively valenced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interactions."

- **Cheung, Pires, Rosenberger, & Oliveira[4] (2020)**: Conceptualize CBE as "a psychological state that involves a customer's passion for the brand."

Also, Brodie [5] define consumer engagement as "a context-dependent, psychological state characterized by fluctuating intensity levels that occur within dynamic, iterative engagement processes." In contrast, van Doorn et al.[6] adopt a behavioral perspective, defining it as "customer behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers." A review of existing definitions highlights different perspectives on consumer engagement. It has been conceptualized as an intrinsic motivation for participating in a brand community[7], a psychological state of mind , a set of activities that facilitate consumer-brand interactions , or even a form of value creation for the company.

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[1] Bowden, op. cit.5.

[2] Hollebeek,2011a, op. cit.,P.151.

[3] Hollebeek et al.2014, op. cit.

[4] Cheung et al., op. cit.

[5] Brodie et al., op. cit., p.260.

[6] Van Doorn et al., op. cit.

[7] Oliveira Santini, F. de, Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. Journal of the Academy of Marketing Science, 48(6),P.1211.

Thus, CBE can be understood as a specific sub-form of consumer engagement, characterized by the direct relationship between consumers and brands, occurring in online, offline, or hybrid environments[1]. It involves interactions that go beyond mere transactions and incorporate deeper cognitive, emotional, and behavioral dimensions**.**

These several definitions demonstrate that Consumer Brand Engagement is more than just purchasing or utilizing a product,it also includes how customers think, feel, and behave toward a brand. This shows that in order to fully engage a consumer, brands may need to focus not only on revenue but also on generating meaningful experiences and emotional relationships.

❖ **Online Consumer Brand Engagement (OCBE):**

OCBE is a multidimensional construct that reflects consumers' voluntary and active interactions with brands through online platforms, particularly social media. It encompasses **cognitive, emotional, and behavioral** contributions that go beyond simple purchasing behaviors. Rooted in relationship marketing, OCBE has evolved from focusing solely on customer satisfaction and loyalty to fostering deeper emotional connections and active engagement with both existing and potential customers [2].

OCBE is defined as a cognitive and emotional commitment to an active relationship with a brand, manifested through interactions on digital platforms, such as social media[3]. It involves the processing of brand information (cognitive), the formation of emotional bonds (emotional), and the participation in behaviors such as liking, sharing, and commenting on brand content (behavioral)[4] . These interactions facilitate consumers' role in co-creating brand meaning and shared value, contributing to the development of brand identity and consumer loyalty[5].

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[1]Bilro, R. G., and Loureiro, S. M. C. (2020a). A consumer engagement systematic review: synthesis and research agenda. Span. J. Mark. ESIC 24, P.283.

[2] Vivek et al., op. cit.

[3] Mollen & Wilson, op. cit,p. 923.

[4] Brodie et al., op. cit., p.258.

[5] Wallace, E., Buil, I., & de Chernatony, L. (2014). *Consumer engagement with self-expressive brands: Brand love and WOM outcomes*. Journal of Product & Brand Management, 23(1), 33–42.

Platforms like facebook, instagram are pivotal in this process, offering spaces where customers can engage with brands without necessarily making a purchase [1]. These interactions foster trust, commitment, and emotional bonds that are integral to building brand loyalty[2].

Current literature emphasizes the significance of engagement in simpler contexts, such as "liking" a brand on Facebook. Even this minimal interaction can indicate a genuine emotional connection and interest in the brand, without the need for deeper engagement in brand communities or social networks[3]. Furthermore, consumers who feel connected to brands online often develop brand love, a strong emotional attachment that leads to increased loyalty and continuous engagement [4].

The theoretical foundations of OCBE are grounded in social exchange theory, which posits reciprocal and voluntary value exchanges between consumers and brands[5] . Engagement is typically assessed across three dimensions—cognitive, emotional, and behavioral—using validated measurement scales[6]. However, scholars continue to debate whether engagement is primarily behavioral or encompasses broader psychological components [7].

OCBE also serves as a strategic tool for marketers to segment audiences, personalize marketing efforts, and cultivate brand communities. It has significant managerial implications for enhancing brand equity and strengthening customer-brand relationships over the long term. Despite its growing prominence, there remains a gap in empirical research exploring OCBE in various contexts, signaling the need for further inquiry using both qualitative and quantitative approaches [8].

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[1]Gorgus, T. (2016). *Social Media Brand Engagement: A New Marketing Concept in the Digital Age*. Wiesbaden: Springer Gabler.

[2] Brodie et al., op. cit., p.260,p.105–114.

[3] Machado, J. C., Vacas-de-Carvalho, L., Azar, S. L., Andrea dos Santos, M., Brandão, A., & Costa Pinto, D. (2019). *Brand love in the era of social media: A social media brand love model*. Journal of Product & Brand Management, 28(2), p.108.

[4] Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2016). *The role of social media in shaping consumer travel behavior*. Journal of Consumer Behaviour, 15(2), p.123.

[5] Hollebeek et al.2014, op. cit,p.149–165.

[6] Hollebeek et al.2014, op. cit.

[7] Van Doorn et al., op. cit.

[8] Gorgus, *op. cit.*

OCBE is crucial in understanding the dynamics between consumers and brands in the modern digital environment. It plays a vital role in shaping consumer behavior and enhancing long-term relationships between consumers and brands.

2.Dimensions and Measurement of CBE:

2.1 The Multidimensional Nature of CBE:

OCBE is recognized as a multidimensional concept that encompasses cognitive, affective, and behavioral components[1] . Through these dimensions, OCBE reflects the depth of the consumer-brand relationship [2]and helps businesses build a loyal customer base with strong emotional attachment to the brand.

Additionally, studies by Harrigan et al. (2017) and Gómez et al. (2019) suggest that the revised model proposed by So et al. (2014) is more applicable to social media contexts, where the five-dimensional structure of CBE proves to be particularly relevant (see Figure).

Categorize OCBE into three key dimensions of brand interaction[3]:

2.1.1 Cognitive dimension:

The cognitive dimension of OCBE is defined as "a consumer's level of brand-related thought processing and elaboration in a particular consumer/brand interaction" [4] in digital spaces such as social media platforms and websites.

- **Absorption:**

Absorption refers to a state of total concentration on a brand, to the extent that the perception of time is altered during interaction. For highly engaged consumers, detaching from the brand becomes difficult.[5]
 The authors describe absorption as "Absorption represents effortless concentration, loss of self-consciousness, distortion of time, and intrinsic enjoyment"[6]. In the context of OCBE, the higher a consumer's absorption level, the more deeply involved and captivated they are by the

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[1] Ibid,295-296.

[2] Fernandes & Moreira, op. cit, p.275.

[3] Hollebeek, 2014, op. cit.

[4] Hollebeek, 2014, op. cit.

[5]So, King, and Sparks, op. cit., p. 309.

[6] Idem.

brand's online presence, such as through social media posts, advertisements, or interactive content [1].

- **Enthusiasm:**

Enthusiasm is defined as "strong excitement or zeal about the focus of engagement"[2]. According to research, engaged consumers actively seek to participate in brand-related activities, sometimes even taking risks to interact with the brand[3]. This state of enthusiasm is long-lasting and constitutes a key element of engagement . In OCBE, this enthusiasm is reflected in how consumers engage with online content, whether it's by sharing posts, leaving comments, or participating in online brand communities.[4].

- **Attention:**

Attention can be defined as "the degree of attentiveness, focus, and connection that a consumer has with the brand"[5] . It also refers to the amount of time a consumer spends thinking about the brand[6].
Highly engaged consumers are more likely to devote significant attention to their focal engagement object, especially in online spaces. In OCBE, attention is a crucial dimension as it highlights how much time consumers invest in engaging with a brand's digital content, whether it's scrolling through social media updates, watching branded videos, or interacting with online ads[7].

2.1.2 Emotional dimension:

The second component of OCBE as a multidimensional concept is the emotional dimension. This dimension refers to "a consumer´s degree of positive brand-related affect in a particular consumer/brand interaction"[8],especially within online contexts like social media platforms and digital content.

- **Identification:**

A crucial aspect of OCBE within this dimension is identification. Identification with a brand stems from a strong consumer-brand relationship, identification occurs when a customer

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[1] Harrigan, P., Evers, U., Miles, M., and Daly, T. (2017). Customer engagement with tourism social media brands. Tour. Manag. 59,P. 598.

[2] Vivek, S. D. (2009). A scale of consumer engagement. University of Alabama, Tuscaloosa,P.105.

[3] Ibid,P.60.

[4] So, King, and Sparks, op. cit., p. 30.

[5] Ibid,P.311.

[6] Rothbard, N. P. (2001). Enriching or Depleting? The Dynamics of Engagement in Work and Family Roles. Administrative Science Quarterly, 46(4), P.656.

[7] So, King, and Sparks, op. cit., p. 308-309.

[8] Hollebeek, 2014, op. cit

perceives their self-image as being aligned with the brand's image[1].Consumers who strongly identify with a brand online develop a sense of belonging to it, often leading to continued engagement with the brand's online presence. This sense of connection can manifest through active participation in online brand communities, following the brand on social media, or expressing shared values through digital content[2].

2.1.3 Behavioral dimension:

The behavioral dimension is the final component of OCBE. It is described as "a consumer's level of energy, effort and time spent on a brand in a particular consumer/brand interaction"[3] This dimension emphasizes the active nature of engagement, particularly in the context of online environments..

- **Interaction[4]:**

Interaction encompasses all online and offline engagements with the brand that occur outside the purchasing process . According to the authors, interaction can take various forms, such as sharing ideas, exchanging opinions about the brand, or communicating brand experiences .

In OCBE, interactions are especially important as they highlight how consumers actively engage with a brand online, through activities such as liking, sharing, commenting on social media posts, and participating in online forums or brand communities. This behavioral dimension shows that engaged consumers do not remain passive but take part in brand-related activities across digital platforms. Online interaction with a brand extends beyond traditional purchasing behavior, providing consumers with more opportunities to engage and become integral parts of the brand's digital community.

These three dimensions cognitive, emotional, and behavioral show that consumer engagement with companies online is complex and heavily influenced by personal experiences. This concept emphasizes the significance of developing digital tactics that go beyond surface-level contact, aiming to encourage genuine emotional and cognitive engagement. It is evident that meaningful engagement cannot be based on a single element, but must include the entire spectrum of how customers interact with businesses in digital arenas.

2.2 Tools and Measurement Scales:

Although limited, empirical research on measuring engagement suggests using various data collection techniques.

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[1] So, King, and Sparks, op. cit., p. 310.
[2] Ibid,P.311.
[3] Hollebeek, 2014, op. cit
[4] So, King, and Sparks, op. cit., p. 309.

2.2.1 Multidimensional scales:

According to O'Brien and Toms , the most common measure is self-report. Self-report measures allow for assessing the user's perspective of an experience[1]. However, they are less objective compared to performance and physiological measures. For example, Sprott et al.[2] developed and tested a scale to measure brand engagement as a form of self-brand connection (see Table). In this study, engagement is considered synonymous with brand involvement, with less emphasis placed on the cognitive and behavioral aspects of engagement.

Table 4: sprott et al.scale, items used to measure brand engagement in self-concept

Scale items
I have a special bond with the brands that I like
I consider my favorite brands to be a part of myself
I often feel a personal connection between my brands and me
Part of me is defined by important brands in my life
I feel as if I have a close personal connection with the brands I most prefer
I can identify with important brands in my life
There are links between the brands that I prefer and how I view myself
My favorite brands are an important indication of who I am

Source: Sprott et al. (2009, p. 93)

On the other hand, Calder et al. (2009) developed the online engagement scale, conceptualizing engagement as a "second-order construct" expressed through various first-order "experience" constructs. In this approach, customer engagement is seen as a collection of experiences related to a specific object, which, in the case of Calder et al.'s study, is a website. The scale is built around eight dimensions of experience, including stimulation and inspiration, social facilitation, time, self-esteem and civic-mindedness, intrinsic enjoyment, utilitarian value, participation and socializing, and a sense of community (see Table).

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[1] O'Brien, H. and Toms, E. (2010). The Development and Evaluation of a Survey to Measure User Engagement. Journal of the American Society for Information Science and Technology, 61 (1),p.1.

[2] Sprott, D.; Czellar, S.; and Spangenberg, E. (2009). The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale. Journal of Marketing Research, XLVI, February,p.3.

Consequently, the idea of interactivity between the customer and the brand is considered a separate dimension.[1]

Table 5: calder et al. scale , items used to mesure online engagement

Stimulation and Inspiration	It inspires me in my own life
	This site makes me think of things in new ways
	This site stimulates my thinking about lots of different topics
	This site makes me a more interesting person
	Some stories on this site touch me deep down
Social Facilitation	I bring up things I have seen on this site in conversations with many other people
	This site often gives me something to talk about
	I use things from this site in discussions or arguments with people I know
Temporal	It's part of my routine
	This is one of the sites I always go to anytime I am surfing the web
	I use it as a big part of getting my news for the day
	It helps me to get my day started in the morning
Self-Esteem and Civic Mindedness	Using this site makes me feel like a better citizen
	Using this site makes a difference in my life
	This site reflects my values
	It makes me more a part of my community
	I am a better person for using this site

Intrinsic Enjoyment	It's a treat for me
	Going to this site improves my mood, makes me happier
	I like to kick back and wind down with it
	I like to go to this site when I am eating or taking a break
	While I am on this site, I don't think about other sites I might go to
Utilitarian	This site helps me make good purchase decisions
	You learn how to improve yourself from this site
	This site provides information that helps me make important decisions
	This site helps me better manage my money
	I give advice and tips to people I know based on things I've read on this site
Participation and Socializing	I do quite a bit of socializing on this site
	I contribute to the conversation on this site
	I often feel guilty about the amount of time I spend on this site socializing
	I should probably cut back on the amount of time I spend on this site socializing
Community	I'm as interested in input from other users as I am in the regular content on this site
	A big reason I like this site is what I get from other users
	This site does a good job of getting its visitors to contribute or provide feedback
	I'd like to meet other people who regularly visit this site
	I've gotten interested in things I otherwise wouldn't have because of others on this site
	Overall, the visitors to this site are pretty knowledgeable about the topics it covers so you can learn from them

Source: Calder et al. (2009, p. 325)

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[1] Calder, B.; Malthouse, E.; and Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. Journal of Interactive Marketing, 23 (4),p.322.

Dwivedi (2015) developed a CBE scale, where CBE is characterized by vigor, dedication and absorption[1] (Table):

Table 6: dwivedi scale, items used to measure customer brand engagement

Vigor	I feel strong and vigorous when using brand X
	I am passionate about using brand X
	When interacting with brand X, I feel full of energy
	I can continue using brand X for very long periods
	I would like to stick with brand X despite some problems with it
	When I get up in the morning, I feel like using brand X
Dedication	I feel enthusiastic when interacting with brand X
	I am proud of brand X
	Brand X inspires me
	Brand X gives me meaning and purpose
	I use brand X with complete dedication
Absorption	I get carried away when I interact with brand X
	I am usually absorbed when using brand X
	When I am using brand X,I forget everything else
	It is difficult to detach myself when I am using brand X
	I feel happy when I am interacting with brand X
	Time flies when I am interacting with brand X

Source: Dwivedi (2015, p. 105)

In the marketing literature, aside from Dwivedi's (2015) scale, only two studies have developed a three-dimensional scale to measure Customer Brand Engagement (CBE): the studies by Hollebeek et al.[2] and Vivek et al.[3]. Hollebeek et al.'s scale adopts a three-dimensional approach to CBE, which includes emotional, affective, and behavioral dimensions[4]. This model captures customer engagement with specific brands, and the concept of an interactive customer-brand relationship incorporates all three CBE dimensions. The scale consists of 10 items (see Table). While it was designed for broad applicability across different settings and brands, the validation and use of the scale was initially limited to specific social media platforms (Facebook, Twitter, and LinkedIn). Later, the scale was

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[1] Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact on loyalty intentions. Journal of Retailing and Consumer Services, 24, May,p.105.

[2] Hollebeek,2014, op. cit., p. 335.

[3] Vivek, S.; Beatty, S.; Dalela, V.; and Morgan, R. (2014). A generalized multidimensional scale for measuring customer engagement. Journal of Marketing Theory and Practice, 22 (4),56.

[4] Hollebeek,2014, op. cit.

validated by Leckie et al.[1] within the context of Australian mobile phone service providers and by Yang et al.[2] in the context of social media (Facebook) and online advertising.

Table 7: hollebeek et al , 10-item scale used to measure customer brand engagement

Cognitive Processing	Using [brand] gets me to think about [brand]
	I think about [brand] a lot when I'm using it
	Using [brand] stimulates my interest to learn more about [brand]
Affection	I feel very positive when I use [brand]
	Using [brand] makes me happy
	I feel good when I use [brand]
	I'm proud to use [brand]
Activation	I spend a lot of time using [brand], compared to other [category] brands
	Whenever I'm using [category], I usually use [brand]
	[Brand] is one of the brands I usually use when I use [category]

Source: Hollebeek et al. (2014, p. 156)

Vivek et al. conceptualize customer engagement as a three-dimensional construct that encompasses conscious attention, enthusiastic participation, and social connection. The final scale, which includes 10 items, was validated with a focus on the Apple brand and retail settings (see Table). Furthermore, the nomological validity of the scale was tested through four outcomes: value perceptions, benevolence perceptions, future patronage intention, and affective commitment toward the organization[3] .

Table 8: vivek et al , 10-item scale used to measure customer engagement

Conscious Attention	Anything related to _____ grabs my attention.
	I like to learn more about _____.
	I pay a lot of attention to anything about _____.
Enthused Participation	I spend a lot of my discretionary time _____.
	I am heavily into _____.
	I am passionate about _____.
	My days would not be the same without ____.
Social Connection	I love _____ with my friends.
	I enjoy _____ more when I am with others.
	_____ is more fun when other people around

Source: Vivek et al. (2014, p. 412)

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[1] Leckie, C.; Nyadzayo, M.; and Johnson, L. (2016). Antecedents of consumer brand engagement and brand loyalty. Journal of Marketing Management, 32 (5-6),p.220.

[2] Yang, S.; Lin, S.; Carlson, J.; and Jr. Ross , W. (2016). Brand engagement on social media: will firms' social media efforts influence search engine advertising effectiveness?, Journal of Marketing Management, 32 (5-6),p.54.

[3] Vivek, S.; Beatty, S.; Dalela, V.; and Morgan, R. (2014), *op. cit.*

Although Hollebeek et al[1] and Vivek et al.[2] conceptualize engagement as a multidimensional construct, they do not consider other potential engagement foci. As a result, their scales are not easily applicable to different areas of engagement[3].

2.2.2 Tools adapted to the digital context[4]:

To measure Online Consumer Brand Engagement (OCBE) in the context of social media content, this study adopts the multidimensional framework developed by Hollebeek et al. (2014), which conceptualizes OCBE as consisting of three key dimensions: cognitive, emotional, and behavioral engagement. Given that the analysis is conducted retrospectively on existing social media posts, a content analysis approach was employed rather than a consumer questionnaire.

Each post was evaluated and coded based on its potential to elicit the three dimensions of engagement:

- ❖ **Cognitive engagement** refers to the degree of attention and thought the content is likely to stimulate in viewers.
- ❖ **Emotional engagement** reflects the emotional connection or affective response that the post may evoke.
- ❖ **Behavioral engagement** encompasses the likelihood that the content would prompt users to take action, such as liking, sharing, or commenting.

A 3-point scale (1 = Low, 2 = Moderate, 3 = High) was used to assess each dimension per post. For instance, a post containing storytelling elements and emotive visuals (e.g., mother-child bonding moments) was rated high in emotional engagement, while a post that includes direct calls to action or hashtags prompting user interaction was rated higher in behavioral engagement. This method allows for a structured yet flexible evaluation of the brand's social media content in terms of its engagement potential.

The measurement model and coding process were informed by Hollebeek et al.'s (2014) validated OCBE scale, which has been widely applied in social media and branding research.

This approach provides a realistic way to understand how different types of content affect customer engagement on social media. It also demonstrates that assessing content across various dimensions can provide deeper insights into what genuinely resonates with the audience, rather than just surface-level analytics.

3.Consequences of Consumer Engagement and its impacts on the Brand:

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[1] Hollebeek,2014, op. cit.

[2] Vivek, S.; Beatty, S.; Dalela, V.; and Morgan, R. (2014), *op. cit.*

[3] Yang, S.; Lin, S.; Carlson, J.; and Jr. Ross, W. (2016), *op. cit.*, p. 64.

[4] Hollebeek,2014, op. cit.p. 149–165.

The existing literature presents a wide range of potential consequences of OCBE.. Figure illustrates all the identified outcomes of CBE discussed in this chapter. Each consequence is drawn from existing studies and examined in detail,with a focus on its relevance in digital and social media contexts.

3.1 Consequences of Consumer Engagement on the Brand:
3.1.1 Affective and Relational Consequences:

- **Satisfaction:**

Brand satisfaction results from a positive experience with the brand [1]. According to these authors, engaged customers are typically satisfied customers. Satisfaction is defined as the overall emotional evaluation of a product or brand after consumption[2] and represents a psychological state that is difficult to measure[3] . It is considered a fundamental and indispensable marketing concept[4] and plays a crucial role in building long-term relationships with customers .

In the context of online consumer brand engagement, satisfaction is often observed through social media interactions and feedback, such as positive comments, likes, or testimonials. Engaged users express satisfaction in real-time, making it a visible and measurable outcome of OCBE.[5]

- **Brand Trust :**

Trust is essential in customer-brand relationships, as it ensures that a product, service, or brand meets customer expectations[6] . Defined as consumers' willingness to rely on a brand's

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[1] Carvalho, A., & Fernandes, T. (2018). UNDERSTANDING CUSTOMER BRAND ENGAGEMENT WITH VIRTUAL SOCIAL COMMUNITIES: A COMPREHENSIVE MODEL OF DRIVERS, OUTCOMES AND MODERATORS. Journal of Marketing Theory and Practice, 26(1-2), p.27.

[2] Hajli, N., Shanmugam, M., Papagiannidis, S., Zahay, D., & Richard, M.- O. (2017). Branding co creation with members of online brand communities. Journal of Business Research, 70, p.138.

[3] Srivastava, M., & Sivaramakrishnan, S. (2021). The impact of eWOM on consumer brand engagement. Marketing Intelligence & Planning, 39(3),p.472.

[4] Rather, R. A., Hollebeek, L. D., & Islam, J. U. (2019). Tourism-based customer engagement: the construct, antecedents, and consequences. The Service Industries Journal, 39(7-8), p.5.

[5] Chahal, H., Wirtz, J., & Verma, A. (2019). Social media brand engagement: dimensions, drivers and consequences. Journal of Consumer Marketing, 37(2), p.194.

[6] Hinson, R., Boateng, H., Renner, A., & Kosiba, J. P. B. (2019). Antecedents and consequences of customer engagement on Facebook. Journal of Research in Interactive Marketing, 13(2),p.209.

ability to deliver on its promises[1] , trust reduces uncertainty, encourages brand interaction, and fosters recommendations and repeat purchases[2].

In online settings, especially on social media, trust is built through transparency, consistency in messaging, and responsiveness to consumer needs. Trust in the OCBE context can be seen in how users engage with content, rely on brand communication, and defend the brand in online discussions[3].

The literature identifies trust as a key outcome of Consumer Brand Engagement (CBE), shaped by both cognitive and emotional factors [4].

- **Brand Love:**

Brand love is defined as *"the degree of passionate emotional attachment a satisfied customer has for a particular trade name"* [5]. It differs from commitment or trust, as brand love generates feelings of passion and connectedness for the customer[6]. This phenomenon is experienced by customers who are satisfied with a brand and have a high level of excitement towards it, which makes brand love an indicator of long-term customer-brand relationships[7].

Most research suggests that brand love is a consequence of consumer brand engagement, rather than an antecedent[8]. This outcome of consumer brand engagement includes passion, attachment, positive emotions connected to the brand, and a positive evaluation of the brand .

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[1] Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. Journal of Marketing, 65(2),p.82.

[2] Hinson et al., *op. cit.*

[3] Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. Journal of Relationship Marketing, 19(4), p.8.

[4] Nyadzayo et al., *op. cit.*, p. 564.

[5] Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. Marketing Letters, 17(2),p.81.

[6] Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement. Online Information Review, 41(7),p.990.

[7] Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. Journal of Retailing and Consumer Services, p.51.

[8] Verma, P. (2021). The Effect of Brand Engagement and Brand Love upon Overall Brand Equity and Purchase Intention: A Moderated –Mediated Model. Journal of Promotion Management, 27(1),p.104.

Brand love is also different from simple brand liking, as it involves a deeper emotional connection to the brand and is built through frequent interactions with the brand [1].

Customers may fall in love with a brand in different ways. Some might fall in love relatively quickly, while for others, it takes longer. Some customers might need brand experiences before loving a brand. However, positive experiences with a brand enhance brand love . Brand love can be expressed in various ways: some customers might have a passionate desire for the brand, others might identify with the brand, some may express affection, or even seek to establish a deep, long-term relationship with the brand. The degree of long-term relationship established varies between customers based on their prior brand experiences. [2]

In digital environments, brand love emerges through emotional engagement on social media. Likes, loving reactions, heartfelt comments, and even user-generated content are ways consumers express brand love online. OCBE facilitates emotional bonds through interactive and personalized brand content[3] .

- **Brand Experience:**

Brakus et al. conceptualise brand experience as "sensations, feelings, cognitions, and behavioural responses evoked by brand-related stimuli that are part of a brand´s design and identity, packaging, communications, and environments"[4]. It can arise from interactions with elements like logos, colors, characteristics, or stories [5]. In the digital context, OCBE plays a central role in shaping brand experience through visual storytelling, emotional posts, interactive content, and immersive digital environments. Social media makes it easier to deliver multi-sensory experiences (videos, colors, sounds) that evoke strong emotional and cognitive responses[6].

Brand experience can include sensory experiences (sight, sound, touch, etc.), emotional (feel-related) experiences, cognitive (problem-solving) experiences, interactions (act experiences),

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[1] Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017), op. cit., p. 991.

[2] Prentice, C., Wang, X., & Loureiro, S. M. C. (2019), op. cit.

[3] Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017), op. cit.

[4] Beig, F. A., & Nika, F. A. (2019). Brand Experience and Brand Equity. Vision: The Journal of Business Perspective, 23(4),p.52.

[5]Tafesse, W. (2016). An experiential model of consumer engagement in social media. Journal of Product & Brand Management, 25(5),p. 426.

[6] Beig, F. A., & Nika, F. A., op. cit.

and social (relate) experiences[1]. It influences customer behaviors, such as brand loyalty, purchase intention, and word-of-mouth sharing [2].

3.1.2 Behavioral Consequences:

- **Brand Commitment:**

Commitment is one of the fundamental concepts in relationship marketing, defined as a partner's belief in the importance of an ongoing relationship, which necessitates maximum efforts to sustain it[3]. According to the literature, commitment can be categorized into three main types: calculated commitment, which refers to a customer's intention to remain in a brand relationship due to high switching costs; affective commitment, which reflects the emotional bond between the customer and the brand; and normative commitment, which represents a psychological obligation to continue with the brand[4] .

In the OCBE framework, brand commitment manifests through consistent engagement on social media—such as regular participation in discussions, loyalty to online campaigns, or long-term following of the brand's digital presence. Emotional campaigns especially help strengthen effective commitment in digital communities. [5]

- **Electronic Word-of-mouth:**

Word-of-mouth (WOM) is the exchange of product and brand-related messages, occurring both online and offline, and is a key driver of customer behavior, including purchase

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[1] Idem.

[2] Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. Journal of Business Research, 117,pp. 258-259.

[3] Gligor, D., Bozkurt, S., & Russo, I. (2019). Achieving customer engagement with social media: A qualitative comparative analysis approach. Journal of Business Research, 101, p.61.

[4] Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Riivits-Arkonsuo, I. (2020). Customer experience and commitment in retailing: Does customer age matter? Journal of Retailing and Consumer Services, 57, 102219.p.2-3.

[5] Hajli et al. (2017), op. cit.

intentions[1]. With social media, electronic word-of-mouth (eWOM) has become essential, as it allows for broad consumer-to-consumer communication [2].

Unlike traditional WOM, eWOM reaches a larger audience and can influence customer decisions extensively[3]. Godey et al. identify three perspectives of eWOM: opinion seeking (customers relying on others' advice), opinion giving (influencers shaping consumer behavior), and opinion passing (spreading information)[4].

.As an outcome of OCBE, eWOM thrives when users are emotionally and cognitively engaged with a brand online. Engaged consumers share brand content, write reviews, tag friends, or create emotional stories tied to the brand, amplifying reach and credibility. [5]

- **Repurchase Intention:**

Today's competitive market are characterized by "fickle customers"[6] . Repurchase intention refers to customers buying a brand or product more than once and engaging in brand-related activities[7]. Retaining existing customers is more cost-effective than acquiring new ones, as it requires fewer marketing resources[8]. Companies spend five times more to attract new customers than to retain current ones. However, maintaining repurchase intention and preventing customer switching behavior is challenging[9].

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[1] Augusto, M., & Torres, P. (2018). Effects of brand attitude and eWOM on consumers' willingness to pay in the banking industry: Mediating role of consumer-brand identification and brand equity. Journal of Retailing and Consumer Services, 42,p.3.

[2] King, R. A., Racherla, P., & Bush, V. D. (2014). What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature. Journal of Interactive Marketing, 28(3),p.169.

[3] Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? Journal of Interactive Marketing, 18(1), p.39.

[4] Hollebeek (2011b), op. cit., p. 799.

[5] Oliveira Santini et al.op. cit.p. 991.

[6] Islam, J. U., Hollebeek, L. D., Rahman, Z., Khan, I., & Rasool, A. (2019). Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences. Journal of Retailing and Consumer Services, 50, p.279.

[7] Cheung et al., op. cit.,p.528.

[8] Knox, S., & Walker, D. (2001). Measuring and managing brand loyalty. Journal of Strategic Marketing, 9(2),p.112.

[9] Pitaloka, I. W., & Gumanti, T. A. (2019). The Effects Of Brand Equity On Repurchase Intention: The Role Of Brand Relationship Quality In Muslim Wear Brand Surabaya-Indonesia. International Journal of Scientific & Technology Research, 8(01),p. 196-197.

In the context of Online Consumer Brand Engagement (OCBE), repurchase intention is particularly relevant. OCBE refers to the emotional and cognitive involvement that customers have with a brand through online platforms, such as social media. While repurchase intention has been widely studied as a dependent variable in traditional marketing, its role as a consequence of OCBE in the social media context is less explored. By focusing on how emotional connections and engagement with a brand on social media influence repurchase decisions, companies can develop more effective strategies for customer retention and brand loyalty. Thus, understanding the link between OCBE and repurchase intention is crucial for brands looking to enhance customer loyalty and prevent customer switching behavior. [1].

3.2 Overall Impact on the Brand:

- **Strengthening of Brand Equity:**

Brand equity refers to the added value that customers perceive about a brand, influenced by their past experiences, thoughts, words, and actions[2] . It is one of the most powerful intangible assets a company can have and a key concept in marketing, management, and branding[3].

Brand equity is formed when customers have strong brand associations in their minds , with brand names playing a crucial role in this process [4]. It represents the difference in impact between branded and unbranded products, even if they share the same attributes and marketing strategies[5].

Within OCBE, social media engagement contributes directly to brand equity. Each like, share, comment, or UGC post helps build brand awareness and associations. Emotional content, in particular, strengthens loyalty and perceived quality, thus enhancing brand equity in a visible and measurable way.[6]

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[1] Islam et al., op. cit..

[2] Leone, R. P., Rao, V. R., Keller, K. L., Luo, A. M., McAlister, L., & Srivastava, R. (2006). Linking Brand Equity to Customer Equity. Journal of Service Research, 9(2),p.2.

[3] Marques et al., op. cit., p. 499.

[4] Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. Journal of BusinessResearch, 52(1),p.1.

[5] Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57(1),p.8.

[6] Yoo & Donthu, op. cit.

To conclude, consumer engagement with brands is a rich and multidimensional concept that plays a central role in building strong and lasting relationships between brands and their audiences.Whether cognitive, emotional, or behavioral, each component helps to improve brand visibility and perceived value. Although challenging, this technique has proven critical for brands functioning in an increasingly engaged digital landscape.

As a result, the following section will examine the impact of emotions on Online customer Brand Engagement (OCBE) and how they determine customer reactions, preferences, and loyalty in digital brand environments.

Section3:The Influence of Emotions on Online Consumer Brand Engagement (OCBE):

The rise of digital innovation has fundamentally transformed the competitive landscape across industries, prompting organizations to develop new models, strategies, and theoretical frameworks that allow them to learn, adapt, and thrive in increasingly dynamic environments. One of the most significant aspects of this transformation is the proliferation of mobile internet and social media, which Edelman[1] refers to "digital channels" novel pathways of interaction that facilitate direct, real-time communication between companies and consumers. These digital channels have redefined traditional marketing practices by enabling more fluid, immediate, and reciprocal engagement.Digital technologies have empowered individuals to access vast information without spatial or temporal constraints, while also enabling real-time interactions and transactions[2]. Consumers have shifted from being passive recipients of static content to becoming active participants who upload, co-create, and share their own content across expansive online networks.

In this digitally enabled context, emotions have emerged as a pivotal force in shaping how consumers interact with brands. Online platforms are fertile environments for emotionally charged content, capable of eliciting diverse forms of online consumer brand engagement (OCBE), such as liking, commenting, sharing, or co-creating brand-related material. Emotional resonance has become a core mechanism behind consumer engagement, helping to explain why some brands foster deeper and more sustained interaction than

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[1] Brandt, S., & Henning, J. (2002). *Digital Economy: The Challenge of the New Economy*. Springer. p. 35

[2] Edelman, D. C. (2010). *Branding in the Digital Age: You're Spending Your Money in All the Wrong Places*. Harvard Business Review, 88(12), 62–69. p. 62

others.Emotionally engaging content stimulates stronger cognitive, emotional, and behavioral responses from consumers[1]. Similarly,emotional connections can significantly drive consumer involvement and advocacy in the digital sphere[2].

1. Theoretical Frameworks of Emotional Influence on OCBE:

Several psychological and marketing theories have been pivotal in explaining how emotions arise and influence consumer behavior in online environments. This section focuses on two key theoretical models: the Stimulus-Organism-Response (S-O-R) model and Cognitive Appraisal Theory. Both frameworks offer valuable insights into the emotional foundations of Online Consumer Brand Engagement (OCBE).

1.1 The Stimulus-Organism-Response (S-O-R) Model:

The Stimulus-Organism-Response (S-O-R) paradigm, introduced by Mehrabian and Russell in 1974, proposes that an individual's internal states or behaviors are shaped by external environmental stimuli. This internal processing of stimuli whether conscious or unconscious involves the perception and interpretation of the environment, which influences emotions and decision-making. These emotional responses, in turn, lead to observable behaviors or actions[3].

This structural model is based on three core components: Stimulus, Organism (or Object), and Response. Its primary purpose is to explore the origins and formation of decision-making processes, aiming to uncover the psychological and mental mechanisms behind consumer behavior[4]. According to the S-O-R model, the environment functions as the stimulus (S), comprising a set of signals that trigger an internal evaluation process within the organism (O).

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[1] Hollebeek, L. D., & Chen, T. (2014). *Exploring customer engagement valence and its antecedents: A comparative study among different social media*. Journal of Retailing and Consumer Services, 21(4), 555–564. p. 555

[2]Pansari, A., & Kumar, V. (2017). *Customer engagement: The construct, antecedents, and consequences*. Journal of the Academy of Marketing Science, 45(3), 294–311. p. 295

[3] Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. The MIT Press. p. 37

[4] Bieger, T. (2006). *Management von Destinationen* (7th ed., pp. 101–110). München: Oldenbourg Wissenschaftsverlag.

This process ultimately results in one of two types of behavioral responses (R): either approach or avoidance behavior [1].

The S-O-R model can be broken down into three main stages[2] :

- **Stimuli:** These are both external and internal inputs that prompt an individual to act, decide, or purchase. They stem from social and marketing environments, as well as from the consumer's personal characteristics such as demographics, experiences, interests, and motives.

- **Organism:** This stage represents the consumer's internal processing of the stimuli, generating emotional and cognitive reactions. It leads to the development of awareness and evaluations related to the product or decision. A person's attitude toward the perceived stimulus is crucial here and can determine whether or not a behavioral response follows.

- **Response:** This phase involves conscious information processing and marks the beginning of the actual decision-making process.

In the context of digital marketing, the "stimulus" refers to emotionally charged brand content such as storytelling, visual aesthetics, or emotionally appealing advertisements delivered through online platforms. The "organism" represents the consumer's internal processing system, encompassing both emotional and cognitive evaluations. The resulting "response" is reflected in behaviors like liking, sharing, commenting, or co-creating content in digital environments.

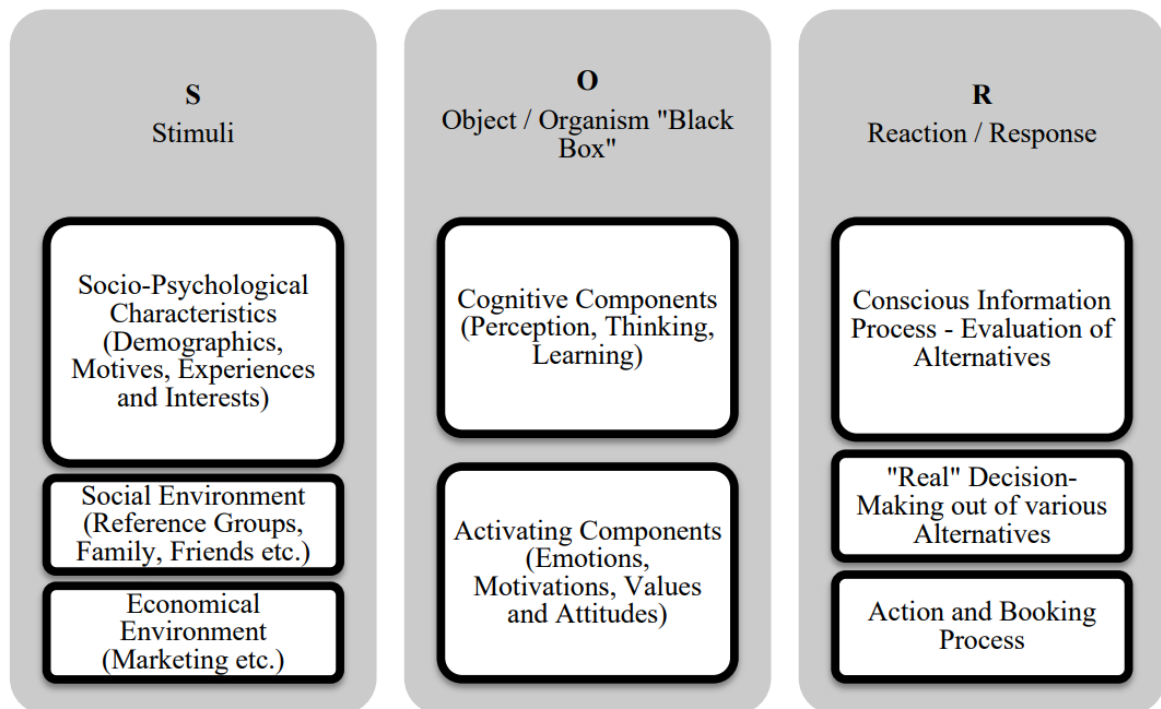This model underscores the mediating role of emotions in driving consumer engagement. Emotional stimuli activate both affective and cognitive reactions, which in turn influence the likelihood and intensity of engagement behaviors. Emotions serve as a bridge between external marketing inputs and internal consumer states, ultimately shaping interactive

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[1] Mehrabian & Russell, op. cit.
[2] Bieger, op. cit., p. 101.

behaviors on social platforms[1] (Islam & Rahman, 2017, p. 88). The S-O-R framework thus offers a compelling explanation for how emotionally resonant digital content can enhance user interaction and strengthen Online Consumer Brand Engagement (OCBE).

Figure 7: S-O-R-Model

S	O	R
S Stimuli	**O** Object / Organism "Black Box"	**R** Reaction / Response
Socio-Psychological Characteristics (Demographics, Motives, Experiences and Interests)	Cognitive Components (Perception, Thinking, Learning)	Conscious Information Process - Evaluation of Alternatives
Social Environment (Reference Groups, Family, Friends etc.)	Activating Components (Emotions, Motivations, Values and Attitudes)	"Real" Decision-Making out of various Alternatives
Economical Environment (Marketing etc.)		Action and Booking Process

Source: Authors illustration, adapted from Crompton, 1992 in Decrop, 2006, p.30; Freyer, 2011, p.107.

1.2 Cognitive Appraisal Theory:

Cognitive Appraisal Theory posits that emotions do not arise automatically in response to external stimuli, but are instead the result of an individual's assessment of how an event or object relates to their personal goals, values, or well-being[2]. In digital branding contexts, consumers actively evaluate the personal relevance of brand content such as messaging, visuals, or campaigns before forming emotional responses. This cognitive evaluation, whether conscious or unconscious, determines whether the content is perceived as supportive,

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[1] Islam, J. U., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: A stimulus–organism–response perspective. *Telematics and Informatics*, 34(1), 96–109.**p. 88**

[2] Lazarus, R. S. (1991). *Emotion and Adaptation*. Oxford University Press. p. 38

threatening, exciting, or meaningful, which then shapes the emotional intensity and valence of the response.

Applied to Online Consumer Brand Engagement (OCBE), this theory explains why personalized and emotionally congruent content tends to elicit stronger engagement. Research shows that user interactions in digital spaces are largely influenced by how relevant and meaningful the content is perceived to be [1]. Emotionally evocative content that aligns with the consumer's self-concept or core values is more likely to be appraised positively, resulting in deeper emotional involvement and increased engagement behaviors, such as sharing content, commenting, or brand advocacy.

Together, Cognitive Appraisal Theory and the S-O-R model offer complementary perspectives. While the S-O-R framework outlines the flow from external emotional stimuli to internal states and behavioral responses[2], Cognitive Appraisal Theory highlights the individual interpretative mechanisms that mediate this process [3]. Combined, they provide a comprehensive foundation for understanding the emotional dynamics that drive consumer-brand interaction in digital environments

2. Emotional Mechanisms Influencing Online Engagement:

2.1 Emotions and Cognitive Attention:

Emotions play a critical role in enhancing the attention consumers give to brand-related content. Emotionally engaging stimuli are more likely to capture users' attention and promote deeper cognitive processing, thereby improving message comprehension and memory retention[4]. These emotional triggers activate selective attention mechanisms, which increase consumers' mental engagement and deepen their involvement with the brand[5] .

This is consistent with psychological research indicating that emotionally charged stimuli have a cognitive processing advantage over neutral ones due to their intensity and personal relevance. Emotional arousal, therefore, not only draws attention but also elevates cognitive

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[1] Sundar, S. S. (2008). The MAIN model: A heuristic approach to understanding technology effects on credibility. In Metzger, M. & Flanagin, A. (Eds.), *Digital Media, Youth, and Credibility* (pp. 73–100). The MIT Press p. 81

[2] Mehrabian & Russell, op. cit.

[3] Lazarus, op. cit.

[4] Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. *Journal of Interactive Marketing*, 23(4), 322.

[5] Ibid,p.324.

engagement the extent to which consumers invest thought and reflection into online brand content [1].

2.2 Emotional Arousal and Digital Interaction:

Emotional arousal acts as a catalyst for consumer behavioral engagement in digital spaces. High-arousal emotions such as awe, anger, or excitement are particularly effective in prompting immediate and observable online actions, including sharing, commenting, or reposting content[2]. These emotions create a sense of psychological urgency that encourages users to respond actively.

Different engagement behaviors may result from varying levels of emotional arousal. For instance, moderate emotional stimulation often leads to passive engagement (likes, views), while stronger arousal tends to drive more active participation, such as commenting or creating content [3]. As such, the emotional appeal of digital content plays a central role in its virality, with arousing messages significantly boosting interaction and online dissemination[4]

2.3 Emotional Affinity and Brand Attachment:

Consistent positive emotional interactions with a brand can lead to emotional affinity, where consumers begin to feel a strong sense of closeness and identification with the brand. Over time, this can develop into emotional brand attachment a deeper bond rooted in feelings of affection, passion, and connection [5].

Such emotional attachment fosters sustained engagement behaviors, including brand loyalty, advocacy, and a reduced likelihood of switching to competitors. It represents more than a transient emotional state; rather, it signifies an enduring psychological commitment that enhances consumers' willingness to engage with the brand in meaningful ways over time [6].

These observations suggest that emotional depth might be just as important as the message itself in driving online engagement. It appears that when brands are able to develop emotionally engaging content, they open the door to deeper and more enduring connections with their audience.

3. Differentiated Effects of Emotions Based on Their Nature and Intensity:

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[1] Idem

[2] Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), p. 193.

[3] Ibid,p. 198.

[4] Idem

[5] Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), p. 78.

[6] Ibid,p.84.

Emotional valence (i.e., whether an emotion is positive or negative) and arousal level (i.e., the intensity of emotional activation) are key psychological dimensions influencing consumer engagement with brands in digital environments. These two factors not only affect the likelihood of engagement but also determine its form and intensity[1].

3.1 Positive Emotions and Proactive Engagement:

Positive emotions such as joy, amusement, gratitude, and inspiration often facilitate proactive engagement behaviors. Consumers in a positive emotional state are more inclined to share uplifting content, take part in brand-driven campaigns, and contribute enthusiastically to community interactions. Such emotional states foster stronger emotional bonds with brands, encouraging voluntary and supportive engagement across digital platforms[2].

Additionally, these emotions can lead to what Hollebeek (2011) describes as "brand-related flow" a cognitive-emotional state characterized by deep involvement and immersion in brand experiences. This immersive state can significantly enhance brand loyalty and encourage sustained advocacy.

3.2 Negative Emotions and Reactive Engagement:

While often viewed as undesirable, negative emotions can also play a constructive role in driving consumer engagement. Emotions such as anger, sadness, or fear can prompt reactive forms of interaction, especially when consumers encounter content that resonates with a perceived injustice be it social, ethical, or emotional in nature [3].

In such scenarios, consumers may respond by sharing critical opinions, spreading awareness through content sharing, or engaging in digital activism aligned with the brand's message. This is particularly relevant in the context of emotionally charged storytelling or corporate social responsibility campaigns, where negative emotional appeals can stimulate meaningful dialogue and action[4] .

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[1] Berger & Milkman, op. cit.
[2] Hollebeek ,2011a, op. cit., p. 558.
[3] Peters, K., Kashima, Y., & Clark, A. (2013). Talking About Others: Emotionality and the Dissemination of Social Information. *European Journal of Social Psychology*, 43(5), p. 399.
[4] Idem

3.3 Levels of Emotional Arousal:

Beyond emotional valence, the level of arousal significantly influences how consumers interact with brand content.

- **High-arousal**: Emotions such as awe, excitement, anxiety, or outrage are more likely to prompt immediate, visible behaviors like commenting or sharing[1]. These high-energy emotions are frequently observed in viral marketing content due to their action-inducing nature.
- **low-arousal:** Emotions such as nostalgia, calmness, or mild happiness tend to result in more contemplative and sustained engagement. While they may not trigger instant reactions, they foster deeper emotional connections and long-term brand loyalty. For instance, nostalgic content may lead users to reflect, spend more time engaging with the material, or save it for future reference thereby strengthening emotional closeness to the brand[2].

These dynamics highlight that not all emotions work in the same way, and their effects go beyond simple reactions.Whether through enthusiasm or nostalgia, the way emotions are expressed and felt appears to influence not just how consumers interact with information, but also how they form long-term ties with businesses.

4.Dimensions of OCBE Influenced by Emotional Content:

Within digital marketing, emotions serve as central drivers shaping the multifaceted nature of Online Consumer Brand Engagement (OCBE). Emotional stimuli directly influence how consumers cognitively interpret brand content, establish affective ties with brands, and undertake behavior that mirrors their internal emotional states. The three primary dimensions of engagement **cognitive, emotional, and behavioral** offer a structured framework to explore how emotions mold online consumer-brand interactions [3].

4.1 Influence on Cognitive Engagement:

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[1]Berger & Milkman, op. cit.p. 194.

[2]Russell, J. A. (1980). A circumplex model of affect. *Journal of Personality and Social Psychology*, 39(6), 1161–1178.

[3] Hollebeek,2011a ,op. cit,p. 561.

Cognitive engagement pertains to the level of attention, intellectual involvement, and mental effort a consumer applies while engaging with brand content. Emotional inputs significantly boost message prominence, encouraging deeper processing and thoughtful reflection[1]. Stimuli with emotional resonance tend to attract focused attention and are more likely to be processed through central cognitive pathways [2], thereby enhancing both comprehension and retention of brand messages.

Lang's Limited Capacity Model (2000) suggests that emotionally stimulating content demands more cognitive effort but also increases the memorability and personal significance of the message. Consequently, emotionally charged brand communications are more likely to be internalized, evaluated in depth, and responded to deliberately by the consumer.

4.2 Influence on Emotional Engagement :

Emotional engagement encompasses the affective attachment a consumer develops toward a brand. This includes feelings of emotional warmth, affection, and closeness that are nurtured over time through consistent emotionally engaging content[3]. When brand communications resonate with the consumer's personal identity, values, or life experiences, emotional ties tend to deepen.

Emotional engagement is more than a fleeting reaction it signifies a lasting emotional investment[4]. Such enduring connections play a critical role in fostering loyalty, as consumers continue to support brands not solely for functional benefits but due to emotional affinity and alignment with their sense of self.

4.3 Influence on Behavioral Engagement:

Behavioral engagement represents the observable manifestations of consumer involvement, including actions like liking, sharing, commenting, subscribing, and participating in

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[1] Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An Experimental Study of the Relationship Between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23(4), p. 322.

[2] Lang, A. (2000). The limited capacity model of mediated message processing. *Journal of Communication*, 50(1), p. 54.

[3] Brodie et al., op. cit., p. 258.

[4] Hollebeek et al,2014.op.cit. p. 155

campaigns or challenges. These behaviors are often driven by emotional stimuli that provoke a strong internal response.

Emotionally intense content whether positive (e.g., excitement, joy) or negative (e.g., anger, sadness) is significantly more likely to prompt consumer interaction. Berger and Milkman similarly found that content eliciting high-arousal emotions tends to have a higher potential for virality[1].

For example, emotionally compelling or inspirational posts often motivate users to share them as a way of expressing their feelings or values. This is particularly prominent on social media platforms like TikTok, Instagram, and Twitter, where emotional resonance plays a key role in content amplification.

Ultimately, behavioral engagement serves as a tangible indicator of emotional relevance and intensity, linking affective responses to measurable outcomes such as advocacy, loyalty, and user-generated promotion.

4.4. The Role of Emotional Content in Digital Branding:

Within digital branding strategies, the emotional tone and format of content shared on social media significantly influence consumer engagement. Various content types narrative-driven, multimedia-based, and contextually relevant are instrumental in triggering emotional responses that fuel Online Consumer Brand Engagement (OCBE).

- **Emotional content:**

Emotional content plays a pivotal role in stimulating consumer engagement by triggering affective, cognitive, and behavioral responses that reinforce brand attachment. Emotional advertising, whether joyful, nostalgic, or empathetic evokes psychological responses that drive deeper consumer involvement [2]. For instance, an advertisement depicting a family's

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[1] Berger & Milkman, op. cit.p. 195.

[2] **Loewenstein, G., Weber, E. U., Hsee, C. K., & Welch, N. (2001).** *Risk as feelings. Psychological Bulletin*, p.270.

emotional journey or overcoming adversity can generate warmth, empathy, and admiration, increasing the consumer's emotional commitment and long-term loyalty to the brand [1].

Brand storytelling serves as a powerful tool for establishing these emotional connections. Narratives grounded in human values or societal impact such as resilience, solidarity, or giving back generate higher emotional engagement and trust. Emotional responses, particularly positive ones, significantly mediate consumers' intention to engage in word-of-mouth (WOM) communication, amplifying both reach and brand influence[2].

Narrative transportation, refers to the state of immersion consumers experience when absorbed in a compelling story[3]. This psychological absorption temporarily suspends disbelief, heightens emotional responses, and alters attitudes, making consumers more receptive to the brand's message. When storytelling is used effectively, it enhances emotional engagement and promotes stronger brand memory and advocacy [4].

Furthermore, content that evokes strong emotional arousal is more likely to be shared and discussed online. High-arousal emotions such as awe, anger, and excitement increase virality and online visibility. Emotional intensity regardless of valence encourages content dissemination and strengthens consumer-brand interaction[5]. Emotional Contagion Theory also supports this mechanism, suggesting that emotions expressed in advertising can be transmitted to the audience, influencing their mood and behavior[6].

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[1] **Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009).**
Brand experience: What is it? How is it measured? Does it affect loyalty? Journal of Marketing, 73(3),p.54.
[2] **Kang, J.-A., Hong, S., & Hubbard, G. T. (2020).**
The role of storytelling in advertising: Consumer emotion, narrative engagement level, and word-of-mouth intention. Journal of Consumer Behaviour, 19(1), p.51.
[3] **Green, M. C., & Brock, T. C. (2000).**
The role of transportation in the persuasiveness of public narratives. Journal of Personality and Social Psychology, 79(5), p.701.
[4] Escalas, J. E., & Stern, B. B. (2003).*Sympathy and empathy: Emotional responses to advertising dramas*. *Journal of Consumer Research*, 29(4), p.568.
[5] Berger & Milkman, op. cit.p.
[6] **Barsade, S. G. (2002).**
The ripple effect: Emotional contagion and its influence on group behavior. Administrative Science Quarterly, 47(4), 647.

Other emotional cues such as using trustworthy or relatable spokespersons enhance message credibility and perceived brand authenticity. When viewers emotionally connect with the spokesperson, trust increases, which positively affects engagement and brand attitudes [1].

Overall, the integration of emotional content into brand communication fosters deeper psychological involvement, promotes social sharing, and builds long-term brand equity. Emotionally resonant storytelling and visual elements not only influence short-term behavior but also contribute to enduring consumer-brand relationships.

- **Multisensory stimuli:**

Multisensory content incorporating visuals, sound, and motion is crucial for generating immediate and emotionally impactful responses. Images, colors, videos, and music can amplify emotional arousal and increase the retention of brand messages[2]. Even subtle visual or auditory elements can trigger unconscious emotional reactions that meaningfully influence consumer behavior[3].

Color plays a particularly influential role in emotional branding red is often linked to excitement, blue to trust, and yellow to optimism enabling brands to strategically shape emotional perception[4] . Similarly, soundtracks and audio design can shape emotional tone in video content, enhancing brand recall and emotional connection[5].

- **Contextual relevance:**

Content that is emotionally attuned to current events such as holidays, crises, or trending social topics often generates stronger emotional engagement due to its contextual relevance.

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[1] **Lakoff, G. (2008).**
The political mind: A cognitive scientist's guide to your brain and its politics. Penguin Books.p.75.
[2] Micu, C. C., & Plummer, J. T. (2010). Measured Emotions: Empirical Evidence for the Role of Emotions in Advertising Effectiveness. *Journal of Advertising Research*, 50(4),p.5.
[3] Nisbett, R. E., & DeCamp Wilson, T. (1977). Telling more than we can know: Verbal reports on mental processes. *Psychological Review*, 84(3), p.248.
[4] Labrecque, L. I., & Milne, G. R. (2013). To Be or Not to Be Different: Exploration of Norms and Benefits of Color Differentiation in the Marketplace. *Marketing Letters*, 24(2), p.712.
[5] Zhang, Y., Seo, J., & Lee, D. (2016). The Influence of Background Music on Perceived Emotion, Message, and Consumer Response in Advertising. *Journal of Consumer Behaviour*, 15(5),p. 489.

Posts aligned with real-time discussions or cultural moments receive significantly higher interaction rates, as they evoke shared emotional responses among the audience[1].

Furthermore, emotionally reactive posts such as messages of solidarity during a crisis or celebratory content during festive periods enhance perceptions of the brand's emotional intelligence and social consciousness[2]. Brands that demonstrate sensitivity to public sentiment are more likely to foster emotional trust and encourage interaction.

These findings demonstrate how emotional content in digital branding transcends aesthetics and becomes a strategic tool for human connection. Brands may employ emotions to not just grab attention, but also to foster meaningful and long-term engagement, whether through story immersion, multisensory clues, or contextually relevant messages. As we continue to investigate this topic, it becomes increasingly evident that creating emotionally intelligent content is no longer an option it is required for developing meaningful consumer-brand interactions in the digital age.

To summarize, this theoretical framework has investigated the fundamental principles of consumer engagement, the critical role of emotions, and the methods by which emotional content influences Online Consumer Brand Engagement (OCBE). By examining engagement's multidimensional nature and the psychological underpinnings of emotional responses, we have established a comprehensive understanding of how consumers connect with brands in digital spaces. This foundation lays the groundwork for the empirical research that follows, which will look into how these processes emerge in real-world social media content.

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[1] De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), p.86.

[2] Cvijikj, I. P., & Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(4), 843

Chapter 02 :
Practical framework

Chapter II: Practical framework

In today's rapidly shifting digital landscape, understanding emotional triggers has become a strategic asset for brands seeking to enhance their online presence. In Algeria, although the digital transformation of businesses is still progressing at a modest pace, social media platforms have taken a central role in communication and consumer engagement.

Within this context, Consumer Brand Engagement (CBE) is recognized as a key performance indicator, closely tied to the emotional tone and type of content shared by brands. This practical section focuses on analyzing how emotional approaches influence engagement, using the case of Canbebe. Specifically, it examines a deeply emotional awareness campaign Octobre Rose to assess how emotional storytelling can drive interaction and foster stronger connections between the brand and its audience.

Section 01: Presentation of the host organization

1.History and Company Profile of Zone Brand Agency:

Zone is a Digital Branding agency that excels in the art of creating memorable brands through innovative strategies and captivating content, primarily via digital platforms.

Originally positioned as a provider of basic digital services for industrial SMEs since its inception in 2018, Zone quickly evolved. With a deep understanding of market needs and a strategic vision, the agency transformed into a key partner in brand transformation.

Today, Zone supports its clients far beyond digital, by creating powerful brand identities and developing strategies that deeply resonate with their target audiences. The agency's reach now also extends to large accounts and multinational corporations.

Name: Zone Agency

Industry: Marketing Strategy, Communication, and Advertising

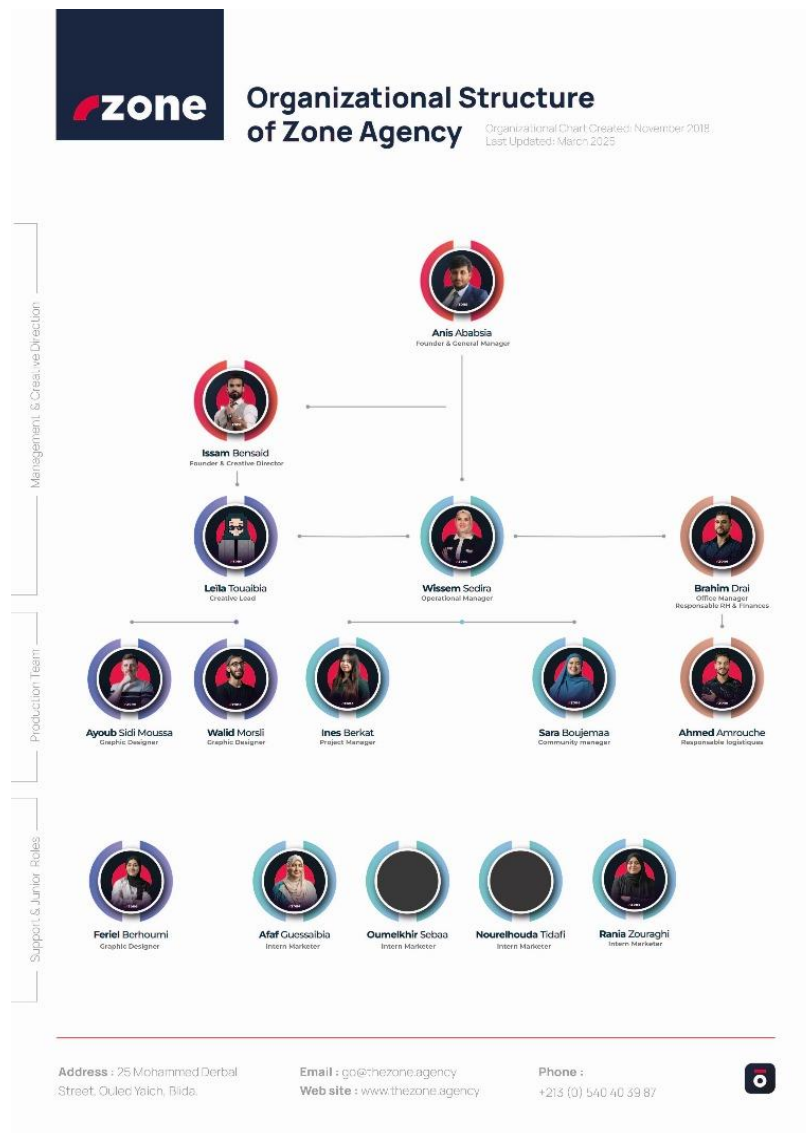**Address:** 25 Mohammed Derbal Street, 3rd Floor, Ouled Yaich, Blida

Phone: +213 (0) 540 40 39 87

Email: go@thezone.agency

Website: www.thezone.agency

1.2 The flow chart and different departments and units:
Figure 8: internal structure of zine brand agency

Source: Internal company document.

The range of services covers several key areas to meet communication and creative needs:

Strategic Advisory and Support Service: Development of customized brand development strategies to strengthen identity and market positioning. This area includes the creation of brand systems and platforms, as well as tailored communication and marketing strategies.

Creative: Creative services include designing unique visual identities, defining brand guidelines, and creating engaging brand content. Development of innovative campaigns and concepts, as well as designs for packaging and printed media. Customized editing solutions are also available.

Digital: Support of the online presence through strategies of Social Media Marketing, planning and media purchasing services (Media planning & buying), as well as the design of user interfaces (UI/UX Design) intuitive and aesthetic.

Production: A wide range of production services are offered, including audiovisual coverage, institutional film making, video production and creation, as well as professional photo shoots to showcase projects.

1.3 Productions:

Zone is a digital agency specializing in branding that designs and produces a wide range of content aimed at building and strengthening brand identity across digital channels.

Zone Agency excels in crafting visual brand identities. This includes the creation of logos and their variations, the development of brand guidelines outlining color palettes, typographies, and visual elements, as well as the implementation of comprehensive brand books to ensure visual consistency across all communication materials.

In addition to visual identity design, the agency produces both digital and print communication assets such as social media content, advertising banners, sponsored campaign materials, and customized templates that enable brands to communicate effectively with their target audiences.

Digital and web experiences are also a core pillar of the agency's branding approach. Zone designs UX/UI interfaces for websites and mobile applications, ensuring seamless navigation and visual consistency. The agency also develops optimized landing pages to support marketing campaigns and enhance online brand presence.

Another key aspect of digital branding is audiovisual production. The agency creates motion design animations, promotional teasers, video capsules for social media, and interactive formats aligned with current digital trends.

Moreover, Zone's expertise goes beyond visual production. The agency also supports brands in their strategic positioning and communication efforts. This includes defining brand platforms, developing storytelling frameworks, building digital strategies, and analyzing performance using tracking and optimization tools.

Through my experience at Zone, I have come to appreciate the importance of a holistic branding approach, one that integrates visual creation, digital strategy, and content production to build a strong, cohesive, and impactful brand image.

1.4 Key Clients:

Figure 9: Overview of key clients collaborating with zone

Source: Internal company document.

2.Presentation of Ontex (Zone Brand Agency client, object of our study):

Ontex is a Belgian company that specializes in feminine hygiene, baby care, and adult incontinence protection.

In addition to distributing its own brands to pharmacies, hospitals, assisted living facilities, and home delivery services, Ontex assists large retailers in starting or growing their own brands. With offices and production facilities spread throughout Europe, North Africa, China, Australia, the Middle East, and the Americas, Ontex has expanded since its establishment in Belgium in 1979.

2.1History of Ontex and its acquisitions:

Ontex, founded in Buggenhout, Belgium, in 1979, began by producing absorbent bed protection products for hospitals, clinics, and nursing homes in Belgium. During the 1980s and 1990s, Ontex diversified into the production of disposable underwear, adult incontinence products, baby diapers, and sanitary pads. The company also acquired distribution and production facilities in Europe, the Czech Republic, and Turkey. In 2006, Ontex opened its first non-European factory in China, followed by a manufacturing plant in Algeria.

The transition of Ontex from a family-owned business to a major player in the world has been largely attributed to acquisitions.

2011 saw Ontex expand with new factories in Australia, Russia, and Pakistan after acquiring Lille Healthcare, one of the biggest manufacturers of disposable hygiene products in Europe.

2013: By purchasing the Italian company Serenity, the business expanded its range of incontinence care products.

2014: Ontex went public in June and was listed on Euronext Brussels, which strengthened its financial position to continue developing new products, collaborating with existing clients, and exploring new markets.

2016: The strategic acquisition of Grupo P.I. Mabe, a well-known Mexican manufacturer of feminine hygiene, adult incontinence, and baby care products, was a significant step. This action increased Ontex's footprint outside of Western Europe, particularly in rapidly expanding American markets.

2017: To increase its presence in Latin America, Ontex purchased Hypermarcas S.A.'s personal hygiene division in Brazil.

2.2 Main Brands List:

Ontex is a personal hygiene solutions provider for women, men, and infants. It designs and produces products and solutions for its own brand portfolio (40 percent of its business) as well as private label brands (60 percent of its business).

Table 9: main brands of ontex

Baby care	Feminine Care	Adult care
- Canbebe - Helen Harper Baby - Moltex - Biobaby - Bbtips - Kiddies - Chicolastic - Baby Pants - Sapeka - Pompom - Cremer - Little Big Change	- Silhouette - NAT - Fiore	- Id - Canped - Serenity - Lille Healthcare - Euron - Affective - Liberty - Adultmax - Moviment - Bigfral

Source :https://fr.wikipedia.org/wiki/Ontex_(entreprise)

2.3 Presentation and history of Canbebe (object of our study):[254]

Canbebe is a renowned international brand known for its baby care products, especially its high-quality diapers. In Algeria, Canbebe positions itself as an essential partner for parents, offering diapers that combine comfort and safety. Through attentive listening and a deep understanding of local needs, Canbebe supports every stage of early childhood, simplifying daily life for families and creating moments of togetherness.

Canbebe has established itself as a key player in the hygiene products sector in Algeria. Since its inception in 2001, the brand has demonstrated a consistent commitment to growth and innovation. A major milestone was reached in 2008 with the launch of its own diaper production line in Algeria, reinforcing its local presence and production capabilities.

In 2015, Canbebe underwent a significant brand relaunch, modernizing its product range with the latest technological advancements to meet evolving consumer expectations and maintain its competitive edge in the market.

As part of the Ontex Group, a global provider of personal hygiene products, Canbebe benefited from international expertise and scale. However, in 2021, a strategic shift occurred when Canbebe was acquired by HYGIANIS, its historical partner and long-term collaborator. This acquisition marked a symbolic return to the brand's roots and a renewed focus on local engagement and consumer-centric development.

By 2024, the brand reaffirmed its strong position in the Algerian market under the leadership of HYGIANIS. This transition reflects Canbebe's continued dedication to quality, innovation, and a deeper connection with its customers. The company's ability to evolve while remaining anchored in its founding values highlights its resilience and relevance in a competitive industry.

2.4. Objectives of canbebe:

Canbebe's main objective was to stand out in a competitive market by creating engaging and relevant content for parents, while adopting an innovative approach that went beyond traditional communication formats often perceived as generic on social media. Canbebe aimed to establish authentic connections and sought to strengthen its identity by incorporating elements that reflected the brand's core values.

Section02:Methodology of the Survey

To better understand the impact of emotions on consumer engagement with brands, we used a qualitative technique that examined emotional reactions and perceptions in response to a specific marketing campaign.

1. Research Methodology:

In this section, we present the methodology chosen to thoroughly analyze the relationship between emotions and consumer engagement. Our approach is based on guided interviews

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[254] https://www.canbebealgerie.com/en (le 16/04/2023 à 08 :00 min)

and emotion analysis carried out within the context of a targeted campaign. This qualitative strategy seeks to investigate the emotional factors at work in order to either validate or deny our initial hypotheses.

1.1 Methodological Choice:

Unlike quantitative research based on standardized questionnaires, we chose a qualitative approach with semi-structured interview guides and an in-depth emotional analysis. This multimodal strategy enabled us to collect extensive, complex, and context-specific replies, as well as detect the emotional tones, intensity, and underlying thoughts voiced by participants. This decision was motivated by our desire to capture not only verbalized perceptions and personal experiences, but also the emotional reactions and affective connections that the audience formed toward the subject under consideration.

The use of a questionnaire was deliberately excluded due to practical and methodological constraints. Since Canbebe's "Petits Pas Roses" campaign took place in 2023, it was not possible to directly access or engage with the original community who interacted with the campaign at the time. Moreover, limited access to the brand's official social media platforms made it infeasible to distribute a reliable survey. As a result, using a questionnaire could have led to biased or irrelevant responses. Therefore, a qualitative approach based on existing digital traces (posts, comments, interactions) and interviews with the campaign's creators was chosen to ensure data relevance and analytical depth.

1.2 Objective of the Analysis:

The primary objective of this approach is to address the core research question of this"How do emotions influence online consumer engagement with a brand?"

By focusing my research on an emotionally charged campaign, specifically one carried out in October as part of the Breast Cancer Awareness initiative (Octobre Rose), I aimed to understand how emotionally charged messaging can strengthen the bond between a brand and its community.

1.3 Analytical Tools:

The qualitative sample for this study is based on two complementary data sources. Initially, semi-structured interviews were performed with internal stakeholders, including a representative from Zone Brand Agency and a member of Canbebe's marketing department. These interviews sought to elicit strategic concepts driving the campaign, including emotional messaging and its intended impact on customer participation.

Second, emotional content analysis was conducted on the campaign materials (visuals, messaging, and overall tone) from the October campaign.This analysis sought to uncover the emotional appeals expressed in the content.

To process the qualitative data, sentiment analysis and text mining techniques were used to categorize replies as positive, negative, or neutral. Furthermore, emotion recognition methods

were used to identify more subtle emotional responses such as empathy, inspiration, and nostalgia.

This data was then triangulated using engagement analytics to determine which emotional triggers led to higher interaction rates. The next sections will establish relationships between these emotional insights and customer involvement behavior, addressing the central research hypothesis.

1.4 Study Population and Scope (Mixed-Methods Approach):

This research adopts a mixed-methods case study approach, combining qualitative and quantitative techniques to analyze the emotional strategy of Canbebe's "Petits Pas Roses" campaign, launched in October in collaboration with Zone Agency. Rather than employing a statistically representative sample, the study focuses on purposefully selected individuals and digital content directly involved in the campaign's development and public reception.

The population being studied includes:

Strategic stakeholders from Zone Agency were involved in the campaign's design and implementation. Semi-structured interviews were used to collect insights into the campaign's emotional aims and creative strategy.

User-generated information, specifically comments made on campaign pieces, were examined using sentiment analysis to indicate the audience's emotional responses.

The campaign materials themselves (visuals, captions, and video content) were investigated using emotional content analysis to determine the emotional appeals embedded in the communication and their alignment with the brand's target audience (mostly parents and caregivers).

Following the content and sentiment studies, engagement metrics (likes, comments, shares, and reactions) were used to assess the effectiveness of emotional content in stimulating online consumer-brand engagement (OCBE). This allowed the study to investigate the direct impact of emotions on OCBE, which is the primary research topic of this thesis.

1.5 Study Procedure:
1.5.1 Emotional Content Analysis:

The campaign posts, including visuals, captions, and videos, were analyzed to identify the types of emotions that were purposefully included in the communication. This emotional content analysis sought to discover dominant emotional tones such as love, caring, empathy, and joy, as well as how these emotions related to the brand's communication strategy.

1.5.2. Sentiment Analysis in Comments:

To examine audience reactions, user-generated comments from the October campaign were collected and sentiment analysis was performed. This technique involves determining if the comments indicated positive,negative, or neutral sentiments, allowing for a better understanding of how the emotional content was received by the online audience.

1.5.3. Interpreting Engagement Metrics:

In addition to emotional and sentiment analyses, engagement metrics such as likes, shares, comments, and responses were gathered to serve as contextual indications of online user engagement. Although these measures are not statistically assessed in this qualitative framework, they provide useful information on the effectiveness of emotional content in increasing online consumer-brand engagement (OCBE). These indicators were utilized to examine patterns of audience interaction and assess the emotional impact of campaign content based on behavioral factors.

The emotional appeal of the selected Canbebe campaign posts were evaluated using a 4-point emotional intensity scale (0-3), developed from Plutchik's Wheel of Emotions (1980). This scale represents rising levels of emotional arousal.

Level 0 signifies that there are no signs of emotion in the visual or verbal material.

Level 1 indicates slight emotional arousal, as shown in either the text or the image (but not both).

Level 2 represents moderate emotion, clearly presented through language and/or visuals, though in a soft or indirect manner.

Level 3 represents great emotional intensity, with strong affective cues in both image and text, such as close-up visuals, physical touch (e.g., hugs), emotionally charged narratives, or compelling calls to action.

The scale is consistent with Plutchik's intensity gradations (e.g., calm → joy → ecstasy or annoyance → wrath → rage) and provides for a more advanced classification of emotional strength in media messaging. This coding method allowed for a systematic, theory-based analysis of how emotional appeals were used in various campaign materials.

1.5.4 Interview Guide:

The interview guide is an important instrument used in qualitative research to elicit detailed information from selected participants. In this study, a semi-structured interview guide was created to investigate the emotional strategy underlying Canbebe's October campaign, particularly from the perspectives of key strategic actors at Zone.

The guide had open-ended questions intended to elicit insights into:

- The emotional objectives of the campaign
- The Content Creation Process
- The selection of visual and verbal emotional appeals.
- The intended influence on the target audience (mostly parents and caregivers).

These interviews were performed in person and allowed for follow-up questions to clarify or deepen specific responses, in accordance with qualitative best practices.

1.5.5 Method of Analysis:

I processed and analyzed data using Google Forms and Google Sheets:

Google Sheets: is a spreadsheet tool similar to Excel that is only available online.

Google Forms: is a free tool for developing forms. It facilitates the collection, organization, and analysis of data of any size.

1.5.6 Data Presentation:

All collected results are presented as tables and/or graphs, followed by commentary.

Section 03: Case Study Results Canbebe's "Petits Pas Roses" Campaign

When it comes to effectively engaging consumers and strengthening brand affinity, advertising campaigns play a pivotal role. In the case of Canbebe, the brand's multidimensional awareness campaign was developed and executed by the marketing and branding agency Zone, which strategically leveraged the emotional power of storytelling to tailor the campaign for the Algerian market. Through a carefully curated blend of culturally resonant visuals, emotionally charged narratives, and informative content, the campaign aimed to build a meaningful emotional connection with mothers and families.

This section will examine the core components of the communication strategy crafted by Zone, showing how the agency used digital platforms, animated series, and social advocacy to position Canbebe not only as a baby care brand, but as a trusted, empathetic presence in the daily lives of Algerian consumers.

1.The content marketing strategy of Canbebe 2023:

The Canbebe awareness campaign was carefully crafted as part of a well-defined content strategy aimed at building emotional connections with Algerian families and generating meaningful engagement around baby care and maternal well-being

1.1 Campaign Objectives

Canbebe engaged Zone with a clear set of creative objectives aimed at strengthening emotional engagement through social media. The campaign's primary goal is to forge "Emotional Bonds in a Culture of Care" by showcasing modest, culturally resonant scenes of Algerian parents and infants.

To differentiate Canbebe Algeria, visuals feature non-veiled women, consistent logo sizing, and Algerian phenotypes, all within a protective "bubble" around the baby. The brand mandates use of Freedoka (French) and Aljazeera Bold (Arabic) typography, unaltered

product-benefit badges, and adherence to the brand color palette. By alternating light and dark backgrounds, employing a golden ribbon motif for feed continuity, and limiting 3D elements, the campaign seeks to evoke warmth, trust, and joy while highlighting functional benefits (rapid absorption, anti-leak protection, BPA-free).

Collectively, these guidelines aim to increase brand likeability, reassure parents of product safety, and drive measurable uplift in online engagement metrics likes, shares, comments, and dwell time thereby leveraging emotion to deepen consumer brand connection.

I decided to pay special attention to the October campaign since it coincided with Octobre Rose (Breast Cancer Awareness Month), which resonates deeply from both an emotional and social perspective for many individuals.This context likely helped the campaign connect more deeply with the audience.

Figure 10: The digital scorecard template 2023

Owner			Brand	KPI	Frequency	January	February	March	April	May	June	July	August	September	October	November	December
														2023			
Digital Algeria	Chakib	Digital	Canbebe	Total Impressions (M)	Monthly	103K	2,9M	7,55M	9.25 M	14.25 M	50.8 K	1.23 M	71.1 K	11.2 M	15.52 M	17.05 M	7.25 M
				Total reach (M)	Monthly	40K	58K	3,63M	3.12 M	3.6 M	28.8 K	429.4 K	24.3 K	7.5 M	3.2 M	9.2 M	4.52 M
				Total views & clicks (M)	Monthly	10K	25K	1,37M	2.52 M	1.6 M	11.7 K	13.4 K	10.3 K	423.8 K	1.54 M	1.6 M	1.8 M
				Recruitment (nbr d'abonnés)	Monthly	318	345	3021	2.7 K	2.7 K	146	5.2 K	-92	4K	4 K	4.4 K	300
				Engagement performance (%)	Monthly	20%	71%	52%	67%	69.1 %	33.6 %	36.2%	33.3 %	31.9 %	103.3 %	84.1%	127.5 %
				Engagement Community (%)	Monthly	-	-	-	-	2227.5 %	15.4 %	13.3%	8.9%	1018.5 %	4938.8 %	4674.2 %	2384.6 %
				CPM (DZD)	Monthly	-	x	x	x	x	x	x	x	x	x	x	x
				New app users	Monthly	131	x	x	x	x	x	x	x	x	x	x	x

Source: Internal company document.

The link to the Digital Scorecard Template 2023 is available at the following URL:

https://docs.google.com/spreadsheets/d/1EvfUmT-cTV4S315VO2Hl6Adby_Ihxk95/edit?usp=sharing&ouid=105883089920700432360&rtpof=true&sd=true

Also The data supports this: engagement performance rose sharply from 31.9% in September to 103.3% in October, suggesting that emotionally driven content can significantly boost interaction and visibility.

1.2 The concept of october rose (Petits Pas Roses):

'Where babies become part of the support network for breast cancer awareness'.

The campaign "Petits Pas Roses" (Little Pink Steps), initiated in October 2023, aims to facilitate breast cancer awareness while strengthening the values of Canbebe. The concept was built around a strong metaphor, portraying the first steps of a baby as a symbol of hope, care, and forward motion,in this case, urging women to take proactive steps towards their healthcare, like undergoing a breast cancer screening.

1.2.1 Baby prints :

The slogan of the campaign was "Gentle steps towards awareness".

The footprints represent a symbol of progress and of initial action, just like the first steps of babies at the beginning of their lives. They illustrate the importance of raising awareness women in general to combat breast cancer and the importance of early detection, which is beneficial for women, Baby and his family.

The Canbebe brand shares these values with its focusing on the well-being and protection of babies. However, through this campaign, it also strives to give equal attention to mothers and women, who embody the greatest symbol of care and protection.

Figure 11: Concept of the logo of petite pas roses campaign

Source: Internal company document.

1.2.2 Objective Of the campaign :

- **Overall Objective:**
  - ➢ The central focus of the campaign was to educate and create awareness on the issue of breast cancer.

  - ➢ It intended to inspire mothers to look after themselves as much as they look after their children because they are the backbone of the family.

  - ➢ The campaign wanted to evoke strong emotional responses by focusing on the wonderful bonds between mothers and their babies, helping to remember that women should not be forgotten, and that there is always hope beyond breast cancer.

- **Brand Level Objectives:**
  - ➢ Increase the emotional connection with the audience.

  - ➢ Improve brand appeal and reputation on emotional considerations.

  - ➢ Portray Canbebe as a socially responsible brand.

- **Community Level Objectives:**
  - ➢ Inform mothers and women on the dangers of breast cancer.

  - ➢ Promote taking action such as early screening.

  - ➢ Create a moment of emotional solidarity and support.

1.2.3 Creative Actions:

- **Logo, mini style guide, and key visual (KV):**Who embody sweetness and hope shades of pink soothing, with a presence of the CANBEBE identity and a KV which evokes the idea of support, action and emotional connection.

- **Static Posts :**With encrypted messages to evoke the metaphor "Little Steps" with images of babies taking their first steps, a symbol to capture attention and emotion of the target.

- **Emotional Videos:**Capturing the authentic moments between mothers and their babies.

❖ **Campaign key messages:**

➢ "Take your first step, do the screening."

➢ "Don't forget to take care of yourself and your children."

➢ "Learn more about breast cancer."

➢ "You are indispensable, there is hope."

➢ "We are here to support you."

**Figure No.: The 6 posts of petit pas roses campaign**

Source: Internal company document.

1.2.4Business Timeline:

The agency Zone crafted a thoughtful and well-structured communication strategy for Canbebe, complete with a detailed timeline tailored to the brand's emotional engagement goals. More than just a schedule, this timeline served as a roadmap to guide each phase of the campaign ensuring Canbebe stayed visible, emotionally resonant, and consistently present in

the lives of its audience. By pacing the rollout around key milestones, the strategy aimed to build meaningful connections over time, rather than rely on one-off moments.

Figure 12: Canbebe roadmap 2023
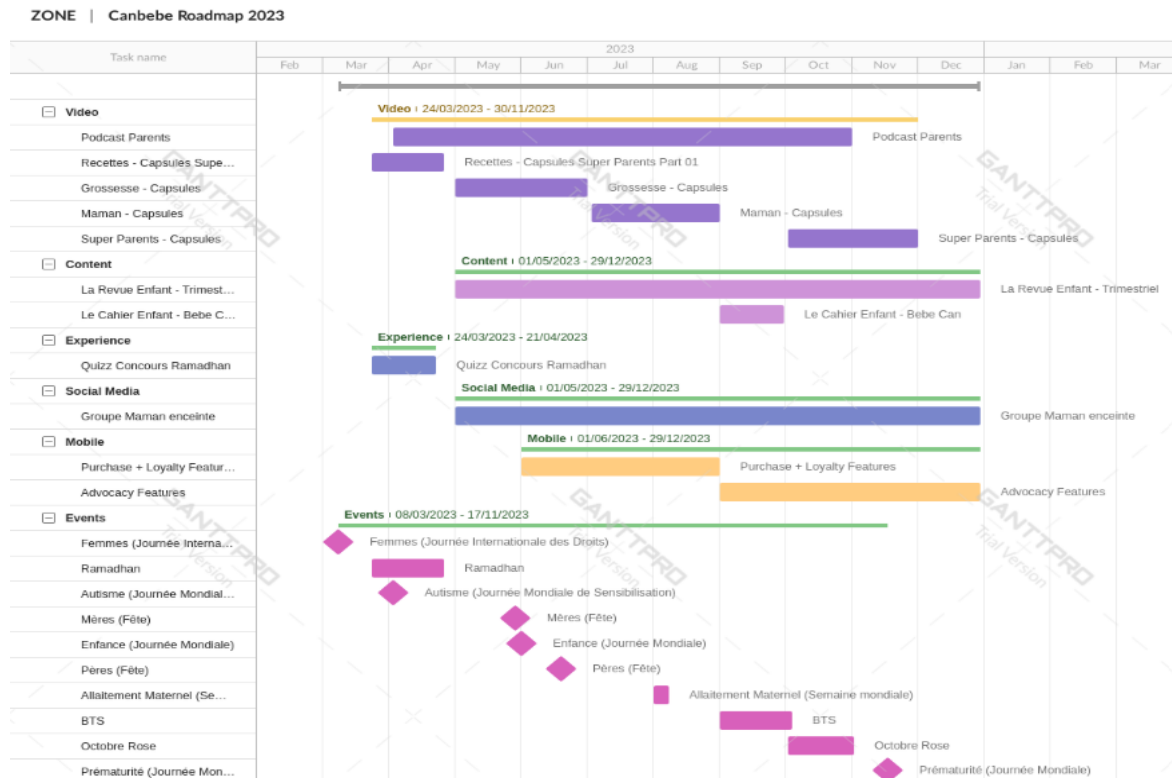
Source: Internal company document.

1.3 Strategic Marketing Approach of the "petits pas roses" campaign:
1.3.1 Benchmarking:

Benchmarking is the practice of analyzing the marketing strategies of both direct and indirect competitors to identify best practices and areas for improvement. It involves a detailed examination of competitors' marketing mix including product offerings, pricing strategies, distribution channels, and communication approaches in order to uncover competitive advantages and pinpoint potential weaknesses.

Zone Agency used this technique to analyze the practices of its direct national competitors, such as,, and other brands.

Our study was based on several key areas:

- **Brand Utility Axis**:Content that offers the consumer useful information or services or actions proving the social relevance of the brand.
- **Likeability Capital Axis**: covers consumer behavior and attachment as well as the positive emotional impact of the brand image.

- **Product Axis**: Here, communication mostly addresses the product, its attributes, and its application.
- **Types and Formats of Publication**: This considers the nature of the shared messages informative, community-oriented, promotional as well as the means of presentation pictures, videos, narratives, etc.).

Figure 13: Competitive analysis of the stream system brand

Source: Internal company document.

Figure No. 13: Competitive Analysis of the Stream System Brand.

Source: Internal company document.

Figure 14: Competitive analysis of the stream system brand

Source: Internal company document.

Figure 15: Competitive analysis of the stream system brand

Source: Internal company document.

This competitive benchmark lets the brand find the subjects lacking from its feed and modify them for its content marketing plan.

1.3.2 Buyer Persona:

As part of a content marketing strategy, it is essential to understand the needs and preferences of the target audience.

Developing buyer personas involves creating detailed profiles that represent the demographic, behavioral, and psychographic traits of potential customers. These personas help marketers

gain deeper insight into the audience's motivations, challenges, and expectations, enabling the creation of more relevant, engaging, and personalized content.

Zone Agency identified three key personas: happy nesterst, Super parents , and Our little celebrity who were carefully selected based on strategic audience insights.

Figure 16: Principale audience of canbebe

Source: Internal company document.

- ❖ **happy nesterst:**
- ❖ **Persona Profile:** Traditional, nurturing, and emotionally linked parents.
- ❖ **Key Characteristics:**
- ● Consider parenting a deeply personal and natural job that should not be outsourced.
- ● Above all, value safety, comfort, and trust.
- ● Spend more time at home with their child and actively participate in childcare.
- ● Choose soft, well-fitting diapers that will preserve the baby's skin and provide comfort.
- ● Shop largely at supermarkets or hypermarkets, and look for basic bargains from well-known companies.
- ● Before making any product modifications, seek guidance from qualified medical professionals.
- ❖ **Marketing implications:** Emphasize the emotional benefits and comfort of the product. Use messaging that emphasizes care, love, and protection. Testimonials or medical endorsements might help to reinforce product safety and reassure consumers.

Figure 17: Buyer persona of canbebe's target consumer (happy nester)

Happy Nester
Cocoon their baby with the most soft and comfortable diaper

Their baby is a treasure, and they want to cocoon their baby in a safe place at all times. They feel that motherhood is a natural thing. They don't outsource the care of their baby too much. They try to spend as much time as possible with their child, to play with him and to stimulate him. Softness, comfort for their baby (quickly dry and not too tight) are very important when choosing the perfect diaper. On top of that they expect the diapers to protect their baby from irritations. Performance of the diaper is a hygienic for them. She loves shopping for her little one and switch immediately from product if not suitable for her baby.
Looking for a soft and comfortable, trustworthy well-known brand, so they can feel safe.
They mainly buy at supermarket or hypermarket, less at a discounter store. They mainly go for the standard offer.
She trusts mainly the GP or pediatrician and the midwife most when looking for info about how to take care of her little treasure.

Source: Internal company document.

❖ **Super Parents:**
❖ **Persona Profile:** Highly educated, intelligent, and rich caregivers.
❖ **Key Characteristics:**
● Prioritize performance, quality, and skin safety over cost.
● Rational decision-makers who consider ingredients, certifications, and product testing (for example, clinically proven, breathable textiles).
● Prefer environmentally sustainable, natural, and hypoallergenic products.
● Willing to pay more, but expecting outstanding product value and transparency in return.
❖ **Marketing implications:** Position the brand as science-based and health-oriented. Use professional endorsements (pediatricians, dermatologists) while emphasizing environmental and performance credentials.

Figure 18: Buyer persona of canbebe's target consumer (super parents)

Super Parents
The perfect diapers for the perfect parents

These highly educated, highly informed and more affluent parents are looking for the very best for their children. They are very demanding on the diaper performance and are ready and able to buy the more premium offer of diapers.
Skin safety (no irritation, stop bacteria, clinically tested, is one of their main concerns. Therefore natural and eco friendly products convince them and they are ready to pay a premium price for these. They are also looking for comfort benefits (keeps the baby dry, breathes) and size and fit. These parents use pants more than average. The Super Parents shop at many places and frequent (supermarket, hyper, pharmacy, small grocery).
They are not actively looking for the best prices, neither do they compare prices a lot.

Source: Internal company document.

❖ **Our Little Celebrity:**
❖ **Persona Profile:** Image-conscious, socially active parents
❖ **Key Characteristics:**
● They are deeply anxious about the public view of themselves and their baby.
● They regard their child as an extension of their social image and invest in their physical appearance (clothes, grooming, diaper brand).
● Frequently share photos online and actively participate in parenting communities on social media.
● Consider brand reputation, visual appeal, and the symbolic qualities of premium products.
● Expect the product to improve their child's image while reducing embarrassment (for example, through odor or leakage control).
● Not always the most rational buyer motivated more by emotion and social visibility.
❖ **Marketing implications:** include focusing on visual branding, influencer marketing, and emotional storytelling. Highlight how the product improves their child's social image and reduces public blunders.

Figure 19: Buyer persona of canbebe's target consumer (our little celebrity)

Our Little Celebrity
Appearance is everything, also when it comes to nappies

These parents care about what the outside world thinks of them and their baby , a lot ! It's all about the image. "Our little celebrity" parents want to be perceived as successful and this includes the look of their child, how it's dressed and how he/she grows/develops (always hoping he/she is a little faster, cleaner, ... than the rest).
They posts lots of pictures of their baby dressed up nicely on social media and like to share tips and tricks with other mums of babies from the same age, They like to be part of brand communities and engage with brands online..
Their perfect nappy is from a well-known brand, that minimizes leaks and bad smells as it would be very embarrassing if other people notice that. And for sure, it needs to keep the shape even when its full. Appearance is everything.
All are ready to pay for a premium or Pure A brand offer to be seen with Molfix Pure & Soft) Not yet buying more online than the average parent.

Source: Internal company document.

1.4 Digital communication strategy of the "petits pas roses" campaign:
1.4.1 Formats and Types of Content:

To strengthen its positioning and support parents throughout their journey, ZONE developed a comprehensive content strategy for Canbebe in 2023, combining emotional storytelling, educational resources, and community engagement.

The strategy focuses heavily on video content, offering a rich and diverse audiovisual experience for parents. This includes formats like *Podcast Parents*, thematic capsules on *Pregnancy*, *Motherhood*, and the *Super Parents* series. These videos aim to inform, inspire, and connect with real-life parental experiences in a relatable and human-centered way.

In parallel, ZONE introduced editorial content with recurring formats such as *La Revue Enfant* and *Le Cahier Enfant – Bébé Can*, designed to provide expert-backed advice and nurturing content for families in a consistent and accessible format.

To drive interaction, ZONE integrated experience-based initiatives such as the *Ramadhan Quiz Contest*, encouraging user participation and gamified engagement. Social media also plays a key role, notably through the *Groupe Maman Enceinte*, which creates a safe and supportive space for mothers to exchange experiences, tips, and support.

From a digital standpoint, the mobile experience is enhanced with features around purchase and loyalty, showing a commitment to integrating practical tools into the parenting journey.

Finally, the roadmap is punctuated by cause-related events throughout the year (e.g. International Women's Day, Breastfeeding Week, Autism Awareness, etc.), reflecting ZONE's alignment with social issues and parenting milestones. These moments are supported by strong visual communication, bilingual messaging (Arabic and French), and engaging content.

As part of my thesis, I chose to focus on just one specific concept from this strategy: the **"Petits Pas Roses"** which I believe best illustrate the brand's capacity to blend storytelling with user engagement in a digital ecosystem

1.4.2 Distribution Channels:

The distribution strategy was designed to maximize audience reach and engagement. The episodes were broadcast across multiple digital platforms, with each release supported by a promotion plan and/or a tailored CTA to grab attention and encourage sharing and engagement.

ZONE opted for a multi-platform approach, utilizing owned media channels to maintain control over messaging and ensure consistent brand storytelling. The content was disseminated through Facebook, Instagram, TikTok, and YouTube, allowing for broad visibility and high levels of user interaction. These platforms were leveraged to host video capsules, animated series, and interactive formats tailored to the needs and behaviors of digital-native audiences.

In addition to social media, ZONE incorporated newsletters distributed via the official Canbebe website, offering personalized and informative content directly to subscribed users. Those newsletters supported long-term engagement by providing value-driven insights and exclusive updates, reinforcing brand loyalty and community connection.

Through this integrated distribution strategy, ZONE ensured that Canbebe's messages were not only seen, but experienced across multiple touchpoints aligned with the habits of its target demographic.

1.4.3 Editorial Calendar:

The editorial calendar plays a key role in the preparation and planning of this campaign by organizing the dates, times, channels, content types, topics, descriptions in both French and Arabic, ready-to-use visuals, and hashtags.

The october rose campaign was designed to raise awareness among parents, especially mothers about the importance of early detection of breast cancer.
 Key messages were communicated on specific dates with a strong narrative arc around **"Petits Pas Roses"** symbolizing the role of parents in prevention and health.

The published content included:

- **Static posts** with awareness messages

- **Emotional videos** to amplify the campaign's impact

- **Visually consistent designs** in pink tones, aligned with Breast Cancer Awareness Month

- **A weekly posting** schedule with key messages distributed over three weeks

Figure 20: Calendar of petite pas roses compagain

Source: Internal company document.

The company successfully implemented an effective editorial calendar by publishing a total of 6 well-timed and strategically organized posts over the span of three weeks, ensuring consistent messaging throughout the October awareness campaign.

2. Presentations of the results:

2.1 Quantitative Analysis

In today's competitive marketing environment, every brand strives to develop advertising campaigns that not only enhance performance but also set them apart from the competition. A successful campaign can have a significant impact on brand recognition and consumer engagement.This section will explore a single communication concept, carefully designed to align with the strategic objectives and emotional values of the brand.

2.1.1 Post Reach

Reach refers to the total number of individuals who have seen a piece of content. It is typically divided into two categories:

- **Organic reach:** This includes users who view the content naturally and without any paid promotion, such as followers who come across the post in their feed.

- **Paid reach:** This refers to the audience reached through sponsored or paid content, intended to increase visibility beyond the organic audience.

Figure 21: competitive overview/ october

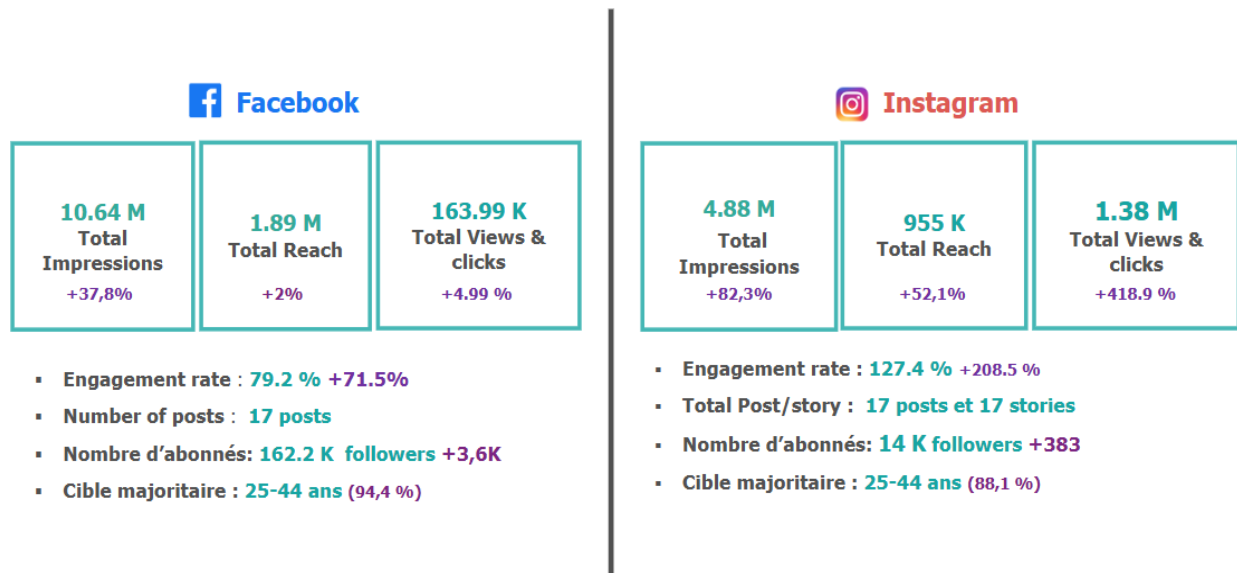		Community		Recruitment		Posts		Interactions Reaction + Com + Share		Video views		Interactions & vues		Page Engagement Rate %		Sponsored Content		E.influence
	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram	Fb & Ig
Bimbies	345 K	14.4 K	-700	+400	12	12	1.9 K	1.5 K	6.8 K	2 K	8.7 K	3.5 K	2,5 %	24,8 %	Yes	Yes	Yes
Canbebe	162.2 K	14.1 K	+2.7 K	+300	17	17	29.3 K	1 K	18.1 K	1.4 M	47.4 K	1.4 M	29,2 %	9848,4 %	No	No	No
Molfix	103.6 K	14.6 K	0	-100	0	0	0	0	0	0	0	0	0 %	0 %	No	No	No
Happy Dry	74.5 K	38.6 K	+6 K	-300	16	17	1.9 K	223	1.1 K	1.6 K	3 K	1.8 K	4,1 %	4,9 %	No	No	No
Lilas	45.9 K	-	+900	-	7	-	12.5 K	-	0	-	12.5 K	-	27,3 %	-	Yes	-	No
Poupoune	73.9 K	16.3 K	+2.4K	+600	20	20	4.8 K	388	0	0	4.8 K	388	6,6 %	2,4 %	Yes	No	Yes
Bebem nat	10 K	5.2 K	+200	0	8	8	422	132	83	177	505	309	5,1 %	5,9 %	No	No	No
PomPom	14.2 K	1.4 K	0	-40	4	4	116	41	0	0	116	41	0,8 %	2,8 %	No	No	No
Good Care	467	92	+96	+25	4	4	89	27	0	0	89	27	19,1 %	29,3 %	No	No	No

Source: Internal company document.

The figure displays a benchmarking evaluation of various baby care brands across key social media performance indicators on both Facebook and Instagram. One of the most striking observations is Canbebe's dominant position in terms of total interactions and engagement, particularly through organic performance. Engagement on Facebook was the highest with 47.4K views total interactions, while Instagram reached over a million views. Although Canbebe does not possess the largest Community, with 162.2K constituents on Facebook and 14.1K constituents on Instagram, Canbebe achieved the highest resonating content results regarding interactions and views, proving that their audience content reacts strongly to their content.

This strong engagement is further reinforced by the page engagement rate, where canbebe reported 29.2% as the engagement driven result on Facebook and Instagram outperformed all rivals with a stunning 9,848.4% surpassing the rest of the field. Canbebe's engagement results clearly demonstrate the brand does not rely on paid sponsorships thus proving that the brand

is supported by emotionally charged relevant strategy content designed delivered to the user robust organic reach handle.

Figure 22: digital landscape/ october

Facebook

| 10.64 M Total Impressions +37,8% | 1.89 M Total Reach +2% | 163.99 K Total Views & clicks +4.99 % |

- Engagement rate : 79.2 % +71.5%
- Number of posts : 17 posts
- Nombre d'abonnés: 162.2 K followers +3,6K
- Cible majoritaire : 25-44 ans (94,4 %)

Instagram

| 4.88 M Total Impressions +82,3% | 955 K Total Reach +52,1% | 1.38 M Total Views & clicks +418.9 % |

- Engagement rate : 127.4 % +208.5 %
- Total Post/story : 17 posts et 17 stories
- Nombre d'abonnés: 14 K followers +383
- Cible majoritaire : 25-44 ans (88,1 %)

Source: Internal company document.

In order to evaluate the effectiveness of the emotionally driven concept "October Roses," I conducted a comparative analysis between the overall social media performance during the month of October and the specific performance of the posts related to this concept.
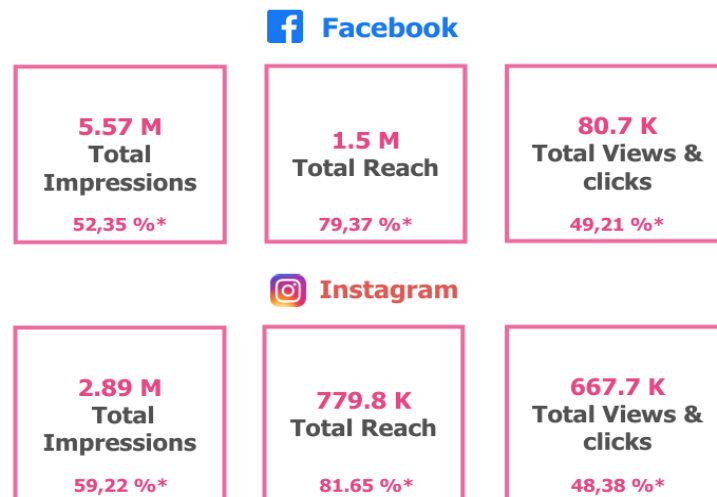
From figure on Facebook, all posts published during October culminated to 10.64 million impressions, 1.89 million reach and 163.99K total views and clicks. In the case of the "October Roses" concept, the six posts alone accounted for 52.35% of total impressions, 79.37% of total reach, and 49.21% of total views and clicks.

On Instagram, overall October content recorded 4.88 million impressions, 955K reach, and 1.38 million views and clicks. The concept posts achieved 59.22% of total impressions, 81.65% of total reach, and 48.38% of views and clicks.

It is also important to mention that the other posts published during this period included interactive content such as contests which typically outperform in terms of audience

engagement. Even so, the emotionally driven "October Roses" concept still achieved the highest share of performance metrics, demonstrating its stronger impact on audience engagement and visibility.

Figure 23: results / pink october

Facebook

5.57 M Total Impressions 52,35 %*	**1.5 M** Total Reach 79,37 %*	**80.7 K** Total Views & clicks 49,21 %*

Instagram

2.89 M Total Impressions 59,22 %*	**779.8 K** Total Reach 81.65 %*	**667.7 K** Total Views & clicks 48,38 %*

Source: Internal company document.

I decided to concentrate on the "October Roses" concept in my case study because of this. Even though it was only included in the content calendar with 6 posts, its performance on both platforms was obviously exceptional. In contrast to even highly interactive formats like contests, this demonstrates the effectiveness of emotional content in promoting deeper Online Consumer Brand Engagement (OCBE). It also backs up my research's theoretical framework, which highlights the emotional component as a major factor in consumer-brand interaction on social media.

2.1.2 Interactions

Interactions include all users who have performed at least one click anywhere on a given post. This is a key indicator, as it helps assess the level of audience engagement with each piece of published content.

In the context of evaluating the digital performance of the Canbebe brand.I decided to pay particular attention to October 2023 in order to assess the Canbebe brand's digital performance. A notable increase in digital interactions over the preceding months especially a notable improvement from September to October justifies this decision.

Figure 24: The digital scorecard template 2023

	Owner		Brand	KPI	Frequency	January	February	March	April	May	June	July	August	September	October
														2023	
Digital Algeria	Chakib	Digital	Canbebe	Total Impressions (M)	Monthly	103K	2,9M	7,55M	9.25 M	14.25 M	50.8 K	1.23 M	71.1 K	11.2 M	15.52 M
				Total reach (M)	Monthly	40K	58K	3,63M	3.12 M	3.6 M	28.8 K	429.4 K	24.3 K	7.5 M	3.2 M
				Total views & clicks (M)	Monthly	10K	25K	1,37M	2.52 M	1.6 M	11.7 K	13.4 K	10.3 K	423.8 K	1.54 M
				Recruitment (nbr d'abonnés)	Monthly	318	345	3021	2.7 K	2.7 K	146	5.2 K	-92	4K	4 K
				Engagement performance (%)	Monthly	20%	71%	52%	67%	69.1 %	33.6 %	36.2%	33.3 %	31.9 %	103.3 %
				Engagement Community (%)	Monthly	-	-	-	-	2227.5 %	15.4 %	13.3%	8.9%	1018.5 %	4938.8 %
				CPM (DZD)	Monthly	-	x	x	x	x	x	x	x	x	x
				New app users	Monthly	131	x	x	x	x	x	x	x	x	x

Source: Internal company document.

From the figure 24 I found that the number of total impressions rose from 11.2 million in September to 15.52 million in October. Despite a slight decline in reach from 7.5M to 3.2M, this suggests a more targeted but potentially more engaged audience. Most significantly, the brand's digital content saw a surge in views and clicks, which increased from 423.8K to 1.54M.

Apart from that, subscriber growth stayed constant at 4,000 fresh followers after August's low (-92 recovered. The engagement performance rate, which shot to 103.3% in October and shows remarkable responsiveness to the content, was the most amazing leap.

The spike in interactions suggests that linking the content to a meaningful event like *Octobre Rose* had a strong emotional impact on the audience. This shows how powerful it can be to align editorial strategy with social causes, as it not only increases interaction but also strengthens the brand's emotional connection with its community.

2.1.3 Top Posts of the Period

Figure 25: Top posts by canbebe on instagram and facebook for the period of october 2022
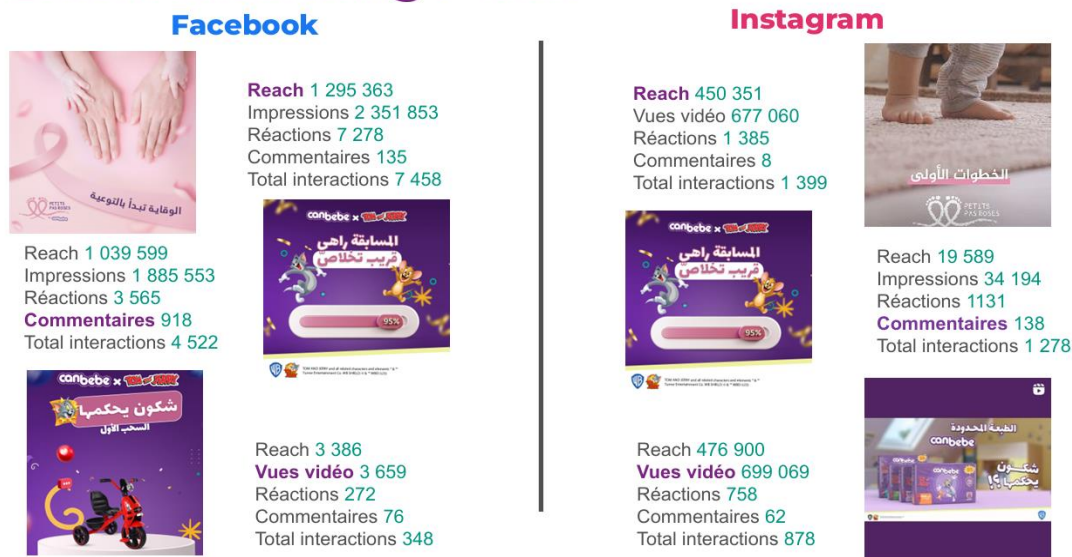
Source: Internal company document.

October 2022 Canbebe Instagram and Facebook insights reports showed that there is a very strong link between user engagement metrics and the emotional nature of content. One of the most engaging posts is associated with the "Petits Pas Roses" concept as part of the brand's October Rose campaign.

One campaign-related video contributed to a reach of 450,351, with 1,385 reactions, 8 comments, and a total of 1,399 interactions on instagram. On Facebook, a post reached over a million users with interactions 7,458. From all these figures, it can be observed that the October Rose campaign achieved outstanding visibility in addition to interaction above expectations.

They were mostly achieved through excellent campaign execution and strong emotionally engaging content. Even though the reach and engagement metrics exceeded overall expectations, the campaign itself consisted of only six posts (four static posts and two reels) out of a total of seventeen published in October.The data indicates that emotionally engaging content such as that found in the October Rose initiative ,can have a multiplier effect, enhancing the visibility and engagement of the brand's entire digital landscape.

Figure 26: Cometitive overview / october

For this month of OCTOBER, the "top performance" competitors for Facebook are:

- Community: **Bimbies (333.9 K)**   Canbebe : 162.2 K (2nd best performance)
- Recruitment: **Happy dry (+6 K)**   Canbebe : +3.6 K (2nd best performance)
- Posts : **Poupoune (20)**   Canbebe : 17 (2nd best performance)
- Interactions **Lilas (12.5 K)**   Canbebe : **29.3 K (Best performance)**
- Engagement rate: **Lilas (27.3%)**   Canbebe : **29.2% (Best performance)**
- Videos views: **Bimbies (6.8 K)**   Canbebe : **18.1 K (Best performance)**

For Instagram

- Community: **Happy dry (38.6 K)**   Canbebe : 14.1 K (5th best performance)
- Recruitment: **Poupoune (+600)**   Canbebe : +300 (3rd best performance)
- Posts : **Poupoune (20)**   Canbebe : 17 (2nd best performance)
- Interactions: **Bimbies (1.5 K)**   Canbebe : 1 K (2nd best performance)
- Engagement rate: **Good Care (29.3 %)**   Canbebe : **9848 % (Best performance)**
- Videos views: **Bimbies (2 K)**   Canbebe : **1.4 M (Best performance)**

Source: Internal company document.

In October, for the purpose of evaluating the effectiveness of Canbebe's digital communication strategy, a benchmarking study was performed together with the main competitors in the baby care industry. The primary analytics include the total number and growth of subscribers, content production (posts), interactions, engagement rate, and number of views of videos in the brands' Facebook and Instagram profiles.

As we see at the figure on Facebook, Canbebe was marked the best along with being the highest in interactions (29.3K) and engagement rate (29.2%), leading all competing brands. It also achieved the highest number of video views (18.1K) demonstrating the impact of its audio-visual content. Even as Canbebe turned in the second largest number of posts (17) in the month, along with recruitment growth of +3.6K, the brand lagged behind Poupoune and Happy Dry in these metrics which suggests a content volume strategy balance.

On Instagram, Canbebe's position rose to 5th for community size whereas for qualitative metrics the brand performed the best in engagement rate (9,848%) and dominance in video views (1.4M) with the closest competitor Bimbies at only 2K. It can be concluded that Canbebe may have been behind Happy Dry in followers however their video content audience responsiveness is at a higher level.

2.1.4 Audience Reached

This analysis indicates the best timing and theme preferences for increasing reach and resonance with this population.25-45, who are most active online between 5 PM and 10 PM, with peak engagement from Thursday to Saturday evenings. The target category, mostly moms (3 million), has a great interest in categories such as cosmetics, TV shows, music, and cuisine, with engagement rates above 85%. Niche segments such as "super parents" and "happy nesters" have significant opportunities for personalized communications.

Figure 27: Audience reached on instagram for the period of october 2023

Source: Internal company document.

From the figures that shows the analysis of Canbebe's social media audience, it can be seen that the most popular group is the 25-44 age range, comprising 88.1% on Instagram and 94.4% on Facebook. This group corresponds to young to middle-aged adults, usually right in the middle of the early stage of their parenthood aligning directly with Canbebe's core market..

The figures suggest that the digital strategy employed by the brand is working well within the identified demographic. The slightly better percentage on Facebook indicates that there is a wider or more seasoned parenting audience, while Instagram appeals to younger, visually

engaged consumers. Certainly, this calls on the need for audience-specific content on different platforms.

Figure 28: Audience reached on facebook for the period of october 2023.

- Cible majoritaire : 25-44 ans (94,4 %)

Source: Internal company document.

To finish, Canbebe's digital success, particularly during peak engagement months such as October, highlights the need for proactive content development and emotionally aligned advertising. When brands link their messaging with audience interests and societal occasions, they increase interactions while also strengthening emotional relationships with their community. These findings underline that successful interaction requires a thorough grasp of audience behavior, timing, and relevance.

2.1.5 Presentation of Content Analysis Results
Figure 29: The variation in emotional intensity across the six analyzed posts
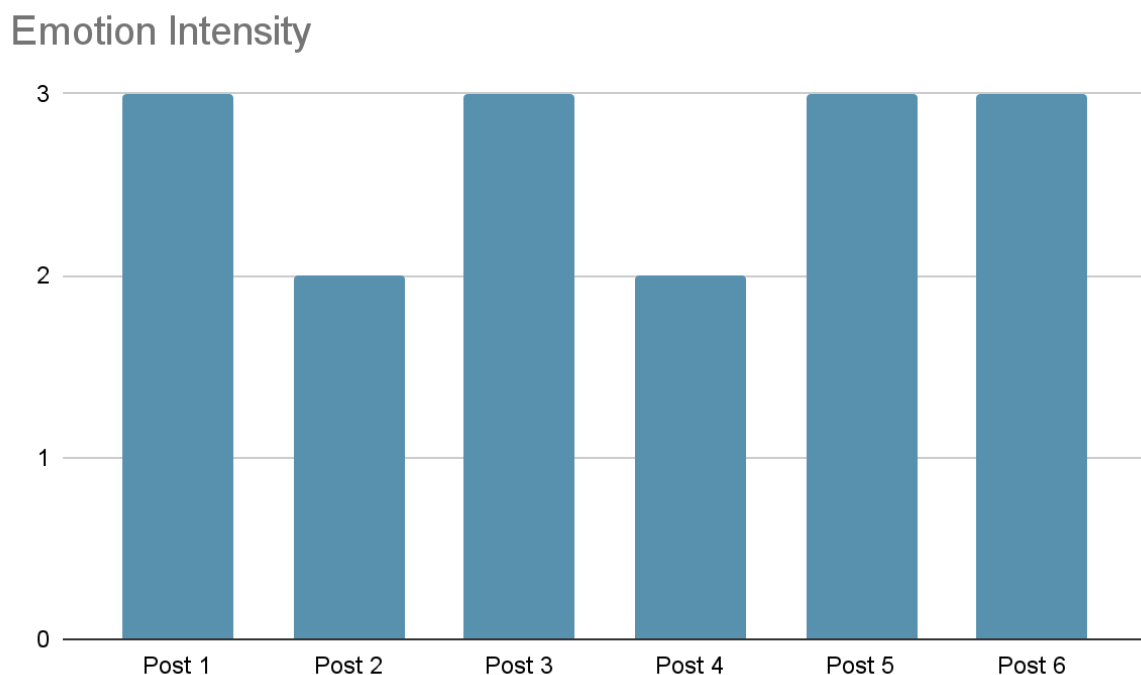
Emotion Intensity

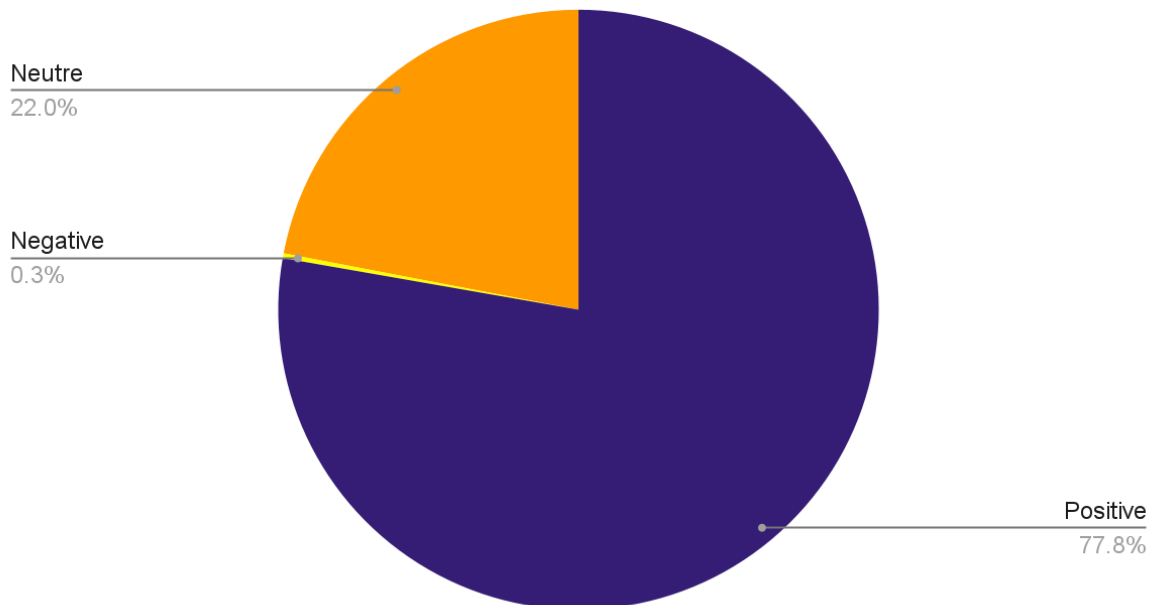**Source: developed by ourselves**

Comment: Figure N° shows the emotional intensity levels of the six Canbebe campaign publications, as analyzed using the Plutchik model. The publications 1, 3, 5, and 6 show a maximum intensity (level 3), indicating the use of emotional triggers such as narration, visuals, or the message.In contrast, publications 2 and 4 have a moderate intensity (level 2),

indicating a lower emotional charge, either due to a more focused tone or a less immersive creative treatment.

The change in emotional intensity could be a purposeful effort to broaden content appeal and promote different sorts of audience engagement across the campaign.

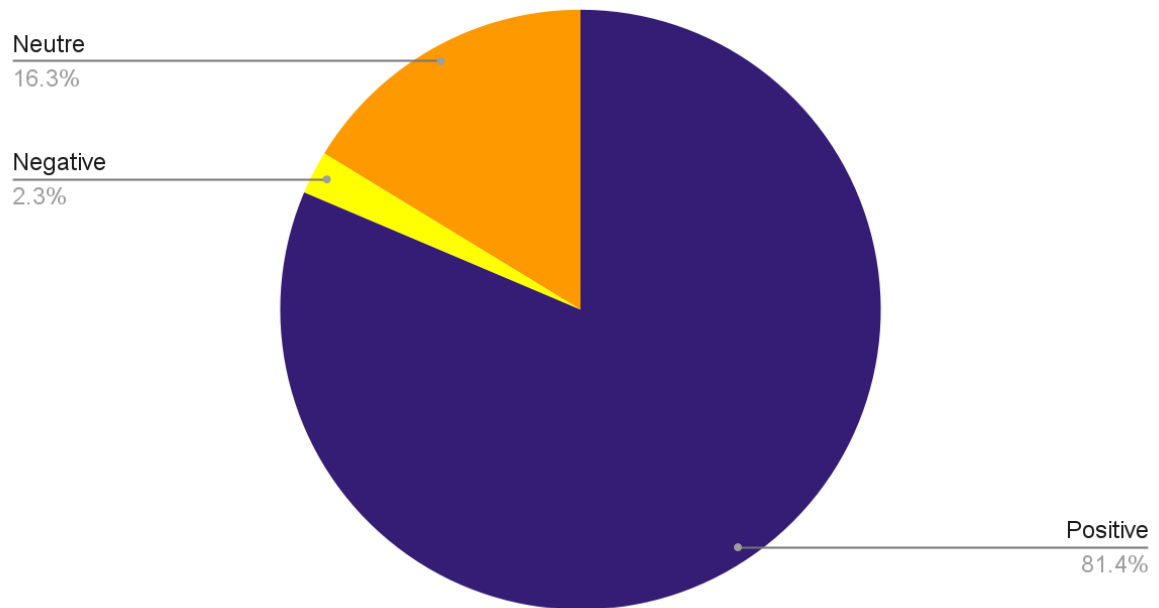**Figure 30: The comments related to the octobre rose on facebook**

Source: developed by ourselves

Comment: Figure N° represents the sentiment distribution of Facebook comments concerning the "Octobre Rose" campaign. The bulk of comments were positive (77.8%), followed by neutral (22%), with only a minor percentage of negative remarks (0.3%).

This distribution shows an important connection between the campaign message and the audience's emotional response. The high positive rate shows that the content was warmly received, but neutral responses may reflect more informative or passive participation.

Figure 31: The comments related to the octobre rose on instagram

Instagram comments

Source: developed by ourselves

Comment: This study reveals a clear frequency of positive sentiment in the comments related to the Octobre Rose campaign on Instagram. Indeed, 81.4% of the reactions were positive, with only 2.3% negative and 16.3% neutral.

These data show that the campaign was favorably received by users, demonstrating a high level of emotional engagement. The low amount of negative comments is also encouraging, indicating that the information is relevant and that the message communicated has a good resonance.

**Figure 32: The thematic analysis of facebook comments**

Facebook positive comments
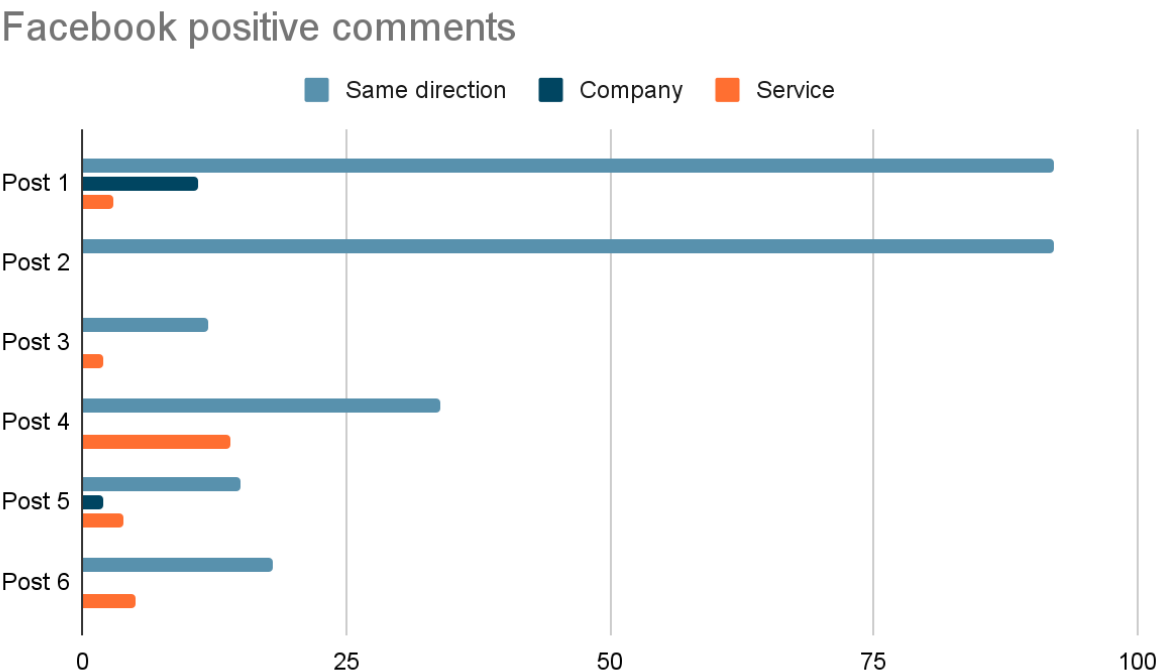
Source: developed by ourselves

Comment: This thematic analysis of Facebook comments shows a strong user alignment with the emotional tone of the Octobre Rose ad content. The majority of the recognized positive reactions fell into the "Same direction" category, showing that people responded positively to the campaign's symbolic and emotional messages.

Posts 1 and 2 garnered the most emotionally aligned participation, with over 90 comments in each category, demonstrating the campaign's message's resonance. In contrast, there were few comments mentioning the company or its services, indicating that the positive emotions were motivated by the cause and values represented rather than brand features.

**Figure 33: The thematic analysis of instagram comments**

Instagram positive comments
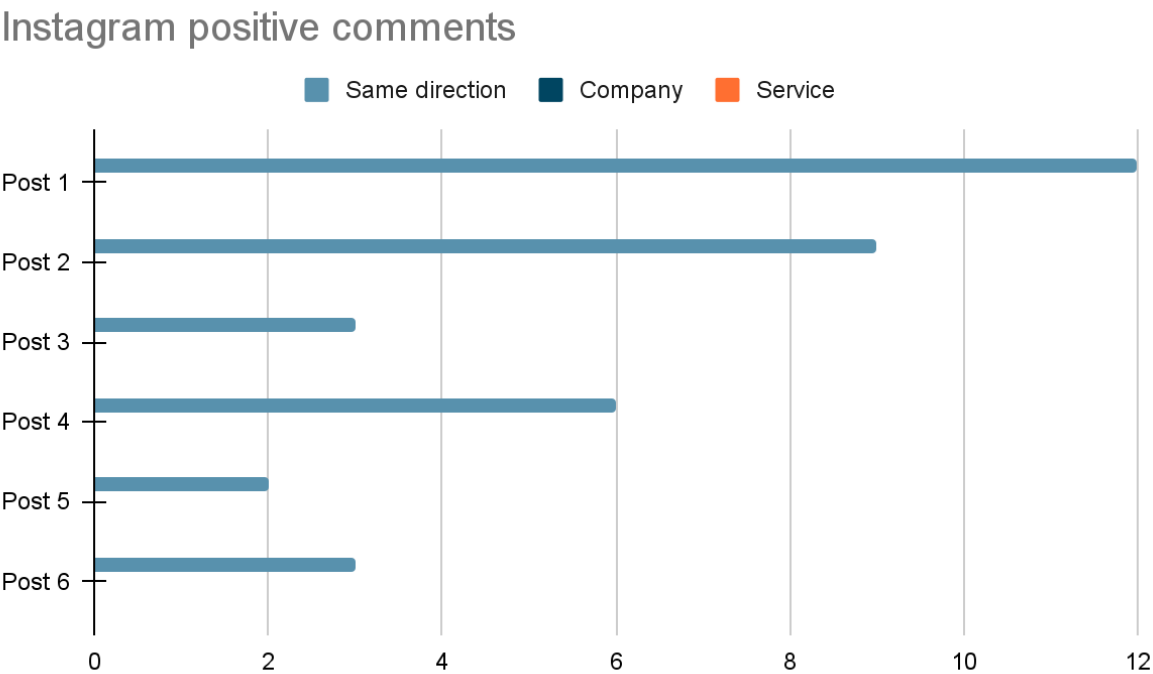
Source: developed by ourselves

Comment: The Instagram data shows a strong thematic connection between the audience and the campaign's emotive messaging. Most of the positive comments were categorized as "Same direction," showing that consumers engaged with the postings' content, specifically themes of prevention, maternal care, and emotional support rather than the brand.

Post 1 received the most interaction (12 comments), followed by Posts 2 (9) and 4 (6), indicating that content emphasizing symbolic imagery and affective language promotes deeper connection. The lack of comments regarding the company or its services supports the notion that emotional resonance with the cause itself, rather than brand identification, was the main source of audience engagement.

**Figure 34: The facebook engagement data reveals**
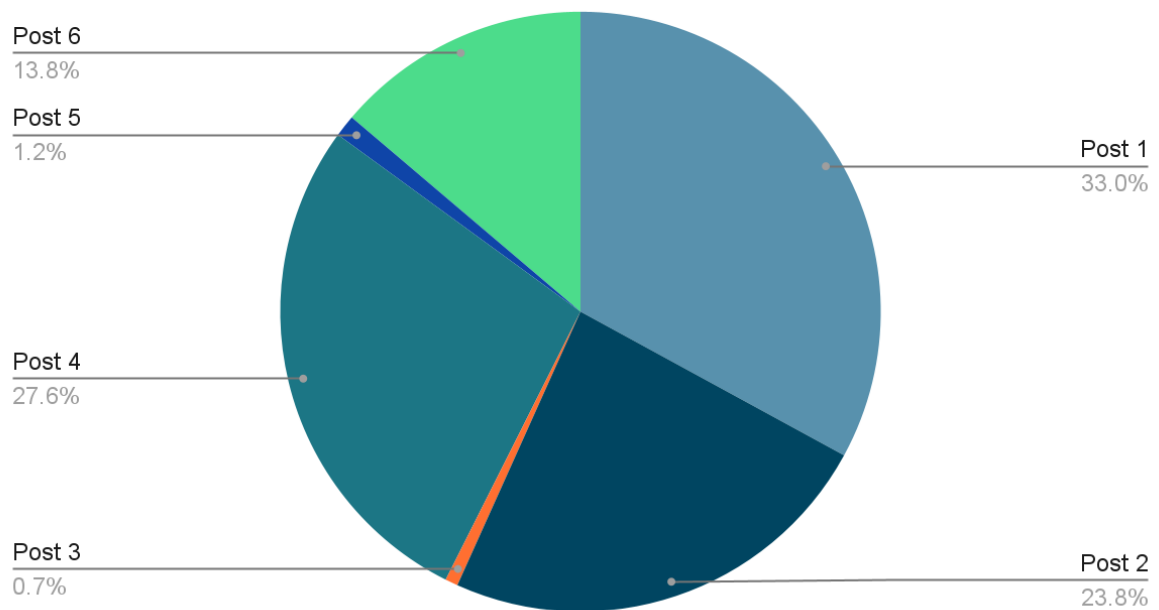
Source: developed by ourselves

Comment: On Facebook, the engagement distribution reinforces the audience's emotional connection to the campaign. Post 1 had the highest engagement rate (33%), followed by Post 4 (27.6%) and Post 2 (23.8%). These results show that consumers were extremely responsive to content that effectively communicated the campaign's advocacy message. In contrast, Post 3 and Post 5 performed poorly, with only 0.7% and 1.2% engagement, indicating a limited audience connection.

The constancy of interaction patterns shows that Facebook users, like those on Instagram, preferred material that stressed emotional and thematic relevance above promotional or brand-focused components.

Figure 35: The instagram engagement data reveals

Instagram engagement rate

Post 6
11.9%

Post 5
1.0%

Post 4
28.1%

Post 3
15.2%

Post 1
23.2%

Post 2
20.6%
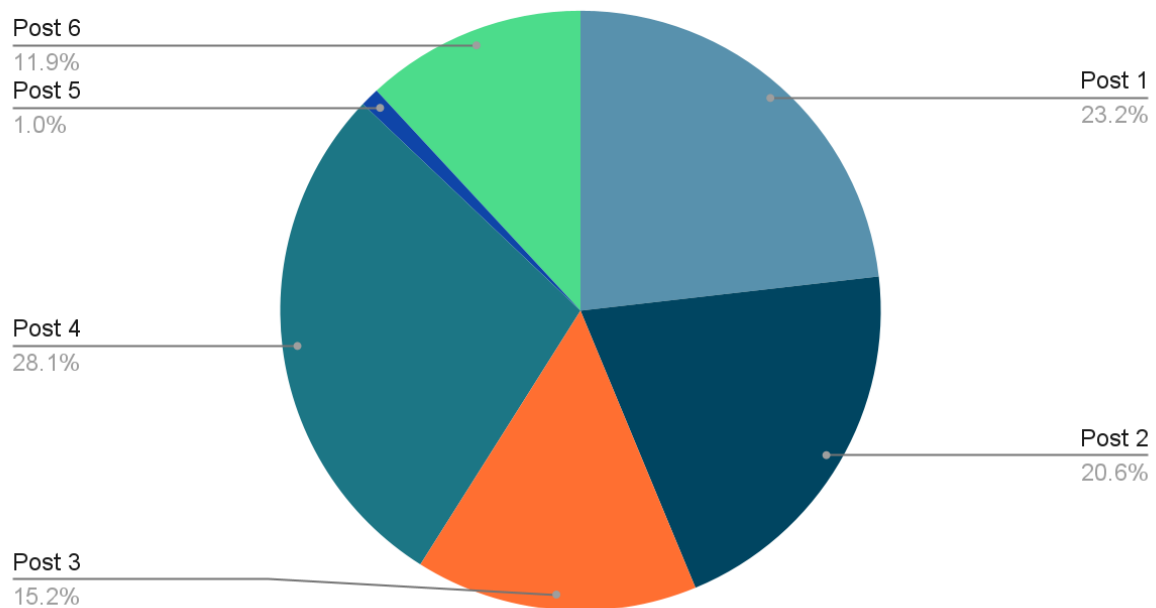
Source: developed by ourselves

Comment: The Instagram interaction data reveals a definite preference among users for emotionally resonant content related to the Octobre Rose campaign. Post 4 had the highest engagement rate (28.1%), followed by Posts 1 (23.2%) and 2 (20.6%). These top-performing posts most likely corresponded closely to the campaign's symbolic and emotional language, demonstrating a high audience response to material that promotes cause-related storytelling. In contrast, Post 5 had a low attention rate of only 1%, implying that it lacked thematic or emotional appeal.

The analysis of the content published during Canbebe's "Petits Pas Roses" campaign reveals a strategic and intentional use of emotional appeal, both in terms of emotional intensity and audience response. The results show a predominance of positive sentiment in comments, strong thematic resonance around prevention and maternal support, and high engagement with emotionally charged posts.

Based on these findings, the following hypotheses can be assessed:

- **H1: The emotional intensity of a post positively influences online engagement.**
  Hypothesis accepted: Posts with high emotional intensity (levels 3 – Posts 1, 3, 5, and 6) corresponded to the highest engagement rates, especially on Facebook (Post 1: 33%, Post 4: 27.6%) and Instagram (Post 4: 28.1%, Post 1: 23.2%). In contrast, low-intensity posts such as Post 5 (Instagram: 1%) showed minimal interaction.

- **H2: Thematic alignment between the emotional message and the audience's values   enhances   engagement.**
  Hypothesis accepted: Thematic analysis showed that the majority of positive comments (over 90 comments on Posts 1 and 2 on Facebook) were categorized as "Same direction", indicating a thematic alignment rate of over 85% in those posts. This alignment highlights a strong resonance between emotional messaging and audience values.

- **H3: Emotionally driven content centered around a cause (rather than the brand) generates   greater   interaction.**
  Hypothesis accepted: Sentiment distribution data revealed that positive comments accounted for 77.8% on Facebook and 81.4% on Instagram, with a very low percentage referring to the company or brand (almost negligible in thematic analysis). This supports that over 80% of audience engagement was driven by cause-related emotional appeal, rather than brand-focused content.

In conclusion, this content analysis confirms that emotions, when effectively integrated into social media campaigns, are a powerful driver of online consumer engagement and help foster an authentic connection between the brand and its audience. However, these hypotheses will be further examined through a qualitative analysis aimed at deepening our understanding of the underlying emotional mechanisms.

2.2 Presentation of Interview Results

Question 1: Your name and first name

Respondent 1: BERKAT ines
Respondent 2: ABABSIA anis
Respondent 3: TOUAIBIA leila

Commentary:

Question 2: Could you please introduce yourself by specifying the position you hold and your missions within Zone Agency?

Respondent 1: Marketing Project Manager, Coordinates and manages marketing projects, ensuring their timely implementation and alignment with brand strategy.

Respondent 2: Founder & CEO, Leads the overall strategic direction and operations of the agency, assuring growth and customer satisfaction.

Respondent 3: Creative Team Lead, overseeing and mentoring the creative team to produce high-quality, innovative design solutions that are consistent with project objectives and brand vision.

Commentary: Having both leadership and creative roles represented ensures a rich and multidimensional understanding of the agency's emotional strategy.

Question 3: Have there been any emotional campaigns or publications developed by Zone Agency that have strongly strengthened brand attachment or consumer confidence? What were the key elements?

Respondent 1: Little pink steps in relation to the month of October pink and "merveilleuse" in relation to Mother's Day.

Respondent 2:"merveilleuse" campaign on behalf of Can bebe (Can Hygiène SPA, ONTEX Group)

Respondent 3: Campagne Bébécan on behalf of Canbebe Algérie and campagne Petits Pas Rose for Canbebe Algeria

The first Bébécan campaign highlighted authentic moments in the lives of parents and their children, with a soft and reassuring tone where sincerity and closeness allowed parents to recognize themselves in the message and feel understood.

The second October campaign Rose delivered a message of hope with the voice of the baby, she put forward the first steps of the child "little pink steps", emphasizing the importance of early detection of breast cancer...the message was simple but strong: Every little step of the baby is precious, as is every step toward cancer prevention. This campaign encouraged women to take care of their health, while celebrating motherhood and the first moments of life.... the key element was to link the protection and well being of the child to that of the mother, reminding that taking care of oneself is essential to be able to be there for those we love...this allowed to sensitize the target in a touching and original way.

Commentary: The examples given particularly "Mère Veilleuse" and "Petits Pas Roses" showcase the power of emotional narrative that links fundamental personal values such as motherhood and health. What stands out is how these campaigns combined personal emotion with public awareness, making the brand feel truly human.

Question 4: What do you think is the place of authenticity in creating an emotional connection with online consumers? Is there a risk of being "too" emotional?

Respondent 1: Authenticity is essential to create a sincere and lasting emotional link with online consumers, overemotionalization can seem forced or manipulative so you must know how to create a balance

Respondent 2: Authenticity is essential: without it, emotion sounds false. In our Mother"merveilleuse" campaign, the emotion worked because it was sincere, sober and rooted in the reality of Algerian moms.Yes, you can over-emotionalize. If the emotion is forced or disconnected from people's experiences, it can cause rejection. The real issue is accuracy, not intensity.

Respondent 3: Authenticity plays a key role in creating a strong emotional bond with consumers and it is what allows a brand to create trust and attachment. People naturally connect to true stories, clear intentions and lived values. However, wanting to move too much can give an impression of overplay or manipulation, if it is not sincere or exaggerated people

feel it and it breaks the link instead of strengthening it... the emotion works only when it is "natural" and "consistent with the brand identity" and connected to something real.

Commentary: This question emphasizes the value of authenticity in emotional content. The reactions demonstrate that emotion only works when it is authentic and relatable. It's a wonderful reminder that sincerity is more important than dramatic intensity, which is consistent with emotional branding theory.

Question 5: Is there a link between the target and opting for emotional content?

Respondent 1: Yes, the link between the target and the emotional content is crucial; it must be adapted to the values, expectations and behaviors of the target in order to avoid misalignment.
Respondent 2: Yes, absolutely. The more emotionally involved the target is in the subject, the more emotional content is relevant.In our case, we were addressing mothers, an audience naturally sensitive to messages of appreciation, warm and personal.It is this deep connection with their role that has made the emotional approach so effective.

Respondent 3: I would say that the nature of the target (its age, context, needs, level of engagement etc.) determines the tone, format but especially the degree of emotion needed to inject to get the message across and create impact, because in my opinion, there is no totally neutral content, everything goes through a human filter "therefore emotional". This emotion is not always touching and upsetting, it can be discreet (inspires: clarity, seriousness, enthusiasm, reassurance...) and each message carries an intention, a tone, an energy, and that's what creates the connection.

Thus, choosing the right emotional content is finding the balance between "who we want to touch" and "how we want to say it", that's what makes the message alive.

Commentary: There is strong agreement that the emotional strategy must be carefully tailored to the target. I found it interesting that emotional content does not always have to be dramatic; it might be soft, loving, or just polite. This detail is often neglected, but it is critical to emotional connection.

Question 6: For the type of target chosen, is emotional content more effective than purely informative content in terms of interaction and engagement? If so, why do you think so?

Respondent 1: Yes, for an emotionally receptive target, emotional content is often more effective than purely informational content because it creates more interaction and brand attachment.
Respondent 2: Yes, clearly. Moms don't just react to information they produce, but to their own experiences, their role, their value.Well-balanced emotional content generates more engagement because it creates a personal connection,emotion makes you want to share, comment, feel concerned, much more than a simple rational argument.

Respondent 3: Yes, for a parental target like Canbébé's, the emotional content is clearly more effective, even the purely informative messages touch on sensitive topics (health, well-being, comfort of the baby, etc.) so they necessarily carry an emotional load.... We are talking

here about deeply loved ones, which makes every word, every image more engaging for a brand like canbebe the emotion is not a tool apart from it is rather at the heart of all content.

Commentary: Based on these responses, I believe that for mothers, even "informative" content becomes emotional because the issues (such as newborn health) are already sensitive. This demonstrates that emotion is not a separate tool; it is present in every brand contact when the subject is close to the heart.

Question 7: Does emotional feedback from consumers (comments, private messages...) influence the editorial line?

Respondent 1: Yes, emotional feedback from consumers strongly influences the editorial line because it allows us to better understand their expectations and adjust the tone and themes.
Respondent 2: Yes, strongly. When a message elicits sincere reactions (touching comments, sharing, private messages), it shows that one has touched right.These feedbacks serve as a compass to refine the tone, choose topics to deepen, and strengthen this emotional link in future content.

Respondent 3: Yes, in Algeria emotional feedback really influences the editorial line, a single comment can launch everything and very quickly others follow in the same tone.... This is the snowball effect and it forces brands to adapt by adjusting their tone, subjects, and sometimes even how they express themselves and respond to comments, to stay connected to what people experience and feel

Commentary: This demonstrates how emotion not only influences how content is received, but also shapes future content. I find it particularly interesting that in Algeria, a single passionate comment may snowball into community participation, demonstrating the viral power of emotional resonance.

Question 8: In your experience, can emotions turn a consumer into a brand ambassador? If so, what types of emotions are most conducive to this deep commitment?

Respondent 1: Yes, the most conducive emotions are pride, identification and confidence as they create a strong attachment, sense of belonging and spontaneous desire to share the experience with others.
Respondent 2: Yes, no doubt. When a brand touches sincerely, it no longer sells a product, it creates a link.The most powerful emotions to create ambassadors are:

Pride (to be recognized, valued)

Gratitude (when a mark does the right thing)

Tenderness (related to family, intimate)

Respondent 3: When a brand manages to create an authentic emotional connection, it creates a sense of loyalty and attachment, a consumer who feels understood, appreciated, or inspired by the brand, is more inclined to share his experience and recommend the brand around him, among the emotions that create engagement I can name: humor, complicity, compassion, recognition, nostalgia, empathy, confidence in quality/safety, etc

Commentary: The types of emotions cited pride, gratitude, recognition are aligned with what emotional branding literature calls "self-enhancing emotions." These feelings motivate consumers to talk about and protect the brand. It demonstrates that emotional attachment can lead to advocacy.

Question 9: The choice of emotional strategy for the baby was proposed by the Zone agency, or was it the client who asked for it?

Respondent 1:I believe it was a mutual agreement made during the briefing before the project began.
Respondent 2: The emotional strategy was proposed by the Zone Agency.

I identified that the world of motherhood deserved a more sensitive and human approach — beyond just product-based arguments.The client quickly embraced this vision, understanding that it could build a much stronger connection with their community.
Respondent 3: The client emphasized the importance of creating an emotional bond and chose the communication channels. We then developed the concept, selected the formats, and adjusted the emotional depth by drawing inspiration from real-life situations, using local settings, and highlighting celebrations and customs.

The goal was to deliver an authentic message, aligned with the values and lived experiences of Algerian parents.

Commentary: What I learned here is that emotional strategy is often a collaborative process. Even if the agency comes up with the idea, the client must believe in it and help shape it to reflect their beliefs. This balance is essential for developing real and meaningful emotional communication.

Question 10: What are the main emotions you want to evoke in this brand's audience through the editorial line that you propose? And how do you choose these emotions according to the type of campaign (informative, educational...)?

Respondent 1: The emotions we aim to evoke include tenderness, connection, maternal emotion, pride, and empathy.For the different post types:

Informative posts focus on building trust and creating a sense of calm.
Educational posts aim to foster confidence and self-esteem in mothers by valuing their role.

Respondent 2: For Canbebe, our primary emotional goals are to evoke:

Tenderness, to highlight the parent-child bond.
Recognition, by honoring the role of mothers.
Trust, by creating a feeling of security with the brand.
The emotion we choose depends on the type of campaign:

In an educational campaign, we focus on emotions like calmness and encouragement.
In a more emotion-centered campaign, we aim for deeper feelings like pride, love, or gratitude.

Respondent 3: With Canbebe, we particularly aim to highlight emotions such as tenderness, safety, the pride of being a parent, as well as humor and connection to soft, sincere feelings that resonate with daily life.For example, in an educational campaign, we use a light and gentle tone with playful wordplay. We alternate between Algerian dialect and French depending on the context and what resonates most with parents. We speak to them as if they were talking to their children using simple, natural, affectionate language. The goal is to make the content feel as familiar and comforting as possible, while still delivering valuable information.

Commentary: It's clear that emotional planning is intentional. The team doesn't use emotion randomly, they adapt it to the type of content (educational, informative, etc.). This purposeful use of tone and sentiment guarantees that emotional connection is strong and never feels out of place.

Question 11: How do you adapt the emotional content to resonate with the Algerian parental audience (cultural values, local emotions, tone)?

Respondent 1: Strong family values: showcasing maternal love, the protective role of parents, and family solidarity.
Cultural references: using everyday Algerian situations with baby Canbebe.Always with a warm and caring tone.

Respondent 2: We rely on local cultural and emotional codes:

- Deep respect for mothers

- Family warmth and intergenerational connection

- A gentle, caring tone, never moralizing

Respondent 3: By drawing from scenes of daily life, personal experiences, local celebrations, and simple but meaningful gestures for parents and the Algerian audience...

The idea is that every parent can say "this is us"... it's this closeness that creates impact.

Commentary: This response was extremely essential to my research since it demonstrates how culture influences emotion. Canbebe thrives because it does more than just "add emotion", they base it on real Algerian values like family, respect for mothers, and shared daily life. This local anchoring is what adds depth to the emotional connection.

Question 12: In your opinion, what role do emotions play in the long-term engagement of consumers with Canbebe, beyond a simple publication or campaign?

Respondent 1: Yes
Respondent 2: Yes, without hesitation.In a market where brands often communicate based on price or product quality, emotion allows Canbebe to build a unique and memorable relationship with mothers.

This is a differentiation that is hard to replicate, because it's rooted in the sincerity of human connection and a deep understanding of local cultural expectations.
In the long term, it's this emotional bond that strengthens brand preference and loyalty.

Respondent 3: Canbebe Algeria stands out by appealing to simple and genuine emotions like nostalgia, memories, and key moments in a child's life the moments shared with family.It touches parents by reminding them of real-life situations, creating a strong and lasting bond with the brand.

Commentary: These responses demonstrate that emotion is more than just a short-term strategy. When it's sincere and culturally appropriate, it fosters strong and lasting relationships. For Canbebe, it's not the products alone that create loyalty, it's the emotional world the brand creates around the consumer.

Question 13: How do you assess the emotional perception of the Canbebe brand by its online community?

Respondent 1: They create an emotional attachment to the brand, built on trust, reassurance, and recognition of the parents' role.
Respondent 2: Emotions help build lasting attachment.A mother who feels understood, valued, and respected by a brand like Canbebe doesn't just remember an ad she remembers a feeling.It's this emotional connection that transforms an occasional consumer into a loyal ambassador, far beyond a single campaign.

Respondent 3: When parents see themselves in the stories being told, in the characters they reconnect with campaign after campaign, a form of emotional loyalty begins to grow.
They no longer simply follow a brand, they follow a familiar universe that grows with them.
This human and constant bond, rooted in lived experiences, strengthens their engagement in a lasting way.

Commentary: The emotional perception of Canbebe is clearly positive and rooted in a sense of recognition and trust.The concept of remembering a sensation rather than a campaign struck me as particularly powerful. It's an excellent illustration of emotional memory at work, which is critical in brand loyalty.

Question 14: Have you conducted any studies or observed any particular trends?

Respondent 1: The emotional perception of Canbebe can be assessed through the analysis of comments, messages, and shares, where we often observe expressions of trust, gratitude, and attachment.

I haven't conducted specific studies.

Respondent 2: We primarily evaluated Canbebe's emotional perception through qualitative analysis of interactions on social media, feedback during events, and conversations with distributors.Comments, private messages, and spontaneous shares revealed a strong emotional connection to the brand.

For example, some mothers expressed their gratitude by sharing photos of the cards they received, accompanied by messages such as *"Thank you Canbebe, I felt special today."*

This feedback indicates that the brand's emotional initiatives such as the "Mère Veilleuse" campaign have strengthened feelings of recognition and belonging within the community.Although we haven't carried out formal studies, these observations suggest that Canbebe's emotional strategy has positively influenced the brand's perception among its online community.

Respondent 3: We've seen many spontaneous and touching messages, often linked to pregnancy memories, childbirth, or a baby's first moments. Even without formal research, the comments, shares, and private messages show a real emotional resonance.

Commentary: Even without formal research, strong emotional feedback (such as images and thank-you messages) provides qualitative evidence of emotional engagement. This demonstrates how human insight can be as helpful as stats when assessing emotional effectiveness.

Question 15: Do you think that emotion is a lasting differentiating factor for Canbebe in the Algerian market?

Respondent 1: Yes

Respondent 2: Yes, without hesitation.In a market where brands often communicate based on price or product quality, emotion allows Canbebe to build a unique and memorable relationship with mothers.

This is a differentiation that is hard to replicate, because it's rooted in the sincerity of human connection and a deep understanding of local cultural expectations.
 In the long term, it's this emotional bond that strengthens brand preference and loyalty.

Respondent 3: Canbebe Algeria stands out by appealing to simple and genuine emotions like nostalgia, memories, and key moments in a child's life the moments shared with family.It touches parents by reminding them of real-life situations, creating a strong and lasting bond with the brand.

Commentary: This final answer supports my research hypothesis: emotion is a sustained competitive advantage when it is based on authenticity and cultural awareness. Canbebe distinguishes itself by establishing a genuine emotional connection with its customers, rather than competing solely on price or function.

The analysis of the semi-structured interviews conducted with members of Zone Agency provided deeper insight into the emotional strategy behind the "Petits Pas Roses" campaign. The interviews revealed a thoughtful and coherent approach based on authentic emotional communication, cultural adaptation, and a focus on long-term engagement.

Based on the interview responses, the previously formulated hypotheses can be evaluated as follows:

- ● H1: The emotional intensity of a post positively influences online engagement. *Hypothesis partially confirmed*: Interviewees acknowledge the importance of

emotional intensity in capturing attention but emphasize more the relevance of the emotion to the message and context rather than intensity alone.

- H2: Thematic alignment between the emotional message and the audience's values enhances engagement.
  Hypothesis confirmed: Responses reveal a strategic effort to root the message in strong local values (motherhood, solidarity, prevention), ensuring respect for cultural sensitivities.

- H3: Emotionally driven content centered around a cause (rather than the brand) generates greater interaction.
  Hypothesis confirmed: Interviewees highlight that the campaign's success is based on its engaged and societal message, rather than direct brand promotion, which encouraged broader audience identification.

In summary, the interviews largely validate the content analysis findings, confirming that the effectiveness of emotional campaigns relies less on raw emotional intensity and more on their authenticity, cultural alignment, and social relevance. This emotional strategy helps strengthen the bond between the brand and its audience and generates lasting engagement.

GENERALE CONCLUSION

I.   GENERAL CONCLUSION

In an era where digital noise is omnipresent, and attention is a scarce resource, brands must do more than simply promote their products ,they must connect. This research has reaffirmed a fundamental insight: **emotion is no longer a "plus" in digital communication, but a necessity**. In a constantly evolving digital landscape, where audiences demand authenticity, empathy, and meaning, emotion emerges as a decisive strategic lever for building deep and lasting connections.

By focusing on the Canbebe Algeria campaign "Petits Pas Roses," this thesis explored how emotional content particularly when rooted in a social cause can spark high levels of online consumer engagement. This campaign stood out for its symbolic richness, its cultural and social relevance, and its ability to humanize the brand through empathy and shared values. The study was conducted in collaboration with **Zone Brand Agency**, which provided privileged access to the strategic thinking and creative process behind the campaign.

To address the central research question ″ How do emotions conveyed in digital brand content influence online consumer engagement? ″ I adopted a mixed-methods approach that combines both qualitative and quantitative methodologies. The study involved an emotional content analysis of Facebook and Instagram posts, sentiment and semantic analysis of user comments, and an engagement analysis based on user interactions with the posts. Additionally, semi-structured interviews were conducted with members of the creative and strategic team from Zone Agency, who were directly involved in the design and execution of the campaign.

The results validated all three hypotheses:

- The emotional intensity of a post positively influences online engagement
  → Confirmed: Posts with strong emotional charge recorded the highest engagement rates.

- Thematic alignment between the emotional message and the target audience's values reinforces   engagement
  → Confirmed: Most positive comments were classified as "aligned," showing strong resonance between the campaign's message and audience sensitivity.

- Emotionally charged content focused on a cause (rather than the brand itself) elicits more   interaction
  → Confirmed: Users engaged more with the cause (prevention, solidarity, testimonials) than with the brand itself.

These findings not only demonstrate the power of emotional branding but also offer important strategic lessons for marketing professionals, especially in contexts like Algeria where cultural proximity, social norms, and collective memory play a critical role in how messages

are received.

These results lead us to several key takeaways:

Emotion is a powerful driver of engagement. It captures attention, enhances memory, and stimulates interaction. Campaigns with a human and social dimension allow brands to go beyond commercial messaging and build lasting trust. Authenticity, cultural proximity, and symbolic resonance are differentiating factors in how content is received. Consumers engage not only with a product, but with shared values. Emotional branding therefore helps to unite a community around meaningful causes.

Building on the insights gained, several actionable recommendations can be proposed for brands seeking to enhance emotional engagement online:

1. **Humanize communication** by integrating authentic stories and real testimonials especially from individuals who reflect the audience's reality.

2. **Tailor emotional content** to specific segments (e.g., mothers, youth, women affected by health issues) based on their emotional drivers and values.

3. **Balance emotion and branding**: Prioritize cause-driven narratives while keeping brand presence subtle but consistent.

4. **Use data-driven tools** like semantic analysis and AI-based emotional prediction to anticipate and measure impact.

5. **Invest in long-term emotional positioning** rather than one-off emotional campaigns that build brand equity over time.

This thesis has been a transformative experience. On an academic level, it allowed me to deepen my understanding of consumer behavior, digital communication strategies, and the psychological mechanisms behind emotional influence. I also developed analytical skills in both content analysis and qualitative research methods, which I had never applied so extensively before.

Professionally, working closely with Zone Brand Agency gave me first-hand exposure to the strategic realities of brand communication and the collaborative process between creative teams and clients. It sharpened my ability to think both critically and creatively, and to translate abstract concepts like "emotion" into concrete, actionable strategies.

On a personal level, the topic itself centered on a campaign supporting breast cancer awareness resonated deeply with me. It reminded me that marketing, when done with empathy and purpose, can serve not just commercial goals, but also human and societal ones.

Despite certain limitations such as the restricted dataset and limited access to internal performance metrics this research offers valuable insights into the emotional mechanisms underlying online brand engagement. Beyond its immediate findings, it also paves the way for future investigations. For instance, comparative studies across brands and industry sectors could help validate and generalize the observed patterns. Exploring the role of influencers in emotionally driven campaigns may further reveal new dynamics in digital persuasion.

Moreover, integrating artificial intelligence into the content creation process could enable brands to anticipate emotional impact before publication. Finally, quantifying the emotional return on investment (ROI) through performance metrics would provide a more objective foundation for evaluating campaign effectiveness.

Ultimately, this work underscores a central truth: brands today are not just purveyors of products, but storytellers, value carriers, and community builders. In this narrative-driven digital economy, emotion is not just a tool it is the most powerful language a brand can speak.

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Annexe

AnnexN°1: post 1

Source: Internal company document.

AnnexN°2: post 2

Source: Internal company document.

AnnexN°3: post 3

Source: Internal company document.

AnnexN°4: post 4

« Petits Pas Roses »

04

Un bébé porte des chaussettes ornées de cœurs et fait un pas.

Les chaussettes à cœurs symbolisent l'amour maternel, le soin et l'espoir, mais rappellent aussi que le **bien-être personnel est essentiel.**

Cette publication **souligne l'importance pour les mamans de prendre soin d'elles-mêmes de la mêmes manière qu'elles s'occupant de leur bébés et de leurs famille.**

PETITS PAS ROSES

أوّل خطوة نحو الأمان

Source: Internal company document.

AnnexN°5: post 5

« Petits Pas Roses »

05

PETITS PAS ROSES

« Le soutien de nos petits est le soutien le plus proche de nos cœurs. »

Cette publication incite à **l'action collective contre le cancer du sein.**

La main du bébé dans le ruban rose symbolise le soutien à la sensibilisation, rappelant que même **les plus petits gestes peuvent contribuer à un changement positif.**

دعم صغارنا لينا هو أقرب دعم لقلوبنا

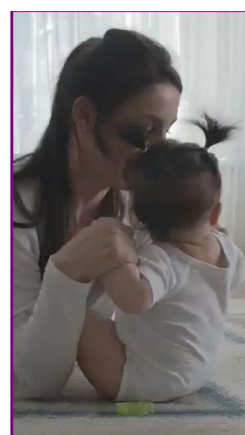**Source: Internal company document.**

AnnexN°6: post 6

« Petits Pas Roses »

06

Vidéo

« Faites durer les câlins Faites-vous dépister »

خلو العناقات تدوم
قومو بالتشخيص

25s

Source: Internal company document